

INMAR INTELLIGENCE

Shopping Experience Survey



INMAR
intelligence

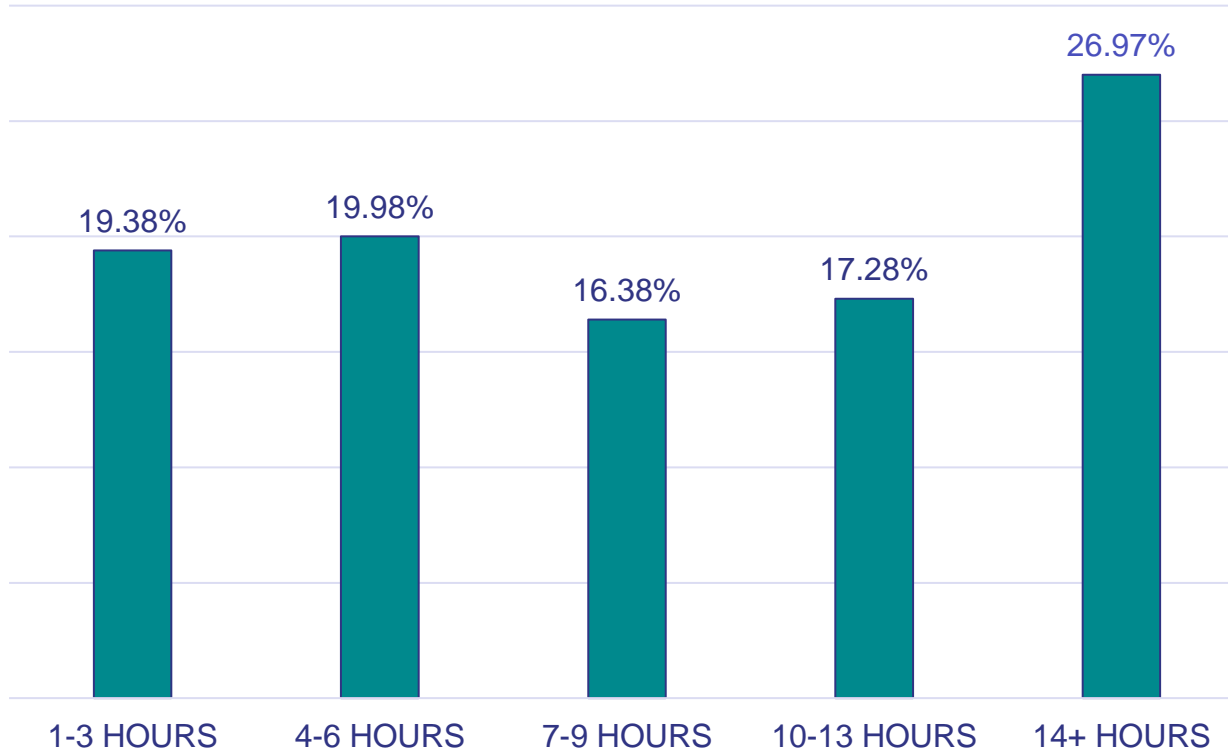
COMMERCE ACCELERATED.



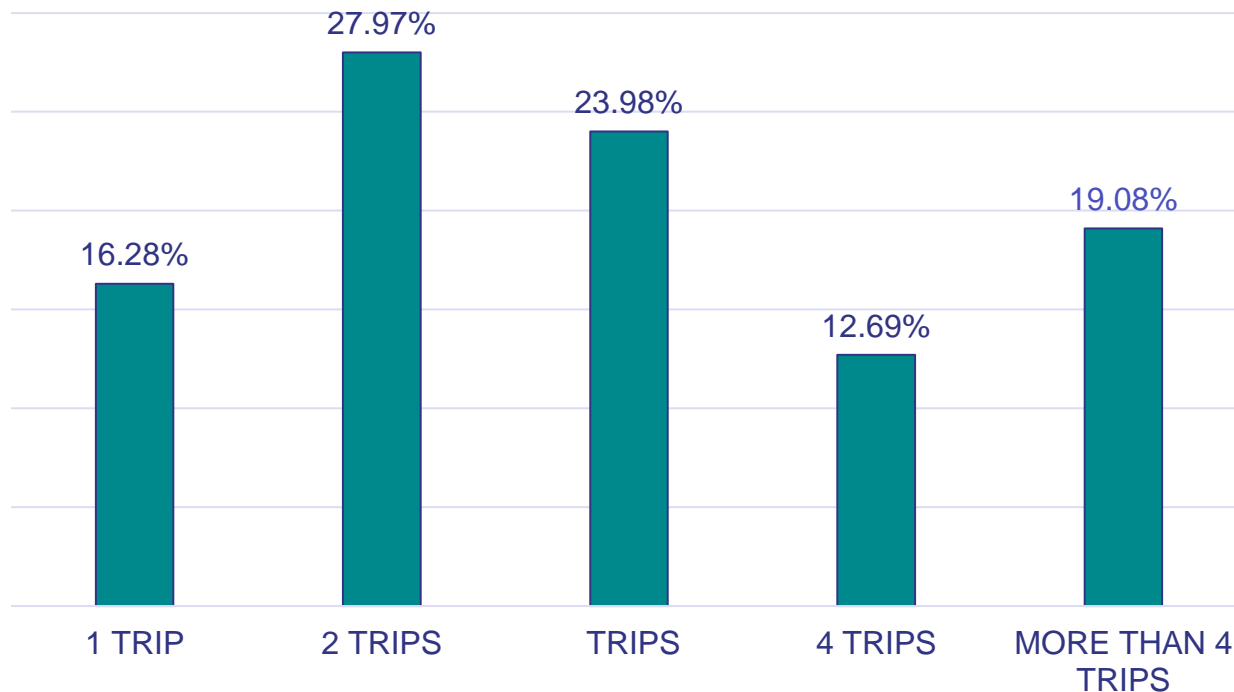
Inmar Intelligence Shopping Experience Survey

- 1,000 U.S. Adults
- October 14, 2021

HOW MUCH TIME DO YOU SPEND ON SOCIAL PLATFORMS A WEEK?



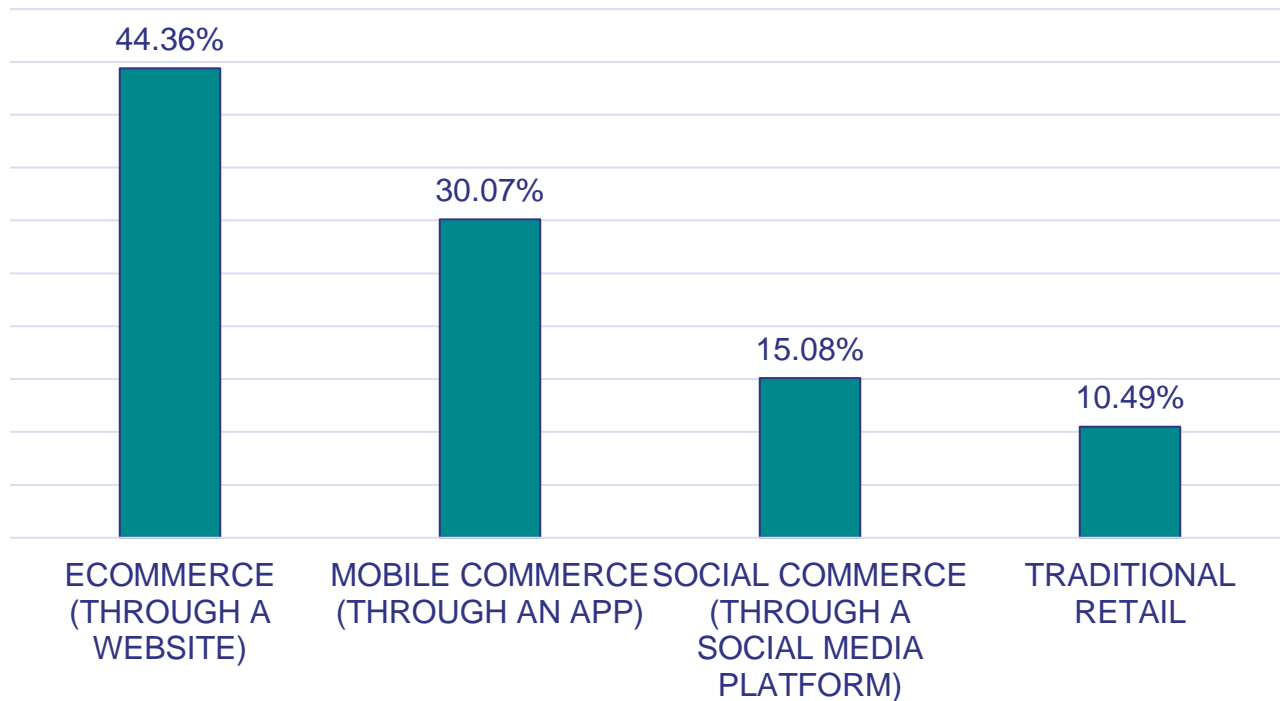
HOW MANY TRIPS PER WEEK DO YOU MAKE TO A PHYSICAL RETAIL LOCATION? PLEASE NOTE: THIS IS NOT THE NUMBER OF STORES VISITED, RATHER HOW MANY TIMES YOU GO OUT TO SHOP



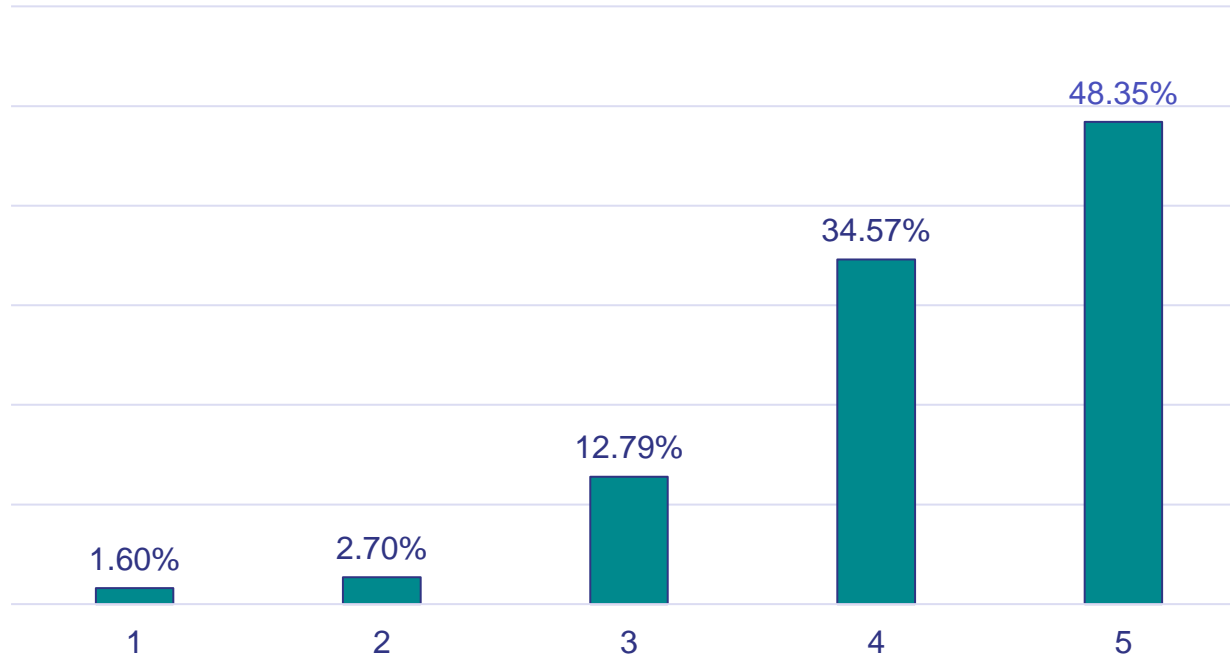
RANK THE FOLLOWING SHOPPING CHANNELS BASED ON IMPORTANCE TO YOU:

	1	2	3	4	MEAN
ECOMMERCE (THROUGH A WEBSITE)	335	299	208	159	2.2
MOBLIE COMMERCE (THROUGH AN APP)	168	400	337	96	2.4
SOCIAL COMMERCE (THROUGH A SOCIAL MEDIA PLATFORM)	134	173	304	390	2.9
TRADITIONAL RETAIL	364	129	152	356	2.5

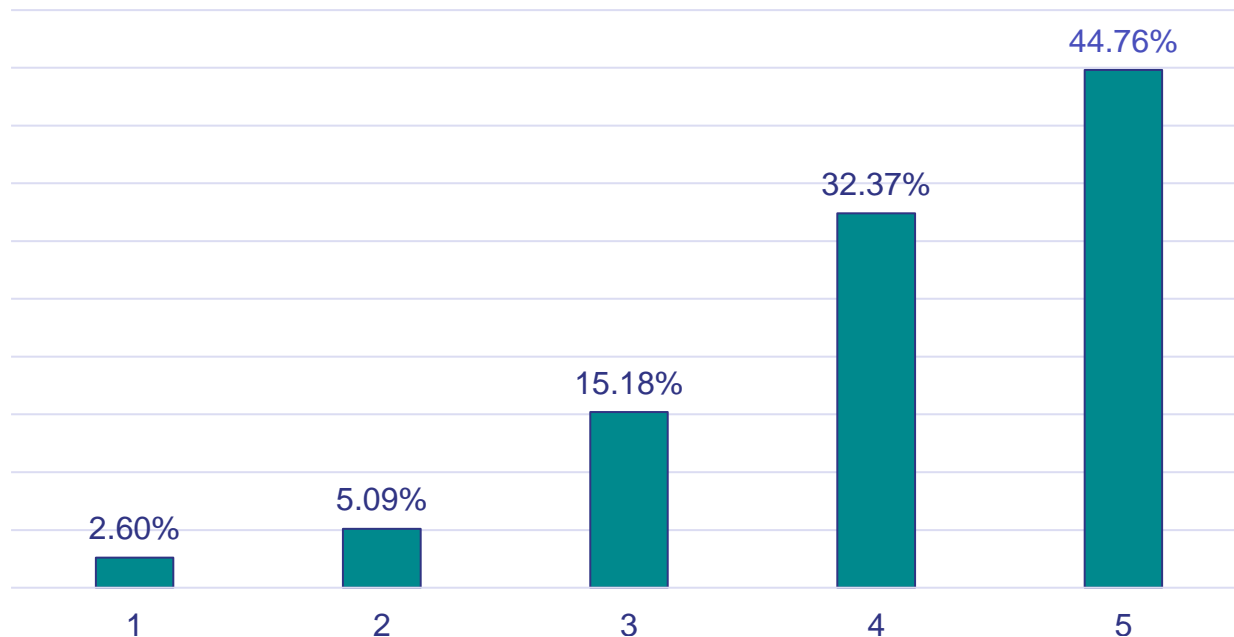
WHICH OF THE FOLLOWING CHANNELS WOULD YOU SAY HAS INCREASED IN IMPORTANCE THE MOST FOR YOU SINCE THE PANDEMIC?



RATE YOUR ECOMMERCE EXPERIENCE IN TERMS OF IF YOU BELIEVE YOU ARE GETTING THE BEST SHOPPING EXPERIENCE (5 STARS BEING THE BEST EXPERIENCE, 1 STAR BEING THE WORST EXPERIENCE)



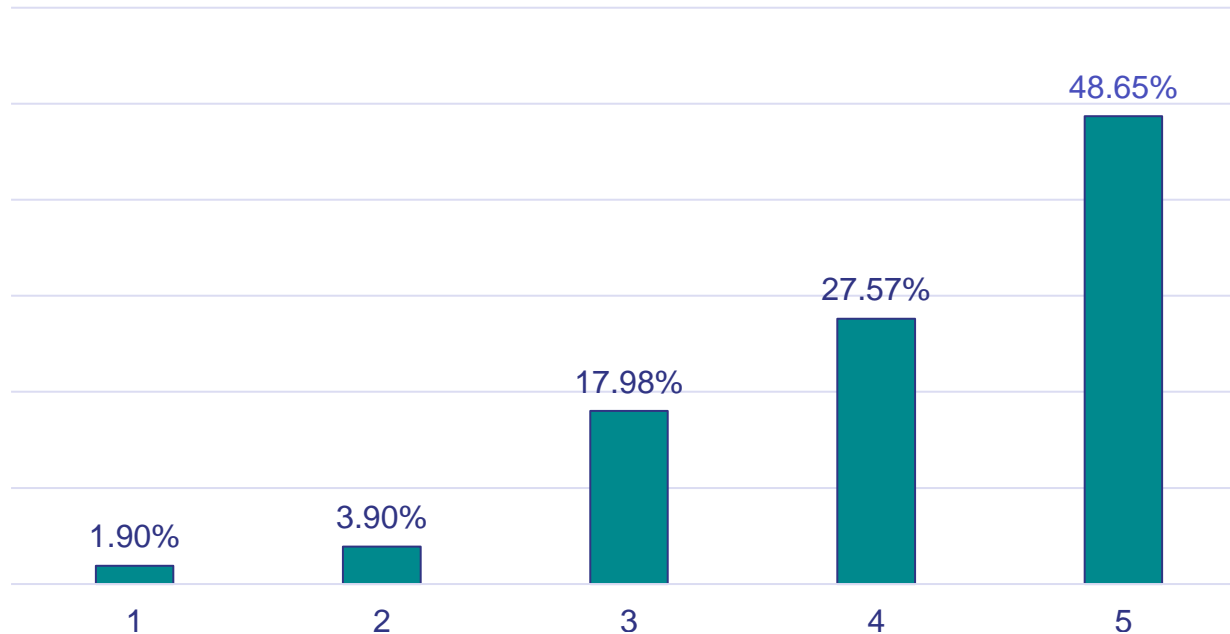
RATE YOUR MOBILE COMMERCE EXPERIENCE IN TERMS OF IF YOU BELIEVE YOU ARE GETTING THE BEST SHOPPING EXPERIENCE (5 STARS BEING THE BEST EXPERIENCE, 1 STAR BEING THE WORST EXPERIENCE)



RATE YOUR SOCIAL COMMERCE EXPERIENCE IN TERMS OF IF YOU BELIEVE YOU ARE GETTING THE BEST SHOPPING EXPERIENCE (5 STARS BEING THE BEST EXPERIENCE, 1 STAR BEING THE WORST EXPERIENCE)



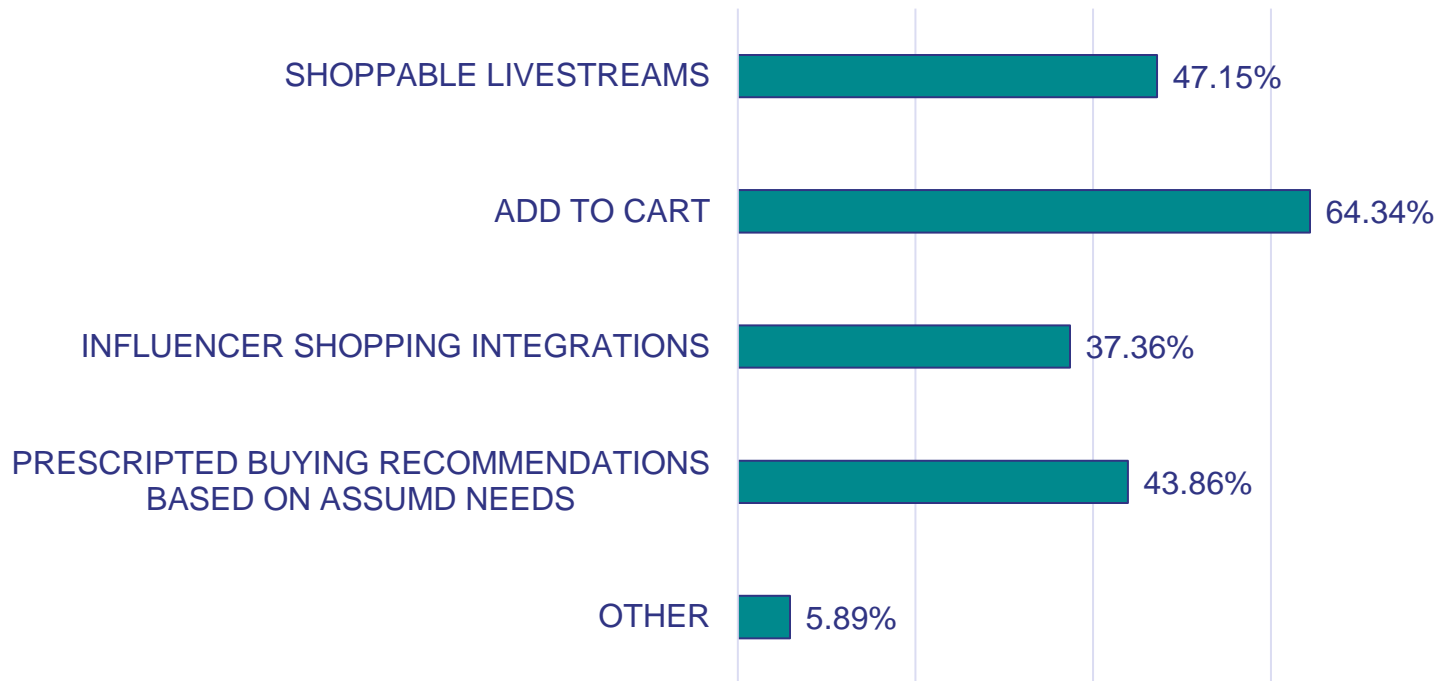
RATE YOUR TRADITIONAL RETAIL EXPERIENCE IN TERMS OF IF YOU BELIEVE YOU ARE GETTING THE BEST SHOPPING EXPERIENCE (5 STARS BEING THE BEST EXPERIENCE, 1 STAR BEING THE WORST EXPERIENCE)



ARE YOU CURRENTLY SHOPPING IN ANY OF THE FOLLOWING WAYS? (PLEASE SELECT ONLY ONE ANSWER FOR EACH STATEMENT)

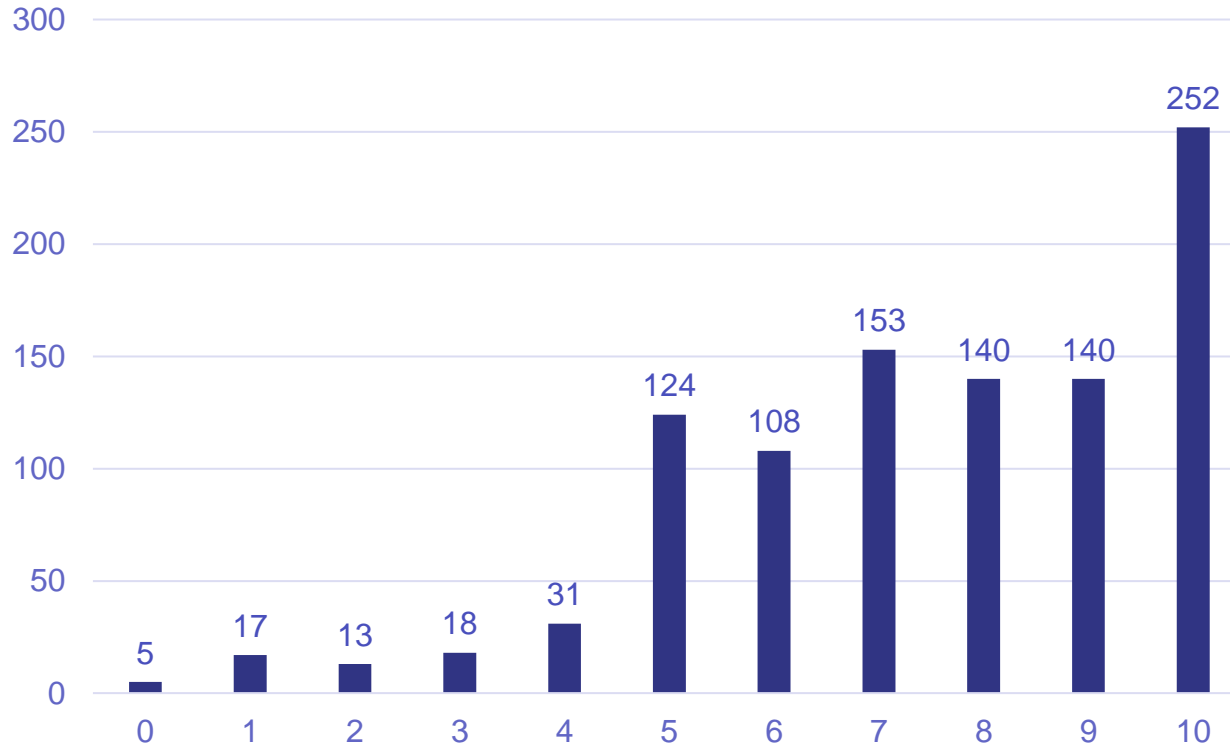
	CURRENTLY DOING TODAY	NOT CURRENTLY DOING	WOULD BE OPEN TO DOING, BUT NOT CURRENTLY DOING	NOT INTRESTED IN DOING
BUY ONLINE, PICKUP IN STORE (BOPIS)	54.05%	19.18%	17.48%	9.29%
CHECKOUT FREE TECHNOLOGY (EX. AMAZON GO)	40.66%	24.58%	23.48%	11.29%
CASHIERLESS CHECKOUTS (EX. SCAN AND GO APP)	52.25%	19.08%	21.18%	7.49%
MOBILE PAYMENTS (EX. APPLE PAY)	55.44%	17.68%	17.88%	8.99%
VR/ AR TECHNOLOGY (EX. DIGITAL TRY ON)	27.27%	26.37%	26.47%	19.88%
ENDLESS AISLES (BUY IN-STORE AND SHIP HOME)	37.46%	25.67%	20.98%	15.88%
CURBSIDE PICKUP	49.95%	20.18%	20.38%	9.49%
BUYING DIRECTLY FROM BRANDS OR RETAILERS	63.44%	14.19%	18.48%	3.90%
ENGAGING WITH OFFERS OR ADS PRESENTED WHEN I REACH A PHYSICAL SHOPPING LOCATION	50.25%	21.28%	20.28%	8.19%

WHAT FEATURES WOULD YOU LIKE TO SEE IN SUPPORT OF A MORE SOCIAL SHOPPING EXPERIENCE?

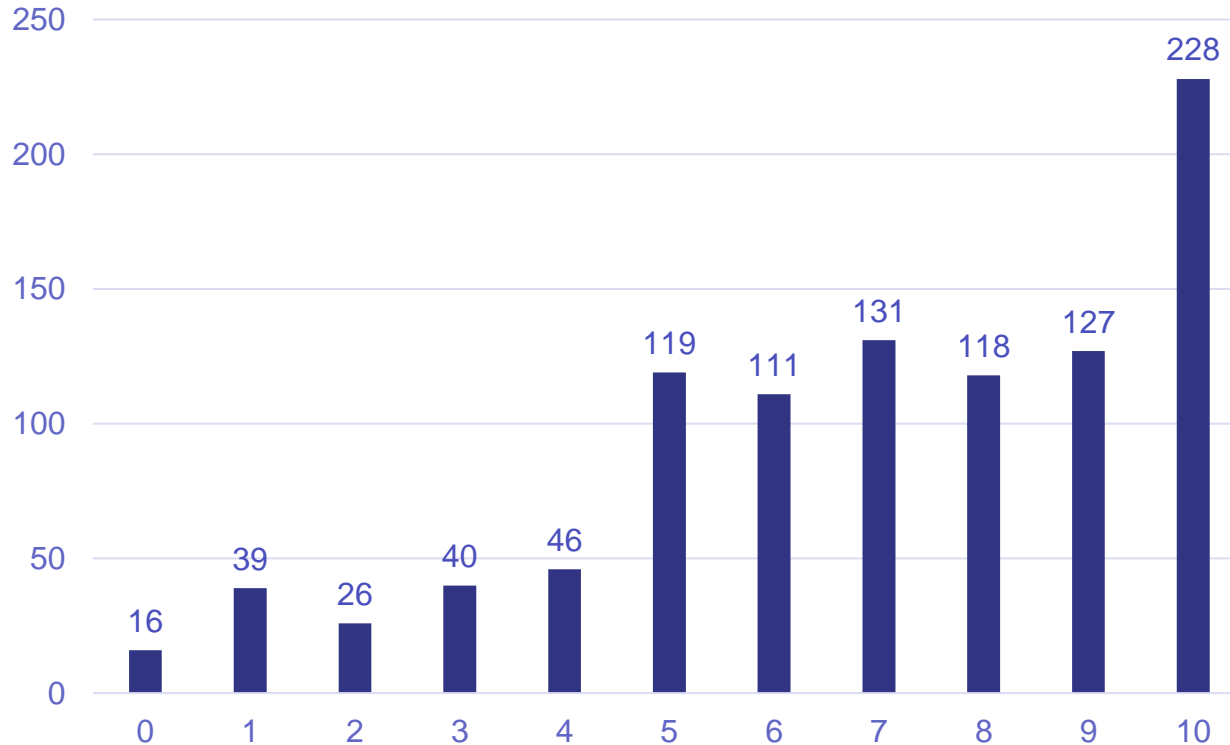


Percentages above represent total respondents

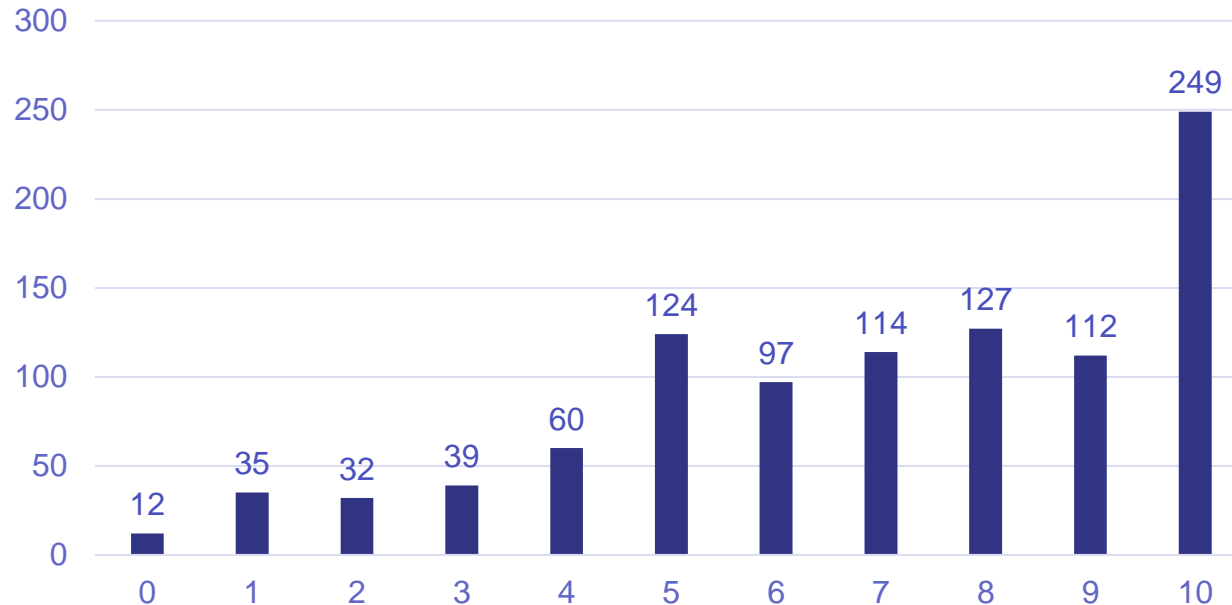
RANK ON THE SCALE: IF A RETAILER ALLOWED SEAMLESS ACCESS TO OFFERS WHILE SHOPPING IN-STORE, WOULD THAT MAKE THE IN-STORE EXPERIENCE BETTER?



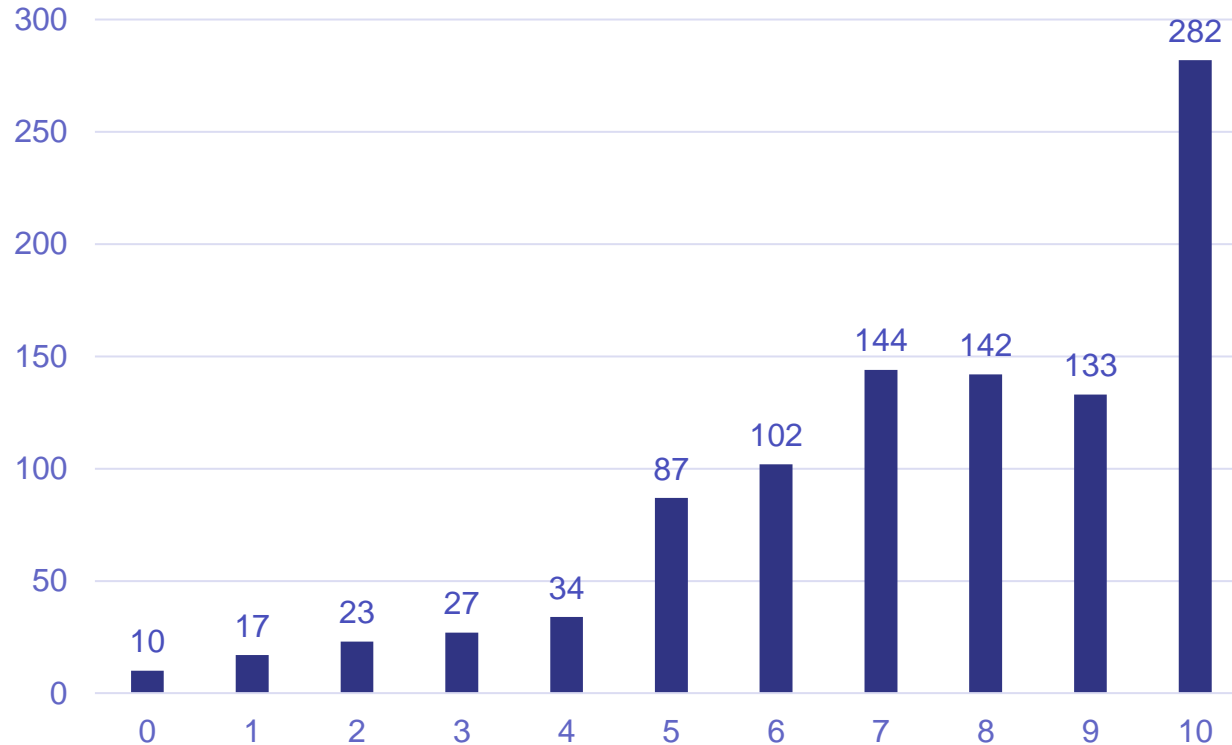
RANK ON THE SCALE: IF A RETAILER PROMOTED CUSTOMERS MID-SHOP WITH RELEVANT OFFERS, WOULD THAT MAKE THE IN-STORE EXPERIENCE BETTER?



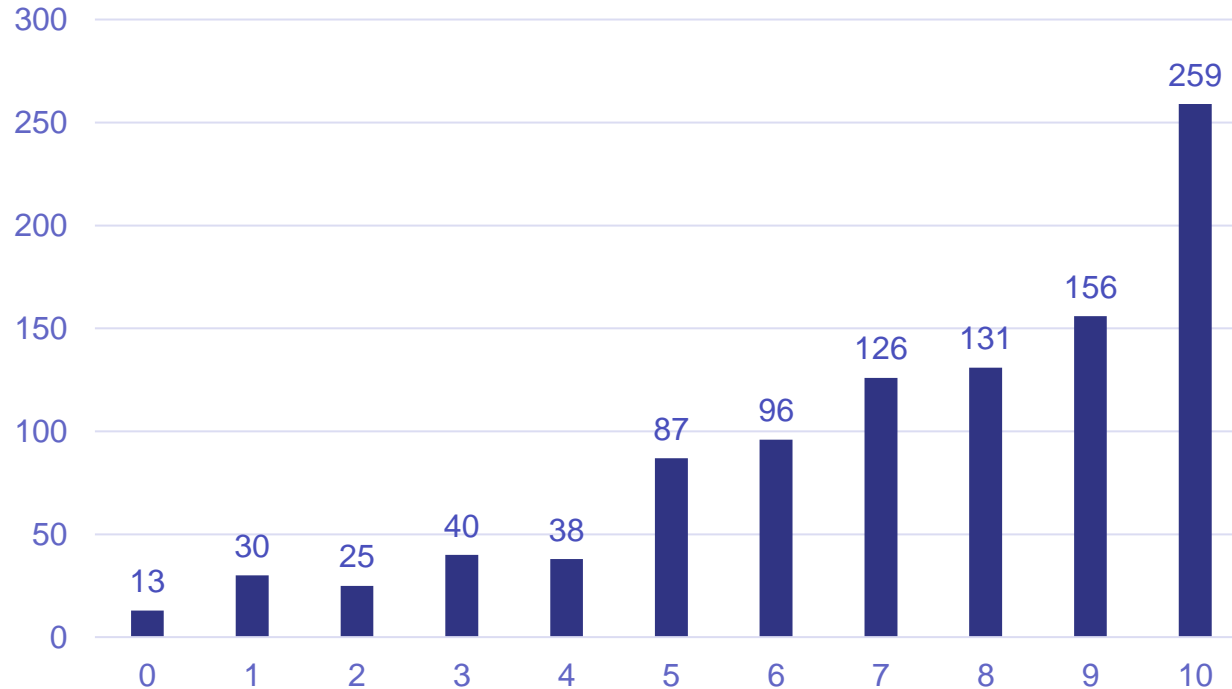
RANK ON THE SCALE: IF A RETAILER SERVES UP USAGE CONTENT FOR PRODUCTS (RECIPES, LOOKS, DIY PROJECTS, TUTORIALS) AND MERCHADISING BASED ON THESE SOLUTIONS/ PAIRINGS, WOULD THAT MAKE THE IN-STORE EXPERIENCE BETTER?



RANK ON THE SCALE: IF A RETAILER INTEGRATED OFFERS OR PROMOTIONS IN ONE-CLICK ADD TO CART, WOULD THAT MAKE THE IN-STORE EXPERIENCE BETTER?



RANK ON THE SCALE: IF A RETAILER HELPED ME NAVIGATE THE STORE BASED ON MY INTERESTS, PROJECTS, SEASON, ETC., WOULD THAT MAKE THE IN-STORE EXPERIENCE BETTER?



HOW WELL DOES YOUR PREFERRED RETAILER MATCH IN TERMS OF EXPERIENCE ACROSS ALL OF THEIR CHANNELS (MOBILE, E-COMMERCE, PHYSICAL STORE, SOCIAL COMMERCE)?

