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Myth #1: It's all About Online Shopping

The Reality Is: Millennials actually prefer to shop in-store

Boy: Generally I don't really shop online I usually like shopping in a retailer

Boy: I like to actually see what I'm buying

Girl: You wanna touch it, you wanna smell it, you wanna pick it up

Boy: I am a person that likes to go into stores and try things on

Girl: You have more chances of knowing if the clothes are going to fit you

Girl: I'm all about going in the stores

Boy: The ability to ask questions if I have them

Boy: And that's why I like to buy it in the store

The Reality Is: Millennials want an integrated shopping experience online/in-store/mobile

Girl: Sometimes what I don't like is that they have better discounts online and they don't have those discounts in the store

Girl: Sometimes I find more stuff available online rather than at the store

Girl: Online might have a different price, whether lower or higher, and they might have more options

Girl: Most stores will accept the coupon, they'll scan your phone and what not. But there are a lot of stores that still don't do that, so I'll get to the store, I won't have printed my coupon and then I can't use it? I walk out. I'm not going to buy it without the coupons

Girl: I've asked before for a price match for something I found online and it was the

same company's store and they wouldn't do it just because they said that their online store is a little different – and it's the exact same item

The Reality Is: Millennials use the online channel to become savvy customers

Boy: I think I typically do more research online and then go to the store to buy it if it's possible

Girl: I'm not really one to see something online and be totally convinced

Girl: I use my smart phone a lot to find discounts online

Girl: I will check the internet to see if I can find something on sale

Boy: I check the sellers ratings on some sites – that really helps out a lot

Boy: To figure whether the deal is really good in store versus online