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# CONSUMER SHOPPING HABITS

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## The Generation Gap

Sponsored by



## UNDERSTANDING THE CUSTOMER JOURNEY

Today's consumers want to shop whenever, wherever and however they want. The customer journey is evolving as consumers move across channels to research, purchase and review products with easy access to merchandise and information right in the palm of their hands. These additional customer capabilities have helped to establish even higher expectations from each and every part of the customer journey. Each step along the shopping journey offers retailers another opportunity to engage with the customer and strengthen the personal relationship to drive sales and customer loyalty.

While the shopping journey varies depending on the customer, product and even season, there are similarities within generational groups. Digital Consumers have higher expectations for the retail experience than Traditional Consumers and love to use almost any technology that might make their research and buying process more convenient.

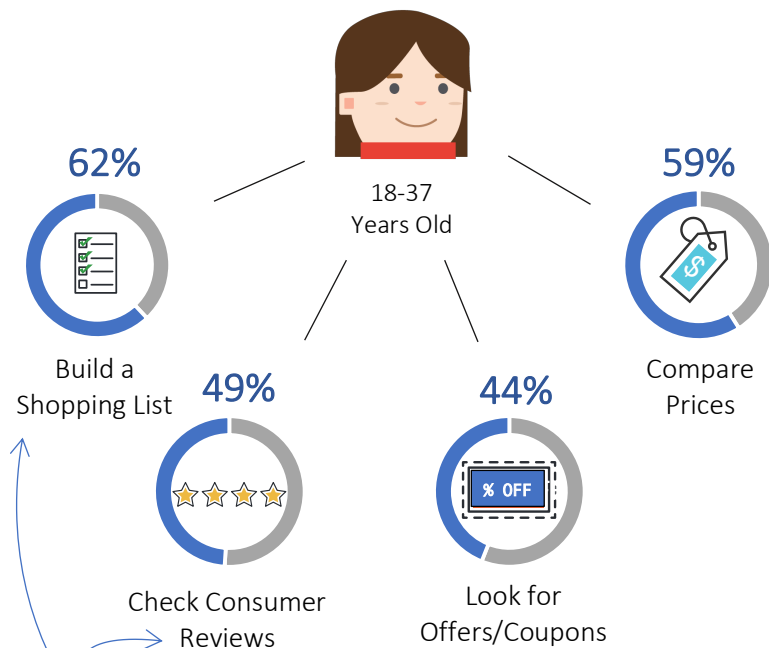




## RESEARCH

The means available for customers to research brands and products has never been more varied, from simple web searches, to consumer reviews, to asking “Alexa.” 97% of Digital Consumers and 90% of Traditional Consumers do online research before they visit a store. Every platform for research provides a different perspective, and retailers must adapt to these outlets to keep up with the evolving customer journey.

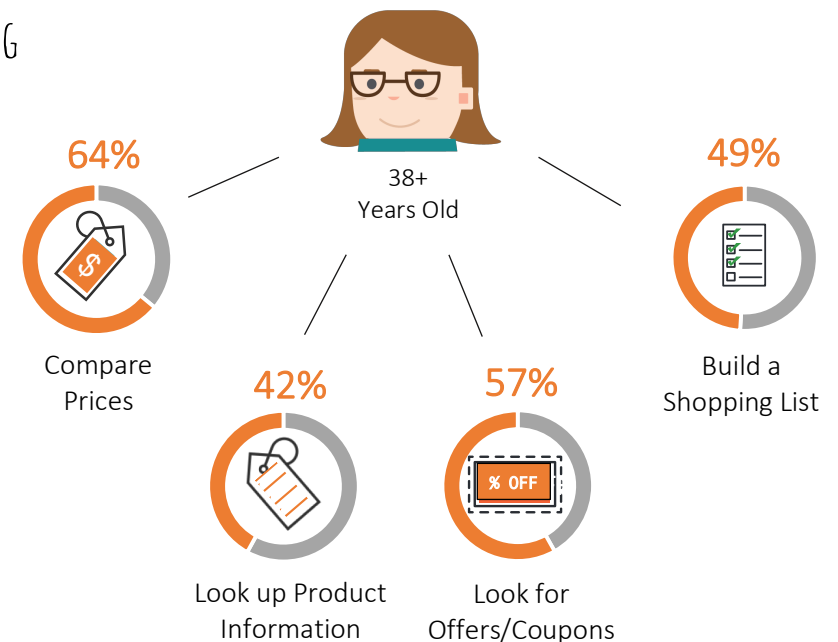
### DIGITAL CONSUMER DRIVEN BY KNOWLEDGE



ACTIVITIES CONDUCTED  
ONLINE BEFORE VISITING  
A STORE

VS

### TRADITIONAL CONSUMER DRIVEN BY DISCOUNTS



While consumers of all ages research prices before they visit a store, Traditional Consumers are more focused on discounts while Digital Consumers prepare for purchases by reading reviews and prioritizing the organization of their shopping list.



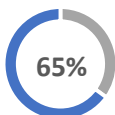
## SHOP

Digital Consumers have higher expectations of customer service and personalized recommendations than Traditional Consumers. Digital Consumers want and use technology to make the shopping process easier and more personalized. Traditional Consumers are more concerned with finding the product they want and having it available in the store they shop.

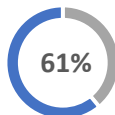


### DIGITAL CONSUMER DRIVEN BY PERSONALIZATION

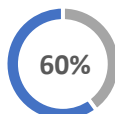
18-37  
Years Old



I want personalized recommendations



I want a curated selection of products from trained stylists



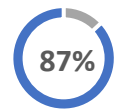
I want recommendations based on what is in my closet

LIKELIHOOD OF CONSUMER  
CHOOSING A STORE BASED  
ON SERVICES OR IN-STORE  
TECHNOLOGY

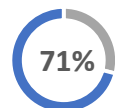


### TECHNOLOGY AS AN ENABLER

**Digital Consumers have higher expectations of customer service and personalized recommendations and want to use technology to control their experience, while Traditional Consumers are more concerned with finding the product they want easily and effectively, and technology is not always the answer.**



Self-service options allow me to control my own experience

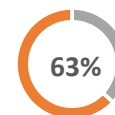


I like automated pick-up and returns processes

### TRADITIONAL CONSUMER DRIVEN BY PRODUCT AVAILABILITY



38+  
Years Old



I want the ability for an associate to order out of stock products for me

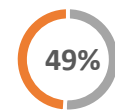


I want the ability to search in-store inventory availability

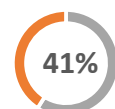
Self-service options allow me to control my own experience



An automated returns process is nice, but not necessary



Automated pick-up process may be nice, but not necessary





# PURCHASE

The store is still a primary focal point in the customer journey so the technology necessary to provide customers with the best service is critical. With an increased focus on customer engagement and the convergence of the physical and digital retail environments, the point of sale plays a key role in shaping the customer experience. Making the checkout process as frictionless as possible is key to satisfying customers.



18-37  
Years Old

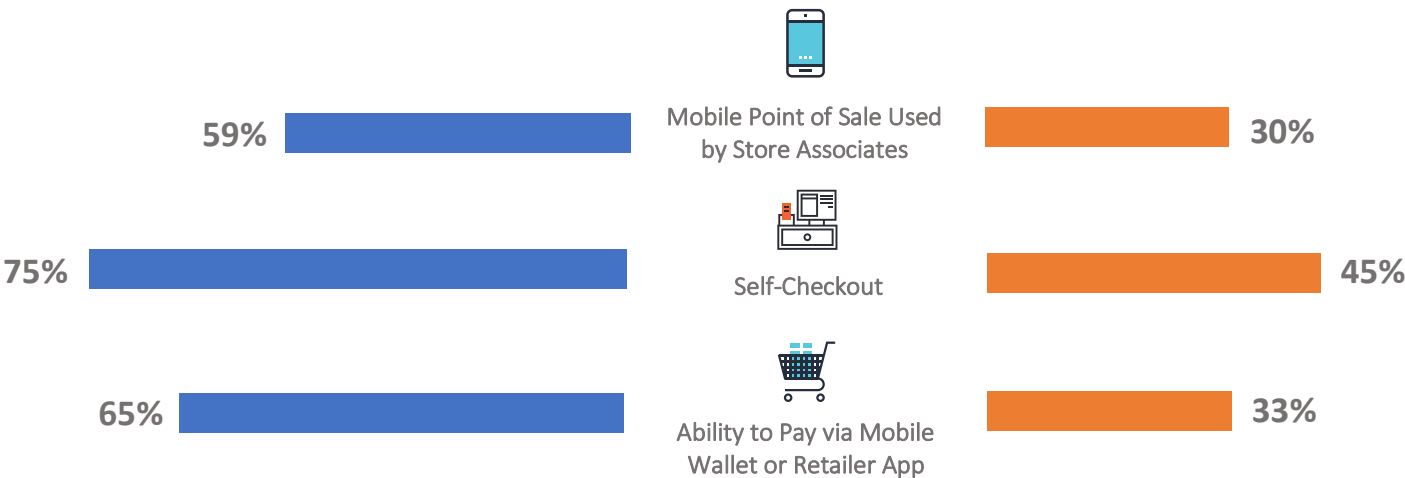
## DIGITAL CONSUMER DRIVEN BY SELF-SUFFICIENCY

## TRADITIONAL CONSUMER DRIVEN BY EASE OF USE



38+  
Years Old

### LIKELIHOOD OF CONSUMER CHOOSING A STORE BASED ON CHECK-OUT TECHNOLOGY



**Digital Consumers are more comfortable with technology and willing to handle the checkout process themselves. Traditional Consumers tend to be less interested in technology at the checkout unless it is easy to use.**



## DELIVERY

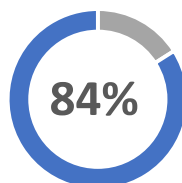
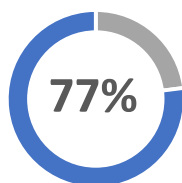
Consumers of all ages have high expectations for omni-channel fulfillment services with these services now table stakes for retailers. Delivering merchandise to consumers quickly and cost-effectively becomes a differentiator for retailers as they try to win customer loyalty.



### DIGITAL CONSUMER

DRIVEN BY SPEED

18-37  
Years Old

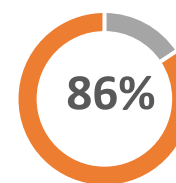
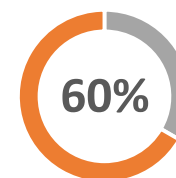


### TRADITIONAL CONSUMER

DRIVEN BY COST



38+  
Years Old



LIKELIHOOD OF CONSUMER CHOOSING A  
STORE BASED ON SERVICES OFFERED

Same Day Delivery

Free Delivery

**Traditional Consumers don't feel the same urgency to have merchandise delivered immediately as Digital Consumers do, but everyone wants it delivered free.**



## FEEDBACK

In a world where consumers have easy access to public forums to air their grievances, it is even more critical to ensure customer satisfaction at each point of the customer journey. Retailers must continuously listen and enrich customer engagement opportunities that enhance the customer experience and increase brand loyalty.



18-37  
Years Old

### DIGITAL CONSUMER

DRIVEN BY INFLUENCE

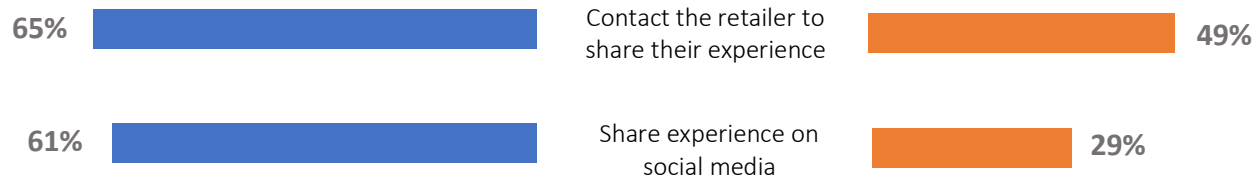
### TRADITIONAL CONSUMER

DRIVEN BY SATISFACTION

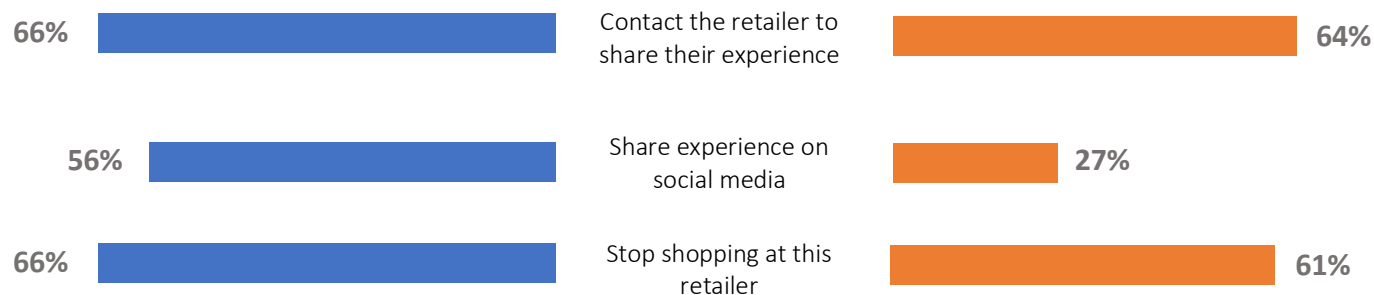


38+  
Years Old

#### COMMUNICATION BASED ON AN EXCEPTIONAL SHOPPING EXPERIENCE



#### COMMUNICATION BASED ON AN UNSATISFACTORY SHOPPING EXPERIENCE



**RETAILERS  
TAKE NOTE:**  
Nearly two-thirds  
of ALL consumers  
will stop shopping  
at a retailer after a  
bad experience

**Digital Consumers want to share both good and bad experiences, most likely because this is information they look for when they shop, however, Traditional Consumers are not likely to communicate with the retailer UNLESS it is a bad experience, then they will complain to the retailer.**



## SUMMARY



### DIGITAL CONSUMER

As Digital Consumers research products, they seek out consumer reviews to make more educated purchase decisions. When choosing a store, 65% want the ability to receive personalized recommendations and 65% prefer the ability to pay via a mobile wallet or retailer app. Receiving merchandise quickly is important with same day delivery a reason to choose a store for 77% of these consumers. Digital Consumers are more likely than Traditional Consumers to share feedback on social media for both exceptional and unsatisfactory shopping experiences. Overall, Digital Consumers value knowledge and technology tools to assist them as they move throughout their shopping journey.

# VS

### TRADITIONAL CONSUMER



Traditional Consumers focus on the basics when they shop – product availability and competitive pricing. While shopping for products, 63% choose a store based on the associates' ability to order out of stock products. While they don't feel strongly about how long it takes for a product to arrive, 86% will choose a store with free delivery over one that doesn't offer this service. Traditional Consumers rarely share feedback on social media for any shopping experience, but for unsatisfactory experiences, 64% will speak up by contacting the retailer to share their dissatisfaction. Overall, Traditional Consumers value the ability to find the right product at the right price throughout their shopping journey.

### DIGITAL CONSUMER DRIVERS

KNOWLEDGE   
PERSONALIZATION   
SELF-SUFFICIENCY   
SPEED   
INFLUENCE 



### TRADITIONAL CONSUMER DRIVERS

 DISCOUNTS  
 PRODUCT AVAILABILITY  
 EASE OF USE  
 COST  
 SATISFACTION

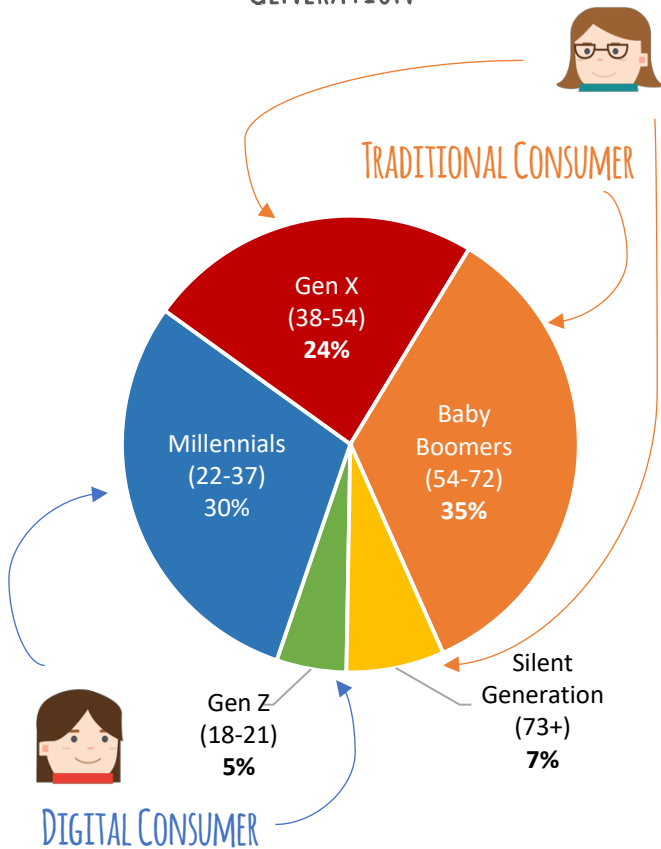




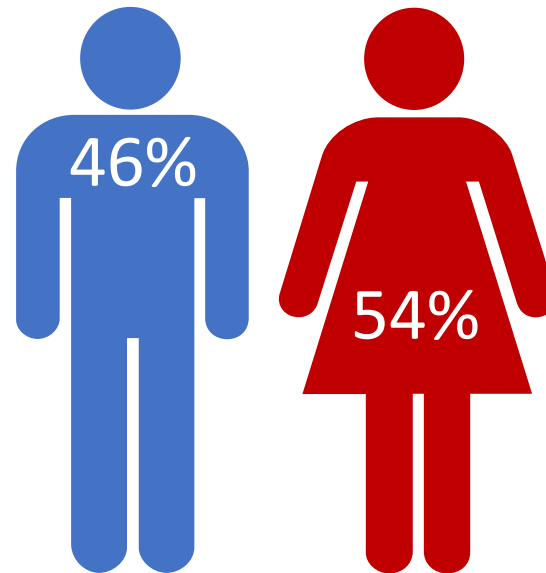
## SURVEY METHODOLOGY

The BRP Consumer Survey was fielded in December 2018 via an online survey to 1,298 consumers. The survey findings have a 95% confidence level with a +/- 3% margin of error. Demographic details of the respondents are outlined below.

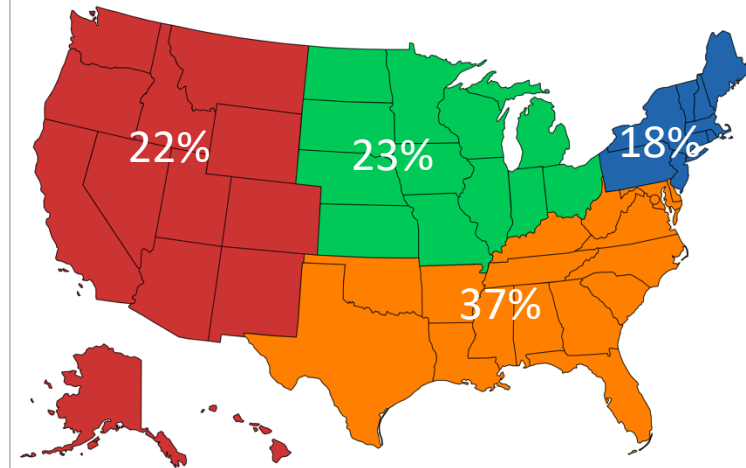
### GENERATION



### GENDER



### LOCATION



## ABOUT BRP

BRP is an innovative retail management consulting firm dedicated to providing superior service and enduring value to our clients. BRP combines its consultants' deep retail business knowledge and cross-functional capabilities to deliver superior design and implementation of strategy, technology, and process solutions. The firm's unique combination of industry focus, knowledge-based approach, and rapid, end-to-end solution deployment helps clients to achieve their business potential.

BRP's consulting services include:

Strategy  
Point of Sale (POS)  
CRM  
Order Management  
Supply Chain

Business Intelligence  
Mobile POS  
Unified Commerce  
E-Commerce  
Networks

Business Process Optimization  
Payment Security  
Customer Experience & Engagement  
Merchandise Management  
Private Equity

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