

bizadvisor 

SPECIAL EDITION



BACK

TO

SCHOOL

2016 - 17

bizrate insights

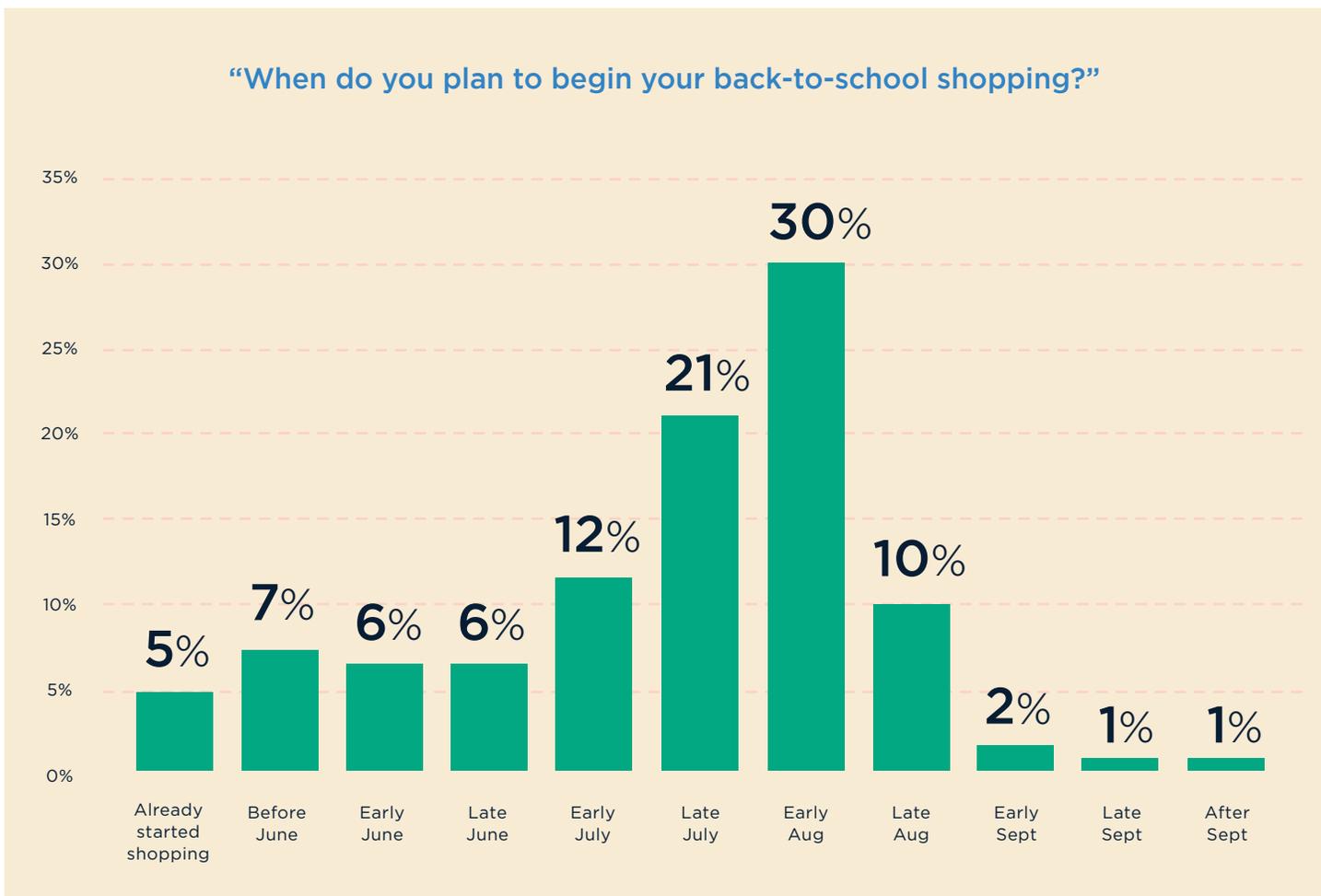
April 2016

27% of online buyers plan to back-to-school (BTS) shop for the coming school year. Here are some interesting findings on how BTS shoppers research and buy across devices.

Timing

Learn more about the back-to-school shoppers who took our survey [here](#).

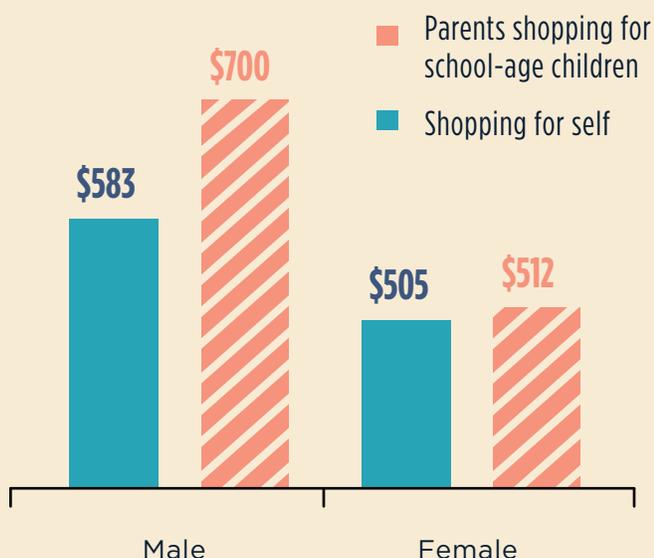
Back-to-school shopping may not heat up until July, but 5% of shoppers have already started and another 7% plan to start before June. Over half of shoppers will kick off BTS shopping between late July and early August, with early August being the most popular time to begin — nearly one-third of all BTS shoppers start then.



Spend

62% of households plan to spend less than last year on back-to-school. Men expect to spend a little more in some segments.

Amount your household plans to spend?



The Overall Budget

The average household plans to spend about \$606 on back-to-school items this year. For households with college-age students, that number jumps to \$1,086.

When broken down by gender, male shoppers plan to spend more on BTS items, particularly those shopping for school-age children.

Quality vs. Price

Although nearly two-thirds of BTS shoppers (62%) say they plan to spend less on back-to-school shopping this year, quality remains a priority for nearly half of them.

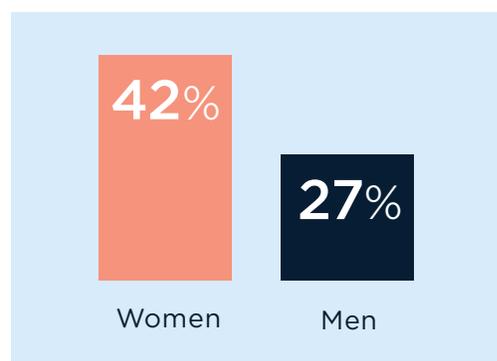


Mobile & Omni-channel

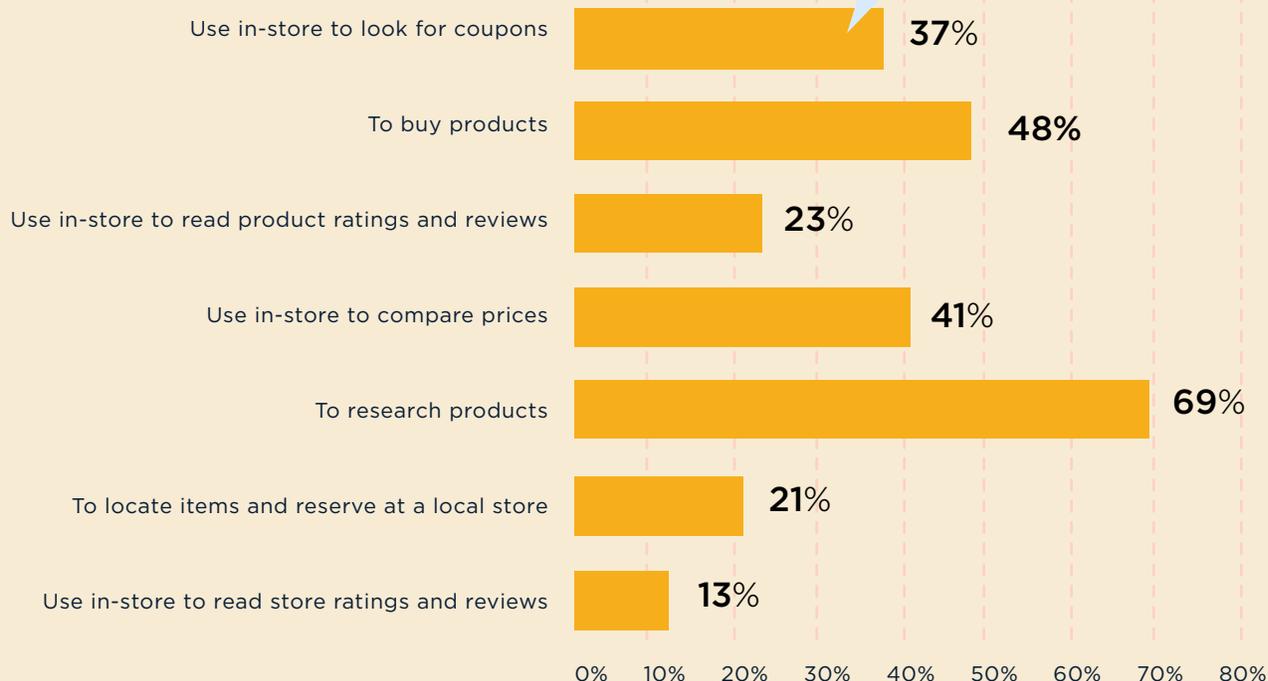
This year in-store use of mobile devices will play a big role in back-to-school shopping. Here are key ways BTS shoppers will use mobile for back-to-school shopping, online and in-store:

- 69% to research products
- 48% to buy products
- 41% to price compare in-store
- 37% to look for coupons in-store

Women are far more likely to use their mobile devices to look for coupons.



How will you use your mobile device to back-to-school shop?



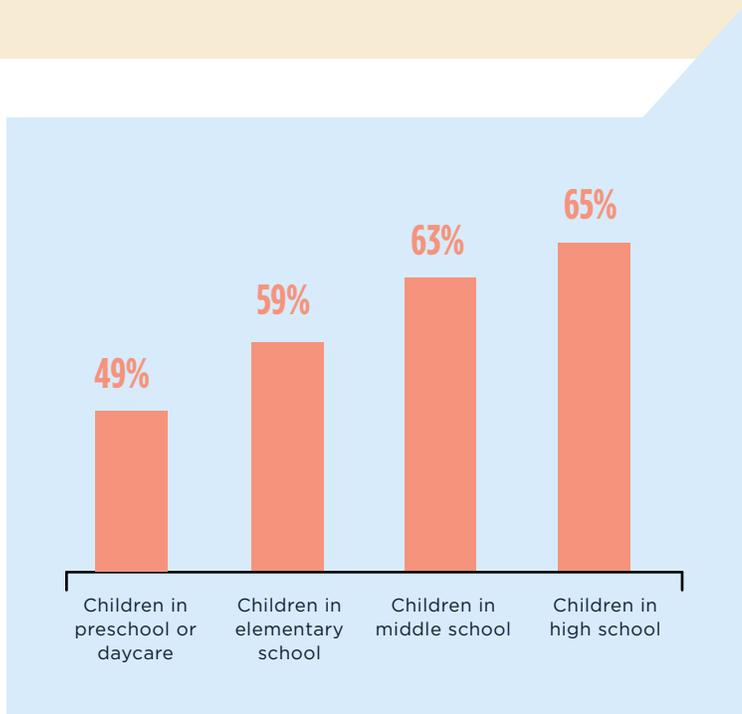
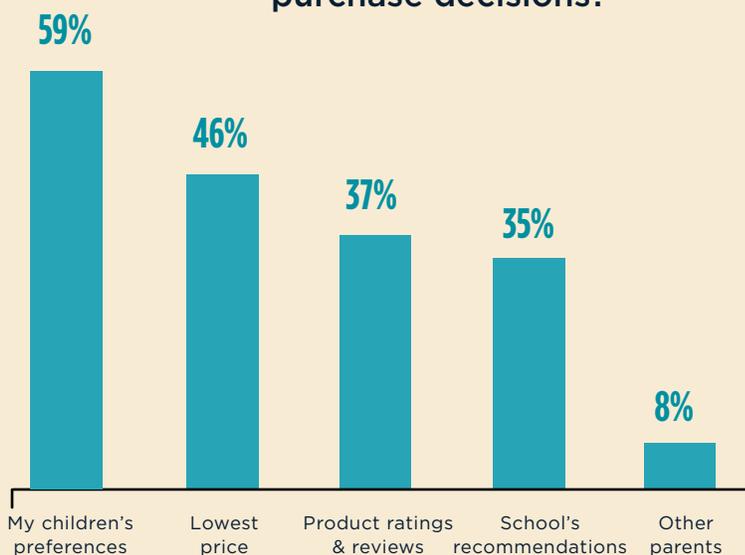
Decision Factors

Children have a large influence on parents' back-to-school decisions, an effect which increases as kids get older.

Children's Choice

Several factors influence parents' BTS purchase decisions, such as price and product ratings, but their children's preferences carry the most weight.

What influences your back-to-school purchase decisions?



Older Kids Rule

When you break down the BTS shoppers who say their children's preferences influence their decisions, the effect increases as the children get older — from 49% for parents of preschool children up to 65% for high school parents.

Brand Loyalty



While back-to-school shoppers prioritize finding the right products at the right price, brand loyalty is still a factor — 30% of BTS shoppers say it affects their decision to buy.

Ratings and reviews also matter to BTS shoppers: 41% of shoppers care about product reviews, and one-fourth care about store ratings.



“Retailers should be ready to support shoppers across channels by the end of June. Product availability, price and coupons are important, but be sure to include indicators of quality, such as ratings, reviews and guarantees.”

- **Hayley Silver**
VP of Bizrate Insights



Be Ready for Back-to-School

Interested in learning more about what your shoppers want during the back-to-school season and beyond? Learn how you can set up our **free** survey tool before the back-to-school rush begins—and boost your store ratings as a bonus: [Click Here](#)

About this Study: Bizrate Insights' Back-to-School Shopping study is based on 3,536 online buyers in the US and Canada who reported that they plan to back-to-school shop for a child (Pre-K through college) and/or for themselves for the 2016-17 school year. The data was collected between February 18 - 24th, 2016, via an online survey presented immediately after completing a purchase at one of over 5,000 online retailers in the US network of the Bizrate customer feedback program. Retailer participation in the survey program is free.