

Consumers Agree: In-Store Checkout Needs to Be Quick and Easy

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A simple and seamless checkout experience still tops shoppers' list of in-store must-haves, because no one wants to stand in long lines.

More than four in five internet users worldwide said a quick and easy checkout was the most valued aspect of the shopping experience, making it the highest ranked response to a January 2019 survey from [iVend Retail](#).

Which Aspects of the Retail Shopping Experience Do Internet Users Worldwide Value Most?

% of respondents, Jan 2019



Note: ages 18+
Source: iVend Retail, "Global Shopper Trends Report" in partnership with AYTM, Feb 19, 2019

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When location platform **GroundTruth** asked US consumers in June 2018 about what made in-store shopping better than digital, more pointed to a quick checkout experience than any other factor, at 81%.

But in-store shopping has its drawbacks—half of respondents to the **GroundTruth** survey noted crowds and long lines as the biggest pain points. And these inconveniences can hinder consumers' paths to purchase.

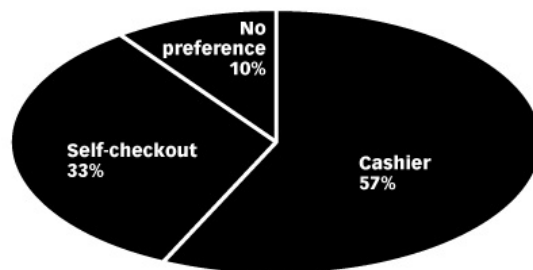
A September 2018 survey from **Qualtrics** found that 12% of consumers said they'd **consider shopping elsewhere** if a store's checkout lines were too long.

Nearly one-third of US grocery buyers **said they'd quit a long line in search of a better checkout experience**, while 11% would abandon a purchase entirely in the same situation, according to an April 2018 **Digimarc** survey conducted by **Forrester Consulting**.

Consumers may agree that they want a simple checkout experience, but that doesn't mean they agree on what that looks like. More than half of internet users in the US polled by **CivicScience** in July 2018 said they **preferred to check out with a cashier**. And that group skews older—three-quarters of respondents ages 55 and older and 55% of those 35 to 54 preferred the traditional checkout experience.

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

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But the **CivicScience** study also found that one in three respondents preferred using a self-service checkout method. That number increased to 46% among the 18-to-34 age group. Two-thirds of

respondents to GroundTruth's survey said self-checkout made an in-store shopping experience better than shopping online.

According to our February 2019 ecommerce survey conducted by Bizrate Insights, US internet users ages 18 to 34 were 19% more likely to use self-service checkout regularly than 35- to 54-year-olds, and this figure increased to 76% when compared with respondents ages 55 and older.

"Younger shoppers tend to be a bit more comfortable with technology," said eMarketer principal analyst Andrew Lipsman. "And they don't like waiting, so anything that streamlines the process is welcomed."

Above all, shoppers are looking for a quick and easy checkout experience, and they won't stand for (or in) long lines.