

## Year-end Holiday Survey 2014 Savvy spenders on the rise

### Online buying gaining popularity

**FIFTY ONE**

51% of respondents have reported using their **smartphones** to purchase a product, which is a major increase from only 38% in 2013



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### How does word get out?

In 2014  
**25**

In 2013  
**20**



25% of South African consumers surveyed expect to **buy products online** in the 2014 festive season vs. only 20% who purchased products online in 2013

**40**

Online product research remains the norm for shoppers, as 40% of consumers said that they will spend **more time online** to find product suggestions and recommendations this year.

**71%**

71% of consumers will use **social media** to search and compare products in the 2014 festive season

### Christmas budget trends

**60%**

60% of consumers will **use less store / retailer credit** this year

**Seventy Two**

72% of consumers surveyed have said they will **decrease impulse spending** this year

### The hunt for shopping incentives

**56**

56% of South African respondents are **inclined** to buy items **on sale** this festive season

**49**

49% of consumers will be using more of their **loyalty points** to buy gifts in 2014

### What's in the stocking?

**44%**

The proportion of spend on **food has increased** from 36% in 2013 to 44% in 2014 while **spend on socialising** is down 10% from last year, to 13%, and **gift spend** is relatively unchanged at 43%, from 42% in 2013



Ranked the no.1 gift to receive

**39**

39% of consumers want to **receive cash** this year as a gift



Ranked the no.1 gift to give

**38**

38% of consumers are likely to **give chocolates** this year as a gift

Email us at [consumerbusiness@deloitte.co.za](mailto:consumerbusiness@deloitte.co.za) to be sent a copy of the full report or for any queries.

Download the full report on:  
[www.deloitte.com/za/holidaysurvey](http://www.deloitte.com/za/holidaysurvey)

During the month of September 2014, Deloitte conducted a survey with South Africans from across the country, to learn more about their holiday shopping plans.

*Conclusion?*  
Holiday shoppers are getting a lot more savvy!