

A large, abstract splash of red liquid, possibly ink or paint, filling the majority of the frame. The liquid is in motion, creating various swirls, bubbles, and textures. The color is a deep red, with some lighter areas where the liquid is thinner or where light reflects off its surface. The background is a light, neutral color, making the red splash stand out.

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ExChange Pulse

**Special Report: The impact of COVID-19 on consumer
sentiment and behaviour**

June 2020

CXI

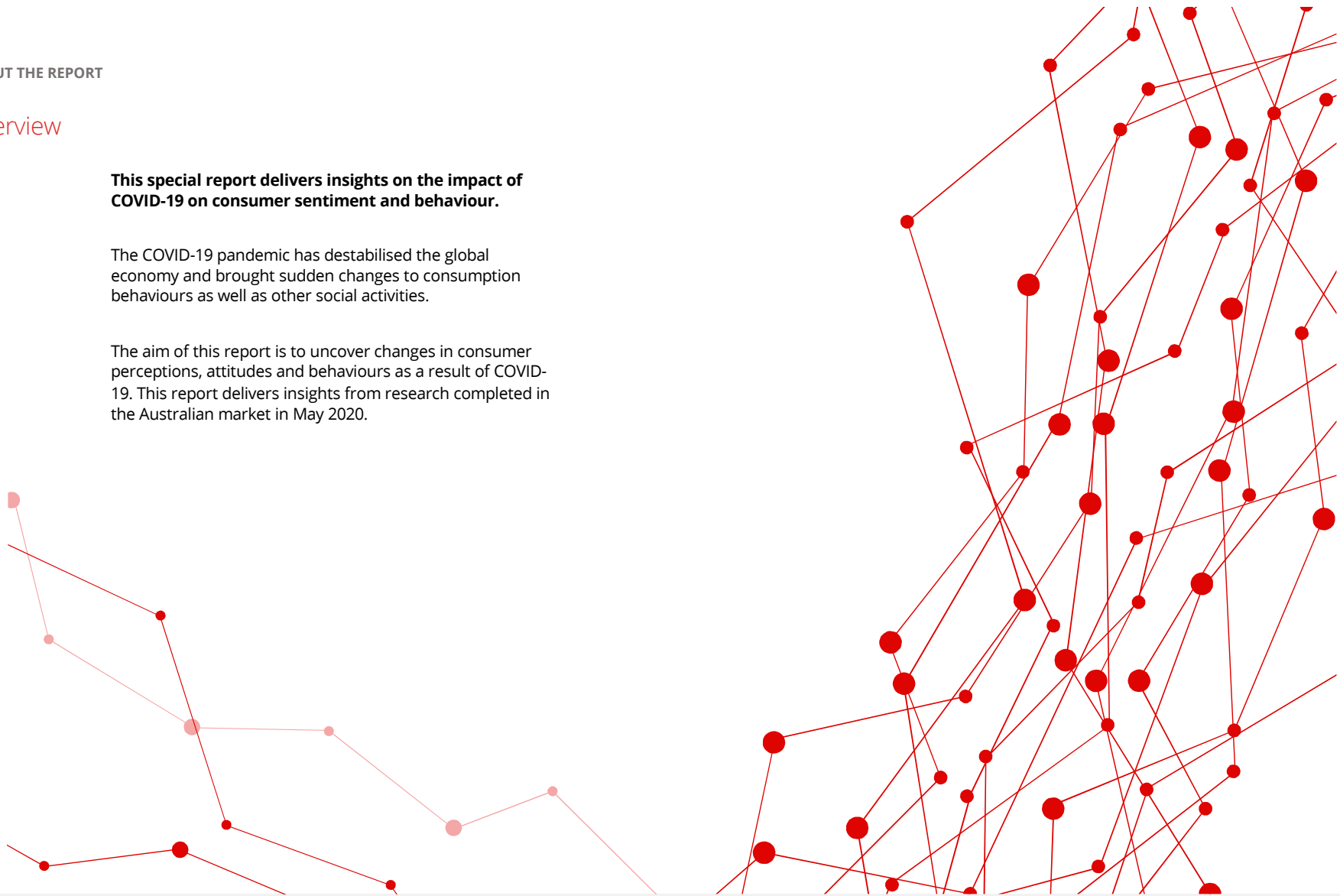
ABOUT THE REPORT

Overview

This special report delivers insights on the impact of COVID-19 on consumer sentiment and behaviour.

The COVID-19 pandemic has destabilised the global economy and brought sudden changes to consumption behaviours as well as other social activities.

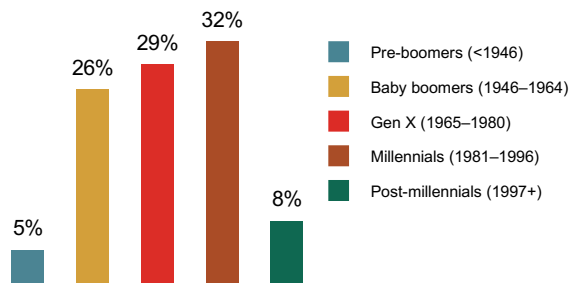
The aim of this report is to uncover changes in consumer perceptions, attitudes and behaviours as a result of COVID-19. This report delivers insights from research completed in the Australian market in May 2020.



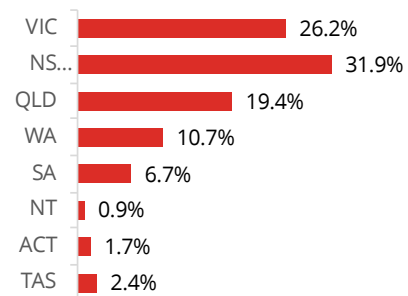
ABOUT THE REPORT

Sample Descriptives

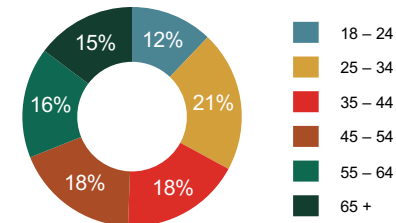
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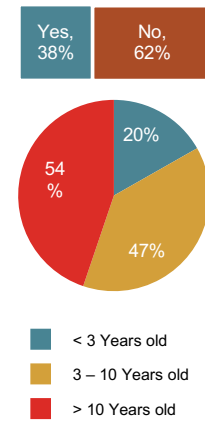
STATE



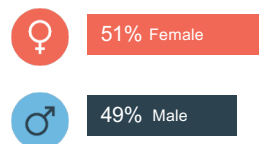
AGE



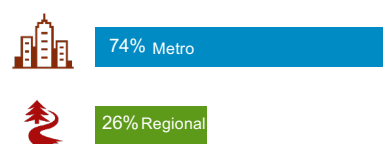
CHILDREN



GENDER



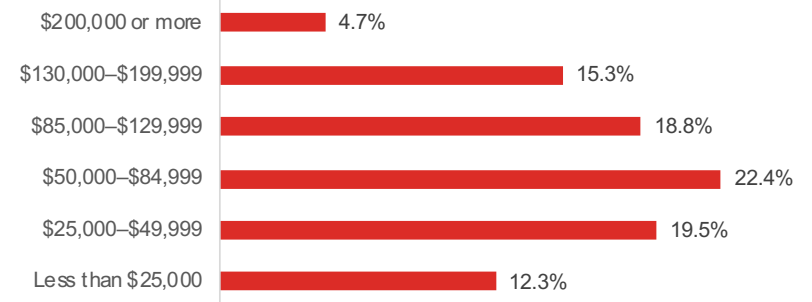
LOCATION



EMPLOYMENT



HOUSEHOLD INCOME



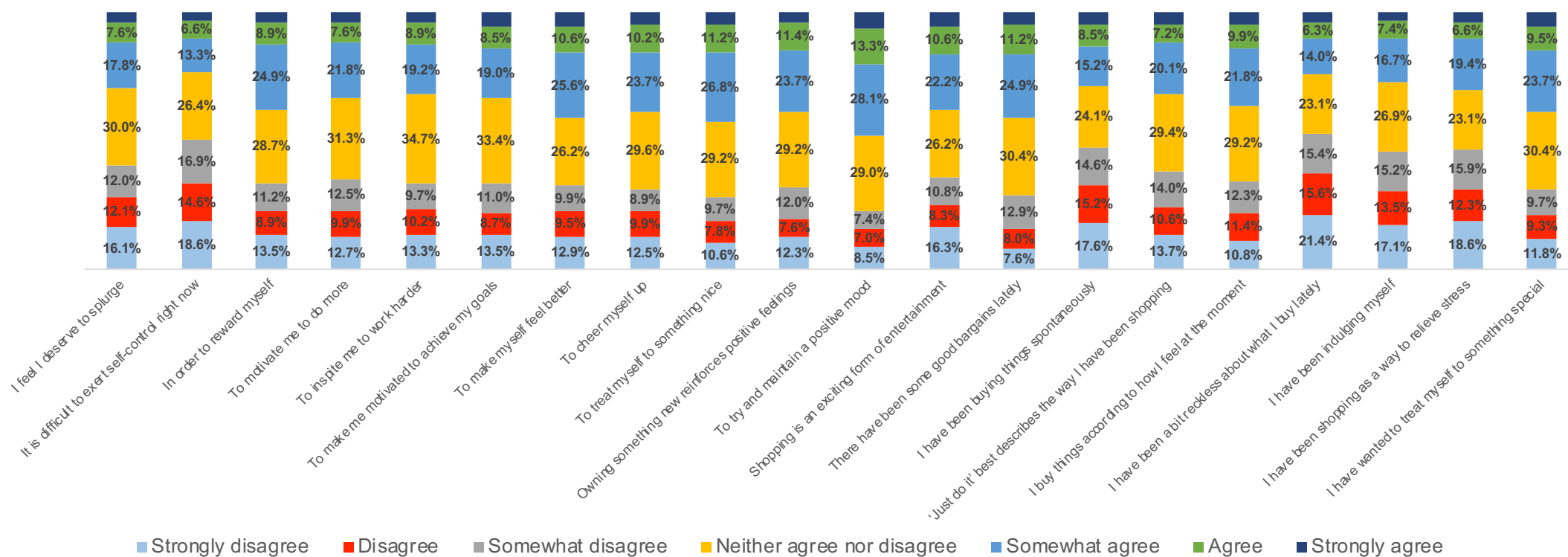
Total sample size = 1024

The impact of COVID-19 on consumer sentiment and behaviour

Primary factors driving changes in consumer spending behaviour relate to engaging in 'retail therapy' and taking advantage of good bargains

Respondents were asked to what extent they agree/disagree with the following listed reasons as being motivating factors behind changes to their recent spending behaviours.

For each reason, the most common response was *neither agree or disagree*. However, *maintaining a positive mood, treating myself to something nice, making myself feel better, and taking advantage of good bargains* are the most prominent drivers of changes in spending behaviour.



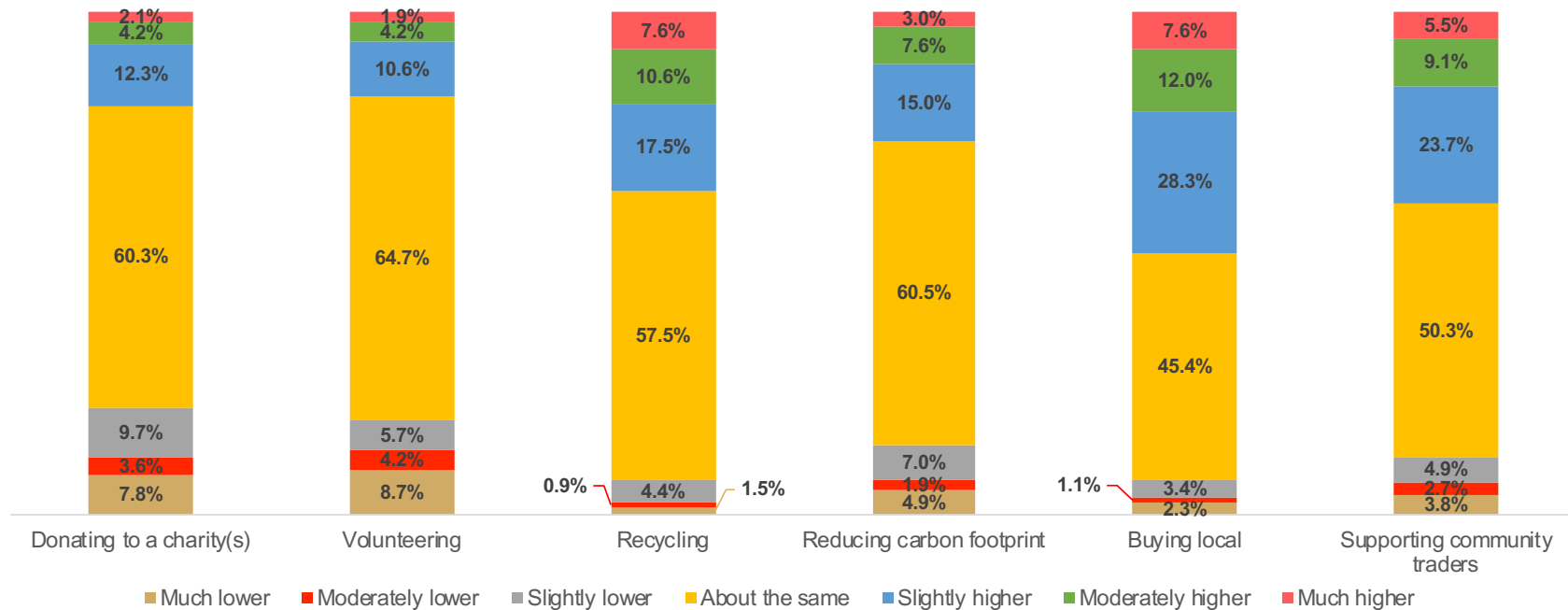
Sample size = 527

Q: Please rate the extent to which you agree or disagree with the following as a reason that has been driving change in your spending recently?

Consumers generally expect their participation in various prosocial behaviours to stay about the same in the foreseeable future, with the exception of *buying local*

Respondents were asked to think about how their participation in prosocial spending behaviours and activities may change in the foreseeable future.

- For most listed prosocial behaviours, the majority of consumers expect that their participation in / spending on will stay “about the same” in the future in comparison to the past 12 months, with the exception of *buying local*.
- Notably, almost half of consumers (47.9%) expect to be *buying local* more in the future.



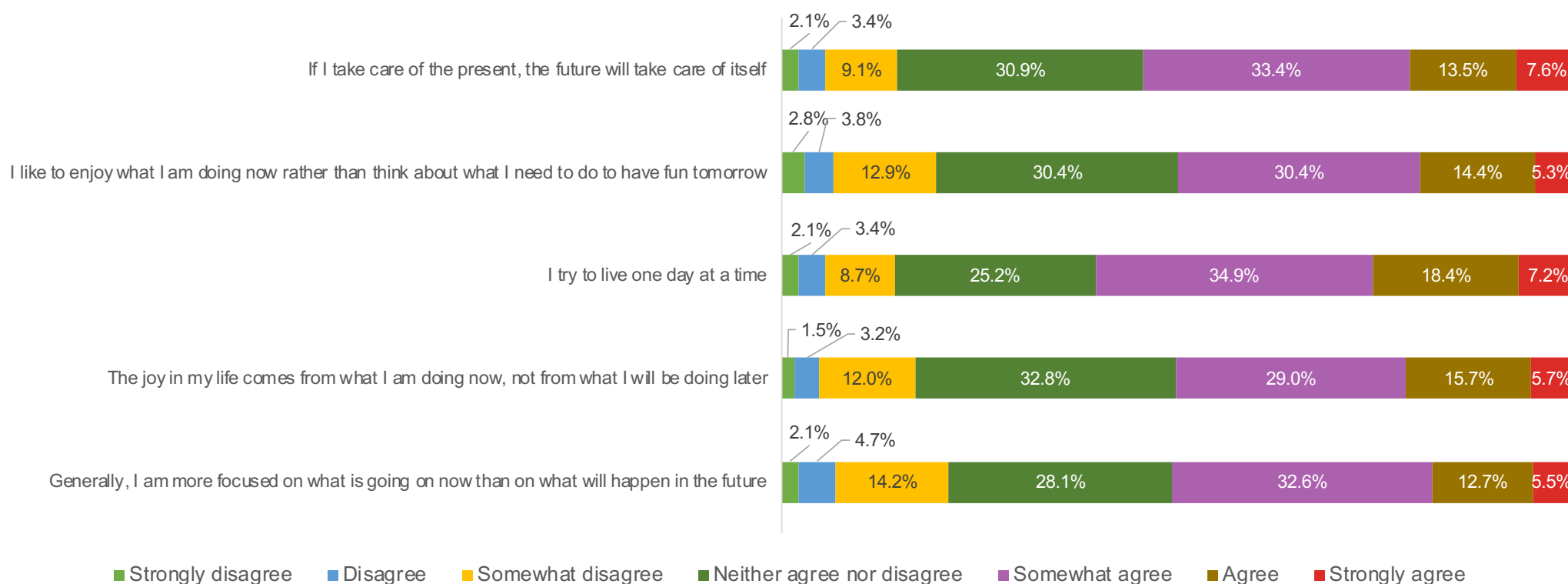
Sample size = 527

Q: Compared to the past 12-months, how do you anticipate your behaviour in each of the following areas is likely to change in the foreseeable future?

Consumers are focused more on the present than the future

Consumer were asked to what extent they agree or disagree with several statements relating to whether they are present or future oriented in terms of their outlook on life.

Despite significant numbers of neutral responses, consumers overwhelmingly tend to agree that they are more focused on the present.



Sample size = 527

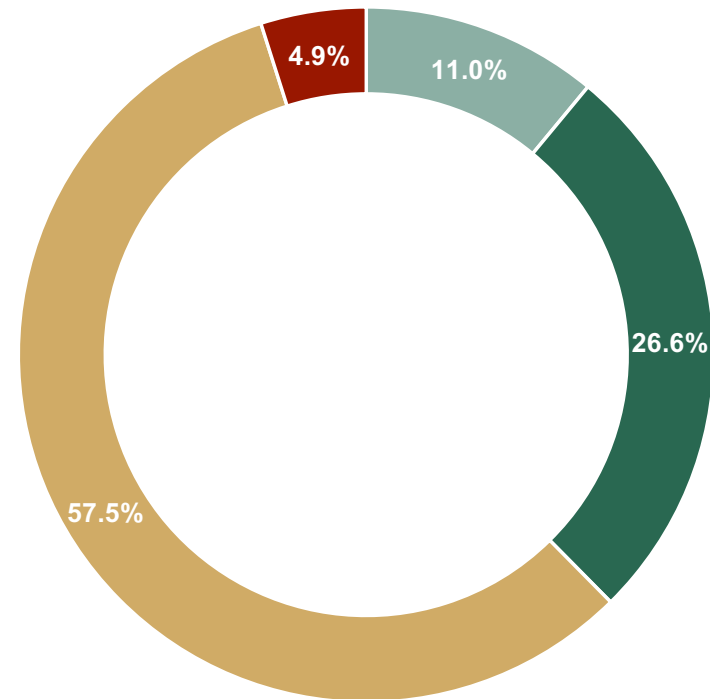
Q: To what extent do you agree with each statement?

The majority of respondents believe that COVID-19 was caused by a virus that jumped from animals to humans

Respondents were asked what they believed was the most likely cause of the COVID-19 pandemic.

The majority believe COVID-19 was caused by a *virus that jumped from animals to humans* (57.5%). The second most common response selected by respondents was that it was *engineered in the lab by humans* (26.6%).

- Invented so the government could gain power
- Engineered in a lab by humans
- Is a virus that has jumped from animals to humans
- Other



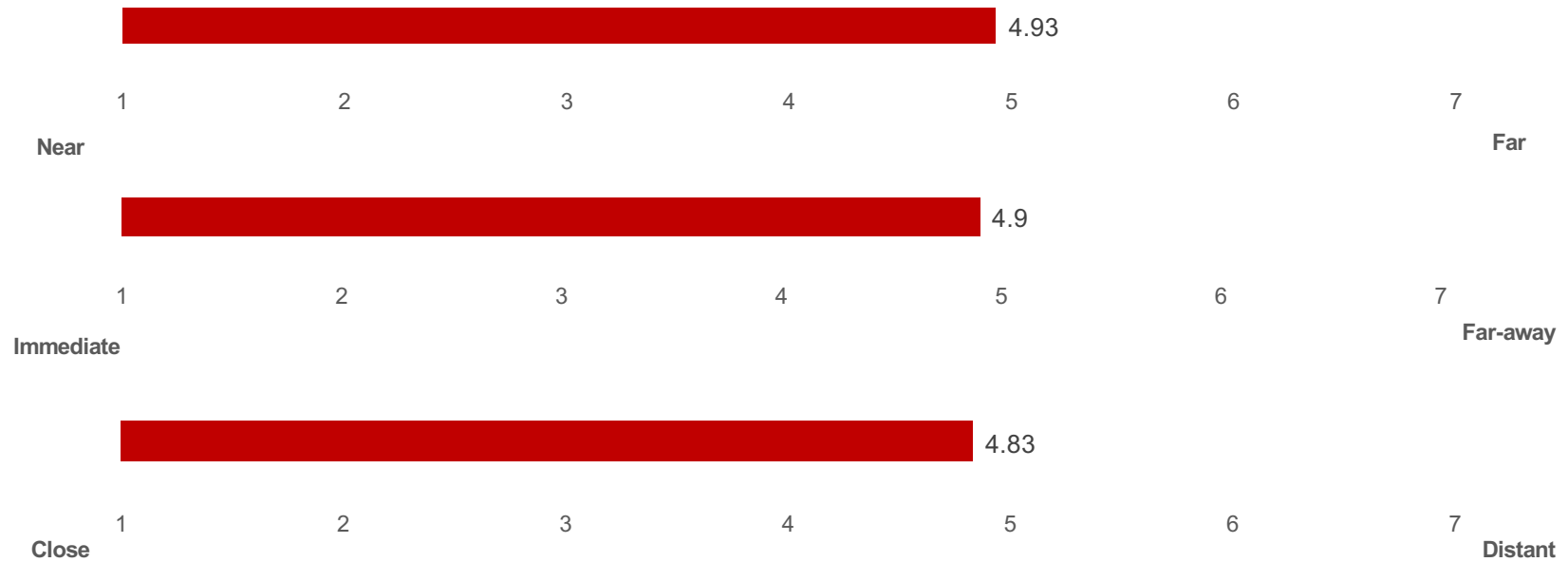
Sample size = 527

Q: Which of the following do you feel is the most likely cause of COVID-19?

X-PULSE

Consumers are somewhat leaning towards the end of the COVID-19 pandemic being still some way off

Respondents were asked their thoughts on when they believe the COVID-19 pandemic will end. Overall, consumers tend to believe the end of the pandemic is *far/far-away/distant* rather than *near/immediate/close*.



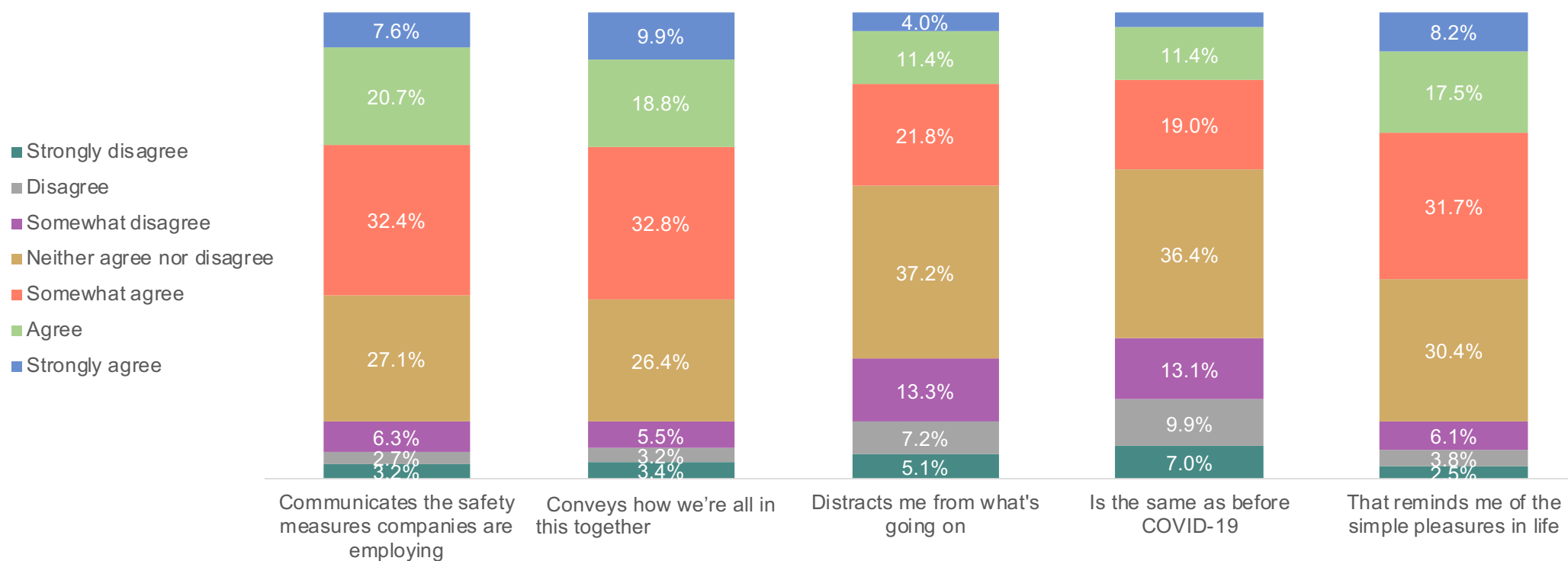
Sample size = 527

Q: The end of the COVID-19 pandemic is:

Consumers want advertising that communicates togetherness, responsiveness and simple joys

Respondents were asked to what extent they agree/disagree with the following statements pertaining to what types of advertisements they want to see during the COVID-19 pandemic.

Consumers indicate they want to see advertisements that *communicate the safety measures companies are employing, convey how we're all in this together and reminds me of the simple pleasures in life.*



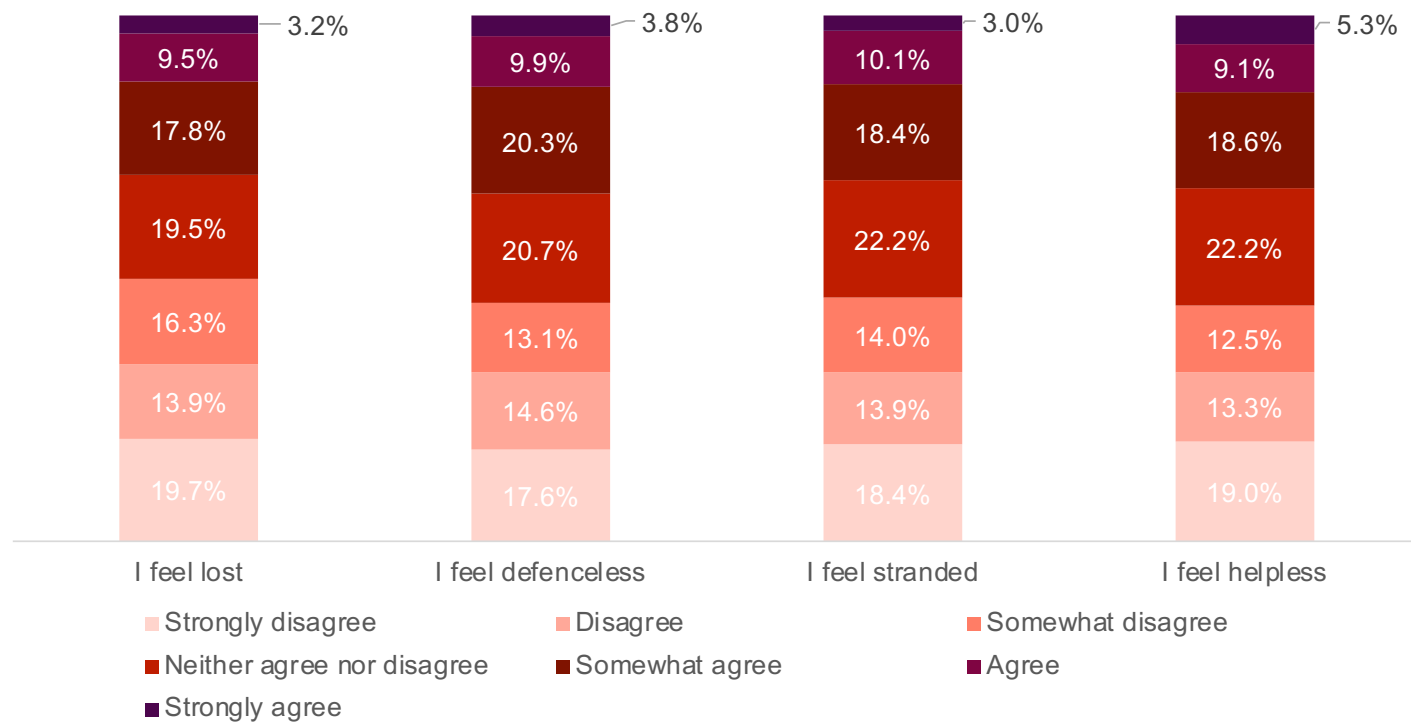
Sample size = 527

Q: To what extent do you want to see advertising during COVID-19 that...

Roughly a quarter of participants express negative feelings in the current moment, but a higher proportion do not

Respondents were asked to what extent they agree/disagree with the following statements relating to how they feel at the moment.

Consumers are more likely to disagree than agree with feelings of being *lost*, *defenceless*, *stranded* or *helpless*.

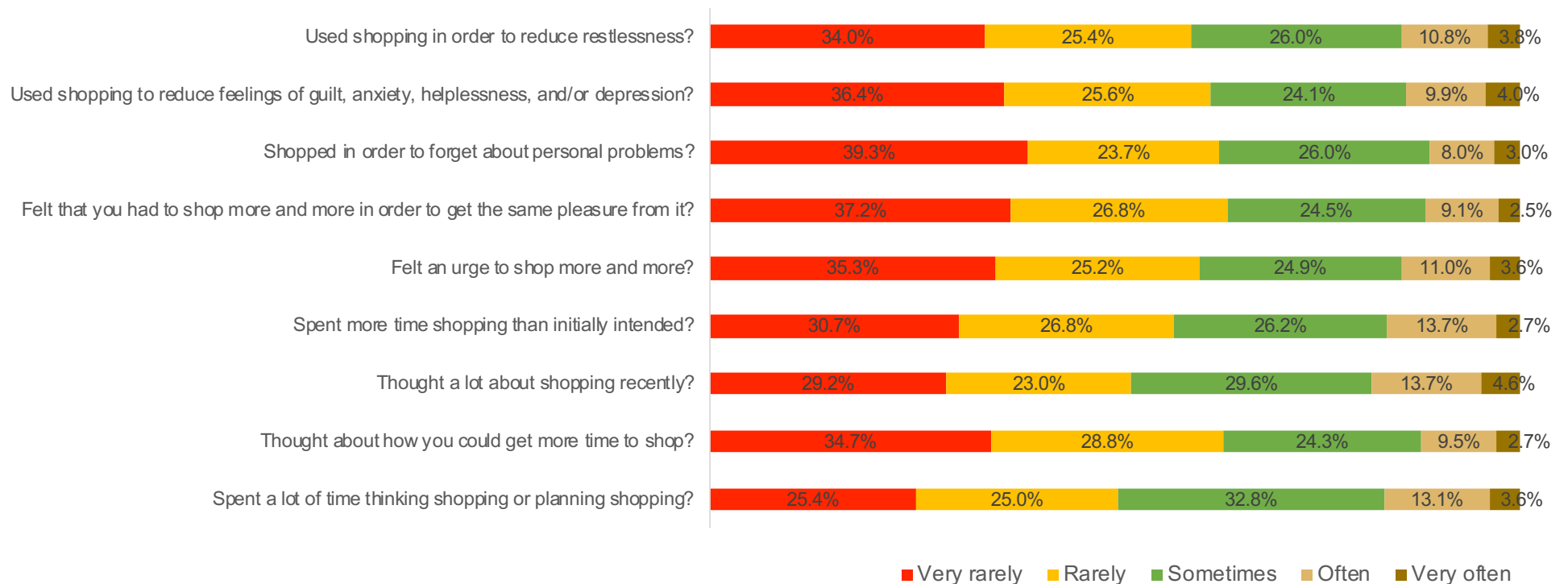


Sample size = 527

Q: To what extent do you agree with the following statements about how you feel at the moment?

A significant percentage of consumers spent a lot of time thinking about shopping or planning shopping recently

Respondents were asked how often they take part in certain shopping behaviours in recent times. The majority of consumers indicated *very rarely* or *rarely* engaging in the following behaviours, although roughly half reported spending time thinking about or planning shopping.



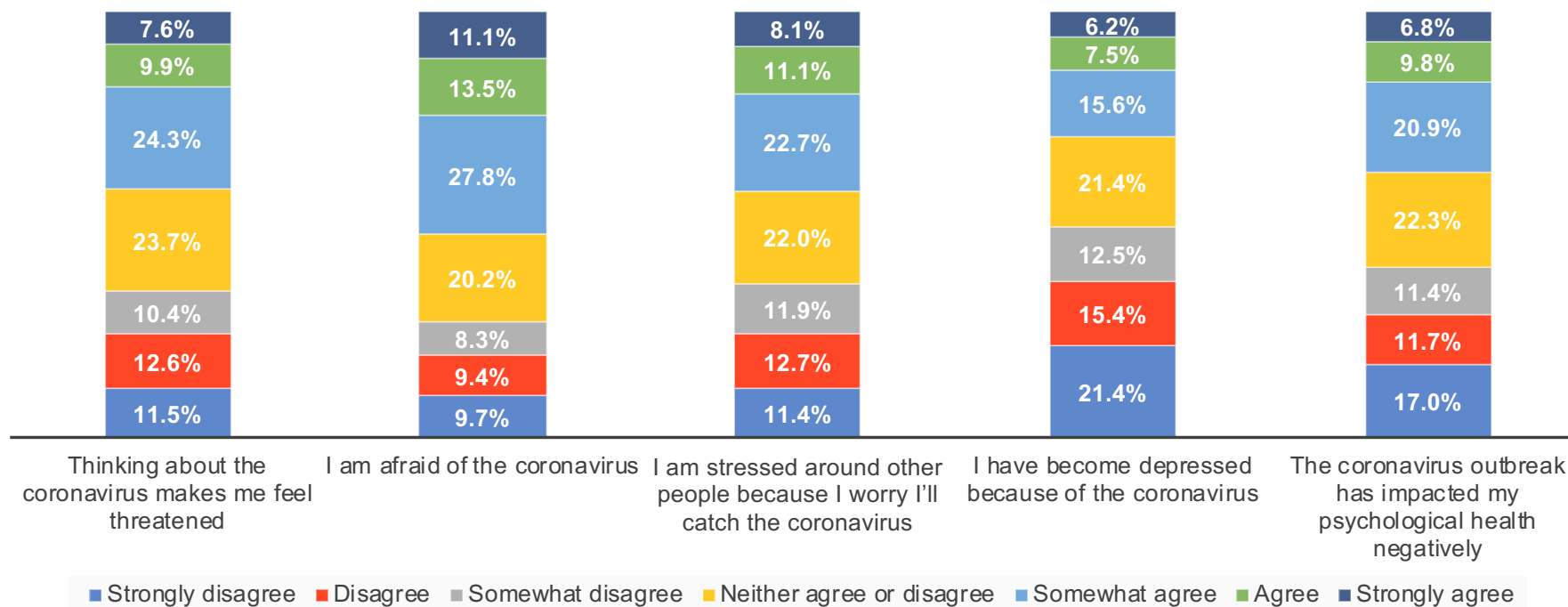
Sample size = 527

Q: In recent times, how often have you:

Shoppers are afraid of the coronavirus, but the effect on their mental health is more varied

Respondents were asked to what extent they agree/disagree with the following statements relating to how they feel about COVID-19.

Although a majority of consumers are afraid of the coronavirus, consumers are more divided regarding the impact of the coronavirus on their mental health.



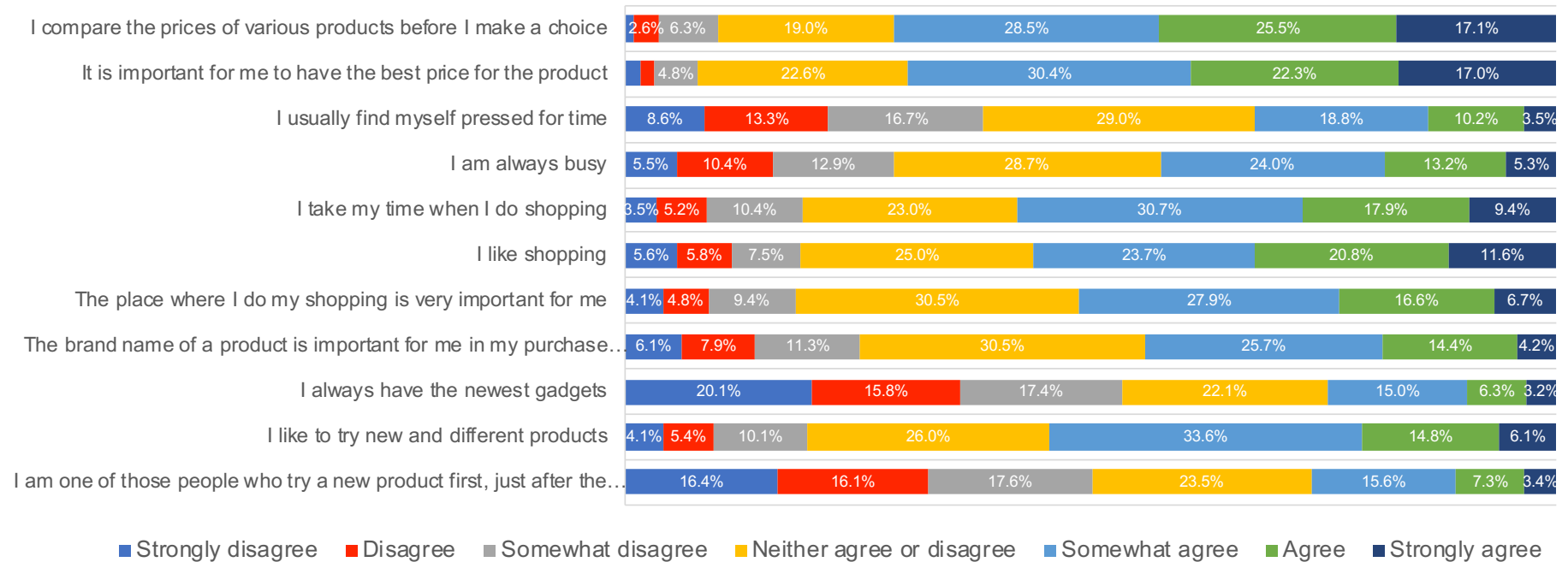
Sample size = 971

Q: To what extent do you agree with the following statements about the coronavirus?

Consumers emphasise price and place in their typical shopping behaviour

Respondents were asked to what extent they agree/disagree that the following statements describe their typical behaviours relating to spending and shopping.

Responses indicate that consumers are price-sensitive, enjoy spending time shopping and like to try new products, but are less concerned with getting products or gadgets first.



Sample size = 1024

Q: Thinking about your own typical behaviour, how would you describe yourself?



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