

# RETAIL POLL 2017



www.studentbrands.co.za



## ROOM FOR CREDIT

Transactions in the student space are primarily driven by cash, with **94%** of transactions either taking place via cash or Debit Card.



## LOYALTY BY SPEND TYPE

Store Account holders are more driven by the **personality** of the brand. Cash spenders and Debit cardholders are more concerned with affordability. Credit Card holders have more focus on the quality of the products.



## MAKING MONEY STRETCH FURTHER

Overall students are less concerned about the level of service that they receive & are more concerned about how to get **more** for what they spend.



## ONLINE SHOPPING NOT QUITE HITTING STUDENTS

Over **80%** of the respondents indicated that they preferred to shop in malls with only 11% indicating that they would utilize online shopping.



## PROUDLY SOUTH AFRICAN

While **81%** of the respondents indicated that they would try to purchase Proudly South African, only 28% of them said that they would only purchase South African goods.



## REWARDS MATTER IN THE STUDENT MARKET

Only 37% of students said that they did not know what rewards programs entailed or that they did not belong to a rewards program, **over 60%** of the students indicated that they belonged to a loyalty program and were **actively redeeming points** earned on their purchases.



## THE SPENDING SWEET SPOT

Over 90% of the respondents indicated that they had their own source of income and were responsible for making their own purchases, students indicated that they were spending on **average R3 000** per month on goods and services.



## MILLENNIALS GO GREEN

**81%** of the respondents indicated that it mattered to them if the store they were shopping from had a **green policy** in place and were taking active measures to manage their carbon footprint or impact on the environment.