Rimma Kats

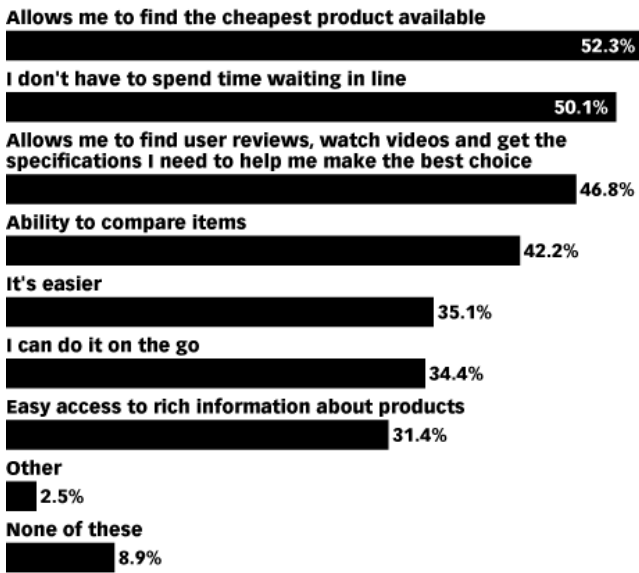# The Pros and Cons of In-Store and Digital Shopping Experiences

Article

While many people like shopping digitally because they don't have to wait in line, others find in-store shopping to be more satisfying because they don't have to wait for the product, nor fear they'll get the wrong item.

Those are the findings from a new study by digital retail display company June20, conducted by Propeller Insights.

Features that US Internet Users Like About Shopping Digitally that Are Missing from an In-Store Experience, Oct 2017

% of respondents

Allows me to find the cheapest product available
52.3%

I don't have to spend time waiting in line
50.1%

Allows me to find user reviews, watch videos and get the specifications I need to help me make the best choice
46.8%

Ability to compare items
42.2%

It's easier
35.1%

I can do it on the go
34.4%

Easy access to rich information about products
31.4%

Other
2.5%

None of these
8.9%

Note: ages 18+
Source: June20 conducted by Propeller Insights, Nov 16, 2017
233213   www.**e**Marketer.com

When asked about the features they like about shopping digitally that are missing from an in-store experience, more than half of US internet users said online shopping gives them the ability to find the cheapest product, and almost as many said they like the fact that they don't have to wait on any lines.

Having time to read reviews, watch product videos and figure out if they're making the right choice also appealed to many consumers.

But that's not to say that everyone found online shopping to be more satisfying than in-store. In fact, 60.8% of respondents said that one of the main reasons they believe buying something in-store is more satisfying than online is because they're able to get that item immediately.

And overall, many just liked the fact that once they got the product, they didn't have to sit at home waiting for it to be delivered or have the wrong order delivered.

The June20 survey aligns with a variety of recent research comparing consumer attitudes about in-store and digital shopping. For instance, a Fluent survey found that the reason most likely to be cited for shopping in-store is the ability to see or try on items in person.

Meanwhile, the most common reasons for preferring online shopping were convenience and cheaper prices.