

Shop X MasterClass by **tdg**

THINKDIGITAL GROUP

MASTERING THE DIGITAL SHELF

21/09/2021



Αποκρυπτογραφώντας τον Έλληνα καταναλωτή

Γιάννης Στούμπος - Chief Revenue Officer

tailwind
Business Fast Forward



Agenda

01. The Greek consumer
02. A look in their digital life
03. E-commerce & purchase journey
04. Takeaways for brands & retailers



Who is GWI



Leading provider of
consumer insights,
and home of the world's
largest study on the
digital consumer.

Quantifying behaviors & motivations with 40,000+ datapoints



Demographics



Attitudes & lifestyle



Device ownership & access



Online activities & behaviors



Brand



Social Media



Commerce



Marketing touchpoints



Apps



Media consumption

With the ability to explore the full buyer's journey



Brand Discovery

Online product
research habits

Online purchase
drivers

Brand Advocacy

Expectation of
brands

Purchasing
attitudes

Brand
interactions

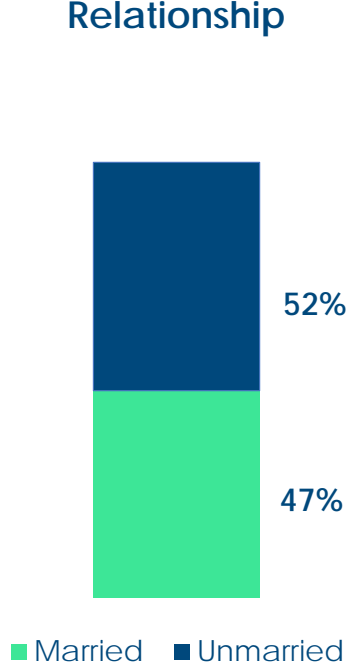
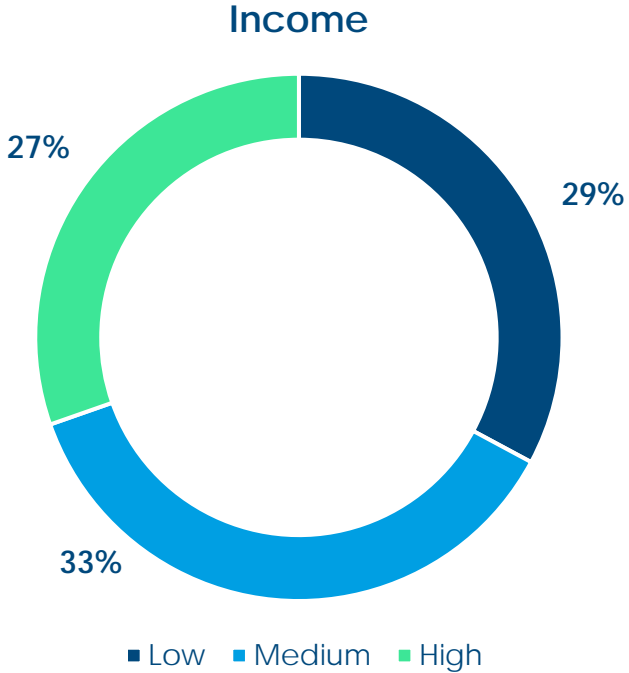
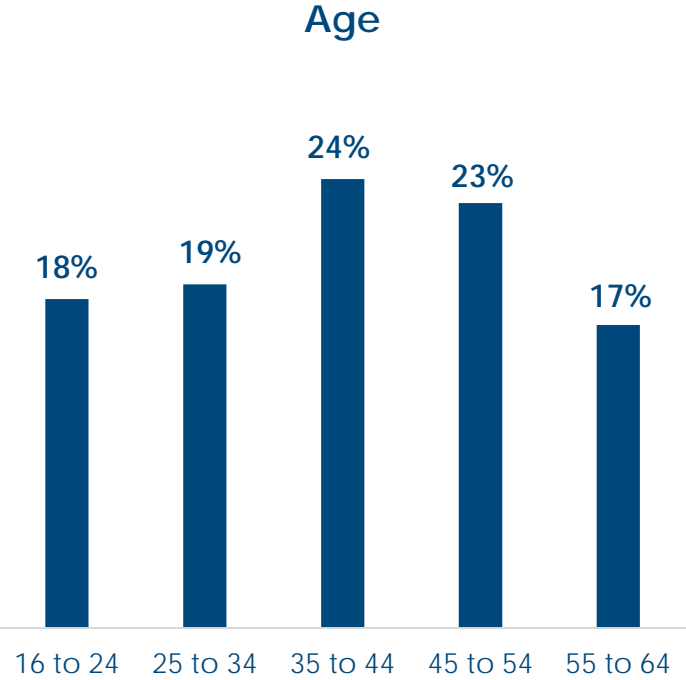
Brand and
product
preferences



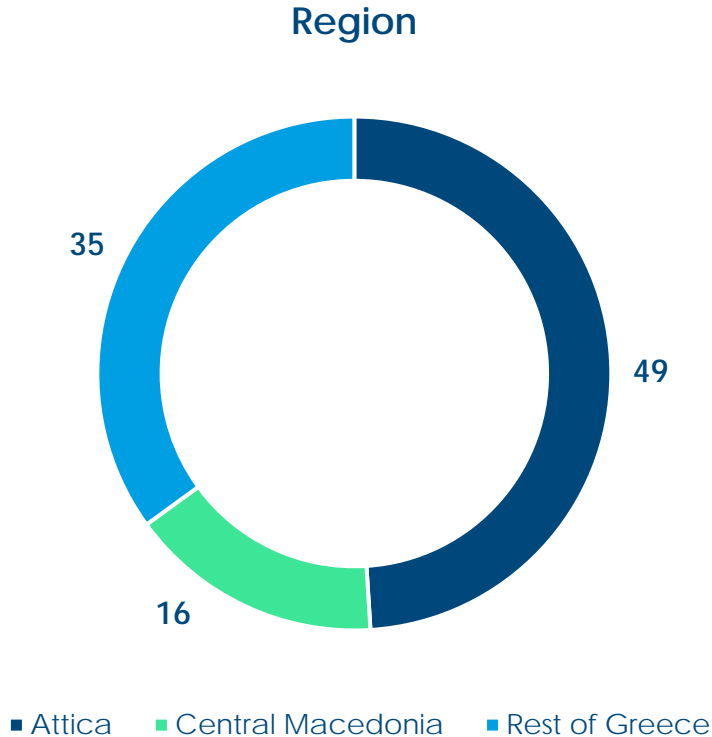
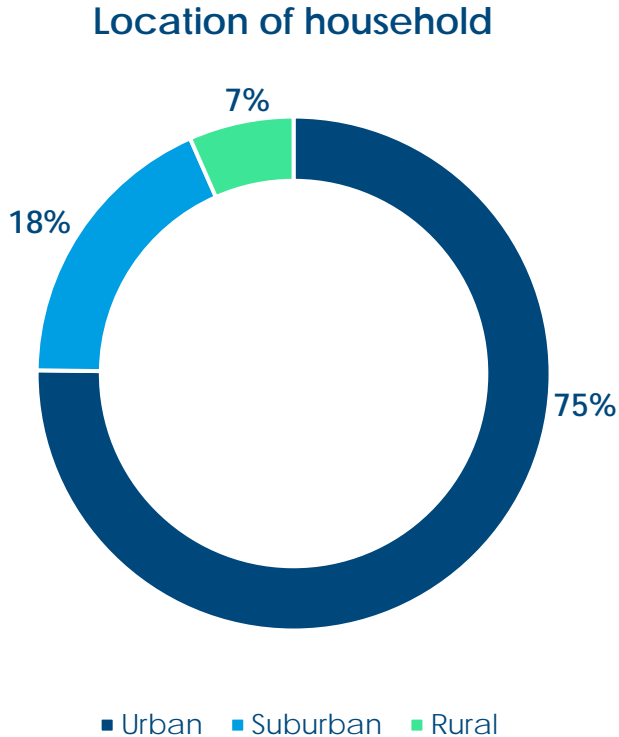
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The Greek consumer

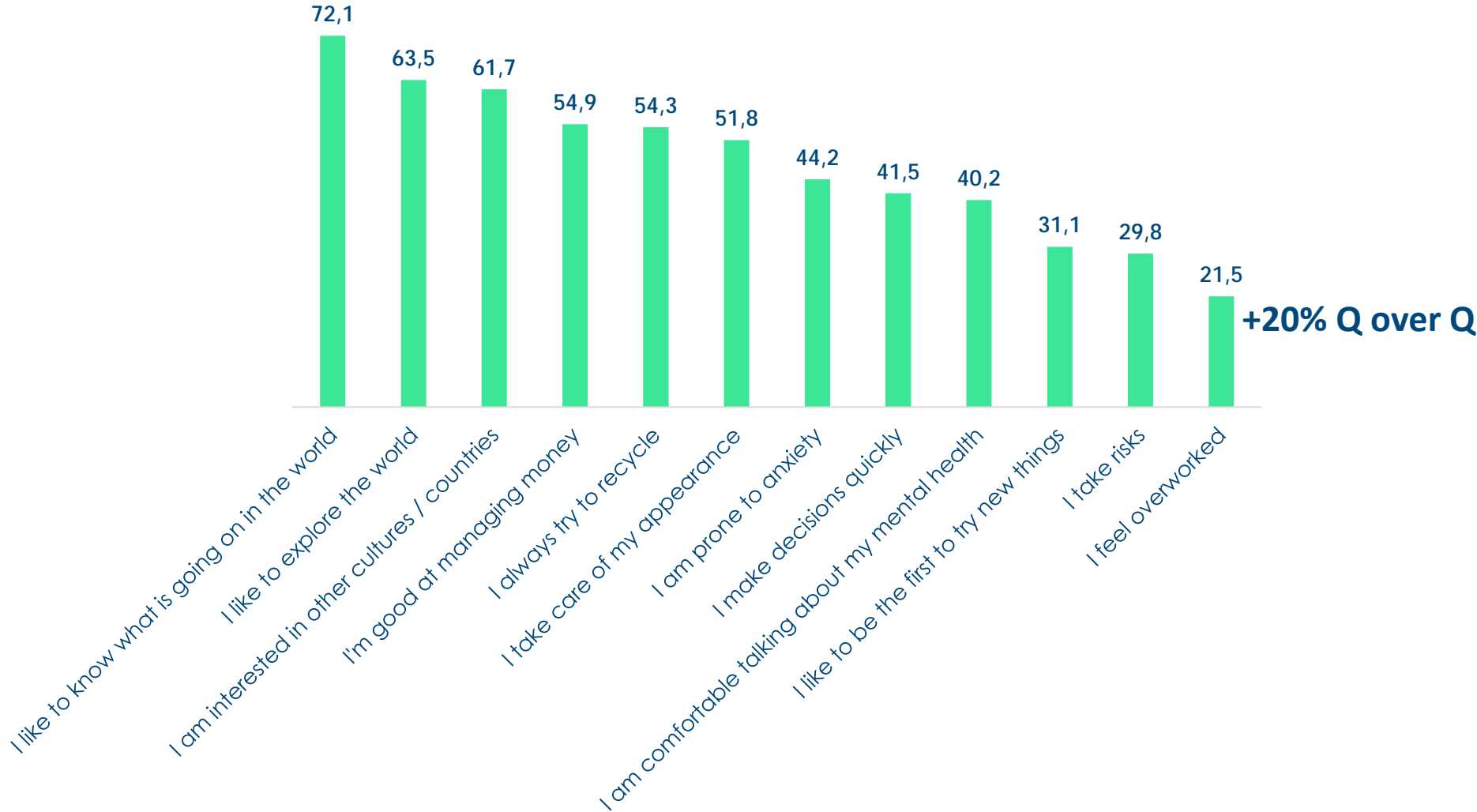
The Greek online consumer - demographics



The Greek online consumer - location

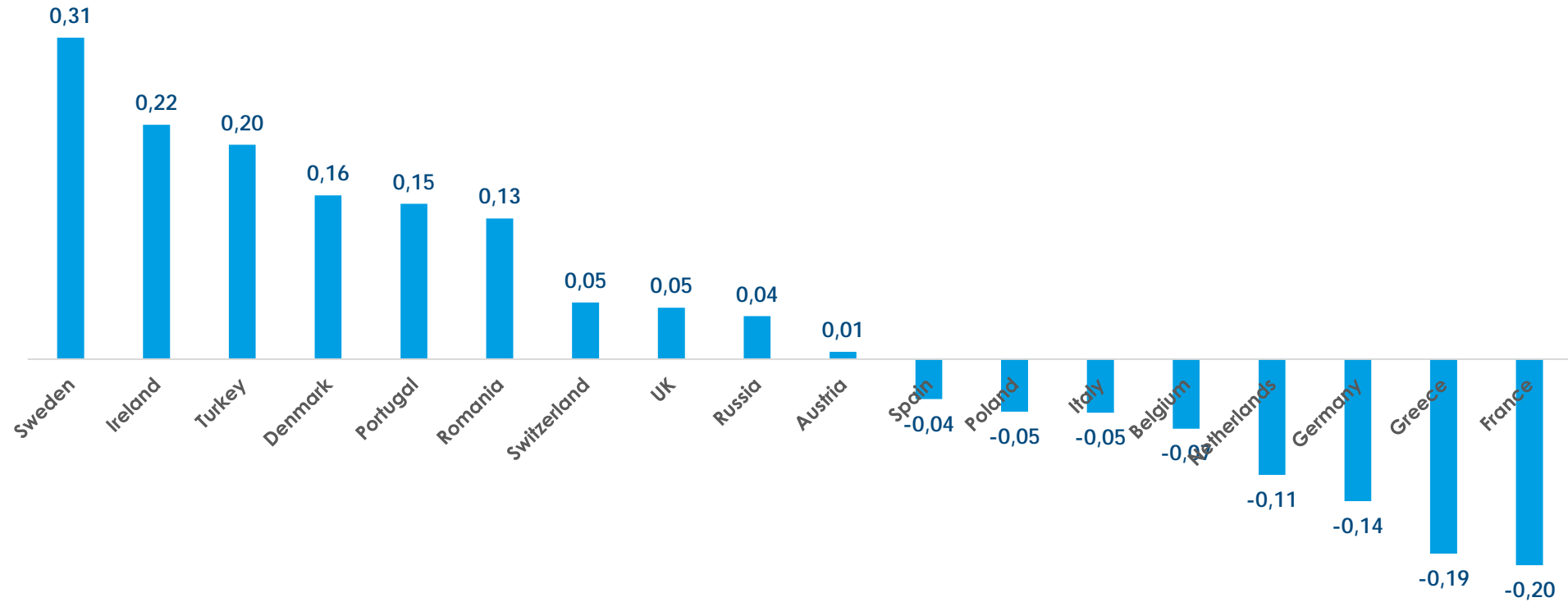


The Greek online consumer – self perceptions



Economic Confidence: personal finances

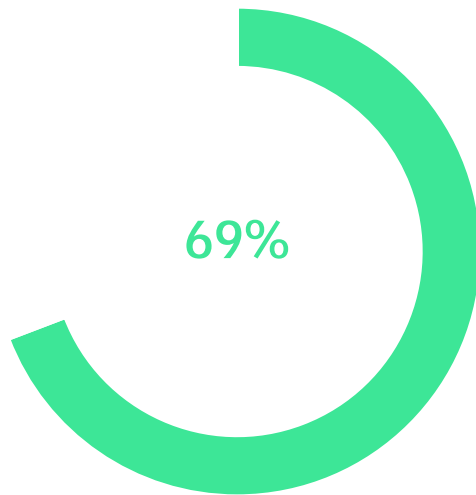
Average index score with +1 meaning optimistic and -1 meaning pessimistic



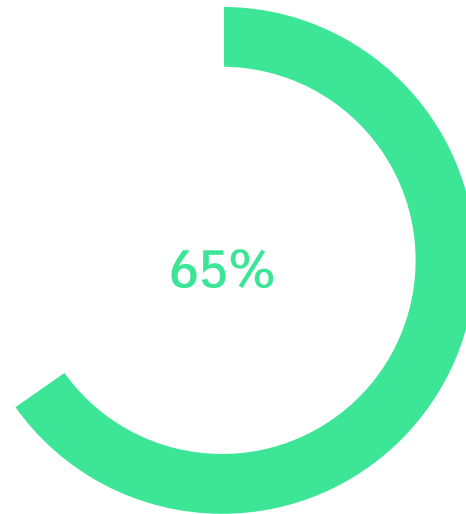
Price Sensitivity

% of Greek consumers who agree with the following statements

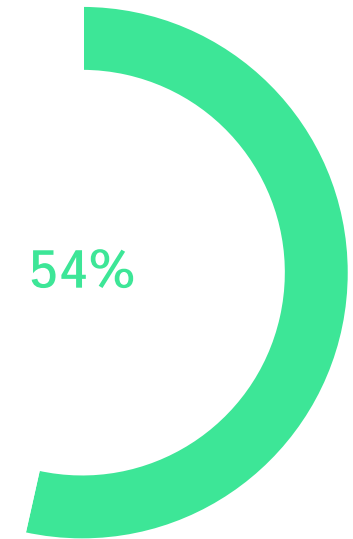
I research a product online before buying it



I spend time looking for the best deals



I use discount codes or coupons



20-30% above European average

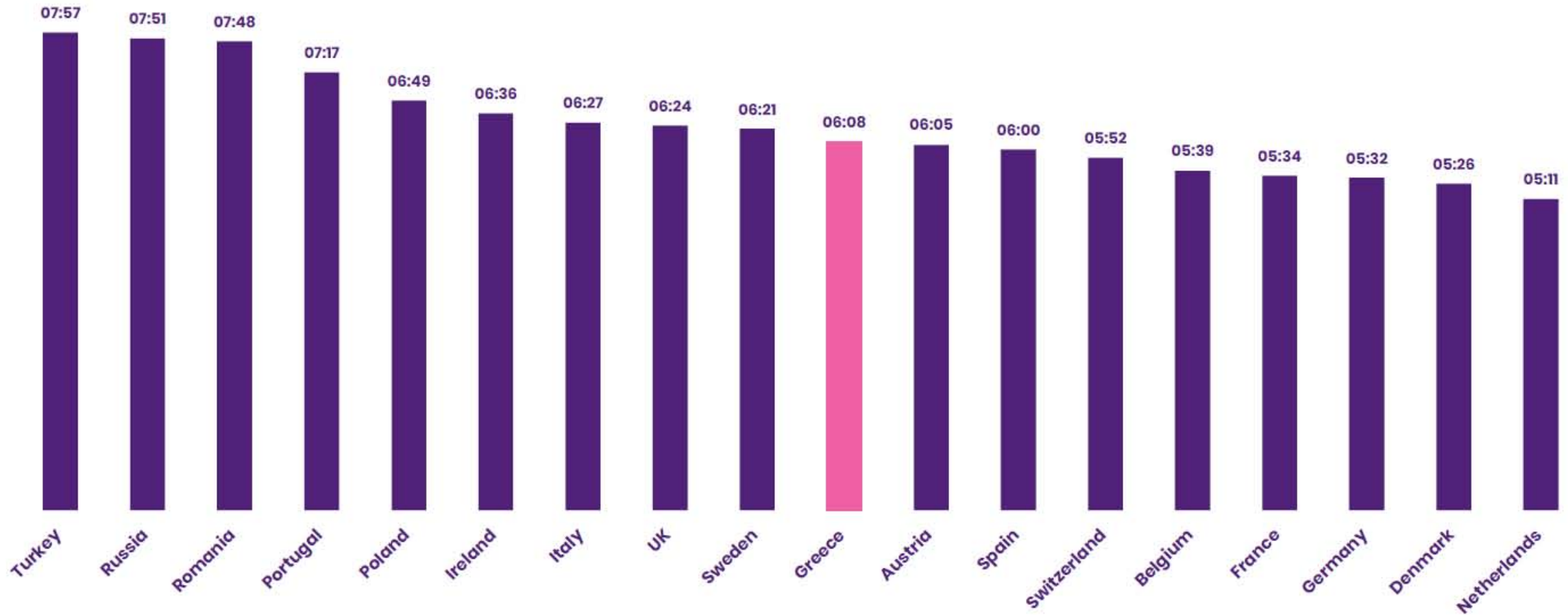


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Their digital life

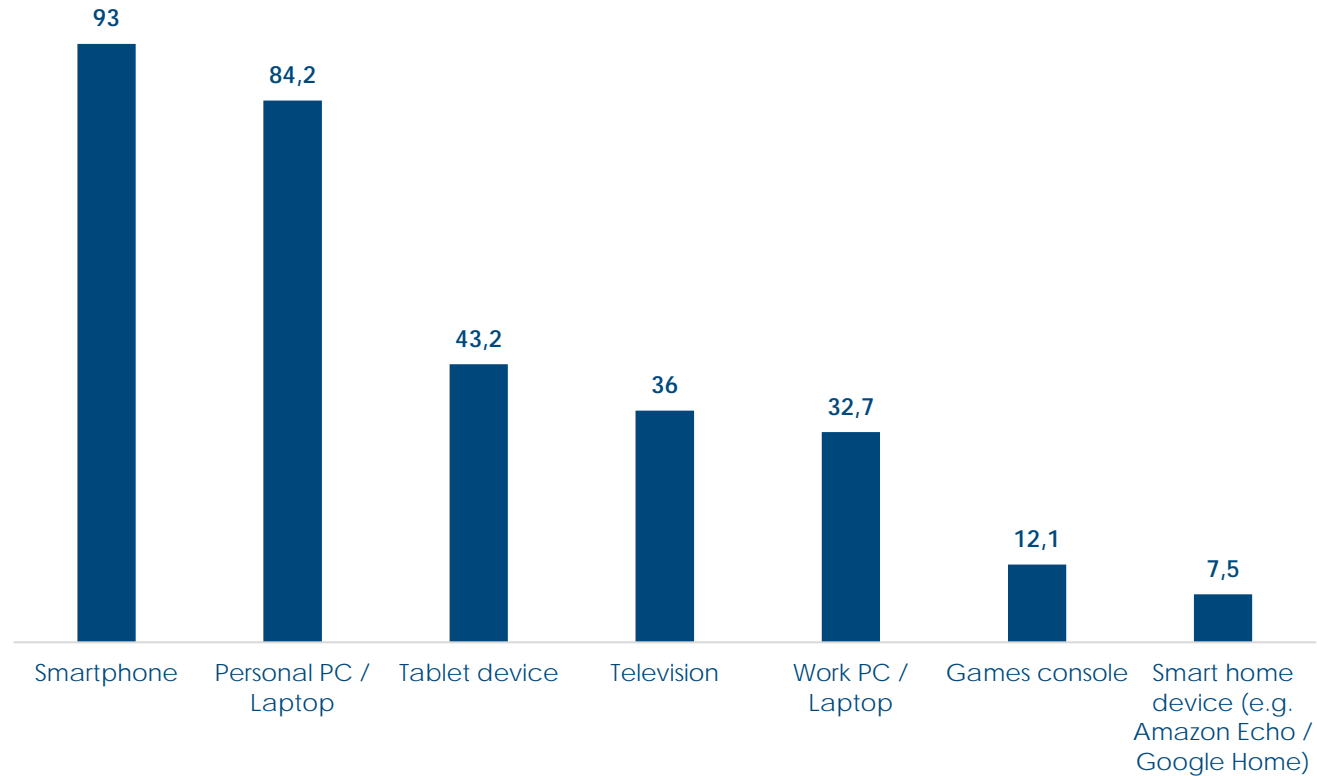
Time spent online

Average time spent online in hh:mm



Devices Used to access the internet

% of Greeks who use the following device to access the internet



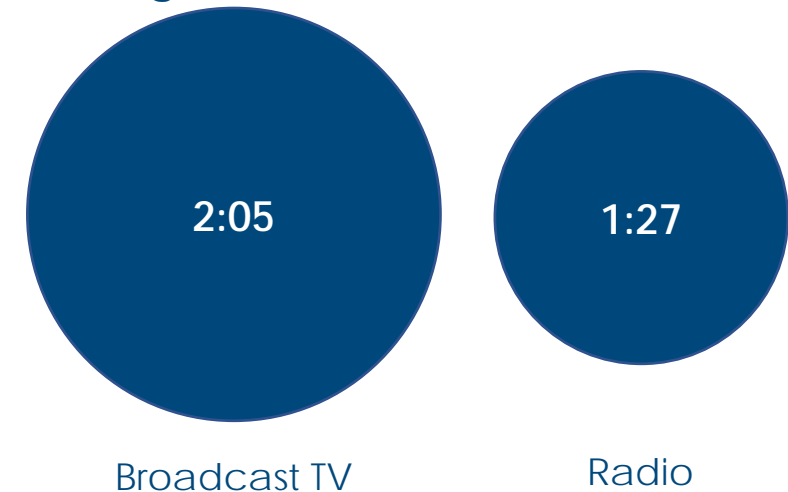
Daily media behavior

Average time spent online in hh:mm

Digital



Analogue

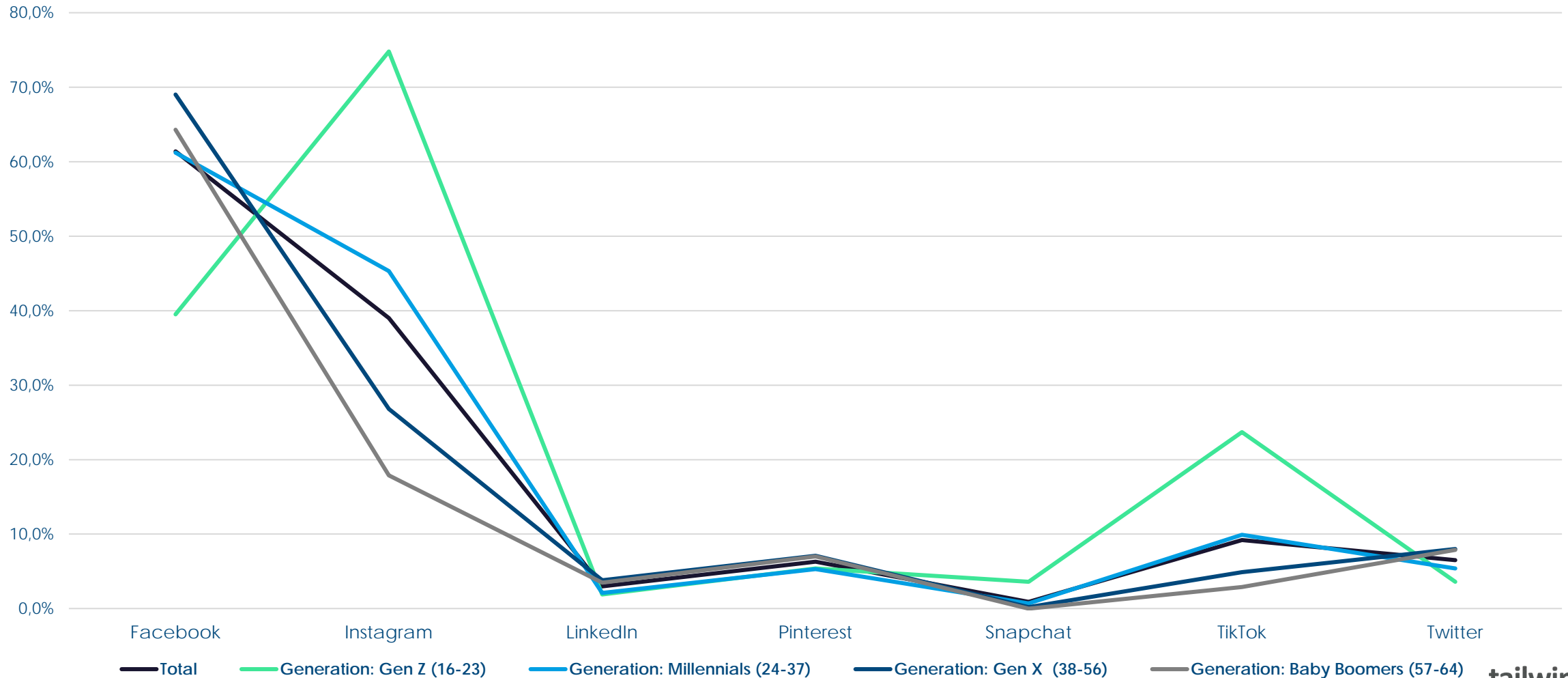


Social Media to surpass broadcast TV

- Over 50% of Greeks 16-34 don't watch or watch tv less than 1h daily
- 35% of Greeks 45+ watch TV less than 1h daily

Favorite Social media

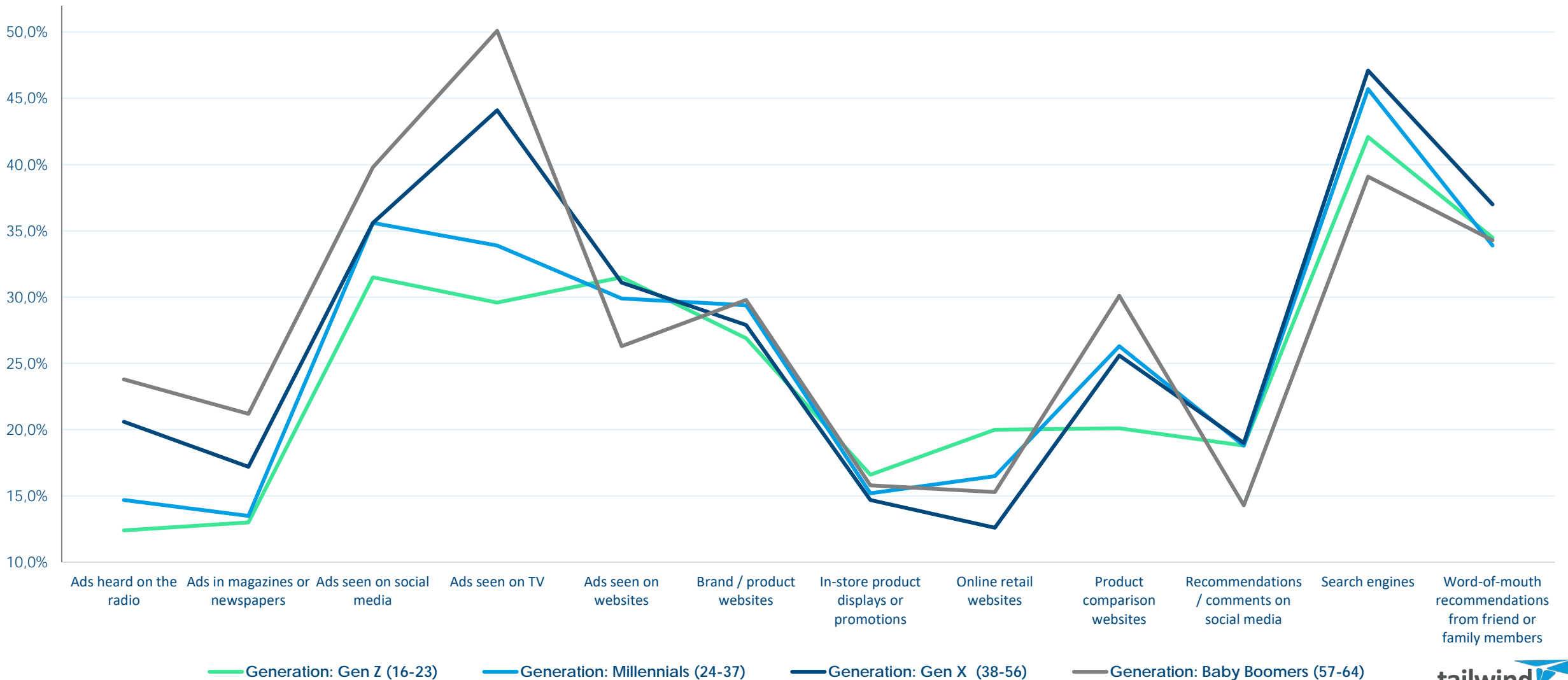
Which social media do you use more than once per day



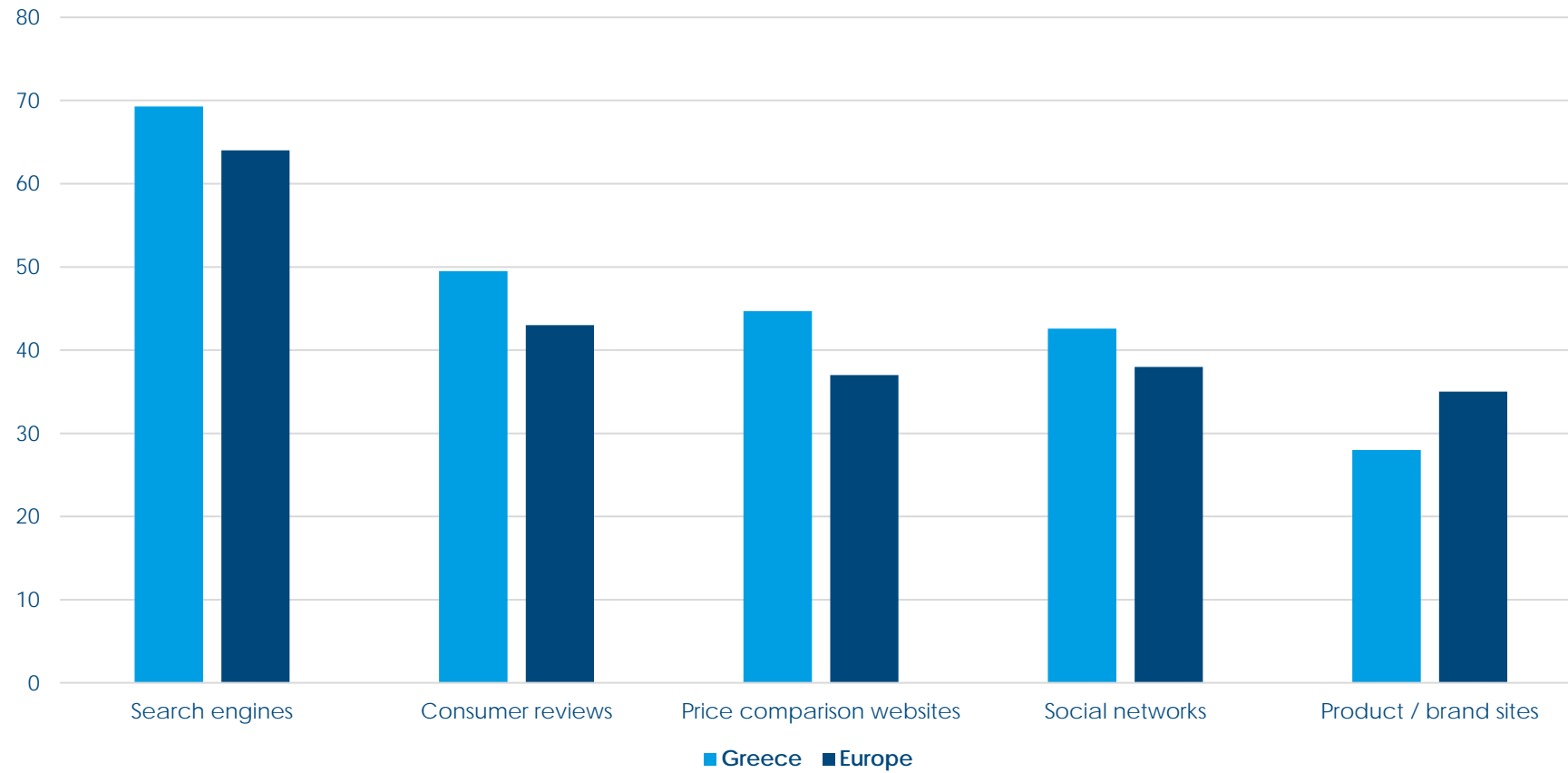
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E-commerce trends: The purchase journey

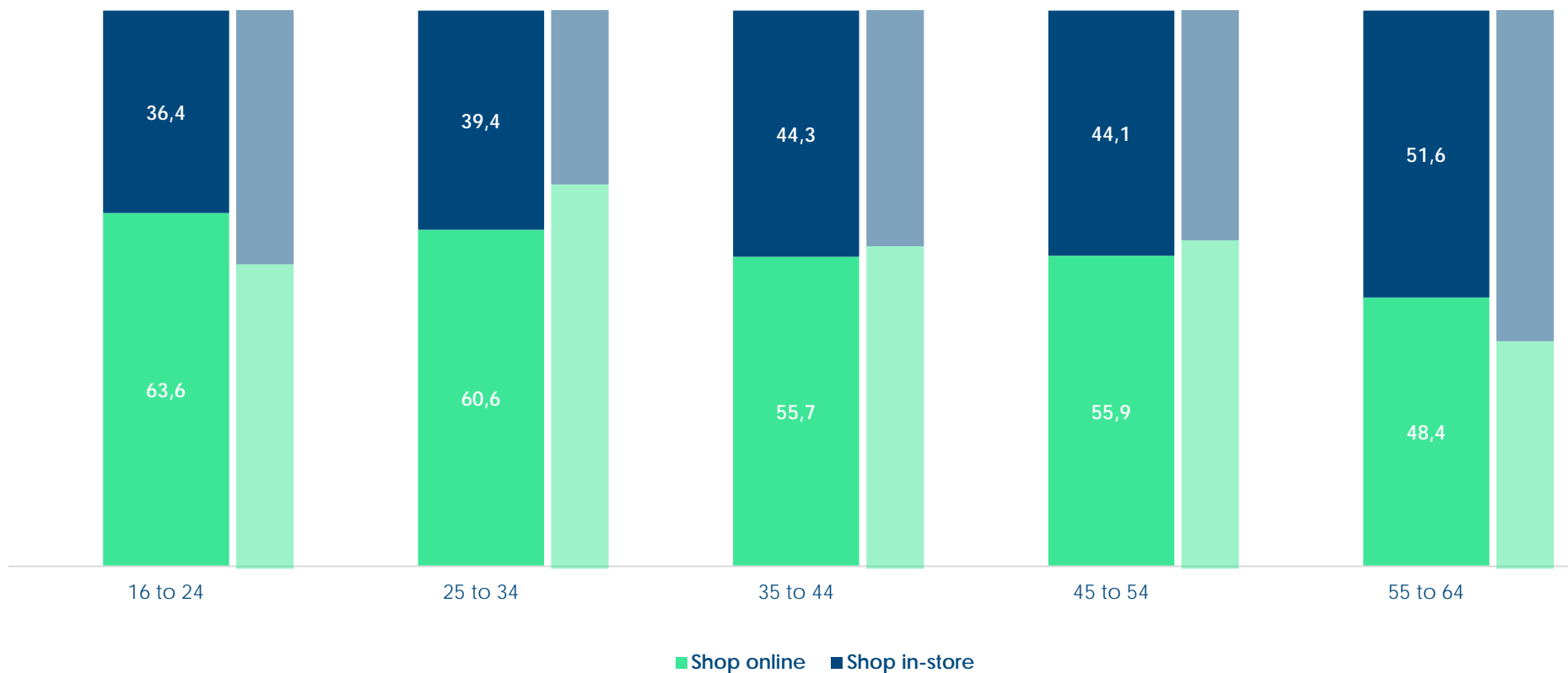
Brand Discovery: a generation game



Product research

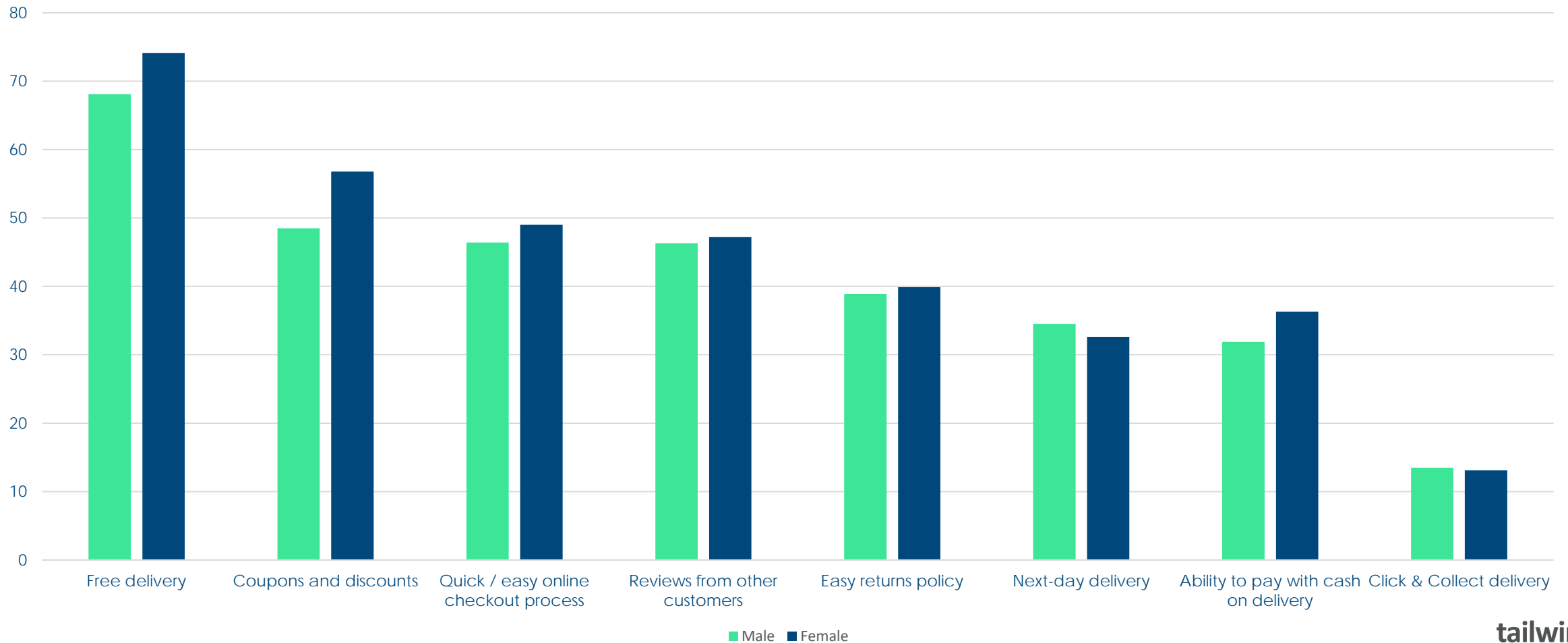


Online shopping vs instore



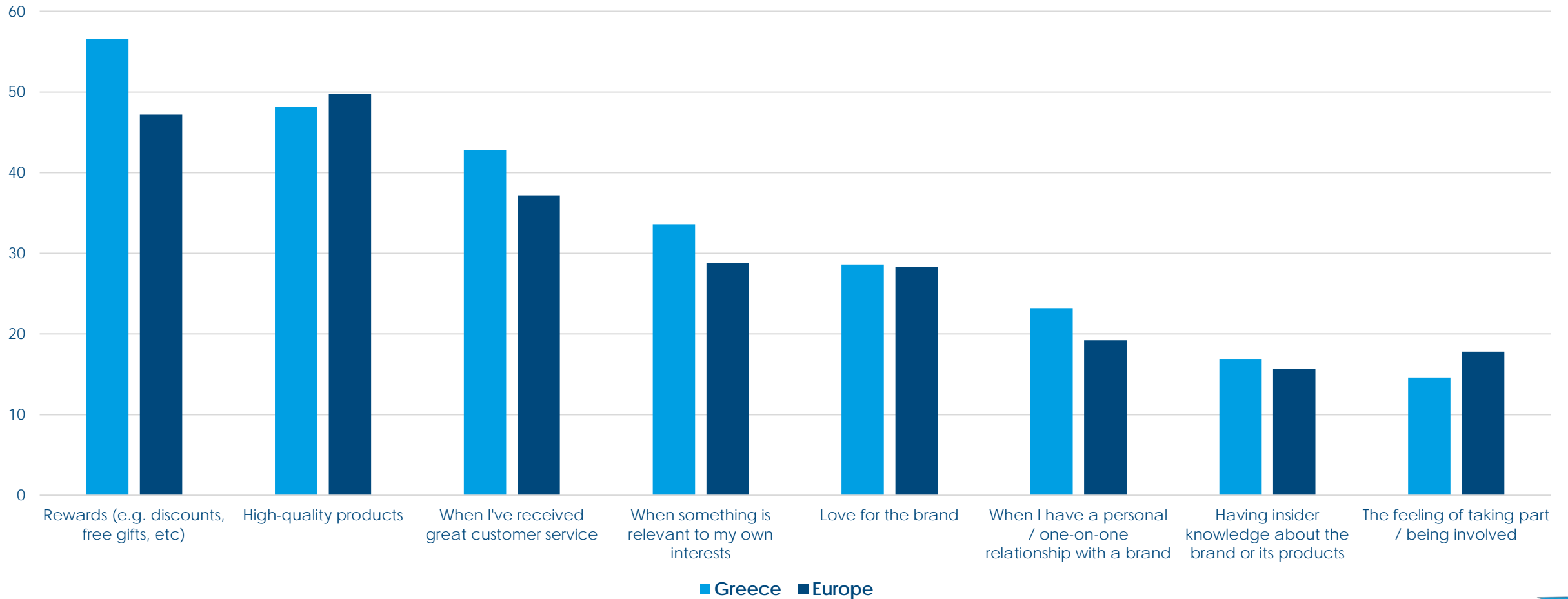
Add to basket

When shopping online, which of these features would most increase your likelihood of buying a product?

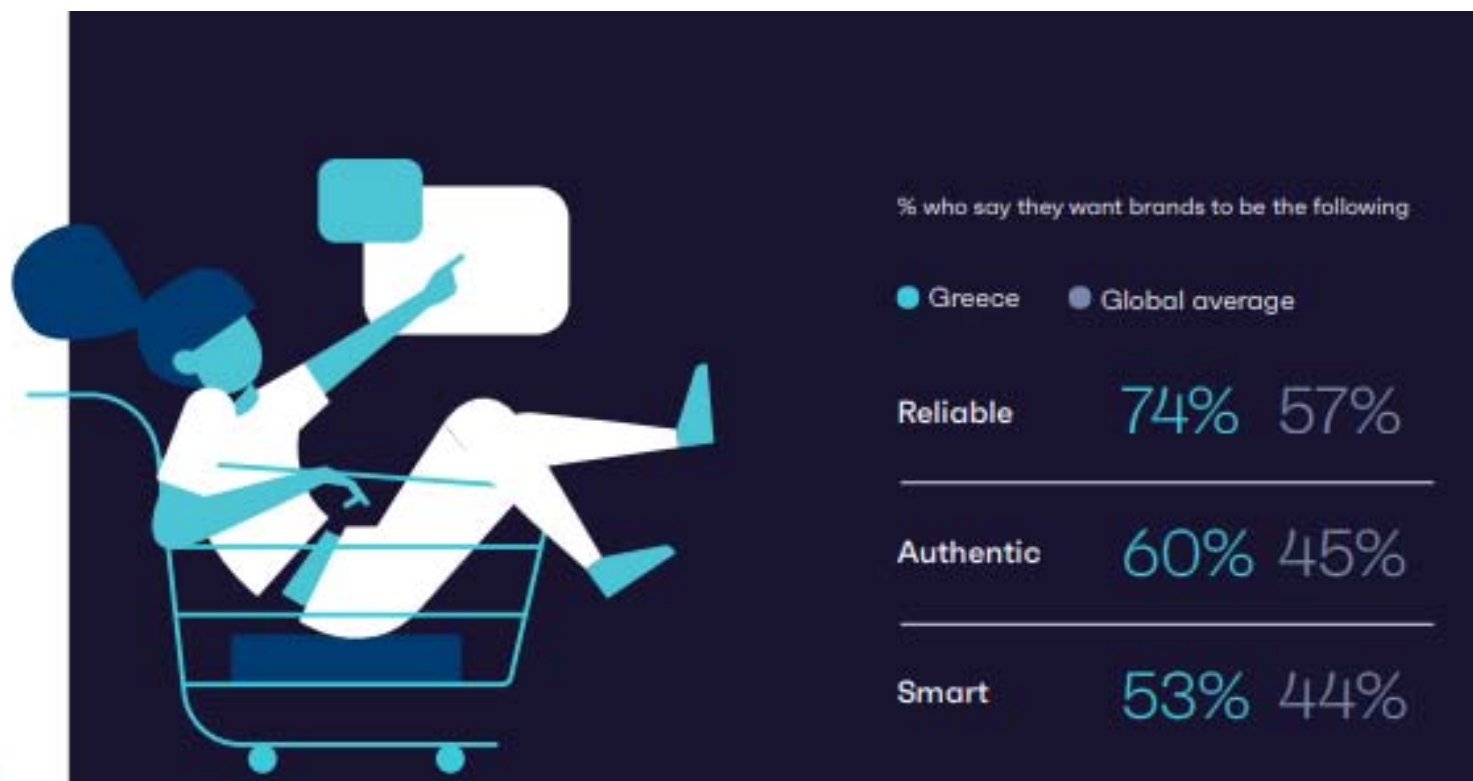


Building the long term brand consumer relationship

Top motivations for brand advocacy compared to the European average



Brand qualities





4

Takeaways for brands & retailers

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1. Socio-economic factors have had a permanent impact on the consumer journey
 2. Brand discovery: A large share of behaviors are migrating online: a non-linear consumer journey across generations
 3. Product research: The most time-intensive part of the Greek purchase journey is already online
 4. Purchases: converting brand discovery & research to sales requires a holistic view

Thank you!

Download market snapshot for more insights
<https://www.gwi.com/reports/greece-consumers>

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