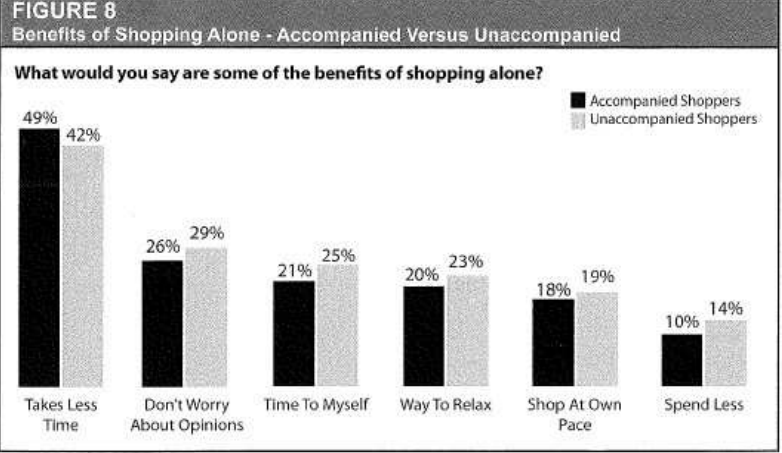
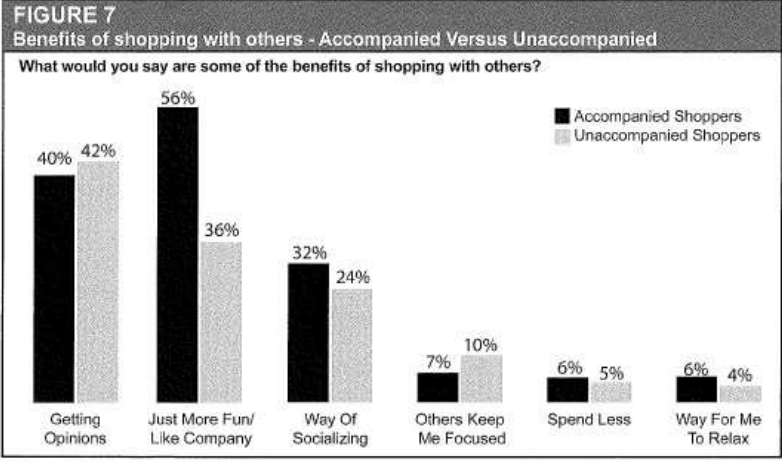
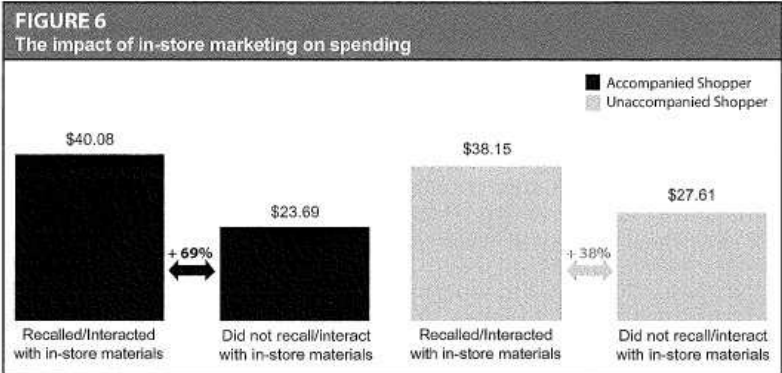
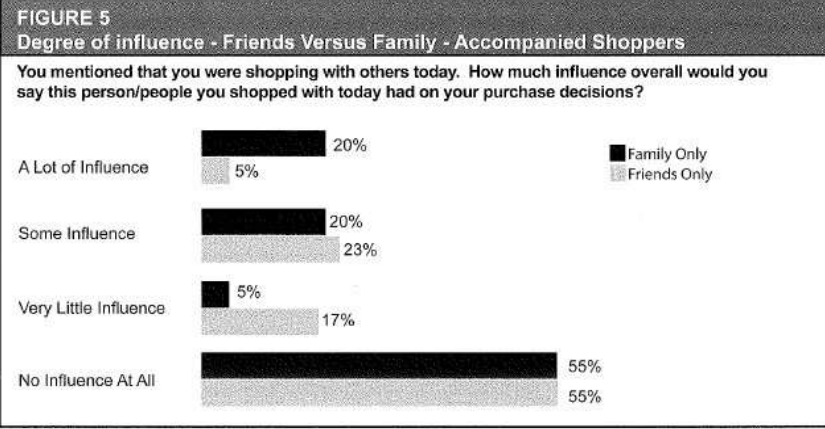
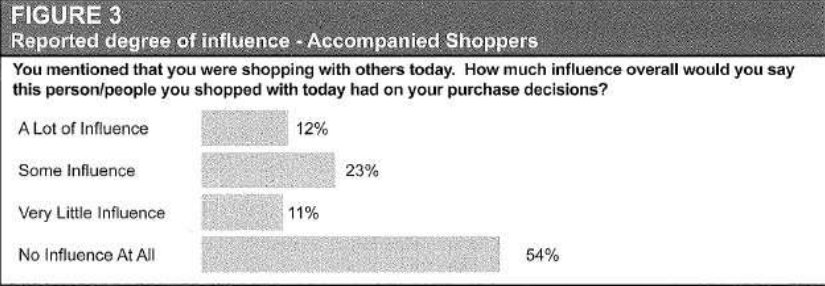




# POPAI RELEASES NEW STUDY ON SHOPPER INFLUENCES



## Conclusion:

1. **Retail marketing increases spend:** by 69% for accompanied shoppers and 38% for solo shoppers.
2. **Accompanied shopping is more planned:** those shopping with family or friends are 12% more likely to have a written shopping list and 7% more likely to use coupons/vouchers.
3. **Shopping with family is more exploratory than shopping with friends:** shoppers accompanied by family rather than friends are 10% more likely to visit most sections of the store and 12% more likely to visit all sections.
4. **Solo shoppers spend more than shoppers in company:** converse to theories of peer-group pressure and pester power, solo shoppers are spending 11% more on average than those in company.
5. **Shoppers with family spend more than shoppers with friends:** by an average of 13%.
6. **Some 4-5% of shoppers use mobile devices to help them shop:** this was consistent across solo and accompanied shoppers.
7. **Shoppers are spending less than they budget for:** those shopping alone spent 16% less than they had planned and those with others a thrifty 23% less than planned.
8. **More than half of accompanied shoppers claim others have no influence at all on their purchase decisions/spend:** whilst family rate more highly on the influence stakes than friends, shoppers appear keen to maintain control of their own purchase decisions, and in fact may be mitigating the potential influence of others by planning their shopping trip more vigilantly and spending less.