

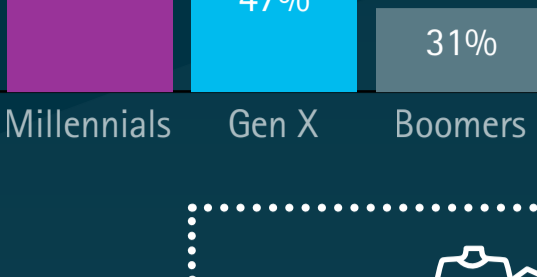
2016 Generational Research: Customers are shouting, are retailers listening?

High performance. Delivered.

Accenture's survey of global consumers reveals many similarities, yet significant differences in shopping habits and preferences across the generations. It's not a one size fits all situation and it's forcing retailers to adapt to reach their intended audience. Below are the key findings from our research.

1 Younger shoppers are shopping on the go

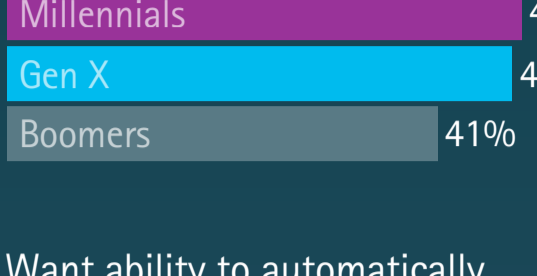
Used smartphones **more frequently** to find what they want this year



Expect to **purchase more via smartphones** this year



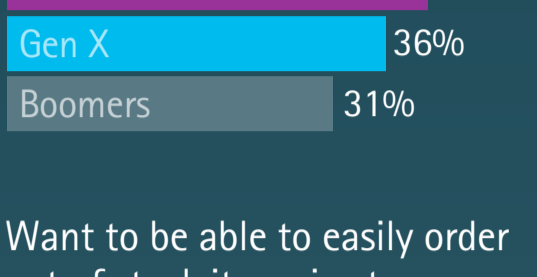
Find it easy to purchase via mobile devices



Only **58%** of global retailers have smartphone apps with purchase capabilities

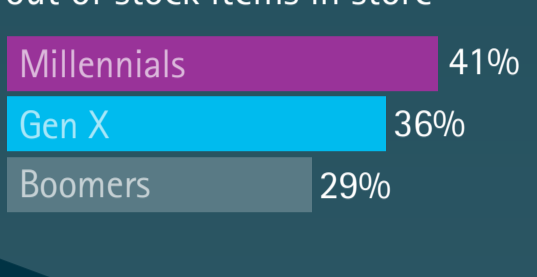
2 Shoppers are demanding more services via their mobile phone while shopping in store

SHOPPERS Can't wait to receive real-time promotions



GLOBAL RETAILERS 70% can send real-time promotions

Want ability to automatically credit coupons and discounts



16% can automatically credit coupons and discounts

Want to use shopping list / item locators / navigators



31% have apps with shopping list capabilities; 4% have virtual store display capabilities for the mobile phone

Want to be able to easily order out of stock items in store



43% provide the ability to easily order out of stocks via mobile phone in store

3 Retailer capabilities that were nice to have are becoming must haves

What would most improve the connected shopping experience?

SHOPPERS The ability to check product availability online prior to going to the store



GLOBAL RETAILERS 28% provide store-specific stock availability information

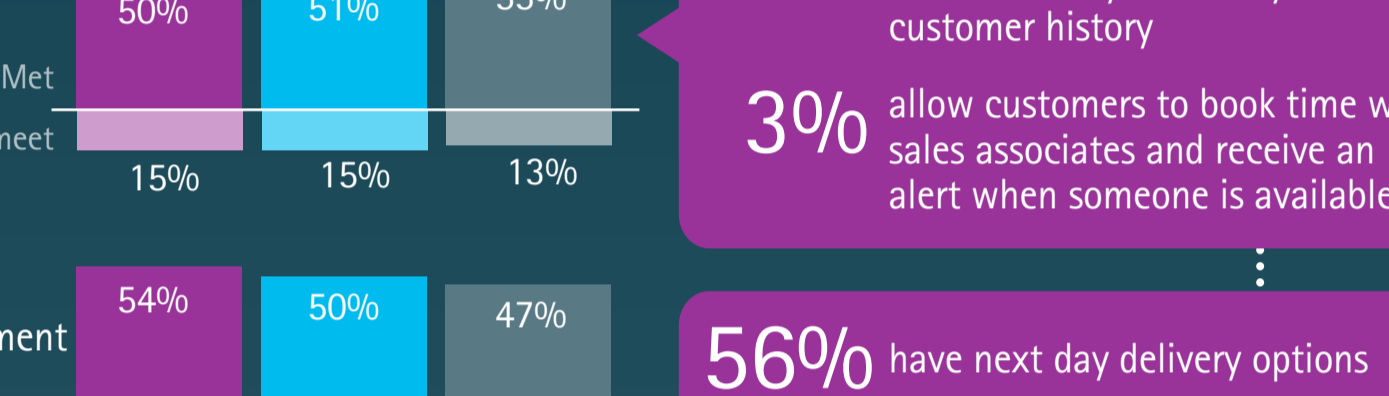
The ability to easily order out of stock items in stores



46% have store staff who can order out of stock items for customers

90% have in-store kiosks to order out of stock items while shopping in store

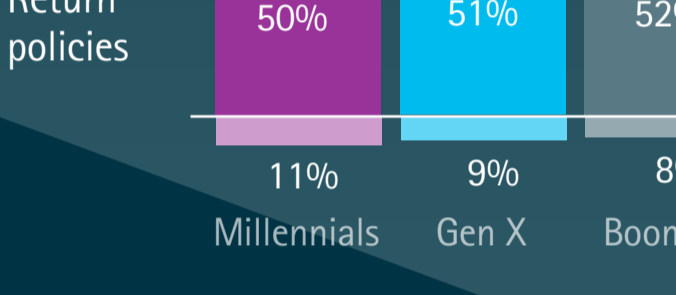
4 Shoppers who say their favorite retailer is keeping up with the needs of their current lifestyle



However, shoppers expect more...

SHOPPERS Percentage who said the following met or did not meet their expectations:

GLOBAL RETAILERS



68% have knowledgeable staff who can explain features as necessary

10% provide sales associates with tablets so they can easily access customer history

30% allow customers to book time with sales associates and receive an alert when someone is available



56% have next day delivery options

110% have same day delivery options

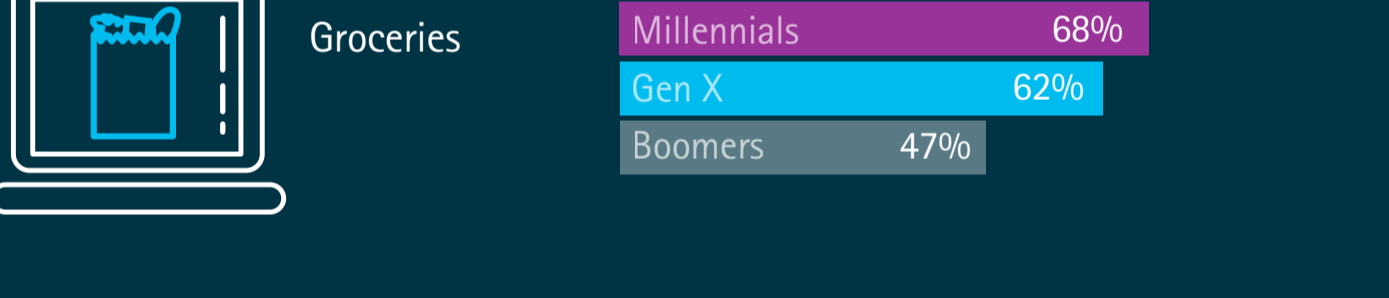
49% enable delivery scheduling on a specific day

39% have click & collect capabilities



57% allow shoppers to return online orders to the store for a refund or replacement

5 Shoppers are online to find what they want to purchase



6 Trust continues to be an issue

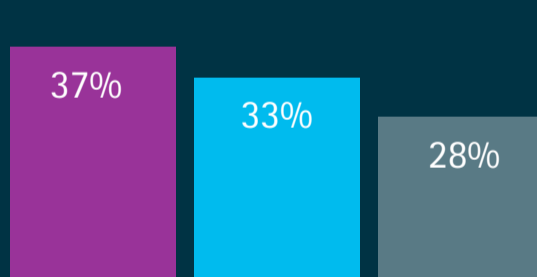
SHOPPERS Very concerned that their personal information could be stolen



GLOBAL RETAILERS 41% have the ability for shoppers to specify marketing preferences

100% try to collect name, address, email and phone number in store

Confident that their favorite retailer is safeguarding their personal information

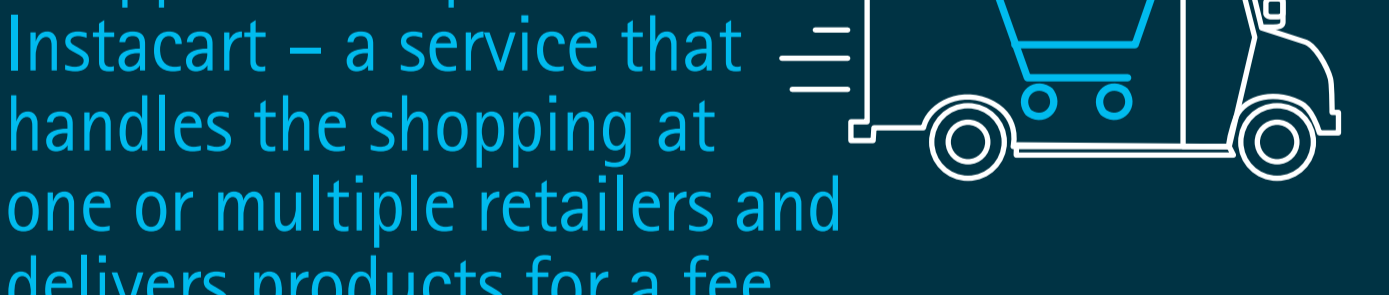


71% have loyalty programs

22% provide shoppers with the ability to create a profile of their likes and dislikes

88% allow shoppers to access Facebook (or local equivalent) via their website

7 Shoppers are open to Instacart – a service that handles the shopping at one or multiple retailers and delivers products for a fee



8 Health information is becoming less of a taboo subject for shoppers to share

Percentage of shoppers who are willing to provide health information to retailers



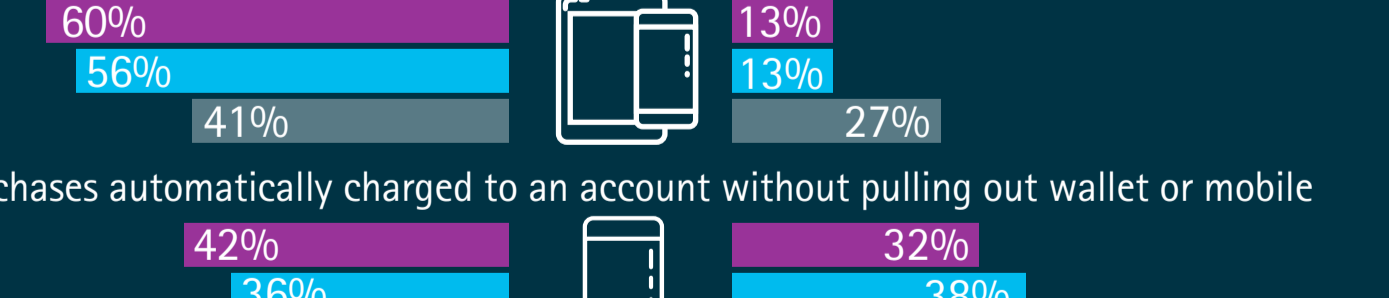
9 Shoppers want retailers to improve the customer experience (without invading their privacy)

Percentage of **SHOPPERS** think that the following are

Items automatically discounted for loyalty points and discounts



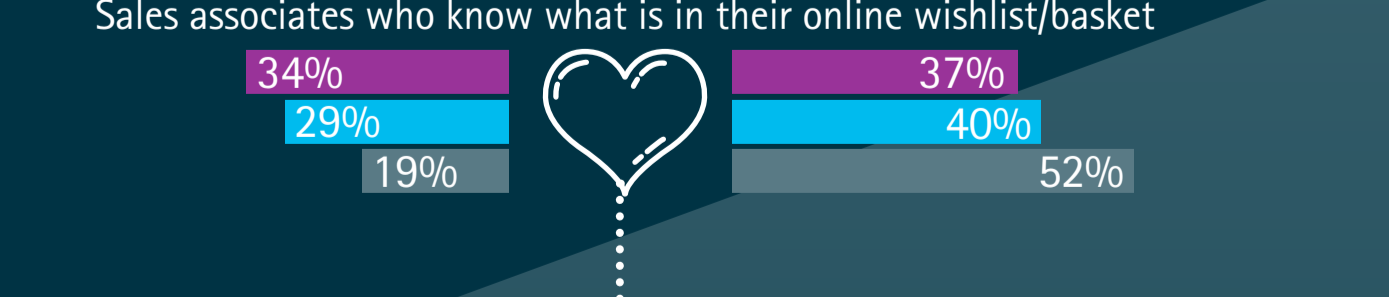
Promotional offers sent to them based upon items they are considering online



Websites optimized by device



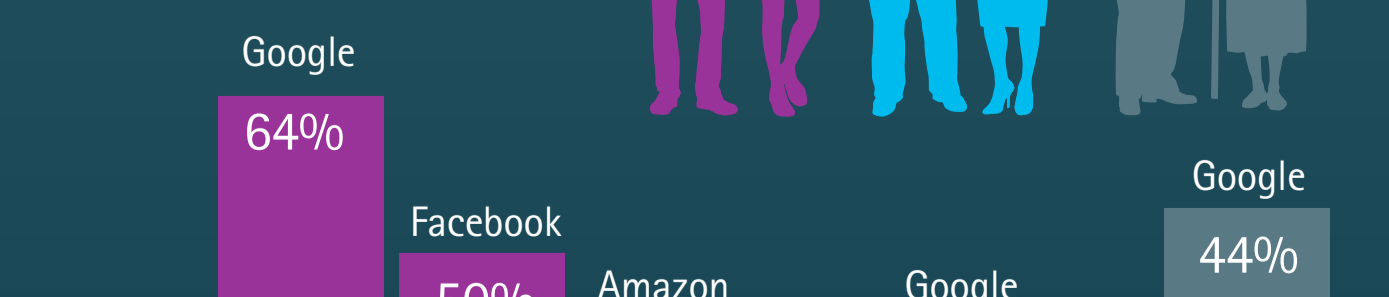
Purchases automatically charged to an account without pulling out wallet or mobile



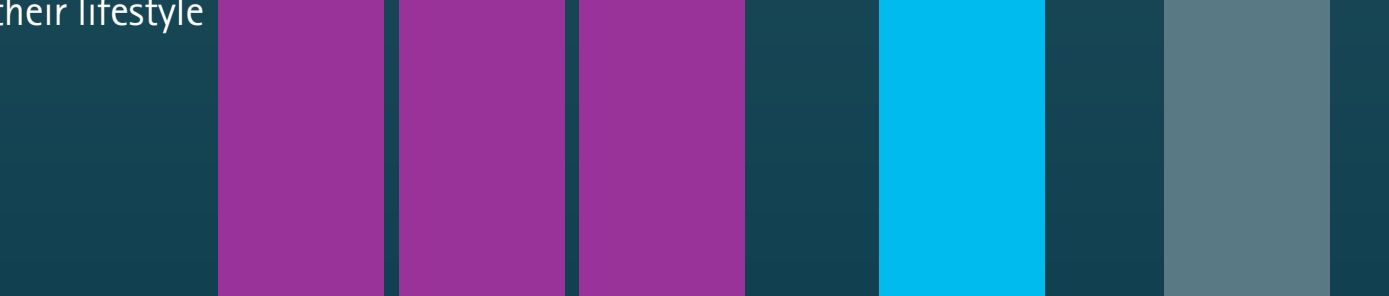
Websites that provide recommendations based upon social media activity



Retailers showing feedback left by their friends on products they're considering



Sales associates who know what is in their online wishlist/basket



10 Google has had the biggest impact on shopper lifestyles

Google has had the biggest impact on shoppers. Facebook and Amazon have also had big impacts on millennials. Brands that have not had that much impact: Apple, Netflix, Uber.

