

l'œil

by L'Observatoire Cetelem

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in depth study of new
consumption trends

www.observatoirecetelem.com

I spend therefore we are

Consumers are gradually revealing new facets of themselves (becoming experts on their own spending habits, activists who are prepared to help preserve local jobs, etc.). In turn, their behaviour can influence that of brands.

www.kisskissbankbank.com/i-boycott-org?ref=category

Seen on the web

I-boycott.org is a collaborative platform project whose aim is to organise boycotts on the widest possible scale. Once web users have chosen a cause, a viral campaign is set up and an email is sent to the company in question, which is given the right of reply. The project, which was submitted to crowdfunding platform KissKissBankBank, has raised more than €11,000, having initially sought to raise just €8,000.



What to think of it?

Traditionally associated with satisfying desires, consumer spending now plays **new and more imaginative roles less centred on personal gratification and expression**. It can, for instance, become a way of preserving local or domestic jobs. It can also serve to express solidarity, social responsibility or a particular worldview, through ethical, social or ecological projects. **It can even become a form of protest** by influencing people's decision to support or reject a particular brand. That is what the I-boycott website is attempting to tap into. Its appearance confirms the emergence of a **new type of relationship between brands and consumers**. A relationship that is **richer and more responsible**, as it is not centred exclusively on products and services, but also on the idea that dialogue is possible. The I-boycott project is neither a discussion forum, which is a relatively structured medium, nor a "public relations" campaign conducted by exploiting customer databases. On the contrary, if it ever sees the light of day, the project could actually allow customers to believe that they now have genuine power. After the sharing economy, could we soon see the emergence of a **"shared economy" where brands and consumers are on equal footing?**



The lifestyle promised by luxury brands is now served on a plate

More and more luxury stores feature restaurant areas as a natural extension of their product offering.

Seen across the world...

The gin bar at Hackett in London, the Rose Bakery café at the Dover Street Market luxury concept stores of London, New York and Tokyo, 13 Armani restaurants and cafés around the world, the Thomas café recently opened at Burberry (featuring traditional British dishes), Ralph Lauren restaurants in the world's major cities, some of which allow customers to book an entire dining room... Countless high-end retailers are now opening in-store cafés and restaurants. Could this trend one day spread to more affordable shops?

What to think of it?

With the food sector increasingly taking cues from the fashion world (showcasing designers, limited editions, collaborations, designer packaging, etc.), it is hardly surprising that more and more cafés and restaurants are popping up in luxury stores. Their presence intrigues customers and piques their curiosity. It makes consumers want to step inside and **access a world that had previously seemed out of reach**. It also enables retailers to simultaneously attract new populations and extend the time customers spend in their stores. Moreover, it underlines the fact that **fashion is about more than just clothing**, it is about a certain lifestyle, a certain attitude to life. And although their contribution to sales remains marginal (and, in any case, difficult to quantify), these new eateries play a part in building an **all-encompassing shopping experience that places value on special moments and not "simply" on the accumulation of external signs of wealth**. Now that it is possible to buy just about anything on the internet, shouldn't **sharing moments, experiencing sensations and creating memories** be the credo of real-world retail?

When emotion guides purchasing decisions

When technology and retail meet, it is either to make shopping spectacular or to make optimal use of customer data. But these are not the only possibilities...

www.bentleymotors.com/en/world-of-bentley/ownership/technology/bentley-inspirator.html

Seen in the UK and Australia...

To coincide with the launch of its Bentayga SUV in the UK, Bentley developed an application dubbed «Bentley Inspirator», which allows the vehicle to be configured based on an analysis of the future buyer's emotions. The application plays an interactive video that follows different scenarios depending on the emotions displayed by the user, which are detected by a technology that can recognise 34 separate facial expressions. This original personalisation system will be extended to other models in the future. A similar but slightly less upmarket experience is offered to Uniqlo customers in Melbourne and Sydney, who can choose a T-shirt from among the 600 available thanks to a technology that measures their brain activity based on their reaction to various images and videos projected onto a screen.

What to think of it?

Although they remain experimental, these incursions into the future by two totally unrelated firms point to the next big challenge facing retailers: providing customers with access to a truly personalised offering based on **an emotional understanding of their personality**. Could this be the final stage in an evolutionary process that has gone from listening to and understanding customers, to ultimately empathising with them. This immersion in images, an approach similar to that used in computer games, is sure to appeal to the digital generation, as well as those who believe **shopping should be fun and enjoyable**, while blurring the lines between the real and the virtual. It could also **enable individuals to discover a new facet of their personality and therefore learn something new about themselves**. Having long been a channel for self expression (something that is unlikely to change), could shopping be taking on an entirely new role?



How to build customer loyalty without resorting to cards

Loyalty cards are not the only way for retailers to loyalize customers, they can also try to make them feel more at home.

Seen in the United States

Since the start of the year, Starbucks cafés in the United States have given loyal customers who are members of the “My Starbucks Reward” programme access to content from the New York Times, allowing them to drink their coffee while reading the paper. The chain has also signed an agreement with Spotify, allowing subscribers to the music streaming service to exchange their loyalty points for coffees at Starbucks, which will in turn promote the Swedish start-up. Starbucks’ servers are also subscribed to Spotify, which allows them to create playlists and make them available via the mobile apps of both companies. They are also accessible to Starbucks customers.

What to think of it?

Having been one of the first retailers to offer free wi-fi, an e-purse and smartphone charging stations, Starbucks keeps finding new ways of highlighting the fact that it doesn't just want to sell coffee, it also wants to **provide highly connected urban populations with good places to hang out**. Offering its most loyal customers access to high-quality content fulfils this aim, as well as enabling the New York Times to reach a large number of potential subscribers to its website. The philosophy behind the partnership with Spotify is similar. It gives the impression that **individuals on both sides of the counter share the same tastes and interests**, contributing to the **creation of an ecosystem beyond the café's walls**, one that includes brands from completely different sectors, but which share Starbucks' attitude to life while helping to enhance its image. Consequently, its customers **feel as though they are acknowledged other than through loyalty systems** and view the shops more **as community spaces**. By attracting customers to its premises for reasons other than to consume the products of its core business, is Starbucks seeking to remind us **that the relationship a brand builds with customers is now a crucial component of its identity?**

Shopping centres look to update their image

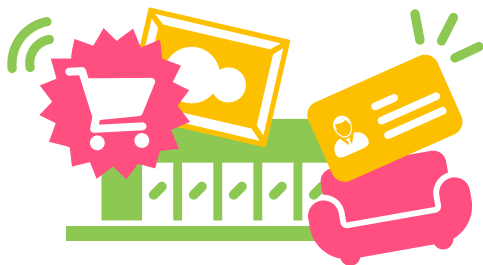
Never have shopping centres been so innovative and appealing. And yet, there was a time when announcing their demise was almost de rigueur.

Seen in France and Scandinavia...

Commercial property developer Unibail-Rodamco has created special 3,000 square metre areas within its shopping centres, christened "Designer Galleries", to showcase innovative or exclusive brands, as well as designers. Each is run by a "Chief Editor" in charge of organising their artistic programme. Lounge areas have also been set up to provide specific services to holders of a mall loyalty card, including a personal shopper, changing rooms, refreshments, wi-fi access and valet parking. Two Designer Galleries have already been opened at the Polygone Riviera (Cagnes-sur-Mer) and Mall of Scandinavia (Stockholm) shopping centres. A third will be opened in Warsaw in late 2016.

What to think of it?

Once considered outdated (too similar, too anonymous and too far away), shopping centres seem to have been reinvigorated in recent years, with new malls opening and a host of initiatives being launched to conquer a new audience. As the retail landscape becomes increasingly uniform and city centres become ever harder to access, malls could provide a venue for **a new form of shopping**, while striving to be seen as **destinations in their own right**. Firstly, through concierge services that make access easier and offer visitors a smoother shopping experience. But also by finding ways of providing the element of surprise and wonder that today's shoppers are so hungry for, **by punctuating the consumer's journey** with events, shows, exhibitions or simply the presence of exclusive stores. The idea behind the Designer Galleries launched by Unibail-Rodamco is exactly that. They will enable the shopping malls that house them to **mark themselves out** from their competitors, as well as attracting a more modern and urban population. For shopping centres and independent retailers alike, the ability to **display many facets and enhance the shopping experience** will be tomorrow's key challenge.



And also

According to a survey by market research firm Xerfi, the French are increasingly turning their back on new products and favouring second-hand purchases. **The turnover of stores specialising in the sale of second-hand goods increased by 3.8% between 2013 and 2015.** Consumers are primarily drawn in by their prices, which are lower than those of new products, but that's not all. It also gives them the feeling that they are spending more "responsibly" (giving items a second life, rejecting superfluous purchases and wastage, and embracing a green and socially oriented rationale). 35% of second-hand goods are now sold via the web.

According to a survey by Verint that questioned 18,000 people in 9 countries, **48% of consumers are concerned about how their personal data may be used.** 20% are not prepared to trust any company when it comes to data security. France, with 56% and 30%, respectively, is among the most sceptical countries, alongside Germany and the United Kingdom.

According to a survey of 2,000 consumers conducted by Bio à la Une, **women are the biggest consumers of organic products (87%) and consumers aged 26 to 55 are the best represented (76%).** Seniors and juniors are less likely to buy such products. The majority of buyers of organic products live in urban areas (64%), with 28% living in towns with more than 45,000 inhabitants. Like in previous years, the residents of Ile-de-France (Paris region) form the largest category (15.74%). Contrary to popular belief, organic food consumers do not necessarily belong to an upper socio-professional category, as 78% declare that their annual income is less than €40,000.

Summing Up

After ugly vegetables and ugly biscuits, supermarket chain Intermarché will soon be launching an “ugly tins” campaign to address the problem of food wastage.

High-end electric vehicle manufacturer Tesla has designed an iPhone case made from the leather used in its vehicles.

The BMW i8 Mirrorless concept car does away with mirrors, replacing them with high-definition cameras whose images are displayed in the passenger compartment in real time. A vast screen located where one would usually find the rear-view mirror displays the various camera views.

Gift It is a new gift card that is currently only valid in Paris. A specific card must be selected according to the area in which the recipient lives, allowing them to discover their neighbourhood's “it stores”.

www.giftit.fr



At the latest edition of the Consumer Electronics Show in Las Vegas, BMW presented Air Touch, an interface that allows the vehicle's infotainment system to be controlled using simple hand gestures, thanks to contactless technology.

Loupape is an in-home chef service provided not by young cooks, as in the TV show Top Chef, but by seniors and new retirees.

www.loupape.com

The Art Truc Troc contemporary arts festival in Brussels (11th edition in February 2016) invites visitors to write down what they are prepared to give in exchange for any of the works on display on Post-Its placed opposite each work. The artists themselves will be free to decide whether or not they will contact the “bidder”.

www.tructroc.be/fr



American start-up Jet.com offers products at prices 10 to 15% lower than Amazon's in exchange for a \$49 annual membership fee. Its customers can pay even less for products by choosing longer delivery times, waiving their right to return an item or collecting their order from a nearby partner store.

Launched at the Consumer Electronics Show in Las Vegas, Somabar allows users to order a selection of 300 cocktails using their smartphone, with various spirits, ingredients (contained in test tubes plugged into the back of the machine) and dosages available, depending on their preferences.

Ford recently filed a patent that allows the rear wheel of a vehicle to be transformed into a unicycle with a seat and footrest, enabling the driver to travel using just a part of their car.

www.youtube.com/watch?v=B3af5UOVKPU



Word of the month



Nowstalgia: the feeling of experiencing a rare moment in time that you will never forget. Is this what retailers are trying to generate when they design their customer experience?

Employees of BNP Paribas Personal Finance help to uncover the micro-facts reported in L'Œil by L'Observatoire Cetelem.

L'Œil de L'Observatoire Cetelem analyses micro-facts on consumption, revealing the emergence of new manners of spending.

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