

What are the steps on the GLOBAL PATH TO PURCHASE?

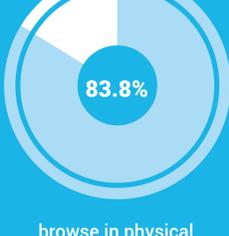


The Path to Purchase is Predominately Omnichannel

Consumers use multiple channels in their shopping journey



research products online before buying in stores



browse in physical stores before buying online



use Click &Collect/Buy Online Pickup in Store (BOPIS) options

Top motivators for using multiple channels to make a single purchase



Finding the Best Price



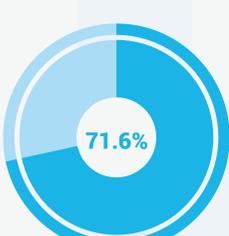
Time Savings



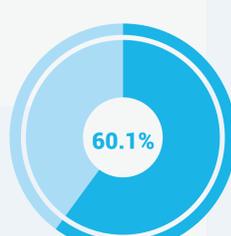
Convenience

The Path to Purchase Relies Heavily on Smartphones

Consumers use smartphones



say they shop on smartphones when at home, traveling or during free time



use smartphones when shopping in physical stores

Who is shopping on the phone to beat boredom?



The Path to Purchase Has a Definite Generation Gap

Age matters when it comes to shopping habits

Shoppers ages 18 – 24 are:



2.5x

more likely to respond to an offer on social media



2.2x

more likely to abandon items in online shopping carts



3.0x

more likely to shop on a smartphone

than shoppers ages 45 – 54..

The Path to Purchase Priorities Shift for Parents

Having a family impacts how we shop

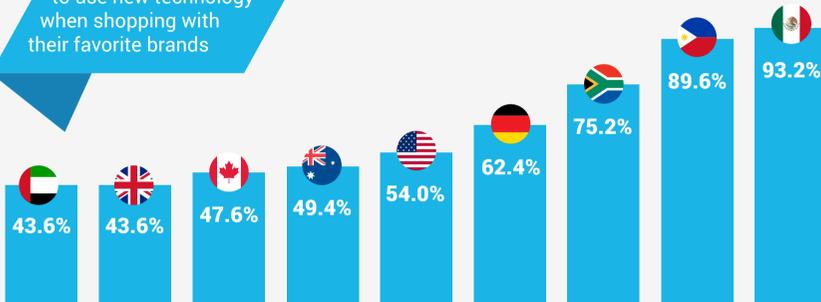
- Of the consumers who preferred to make purchases directly from social media, **63%** were parents
- 54.3%** of parents who shop on smartphones during free time do it to save time for other activities
- 60.5%** of parents who choose Click & Collect/BOPIS say their motivation is to get the item guaranteed on the same day
- 60.5%** of parents who join loyalty programs join for a sense of community



The Path to Purchase Varies Around the World

Consumers around the world have mixed feelings about new technology

Consumers who want to use new technology when shopping with their favorite brands



The technology most people around the world want to see:

Automatic payment via digital shopping carts

Want to learn more about how your retail business can provide the experiences your customers want? Contact **iVend Retail!**

Survey methodology

iVend Retail conducted an online survey in December 18-21 2017, of 2,250 respondents around the world with 250 respondents each from Australia, Canada, Mexico, Philippines, South Africa, United Arab Emirates (UAE), United Kingdom (UK), and United States of America (USA). Survey respondents included both males and females, ages 18+.



iVend Retail's 2018 Global Path to Purchase Survey

A detailed report on how people around the world shop and the motivation behind their behaviors.

[Download Now](#)

The free survey report is available at <https://ivend.com/annual-shopper-survey-report-2018/>

About iVend Retail

iVend Retail is an integrated omnichannel retail management solution by CitiXsys that helps retailers to optimize business operations to gain more time to focus on what really matters - cultivating customer engagement and capitalizing on retail trends. iVend Retail is the chosen retail management platform for thousands of retailers in over 85 countries. Our high quality and cost-effective integrated retail solutions help retailers increase revenue, build customer loyalty, reach new customers and lower their operating costs.

For more information about iVend Retail, visit www.ivend.com or email us at info@citixsys.com.