Global retailer benchmark: Accenture benchmarked over 160 retailers representing the apparel, consumer electronics, grocery, and household goods sectors. The study was conducted in November 2015.

The survey included a global sample of consumers: Accenture surveyed over 10,000 consumers in 13 countries around the globe (Brazil, Canada, China, Germany, Italy, Japan, Spain, Sweden, UK, US, and others).

The study also included a self-selected generation sample: almost 4600 were Millennials, over 3300 were Gen X and almost 2100 were Boomers. Survey respondents were currently engaged with multiple retail channels.

Survey respondents were also asked to rate their satisfaction with the overall shopping experience for a specific product category (clothing, groceries, electronics, or household goods) they typically purchase.

Shoppers are demanding connected shopping experiences. Unlike a single channel strategy, a connected shopping experience is one in which shoppers can use multiple devices and platforms to purchase the same product and can easily switch between stores and channels.

However, shoppers expect more and more of their interactions to be personalized. For example, respondents indicated that they were more likely to purchase items that were targeted at their lifestyle and tastes. They also expected to receive personalized offers and promotions based on their online activity.

### Survey Results

- **Shopping Habits and Preferences Across Generations:**
  - **Differences in Shopping Habits and Preferences:**
    - Millennials:
      - Want to be able to easily order (98%)
      - Can't wait to receive real-time promotions (95%)
      - Used smartphones while shopping in store (96%)
      - Indicated that they were more likely to purchase via online orders to the store (32%)
      - More likely to pay a premium on the cost of an item (27%)
    - Gen X:
      - Want to be able to easily order (90%)
      - Can't wait to receive real-time promotions (81%)
      - Used smartphones while shopping in store (80%)
      - Indicated that they were more likely to purchase via online orders to the store (20%)
      - More likely to pay a premium on the cost of an item (38%)
    - Boomers:
      - Want to be able to easily order (68%)
      - Can't wait to receive real-time promotions (37%)
      - Used smartphones while shopping in store (37%)
      - Indicated that they were more likely to purchase via online orders to the store (7%)
      - More likely to pay a premium on the cost of an item (30%)
- **Customer Information Security:**
  - **Very Concerned:**
    - Millennials (60%)
    - Gen X (58%)
    - Boomers (56%)
  - **Somewhat Concerned:**
    - Millennials (28%)
    - Gen X (26%)
    - Boomers (26%)
  - **Not Concerned:**
    - Millennials (7%)
    - Gen X (5%)
    - Boomers (4%)
- **Surveyed Products:**
  - **Electronics:**
    - Millennials (85%)
    - Gen X (81%)
    - Boomers (78%)
  - **Apparel:**
    - Millennials (84%)
    - Gen X (84%)
    - Boomers (84%)
  - **Household Goods:**
    - Millennials (70%)
    - Gen X (68%)
    - Boomers (68%)
  - **Groceries:**
    - Millennials (60%)
    - Gen X (55%)
    - Boomers (47%)

### Summary

The study found that shoppers are increasingly demanding connected shopping experiences that allow them to easily order, receive real-time promotions, and use multiple devices and platforms. Retailers need to adapt to reach their intended customers and understand the differences in shopping habits and preferences across generations.

The ability to check stock availability and order out of stocks via mobile is highly valued by Millennial, Gen X, and Boomer shoppers. Retailers have smartphone apps that allow customers to order out of stock items via mobile, and shoppers can also send real-time promotions to their mobile devices. Retailers have in-store kiosks to order out of stock items that customers can order while shopping in store.

Millennial shoppers are more likely to purchase via online orders to the store, and they are more likely to pay a premium on the cost of an item. Gen X shoppers are also more likely to purchase via online orders to the store, but they are more likely to pay a premium on the cost of an item. Boomers are less likely to purchase via online orders to the store, but they are more likely to pay a premium on the cost of an item.

The study also found that consumers are more concerned about the security of their personal information. Millennials are the most concerned, followed by Gen X and then Boomers.

### Key Takeaways

- Shoppers are demanding connected shopping experiences that allow them to easily order, receive real-time promotions, and use multiple devices and platforms.
- Retailers need to adapt to reach their intended customers and understand the differences in shopping habits and preferences across generations.
- The ability to check stock availability and order out of stocks via mobile is highly valued by Millennial, Gen X, and Boomer shoppers.
- Millennials are more likely to purchase via online orders to the store, and they are more likely to pay a premium on the cost of an item.
- Gen X shoppers are also more likely to purchase via online orders to the store, but they are more likely to pay a premium on the cost of an item.
- Boomers are less likely to purchase via online orders to the store, but they are more likely to pay a premium on the cost of an item.
- Consumers are more concerned about the security of their personal information, with Millennials being the most concerned.

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*Note: The infographic provides more detailed information and visualizations of the survey results.*