

2019 Shopper Trends

iVend Retail analysts uncovered some interesting shifts in consumer behaviour and shopping habits that reveal the importance of developing a highly seamless customer experience fuelled by an integrated omni-channel process.

CitiXsys iVend Retail 2019 Global Shopper Trends Report: Essential Insights for Retailers revealed that shoppers relied heavily on mobile devices. Shoppers are using smartphones to research products while in a store (86.2%) or to browse online before going into a store to make a purchase (92.9%). Also, more than three-quarters of shoppers (83.8%) want store associates to carry handheld mobile devices to provide customer service.

Streamlined checkout processes and loyalty programs emerged as big trends this year. Quick and easy checkouts are the most important part of a shopping experience for 83% of shoppers while 91.9% make purchases with the aim of earning loyalty rewards.

About 44.4% of global shoppers are motivated to shop with a retailer offering self-checkouts. Buy online pickup in store experienced an increase in usage of 30% over last year. The main motivators for this trend were saving money on shipping charges and saving time.

“This is the fourth year we’ve conducted our global research and the 2019 report uncovered some important shifts in consumer attitudes towards technology,” said Kamal Karmakar, CEO of CitiXsys. “We are focusing our resources and research for iVend Retail on areas that are most important to shoppers, like mobility, faster checkouts, and loyalty programs. Retailers should follow suit and invest in future-ready technology to connect with their shoppers in the digital age.”

Pauline Mathews, Channel Sales Manager - Asia Pacific, said that Southeast Asia is growing in prominence on the global retail stage – it is the world’s fastest growing internet region with eCommerce alone expecting to reach US\$53 billion by 2023. “By asking consumers around the world about their shopping behaviours and preferences, we found that evolving consumer behaviours driven by technological advancements is truly a worldwide phenomenon and many of the steps in the modern shopper’s journey are similar from country to country.”

The report was based on a survey of 2,750 shoppers in 11 countries around the world, which measured their attitudes and behaviours related to retail purchase decisions, along with global shopping trends. For Asia, the report focused on the emerging markets of Indonesia and Philippines due to their sustained economic growth in 2018 and beyond. These two markets have many things in common such as valuing an easy, quick checkout process above all else.

iVend Retail conducted the online survey from December 2018 to January 2019 and the respondents included both males and females, ages 18+.



Loyalty & Rewards

Shoppers like to earn rewards and a loyalty program is highly beneficial to the bottom line.



93%

shop with a retailer because of a loyalty programme.

81%

use loyalty rewards to get discounts and freebies.

Digital Coupons

Shoppers respond to digital passes when delivered at the right place and time.



90%

are likely to respond to geofenced advertisements.

80%

make purchases because of social media and online advertisements.

Check Out

Shopper experiences at the checkout counter make or break retailers. Shoppers look for convenience.



81%

value easy and quick checkout.

39%

want to pay via mobile wallet.

In-store Mobile Devices

Employees with tablets is a customer service win. 84% of consumers look for store associates with mobile technology. Why?



44%

to check inventory product availability.

56%

for mobile checkouts.

Click & Collect

Online shopping plus in-store pickup provides convenience and instant gratification.



78%

of shoppers have picked up an online order in a store.

46%

use click & collect to avoid shipping charges.

Mobile Commerce

mCommerce is an omnichannel best practice.



87%

shop on a mobile device while shopping in a store.

37%

prefer using retailer's mobile app.