



**ARE CONSUMERS  
GETTING THE SHOPPING  
EXPERIENCES THEY  
CRAVE?**

accenture<sup>></sup>strategy

**25,000 CONSUMERS WERE ASKED ONE QUESTION...**

**ARE YOU GETTING THE SHOPPING EXPERIENCES YOU CRAVE?**

**ONLINE SHOPPING VS. BRICK & MORTAR**

I really never shop online, I like going to stores.

Online.

Probably tend towardS online more, just because it's convenient and efficient.

I prefer stores, because I like to try things on.

Amazon a lot, but not necessarily for clothing.

Usually like Amazon dot com

I go to Amazon.

Mostly Amazon.

**43% OF PEOPLE USE DIGITAL ASSISTANTS.**

She'll say, "your previous purchase was this, but it's not in stock, how about this option?"

**38% SAY IT FEELS CREEPY WHEN TECHNOLOGY ANTICIPATES THEIR NEEDS.**

I definitely see there's a tradeoff between the security and the privacy, versus having that tailored experience, but I prefer to have that tailored experience.

**87% SAY IT'S EXTREMELY IMPORTANT FOR COMPANIES TO PROTECT PERSONAL INFORMATION.**

They're there to protect you and then all of a sudden they're the ones that get breached.

It doesn't bother me because it's a time saver in the end.

I think it just kind of goes with the territory of living in the 21st century.

**73% SAY NOT BEING ABLE TO TRUST A COMPANY WITH PERSONAL INFORMATION IS A TOP SOURCE OF FRUSTRATION.**

Obviously, there are security breaches that happen, but with any online purchase, that's your credit card information, that's your name, so it's a risk factor that anyone's willing to take, and I would prefer the convenience of online shopping to always going to the store.

It's one of the things that I think you accept when you shop online.

It's a concern, I just don't know what we can do to really ultimately protect against it.

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