

jda.

centiro®

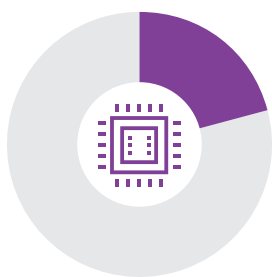
RETAILERS KNOW THE PROBLEMS THEY'RE FACING. CUSTOMERS HAVE THE ANSWERS TO SOLVE THEM.

Key Findings From the 2018 Consumer Survey.

YOUR OVERWORKED STORE MANAGER: DOING MORE WITH LESS

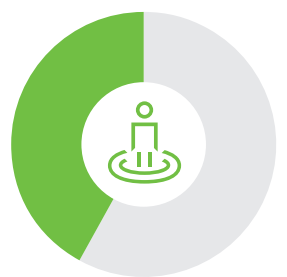


nearly **4 out of 10 Customers** worldwide prefer to start shopping in stores over other channels, including online.



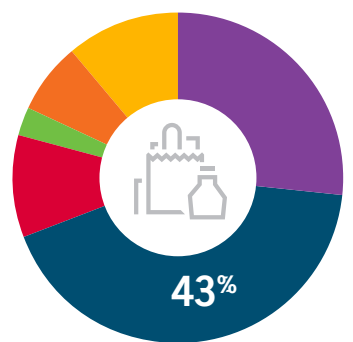
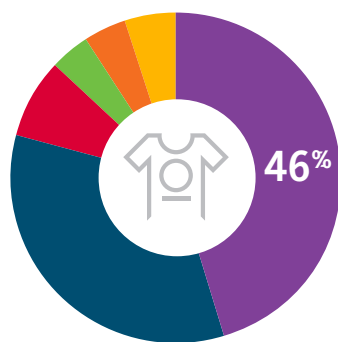
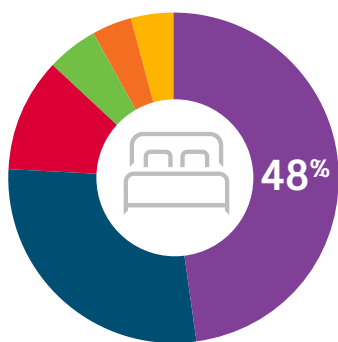
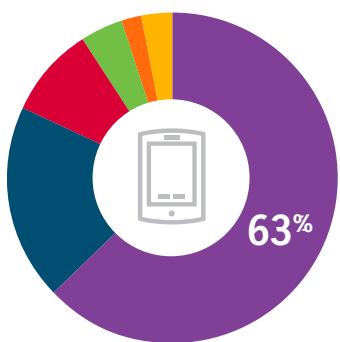
21% of shoppers are apt to buy if they can preview it with **Augmented Reality**.

42% say **Augmented Reality, Virtual Reality, Mobile Coupons** and **In-Store Robots** always enhance customer experience.



WHAT'S DRIVING CUSTOMER JOURNEYS?

Shoppers looking for electronics & appliances, household goods, and clothes research products online – but grocery customers prefer to research products in-store.



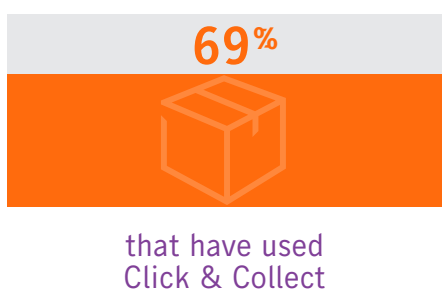
Research online | Research in store | Recommendations from friends or family
Recommendations through social media | Other | Not applicable

46% of shoppers worldwide say they haven't used social media to purchase an item.

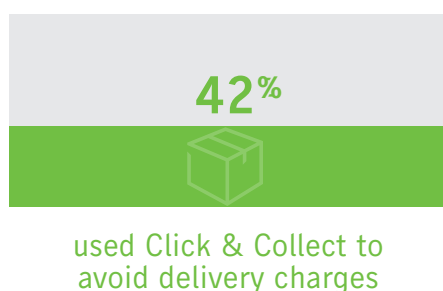
Facebook is the most-used network in the U.S., the U.K., Europe and India. But 78% of respondents in China have made a purchase via WeChat.

Shoppers ages 18 to 34 are more likely to start their shopping based on recommendations from friends or family.

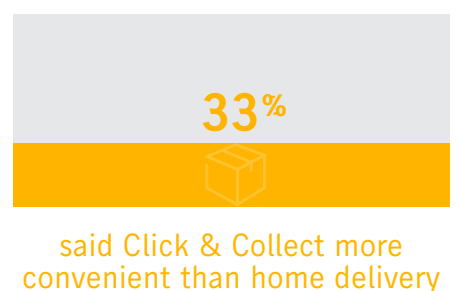
FULFILLMENT AND RETURNS



that have used Click & Collect



used Click & Collect to avoid delivery charges



said Click & Collect more convenient than home delivery



Only 10% of customers say they've never experienced a problem with an online order



1 in 4 customers say that they intentionally buy multiple sizes or options online with plans to return what they don't need or want.

jda.

Download the full survey report + more insights at jda.com/consumer18

©2018 JDA Software