

Many Shoppers Still Prefer Human Touch at Checkout

ARTICLE | AUGUST 08, 2018

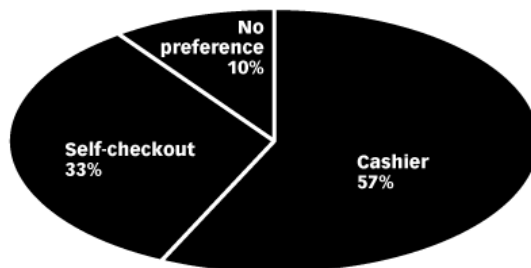
Jennifer King

The traditional checkout model is undergoing a major technological overhaul, but consumers aren't necessarily ready to replace their human cashiers.

A July 2018 poll by [CivicScience](#) found that 57% of US internet users prefer to use cashiers when purchasing items in store. Just one-third of respondents said the self-checkout line was their preferred option.

Similar to use of other in-store technologies, [age is a contributing factor](#) for self-checkout preferences.

US Internet Users' Preferred In-Store Checkout Method, July 2018
% of respondents



Note: n=1,969 ages 18+
Source: CivicScience as cited in company blog, Aug 1, 2018

240124

www.eMarketer.com

The CivicScience study showed that 75% of respondents ages 55 or older, and 55% of those 35 to 54, would rather wait in line for a cashier than head over to an area set up with self-service registers.

Millennials (those 18 to 34) were found to be divided on what kind of checkout experience they prefer. Slightly less than half (46%) prefer self-checkout, while 39% said they like a cashier-led interaction instead.

With more millennials favoring self-checkout, CivicScience concludes that the role of the cashier may become obsolete as younger consumers mature and adoption is more widespread.

Mobile could help hasten that shift. A May 2018 survey by **Voicebot** and **Voysis** found that many US internet users would turn to the voice assistant on their mobile device **rather than a sales associate** while shopping in-store. Nearly 21% of respondents would ask their voice assistant for in-store help, while 17.6% would use their voice assistant to self-checkout.

For some shoppers, a store format that **doesn't rely on cashiers or floor staff** isn't out of the question. Fully 60% of US internet users worldwide polled by **MuleSoft** in April 2018 said they would prefer an **Amazon** Go-like shopping experience, in which they could simply walk out with what they wanted and be charged automatically.