



MEDIA RELEASE

Tuesday 20 September 2011

Latest SheSpot study with Australian women reveals the impact of technology on her purchase cycle

The Australian Government Productivity Commission Report (currently available in draft format, with the full report due out in November) estimated total online sales accounted for 6 per cent of total retail spending in Australia in 2010 which equates to \$12.6b. Insights released today from the latest research report from SheSpot, a division of Kidspot, found the online shopping habit even further entrenched among female smartphone users, of which 94% make purchases directly online either via their computer or smartphone (refer chart 1).

Her reasons are common and roughly mirror the population at large: convenience (93%), better ability to research purchases (68%), cheaper prices (68%), time saving (62%) and the ability to buy things that are not available offline in Australia (56%) make up the top 5 explanations behind her online migration (refer chart 2). Some categories are already dominated by online purchasing - entertainment and travel in particular, but the SheSpot study found two additional categories in transition – beauty and consumer electronics (refer chart 3). Beauty appears at a crucial tipping point. 1 in 2 Australian women with a smartphone have already bought beauty products online and 31% have switched their preference to online buying for this category. This suggests 65% of women trialling online buying for beauty purchases convert their preference to this channel.

The report reveals that technology has shifted or at least fractured the key touch points for marketers to influence consumers' purchasing decisions. The greatest majority of female smartphone owners consult the Internet frequently and regularly when it comes to steps in the purchase cycle:

- How she **locates you (91%)**
- How she does her **research on new products (93%)**
- Where she elects to **transact (94%)**
- How she **compares prices (90%)**
- Who she trusts to **recommend** products and where she **accesses reviews (87%)**
- How and where she finds **discounts and savings (83%)**
- How she **learns about (66%)** and **tracks sales (61%)**

“Consumers have moved outside the traditional purchase funnel and now have greater control of the process. From how she learns about products to tracking down a better price, she now actively pulls useful and relevant information effortlessly online. Marketers must move beyond push-style communication and influence consumer-driven touch points such as word of mouth

and online information sites and in some cases provide her with the ability to easily transact.” said Katie May, CEO of Kidspot.com.au and the author of the study.

ENDS

CHART 1: Impact of technology on Australian women’s shopping habits

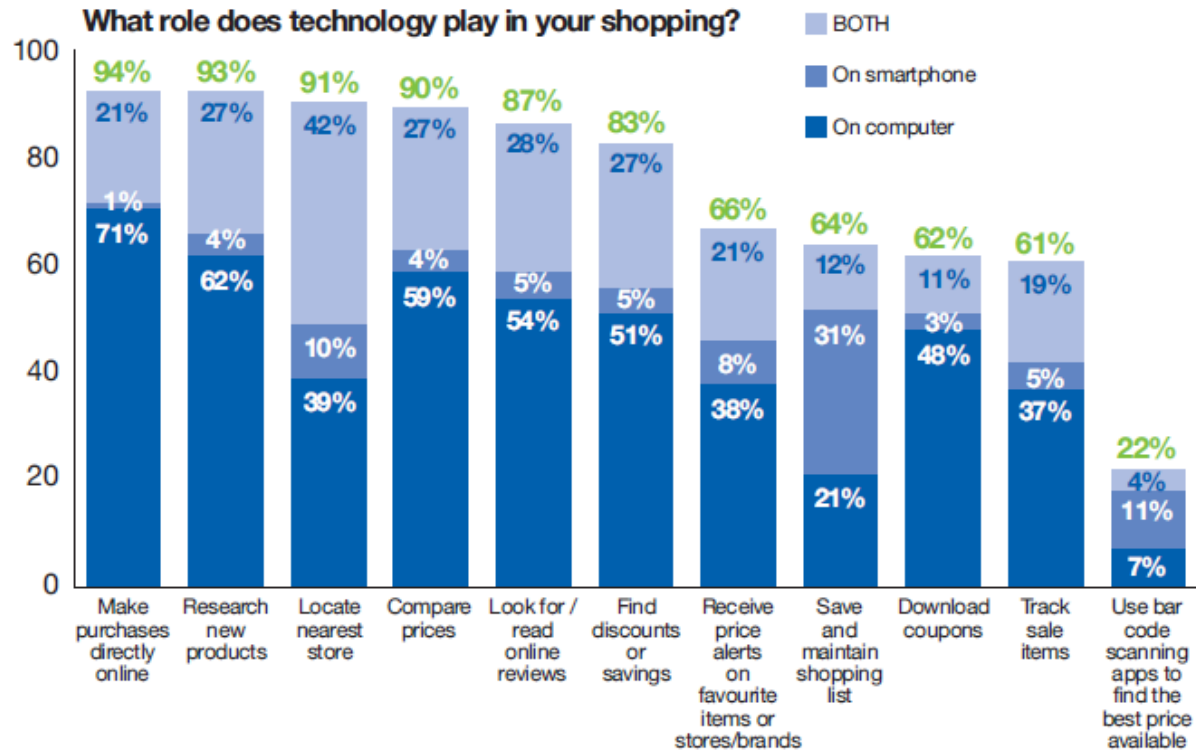
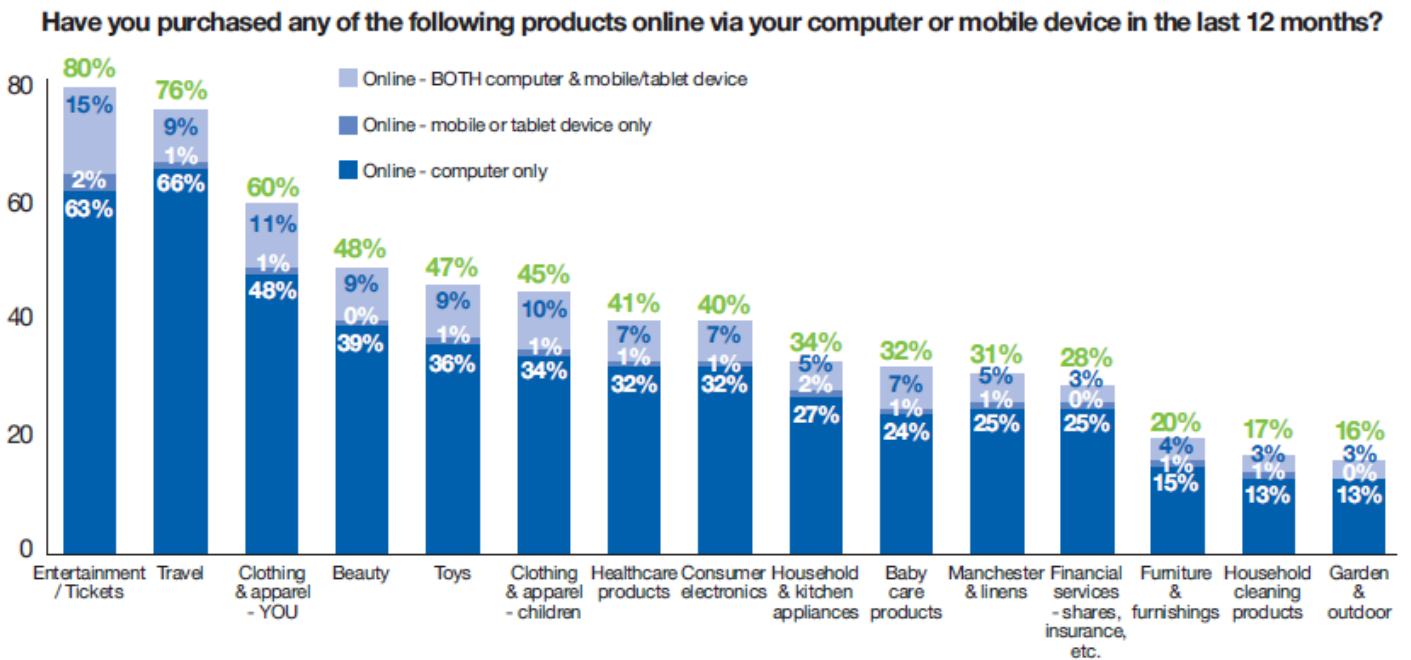


CHART 2: Reasons cited for purchasing online

WHY DO YOU LIKE TO SHOP ONLINE?

It's convenient	93%
I can research my purchase better	68%
Because it's cheaper	68%
It saves me precious time	62%
I can buy things that are not available offline in Australia	56%
Larger selection and greater variety	43%
I don't have to leave the house	43%
I have more variety online	40%
I like packages arriving at my house	36%
I just like to use technology to get things done	25%
It allows spontaneous purchasing	20%
It's a nice distraction in my day	14%
It gives me something to do when I'm bored	13%

CHART 3: Online migration of categories



For further information, a copy of the full report or to arrange an interview please contact:

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About the study

The SheSpot research report explores the women of Australia today and how they are adopting and integrating technology into their everyday lives. The report is based on a quantitative study of 5,435 Australian women conducted between July 14 – August 15 2011 using online survey software across four SheSpot websites, ensuring a broad representation across women 18 – 65 years:

- www.kidspot.com.au
- www.birthis.com.au
- www.bestrecipes.com.au
- www.easyweddings.com.au

About Kidspot Pty Ltd

The Kidspot portfolio includes:

- **Kidspot.com.au** - the leading parenting website in Australia. 1.2M mums rely on the comprehensive directory, parenting information & advice, community, family-friendly recipes and kid's activities each month.
- **Birth.com.au** – a vast resource of information, from qualified experts, on everything to do with giving birth, from conception to the first few months of a baby's life. Birth.com.au is consulted by approximately 78 per cent of expectant mums in Australia.
- **Kidspot.co.nz** – the New Zealand sister website, which is the country's leading parenting website.
- **The Spot** – Australia's leading directory for parents which showcases over 4,000 listings from over 1600 advertisers.
- **Research Studies** – Kidspot has conducted three of the largest national research studies of women and mothers in the past two decades, providing invaluable insights for marketers and agencies
- **Mums Say** – a sampling and engagement program driving branded conversations online via access to over 15,000 women
- **Baby and Kids Market** – a group of offline parent-to-parent community markets held across Australian cities. Managed by Kidspot, they make up the largest market of its kind.
- **Kidspot Facebook Page** – Over 31,000 fans, making it one of the largest and most active fan bases of any Australian media company
- **justb.** – a social offering of conversation, style, food, health and wellbeing published by Kidspot. Offering what women need and crave all in one place—with a shared voice and unified mission to have her opinions heard, as well as absorb the events of the day and what her peers and others she respects are saying about them.
- **SheSpot** - a female-centric advertising network which offers a straightforward way to reach 2.5M Australian women across 7 premium online properties including:
www.kidspot.com.au

www.birth.com.au

www.beautyandlace.com.au

www.bestrecipes.com.au

www.easyweddings.com.au

www.mamamia.com.au

www.weightwatchers.com.au

For more information visit www.shespot.com.au