
TRENDER INSIGHTS
DIGITAL SHOP
SOUTH AFRICA
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TRENDER INSIGHTS
We wanted to go out and get the **real truth.** About what consumers think and feel towards online shopping.
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DIGITAL SHOP OBJETIVES

To hear first hand how consumers feel towards the act of shopping online versus shopping in a store

To understand their preferences when it comes to shopping

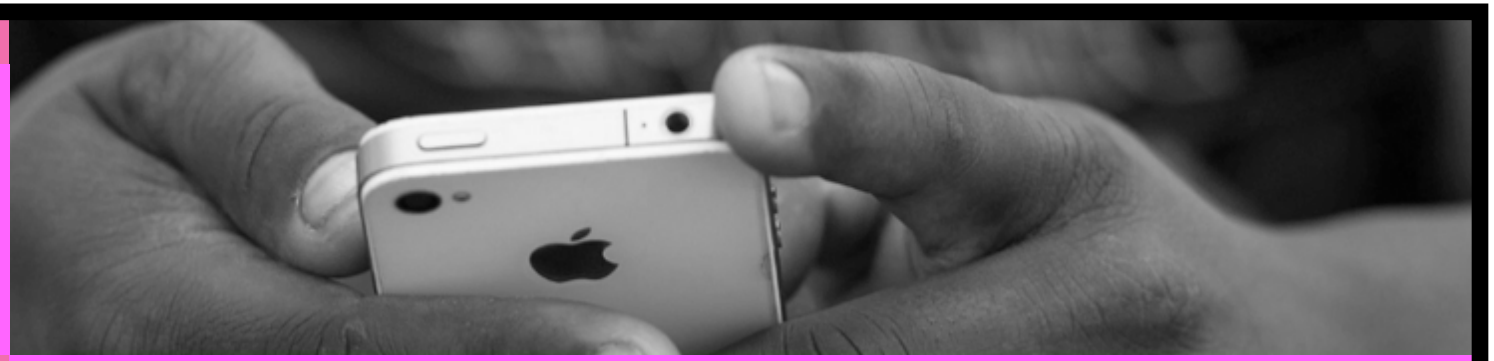
To understand where they find fashion inspiration

To conclude how brands should approach

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DIGITAL

has influenced the fashion industry in more ways than one. We wanted to go out and get the **real truth** about what consumers think and feel towards online shopping, social media and where they get their fashion inspiration.



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In finding all this out the purpose of this report is to strategically guide brands into better ways of selling fashion. Finding the real truth from consumers.

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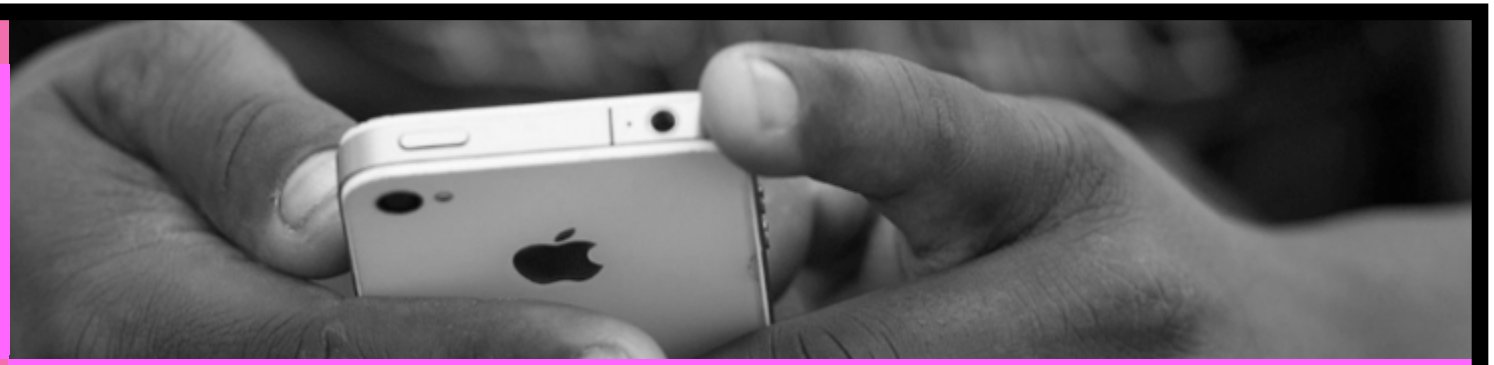
TEACH ONLINE SHOPPING

'SHOPPING ONLINE NEEDS TO BE TAUGHT. IT'S EASY. PEOPLE ARE SLEEPING ON IT. IT'S DELIVERED TO YOUR DOOR. IT'S A LIE THAT IT'S RISKY AND DANGEROUS AND YOU WON'T GET WHAT YOU WANT.' – LOBO (20something Braam Frequenter)

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DIGITAL

gives consumers so many options, it makes them more selective in what they view and buy.



INSIGHT

Digital plays a big part in the consumers day-to-day activities. Most of what they remember is from online as they spend much of their time on their phones/tablets/iPads/laptops. For the most part, consumers believe that because of what they are exposed to online – they shop more.

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The reality of online shopping it isn't as perfect to most, as it seems.

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Consumers love the idea of shopping online. The reality of it isn't as perfect to most. In reality they prefer to shop at a physical store even though it can be problematic in terms of service delivery.

INSIGHT

The biggest connection a consumer has daily is the connection with the digital world. However the connection is lost when they enter a shop. Most consumers can not recall any digital mediums in the stores they shop at. Today people see more online. Fashion is about visuals. It's a picture that expresses something the consumer connects with. It is this connection that causes them to act and purchase an item. These items are often first seen on social media.

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The connection to values the consumer holds causes them to purchase an item or think of purchasing an item.
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WILD CARD

A connection happens with the consumer because you cater to their values. In doing so, it causes the consumer to act and purchase an item or think of purchasing an item.

VALUES

AVAILABILITY

EXPERIENCE

CONVENIENCE

IMMEDIACY

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CONSUMER VALUES

AVAILABILITY

Online often has items the consumer desires that are not available
It also shows the consumer what they want virtually with calls-to-action to buy what they want. They know what's available by searching a website easily and can then buy it right away.

EXPERIENCE

Shopping in a store offers experience over ease.
Consumers like experiences and will go for an experience. For example: PlayStation/ Xbox which stores like Anatomy in Braamfontein offer

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CONSUMER VALUES

CONVENIENCE

In reality consumers hate waiting for delivery. On the other hand they love the convenience of buying with less effort online. The thoughts towards a shop is long queues and inconvenience whereas online is hassle free and quick.

IMMEDIACY

Consumer's for the most part do not want to wait. Whatever they see and like they want to have right away.

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CONSUMER VALUES

While you can look at the consumer's values when it comes to shopping in isolation:

CONVENIENCE ---- AVAILABILITY ---- EXPERIENCE ---- IMMEDIACY

A consumer may like the convenience of online shopping but hate that the product delivery is not immediate. There is a love hate relationship that exists between the two options:
Shopping online *physical store*

For the most part neither is perceived as perfect by the consumer.

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TRENDER INSIGHTS

People buy what they see online because of a lifestyle it depicts.

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SHOP AND STYLE

'IN THE HOOD PEOPLE WEAR WHAT THEY WANT, BUY WHAT THEY WANT. THEY WEAR DIFFERENT SHOES.'

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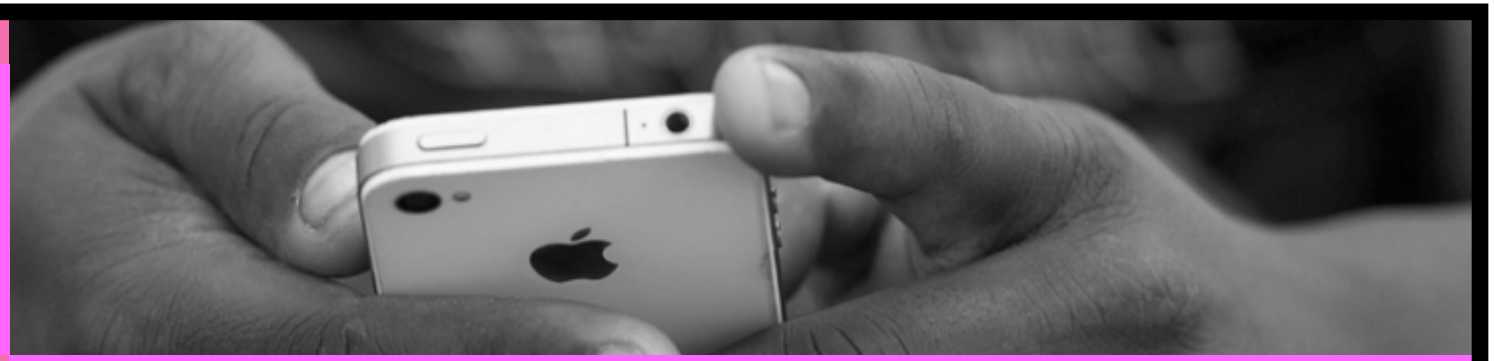
POP CULTURE INFLUENCES

People buy what they see online because of a lifestyle it depicts. The previous quote has filtered its way into SA pop culture. Speedsta (DJ and presenter on V Entertainment) wore 2 different slippers while presenting.

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CULTURE

Culture is largely learned and shared on social media and through digital entertainment. Most consumers make most purchasing decisions based off online fashion inspiration and movies as well as TV. For example: Keeping up with the Kardashians, musicians like AKA and Cassper Nyovest (SA rapper)



INSIGHT

Considering this fewer people are inspired by what they see in real life. This is because most South African people can't see the Kardashians in real life or even SA musicians for that matter. Most inspiration is thus seen on screens. What is portrayed through the screen and by these reality stars and musicians is a lifestyle not necessarily brands and clothes in isolation.

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INSIGHT

Consumers don't desire brands solely but rather brands they see on people and the lifestyle they personify. The act of shopping isn't about the item but rather the feeling towards the item and the satisfaction of what the consumer will express through that item.

SOCIAL MEDIA

'SOCIAL MEDIA IS A BOX FROM WHICH WE "MOST COPY". FEW CREATE. THE MAJORITY WILL BE SATISFIED WITH FINDING THEIR INSPIRATION ON WHAT TO WEAR ON WHAT THEY SEE ON THEIR SCREENS.'

WILD CARD



Some people find inspiration from places other than social media. These are often trend-setters and those considered unique and weird in their fashion sense. This is often what filters down into society from these people. Pop-culture can be influenced greatly by these wild cards so they are one's to keep an eye out for.

INSIGHT

Braamfontein is a relevant place to young consumers right now and somewhere they go to. That limits the need to shop online or from big retailers. Street wear brands and shops there understand pop culture and their values. They offer everything from unique products, to global sneaker drops and experiences.

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WILD CARD

Instead of looking for an item on an online store or a physical store there are people who seek to create and make their own clothes. This is inspiring their friends to support them or to do the same.



INSIGHT

Items sold online are very mass-targeted. Options that allow for personalization are desired by the consumer. One consumer made reference to how you can put your name on soccer boots or jerseys. The same sort of personalization would be great when it comes to fashion items. These are solutions established brands can look into but are most commonly executed by smaller local businesses.

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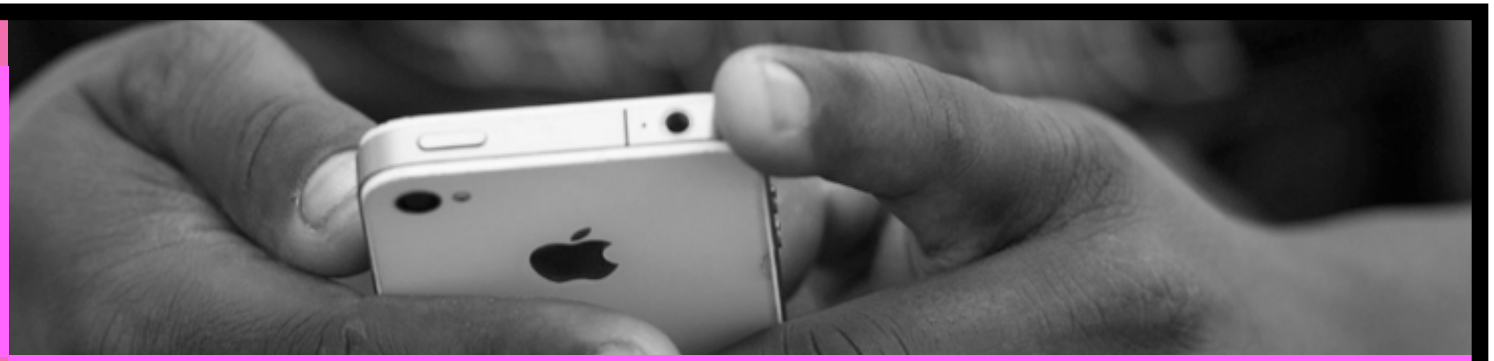
FEARS

‘MY FEAR TOWARDS ONLINE SHOPPING IS BASED ON WHAT HAS HAPPENED.’

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ONLINE

The reality is that online shopping has developed a false reputation. While it may be convenient and ‘every good thing’ some consumers perceive it to be the false reputation. Still deceiving many consumers - keeping them in fear.



INSIGHT

Shopping online is desired by all according to our research. However fear continues to keep some people resisting it. The pressure of what friends are wearing and buying forces the consumer to head to the shop to get in on what is hot at the moment. It’s a constant act of keeping up which is not always a good feeling on the consumer’s part.

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CONCLUSIONS

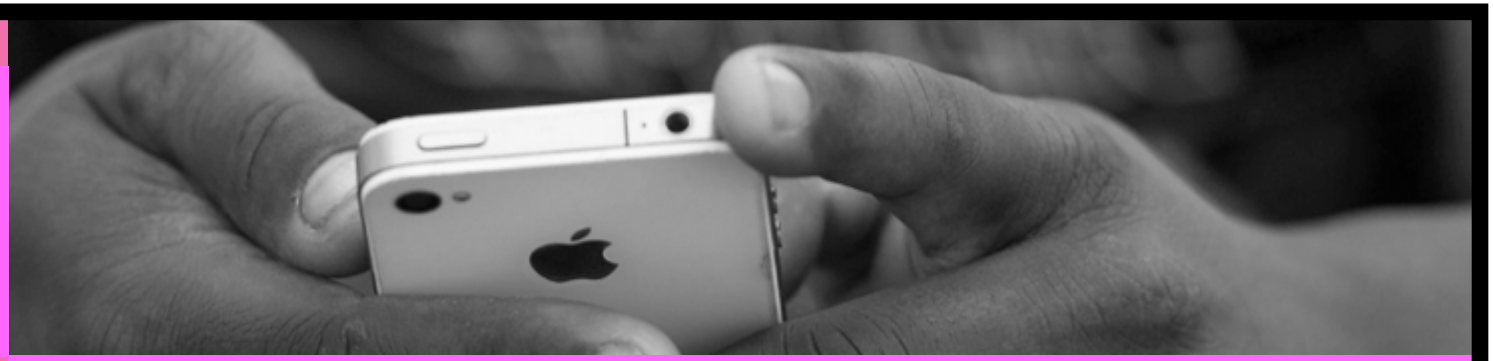
While you can look at the consumer's values when it comes to shopping in isolation:

CONVENIENCE ---- AVAILABILITY ---- EXPERIENCE ---- IMMEDIACY

These values can interlink to increase customer value.

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CONCLUSIONS



The biggest connection a consumer has daily is to digital. However the connection is lost when they enter a store. Most retail stores fail to use the digital connection in their shopping space in a meaningful way.

South African pop-culture should be informing online and physical stores way more than it is currently. Most stores follow global strategies, however they need to be adapted to SA pop-culture.

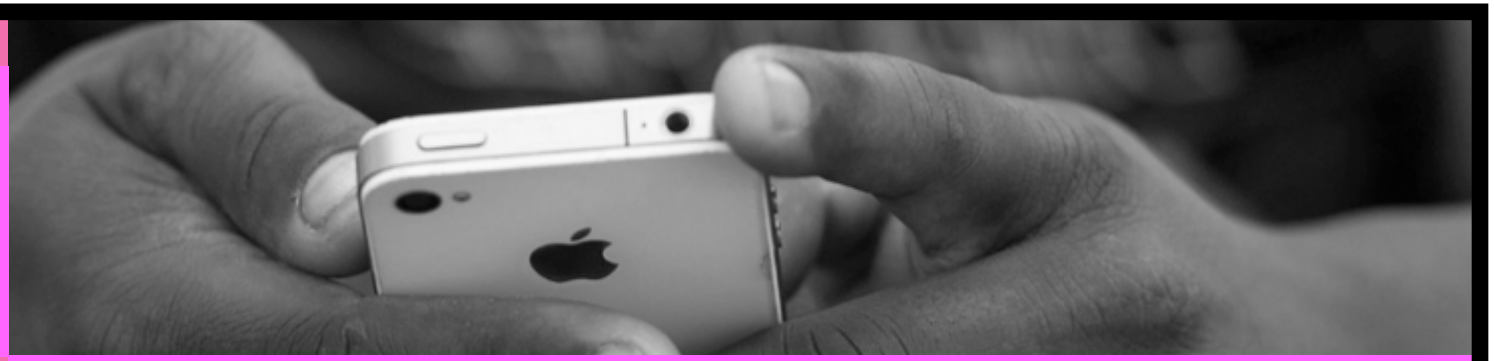
RECOMMENDATIONS

Style app – allows consumers to get styling advice through a program or app in-store that matches products they choose and like with other suitable items.

Allow consumers to virtually explore clothes, colours they come in, size availability through a screen in store

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CONCLUSIONS



'Wild cards' / 'trend-setters' are often irritated with online shopping and retail stores. These are people that see beyond and desire better solutions that they create and share with friends.

Online shopping is a big part of the future of retail but it can not be seen in isolation. Also there are still fears consumers hold towards it that need to be overcome.

RECOMMENDATIONS

Allow consumers to try on clothes virtually. Many consumer do not like to use the fitting room. Often because of time constraints.

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REPORT APPROACH

Questionnaire approach:

- Interview 20 people.
- 13 interviews Field research. 7 responses through Online questionnaires.

Field research locations:

- Braamfontein
- Zoo lake
- Maboneng
- Parktown



ABOUT THE REPORT

TrendER Insights is a South African consumer insights research agency. We follow trends and survey consumers to gain a deeper understanding behind the trends in our consumer environment.

South African planners and marketers have limited access to local insights and research and they are pushed to rely on adapting international research reports to the local market, which at times is not a true reflection of the real South African consumer landscape

"TrendER Insights aims to bridge this gap and equip planners and marketers with the relevant South African insights from surveys conducted on local South African consumers"

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