

# ONLINE SHOPPING

VS

# BRICK & MORTAR



## There's Still **NO SUBSTITUTE** for Service

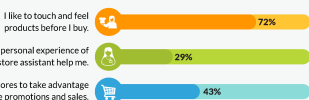
TimeTrade's 2017 State of Retail survey reveals that although online buying is popular, people still prefer to shop in brick-and-mortar stores. Here's the scoop on all the latest consumer retail trends...

If the item you want is available both online and in a nearby store, where do you prefer to purchase it?



The TimeTrade survey suggests that the idea that most people use physical stores as showrooms for subsequent purchases is a misconception:

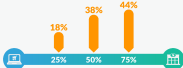
### What buyers like most about in-store shopping



In 2017, do you plan to shop in stores as often as you did last year?



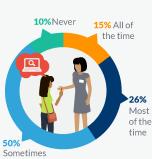
In 2016, how much of your total retail shopping did you do in stores, excluding grocery stores?



What channels do you feel provide good customer service?



How often do you browse online and then go into a store to complete a purchase?



## Online buying's gaining momentum, so brick-and-mortar stores must differentiate by providing outstanding in-person service.

Do you feel retailers are providing a personalized shopping experience?



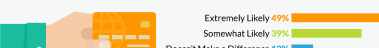
How often do you need help in a store but cannot find the right person to assist you?



If you try on clothes in a dressing room and find that you need a different size or color, but no associate is available to help, how often do you consider abandoning the dressing room and leaving the store?



When helped by a knowledgeable associate, how likely are you to buy?



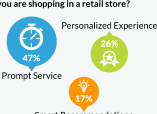
## Buyers are willing to pay for great in-store experiences...

**49%** would be willing to pay more for products or services if they had a highly personalized in-store experience.

How much more would you be willing to pay for a highly personalized experience?



What do you value most when you are shopping in a retail store?



## So what does the future of retail look like? Technology will play a vital role—online and in stores.

**64% Yes**

If you could schedule an in-store appointment (from any device) with a retail associate at a time that is most convenient for you, would you?

If you started a purchase online but then decided to go into the store instead, would you like it if store associates knew the items you had put into your online shopping cart so they could help answer any questions?

**70% Yes**

**60% Yes**

Would you feel more confident that you were going to receive prompt personal service if you saw that associates in a retail store were collaborating with each other on mobile devices such as tablets and smartphones to help customers?

