



BENEATH THE TREND - HOLIDAY VALUES

How People Spend Time & Money Over The Holidays

Okay, we get that the holidays are busy, so if you can't even make it through this short (and if we dare say so, pretty awesome) snapshot, at least know this ...



People value the **magic** and **meaningful connections**, among those they love. It's just all the stress (and the money!) required that makes it feel less than magical.

It's the **ho-ho-hoping that everything falls into place.**

So what are people looking forward to this holiday season?

Not surprisingly, most are looking forward to spending time with loved ones

81%



And this appreciation for time with loved ones only increases with age

However, it's not just about family. It's also about ...



43% — Bonding

It's more than spending time together, it's all the squishy emotions we get when we are able to reconnect with those we love



38% — Food

I mean, who doesn't want to gorge out on great food ... and if we are being honest, we totally feel the same (and not just around the holidays)



30% — Traditions

Whether it's decorating the house, lighting the tree or even an ugly sweater contest, there's just something special about these traditions



28% — Gifts

Gifts are great, of course, but watch out here because we find out later that this topic can be a bit polarizing for some — it's a love/hate kind of thing

And what are people NOT looking forward to this holiday season?



(34%) Negative Emotions/Stress: with all this love and togetherness, there's the reminder that things maybe aren't as jolly (missing those who are gone)



(30%) Family: they have mixed emotions about those they see and don't see



(18%) Money: with so much being spent on gifts, food, etc. ... it saddens some that they aren't able to express the joy and love they feel



(17%) Shopping: it's not just the crazy lines and packed stores (although that's a big part of it), it's the pressure and reminder of things they can't afford

And remember those **28%** who said they are looking forward to the **GIFTS?**



Well, **just as many** said they are **NOT** looking forward to the gift part!

Interesting, right?!

Oh, and the older generations especially feel the holidays have become **"too commercialized"**

How does this impact their gift giving and holiday shopping?



The Goal

(28%) To give something meaningful: something you really want and need; something to highlight the connection between the giver and receiver

(8%) To give something useful: not just what is "wanted" but something that is "needed" — something practical

Boomers are less likely to consider what you, personally, want so look for that gift receipt! (Just kidding. Sort of.)



Their Needs

(33%) Sales, deals, lower prices: we even asked them to think beyond price but they still went there - so it's always a thing

Make it easy: don't make them leave their house (23%), or think (18%) or hunt for out-of-stock items (13%)

Support: they need better customer service (11%) as well as specific recommendations (11%) on the perfect gift



The Ideal Gift

We get **less material** as we get older, so make sure all that shopping and stressing is worthwhile ...

✓ Gen Z wants **money** — it helps with college/debt, PLUS they don't trust you to get them what they like anyways

✓ Everyone else is looking for **quality time** or **experiences** ... think small trips, vacations, or tickets to an event

How to elevate their shopping experience ...



Send **reminders** (because you know you are going to blast your consumers with emails anyway!) of what they **purchased** and **spent** last year



Offer customer service that helps shoppers find the **perfect gift for a specific recipient** — '8-year-old niece who's sporty and into Fortnite' (e.g. chatbots, kiosks, or (heck) actual sales people)



Help in **personalizing the gift** (e.g. special notes, gift wrap, etc.)



Give suggestions on how to **tie gifts to experiences** (maybe a themed basket of items to help reveal the gift)

And don't forget to cover the basics, which will help ease their holiday stress



Online ease and convenience, free and easy returns, guaranteed delivery dates



Easy ways to evaluate products and compare prices, free gift wrapping



Stellar customer service

SOURCES

Beneath the Trend | Holiday Values Research | November 2019

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