

Online shopping supersedes the mall. 'Click to collect' starting to change the face of retail.

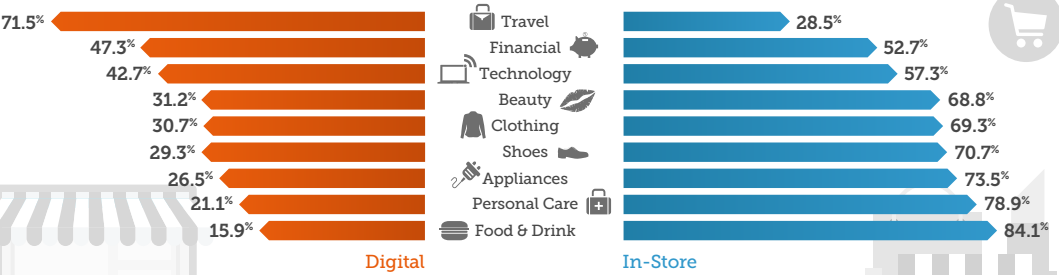


US consumers are increasingly opting to shop online rather than in-store, connected retail adoption provides hope for retail.

The traditional retail environment continues to shift dramatically as shoppers increasingly opt to buy online and on mobile, according to a survey by digital marketing research and technology provider, Toluna. The company recently ran an omnibus survey with 1000 Internet-representative respondents and below is what was uncovered.

SPECIAL

★★ Purchasing categories – Digital vs. In-Store ★★



★★ Connected Retail ★★

52%

of US consumers have used Connected Retail in some way.

31%

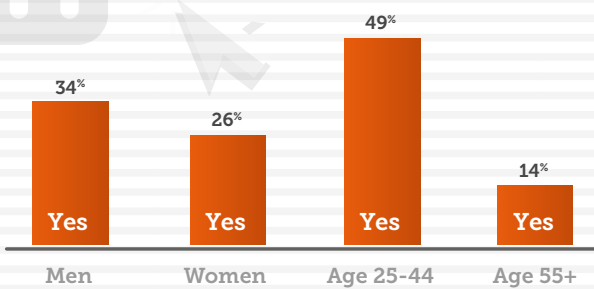
of our respondents have used "Click & Collect" and is the most commonly used feature of Connected Retail

43%
Of those who have used "Click & Collect", have used it for clothing purchases



★★ Mobile Shopping ★★

Would you be willing to have your location tracked on your mobile devices, in exchange for an offer or in-store discount?



71%
are concerned with privacy implications of receiving offers on connected devices

★★ Shopping Behaviors ★★

When characterizing shopping behaviors, younger demographics are more likely to characterize themselves as impulse buyers, while older demographics consider themselves more price-based shoppers.

