

The Shopping Mindset

# Australian Consumer Deep Dive

For our Science of Loyalty report, we surveyed 4,000 respondents ages 18 to 65 across the UK, US, Canada, and Australia (1,000 per country) to understand what drives shoppers to make repeat purchases.

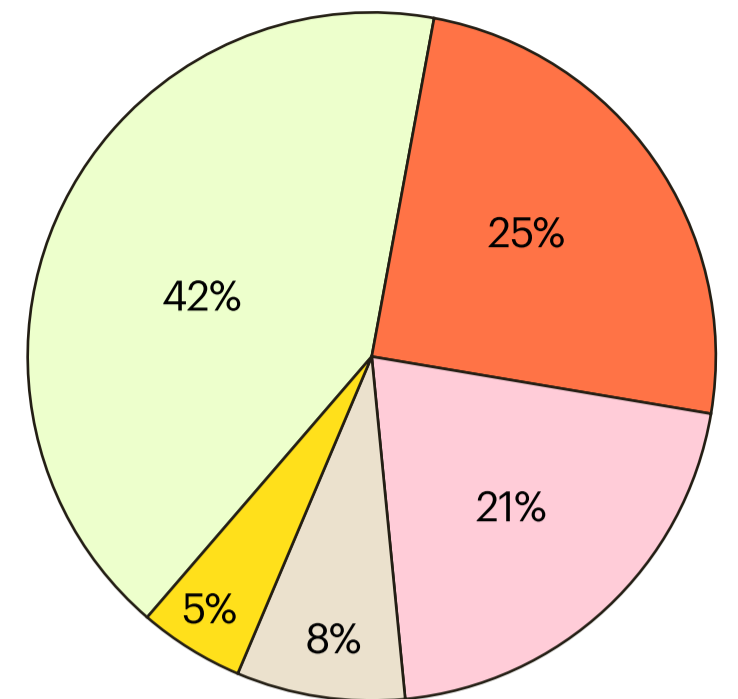
We asked consumers how they shop across different categories. We then honed in on one category, and more specifically had respondents focus on a recent purchase from a brand they typically buy from.

These insights help to uncover the shopping mindset in Australia—and what drives repeat purchases among consumers. With these learnings, marketers can understand how customer loyalty is built in Australia, and develop strategies for improving loyalty.

A quarter of Australian respondents (25%) will repeatedly purchase from the same brand because it's part of their routine, while 1 in 20 will stay loyal simply because it's too inconvenient to switch.

**Reasons for repeatedly purchasing with the same brand:**

- I actively prefer that brand to others available
- It's part of my routine
- I know the brand will be available
- I'd go out of my way to have that brand, it's the only brand I buy
- Switching seems too inconvenient



**55%** want their preferred brand to keep in touch via email, making email the most popular form of communication with a brand.

**20%** prefer SMS/text messaging.  
 ↑ This increases to 26% for ages 18-34.

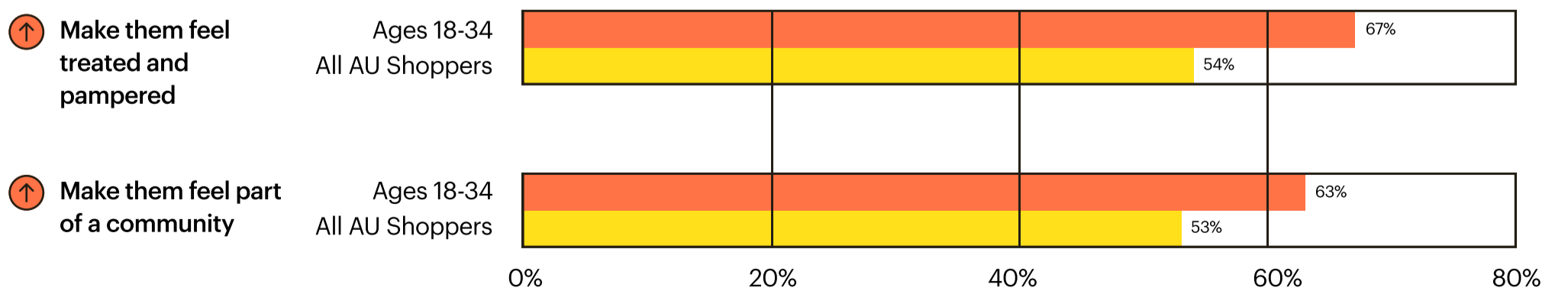
**97%** said their preferred brand makes it quick and easy to purchase—the number one brand association for repeat purchase shoppers.

**50%** expect brands to reward them with deals and discounts.  
 ↑ This increases to 67% for ages 18-34.

**78%** will only purchase from brands that are trustworthy.

Younger consumers in Australia have differing preferences compared to the country's total respondent base.

*% of consumers who prefer brands that:*



Want to learn more about the science of loyalty?

Head to our [Science of Loyalty Report](#) for expert insights on building a loyal customer base. Once you're clued up on the principles of loyalty, dive into our [Strategic Loyalty Playbook](#) for actionable tactics to help you improve your loyalty strategies.

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All statistics from a Canvas8 conducted panel-sample online survey on behalf of Intuit Mailchimp February 17-27, 2024 consisting of 4,000 respondents (1000 from each of the US, UK, Australia, Canada ages 18 to 65). The margin of error is +/- 5.5 percent, as reported at a 95 percent confidence level. You can find the full methodology breakdown in both reports.