

Retail Consumer Data

UK Parents

Results from a Cybertill sponsored YouGov survey of 306 parents of babies and young children living in the UK. The survey covered topics such as omnichannel efficiency, click and collect, loyalty and in-store technology. This report features actionable advice for retailers targeting this demographic, plus, case studies of retailers that are getting it right.



It's not just a case of shopping themselves, often parents have kids in tow which can be stressful.

Providing an efficient shopping experience is the most important thing.

Ian Tomlinson, CEO, Cybertill

Meet the parents

In today's digital society parents can be more informed than ever before about where, what and how they buy.

Parents still want to give their children nice things above all other household purchases. In fact, British parents spend over £6,000 dressing their children in their first 11 years!*

The modern day parent is an omnichannel shopper, moving between high street, online, mobile, or even an Instagram shop. But what does this mean for retailers? This report will discuss the consumer behaviour of parents in the UK, both online and in the traditional bricks and mortar store, covering topics such as omnichannel shopping, loyalty, click and collect do's and don'ts, and much more.

* (1) Parentalk 2017

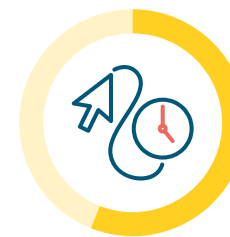


In big cities such as London, Manchester, Liverpool, Glasgow and Leeds, parents are spending less on themselves and more on kidswear, making their children an extension of themselves.

Daniele Sismondi, CEO and Owner Brand Stable

(2) Sutherland, 2018, *The Kidswear Market Grows*

Parents' shopping preferences at a glance



Put in-store tech to work



Technology needs to be helpful. Parents are not enthused by flashy in-store tech. If it doesn't have an immediate purpose or benefit to their in-store shopping experience, don't invest.

In-store tech such as contactless payment (31%), self-stock check (41%), self-checkout (32%), and touch screen displays in the fitting room (29%) were all rated highly by parents who felt that the implementation of this technology would enhance their overall in-store shopping experience.

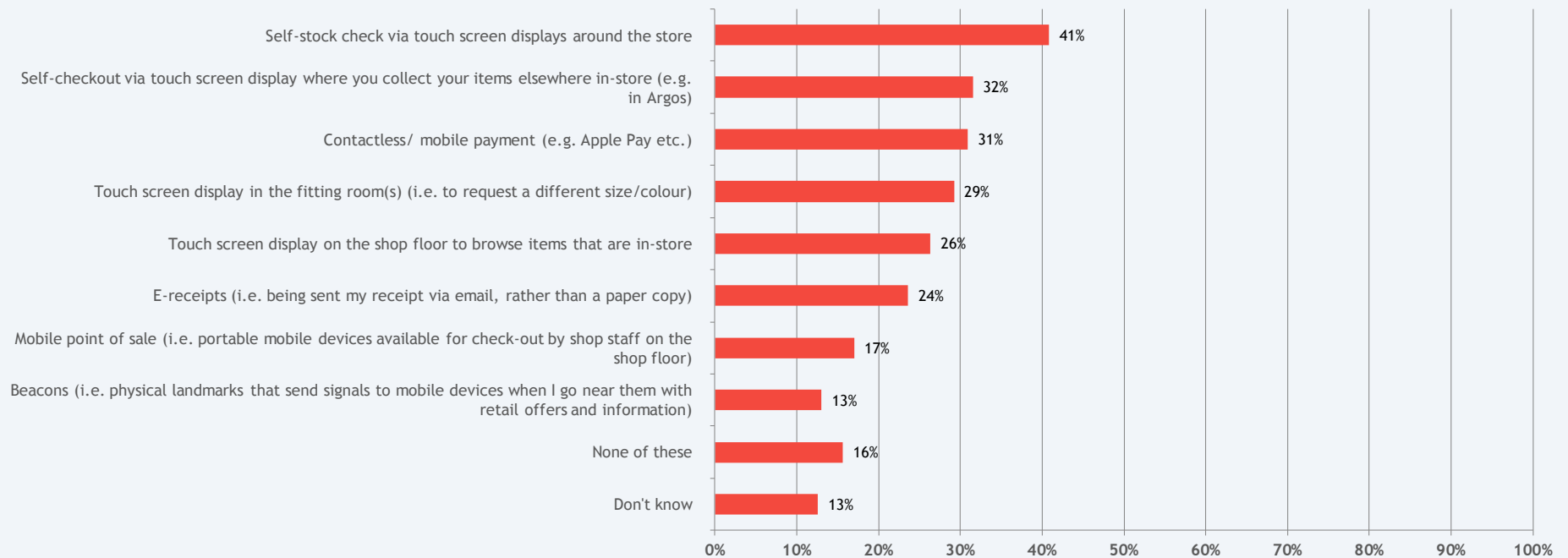
Beacons are much further down on the agenda for parents when it comes to in-store tech desires. Only 13% said that beacon technology, which send signals to mobile devices when parents go near stores with retail offers and information, would enhance their overall shopping experience.

What's really interesting is that 16% of parents said that **none** of the in-store tech listed in the survey would actually enhance their shopping experience.

Unsurprisingly, parents want retailers to keep it simple with tech. If it's not going to increase in-store efficiency and is merely just to show off with tech, parents are not enthused so retailers should think twice before implementing and investing.

Parents' in-store technology desires

Self-stock check via touch screen displays around the store takes the lead as a preference when parents were asked about what kind of technology would enhance their experiences in-store.





Traditional retailers started with a shop on the high street, and then built a website. Now, retailers start on sites such as Instagram, and then grow from there.

Janice Atlay, Owner Chateau de Sable

(3) 2018, Interview *The UK Kidswear Market*

Omnichannel shopping

The modern day parent is more inclined to browse in-store and buy online, rather than browse online and buy in-store.

Parents have different preferences when it comes to shopping in-store, online or both, depending on what kind of goods they are buying. When shopping for baby and nursery, 9% of parents shop in-store only, which is a very small percentage when compared to other categories.

Interestingly, despite grocery online shopping being highly marketed towards the family and helping out parents as a time-saving service, only 15% of parents shop for groceries solely online, 8% browse in-store and then buy online, and 49% prefer to shop for groceries in-store only.

Electrical and fashion purchases are most often subject to in-store browsing followed by online buying, with 19% of parents selecting this preference for electrical and 15% for fashion.

Tech-savvy parents like to browse products in real life, and then compare prices online before deciding to buy.

68% of parents prefer to shop in-store because they like to see products in real life and like the convenience of immediately getting a product (67%). Despite online retailers offering images, videos and product descriptions of items to inform consumers, parents would much rather go into store to fully assess a product.

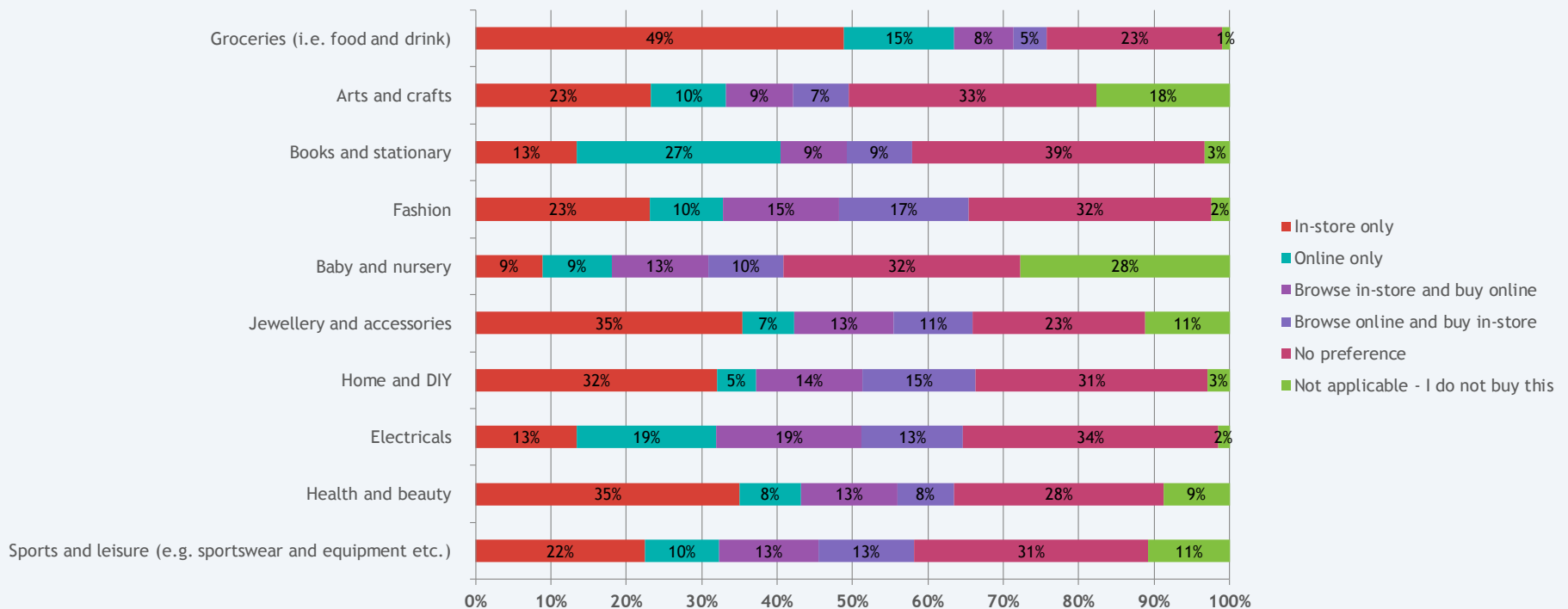
Only 11% of parents said that the offer of an 'experience' in-store with things such as in-store product demonstrations, events or testers, would encourage them to go into physical stores, rather than shop online.

You have to approach millennial parents as smarter, more informed, and savvier than previous generations at this point in their lives.

(4) Steadfast, 2016, Millennial Moms: Who they are & what they care about

Parents' shopping preferences by sector

Most parent consumers don't have a specific shopping preference and as such, shop across various different channels moving between online and in-store.



Don't waste their time



No one likes a wasted journey, especially parents, whose time is already precious. Make parents' shopping experiences efficient and queue-free.

56% of parent consumers feel very frustrated when an item they ordered is scheduled to arrive later than planned, or when an item is marked 'in-stock' online on a retailer's website, but is not available when they go into the store to find it (86%). Keeping stock levels up-to-date online will avoid consumer disappointment.

In order to combat frustration, retailers should install time-saving tech and services in-store to help busy parents. 59% want real-time click and collect updates via text messages, email or push notifications so that they know exactly when and where to pick up their item in-store.

61% of parents feel frustrated when there is a lack of toilet facilities in-store. A typical shopping day for

parents with children in tow includes intermittent trips to the bathroom to tend to their children, so having those facilities available in-store keeps parents within your store, or even makes your store a destination, potentially leading to increased spending.

Overall, parents want to help themselves, but they also want shop staff to assist them. 74% of parents voted that they feel frustrated when shop staff seem to be less knowledgeable about the product(s) in-store than themselves.

Retailers should ensure that their shop staff have the necessary tools and training in order to provide genuine expertise.

“Retailers need to focus on delivering a helpful customer experience in-store, that's what parents will appreciate most.”

Ian Tomlinson, CEO, Cybertill



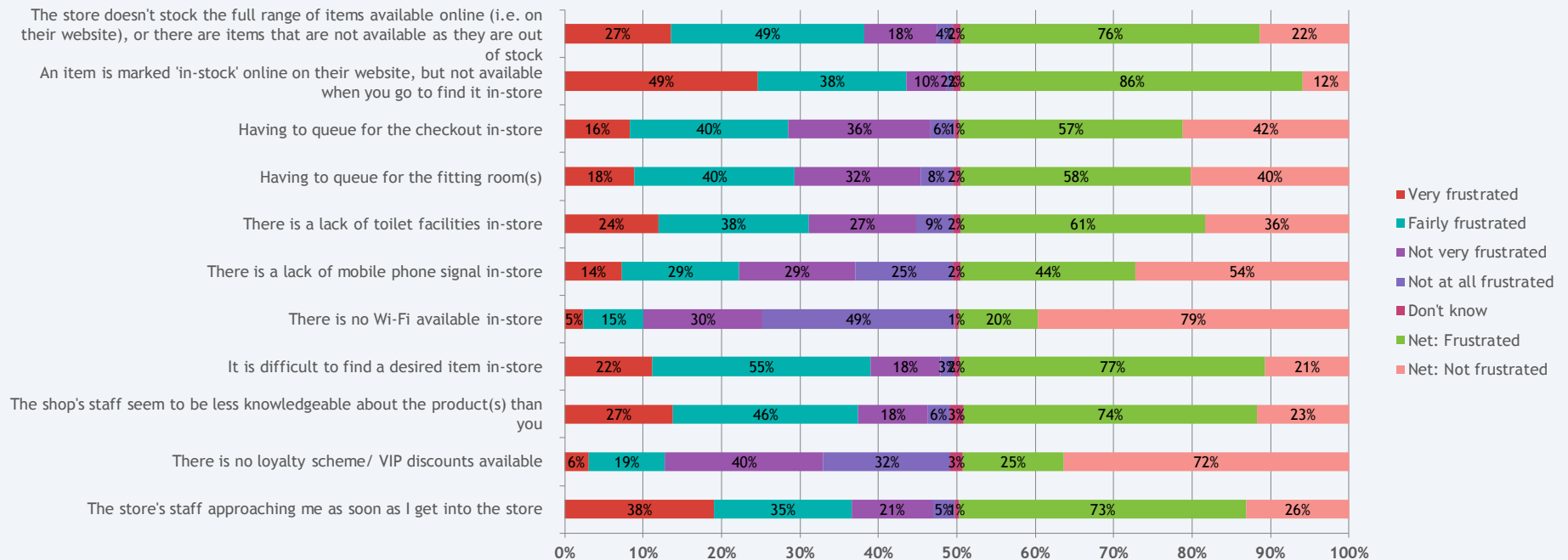
The convenience offered by mobile to the on-the-go lifestyles of parents is underscored by their attitudes - 2 in 3 say they try to fit as much into their day as possible. So it's clear how online shopping via their smartphone fits in well with the parent's broader daily routines.

Chris Beer, Trend Analyst at GlobalWebIndex

(5) 2017, 2 in 3 Parents with Young Children Shopping Online via Mobile

Parents' in-store frustrations

Parents are most frustrated by the prospect of seeing an item listed in stock online and then not being able to get it in-store.



Make click & collect a breeze

It seems that click and collect can be a real bugbear for parents. You'd better not let them queue in the wrong place!

When collecting their click and collect orders, 42% of parents said that it frustrates them when they end up queuing in the wrong place for collection. This is an easy frustration for retailers to avoid. Make sure that your collection area is clearly marked and include directions or instructions in the confirmation email.

Similarly, 48% of parents are frustrated when there is a long queue in order for them to collect their item. Surely this negates the convenience of click and collect? Parents want to order online and then enter the store to retrieve their order with little, to no obstructions. In busy periods retailers could use members of staff dotted around the store with mobile PoS systems to speed up the collection process. Don't frustrate your customers with something that can easily be avoided!

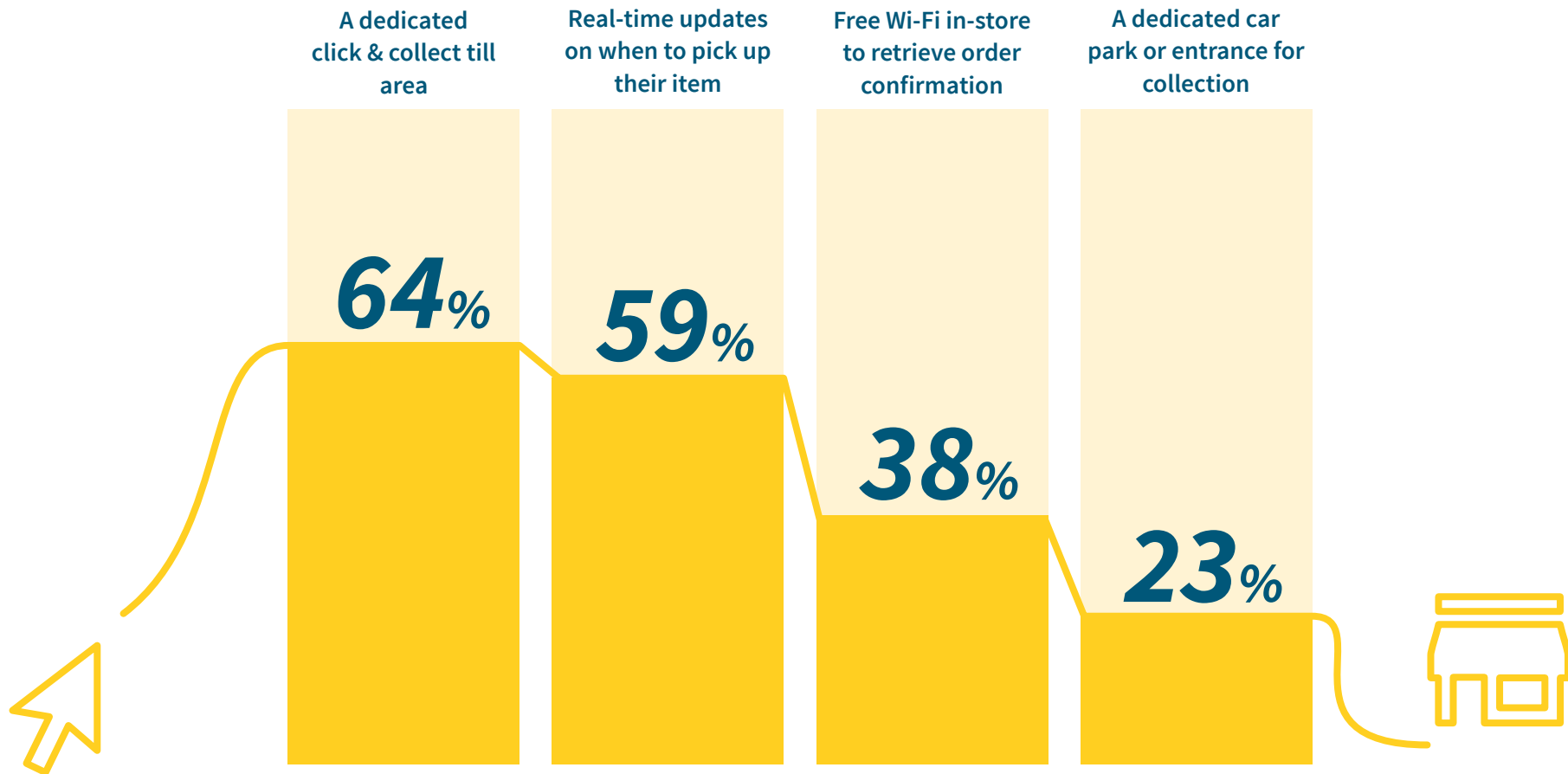
64% of parents want to have a dedicated click and collect till or area when collecting their item, with real-time updates so that they know exactly when to pick up their item. If parents are able to know exactly where and when their order will be ready, this allows them to really reap the benefits of click and collect as an efficient and cost-effective alternative to inconvenient, and sometimes costly, delivery options.

“Retailers must ensure that their click and collect propositions are competitive in terms of price and threshold as well as speed of delivery into stores. This will help to drive footfall into stores and encourage additional spend.”

Charlotte Pearce, Retail Analyst GlobalData
(6) Santamaria, 2018, *UK Click & Collect Sales Surge 55.6% by 2022*

What parents want from click & collect

When asked to imagine buying an item online and collecting it in-store, parents wanted:



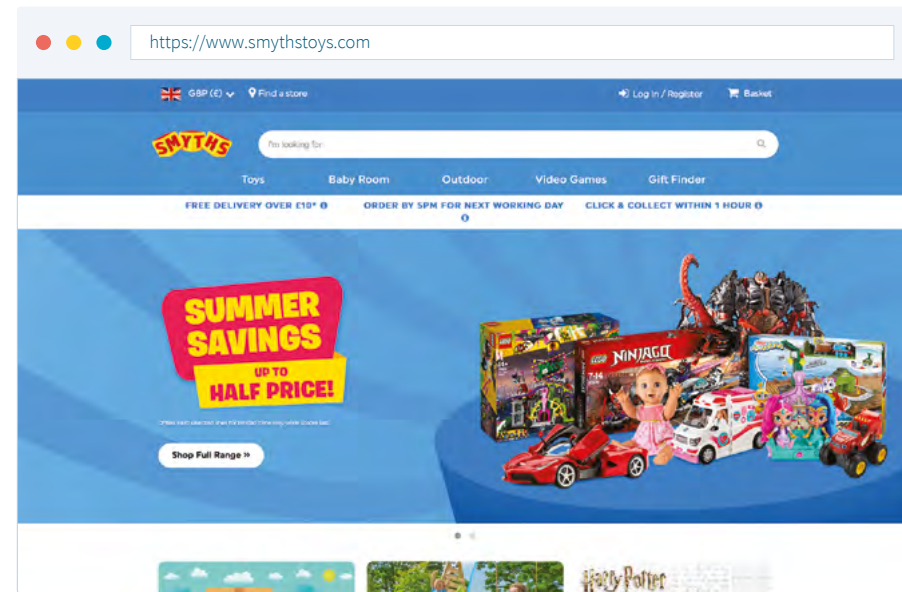
Meeting parent demands



UK shoppers in 2018* voted Smyths Toys as one of the top three best UK retailers, knocking off the likes of Harvey Nichols, John Lewis and Waterstones. Smyths offers ‘sensory experiences, help with choosing products, and first-class customer experience.’ For busy parents, Smyths has an efficient and effective click and collect system which can ensure that a customer’s order can be ready at their chosen store within 1-hour.

Smyths also holds a price promise. If the price of an item ordered through click and collect has decreased between order and collection time due to sale or promotion, customers will receive and benefit from any price reduction.

* (7) Which?



“Our priority is to streamline online shopping experiences for our millions of visitors. Predicting and targeting the best real-time communication opportunities is key to optimising customer experiences.”

Rob Wilson, Chief Technology Officer Smyths Toys

(8) Business Wire, 2015, *Altocloud Helps Smyths Toys Supercharge E-Commerce Interactions with Predictive Communications Solution*

How to keep parents loyal

It's important for retailers to encourage their customers to sign up to loyalty schemes so as not to miss out on that oh-so-valuable consumer data. But what do parents want in return for loyalty?

When it comes to loyalty schemes, 68% of parents want discounts, buy-one-get-one-free offers, and points that equal money to spend in-store.

There's no point trying to entice parents with flashy events, only 11% said that VIP events or VIP pre-launch parties (12%) would encourage them to sign up to a loyalty scheme. As we know, parents' time is precious, and a VIP launch event may not be their top priority when they want to go shopping.

Only 13% liked personal recommendations (i.e. recommendations based on purchase history) as an incentive to sign up to a loyalty scheme.

Retailers should focus on offering parents real value for money. This could encourage further repeat purchase, which is better in the long run, creating a loyal parent customer base.

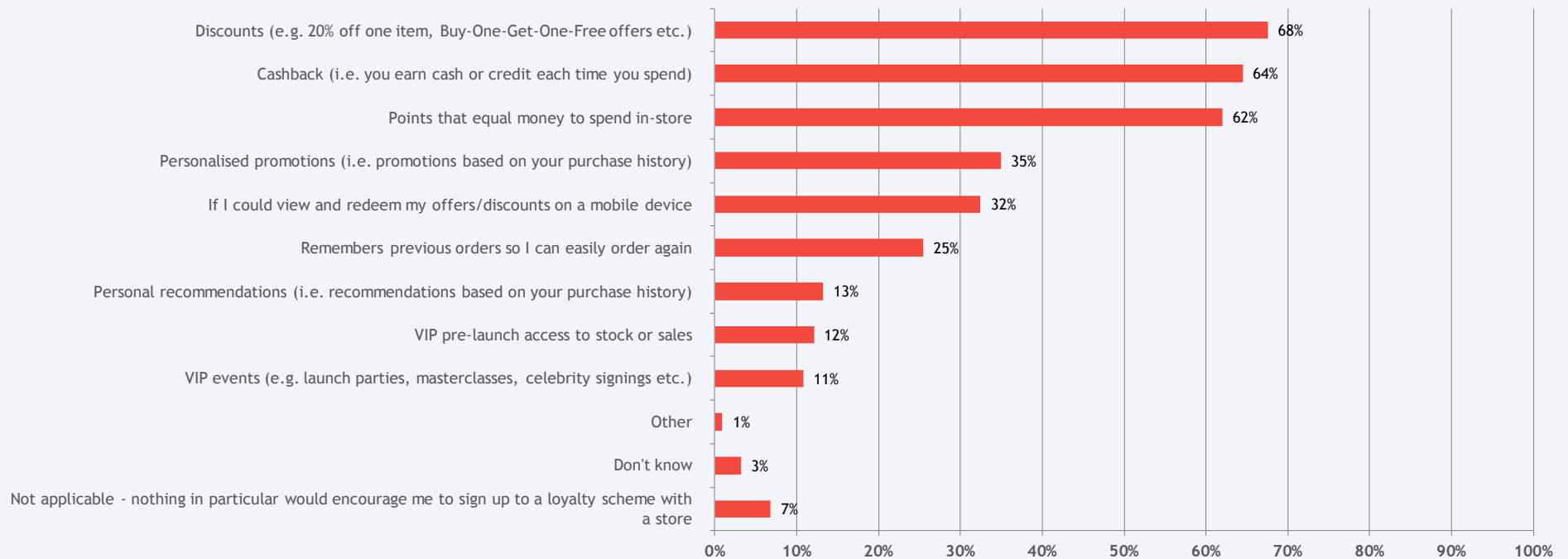


It makes sense to encourage your customers to enrol in a loyalty scheme as a way of convincing them to keep coming back. But you must make sure your loyalty scheme offers real value.

Ian Tomlinson, CEO, Cybertill

Enticing parents with loyalty

Parents want discounts, not VIP experiences when it comes to loyalty programmes:



Grays Schoolwear and loyalty



A Cybertill customer for over five years, Grays Schoolwear has been able to create a loyal following and clearly understand the preferences of its customers with the help of Cybertill's retail management system.

Grays Schoolwear in particular use Cybertill's loyalty programmes to communicate with and track what their customers are buying. The loyalty programme and cards allow for Grays to use the customer data to email those on their loyalty programmes with the latest news, promotions, and offers, creating a loyal community.



“We love Cybertill it has really helped our business in so many ways. And best of all we have been able to reduce stock by around 10%.

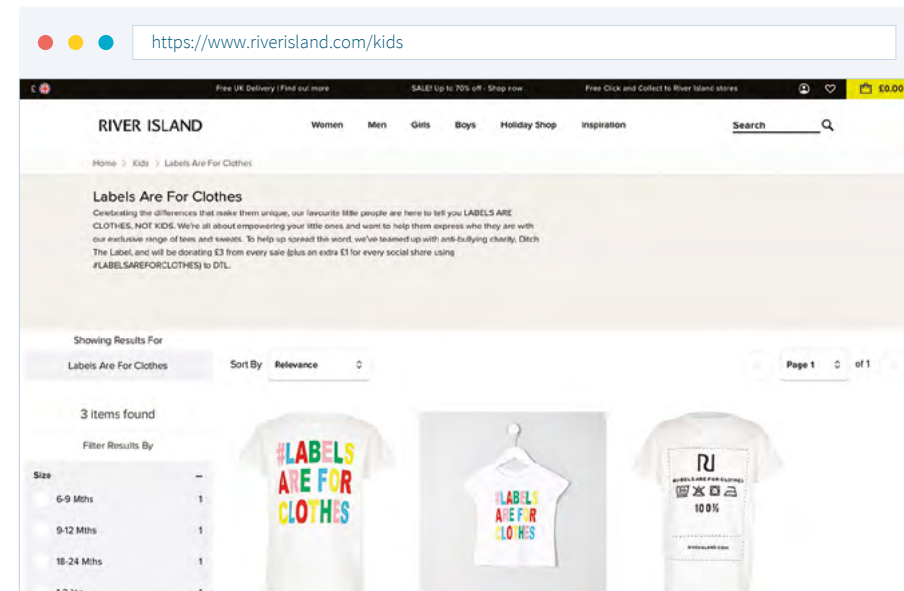
Anotnia Ellison, Ecommerce Marketing Manager
(9) Cybertill, 2016. *Case Study: Grays Schoolwear*

#Labelsareforclothes

RIVER ISLAND

Opening its first stand alone kidswear store in 2018, River Island is preparing for a national roll-out of dedicated kidswear stores across the UK.

River Island and their 'labels are for clothes' campaign, which was used for each of its departments and, for the kids campaign featured children of different abilities, has been a hit with parents online. With the aim to 'lead by example and hope promoting diversity and inclusivity will encourage discussions around disability to help achieve wider acceptance for all children'. The campaign raised money for the charity, Ditch the Label, and also raised awareness about bullying.



We are all human and in clothing terms, one size does not fit all. Our uniqueness and quirks should be celebrated, not excused or hidden away.

Karlie Batey, mum of River, a chosen star of the campaign

(10) Packham, 2018, *What Parents of the Kids in River Island's New Inclusive Campaign want you to Know*



We aim to lead by example and hope promoting diversity and inclusivity will encourage discussions around disability to help achieve wider acceptance for all children.

Josie Cartridge, Customer Director, River Island

(10) Packham, 2018, What Parents of the Kids in River Island's New Inclusive Campaign want you to Know

Appendix

Research Methodology

The online YouGov Survey was completed by 2,004 GB adults aged between 18-55+. A total of 973 males and 1,031 females took part. The analysis has been broken down into the demographic of 306 parents of 0-11-year-old children who were surveyed.

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Over 700 retailers & brands trust Cybertill

Innovative. In 2001 we were the first to connect retail stores together, online and in real-time.

Grown up, but still growing. Mature processes, but agile methods, friendly and helpful staff.

Trusted. Over 700 clients with over 7,000 Point of Sale & 350 integrated websites.

Retail-obsessed. 18-years expertise in specialist, non-food retail, and always learning to help our retailers innovate.

Capable. Over 90 full-time employees, UK headquarters in Knowsley, Merseyside.

Secure. Our servers process £1.2 billion in revenues, 70 million in-store transactions



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We can help you
optimise your **customer
experience** for parents

cybertill.com/arrange-a-demo

Cybertill provides complete retail management solutions for multi-store retailers and brands committed to improving customer experience. Its dedicated cloud point of sale platforms, RetailStore and CharityStore enable a real-time single views of stock, sales, and customers across shops, mobile points of sale, click and collect points, franchises, concessions and ecommerce.

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