

m1nd-set explores key DF&TR impulse purchase drivers in latest report

Swiss research agency m1nd-set has revealed some of the key emotional, psychological and practical triggers to influencing impulse purchases in travel retail in its latest consumer insights report.

m1nd-sets latest consumer insights study indicates that 40% of impulse shoppers tend to purchase confectionery products.

The report, created from interviews with more than 20,000 passengers across all world regions, explores the mindset of passengers when travelling internationally and how this can influence purchases in travel retail.

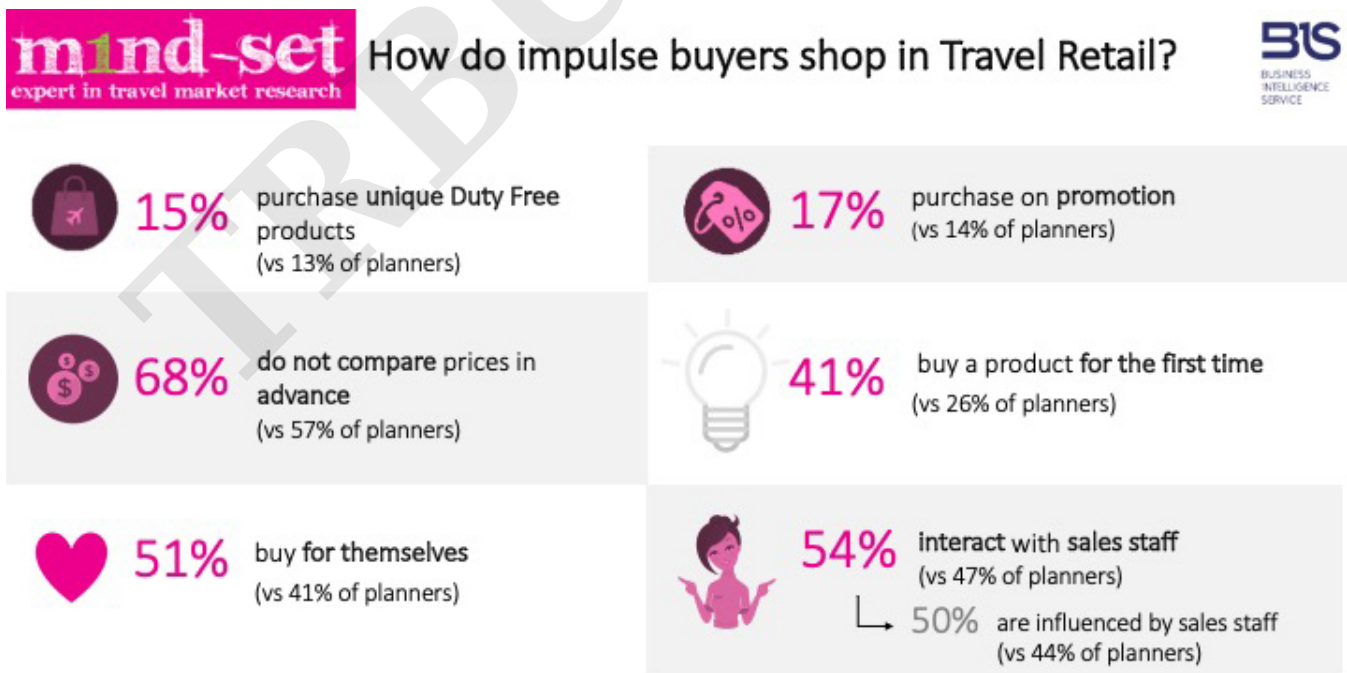
According to m1nd-set, the report also focuses on how stakeholders can influence the impulse purchase by understanding the diverse customer segments, their sensitivities to external influences and how these can trigger the desire to purchase.

The m1nd-set impulse shopping report reveals that the impulse purchase phenomenon has grown considerably in travel retail and explains the variations across regions, age-groups, gender, categories and shopper profiles. In 2016, for example, 19% of shoppers purchased on impulse compared to 24% in 2019.

In terms of geographical differences, Asia Pacific has the lowest rate of impulse purchasing with 19% of shoppers from the region purchasing in travel retail on impulse compared to 28% in Europe, 25% in the Americas and 24% in the Middle East and Africa.

MILLENNIAL IMPULSE BUYERS

Millennial consumers are more likely to make impulse purchases in travel retail (*and in general*) than other age groups. Women have a higher tendency to make impulse purchases in travel retail than men, but more men purchase gifts on impulse for their wives than women do for their husbands, according to the report.



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Peter Mohn, Owner and CEO, m1nd-set commented: "Our research at multiple airports across all world regions demonstrates that impulse purchases are triggered by different elements from one airport to the next, but also from one terminal to the next within the same airport. As any neurolinguistic programming scientist will tell you, it's important to understand the passenger flow and passenger profile in each retail location to ensure the shopping environment will favour the impulse purchase.

"The role of the sales associates is once again primordial in this process. Working with brands and retailers, we stress the need for sales staff and shop managers to understand the key impulse purchase drivers among each segment and ensure these are clearly present. This can be through their own interaction with shop visitors, the layout of the cash-till merchandising displays, the visibility of in-store promotions, gift with purchase offers, travel retail or location-specific exclusives and unique and authentic products."



Women have a higher tendency to make impulse purchases in travel retail than men, according to the m1nd-set study.

Price and personal touch are important aspects when it comes to influencing the impulse purchase. Mohn explained: "With nine out of 10 impulse purchases impacted by the perception of lower prices, it's vital that price value and promotions are clearly visible. Knowing your customers is another essential ingredient to influencing the impulse purchase. When a sales associate knows a regular frequent-flyer customer uses a specific beauty brand or has a preferred single malt, their own interaction with the customer can help trigger the impulse purchase."