

# PULSE OF THE CUSTOMER



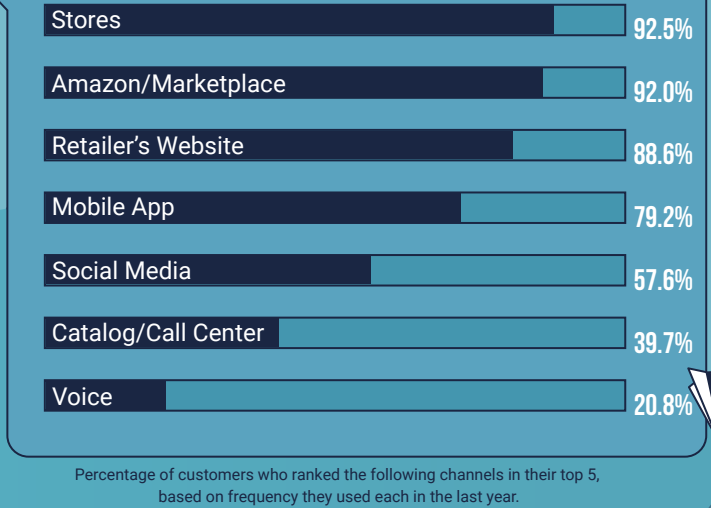
**WHAT IS MOST IMPORTANT TO CUSTOMERS WHEN CHOOSING BETWEEN DIFFERENT SHOPPING CHANNELS?**

In RCP's latest consumer survey, we explore the customer preferences and trends across channels, highlighting generational differences, that are defining today's retail customer expectations. Below we review the key themes, as defined by the customer, critical to delivering a leading customer engagement strategy.

## HOW WELL ARE RETAIL STORES COMPETING WITH AMAZON AND OTHER MARKETPLACES?

Amazon, and similar marketplaces, continue to dominate a lot of retail. Stores are still more preferred than any other retail channel, but not by much.

Voice Assisted has the lowest preference, but with at least 20% utilizing, it is still significant.



## GENERATIONAL BREAKDOWN

Survey Source: RCP conducted an online survey of over 1,000 consumers in the US in May 2024. At the time of the survey, the generation breakdown is as follows:



## IS SAME DAY DELIVERY BECOMING THE NEW EXPECTATION?

Gen-Z has the highest utilization of local-delivery at 47% and same-day delivery at 40%!

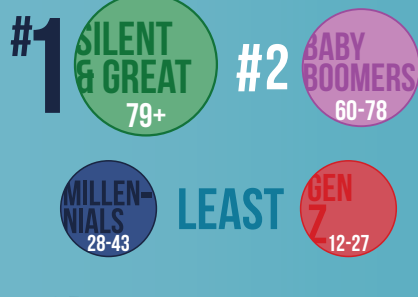
Baby Boomers utilize local-delivery 27% of the time and same-day delivery only 18%.



## RANKING OF SHIPPING & DELIVERY PREFERENCES

- #1 BUY ONLINE, SHIP TO HOME
- #2 SAME DAY DELIVERY
- #3 BUY ONLINE, PICK UP IN STORE
- #4 BUY IN STORE, SHIP TO HOME
- #5 LOCAL DELIVERY
- #6 BUY IN STORE, SHIP TO ANOTHER STORE
- #7 2 HOUR DELIVERY

## BUY IN-STORE, SHIP TO HOME NOT AS IMPORTANT TO YOUNGER GENERATIONS



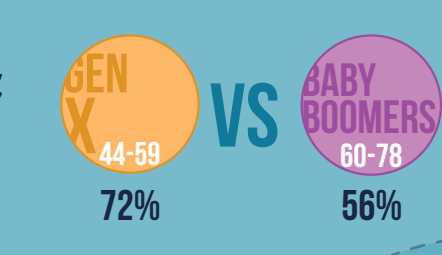
## TOP 3 FRUSTRATIONS WITH BOPIS

- WRONG ITEM
- SUBSTITUTIONS & REPLACEMENTS
- BAD ITEM QUALITY

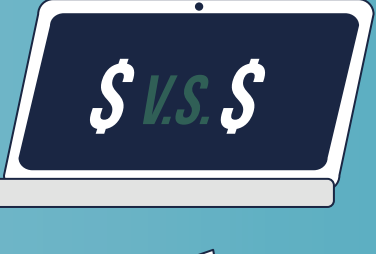
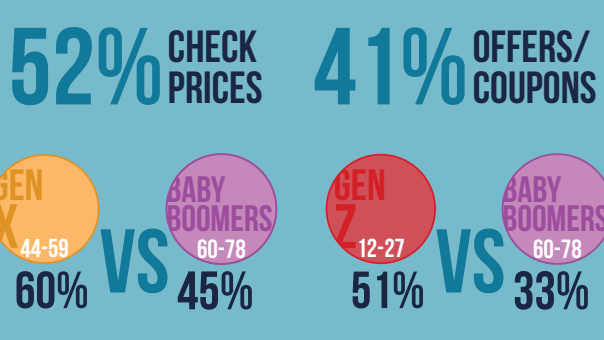
Gen Z (12-27) has the highest frustration level!

## 64%

OF CUSTOMERS SAY THAT THE MOST IMPORTANT MOBILE CAPABILITY IS COUPONS, DISCOUNTS, AND PROMOTIONS.



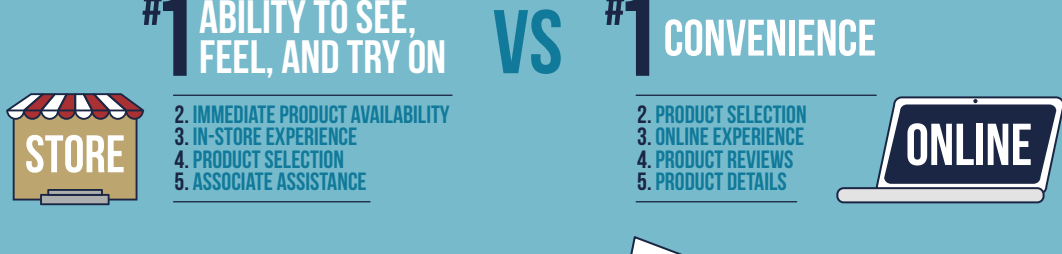
## TOP REASONS FOR USING PHONE IN STORE



## TOP 2 ACTIVITIES PERFORMED BEFORE VISITING A STORE

61% COMPARE PRICES | 46% LOOK FOR OFFERS/COUPONS

## TOP REASONS CUSTOMERS CHOOSE...

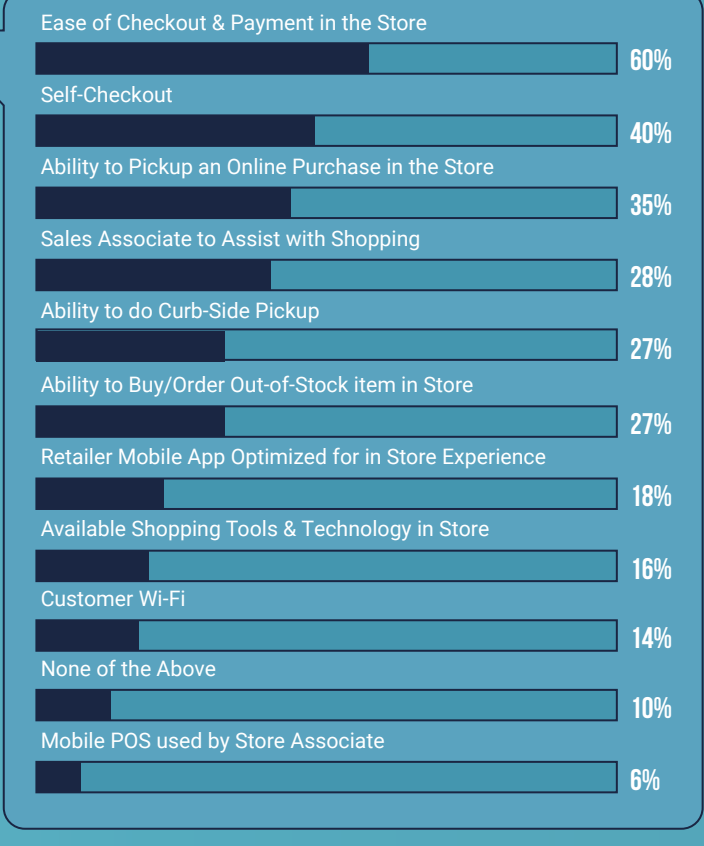


## WHAT'S MOST IMPORTANT IN SELECTING WHERE TO SHOP?

**IMPORTANCE OF SELF-CHECKOUT**

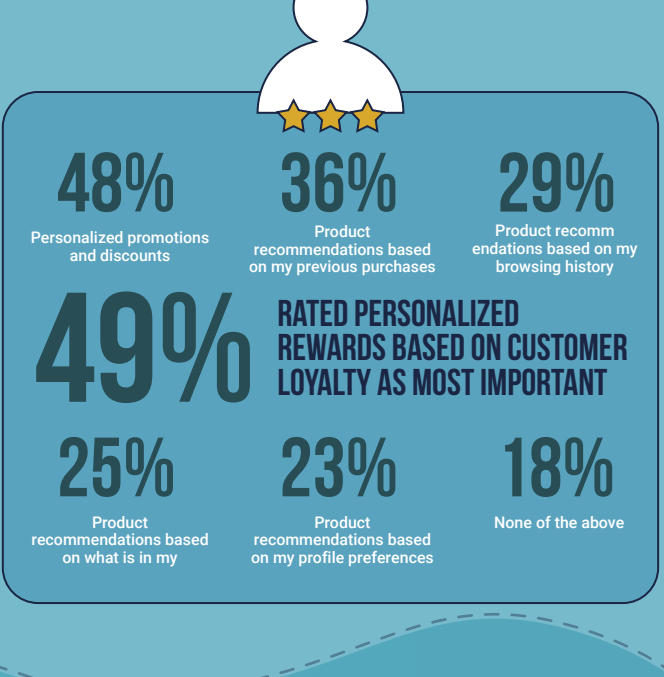
Gen Z (12-27) 52% vs Baby Boomers (60-78) 39%

Higher expectations for store technology and in-store experience.

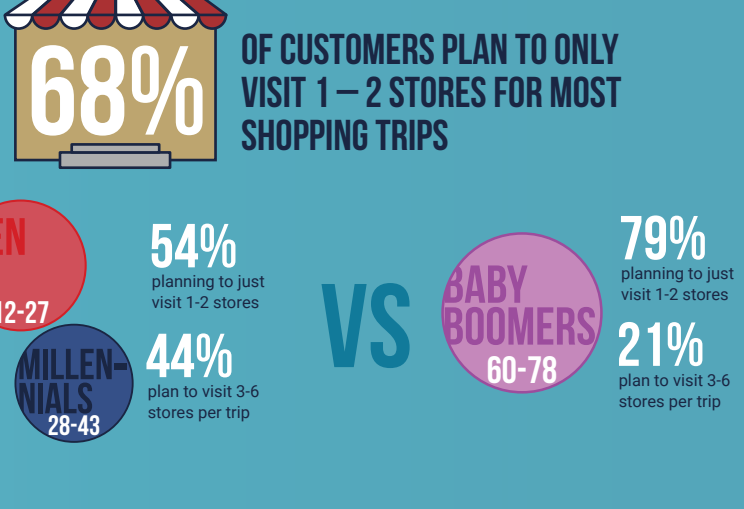
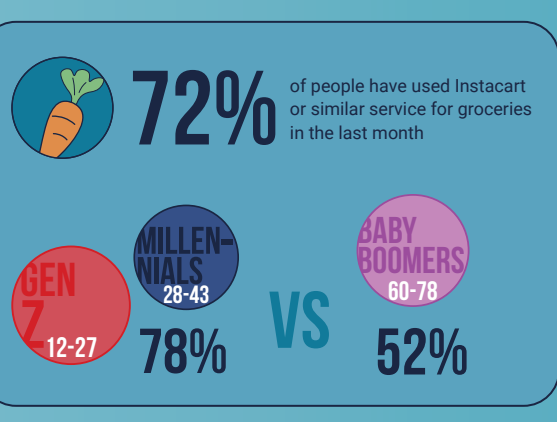


## WHAT PERSONALIZED SERVICES ARE MOST IMPORTANT?

Gen-Z leads with preference for more personalized services/experience, with Millennials not far behind and a majority of Gen-X and Boomers don't see personalization as important.



## SHOPPING TRIPS ARE VERY TARGETED, AND GROCERY DELIVERY IS ON THE RISE.



CONVENIENCE STORES ARE FREQUENTED MORE OFTEN BY GEN-Z AND MILLENNIALS

Baby Boomers (60-78) 31% not visiting a convenience store in the last month