



PULSE OF THE CUSTOMER



CUSTOMERS WHEN CHOOSING BETWEEN DIFFERENT SHOPPING CHANNELS?

WHAT IS MOST IMPORTANT TO

preferences and trends across channels, highlighting generational differences, that are defining today's retail customer expectations. Below we review the key themes, as defined by the customer, critical to delivering a leading customer engagement strategy.

In RCP's latest consumer survey, we explore the customer

HOW WELL ARE RETAIL

to dominate a lot of retail. Stores are still more preferred than any other retail channel, but not by much. Voice Assisted has the lowest preference,

Amazon, and similar marketplaces, continue

but with at least 20% utilizing, it is still significant.

PREFERRED SHOPPING CHANNEL Stores 92.5% Amazon/Marketplace 92.0% Retailer's Website 88.6% Mobile App 79.2% Social Media **57.6**% Catalog/Call Center 39.7%

based on frequency they used each in the last year

Percentage of customers who ranked the following channels in their top 5,

Survey Source: RCP conducted an online survey of over 1,000 consumers in the US in May 2024. At the time of the survey, the generation breakdown is as follows:

GENERATIONAL BREAKDOWN

Voice











20.8%

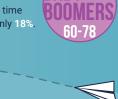
IS SAME DAY DELIVERY BECOMING THE NEW **EXPECTATION?** Gen-Z has the highest utilization of local-delivery at 47% and



Baby Boomers utilize

same-day delivery at 40%!

local-delivery 27% of the time and same-day delivery only 18%.





PREFERRED SHOPPING PATHS

FOR HOME DELIVERY

PURCHASE ONLINE/MOBILE

Top shopping path based on frequency in the last year, excluding in-store only shopping path

#5

#4



BUY IN-STORE, SHIP TO HOME

#2 SAME DAY DELIVERY **#3** BUY ONLINE, PICK UP IN STORE

#1 BUY ONLINE, SHIP TO HOME

BUY IN STORE, Ship to home LOCAL DELIVERY #7 #6 2 HOUR Delivery BUY IN STORE, SHIP TO ANOTHER STORE

12-27

YOUNGER GENERAT GREAT BOOMERS



NOT AS IMPORTANT



WRONG ITEM SUBSTITUTIONS & REPLACEMENTS

TOP 3 FRUSTRATIONS

WITH BOPIS

BAD ITEM QUALITY

HIGHEST **FRUSTRATION** LEVEL!

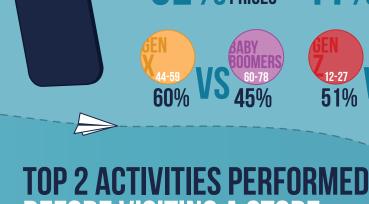
DISCOUNTS. AND PROMOTIONS. 60-78 **72**% **56**%

OF CUSTOMERS SAY THAT THE MOST

IMPORTANT MOBILE CAPABILITY IS COUPONS,







61% COMPARE PRICES

CHECK OFFERS/

TOP REASONS FOR USING PHONE IN STORE

60-78 60% **45**%

12-27 60-78 51% 33%

ONLINE

60%

40%

35%



#4 ABILITY TO SEE, FEEL, AND TRY ON CONVENIENCE

Ability to do Curb-Side Pickup

BEFORE VISITING A STORE

WHAT'S MOST IMPORTANT IN



Self-Checkout Ability to Pickup an Online Purchase in the Store

2. IMMEDIATE PRODUCT AVAILABILITY
3. IN-STORE EXPERIENCE
4. PRODUCT SELECTION
5. ASSOCIATE ASSISTANCE

Ease of Checkout & Payment in the Store

2. PRODUCT SELECTION
3. ONLINE EXPERIENCE
4. PRODUCT REVIEWS
5. PRODUCT DETAILS

46% LOOK FOR OFFERS/COUPONS

Sales Associate to Assist with Shopping 28% 27% Ability to Buy/Order Out-of-Stock item in Store 27% 18% 16%

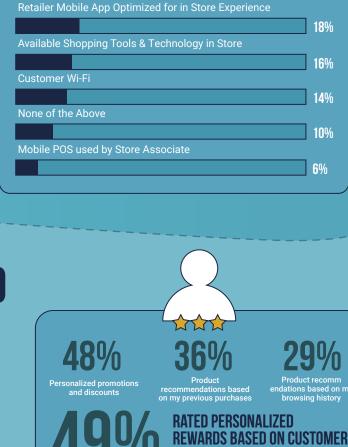
IMPORTANCE OF SELF-CHECKOUT BOOMERS Higher expectations for store **52**% **39**% technology and in-store experience.

WHERE TO SHOP?

WHAT PERSONALIZED

Gen-Z leads with preference for more





personalized services/experience, with Millennials not far behind and a majority of Gen-X and Boomers don't see personalization as important.

SHOPPING TRIPS ARE VERY TARGETED, AND GROCERY DELIVERY IS ON THE RISE.





planning to just visit 1-2 stores

12-27

79% planning to just visit 1-2 stores

LOYALTY AS MOST IMPORTANT





of people have used Instacart

or similar service for groceries





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