

Podcast | Facebook's Vision for 'Friction-Free' Retail

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eMarketer Editors

In the latest edition of "Behind the Numbers," we sit down for a conversation with Facebook's Martin Gilliard to discuss innovation at the nexus of commerce and marketing.

What Digital vs. In-Store Factors Would Cause US Shoppers to Shop at a Different Store?

% of respondents, Sep 2018

Digital

Shipment never arrives	55%
Fake reviews	34%
Item received does not look like the photo online	34%
Website does not list size or dimension of item	20%
Shipping takes longer than advertised	17%
Required to pay for shipping	16%
Low-quality images of the product	16%
Shopping cart is emptied by a technical error	14%
Long checkout process	13%
Pages load slowly	13%
Item is listed as "out of stock"	11%

In-store

Employees were rude to me	42%
Store was disorganized	17%
Prices were higher than expected	15%
Employees were not knowledgeable	13%
Sales people tried to sell me on the product	13%
Checkout lines were too long	12%
Employees didn't offer assistance at any point	12%
Items not in stock	12%
Limited selection of products	12%
Items I saw online were not in the store	11%
Store was crowded	10%
Items were mistakenly placed on a sale rack	9%
Cashier tried to get me to sign up for a credit card	8%
No employee greeted me when I entered the store	6%

Note: ages 18+

Source: Qualtrics, "Retail Pain Index," Dec 24, 2018

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