Shoppers Conflicted on How Personal to Get

U.S. consumers want a personalized retail experience but are divided on retailers’ tactics and the type of personal information they are comfortable disclosing, according to a new Accenture survey.

**Shoppers Want It Personal . . .**

- Nearly 60% of consumers want real-time promotions and offers.

**. . . But Not Too Personal**

- Only 20% want retailers to know their current location.
- Only 14% want to share their browsing history.

**The most welcome in-store communications options include:**

- **Automatic discounts at checkout for loyalty points/coupons**: 82%
- **Real time promotions**: 57%
- **Complementary item suggestions**: 54%
- **Website optimized by device**: 64%
- **Promotions for items customer considers**: 59%
- **Compare prices or buy an item**: 59%

**What they like about personalization**

- 64% like access to exclusive deals and automatic crediting for coupons and loyalty points.
- 51% like “one-click” checkout, then retailers who know how consumers want to pay and have items shipped.
- 48% are receptive to getting reminders online to order items that they might have run out of and need to be refilled.

**What they view as too personal**

- 52% say retailers giving them feedback from their friends online.
- 46% say retailers suggesting not to buy items online outside their budget at big ticket destinations such as home improvement and electronics stores.
- 42% say store associates who can provide in-store recommendations based upon their family health issues.

**Generational Differences**

<table>
<thead>
<tr>
<th>Generational Difference</th>
<th>Millennials</th>
<th>Baby Boomers</th>
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<tbody>
<tr>
<td>After email, most effective means of sending offers:</td>
<td>Text messaging</td>
<td>52%</td>
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<tr>
<td>Expect automatic crediting for coupons and loyalty points:</td>
<td>Social media</td>
<td>43%</td>
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<td>Would be comfortable if a drug store tells them to stop buying items online that could react negatively with other medicines:</td>
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