



# THE FUTURE OF SHOPPING:

Dude Goes Shopping 2021

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Conducted by daVinci Payments

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## About daVinci

daVinci blends art, science and a quarter-century of experience to deliver greater value in payments for all stakeholders. Payment solutions include virtual and physical prepaid and push pay issued instantly and packed with choice, flexibility and branding for companies to pay and engage consumers, employees, contractors, channel partners and businesses like never before.

daVinci is leading the payments movement to greater value.

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daVinci's Gig Study and studies like the Future of Shopping can be found at

[www.davincipayments.com/research-studies/](http://www.davincipayments.com/research-studies/)

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Rodney Mason, CMO

# METHODOLOGY

daVinci Payments conducted a national online panel via SurveyMonkey® October 1, 2020. Results are reflective of the U.S. population with a 97% confidence level.

1,026 U.S. adult shoppers were surveyed and filtered to 490 male respondents.

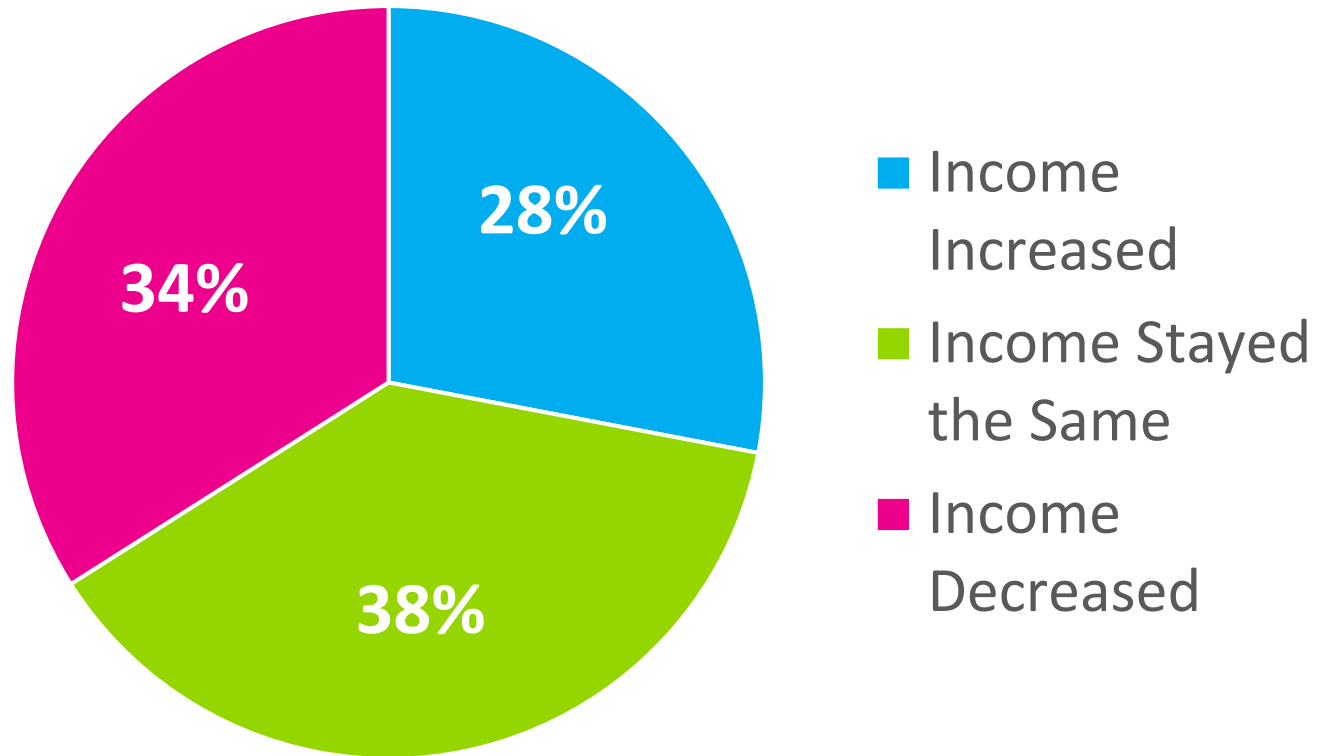
# OVERVIEW

1. Online, mobile and contactless dominate the way men are shopping, driven by a need for convenience and time.
2. Amazon is #1 for men! It is how they learn about brands, where they shop online and has the top loyalty program.
3. Price is a top purchase decision factor, which is why most men prefer to receive a rebate for better price vs. an instant discount, and demand loyalty reward programs.
4. Prepaid cards are the preferred shopping reward and refund payment method of choice, with a huge opportunity to deliver cross sell offers with prepaid delivery.
5. Delivering offers with rewards drives spend-back of promotional dollars.
6. Social media, subscription shopping and consignment reseller shopping sites are taking an increasingly large market share, as online shopping continues to expand.



# 2020 INCOME WAS DOWN

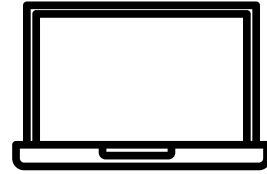
Compared to 2019, household net income was down -6%.



# ONLINE, MOBILE AND CONTACTLESS ARE WHERE IT'S AT!

70%

Do majority of  
shopping online



66%

Do majority of online  
shopping on phone

61%

Of in-person transactions  
are contactless



# BUYING MORE TIME BY SHOPPING ONLINE

Ranking why they shop online.

1. Convenience 80%

2. Price 54%

3. Safety 40%

4. Selection 37%



# HOW THEY LEARN ABOUT BRANDS

Ranking where they learn most about brands most often.

1. Amazon
2. Google
3. Online Stores
4. Friends & Family
5. TV
6. Expert Reviews
7. Brick & Mortar Stores
8. Social Media Ads
9. Online News Sites
10. Email

**77%** Are Amazon Prime Members

**65%** Do More Than Half of Online Shopping on Amazon





# PRICE MOST IMPORTANT, SELLER LEAST.

Ranking most important factors when making a purchase.

1. Price
2. Quality
3. Availability
4. Brand Name
5. Safety
6. Store / Seller

# RICHER REBATES REIGN OVER INSTANT DISCOUNTS

**57%** Would choose \$100 rebate over \$50 instant discount

**49%** Would choose \$15 rebate over \$7 instant discount



# LOYALTY IS THE TIE BREAKER

83%

would choose a brand with a loyalty program over one without if all other things were equal.



# PREPAID TOPS SHOPPING REWARDS

Ranking reward payment preference.

1. Prepaid that can be spent anywhere	49%
2. Gift card for select retailers	31%
3. Check	13%
4. Special savings offers with expiration	7%



# PREFERENCE FOR REFUNDS AND RETURNS

66%

Prefer prepaid  
that can be spent  
anywhere over  
check refunds.



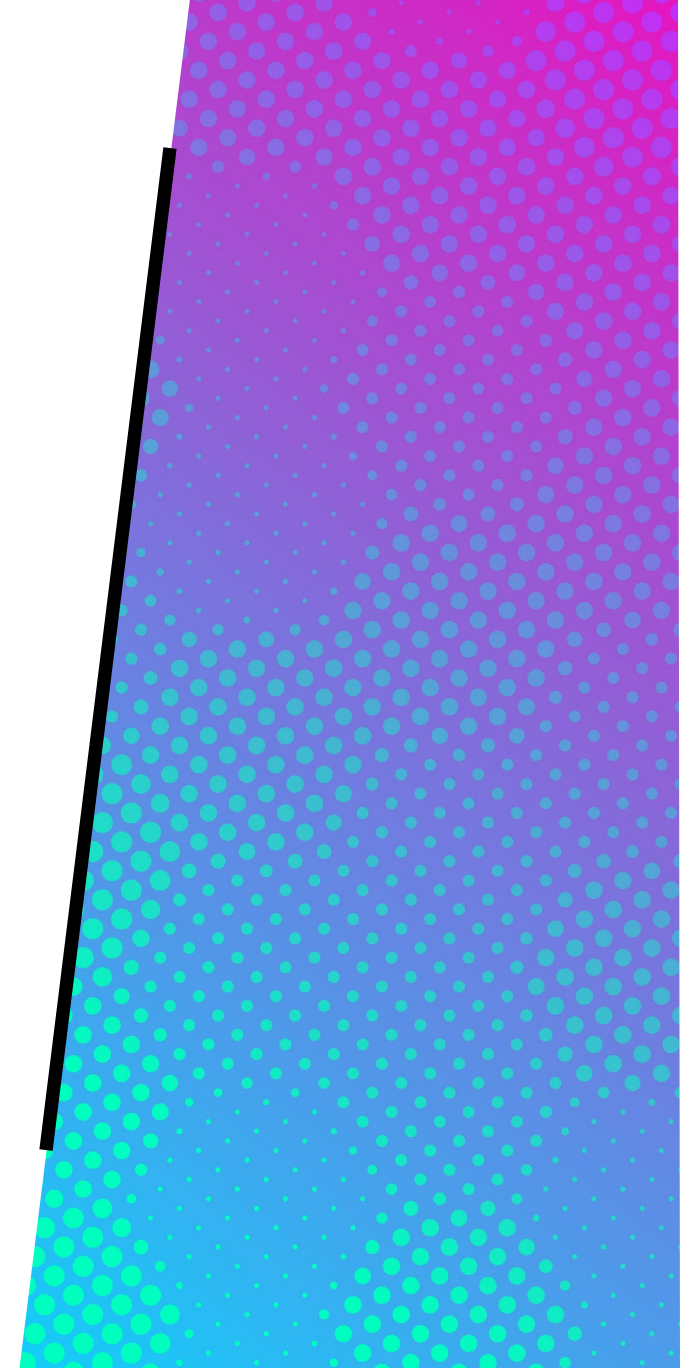
# DRIVE SPEND BACK WITH OFFERS EMBEDDED WITH REWARD

77%

would use a surprise offer that  
accompanies a prepaid reward

75%

would use a virtual prepaid card  
texted to them that was  
activated in store.



# SOCIAL INFLUENCE

Ranking most influential ways social drives purchases.

1. Friends and Family
2. Ads
3. No Influence
4. Professional Experts
5. Social Influencers
6. Savings App Posts
7. Celebrities

# RESELL AND CONSIGNMENT SITES

**2/3 shop reseller and consignment sites. The younger the shopper, the more likely they are to shop a reseller.**

**Ranking what they buy most from reseller sites.**

1. Electronics
2. Collectibles
3. Gaming
4. Appliances
5. Shoes
6. Automotive
7. Designer Clothes
8. Kids Items
9. Non-designer Clothes
10. Furniture / Sports & Exercise / Music Items





# SUBSCRIPTION SHOPPING

Ranking types of subscription shopping services they use.

- |                                     |     |
|-------------------------------------|-----|
| 1. Access perks and discounts       | 59% |
| 2. Replenish same types of products | 35% |
| 3. Curation new items each month    | 20% |

# SUMMARY

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daVinci's shopping and industry studies are available at:

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