



# Dude Goes Shopping S T U D Y



Conducted by daVinci Payments

January 28, 2020



Dude shopping season ensues during the February – June sports media tsunami when the latest in high tech TVs, electronics and smartphones debut and as seasonal outdoor quests return, giving men the itch to stock up on the very latest manly goods. That’s why we conducted a double-header national examination to track down how men make purchase decisions and to understand the incentives that spur them to buy and grow their loyalty. Given our recent [“Women’s Shopper Study”](#) released just before the holiday shopping season, we thought it fitting to give Dudes their due with their own season too.

So, we asked men, *“how do you shop?”* The outcome from two national studies have been amalgamated and reveals:

- 1) Digital is disrupting their shopping behaviors as more purchases are done online.
- 2) The number one reason they shop online is most likely not what you think.
- 3) Online purchases from smartphones is prevalent.
- 4) Income continues to improve, especially for younger men, but their frugality has not waned.
- 5) Price has a huge role in purchase decisions, significantly narrowing the value differentiators between name and private label brands
- 6) Men have a resounding preference for richer rebates incentives over instant discounts.
- 7) Post purchase value offers grow their loyalty.

There is more in store as men break out their digital wallets and go hunting during Dude season. Enjoy the read and let us know if you have questions or would like to have a discussion with our team about this study and the [Brand Accelerator](#), our game-changing payment solution designed to supercharge engagement with your brand through an immersive branded experience that strengthens relationships with your customers.

Best,  
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## Methodology

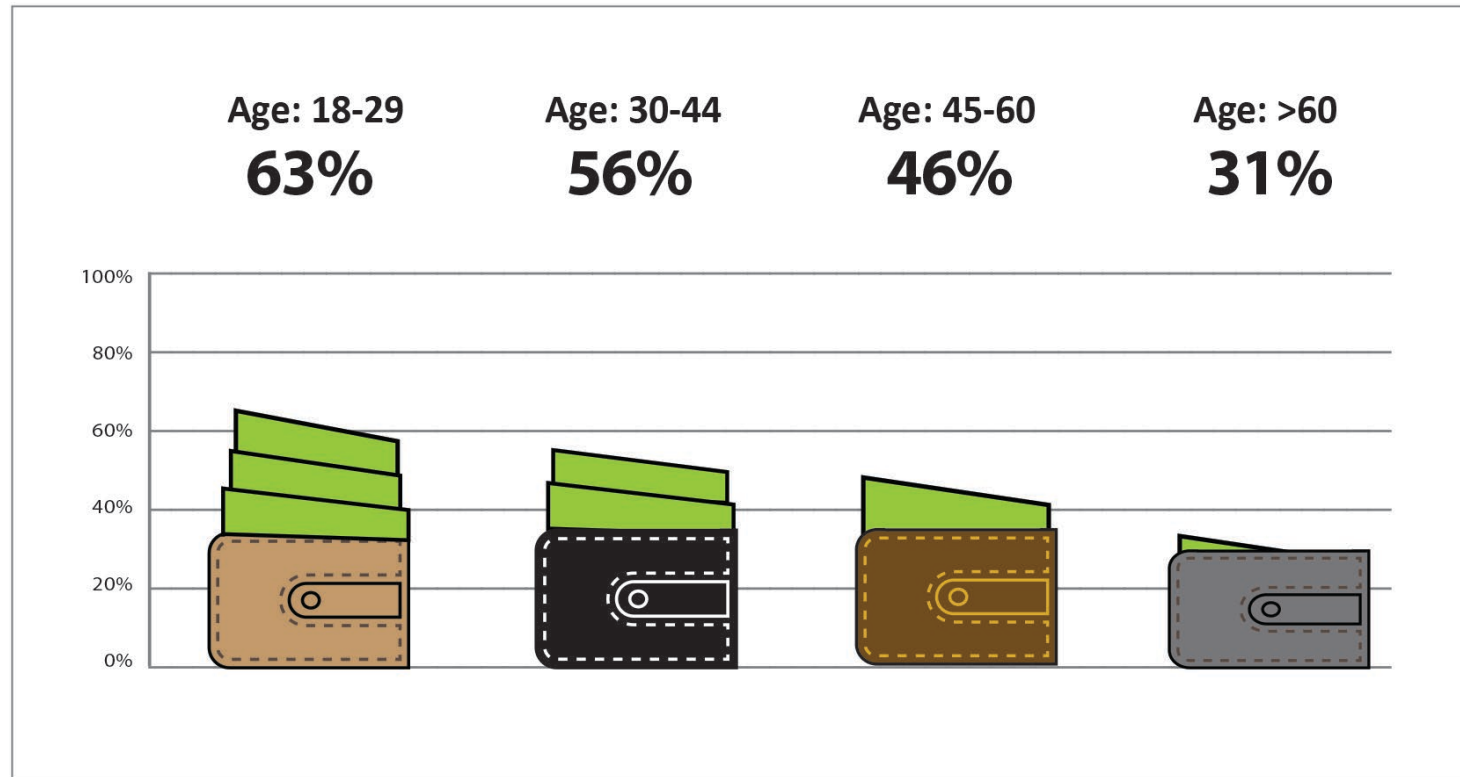
Two independent national online panels reflective of the US Population with 97% confidence were conducted via Survey Monkey;

1. Shopping Study conducted September 2019 with 398 total male responses
2. Brand Preference Study conducted November 2018 with 484 total male responses.



# Income Improving Young Workers See Largest Gains

*% that wealth and ability to buy improved vs. last year*





## Price #1 Factor When Making Purchases

*Name brands have to bring more value to build trial and grow loyalty*

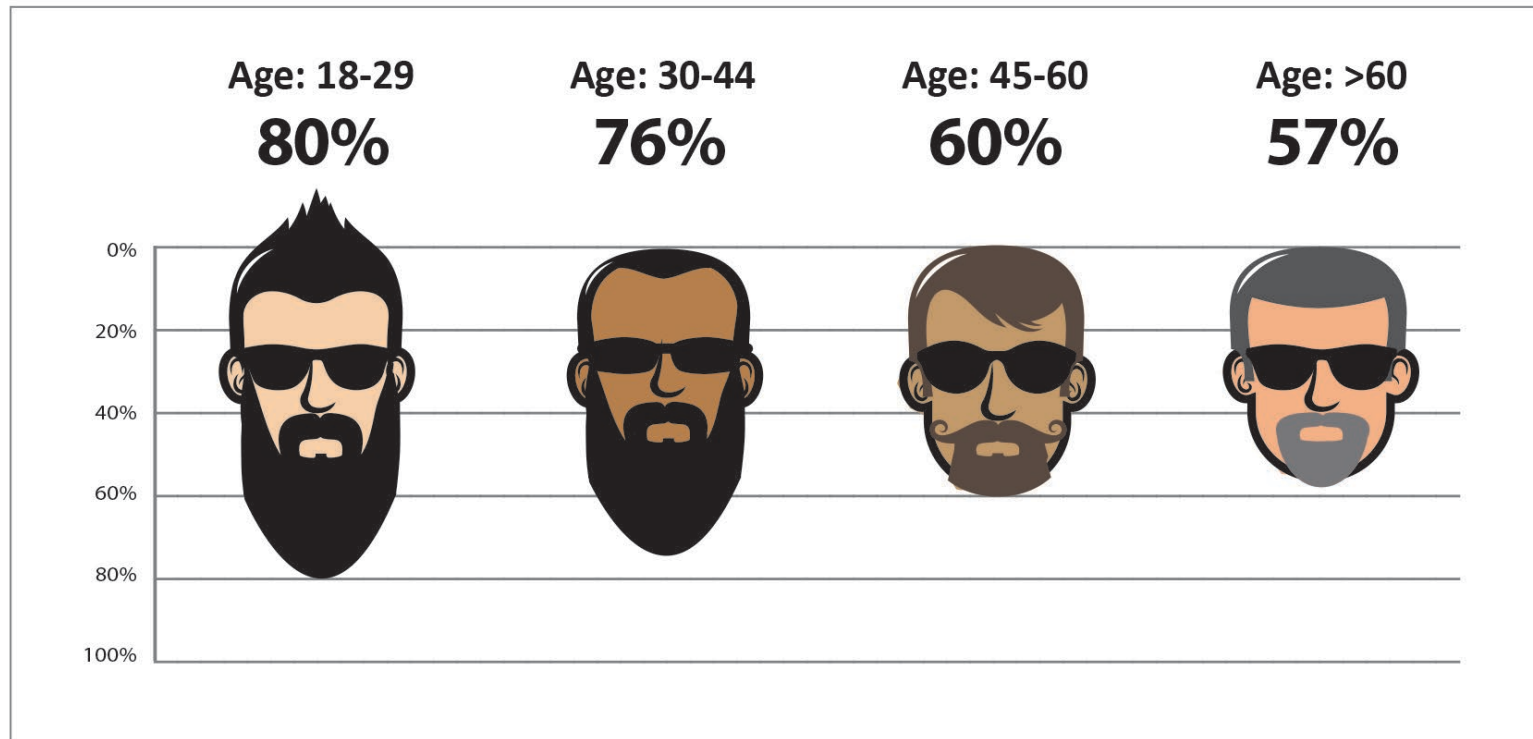
Most important factor when making purchase:

- 1 Price
- 2 Quality
- 3 Availability and Selection
- 4 Brand
- 5 Store / Seller / Outlet





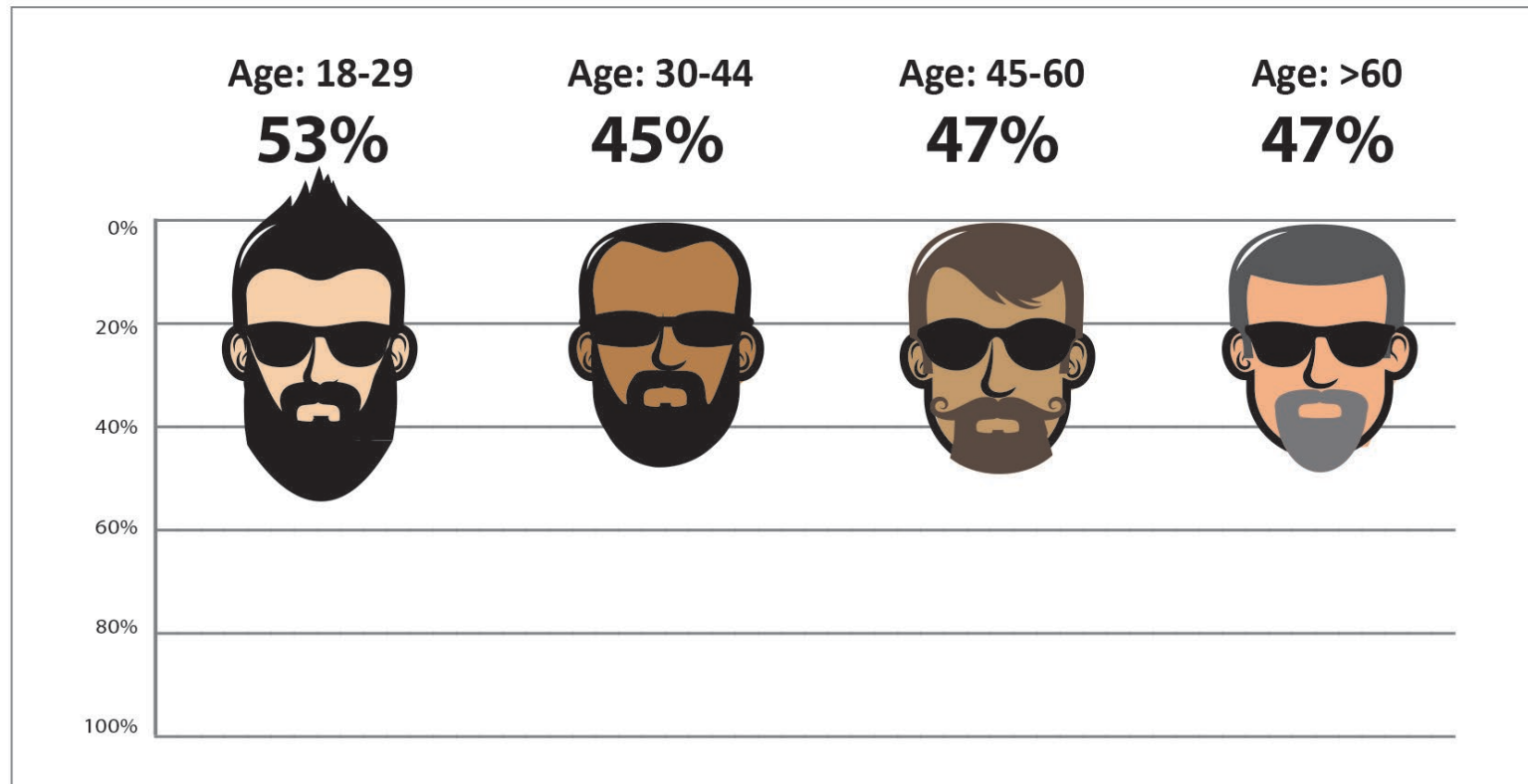
# Over 2/3 Believe Name Brands Are 16%+ More Expensive *than private label brands*





# Almost Half Of Shopping Is Done Online

*Respondents who do more than half of shopping online*







# Why Shop Online?

## Convenience #1 & Price #2

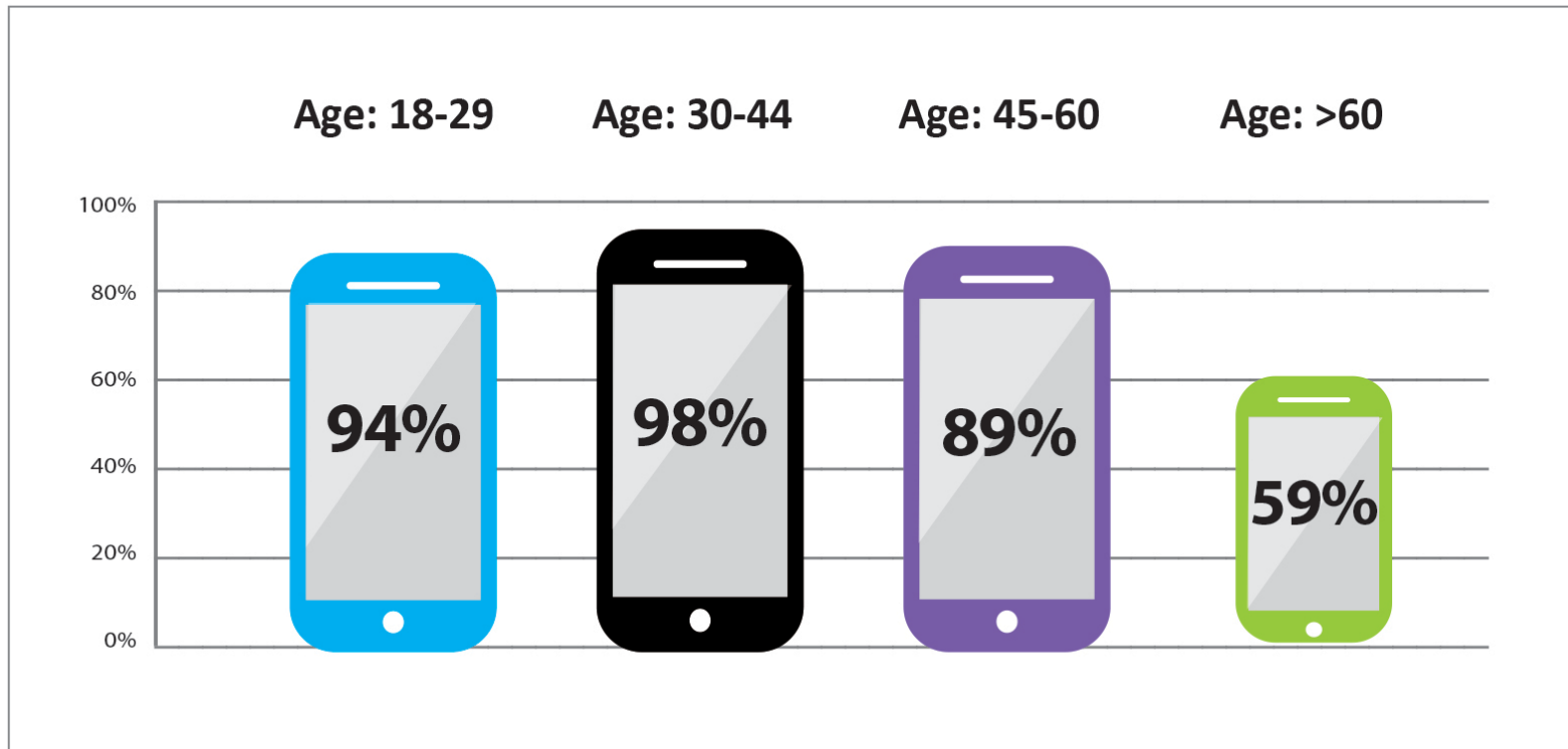
*Choose top two reasons you shop online*

	Age: 18-29	Age: 30-44	Age: 45-60	Age: >60
<b>1</b> Convenience	<b>73%</b>	<b>72%</b>	<b>76%</b>	<b>85%</b>
<b>2</b> Price	<b>69%</b>	<b>70%</b>	<b>63%</b>	<b>46%</b>
<b>3</b> Selection	20%	29%	37%	48%
<b>4</b> Speed	16%	12%	15%	13%
<b>5</b> Reviews	15%	12%	7%	3%
<b>6</b> Impulse Buy	5%	3%	1%	3%
<b>7</b> Referrals	2%	2%	1%	2%



# Majority Make Online Purchases With Smartphones

*% that make purchases from smartphone*

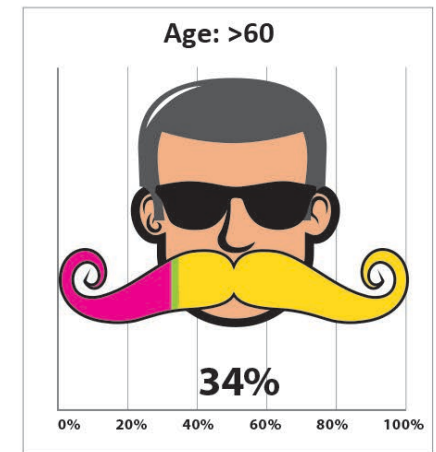
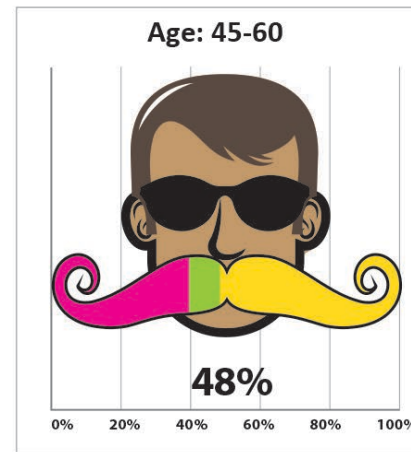
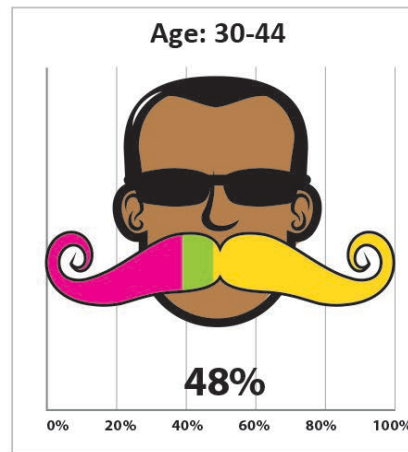
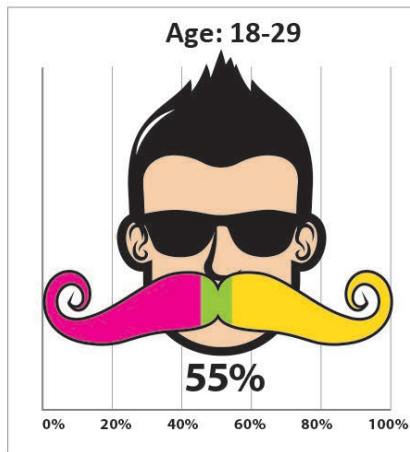




# Nearly Half Purchase From Reseller/Consignment/Rental Sites

*Creating additional pressure on name brands.*

- Yes A Little
- Yes A Lot
- No

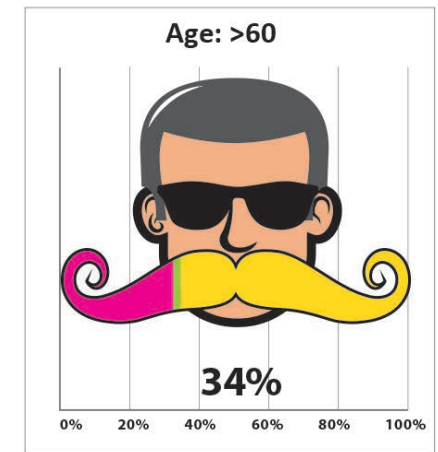
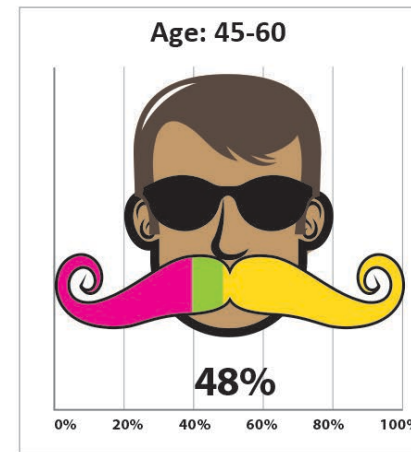
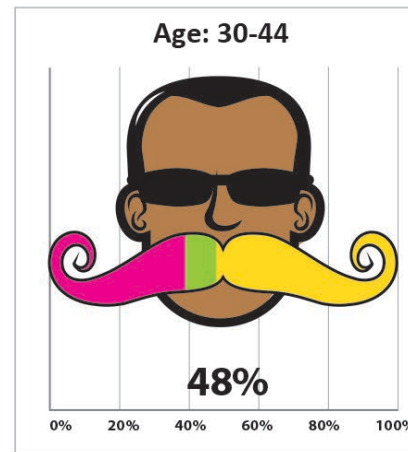
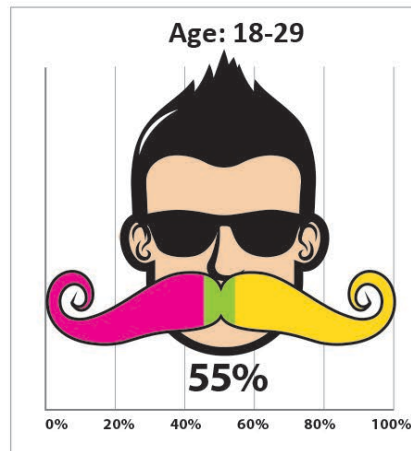




## 2/3 Choose A Richer Rebate Over An Instant Discount

*\$100 rebate over \$50 instant savings on \$500 purchase*

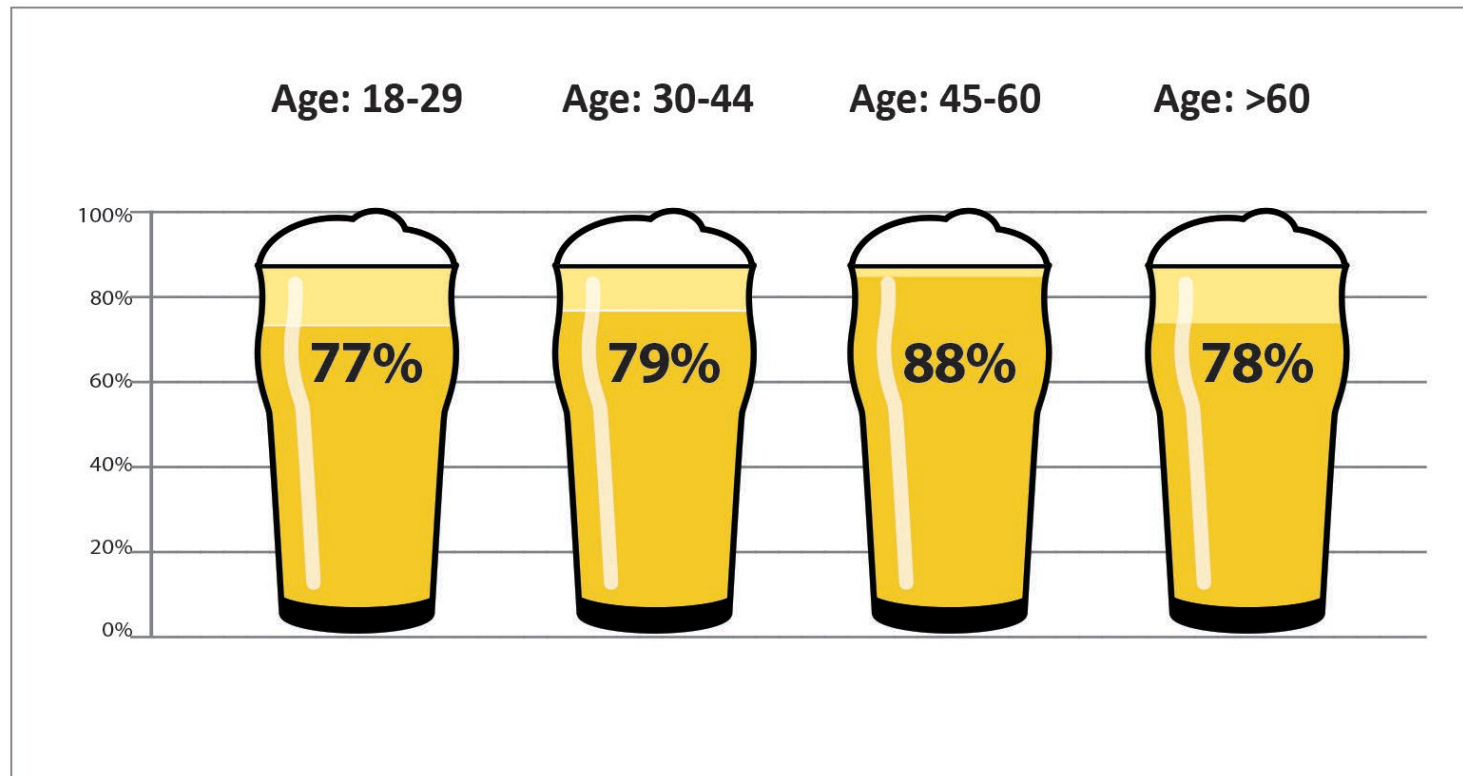
- Yes A Little
- Yes A Lot
- No





# Over 3/4 Will Spend Prepaid Rewards With Issuer If A Good Offer Is Attached

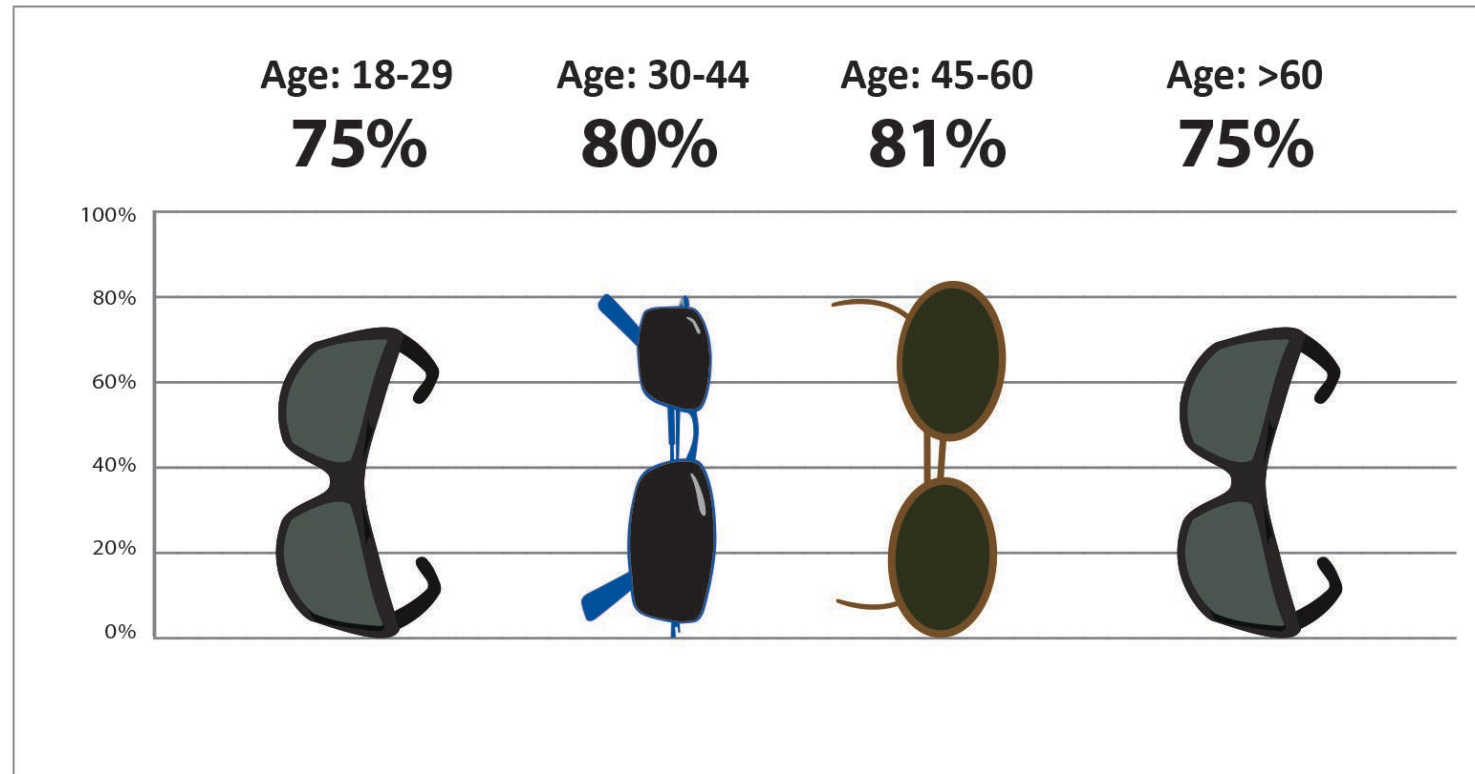
*Driving incremental purchases.*





# Surprise Savings Offers Grow Brand Loyalty

*% more loyal if brand surprises with savings offers*





## Dude Marketing Tips

- 1 Attract men with best price rebates
- 2 Reward with virtual mobile prepaid
- 3 Auto-enroll in loyalty program
- 4 Deliver reward with value offers to drive spend back
- 5 Send future surprise offers to grow loyalty





## Name Brand vs. Private Label Dude Products

Private Labels are growing share and diluting differentiation, adding further price pressure to Name Brands





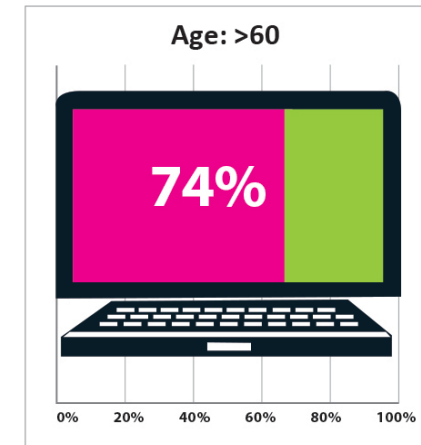
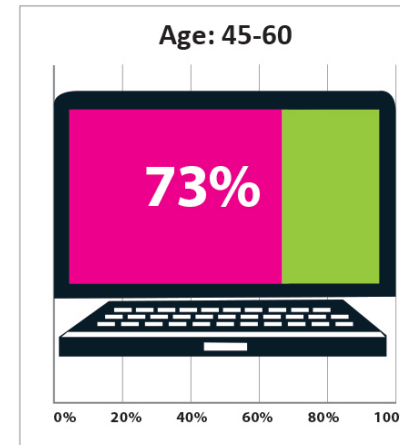
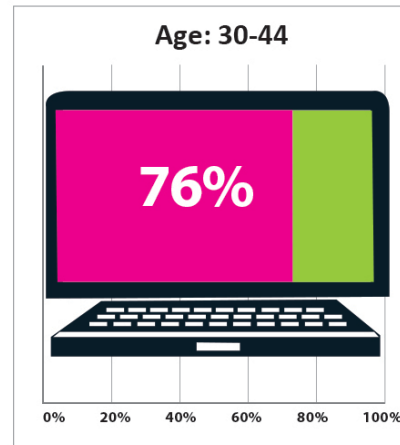
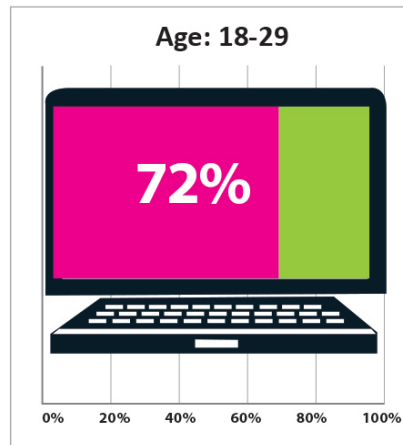




# Nearly 3/4 Prefer Name Brand Computers And Electronics

*Like TVs and smart home devices*

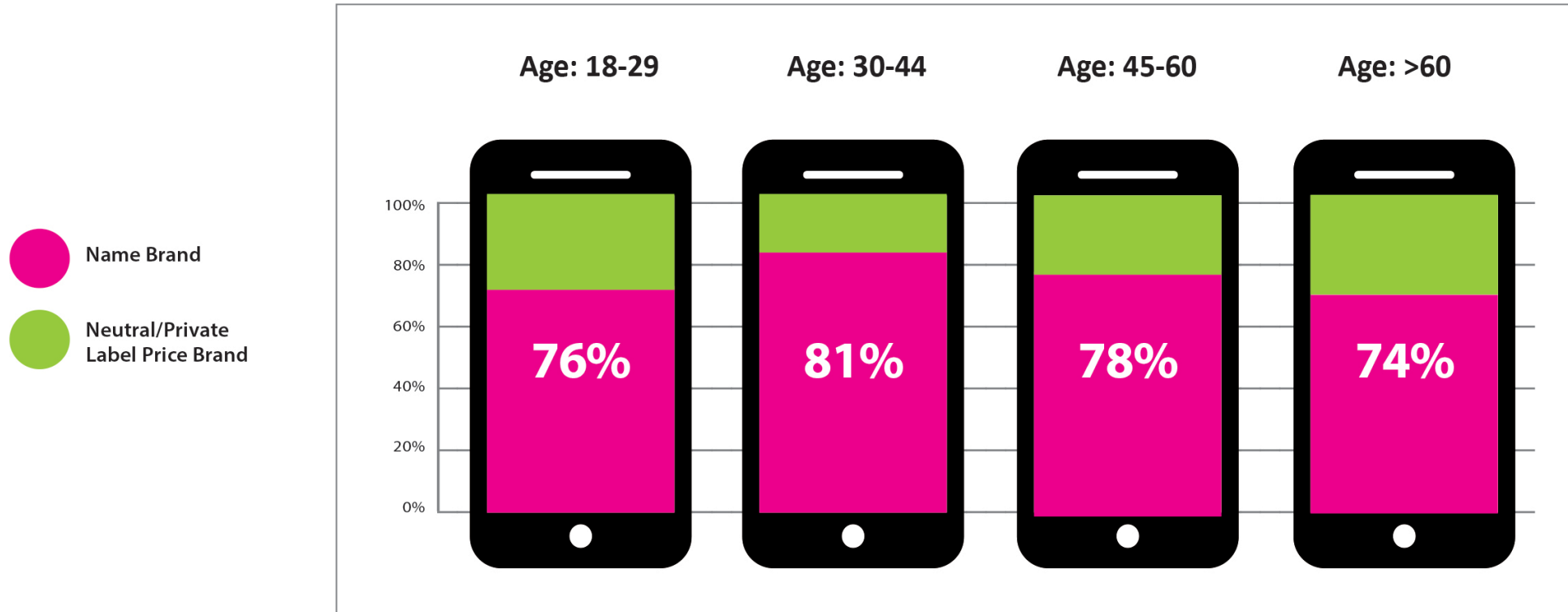
-  Name Brand
-  Neutral/Private Label Price Brand





# Over 3/4 Prefer Name Brands For Smartphones

*Higher than all other electronics*

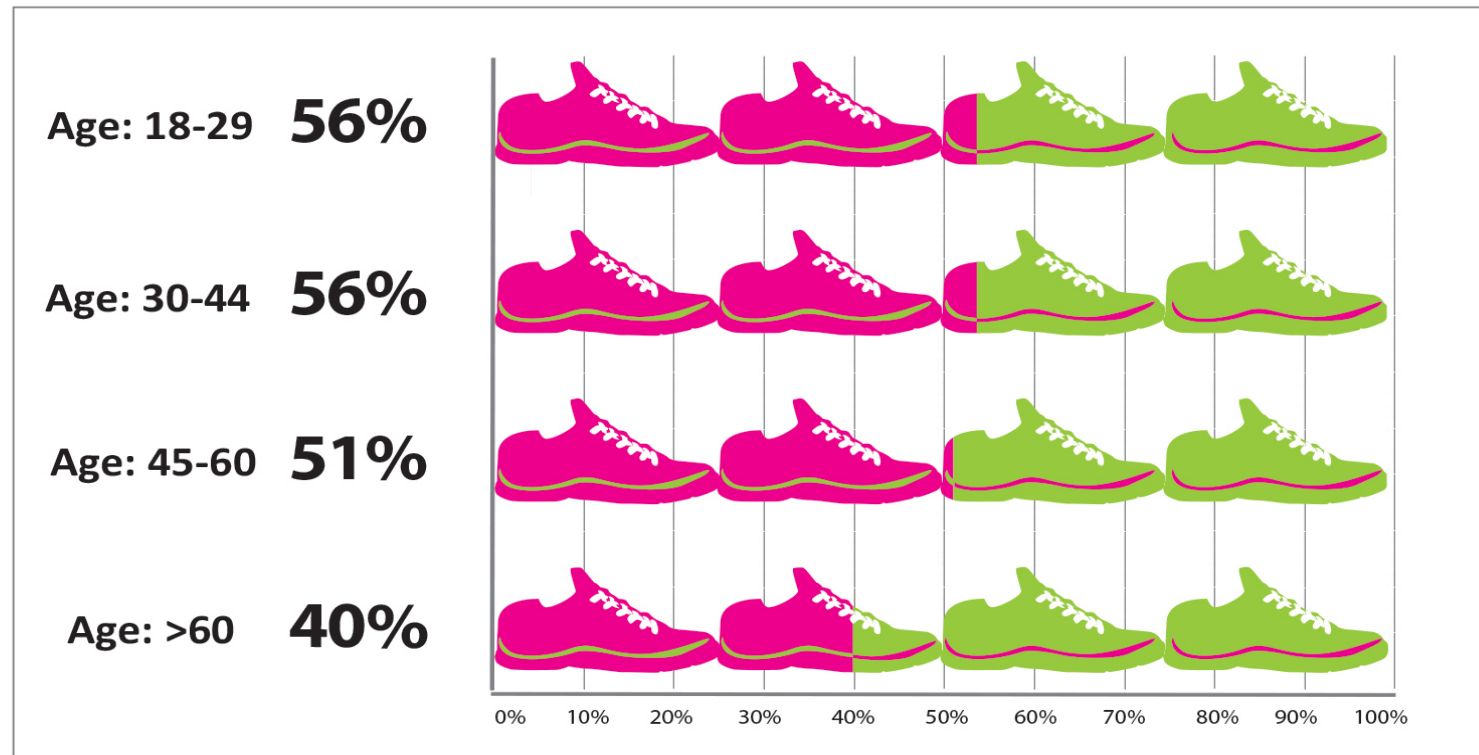




# Majority Prefer Name Brand Shoes, But Neutral Are Substantial

*Added value is key for name brands*

-  Name Brand
-  Neutral/Private Label Price Brand





# Overall Majority Neutral Between Name Brand & Private Label Tires

*18-44 majority are neutral, 45+ majority prefer name brand tires*

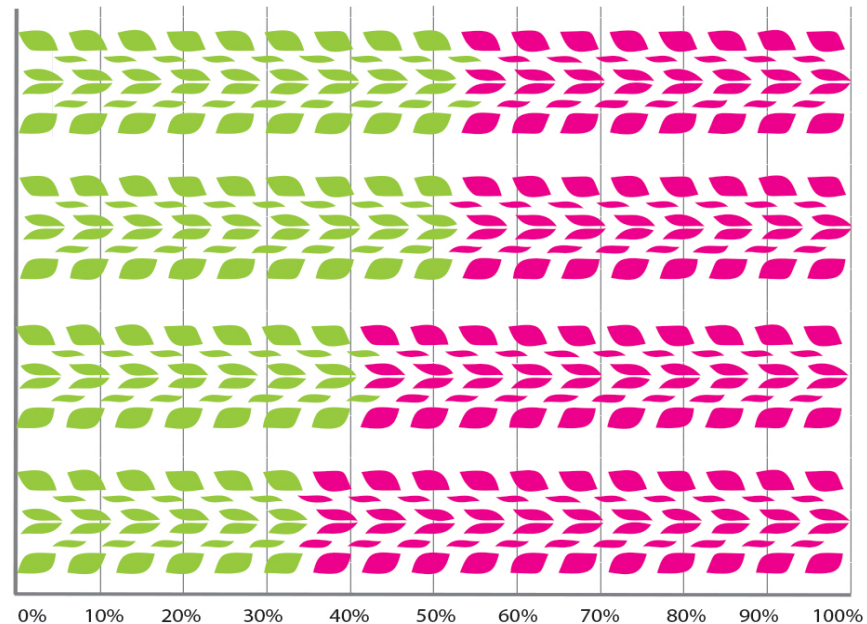
-  Name Brand
-  Neutral/Private Label Price Brand

Age: 18-29 **54%**

Age: 30-44 **51%**

Age: 45-60 **43%**

Age: >60 **39%**





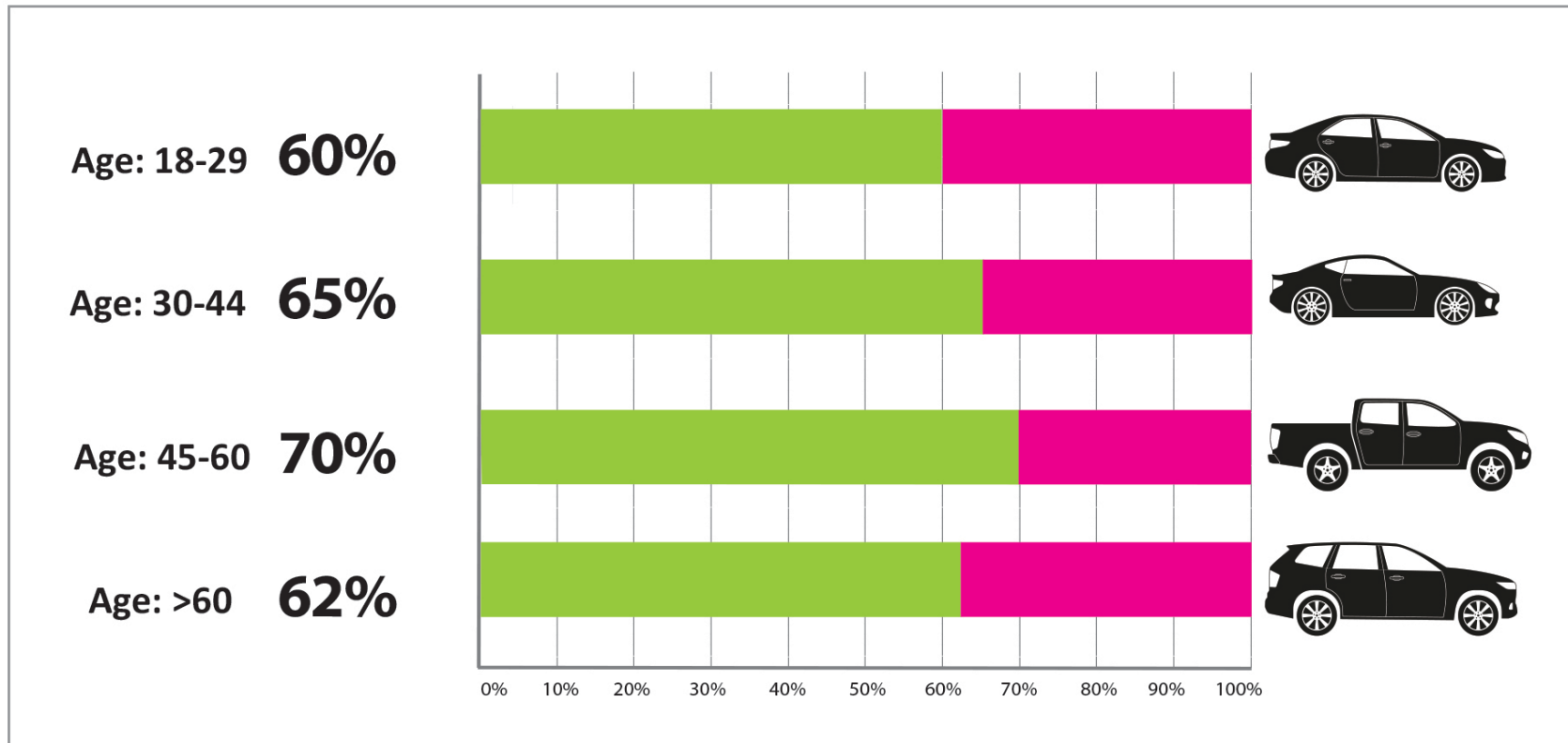


# Auto Parts

## Nearly 2/3 Neutral

*Name brand vs. private label*



-  Name Brand
-  Neutral/Private Label Price Brand

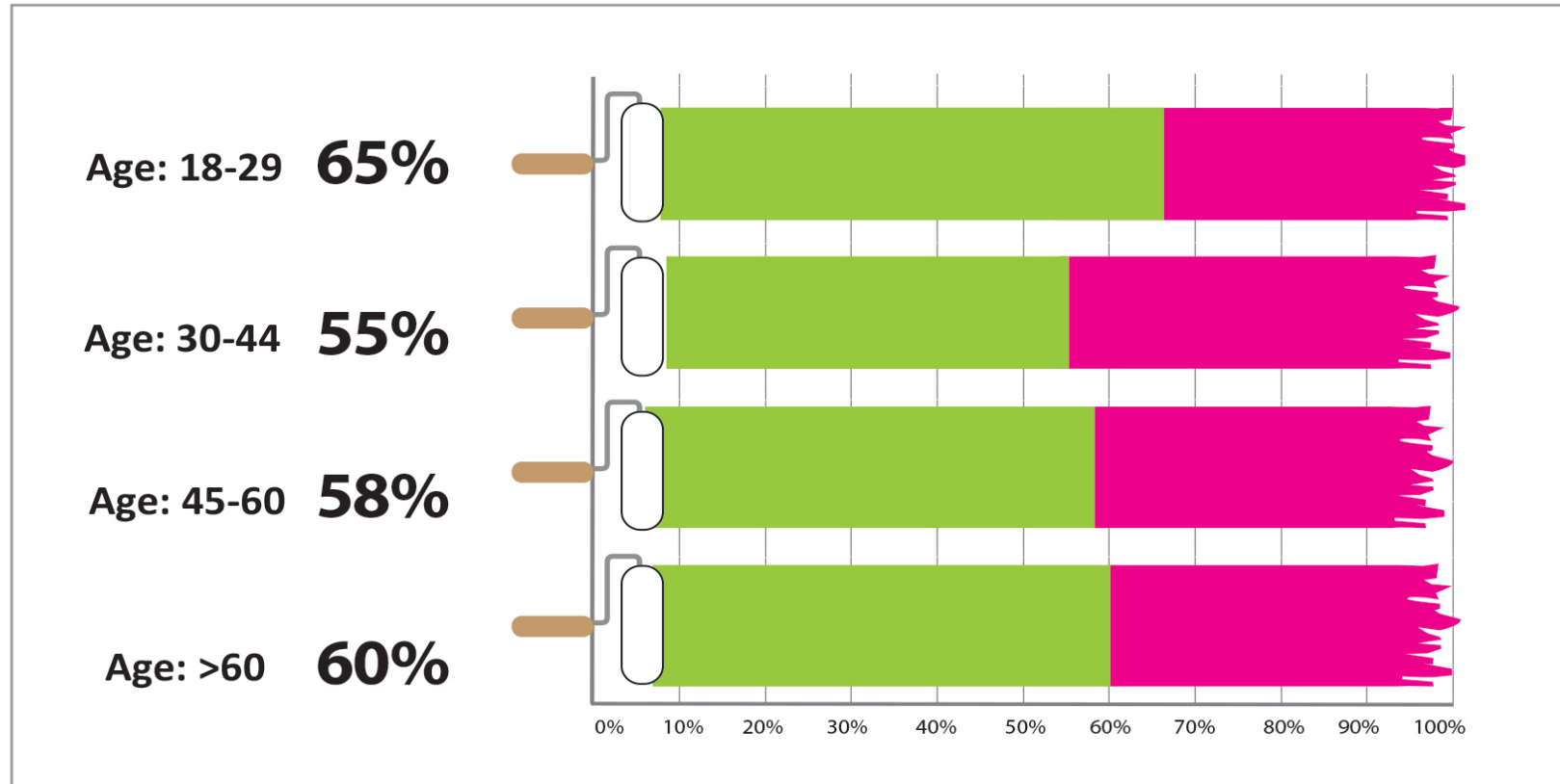




# Neutral For Home Improvement

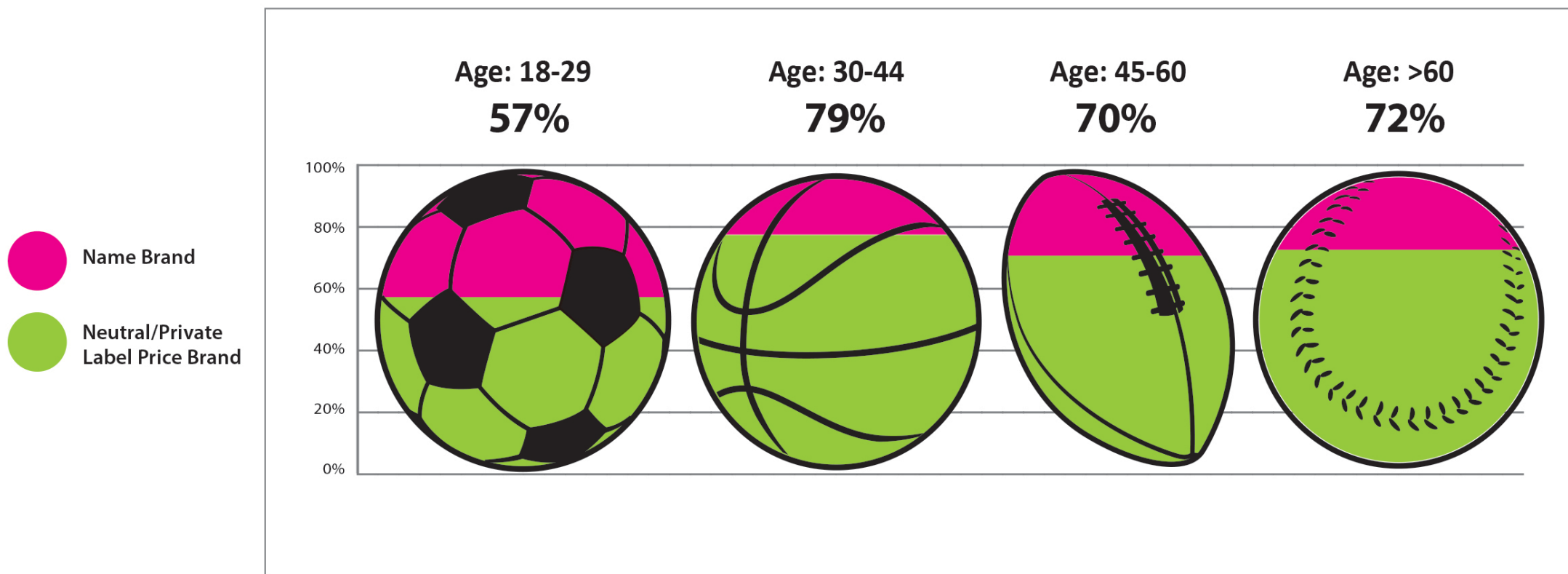
*Added value is key for name brands*

-  Name Brand
-  Neutral/Private Label Price Brand



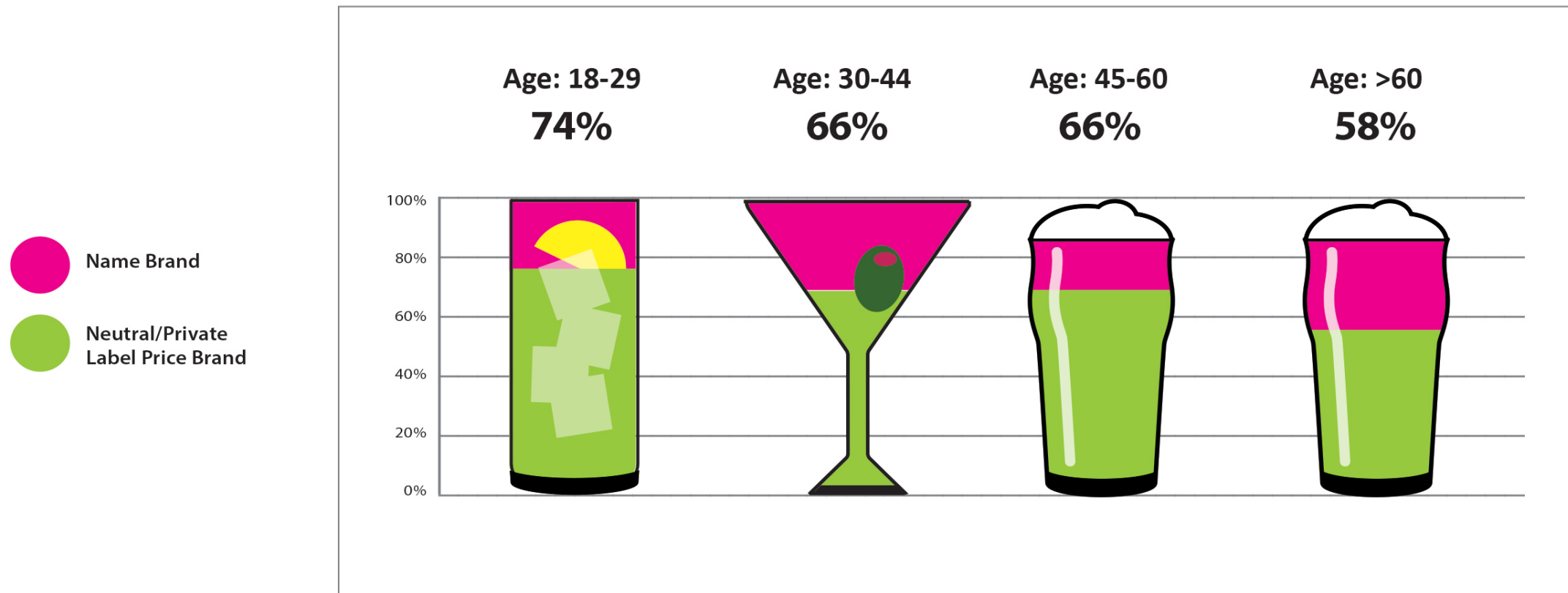
# Neutral For Sports & Rec Equipment

*Ultra price sensitive*



# Neutral for Spirits

*Added value is key for name brands*







## Contact Us

If you have questions or would like to have a discussion with our team about this study and the

[Brand Accelerator](#),

our game-changing payment solution designed to supercharge engagement with your brand through an immersive experience that strengthens relationships with your customers.

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