

Shoppers Talk About Their Impulses

Despite budget pressures and economic worries, the majority of shoppers are still making unplanned purchases in-store. Only 23% of WAYPOINTS shoppers did not purchase anything on impulse. And, shoppers who are 30-plus years old are more likely to say they did not make an impulse purchase.

Shoppers are most likely to make impulse purchases in two categories:

- Grocery (36%); and
- Clothing & Apparel (19%).

But why?

What makes shoppers purchase things on impulse? The key things that drive impulse purchases vary across categories.

The leading reasons are:

- It was on sale/it was a good deal (42%);
- I wanted to treat myself (38%);
- I wanted to try it (26%);
- It met a need that I had (21%); and
- It looked new and exciting (16%).

“Sale” was not listed as the primary reason across categories except in Clothing & Apparel, where sale is by far the most significant factor driving impulse purchases (53%).

WHY SHOPPERS MADE THE IMPULSE PURCHASE

	OVERALL	GROCERY	HOME ELECTRONICS	CLOTHING/ APPAREL
On Sale	42%	41%	30%	53%
Treat	38%	44%	36%	33%
Trial	26%	36%	22%	11%
Met a need	21%	17%	22%	20%
Looked new and exciting	16%	13%	22%	18%

Take notice!

What made shoppers notice an impulse item? On top of the list is that an item was “in my path.” So, literally being in shoppers’ paths tops the list, along with having appropriate signage or a noticeable display. —•

WHAT MADE SHOPPERS NOTICE AN IMPULSE ITEM?

	TOTAL	GROCERY	HOME ELECTRONICS	CLOTHING/ APPAREL
In my path	56%	61%	35%	63%
Sign or display	30%	34%	31%	25%
Saw ad in store	10%	7%	18%	8%
Heard/saw on store TV/ Radio	8%	5%	17%	5%

