

Different Strokes for Different Folks

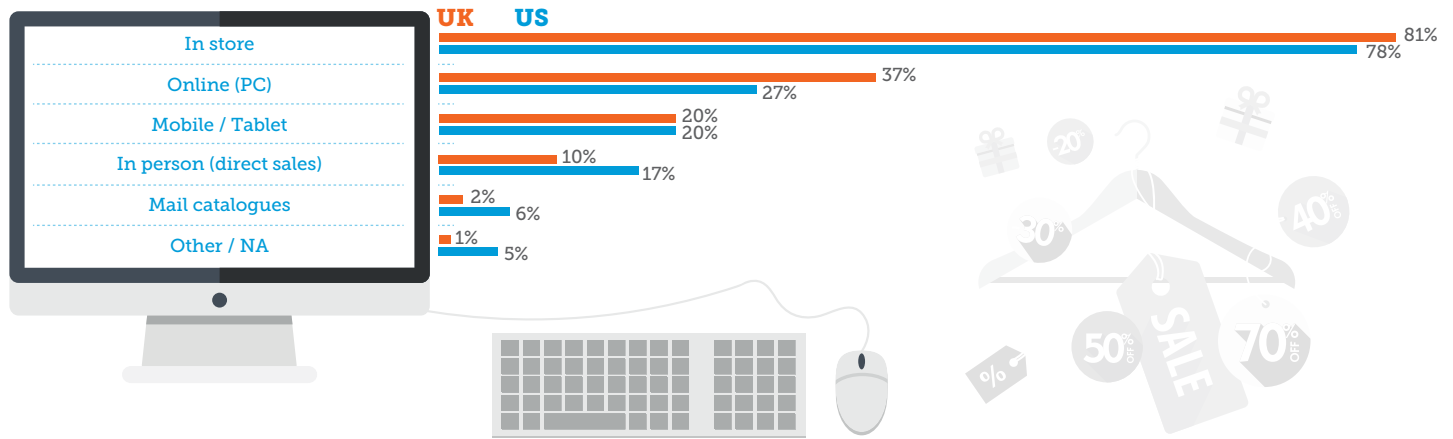
Using Technology to Browse, Shop and Purchase



Consumers prefer different channels for browsing and, purchasing, according to a survey by real-time digital insights company, Toluna.

Toluna recently asked 500 Internet-representative respondents in the US and UK respectively using Toluna QuickSurveys™ real-time survey and analytics platform about their shopping habits. Here's what we found!

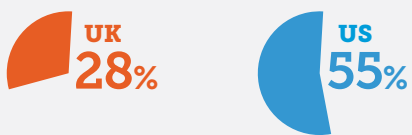
'In-store' is still by far the most common way to buy groceries in both countries. Yet online grocery purchases are more common in the UK compared to the US



Path to purchase - the future

Emerging Opportunities in Digital Retail

Usage of in-store digital is twice as high in the US relative to the UK

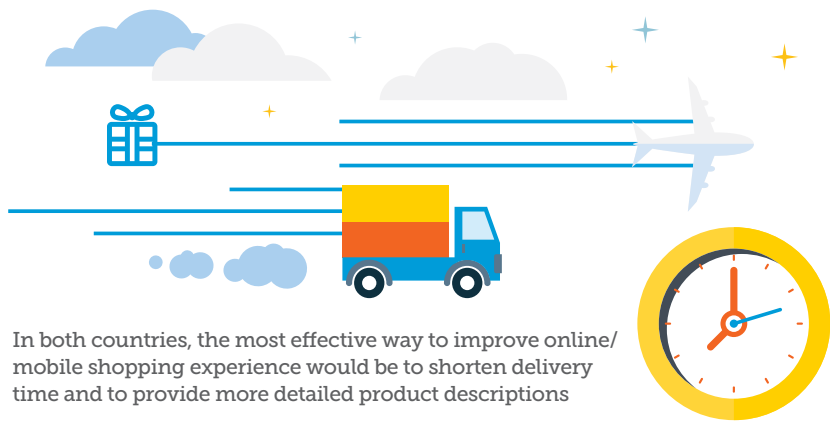
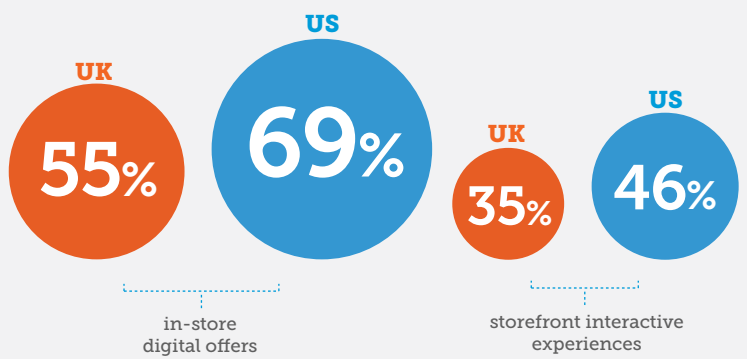


Storefront interactive experience is also more common in the US versus the UK



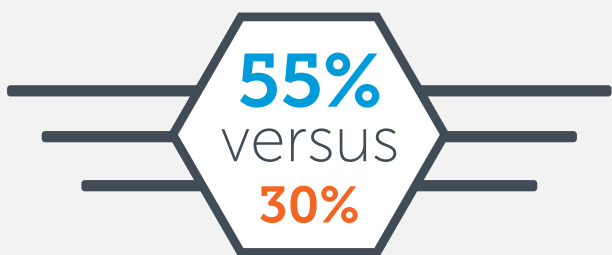
In-store digital is especially common in the US for grocery shopping; nearly half of Americans (44%) surveyed have experienced this medium

The US is far more likely than the UK to value in-store digital offers and storefront interactive experiences



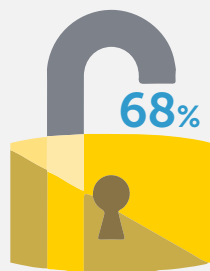
In both countries, the most effective way to improve online/mobile shopping experience would be to shorten delivery time and to provide more detailed product descriptions

Products purchased via direct sales



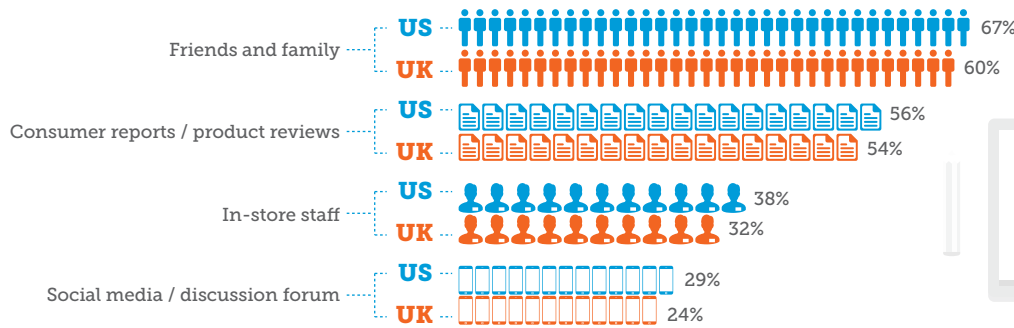
US respondents are nearly twice as likely as UK respondents to have purchased a product via direct sales

Privacy implications



Nearly 7 in 10 (68%) in both countries would be concerned about privacy implications of receiving offers on connected devices

Friends/family are the most trusted source for product recommendations in both countries



We studied the following categories:

- Grocery, food & drinks
- Shoes
- Clothing
- Appliances
- Personal and oral care items
- Cosmetics / perfume
- Travel
- Tech / pc / phone accessories, etc
- Insurance

Travel is most likely to be purchased 'online' among all the categories we studied

