There’s a big disconnect between what consumers believe and what retail executives think they believe, particularly when it comes to the impact of price on purchase decisions.

- **Price as the Most Important Factor Driving Purchase Decisions**
  - Consumers: 20%
  - Executives: 40%

- **Ranked Price Promotions, Coupon Availability and Better Pricing As One of the Top Three Factors For Shopping In-Store**
  - Consumers: 12%
  - Executives: 36%

- **Believe That Prices Are Increasing Online**
  - Consumers: 20%
  - Executives: 51%

- **Believe That Prices Are Increasing In-Store**
  - Consumers: 20%
  - Executives: 60%

**The Impact of Smart Speakers**

- **Only 2% of Executives Rated smart speakers as impactful to their business**
- **The number of consumers saying they own a smart speaker has increased 75% over last year**
- **59% of smart speaker owners use them to research prices**
- "...$?"