

# Accenture Interactive

Survey Results

Today's Shopper Preferences: Channels, Social Media, Privacy  
and the Personalized Experience

November 2012

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- **Executive Summary**
- Detailed Findings
- Methodology and Survey Sample
- [Click here](#) for a news release on the survey
- [Click here](#) for the United Kingdom infographic highlighting survey results
- [Click here](#) for the United States infographic highlighting survey results
- All materials can be used externally with proper attribution and reference to Accenture Interactive

## Executive Summary

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- Accenture Interactive surveyed 2,000 United States (US) and the United Kingdom (UK) consumers via online survey to determine which shopping channels are used most frequently, how consumers move between channels, how social media influences purchasing decisions and the value consumers place on price, privacy and personalized shopping experiences.
- Nearly three out of four (72 percent) of consumers aged 20-40 in the US and the UK use mobile devices while in-store to compare prices, but the majority leave before making a purchase.
- More than half (52 percent) of the 2,000 consumers surveyed in each country believe that in-store prices are higher than online prices.
- While 60 percent of total respondents say that online prices entice them to visit a store where they can compare prices and view merchandise up close, 48 percent still go home to buy the products from that retailer online, but 32 percent buy products online from a different retailer.
- Only 20 percent of all respondents make their final purchase in-store.

## Executive Summary (continued)

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- Despite the fact that 86 percent of those surveyed say they are concerned about websites tracking their online shopping behavior, 85 percent are aware that such tracking goes on but they understand that tracking enables companies to present offers and content that matches their interests.
- Nearly half of all respondents – 49 percent – are receptive to their favorite stores or brands using their tracking data to inform their future purchases and make them aware of product availability.
- When asked to make a choice, 64 percent of total respondents say it is more important that companies present them with relevant offers against only 36 percent who say companies should stop tracking their website activity.
- At the same time, however, 88 percent strongly agree or agree that companies should give them the flexibility to control how their personal information is used to tailor their shopping experience.

## Executive Summary (continued)

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- The survey confirms the importance of social media, with 92 percent of all respondents more inclined to purchase from a company that makes use of social media channels.
- For 67 percent of total respondents, Facebook is their preferred social media channel.
- The survey also showed that 80 percent of consumers are more likely to buy from a company that uses online and email communications and 70 percent are more inclined to buy from companies using mobile applications.

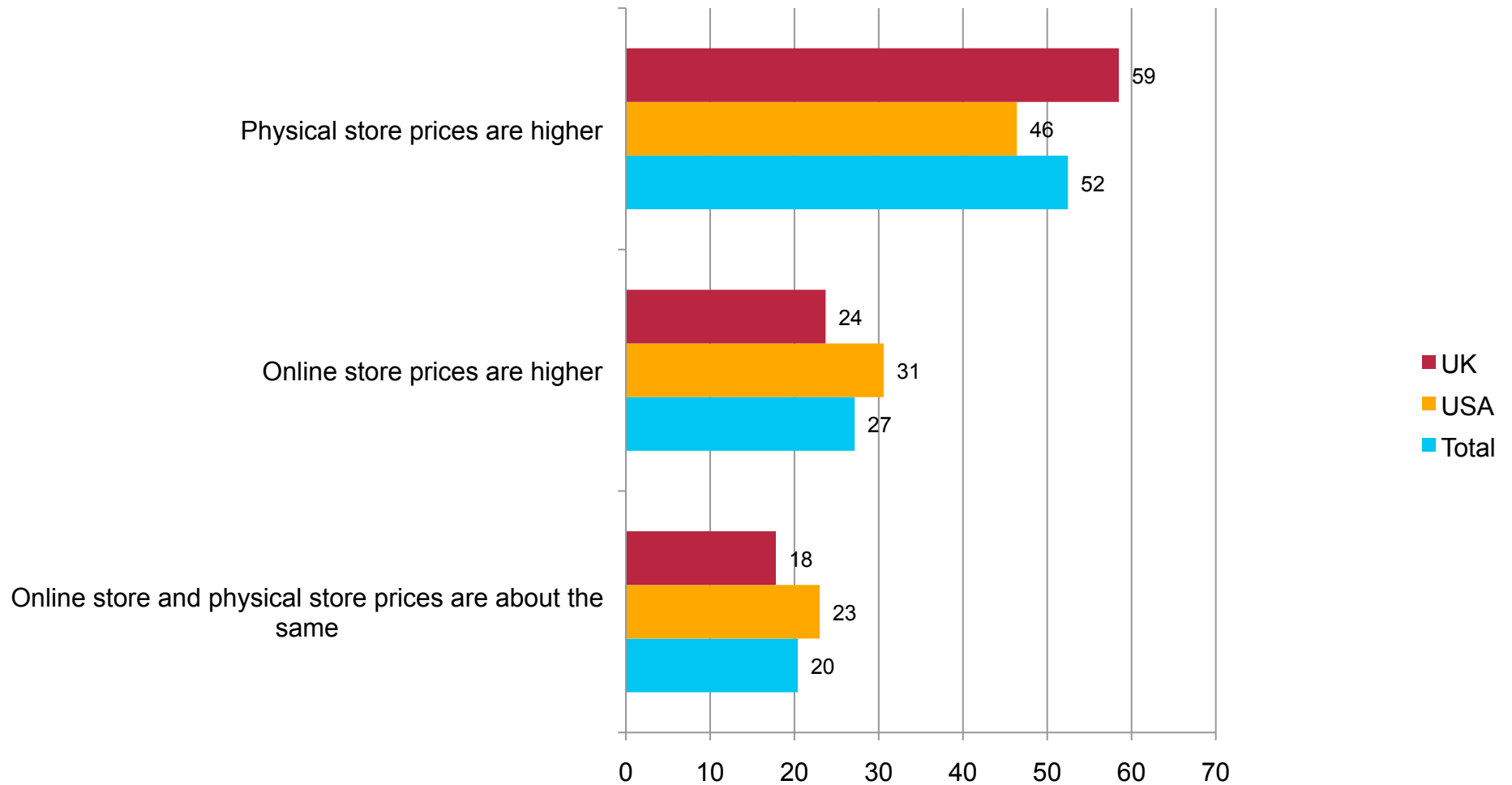
# Contents

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- Executive Summary
- **Detailed Findings**
- Methodology and Survey Sample

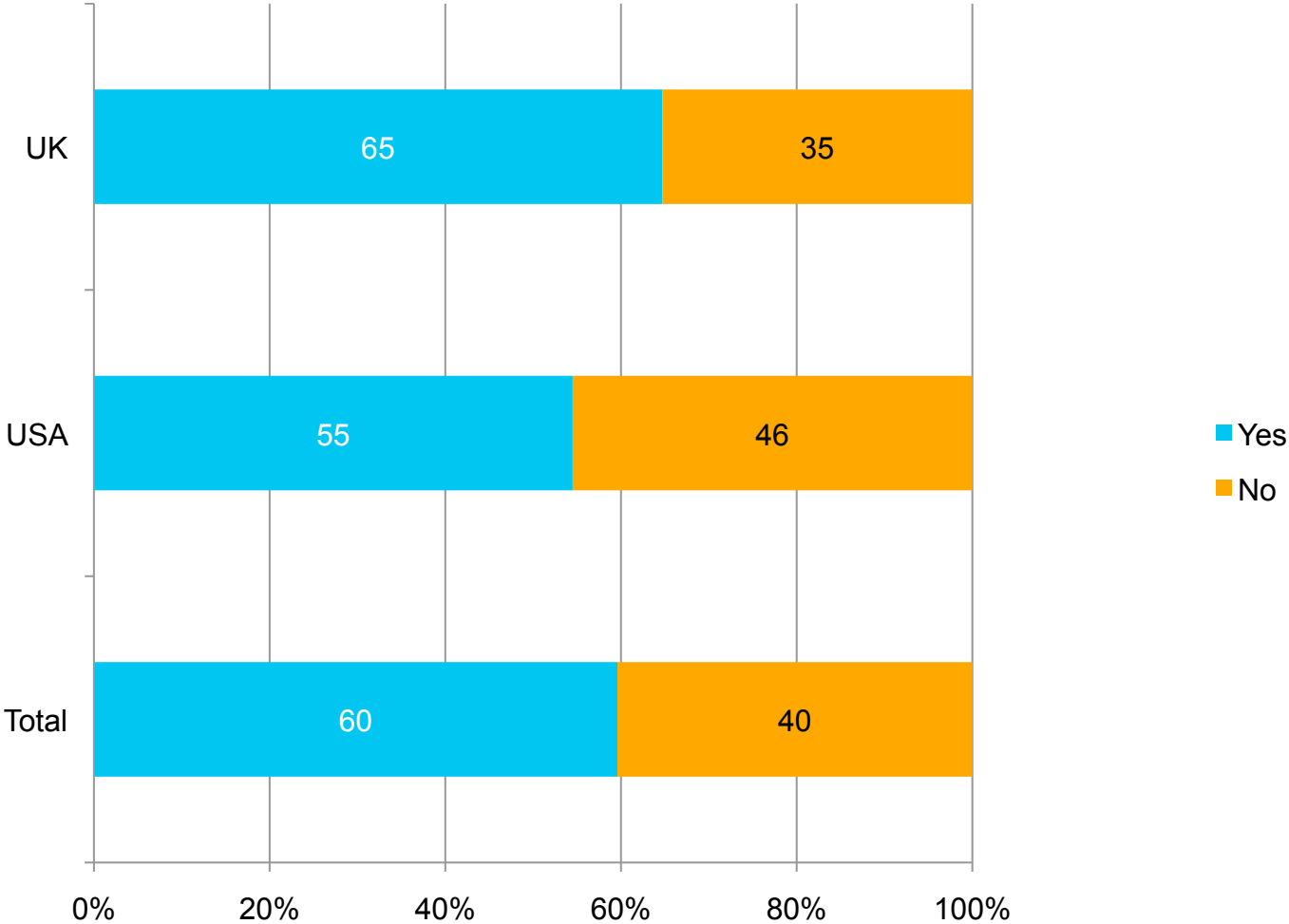
## Detailed Findings

Which one of the below most accurately reflects your view about price differences between the online store and physical store?



# Detailed Findings

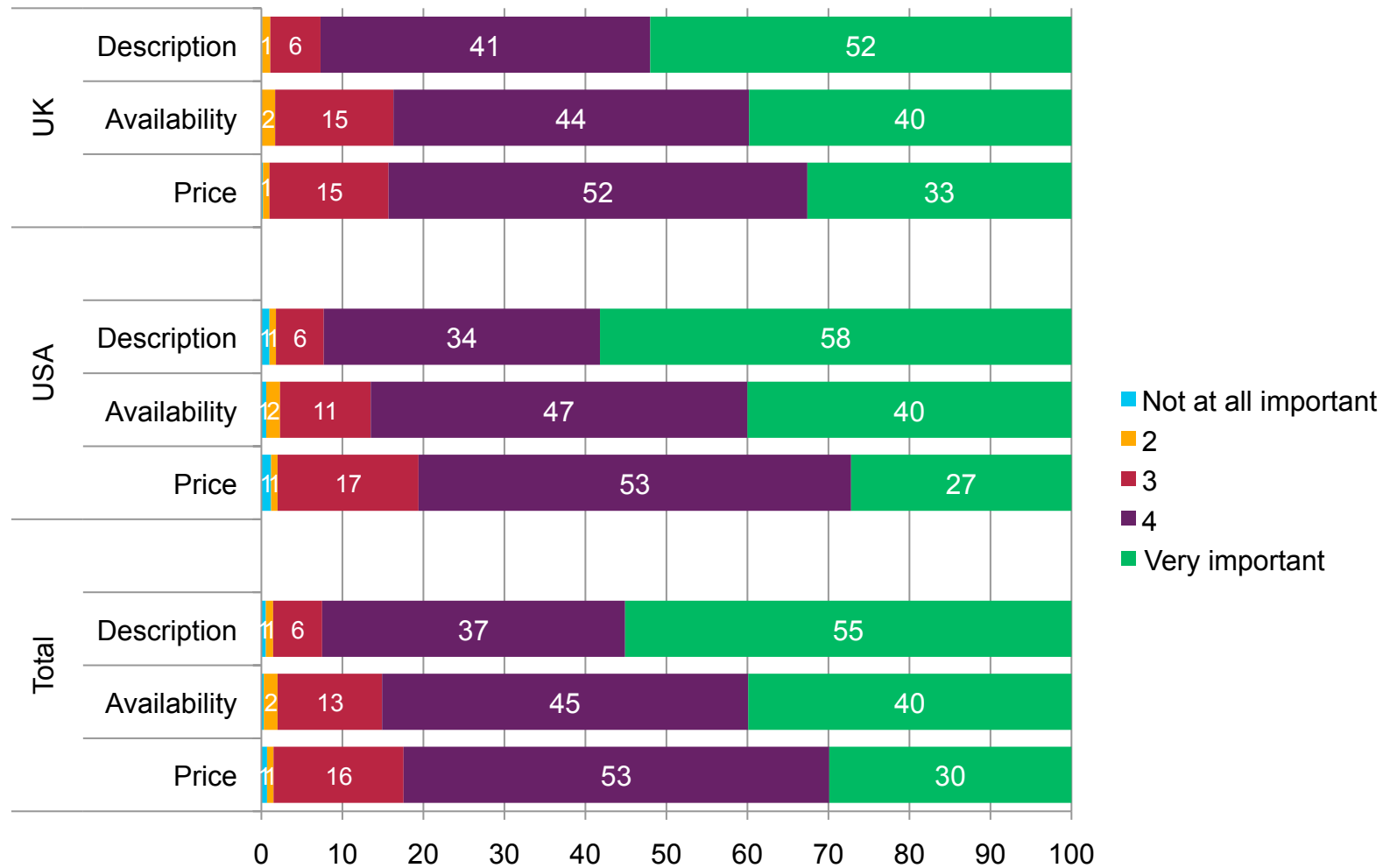
Is it your experience that online store prices entice you to the store to see the product, and then you still go home to buy the product online?





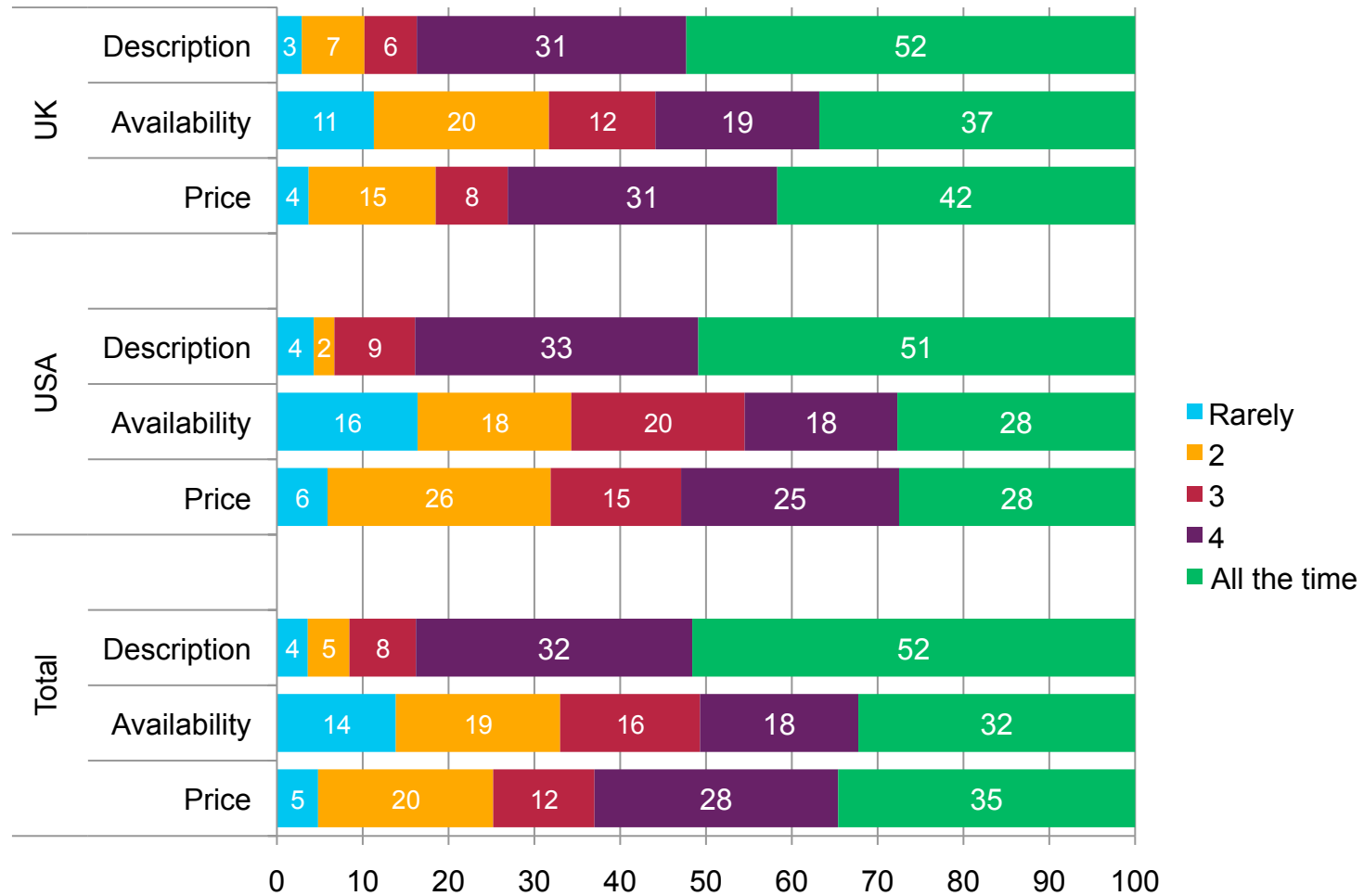
## Detailed Findings

How important is it for the online offering to match the in-store offering in terms of .... ?



## Detailed Findings

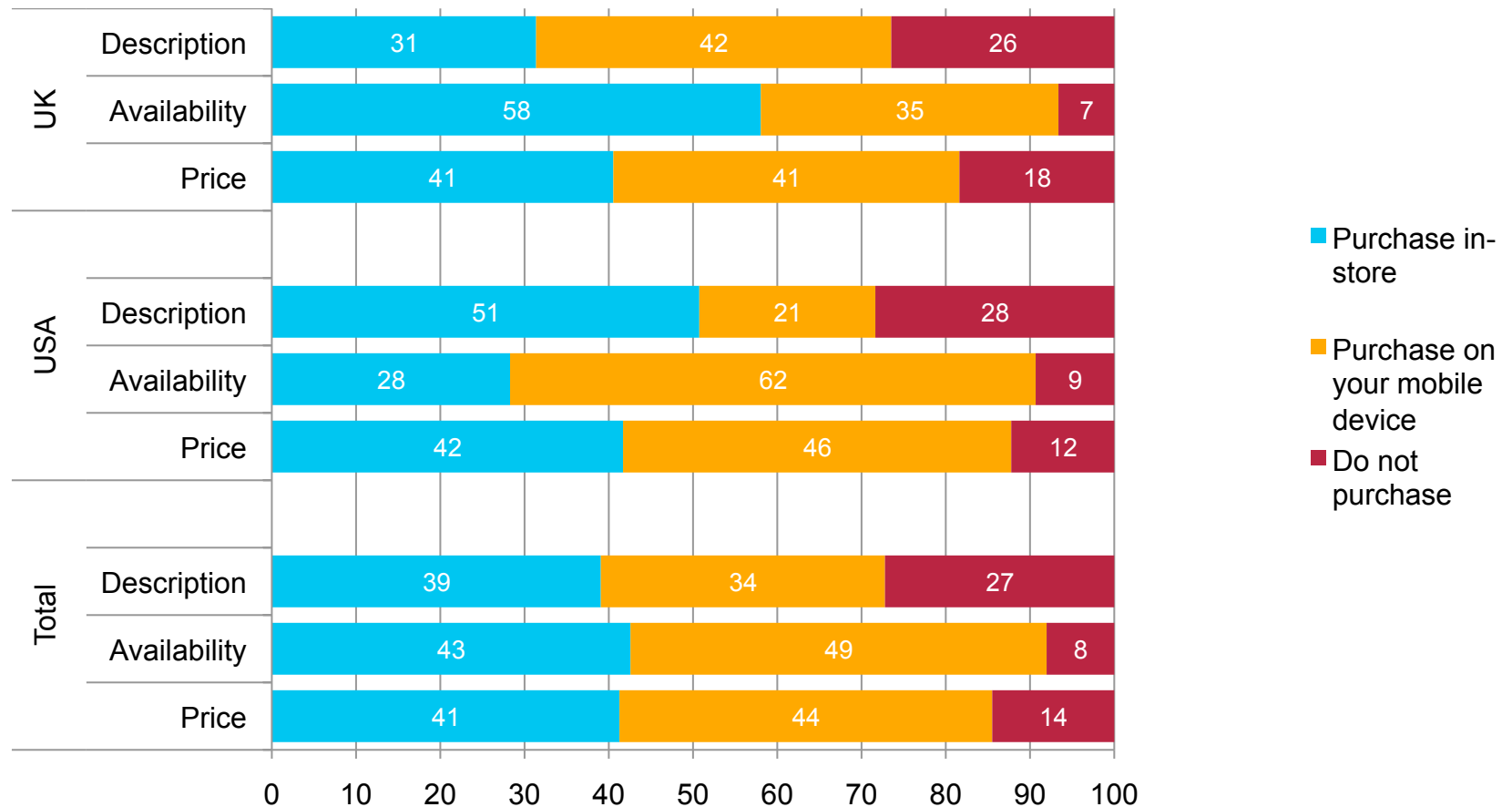
From your experience, how often does the online offering match to the in-store offering in each of the following 3 areas...



## Detailed Findings

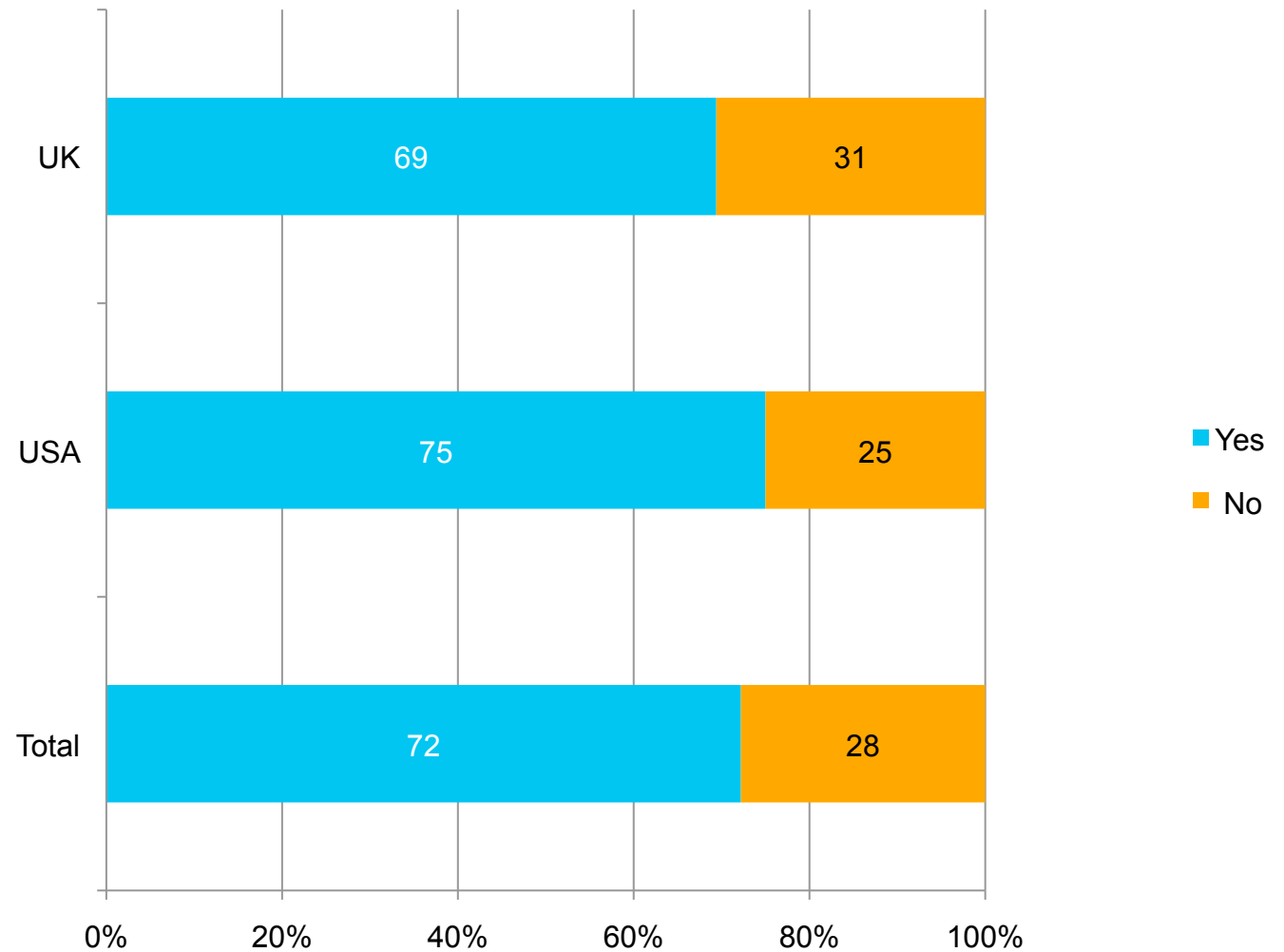
If the online offering does not match the in-store offering do you:

- purchase in-store ?
- purchase on your mobile device ?
- do not purchase ?



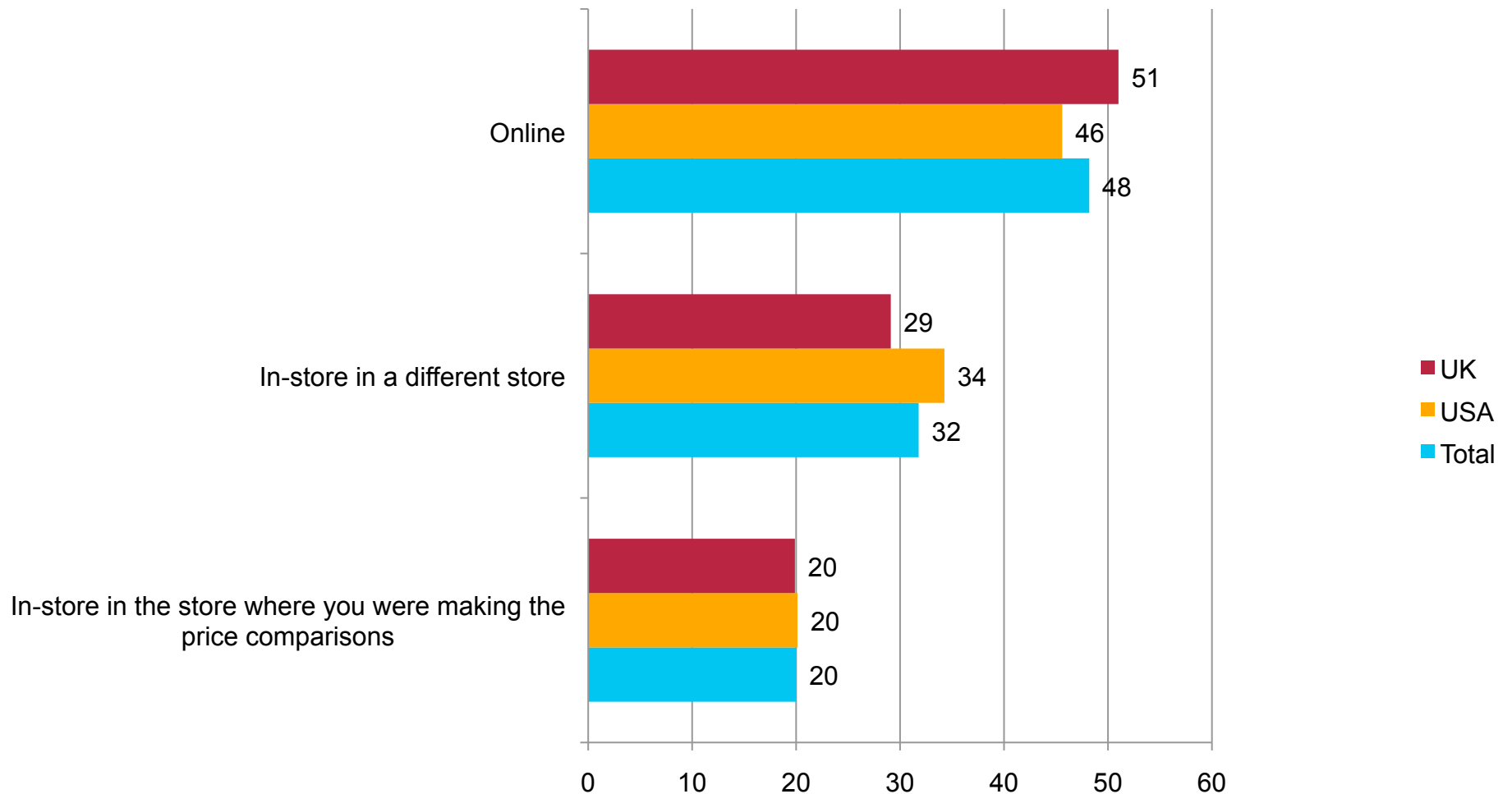
# Detailed Findings

Do you use your Smartphone and/or tablet to compare prices while in-store ?



## Detailed Findings

If you do use your Smartphone and/or tablet to compare prices while in-store, where do you generally make your final purchase?



# Detailed Findings

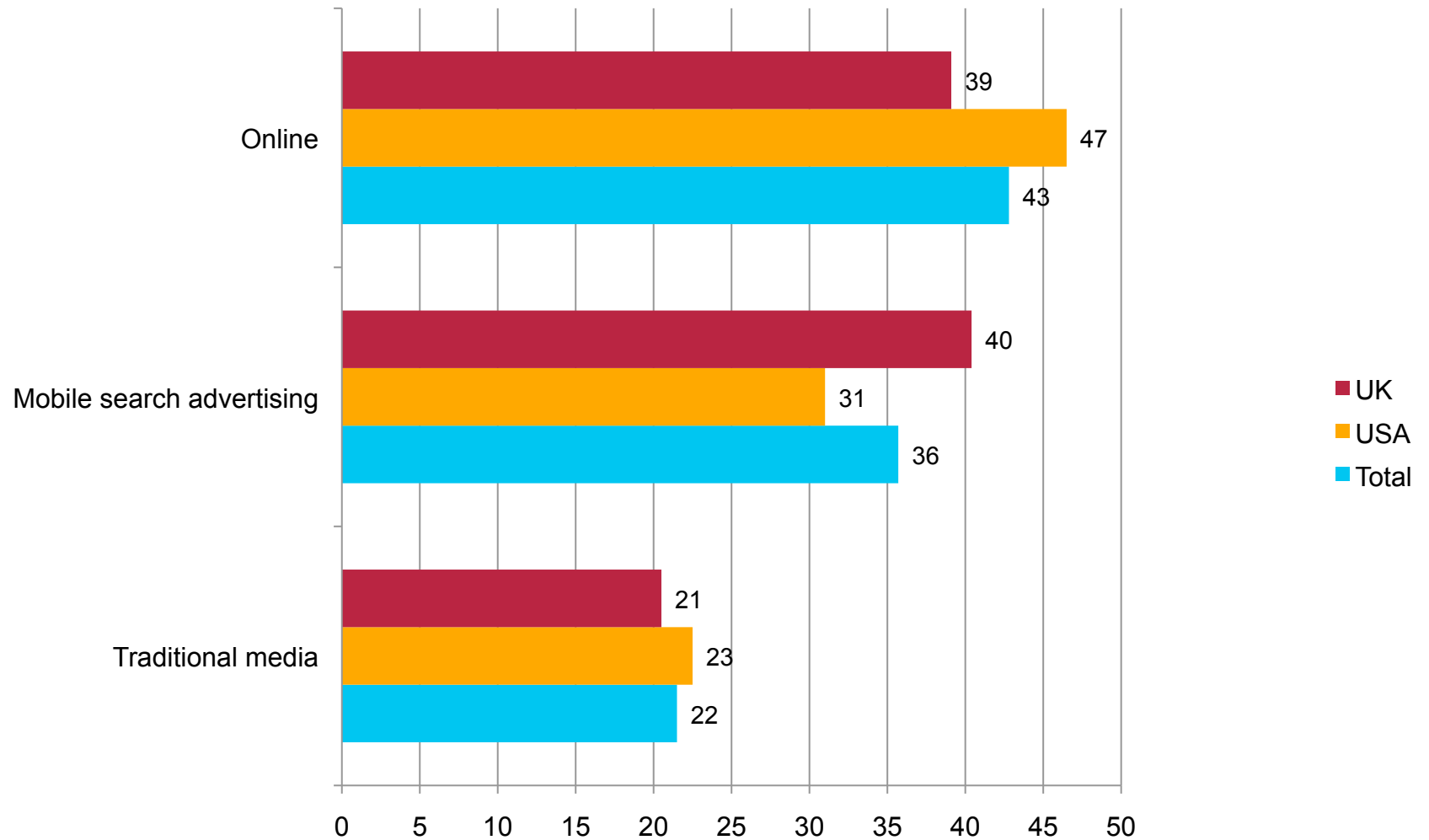
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If so, how often do you participate in this activity ?



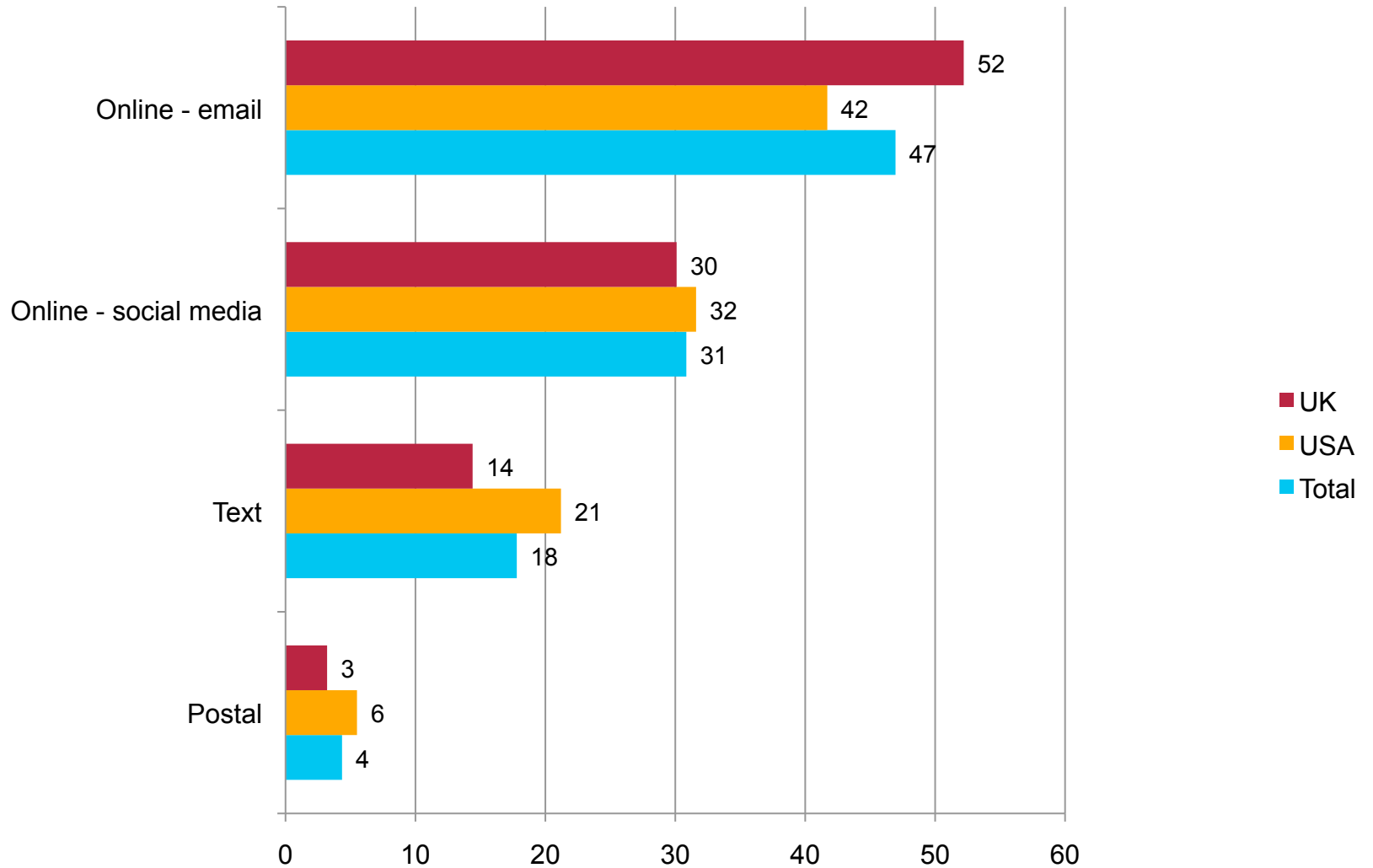
# Detailed Findings

Which provides the greatest integrated purchase experience with the store?



# Detailed Findings

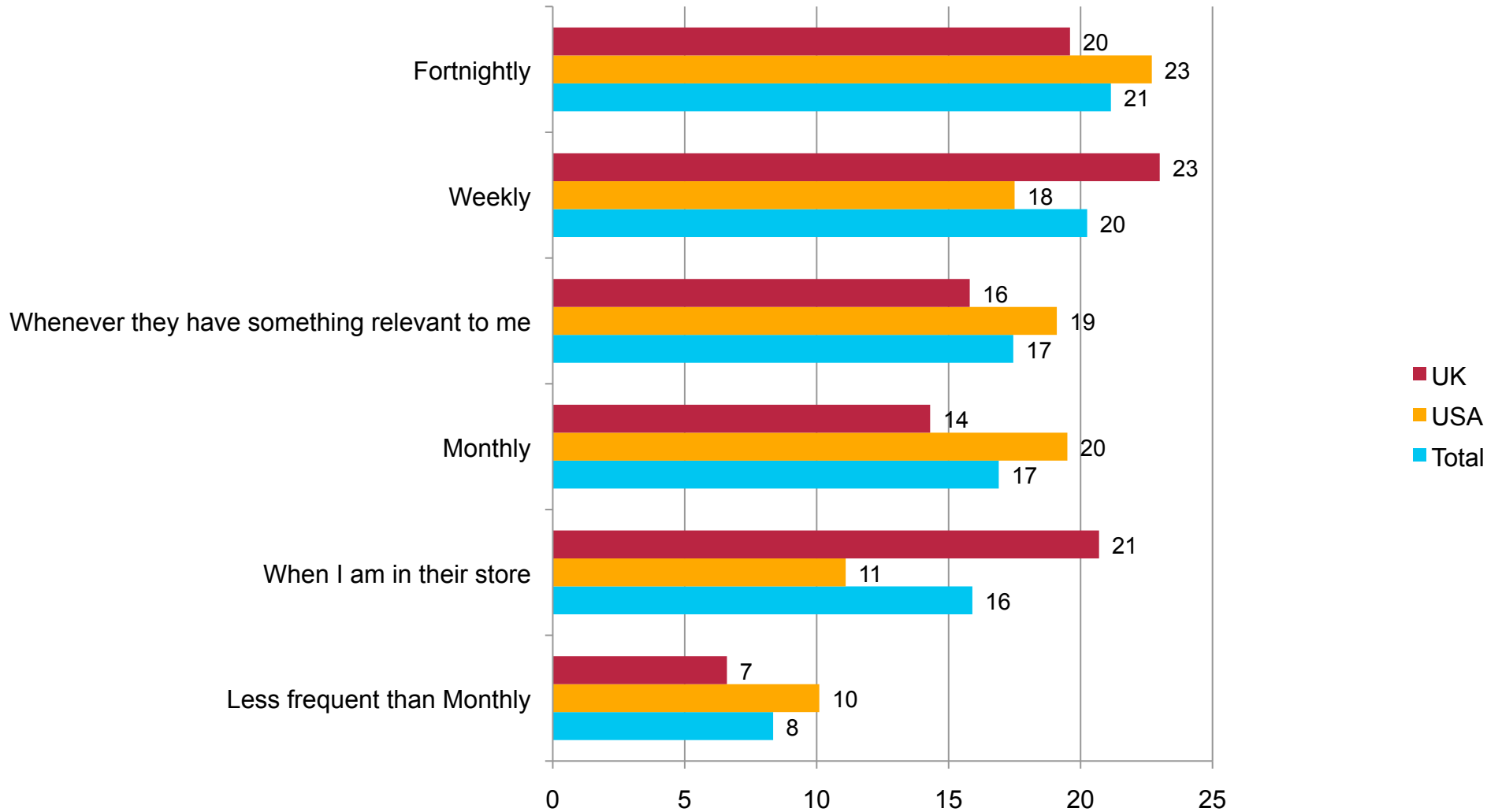
What would be your preferred channel of communication from a retailer?





# Detailed Findings

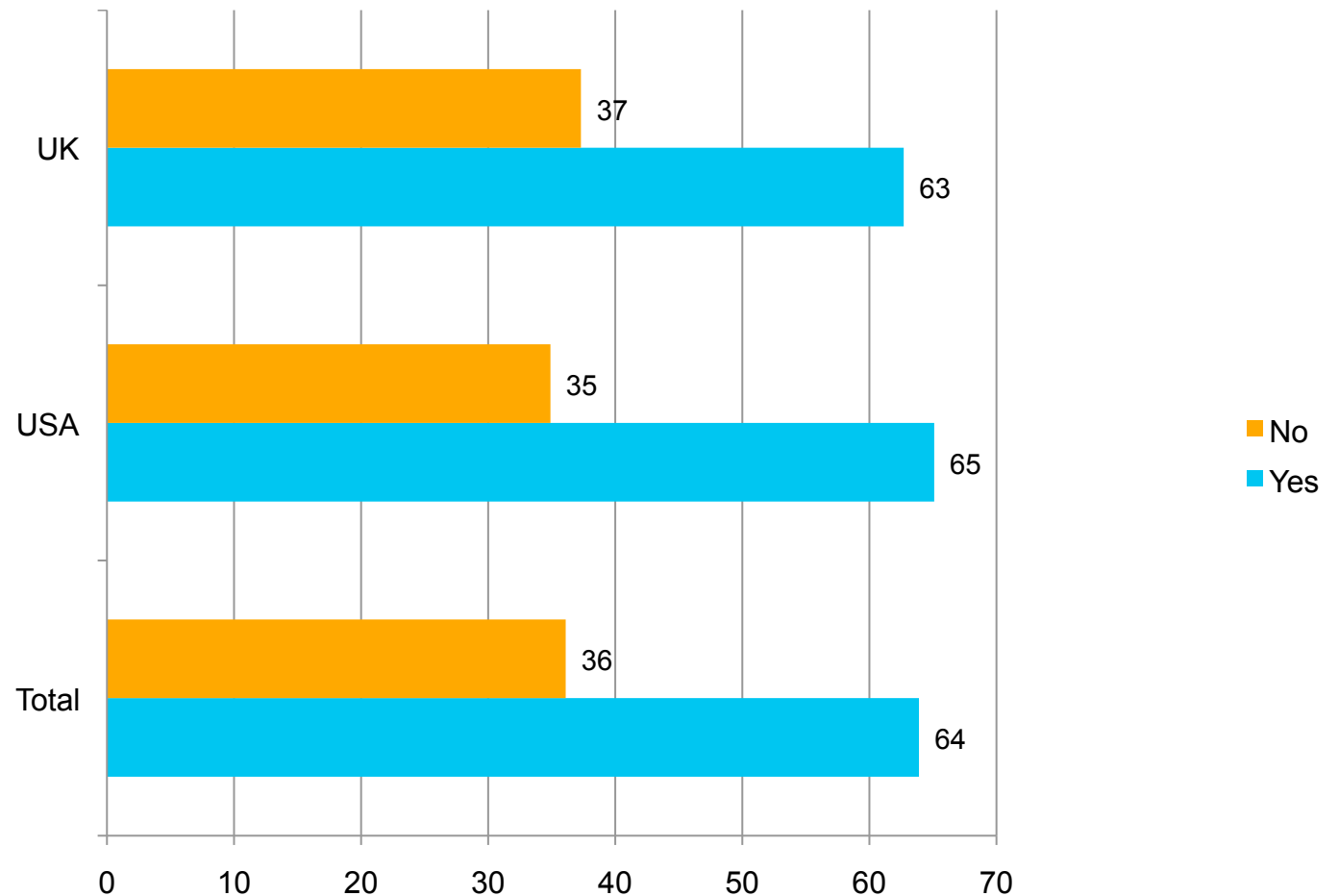
How often would you like retailers to communicate with you?



## Detailed Findings

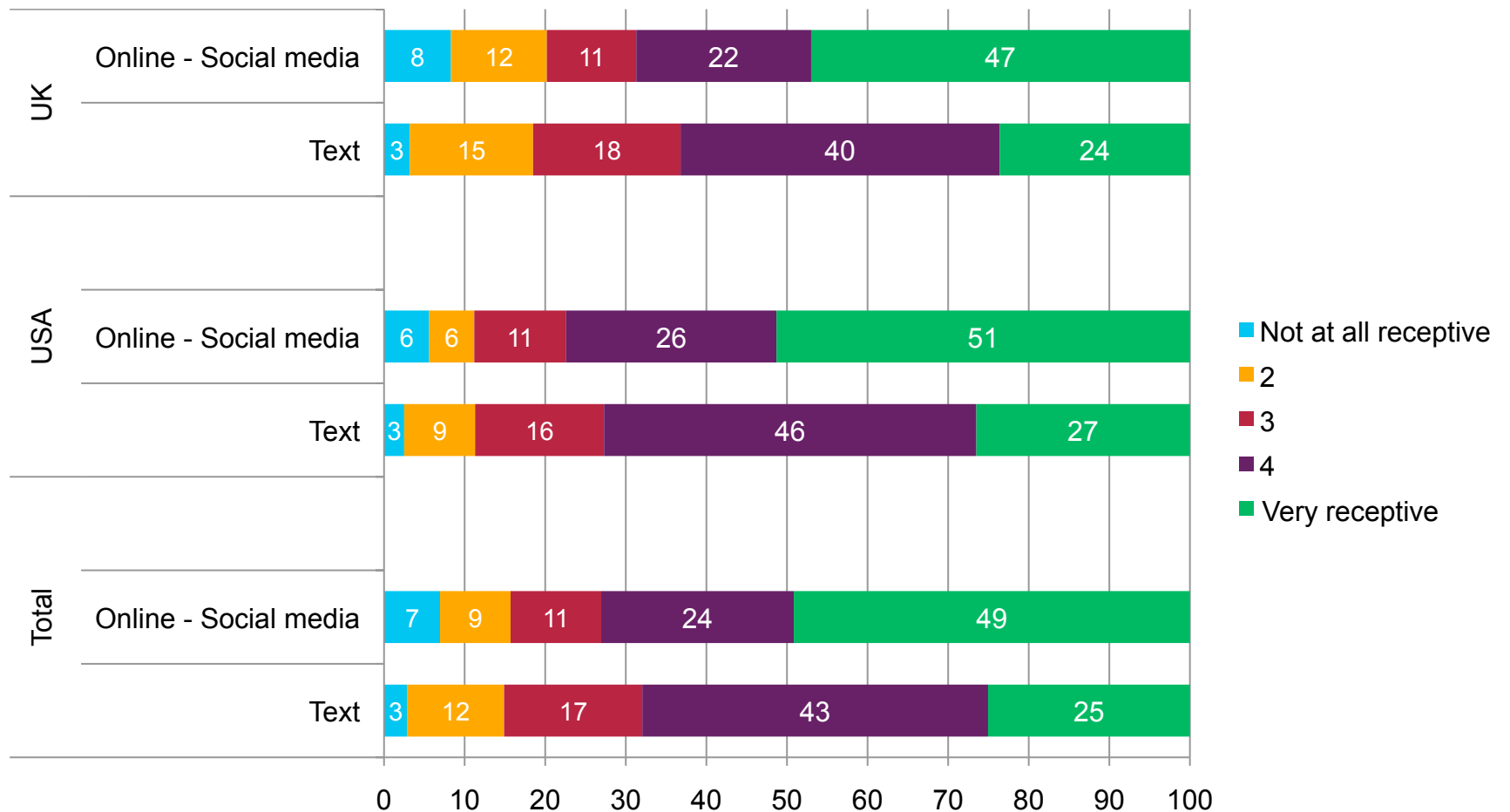
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When actually in a physical store, would you be receptive to receiving a text message on your cell phone with an offer that matches what you're looking for now or your past purchases, which you can take up during that visit?



## Detailed Findings

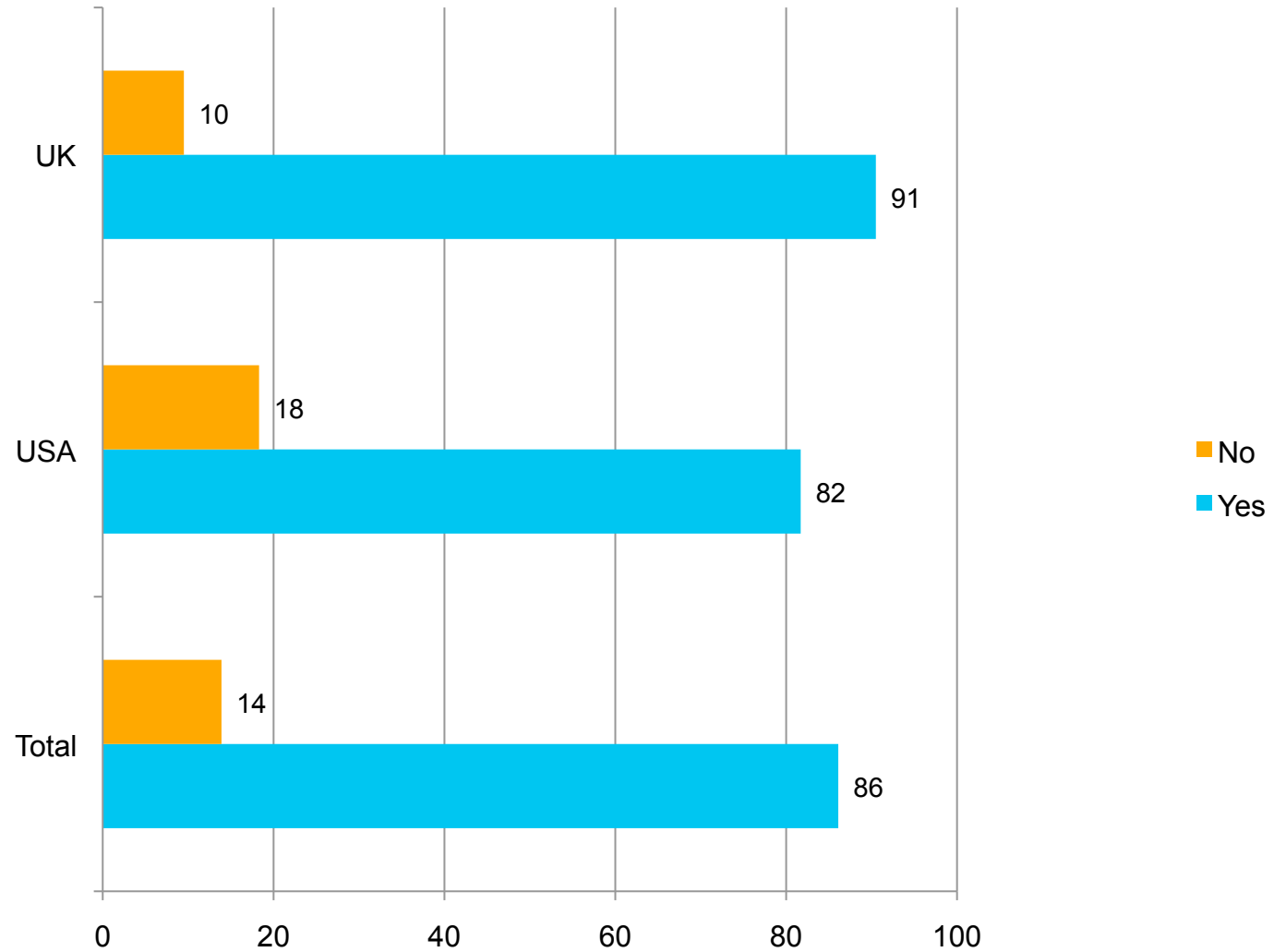
Following on from this idea, how receptive would you be if your favorite store/brand kept track of your purchases and shopping behavior to inform your future purchases and help you know what is available?



## Detailed Findings

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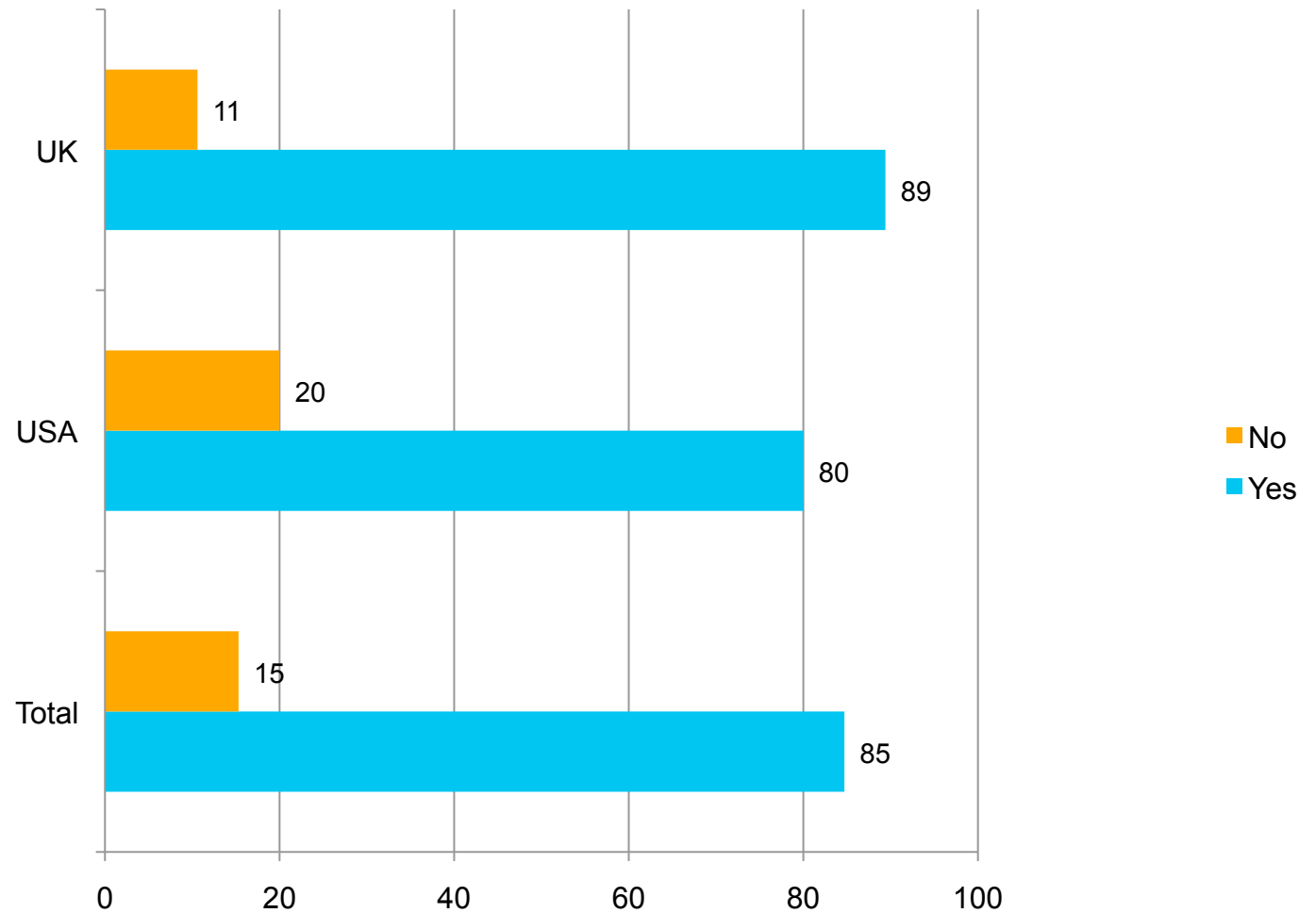
Are you concerned with websites tracking your behavior?



## Detailed Findings

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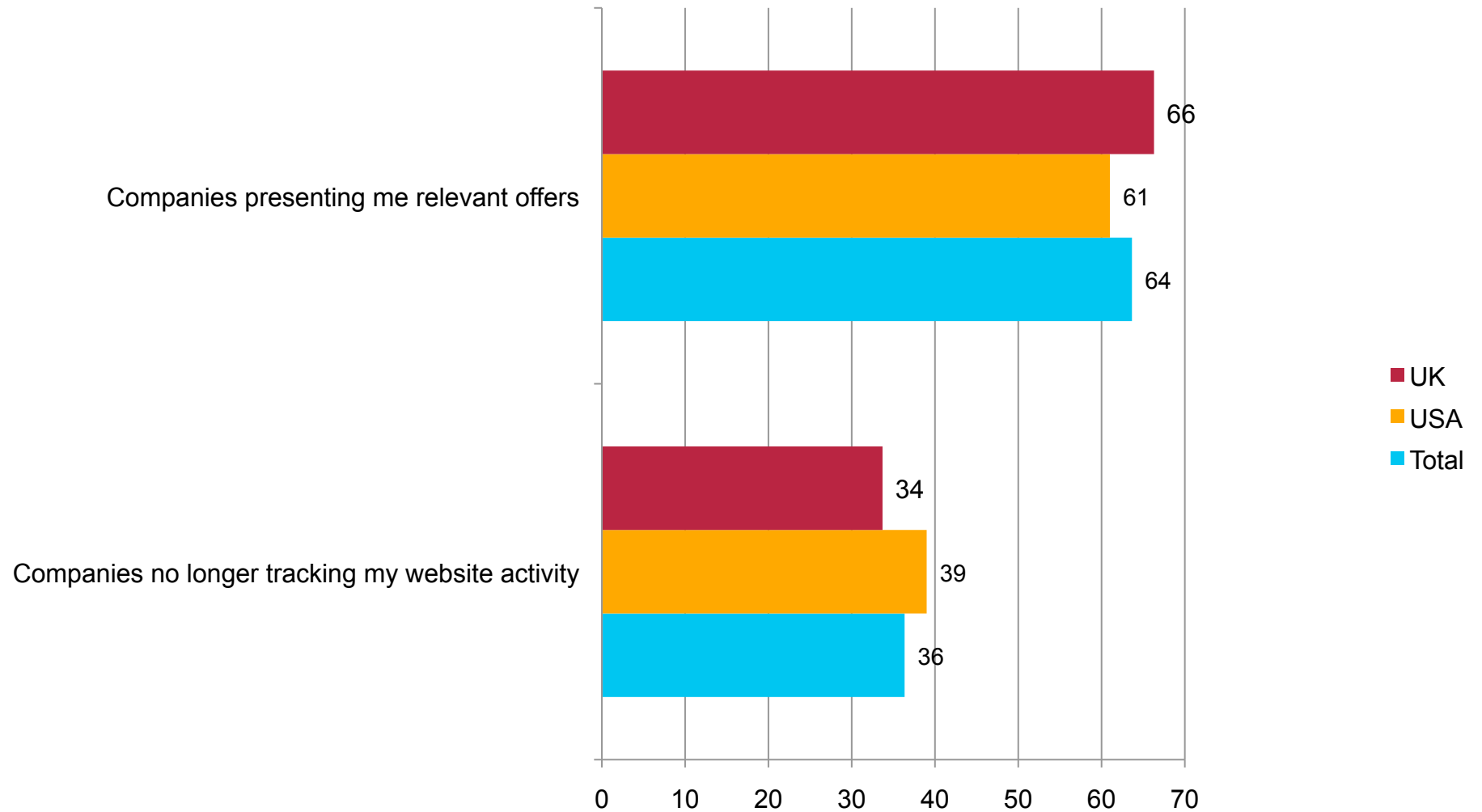
Are you aware this tracking enables companies to present offers and content that match your interest?



# Detailed Findings

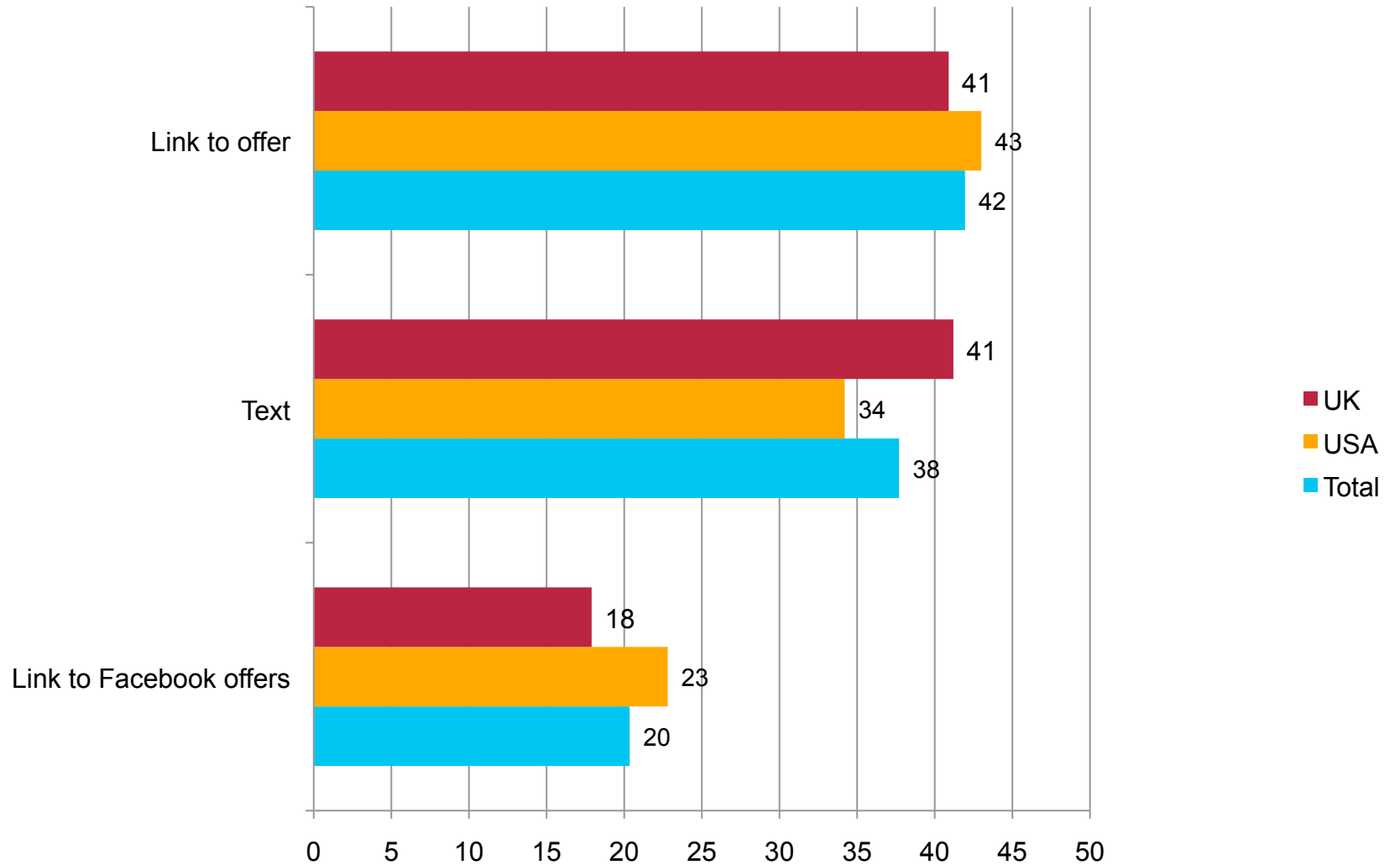
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Which one is more important to you?



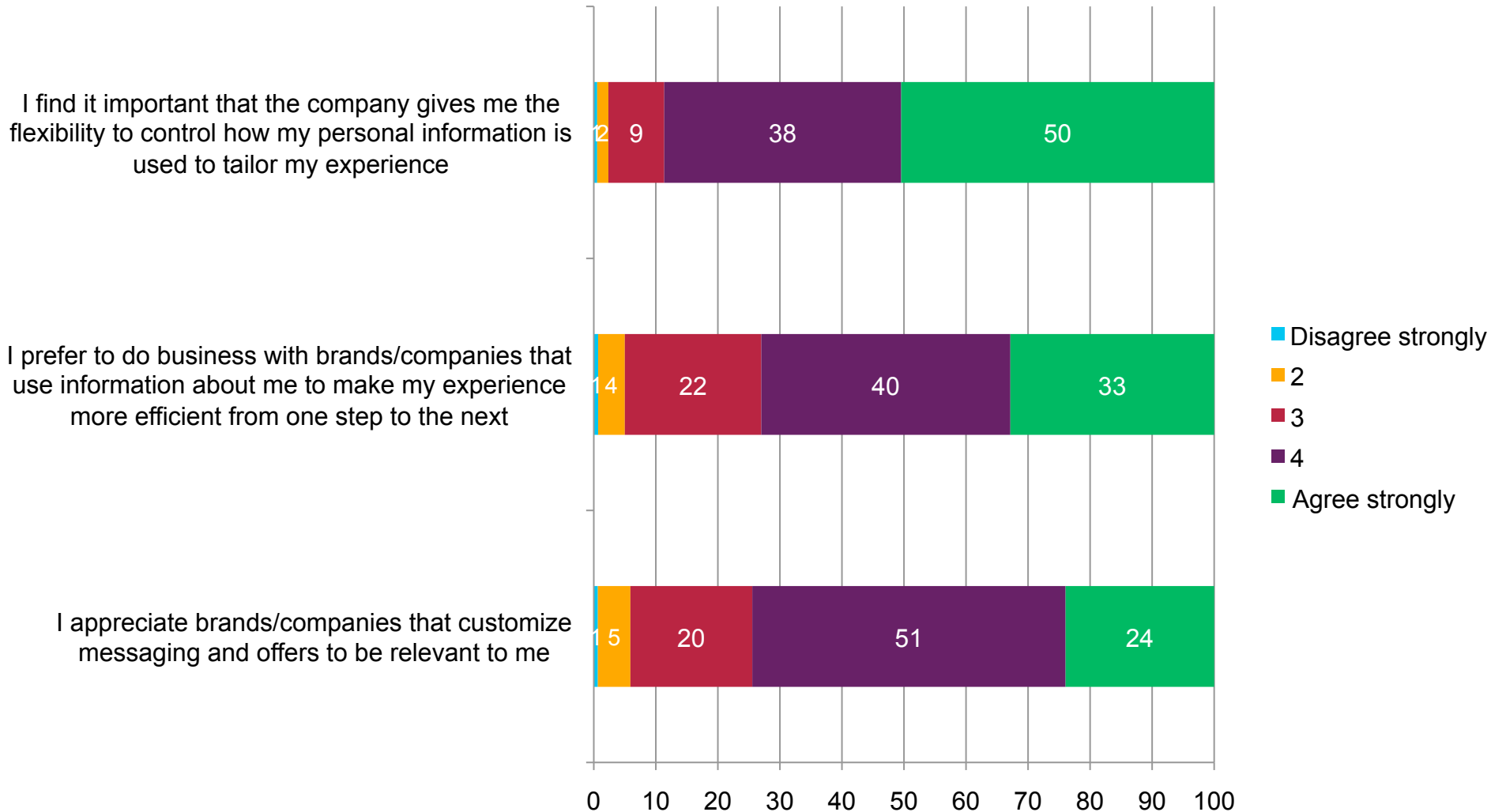
# Detailed Findings

How could your favorite brand better reach you on your mobile device?



# Detailed Findings: US

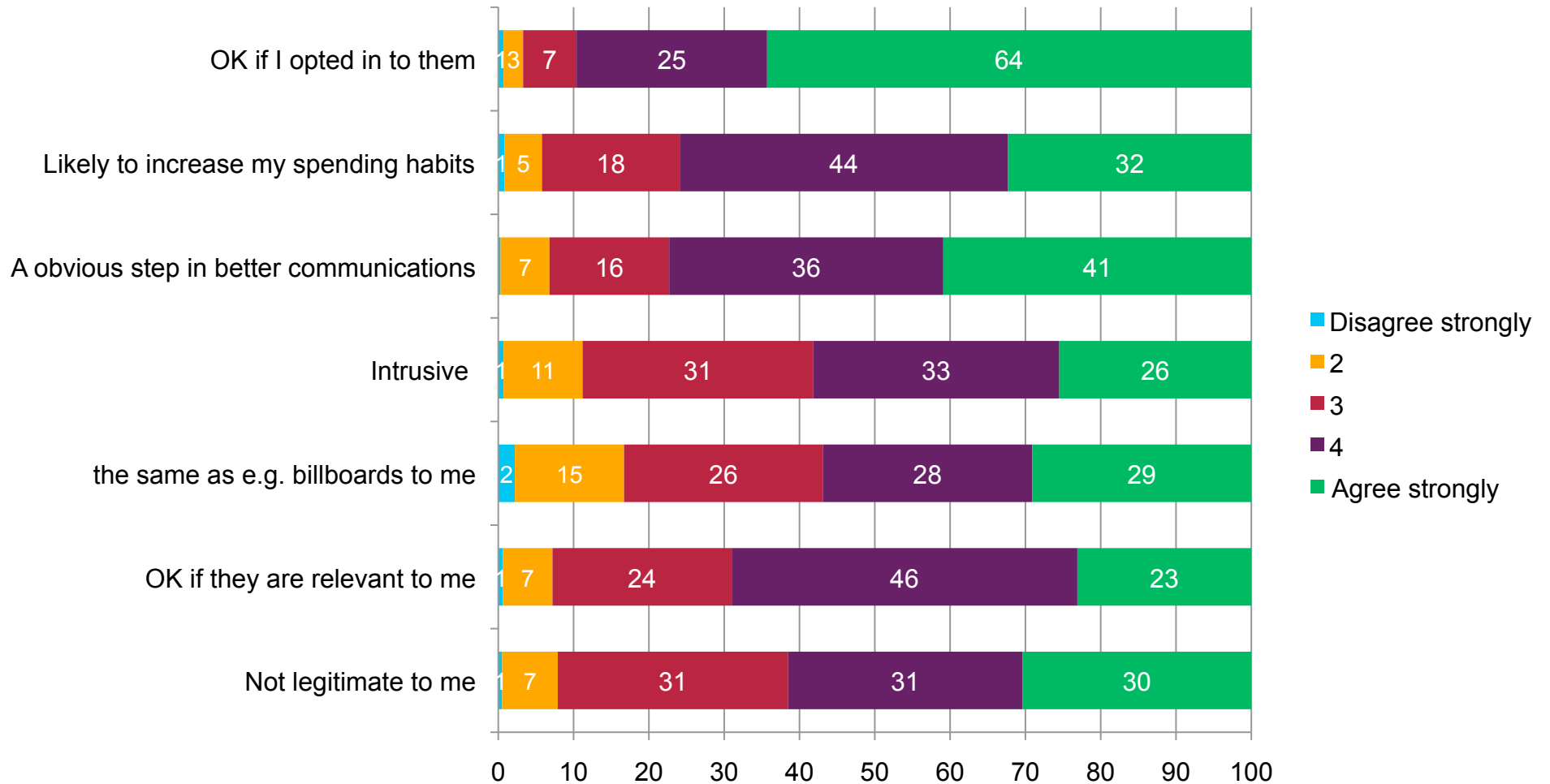
To what extent do you agree/disagree with the following statements?





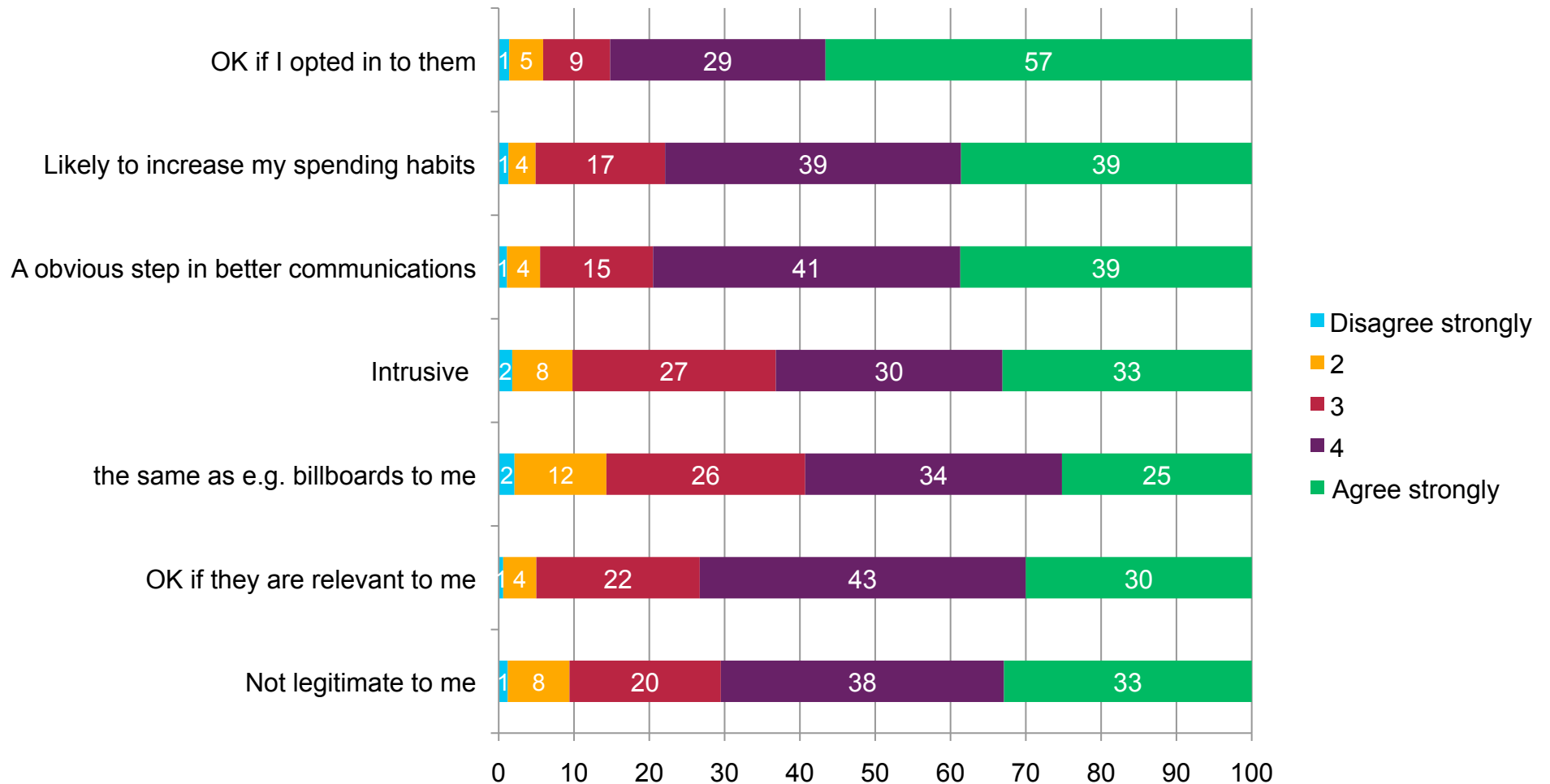
## Detailed Findings: UK

Lastly, please state your level of agreement to the below statements?  
*Advertisements via my Smartphone are . . .*



## Detailed Findings: US

Lastly, please state your level of agreement to the below statements?  
*Advertisements via my Smartphone are . . .*



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- Detailed Findings – United States; United Kingdom
- **Methodology and Survey Sample**

## Methodology and Survey Sample

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- The survey was carried out online in August of 2012 with 2,000 consumers in the United States and the United Kingdom. Participants were split equally between males and females between 20 and 40 years of age, and the survey recorded ethnicity and socio-demographics.

Gender	Number of Interviews
Male	1,000
Female	1,000
Total	2,000

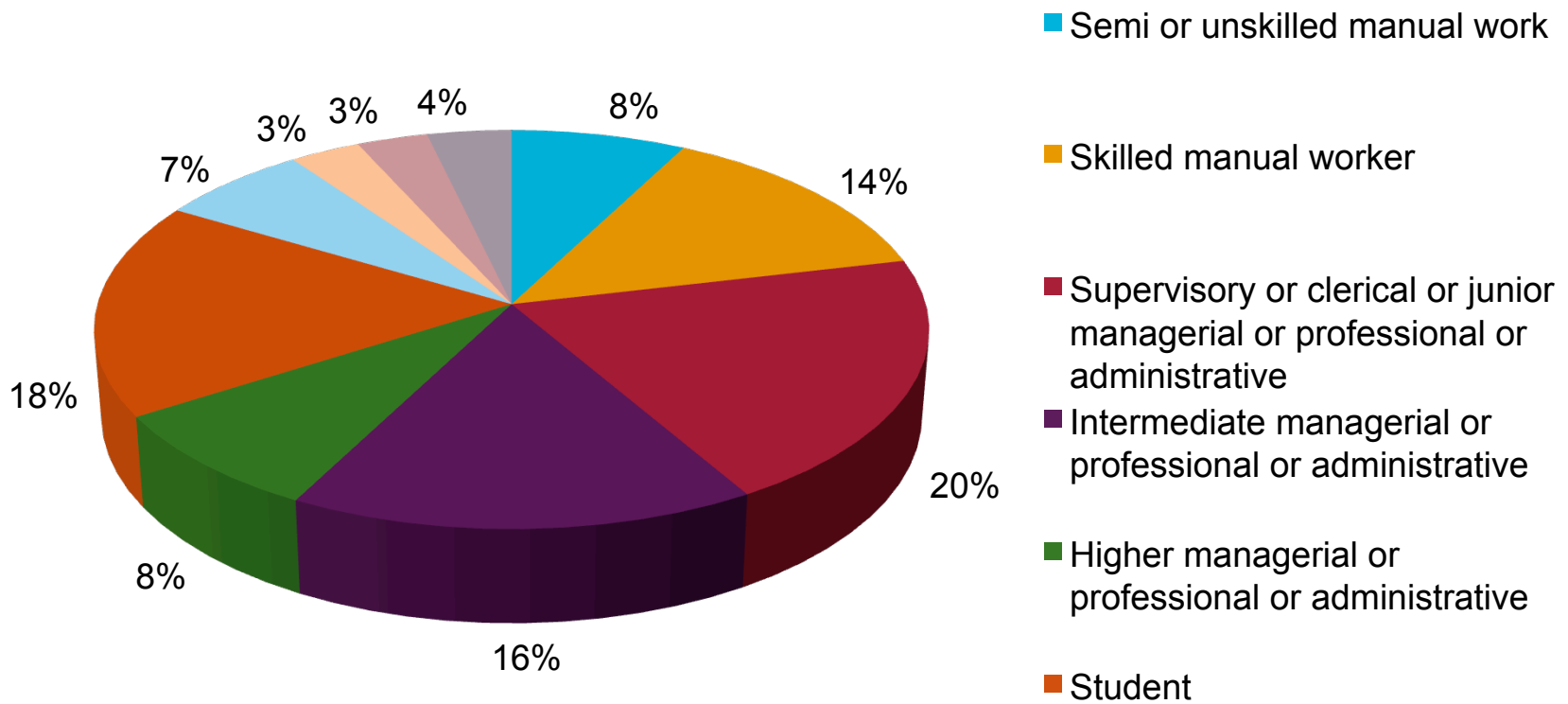
Country	Number of Interviews
USA	1,000
UK	1,000
Total	2,000

Age group	Number of Interviews
20-25	500
26-30	500
31-35	500
36-40	500
Total	2,000

## Methodology and Survey Sample (continued)

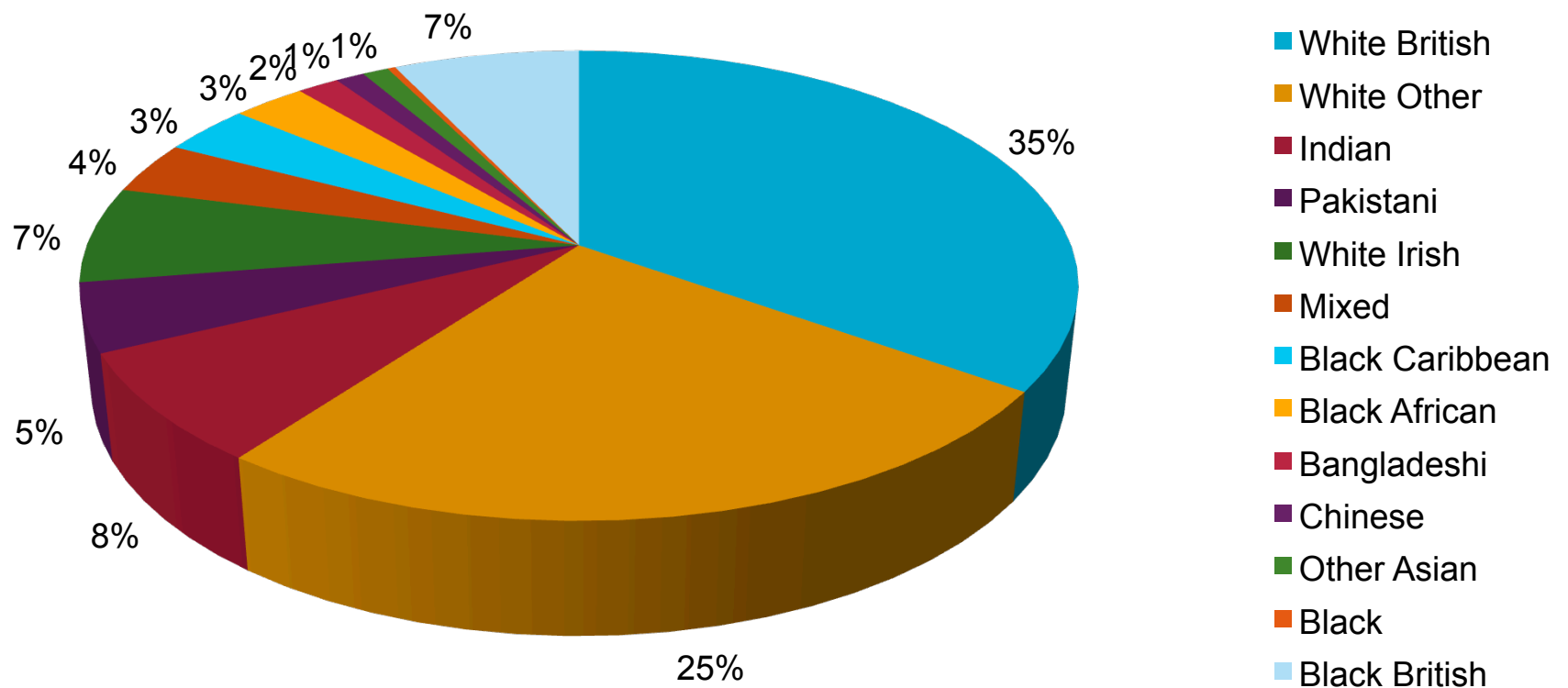
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### Survey Demographics: Occupation



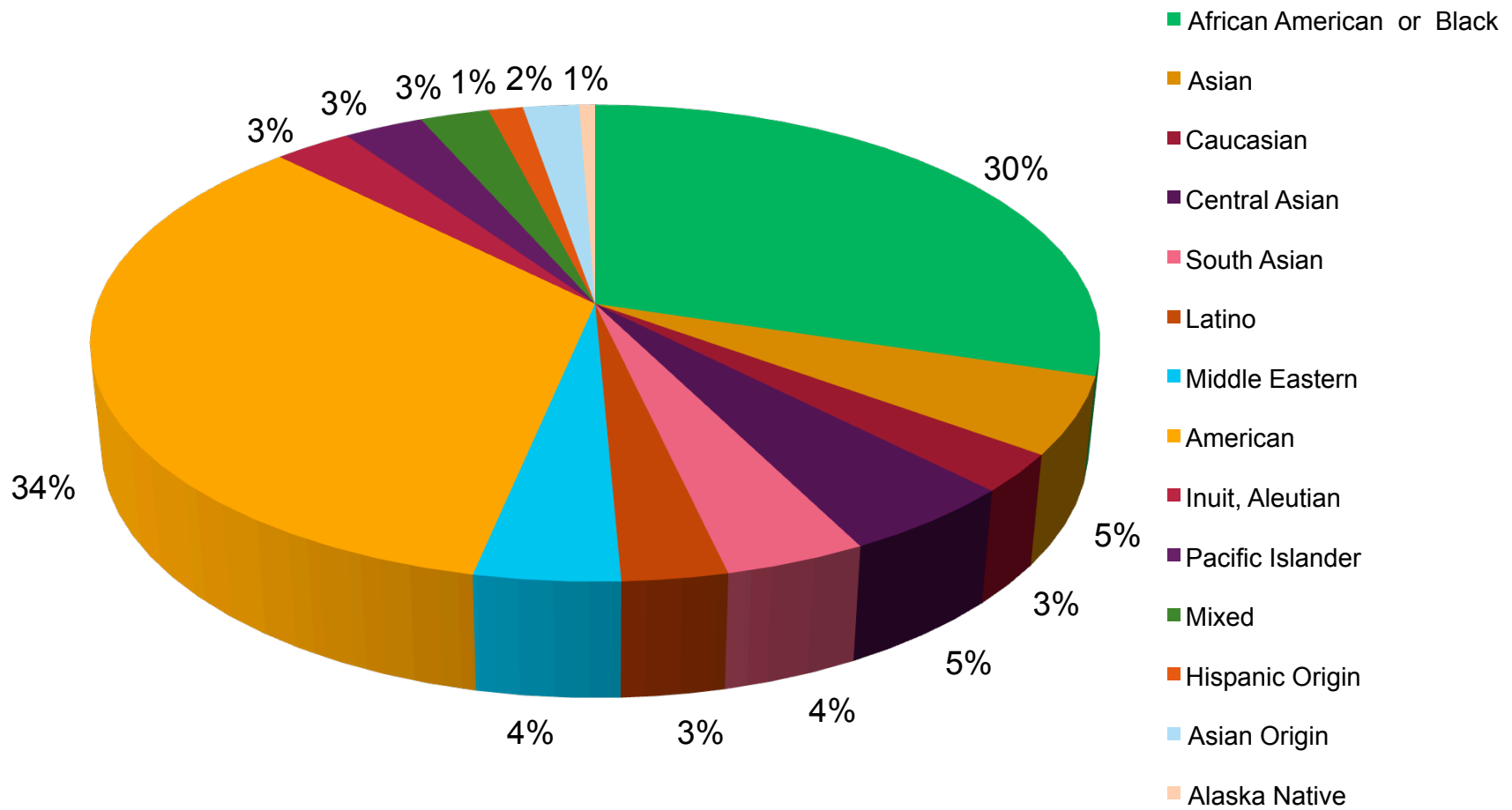
## Methodology and Survey Sample (continued)

### Survey Demographics: Ethnicity UK



# Methodology and Survey Sample (continued)

## Survey Demographics: Ethnicity US



## Questions?

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