

CASE STUDY

Measure current and future impact of COVID-19 on attitudes and purchasing in luxury goods market

Objectives

- Measure how the COVID-19 pandemic is impacting shopping and purchasing behaviors
- Understand how attitudes toward luxury goods have changed during the pandemic
- Determine how the pandemic might affect future purchasing behavior

Research Design

- 3,000 shoppers in two categories of luxury goods were surveyed regarding their attitudes and purchasing during COVID-19
- Results were compared to a pre-pandemic 2019 shopping and purchase habits study

Results

- Client is better able to anticipate changes in the market during and after the pandemic
- Client altered messaging to better address changing emotional and functional needs