

# Consumer Attitudes & Market Outlook 2019

Tariffs are set to hit US consumers next week and fears about what this means for the holiday season are starting to trickle in. Both retailers and consumers are thinking about the fourth quarter and the holiday season as the US moves to escalate ongoing trade frictions with China. The retail industry has been warning the US administration about the impact these tariffs will have on the price of consumer goods.

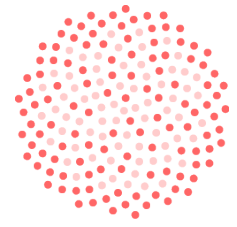
But just how concerned are consumers about the effect of these macro-economic conditions on their ability to spend?

To better understand how US consumers may react to price increases, Intelligence Node collaborated with Dynata, a global leader in first-party data and data services, to develop this survey report\*.

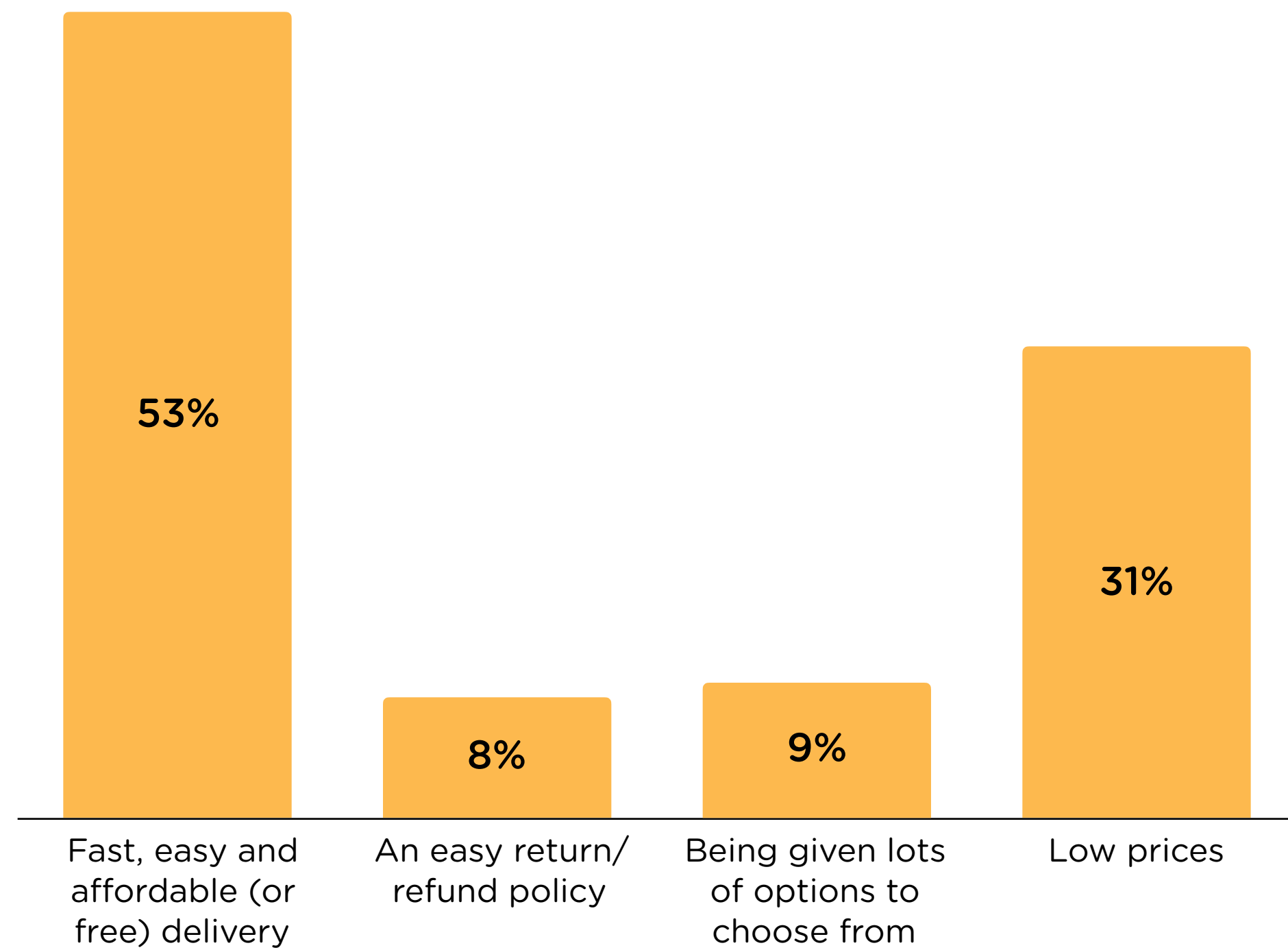
In partnership with Dynata, Intelligence Node surveyed 1000 consumers across the US about their holiday shopping plans and what factors would influence their spend in the critical last few months of 2019.

Here's what we know.

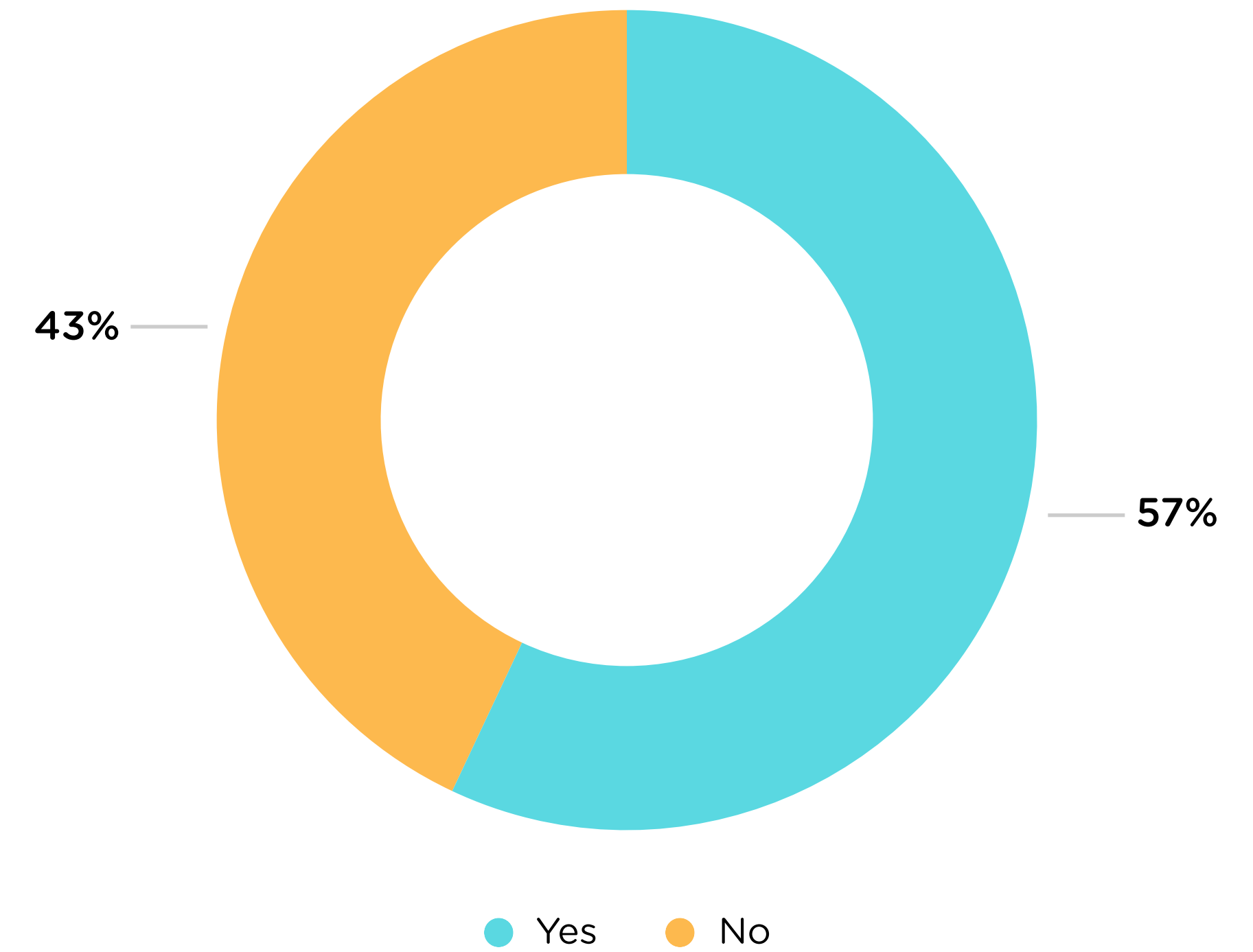
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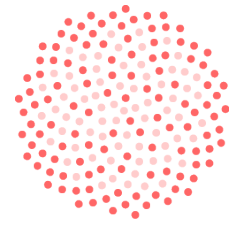


Which of the following factors is most likely to make you go **back to an online site** you've shopped at in the past?

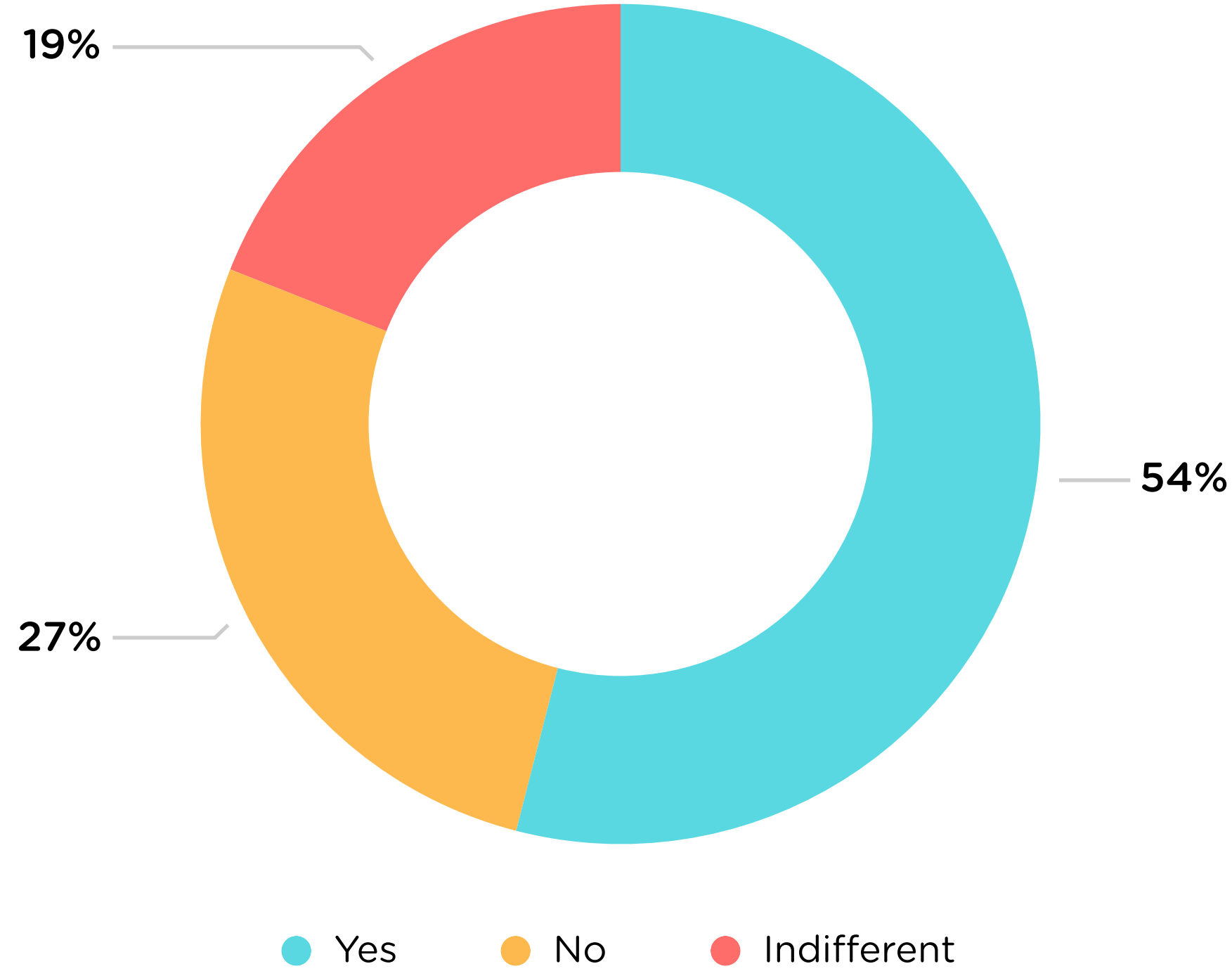


Are you concerned about **counterfeits** when shopping online for luxury goods?

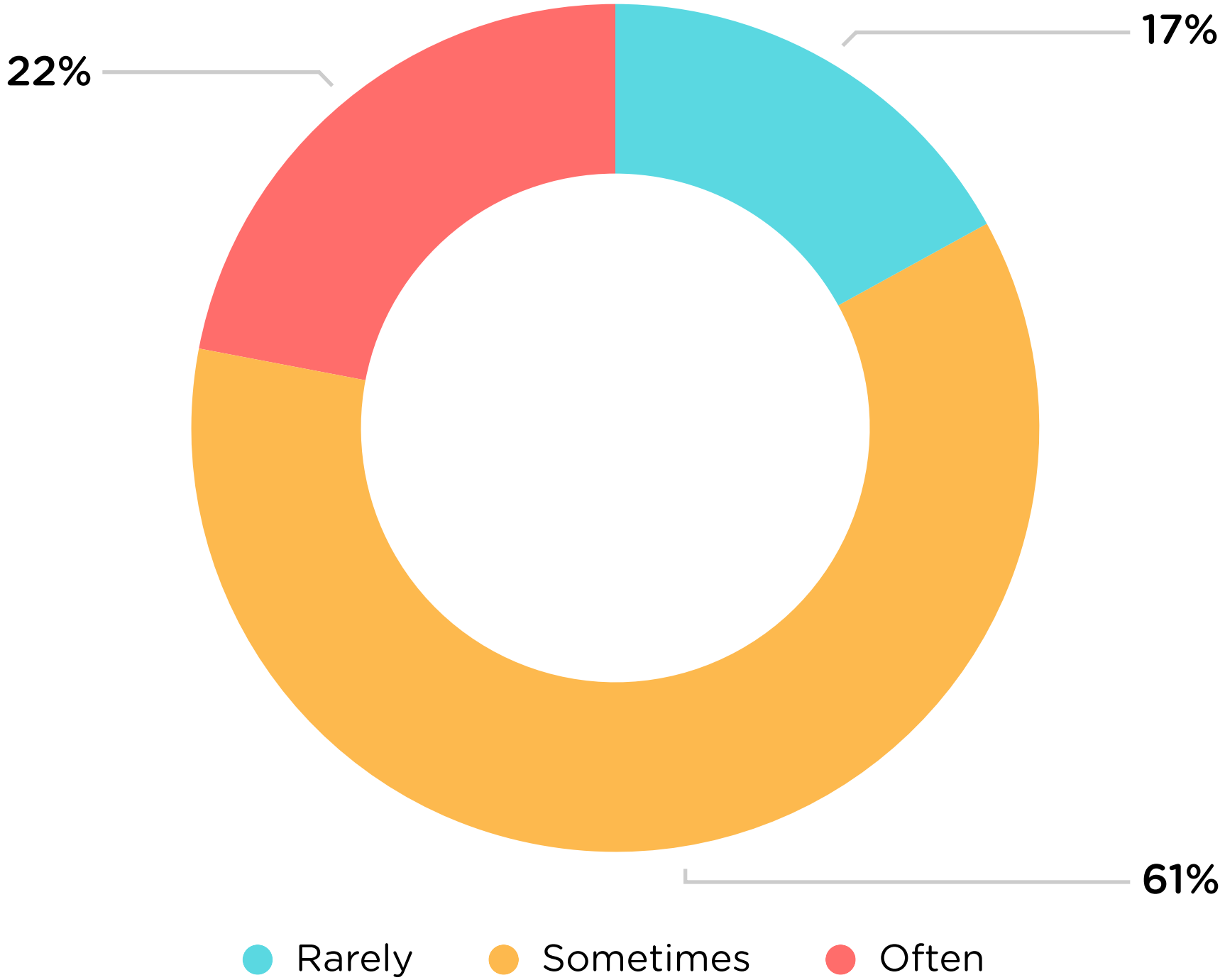


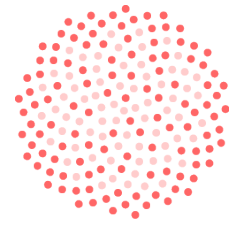


Are you concerned that **new tariffs** on goods from international markets will impact the cost of items you regularly purchase?

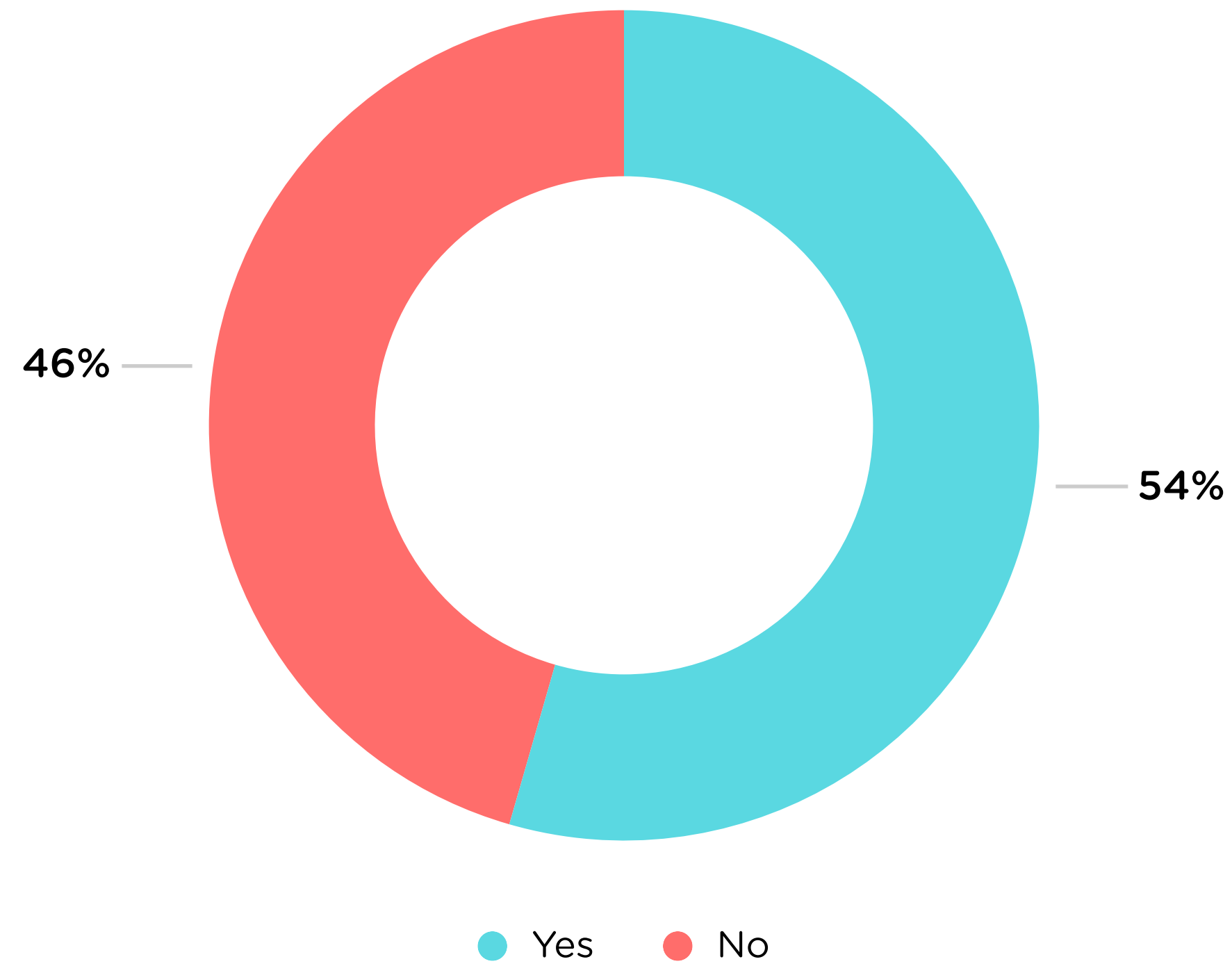


How often are you **deterred** from making an online purchase because of price?

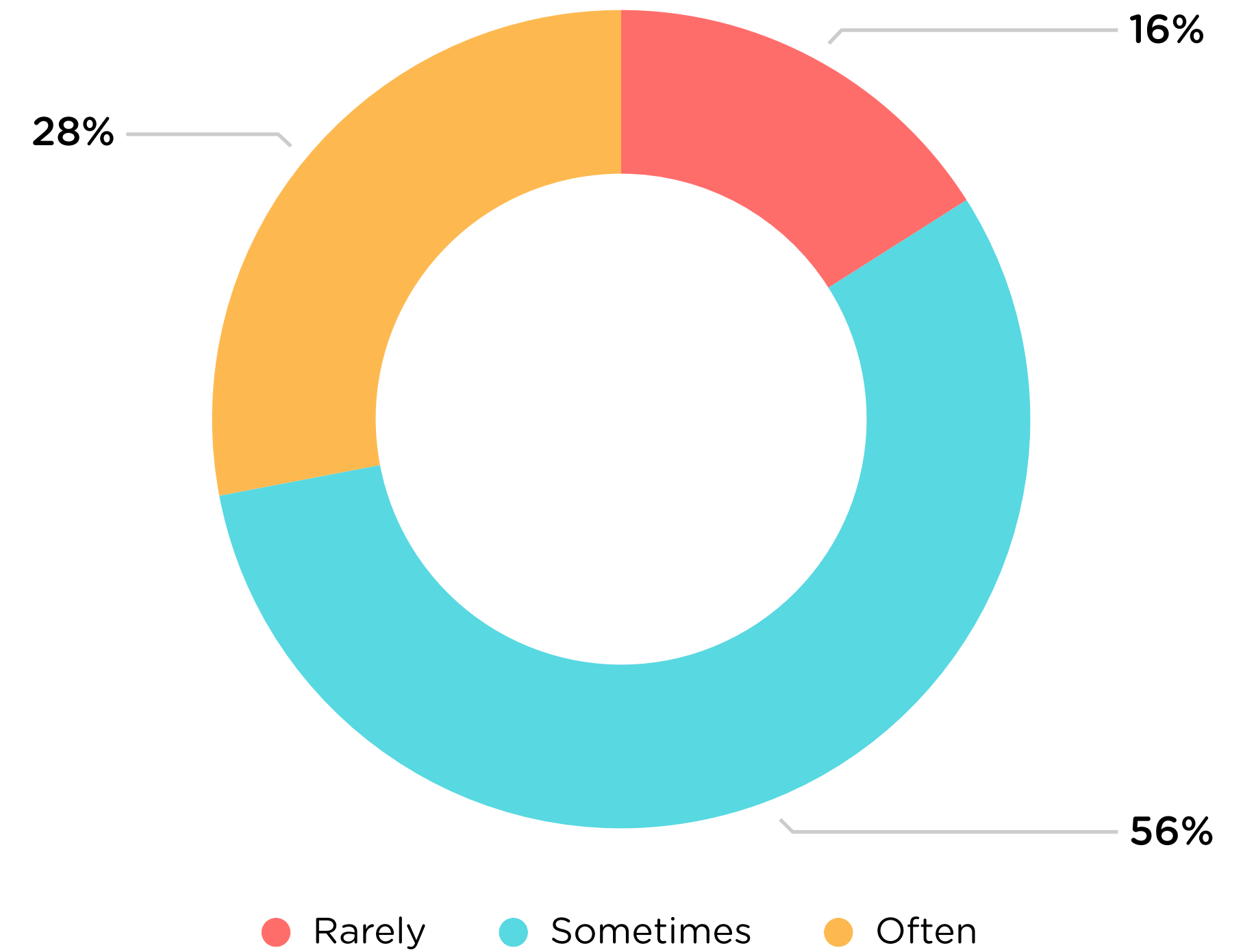


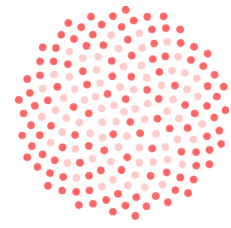


Do you feel that **product ads** targeting you offer realistic price points for you?

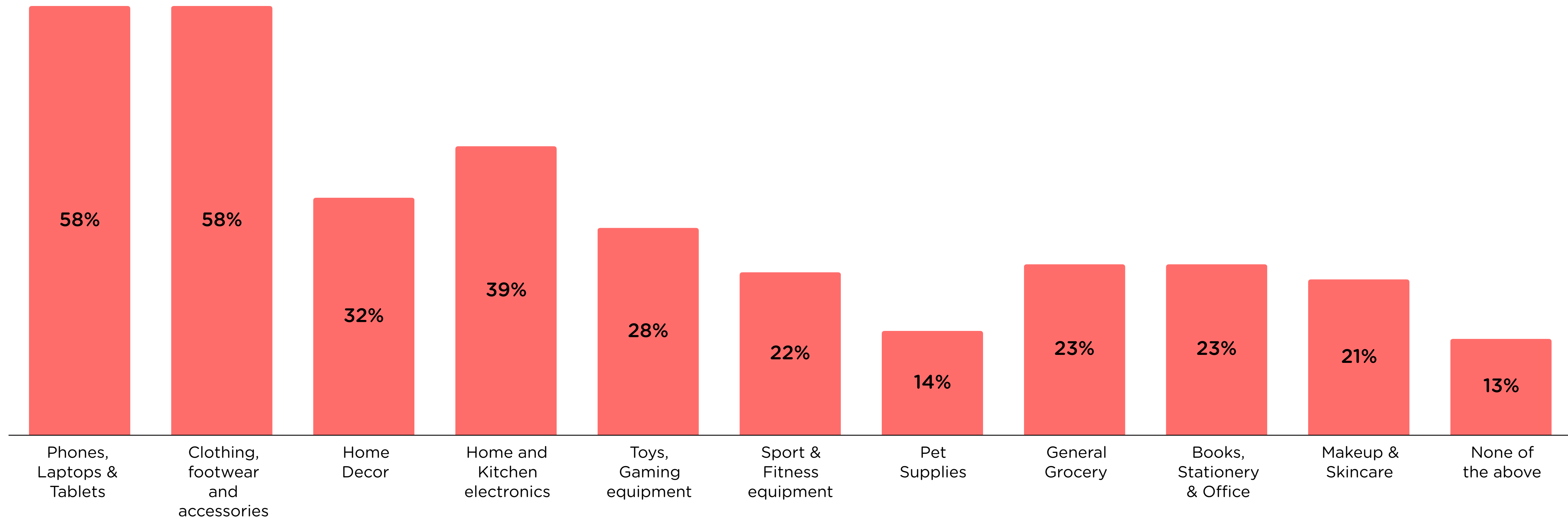


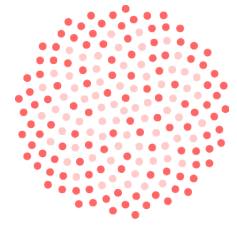
How often do you **abandon** an online purchase because of shipping costs?



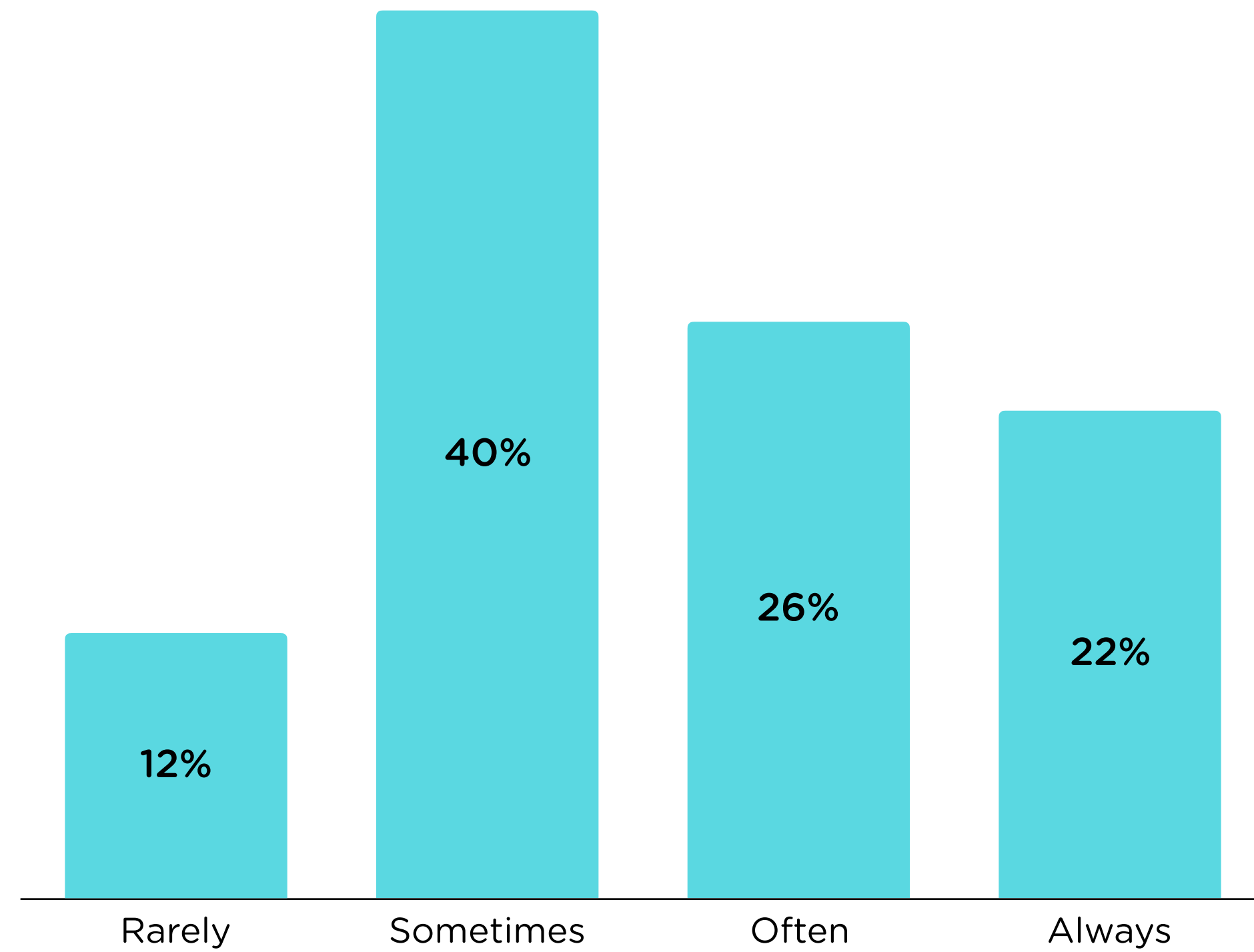


Which items do you generally **wait for** to go on sale before making a purchase?

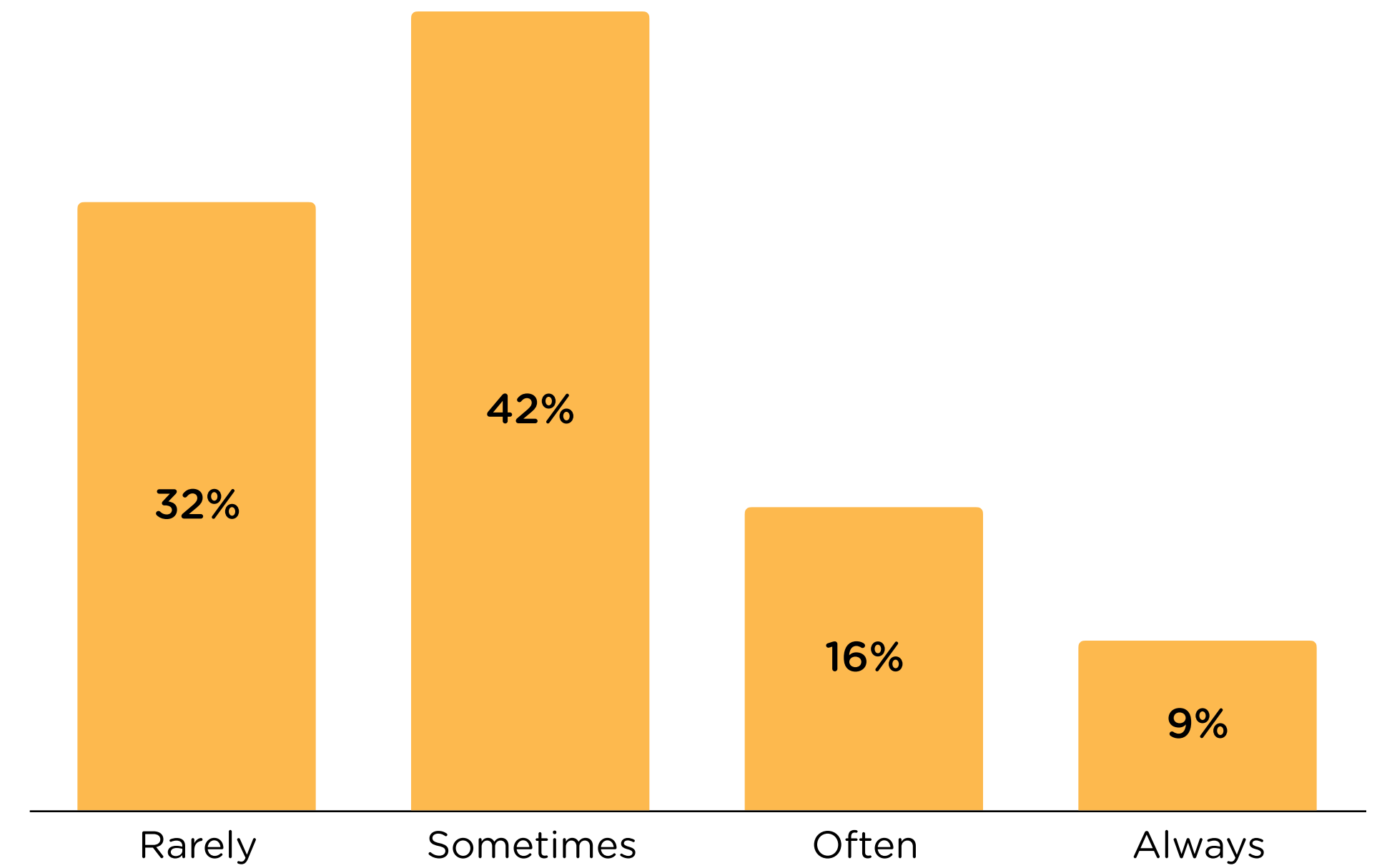




How often do you **compare** prices on different websites before making a purchase?

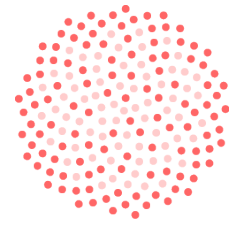


Do you typically **wait** for a retail “holiday” like Prime Day or Black Friday to make big purchases?



\*This study surveyed 1000 consumers in the market for buying preferences in the week of 11th - 17th August, 2019.



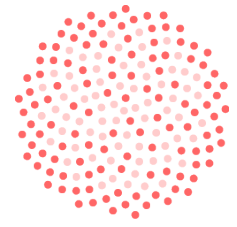


## Now is the time to act.

Our survey findings clearly indicate that consumers are more sensitive to price tags on consumer electronics and apparel products than others- categories that are at the center of the impact zone in the Chinese trade war. Retailers will undoubtedly try to absorb these tariffs with price hikes. So in the end, the tariffs will be paid from the consumer's wallet.

More than 50% of shoppers surveyed are already anticipating higher prices in the coming months and will be on the lookout for a good bargain on their holiday shopping list ahead of the peak sales period. If retailers want to meet their Holiday sales projections, they will need to optimize their promotional pricing now more than ever. They will need to make their products reach the relevant audience with precision targeting and deliver exceptional services to entice online shoppers looking for a deal on gifts and other discretionary spending.

This presents an opportunity for retailers to use all the data and tools available to them to win over the price-conscious consumer and not wait around for the big calendar day deals to boost sales.



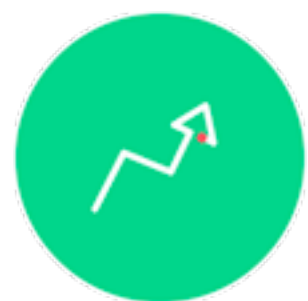
Our AI-powered insights are derived by mapping **1 billion+ unique products**, across **130,000+ brands** for more than **1,100 categories** every day.



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