# the in-store **experiece**

Shopper survey suggests that despite the rise of online shopping, there's still no substitute for service.

In **TimeTrade**'s third annual "State of Retail" survey, the customer engagement company asked 2,000 consumers questions regarding their perceptions and behaviors around retail shopping. The survey revealed that consumers want an engaging in-store experience and are willing to pay more for it. Here are some of the key findings from the survey.

online versus in store

Although online retailing keeps growing, most customers say they prefer to purchase in the store. Shoppers were asked, "If the item you want is available both online and in a nearby store, where do you prefer to purchase it?"

Online: 25 percent
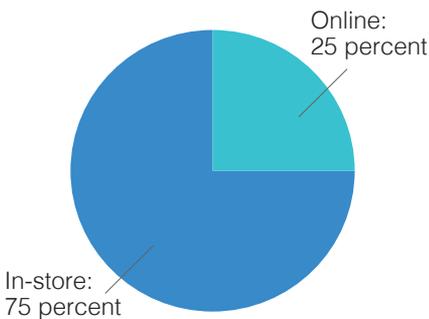
In-store: 75 percent

what shoppers like

Consumers were asked what they liked most about in-store shopping:

- 72 percent: I like to touch and feel products before I buy.
- 29 percent: I like the personal experience of having a store assistant help me.
- 43 percent: I shop in stores to take advantage of in-store promotions and sales.

49%

That's the percentage of shoppers who would be willing to pay more for products or services if they had a highly personalized in-store experience.

what they'd spend

When asked, "How much more would you be willing to spend for a highly personal experience?" shoppers responded:

20 percent more: 16 percent

10 percent more: 43 percent

5 percent more: 41 percent

they don't like to wait

In today's world of multitasking and short attention spans, shoppers don't want to wait for service. When asked what they value most when shopping in a retail store, consumers responded:

47%
26%
17%

- Prompt service
- Personalized experience
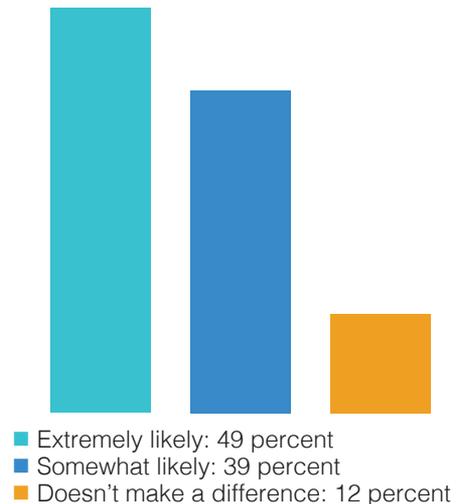- Smart recommendations

scheduling the in-store experience

The survey found that 64 percent of shoppers would like to schedule an in-store appointment, from any device, with a retail associate at a time that was convenient for them.
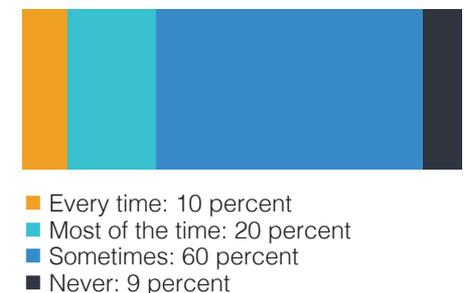
the power of service

A helpful associate can make the difference in a sale. When asked, "When helped by a knowledgeable associate, how likely are you to buy?" shoppers responded:

- Extremely likely: 49 percent
- Somewhat likely: 39 percent
- Doesn't make a difference: 12 percent

shoppers' frustration

Consumers were asked, "How often do you need help in a store but cannot find the right person to assist you?"

- Every time: 10 percent
- Most of the time: 20 percent
- Sometimes: 60 percent
- Never: 9 percent

working together

Shoppers revealed that they often look for products online but buy them in bricks-and-mortar stores. When asked, "How often do you browse online and then go into a store to complete a purchase?" they responded:

10%
15%
50%
26%

- All of the time
- Most of the time
- Sometimes
- Never

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