CONSUMER BEHAVIOUR IS SET TO CHANGE

Research First is an insights company focussed on making the complex simple. We have spent almost 20 years understanding the impact of change on human behaviour and advising governments, businesses, and social enterprises on what this means for them.

As a country, there are some key behaviours that define us. Patriotism, sharing a beer and DIY will possibly be stronger than ever but it appears some aspects of who we are have been rattled to the core. Consumers are clear their behaviours under alert Level 2 and beyond will be different to those exhibited pre COVID-19.

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RESEARCH FIRST

SHOPPING AND SOCIALISING ARE POST LOCKDOWN PRIORITIES

25% of us are looking forward to spending our cash (shopping, going to the hairdresser, eating out or going to the pub).
45% prioritised visiting friends and family outside their bubble.

1 IN 10

are most looking forward to going back to work.

3/4

will buy local: and we intend to do so for at least the next 6 months – local stores, local manufacturers.

BUY NZ MADE

Buy NZ made is a long-term commitment: two thirds of us say buying NZ made products will be important to us over the next 6 months. Just **8%** intend for this to be a short-term activity, while **60%** intend to make this a lasting behaviour.

BUY LOW PRICE

Low-price options will be important to two thirds of the market.

IN STORE

Consumers want to get back instore: instore shopping will be important to **60%** of consumers in the next 6 months while online shopping will be important to **45%** of the market.

DIY

We remain a nation of DIYers: when restrictions are lifted instore **26%** of us will head straight to the DIY shop, **13%** for garden supplies. Dressing for the post-lockdown world is also important, with **29%** likely to prioritise clothing shops.

FEAR

Fear will need to be managed: 29% are fearful of going into indoor shopping malls and **28%** are fearful of re-entering public buildings like cafes, shops and banks.

42%

will avoid large crowds: they are fearful of attending public events such as open air concerts, markets or agricultural shows.

3/4

are unlikely to attend an arena to watch a sports fixture over the next 3-6 months. Of these, **15%** are a lost market that would normally have attended.