

CONSUMER AWARENESS & ATTITUDE TOWARDS SMARTSTORES & TECHNOLOGIES

The retail sector is witnessing a gradual but drastically shift towards digital technology adoption in the way of digital stores, contactless payment systems, digital displays and augmented reality information systems, etc. Various push and pull factors are also encouraging consumers to warm up to these changes and think beyond traditional brick and mortar stores. Hence, the need of the hour is to understand the degree of shift in consumer behaviour and to determine if consumers are in sync with this rapid change in the retail landscape. The report identifies consumer behaviour and attitudes towards smartstores across US, UK, Russia, India, KSA, UAE, with data collected from over 2200 consumers.

This study will gauge consumer awareness levels and adoption rates of emerging technologies, especially in the developed countries. This includes components of a smartstore, along with consumer willingness or reluctance to purchase different categories of products in the retail segment. The study also highlights where retailer priorities should lie in terms of investment on various technologies based on consumer behaviour while shopping.

A strong consumer orientation establishes the backbone of all successful marketing actions. Brands and marketers must use all possible indications to understand the ever-more multifarious consumer touchpoints. Data from this report can be utilised for personalised marketing. Perception of various features of a smartstores are also highlighted from a consumer point of view to help marketers map them to their product lines or individual segments in a holistic manner.

KEY QUESTIONS ANSWERED IN THE REPORT.

- 01 What is the share of consumers who are willing to visit smartstores?
- 02 What is the consumer awareness level for emerging technologies associated with smartstores?
- 03 Which factors influence consumer reluctance towards shopping in smartstores?
- 04 From a consumer's perspective, which smartstore features should retailers implement or focus on?
- 05 Are consumers willing to purchase from smartstores after they are educated of the various technological features available to them?