

# Physical Stores Remain Go-To Channel for Discovery

The 'human touch' remains an important factor

## ARTICLE |

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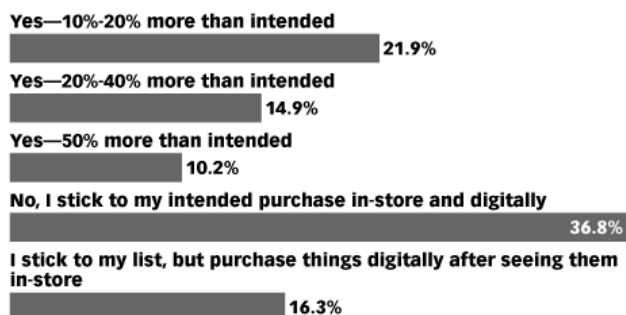
**F**or the most part, consumers have a game plan when they enter a store—they know what they intend to buy and stick closely to their shopping list. Still, in-store shopping has one advantage that online doesn't: the ability to see and feel items in person.

That's likely why many people end up spending more than they intended to.

A May 2018 survey conducted by [AYTM Market Research](#) for [Blis](#) asked 2,000 US internet users ages 18 and older whether they spent more than intended when shopping in-store. Roughly 22% of respondents said they spend about 10% to 20% more than they planned to when browsing in-store, while 14.9% said they spend about 20% to 40% more.

## US Internet Users Who Spend More than Intended When Browsing In-Store\*, May 2018

% of respondents



*Note: ages 18+; read as 21.9% of respondents spend about 10%-20% more than intended when browsing in-store, e.g., intended to spend \$100 and spent \$110-\$120; numbers may not add up to 100% due to rounding; \*vs. digitally*

*Source: Blis, "Locating Decisions: A Marketer's Guide to Re-Navigating the Consumer Path to Purchase" conducted by AYTM Market Research, June 28, 2018*

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Meanwhile, 10.2% said they actually spend about 50% more than they initially thought they would.

What's most interesting, however, is that while 16.3% of respondents said they stick to their list, they end up purchasing items digitally after seeing them in-store. What might not have been an intended purchase when they entered a store became one once they saw it in person — even if the transaction occurred online.

Despite online shopping's widespread appeal — we expect about 70% of the US population will make a purchase digitally this year — **what occurs offline matters**, too.

According to a **Murphy Research** survey conducted in January 2018, 69% of US internet users made an in-store purchase in a typical month.