

Are Consumers Ready for Retail Tech?

Many are interested in interactive fitting rooms and voice-activated shopping

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Rimma Kats

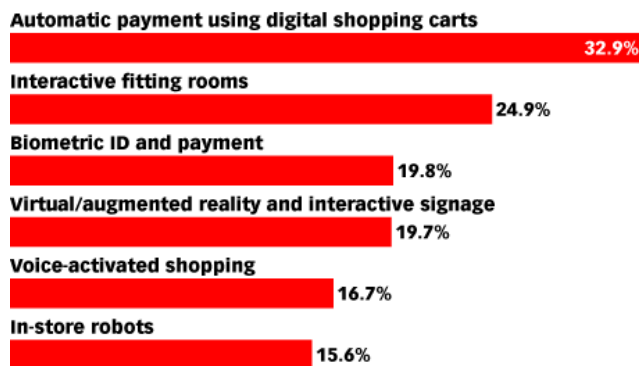
More retailers are looking to technology to simplify the shopping process and automate a lot of redundant tasks. But are consumers ready?

According to a global survey of 2,250 internet users conducted by retail management platform provider [iVend Retail](#), in partnership with [AYTM Market Research](#), many already know which technologies they'd like their favorite retail brands to offer in the near future.

And some of the emerging technologies mentioned can simplify the payment process. Roughly a third of respondents said they would like to make automatic payments using digital shopping carts, and nearly one in five indicated a desire for biometric ID and payment.

Emerging Technologies that Internet Users Worldwide* Would Like to See Their Favorite Brands Use, Dec 2017

% of respondents



Note: ages 18+; in the future; *Australia, Canada, Germany, Mexico, Philippines, South Africa, United Arab Emirates, UK, US
Source: iVend Retail, "Global Path to Purchase Report: How the Modern Path to Purchase Differs Around the World" in partnership with AYTM Market Research, Jan 31, 2018

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But consumers don't just see technology as a solution for easier transactions. They also see it as an opportunity to liven up the overall shopping experience. For example, 24.9% of those polled said they'd like their favorite retailers to offer interactive fitting rooms, and another 16.7% liked the idea of voice-activated shopping.

Virtual/augmented reality and interactive signage (19.7%) was a popular choice, as was in-store robots.

But while many respondents indicated an interest in retail technology, not everyone was on board. Roughly 36% said they didn't want to use new technologies when they shop.

Still, that's not stopping retailers from spending on a range of emerging technologies. According to an October 2017 study from [IHL Group](#) and [RIS News](#), retailers [plan to spend on a variety of tech](#) in 2018, including location-based marketing, artificial intelligence (AI) and the internet of things (IoT).

And earlier this year, at the National Retail Federation (NRF)'s Big Show in New York, technology [was a key focus](#) for a large share of retailers. Again, AI, location and analytics were areas of focus for many.