

# No Retail Tech, Please. We're Affluent

## ARTICLE |

**Jennifer King**

About one in five affluent consumers in the US make no use of any technology while in stores. That's right: no price checks on a smartphone while shopping, no taking pictures of products and certainly no mobile payments.

They don't even use self-serve checkout lanes!

As part of a multi-country study of affluent shopping habits, [YouGov](#) surveyed more than 2,700 consumers in the US whose income fell in the top 10% to 0.5%.

Of these upscale shoppers in the US, 19% said they don't use any technology in-store at all. "They wait in line to check out," the YouGov study noted, "they accept the prices presented to them, they swipe a card or pay cash."

## What Activities Do Affluent Internet Users in China, the UK and the US Conduct While Shopping In-Store?

% of respondents, April 2018

	China	US	UK
Use mobile payments	77%	15%	12%
Use in-store technology to experience the product	47%	15%	12%
Read reviews for a product on your mobile device	43%	37%	30%
Price check with your mobile device	39%	37%	40%
Connect to the store's Wi-Fi	36%	23%	24%
Access the store website for basic information	34%	19%	18%
Review exclusive offers on your mobile device	33%	22%	12%
Take a picture of the product with your mobile device	32%	38%	35%
Search for coupons on your mobile device	31%	33%	18%
Elect to use self-checkout kiosks	30%	41%	46%
Price check through the store's devices	21%	23%	3%
None of these	1%	19%	24%

Note: China n=404; UK n=428; US n=2,728; ages 18+

Source: YouGov, "Affluent Perspective 2018: Luxury Retail," July 30, 2018

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While this group of traditional shoppers is fairly extreme in its technology avoidance, none of the options covered in the survey were used by a majority of affluent shoppers in the US. For example, only 41% use self-serve checkout. A mere 15% of US affluents use mobile payments.

Interestingly, these wealthy shoppers were not averse to ecommerce. About three-quarters of the affluent shoppers surveyed said they had made electronics and footwear purchases online, and more than half had purchased apparel, beauty or food items online.

Wealthy or not, US users tend to still want a cashier to handle their purchases. According to [CivicScience](#), 57% of internet users prefer a cashier, while 33% prefer handling the checkout themselves.