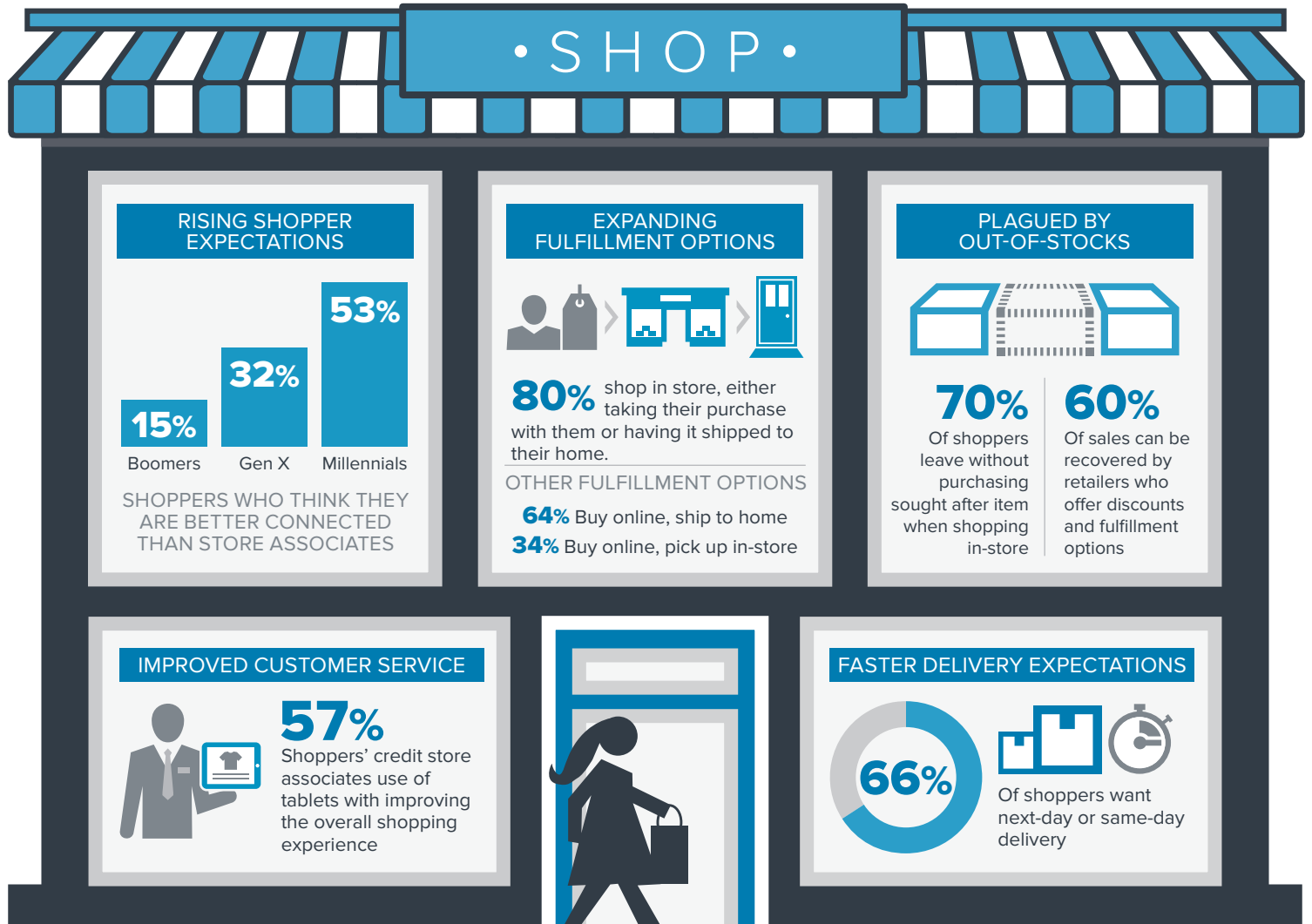


# RISING SHOPPER EXPECTATIONS OUTPACE IN-STORE TECHNOLOGY

Zebra's 10th annual shopper study, analyzing shopper satisfaction and retail technology trends, reveals that merchants have come a long way over the past decade in enhancing the in-store shopping experience. At the same time, shopper expectations continue to rise at an exponential rate and vary greatly between generational groups.



## A REGIONAL PERSPECTIVE: SHOPPERS

### NORTH AMERICA | SHOWROOMING IN STORES FOR ONLINE PURCHASES

58% have looked at items in a store, but purchased online

### EUROPE, MIDDLE EAST | CUSTOMER SERVICE IMPACTS BOTTOM LINE

64% would purchase more merchandise if they received better customer service

### LATIN AMERICA | SHOPPERS WILLING TO SHARE INFORMATION

48% of Latin American shoppers trust sharing personal data with retailers

### ASIA PACIFIC | BUY ONLINE, PICK UP IN STORE IS GROWING

32% prefer visiting a retail store to pick up items purchased online



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