

# Holiday Shopping Trends: Influences on the 2016 Consumer

**Editor's Note:** As the holiday shopping season quickly approaches, [451 Marketing](#), an integrated marketing agency headquartered in Boston, conducted a consumer survey to monitor the ever-evolving holiday shopping landscape as retailers and brands prep for the impending season. The survey sheds some light on the increasing complexity of holiday shopping as influences, resources, and technology continue to proliferate.

Results from the survey's 500 respondents revealed some intriguing insights, including:

- 76% of shoppers indicated free shipping would influence them to move forward with a purchase
- 46% of shoppers consulted online reviews before making a purchase, beating out exploring brand and retailer sites, using price comparison sites, and researching products in-store
- 75% of shoppers aged 18-24 (millennials) spend under \$500 on holiday gifts

# 451

## HOLIDAY SHOPPING TRENDS INFLUENCES ON THE 2016 CONSUMER

Impending holiday shopping conjures up images of exhausting Black Friday campouts, frenzied online shopping sprees, and last minute sprints through teeming shopping malls. But brands, retailers, and marketers know there's a complex science behind the bustling activity. We wanted to dig more deeply into how consumer demographics and the availability of emerging technology influences holiday shopping habits. A survey of 500 respondents including Millennials, Gen-Xers, and Baby Boomers hailing from across the country yielded some striking results...

Q: "Which bonus offer has the most influence on moving forward with a purchase?"

**76%**

of shoppers were influenced by free shipping.



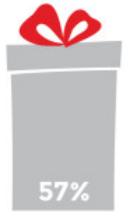
An estimated **\$4 TRILLION** worth of merchandise was abandoned in online shopping carts in 2015. (Business Insider, 2015)

Q: "When making a holiday purchase, which source influences your decisions the most?"

**13%**

of respondents, ages 65+, were influenced by social media advertising.

Q: "Which devices did you use to purchase gifts this past holiday season?"



None



Desktop or laptop



Smartphone



Tablet

**29%**

of respondents, ages 18-24, were influenced by in store shopping.

Q: "What is your preferred method for holiday savings?"

**24%**

of respondents ages 18-24 preferred Black Friday for their holiday savings.

**52%**

of respondents ages 65+ preferred Amazon.com for their holiday savings.



Q: "Before making a purchase this past holiday season, which sources did you consult?"

**46%**

reading online reviews.

**33%**

visiting a retailer's site.

**28%**

visiting a brand's site.

**43%**

of respondents, ages 18-24, research products & prices in store.

**26%**

of respondents, ages 65+, use price comparison websites.

Q: "How much do you spend, on average, on holiday gifts?"

**44%**

Under \$500

**34%**

\$500 - \$999

**14%**

\$1,000 - \$1499

**8%**

\$1,500 or more

**3/4** of respondents ages 18-24 spent under \$500.

**1/3** of respondents ages 45-54 spent over \$1000 on holiday gifts.

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