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# Global Brand Research 2017

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Insights

## Agenda

I. The Methodology and Topline
II. Brand Manufacturer Website Research
III. Purchasing
IV. The Physical Store
V. Customer Service
VI. Social Media

# I. The Methodology and Topline

## Survey Goals

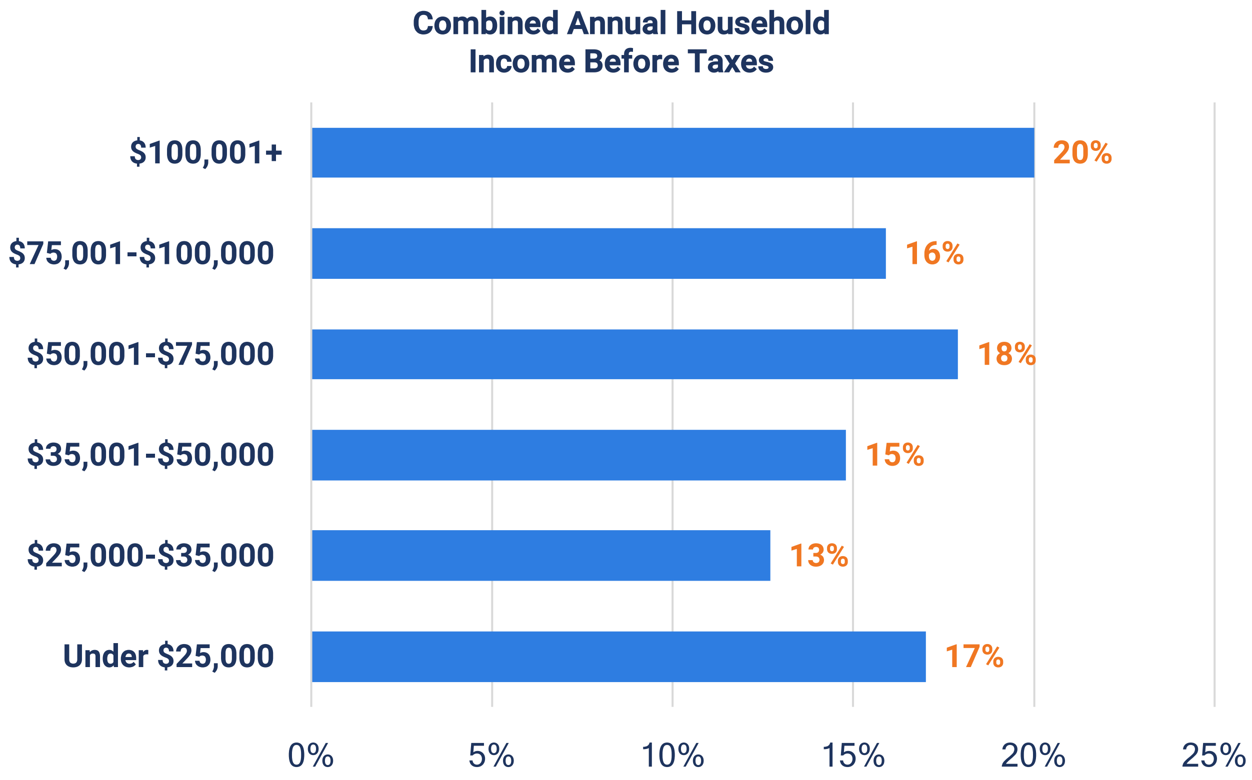
Gain a clear understanding of the role of brand manufacturer shopping experiences across digital and physical store channels while also exploring differences in behavior based on gender and age.

Explore essential brand manufacturer topics including:

- Researching, website prompts, site experiences, sentiment and feature expectations (Q5-10)
- Purchasing and respective performance (Q11-17)
- The role of the brand manufacturer’s physical store (Q18-21)
- Customer service and brand manufacturers (Q22-23)
- Social media and brand manufacturers (Q24-25)
- CPG research and purchasing patterns (Q26-30)

## Survey Demographics

- A 30-question online survey of 1000 consumers who shop online and have visited brand manufacturer websites in June, 2017
- 957 initially disqualified
- 50% Male/50% Female
- 5 sets of 200-Age demographic segments (18-24, 25-34, 35-44, 45-54, 55-70)
- Income as outlined



## The Topline

### Brand manufacturer research

- 58% of online shoppers visit 5+ brand manufacturer websites (67% Millennials)
- Social media (51%/64% Millennials) and search engine ads (47%/57% Millennials) biggest prompters to brand manufacturer websites
- “Very important” brand manufacturer features include onsite navigation (65%), complete product information (59%), rich product detail page (59%) and clear return polices (59%)
- While shoppers still prefer multiple brand retail experiences, the role of the brand manufacturer website is multi-dimensional and particularly important once products are purchased from a research and service perspective -59% of shoppers prefer to research/55% want to shop directly at the brand manufacturer rather than a retailer
- The majority of online shoppers expect more comprehensive information and better prices from brand manufacturer websites than multi-brand retailers
- Brand manufacturers are meeting and often exceeding online shopper expectations

### Brand manufacturer purchasing

- Beyond web channel, physical stores see strongest usage with social and mobile neck and neck; Millennials over-index on both
- Prices and products most often cause online shoppers to make purchases
- 2 out of 3 shoppers have purchased at least 3 products in the past 6 months from brand manufacturer websites with Millennials and males leading the charge
- 2 out of 3 shoppers have purchased at least 3 products in the past 6 months with Millennials (80%) and males (71%)
- Apparel and accessories top the list of brand manufacturer categories purchased
- Brand shoppers grade website experiences high with half receiving an A



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# The Topline

## The brand manufacturer physical store

- 8 in 10 online shoppers have visited the brand manufacturer's physical store
- 70% of store visitors want to touch and feel the product while 59% seek out the full brand experience
- 52% of online shoppers believe it's essential that associates can place an order while 46% want them to be able to access inventory

## Customer service

- Email dominates customer service outreach (53%) while 36% use live chat
- 85% of online shoppers score customer service interactions good or greater with 42% coming in at excellent

## Social media

- More than half of online shoppers are connected to 3+ brand manufacturers on social media
- Almost half of shoppers connect with brand manufacturers on social media at least weekly



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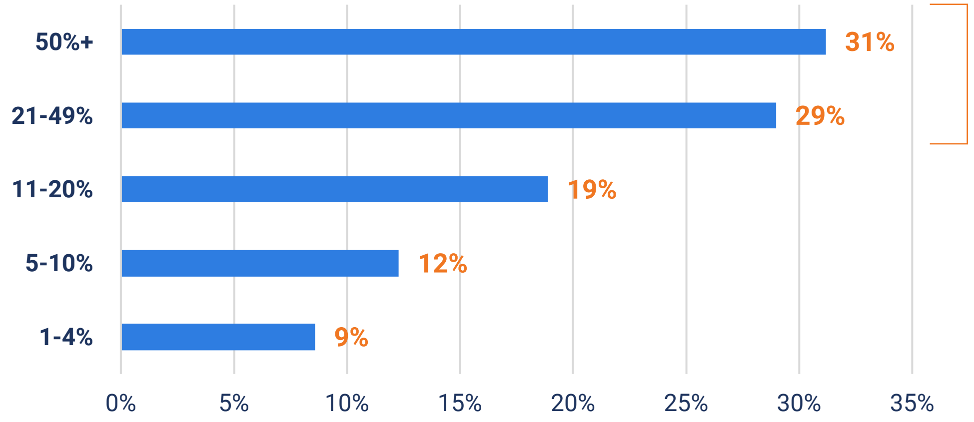
# II. Brand Manufacturer Website Research

## 6 out of 10 online shoppers make 21% or more of their purchases online.

"What percentage of your **shopping purchases** (excluding travel and groceries) is done online?"




| | Millennial | Non-millennial | Male | Female |
|---|---|---|---|---|
| **50%+** | 36% | 28% | 33% | 30% |
| **21-49%** | 30% | 29% | 31% | 27% |
| **21+** | 66% | 57% | 64% | 57% |

*Millennial shopping is 9 points higher than non-Millennials while males are 7 points higher then females in regards to 21%+ online purchasing*



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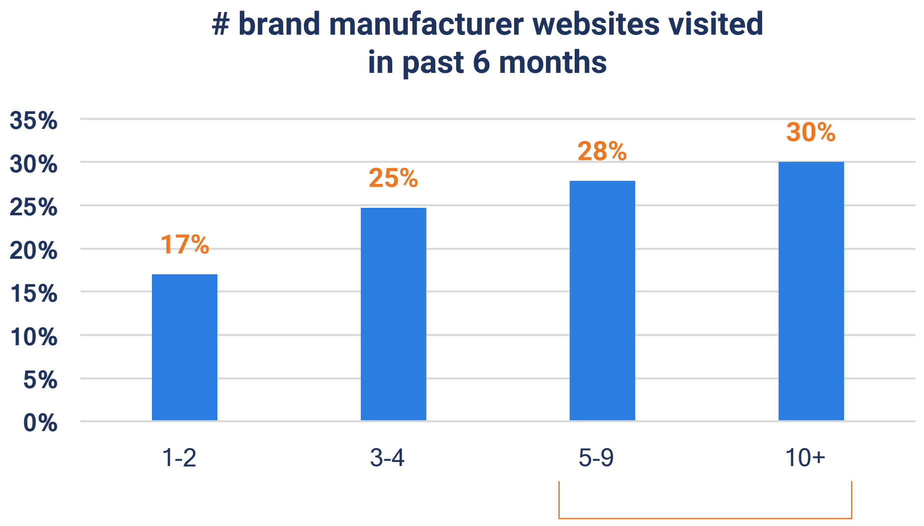
## 58% of online shoppers have visited 5+ brand manufacturer websites.

"How many brand manufacturer websites have you **visited** in the past 6 months?"



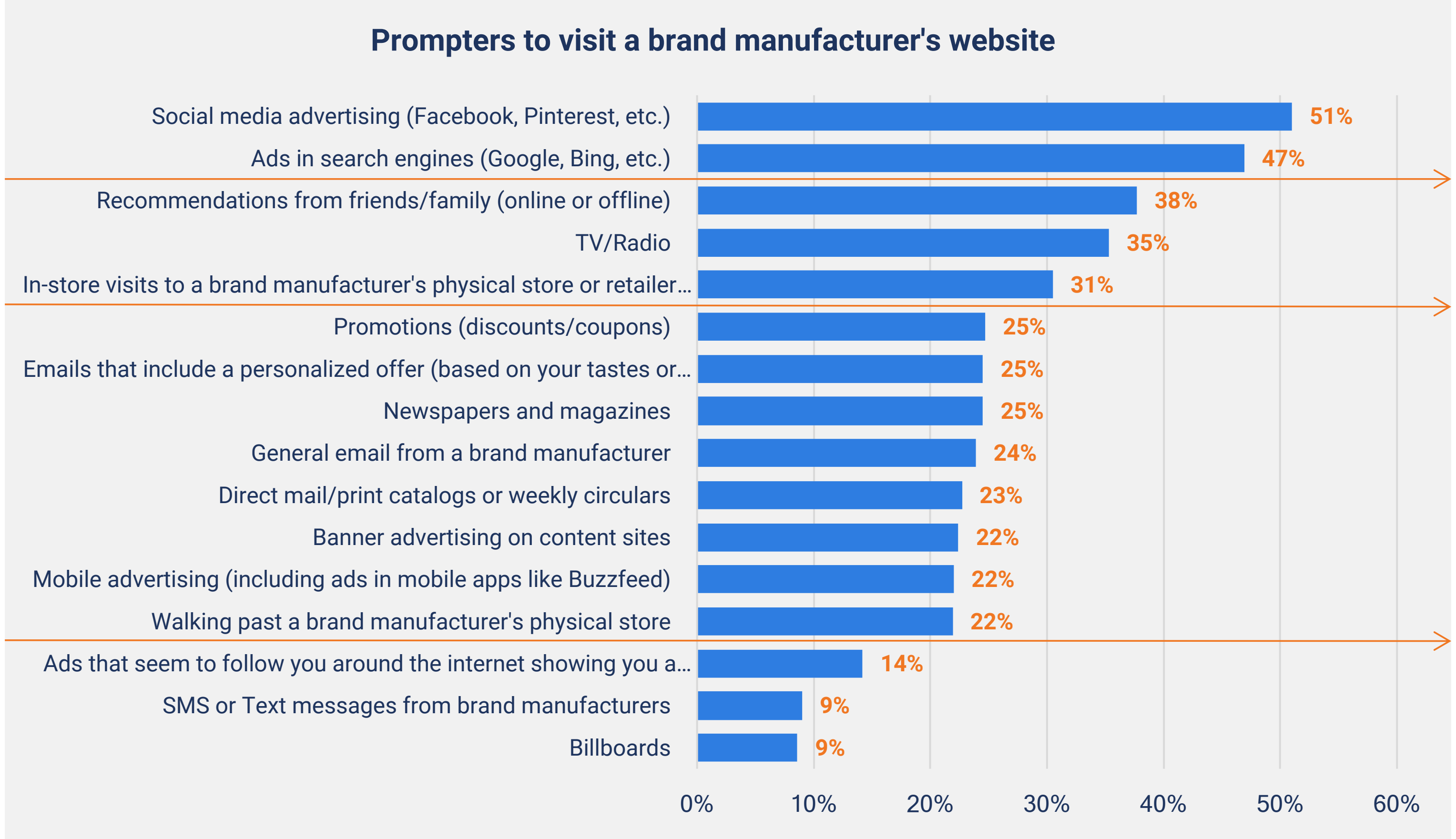

| | Millennial | Non-millennial | Male | Female |
|---|---|---|---|---|
| **10+** | 34% | 28% | 32% | 28% |
| **5–9** | 33% | 25% | 30% | 25% |
| **5+** | 67% | 53% | 62% | 53% |

*Millennials are most aggressive as 67% visit 5+ brand manufacturer websites*

# Social media advertising and search engines serve as the biggest prompters to brand manufacturer website visits.

“Which of the following have **prompted** you to **visit** a brand manufacturer’s website? Check all that apply.”

1 in 3 are prompted by an in-store visit suggesting cross-channel dynamics matter



# Males are more often prompted by both traditional and digital channels while females are more receptive to emails, social advertising and promotions.

"Which of the following have **prompted** you to **visit** a brand manufacturer's website? Check all that apply."

| | Avg | Male | Female | M/F Gap |
|---|---|---|---|---|
| TV/Radio | 35% | 41% | 29% | 12 |
| Ads in search engines (Google, Bing, etc.) | 47% | 53% | 41% | 12 |
| Mobile advertising (including ads in mobile apps like Buzzfeed) | 22% | 27% | 17% | 10 |
| Newspapers and magazines | 25% | 29% | 20% | 9 |
| Banner advertising on content sites | 22% | 25% | 20% | 5 |
| SMS or Text messages from brand manufacturers | 9% | 11% | 7% | 4 |
| Billboards | 9% | 10% | 7% | 3 |
| Walking past a brand manufacturer's physical store | 22% | 22% | 22% | Flat |
| Direct mail/print catalogs or weekly circulars | 23% | 23% | 23% | Flat |
| Ads that seem to follow you around the internet showing you a product recently viewed | 14% | 13% | 15% | -2 |
| Recommendations from friends/family (online or offline) | 38% | 36% | 39% | -3 |
| In-store visits to a brand manufacturer's physical store or retailer who sells their products | 31% | 29% | 32% | -3 |
| Emails that include a personalized offer (based on your tastes or purchase history) | 25% | 22% | 27% | -5 |
| General email from a brand manufacturer | 24% | 21% | 27% | -6 |
| Social media advertising (Facebook, Pinterest, etc.) | 51% | 48% | 54% | -6 |
| Promotions (discounts/coupons) | 25% | 19% | 30% | -11 |



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# Millennials are more often prompted by digital means including search engine ads, banner, mobile and social media advertising.

| | Avg | Millen | Non-mill | M/NM Gap |
|---|---|---|---|---|
| Mobile advertising (including ads in mobile apps like Buzzfeed) | 22% | 36% | 13% | 23 |
| Social media advertising (Facebook, Pinterest, etc.) | 51% | 64% | 43% | 21 |
| Ads in search engines (Google, Bing, etc.) | 47% | 57% | 40% | 17 |
| Banner advertising on content sites | 22% | 28% | 19% | 9 |
| Walking past a brand manufacturer's physical store | 22% | 27% | 19% | 8 |
| Recommendations from friends/family (online or offline) | 38% | 42% | 35% | 7 |
| Billboards | 9% | 11% | 7% | 4 |
| TV/Radio | 35% | 37% | 35% | 2 |
| In-store visits to a brand manufacturer's physical store or retailer who sells their products | 31% | 32% | 30% | 2 |
| Newspapers and magazines | 25% | 24% | 25% | -1 |
| Ads that seem to follow you around the internet showing you a product recently viewed | 14% | 14% | 15% | -1 |
| SMS or Text messages from brand manufacturers | 9% | 10% | 9% | -1 |
| Emails that include a personalized offer (based on your tastes or purchase history) | 25% | 23% | 25% | -2 |
| General email from a brand manufacturer | 24% | 21% | 26% | -5 |
| Promotions (discounts/coupons) | 25% | 22% | 27% | -5 |
| Direct mail/print catalogs or weekly circulars | 23% | 19% | 25% | -6 |



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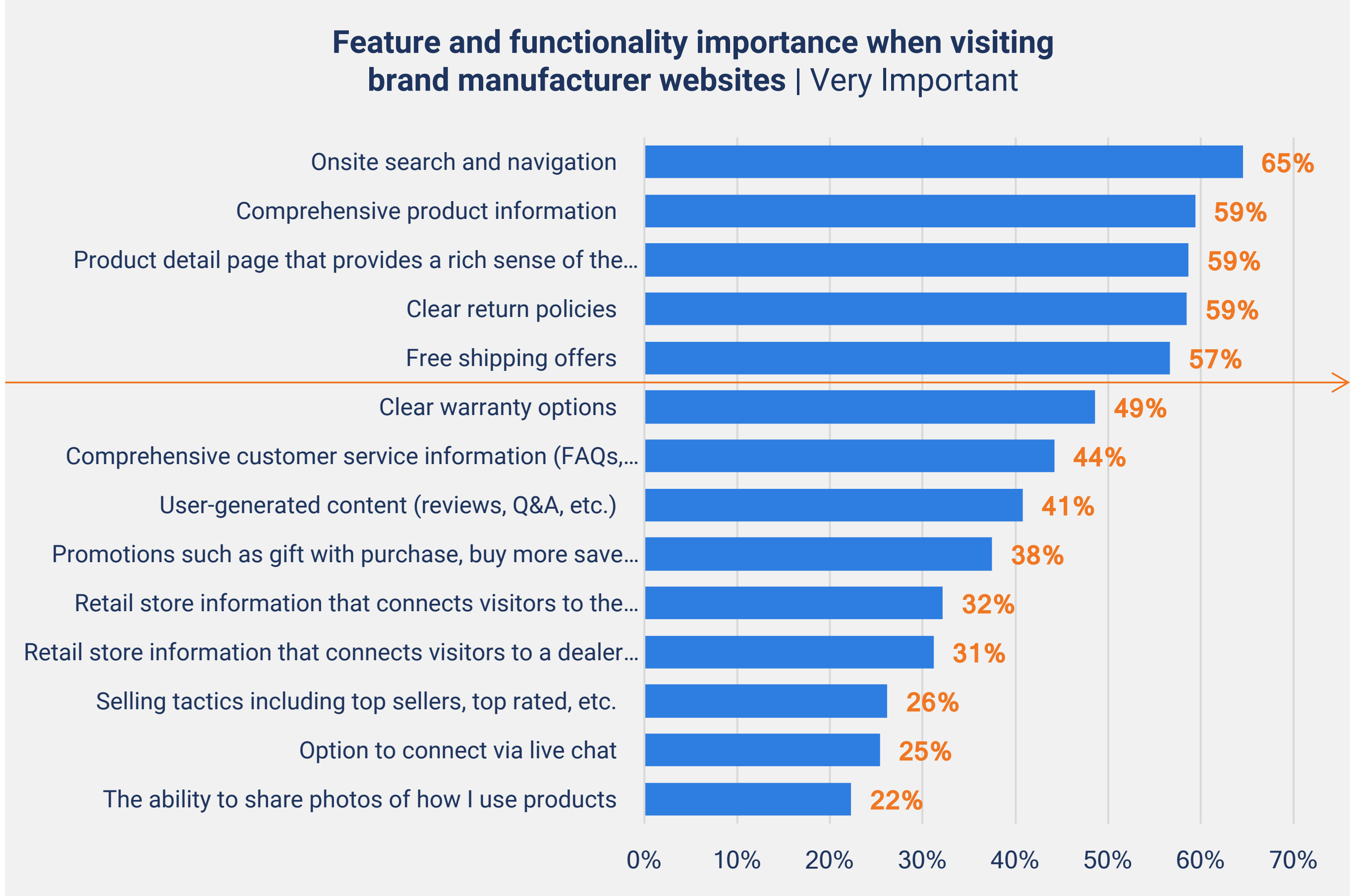
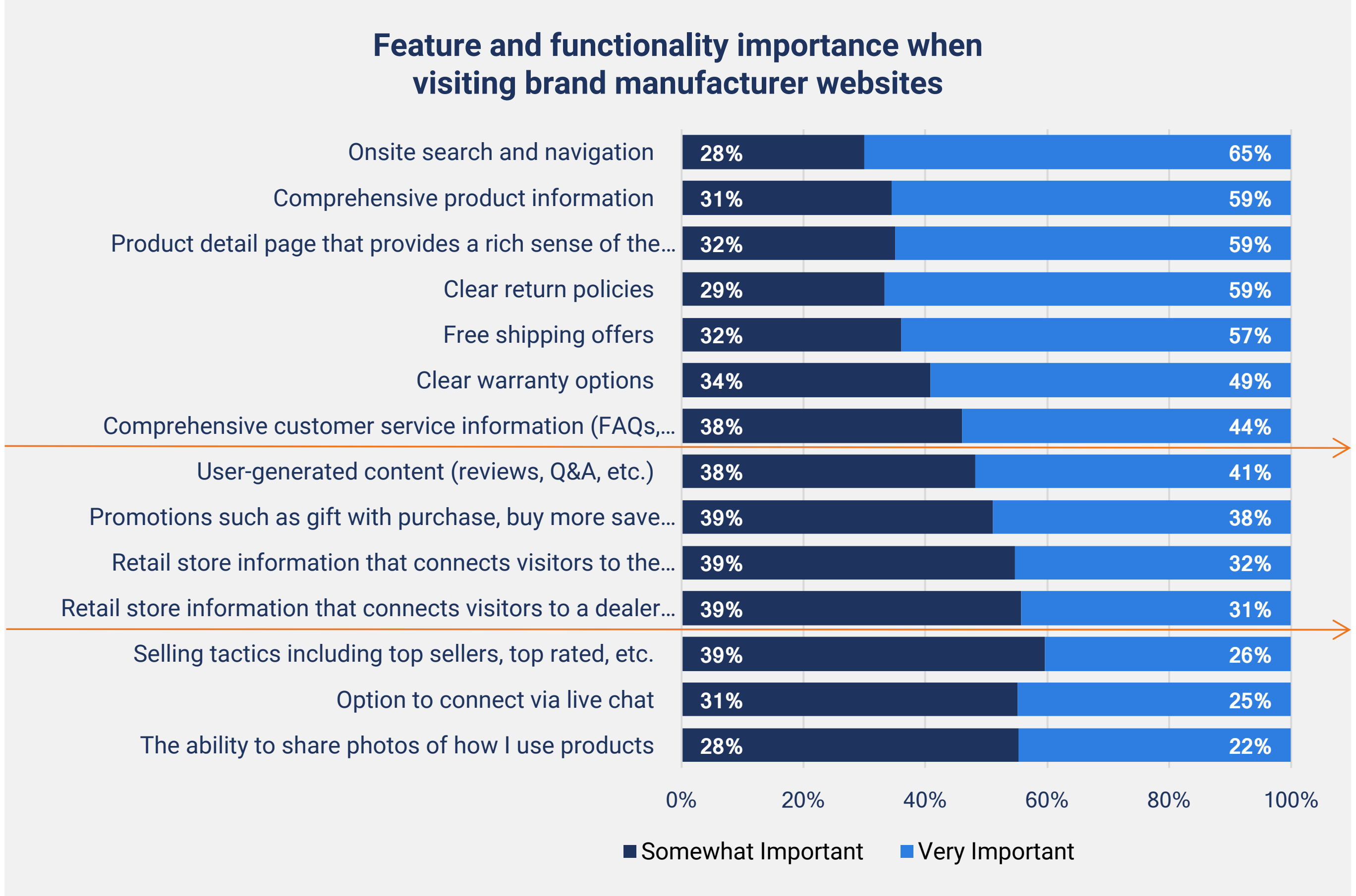
## Onsite search, product information, return policies and free shipping are very important to the majority of online shoppers.

"When browsing and buying from brand manufacturer websites, how would you rate the importance of the following **features and functionality**?"



## Most shoppers find features important from standards that include onsite search to an array of information (product, policy and store) as well as user-generated content and promotions.

“When browsing and buying from brand manufacturer websites, how would you rate the importance of the following **features and functionality**?”



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## Clear return policies, product detail pages and product information are much more important for females.

"When browsing and buying from brand manufacturer websites, how would you rate the importance of the following **features and functionality**?"

| Very Important | Male | Female | M/F Gap |
|---|---|---|---|
| Option to connect via live chat | 29% | 22% | 7 |
| The ability to share photos of how I use products | 24% | 20% | 4 |
| Selling tactics including top sellers, top rated, etc. | 28% | 25% | 3 |
| Retail store information that connects visitors to a dealer locator that shares where the manufacturer's products are sold | 32% | 31% | 1 |
| Retail store information that connects visitors to the manufacturer's physical store | 33% | 32% | 1 |
| Promotions such as gift with purchase, buy more save more, etc.) | 37% | 38% | -1 |
| Clear warranty options | 48% | 49% | -1 |
| User-generated content (reviews, Q&A, etc.) | 40% | 42% | -2 |
| Onsite search and navigation | 63% | 66% | -3 |
| Comprehensive customer service information (FAQs, contact us) | 42% | 46% | -4 |
| Free shipping offers | 53% | 61% | -8 |
| Comprehensive product information | 55% | 64% | -9 |
| Product detail page that provides a rich sense of the product (zoom, alternative views, color change, spin) | 52% | 65% | -13 |
| Clear return policies | 52% | 65% | -13 |



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# Millennials find ability to share photos, live chat connections and selling tactics most important while non-Millennials care more about free shipping, comprehensive product information and clear return policies.

| Very Important | Mill | Non-Mill | M/NM Gap |
|---|---|---|---|
| The ability to share photos of how I use products | 30% | 17% | 13 |
| Selling tactics including top sellers, top rated, etc. | 32% | 22% | 10 |
| Option to connect via live chat | 31% | 22% | 9 |
| Retail store information that connects visitors to the manufacturer's physical store | 37% | 29% | 8 |
| Promotions such as gift with purchase, buy more save more, etc.) | 42% | 35% | 7 |
| User-generated content (reviews, Q&A, etc.) | 45% | 38% | 7 |
| Retail store information that connects visitors to a dealer locator that shares where the manufacturer's products are sold | 35% | 29% | 6 |
| Comprehensive customer service information (FAQs, contact us) | 46% | 43% | 3 |
| Onsite search and navigation | 66% | 64% | 2 |
| Clear warranty options | 48% | 49% | -1 |
| Product detail page that provides a rich sense of the product (zoom, alternative views, color change, spin) | 56% | 61% | -5 |
| Comprehensive product information | 56% | 62% | -6 |
| Clear return policies | 55% | 61% | -6 |
| Free shipping offers | 51% | 61% | -10 |



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## Tools that help shoppers purchase the "right" products for them are very important to 1 in 3 online shoppers.

"How important are the following **specialized capabilities** when shopping brand manufacturers across a range of categories that might include apparel & accessories, sporting goods, health and beauty, home and technology, etc.?"




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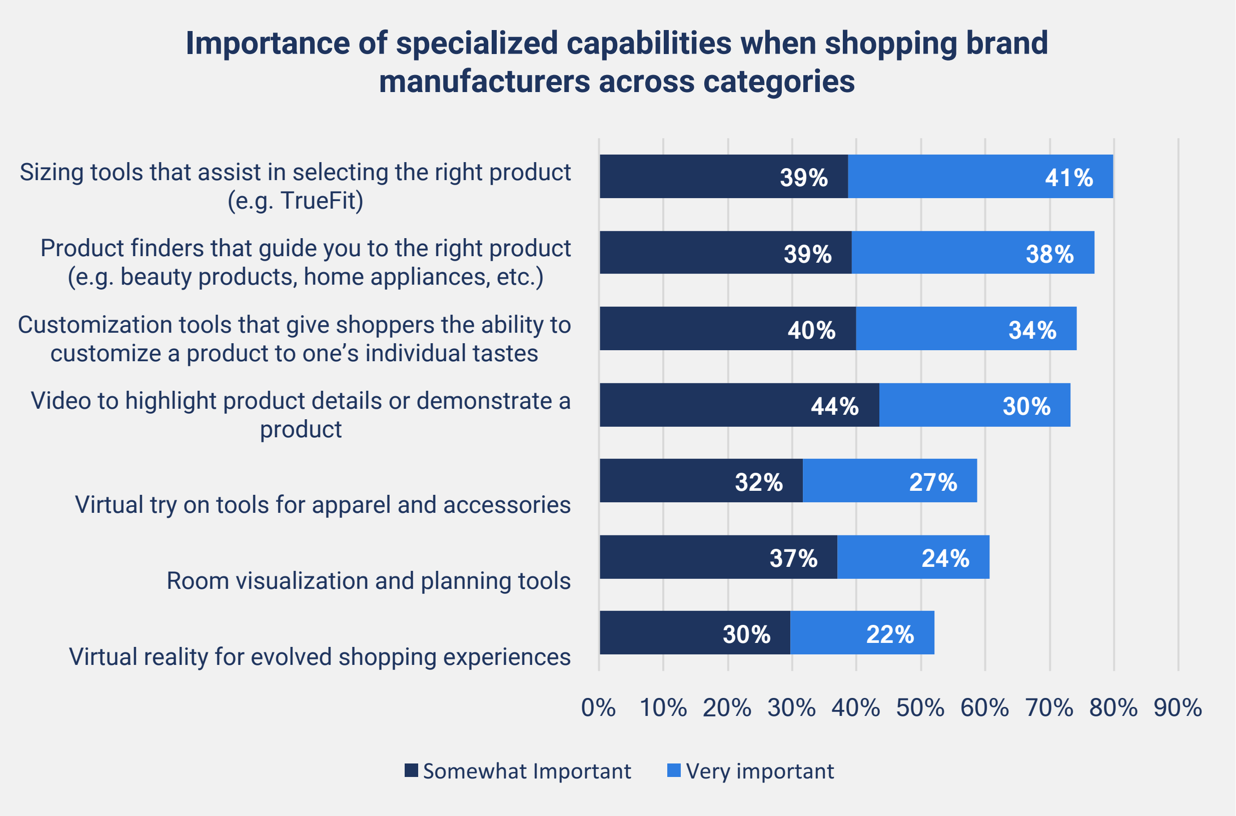
## The majority of shoppers find specialized category tools important when shopping brand manufacturers.

"How important are the following **specialized capabilities** when shopping brand manufacturers across a range of categories that might include apparel & accessories, sporting goods, health and beauty, home and technology, etc.?"



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## Female interest lies in sizing tools and product finders while males find important virtual reality and try on tools.

"How important are the following **specialized capabilities** when shopping brand manufacturers across a range of categories that might include apparel & accessories, sporting goods, health and beauty, home and technology, etc.?"

| | Male | Female | M/F Gap |
|---|---|---|---|
| **Virtual try on tools for apparel and accessories** | 32% | 22% | 10 |
| **Virtual reality for evolved shopping experiences** | 25% | 19% | 6 |
| **Room visualization and planning tools** | 25% | 22% | 3 |
| **Customization tools that give shoppers the ability to customize a product to one's individual tastes** | 34% | 35% | -1 |
| **Video to highlight product details or demonstrate a product** | 31% | 29% | -2 |
| **Product finders that guide you to the right product (e.g. beauty products, home appliances, etc.)** | 35% | 40% | -5 |
| **Sizing tools that assist in selecting the right product (e.g. TrueFit)** | 37% | 46% | -9 |

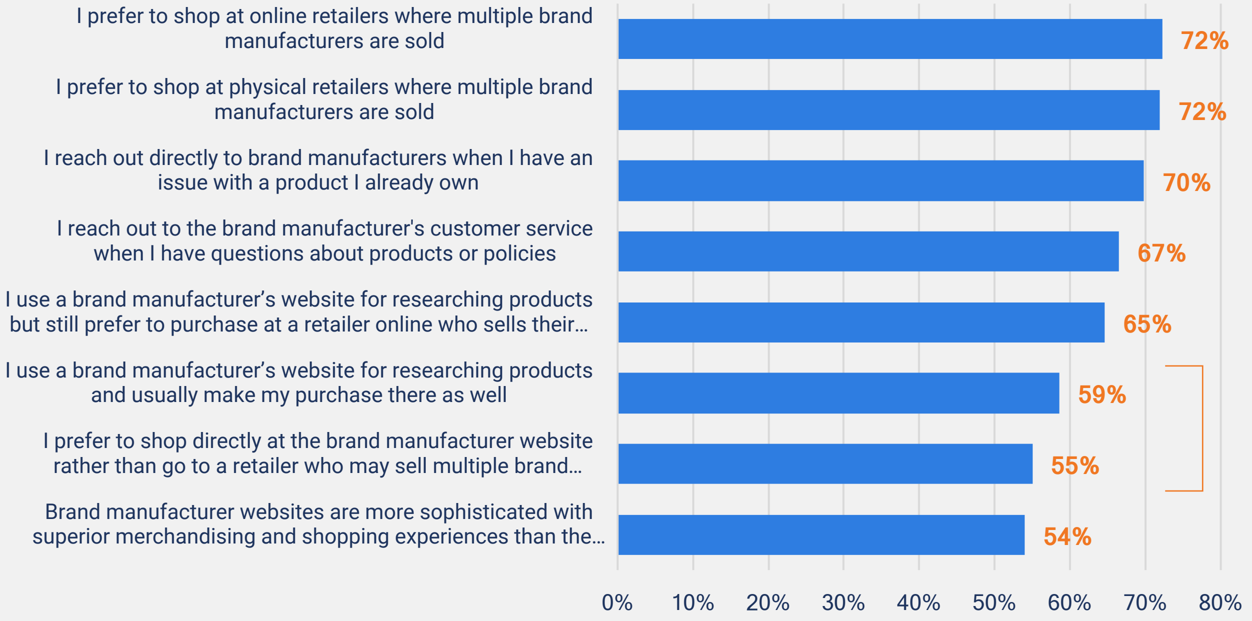
# Millennials find all specialized capabilities much more important and in particular like virtual reality, virtual try on tools for apparel and accessories and room visualization capabilities.

| | Mill | Non-mill | M/NM Gap |
|---|---|---|---|
| Virtual reality for evolved shopping experiences | 32% | 16% | 16 |
| Room visualization and planning tools | 32% | 18% | 14 |
| Virtual try on tools for apparel and accessories | 36% | 21% | 15 |
| Product finders that guide you to the right product (e.g. beauty products, home appliances, etc.) | 45% | 33% | 12 |
| Customization tools that give shoppers the ability to customize a product to one's individual tastes | 41% | 30% | 11 |
| Video to highlight product details or demonstrate a product | 34% | 27% | 7 |
| Sizing tools that assist in selecting the right product (e.g. TrueFit) | 43% | 40% | 3 |

## While shoppers still prefer multiple brand retail experiences, the role of the brand manufacturer website is multi-dimensional and particularly important once products are purchased from  a research and service perspective.

"Thinking about your general preferences and visits to brand manufacturer websites in the past 6 months, please state your **agreement** with the following statements."

Agreement with general preferences and visits to brand manufacturer websites




59% of shoppers already prefer to research while 55% want to shop directly at the brand manufacturer website rather than a retailer



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## Both males and females are generally split in their preference to go direct to brands or selecting retailers.

"Thinking about your general preferences and visits to brand manufacturer websites in the past 6 months, please state your **agreement** with the following statements."

| Strongly agree | Males | Females | M/F Gap |
|---|---|---|---|
| I prefer to shop directly at the brand manufacturer website rather than go to a retailer who may sell multiple brand manufacturers | 31% | 21% | 10 |
| I prefer to shop at online retailers where multiple brand manufacturers are sold | 33% | 24% | 9 |
| I use a brand manufacturer's website for researching products but still prefer to purchase at a retailer online who sells their product among other brands | 30% | 23% | 7 |
| Brand manufacturer websites are more sophisticated with superior merchandising and shopping experiences than the retailers who sell their products | 25% | 19% | 6 |
| I use a brand manufacturer's website for researching products and usually make my purchase there as well | 36% | 21% | 5 |
| I reach out directly to brand manufacturers when I have an issue with a product I already own | 32% | 31% | 1 |
| I reach out to the brand manufacturer's customer service when I have questions about products or policies | 27% | 28% | -1 |
| I prefer to shop at physical retailers where multiple brand manufacturers are sold | 32% | 39% | -7 |



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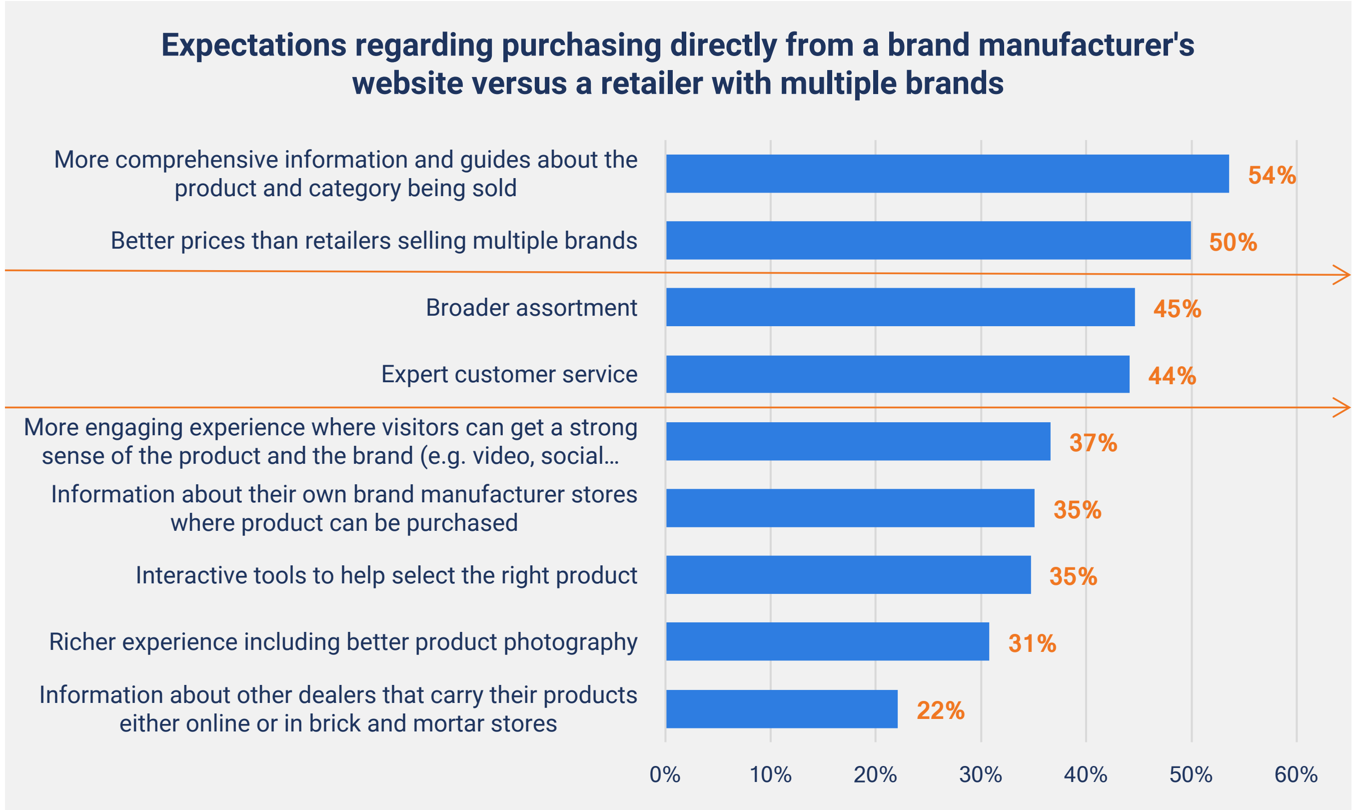
# Millennials general preference is for shopping directly with brand sites as they perceive them as more sophisticated.

| Strongly agree | Mill | Non-mill | M/NM Gap |
|---|---|---|---|
| Brand manufacturer websites are more sophisticated with superior merchandising and shopping experiences than the retailers who sell their products | 32% | 16% | 16 |
| I use a brand manufacturer's website for researching products and usually make my purchase there as well | 31% | 19% | 12 |
| I prefer to shop directly at the brand manufacturer website rather than go to a retailer who may sell multiple brand manufacturers | 39% | 18% | 11 |
| I use a brand manufacturer's website for researching products but still prefer to purchase at a retailer online who sells their product among other brands | 32% | 23% | 9 |
| I prefer to shop at online retailers where multiple brand manufacturers are sold | 34% | 25% | 9 |
| I prefer to shop at physical retailers where multiple brand manufacturers are sold | 37% | 28% | 9 |
| I reach out to the brand manufacturer's customer service when I have questions about products or policies | 31% | 25% | 6 |
| I reach out directly to brand manufacturers when I have an issue with a product I already own | 32% | 31% | 1 |

## The majority of online shoppers expect more comprehensive information and better prices from brand manufacturer websites than multi-brand retailers.

"Which of the following are your **expectations** regarding purchasing directly from a brand manufacturer's website versus a retailer who sells that brand among many others?"

Assortment and service also factor into the evaluation for 4 in 10 online shoppers



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# Females and non-Millennials are more omnichannel looking to get information about physical store options.

"Which of the following are your **expectations** regarding purchasing directly from a brand manufacturer's website versus a retailer who sells that brand among many others?"

- A more engaging shopping experience is expected especially among Millennials (45% vs. 31%)
- 4 in 10 expect expert service with greater interest among non-Millennials (47% vs. 40%) and females (46% vs. 42%)
- Brand manufacturer physical store information is of particular importance to females (41% vs. 29%) and non-Millennials (38% vs. 31%)

| | Male | Female | M/F Gap |
|---|---|---|---|
| More engaging experience where visitors can get a strong sense of the product and the brand (e.g. video, social elements, etc.) | 38% | 35% | 3 |
| Expert customer service | 42% | 46% | -4 |
| Information about other dealers that carry their products either online or in brick and mortar stores | 19% | 25% | -6 |
| Information about their own brand manufacturer stores where product can be purchased | 29% | 41% | -12 |

| | Mill | Non-mill | M/NM Gap |
|---|---|---|---|
| More engaging experience where visitors can get a strong sense of the product and the brand (e.g. video, social elements, etc.) | 45% | 31% | 14 |
| Expert customer service | 40% | 47% | -7 |
| Information about other dealers that carry their products either online or in brick and mortar stores | 18% | 25% | -7 |
| Information about their own brand manufacturer stores where product can be purchased | 31% | 38% | -7 |

## Brand manufacturer experiences are meeting expectations and among at least 1 in 4 shoppers they are exceeding expectations.

"Based on your expressed expectations, how have the brand manufacturer experiences you have had over the past 6 months **measured up** from the following perspective?"

| | Exceeded expectations | About what I expected | Below expectations |
|---|---|---|---|
| More comprehensive information and guides about the product and category being sold | 35% | 62% | 3% |
| Broader assortment | 34% | 64% | 2% |
| Expert customer service | 32% | 61% | 7% |
| Richer experience including better product photography | 31% | 61% | 7% |
| Information about their own brand manufacturer stores where product can be purchased | 31% | 63% | 5% |
| More engaging experience where visitors can get a strong sense of the product and the brand (e.g. video, social elements, etc.) | 31% | 62% | 7% |
| Interactive tools to help select the right product | 29% | 64% | 7% |
| Better prices than retailer selling multiple brands | 29% | 52% | 19% |
| Information about other dealers that carry their products either online or in brick and mortar stores | 28% | 62% | 10% |



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# Males see brand websites exceeding expectations for information and guides, engaging experiences and tools.

"Based on your expressed expectations, how have the brand manufacturer experiences you have had over the past 6 months **measured up** from the following perspective?"

| Exceeded expectations | Males | Females | M/F Gap |
|---|---|---|---|
| More comprehensive information and guides about the product and category being sold | 40% | 30% | 10 |
| More engaging experience where visitors can get a strong sense of the product and the brand (e.g. video, social elements, etc.) | 34% | 28% | 6 |
| Interactive tools to help select the right product | 32% | 27% | 5 |
| Better prices than retailer selling multiple brands | 32% | 27% | 5 |
| Information about their own brand manufacturer stores where product can be purchased | 34% | 29% | 5 |
| Broader assortment | 32% | 28% | 4 |
| Richer experience including better product photography | 32% | 31% | 1 |
| Expert customer service | 31% | 34% | -3 |
| Information about other dealers that carry their products either online or in brick and mortar stores | 31% | 26% | -5 |



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# Millennials almost always report that brand manufacturer sites have more often exceeded expectations across the board.

| Exceeded expectations | Mill | Non-mill | M/NM Gap |
|---|---|---|---|
| Broader assortment | 44% | 27% | 17 |
| Information about their own brand manufacturer stores where product can be purchased | 39% | 26% | 13 |
| More engaging experience where visitors can get a strong sense of the product and the brand (e.g. video, social elements, etc.) | 39% | 26% | 13 |
| Interactive tools to help select the right product | 36% | 25% | 11 |
| More comprehensive information and guides about the product and category being sold | 40% | 32% | 8 |
| Better prices than retailer selling multiple brands | 34% | 26% | 8 |
| Expert customer service | 36% | 30% | 6 |
| Richer experience including better product photography | 34% | 30% | 4 |
| Information about other dealers that carry their products either online or in brick and mortar stores | 16% | 23% | -7 |



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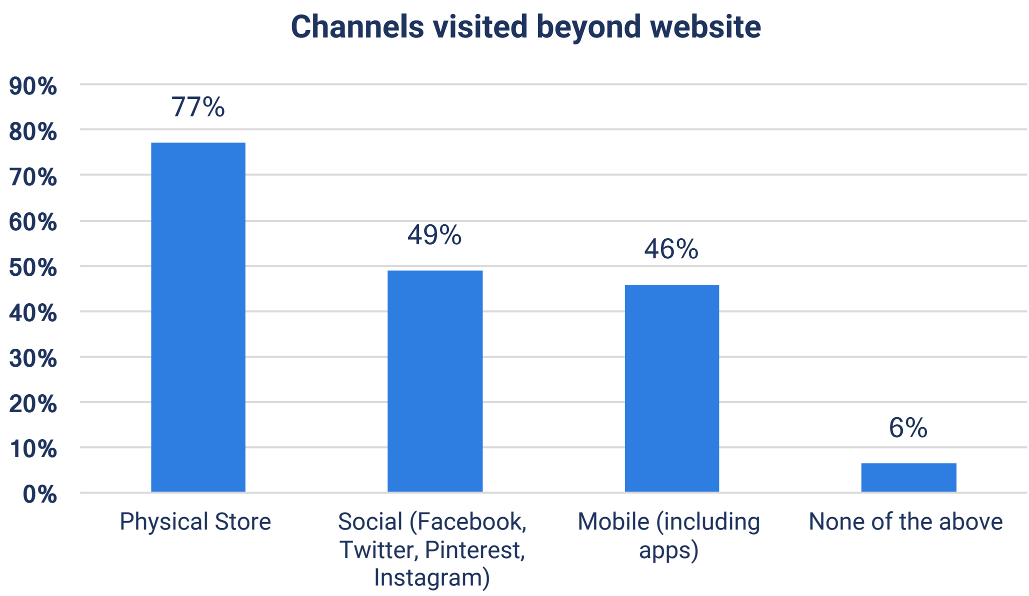
# III. Purchasing

## Physical stores see strongest usage with social and mobile neck and neck Millennial usage of both mobile and social is over 20 points higher than non-Millennial counterparts.

"Besides the website, when researching or purchasing brand manufacturer products over the past 6 months, which of the **manufacturer's other channels** have you used? Select all that apply."




| | Mill | Non-mill | M/NM Gap |
|---|---|---|---|
| **Physical Store** | 77% | 77% | Flat |
| **Mobile (including apps)** | 60% | 36% | 24% |
| **Social (Facebook, Twitter, Pinterest, Instagram)** | 63% | 40% | 23% |

# While product and price drive brand manufacturer purchasing, females and non-Millennials are impacted more by price.

"What ultimately causes you **or** would cause you to **make a purchase** with a brand manufacturer? Please rank your preferences in order of importance where 1 is most important and 5 is least important."

| | Avg | Female | Male | Mill | Non-mill |
|---|---|---|---|---|---|
| **Prices** | 1 | 1 | 2 | 2 | 1 |
| **Product** | 2 | 2 | 1 | 1 | 2 |
| **In-store experience** | 3 | 3 | 3 | 3 | 3 |
| **Desktop experience** | 4 | 4 | 4 | 5 | 4 |
| **Mobile experience** | 5 | 5 | 5 | 4 | 5 |

The in-store experience ranks #3 across the board while only Millennials find the mobile experience inspires greater purchasing over the desktop



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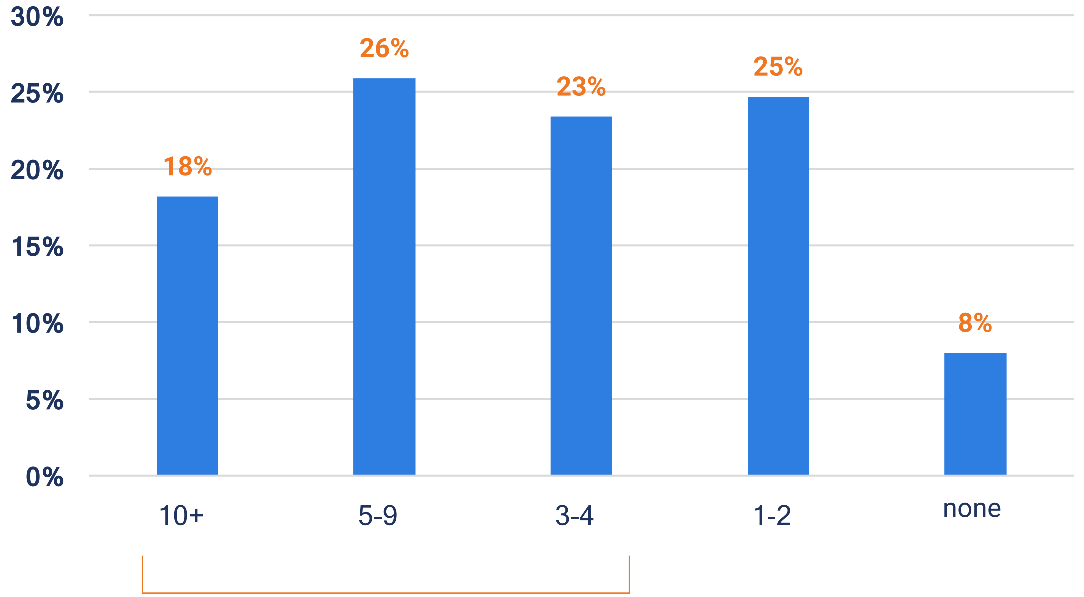
## 2 out of 3 shoppers have purchased at least 3 products in the past 6 months from brand manufacturer websites with Millennials and males leading the charge.

"How many online **purchases** have you made in the past 6 months from a brand manufacturer selling direct on their own website?"

| | Male | Female | Mill | N/M |
|---|---|---|---|---|
| **10+** | 22% | 14% | 25% | 14% |
| **5-9** | 29% | 23% | 31% | 23% |
| **3-4** | 20% | 27% | 24% | 23% |
| **3+** | 71% | 64% | 80% | 60% |

**# online purchases made in past 6 months from brand manufacturer selling direct on their own website**



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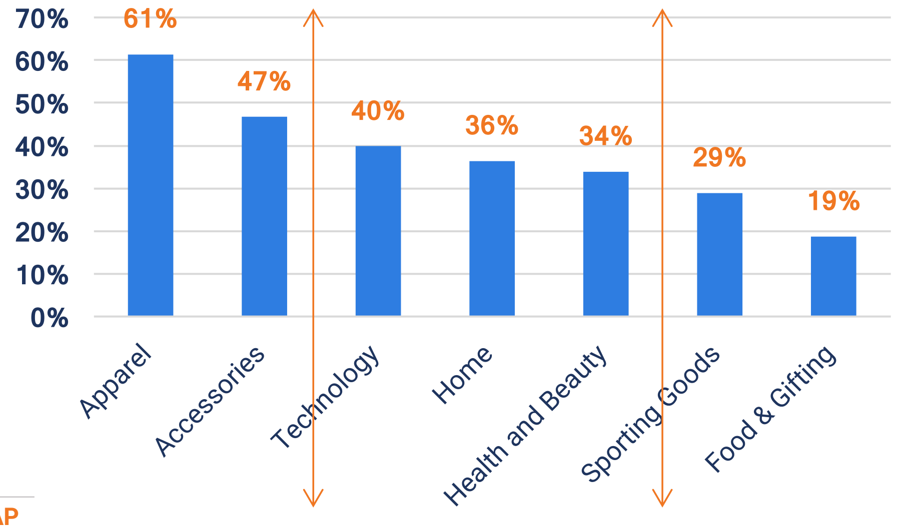
# Apparel and accessories top the list of categories purchased directly from a manufacturer's website though 1 in 3 shoppers have also purchased health and beauty, home and technology.

"In which categories have you purchased directly from a manufacturer's website? Select all that apply."

Categories purchased directly from a manufacturer's website




*Millennials more aggressively purchase from brands especially accessories, sporting goods and apparel*

| | Mill | Non-Mill | M/N GAP |
|---|---|---|---|
| **Accessories** | 58% | 39% | 19% |
| **Sporting Goods** | 35% | 25% | 10% |
| **Apparel** | 67% | 58% | 9% |
| **Home** | 40% | 34% | 6% |
| **Technology** | 43% | 38% | 5% |
| **Health and Beauty** | 36% | 32% | 4% |
| **Food & Gifting** | 17% | 20% | -3 |

*Females are only more dominant in apparel and food and gifting*

| | Male | Female | M/F GAP |
|---|---|---|---|
| **Technology** | 53% | 27% | 26% |
| **Sporting Goods** | 37% | 21% | 16 |
| **Health and Beauty** | 23% | 45% | 12 |
| **Home** | 38% | 34% | 4 |
| **Accessories** | 49% | 45% | 4 |
| **Food & Gifting** | 18% | 20% | -2 |
| **Apparel** | 55% | 68% | -13 |



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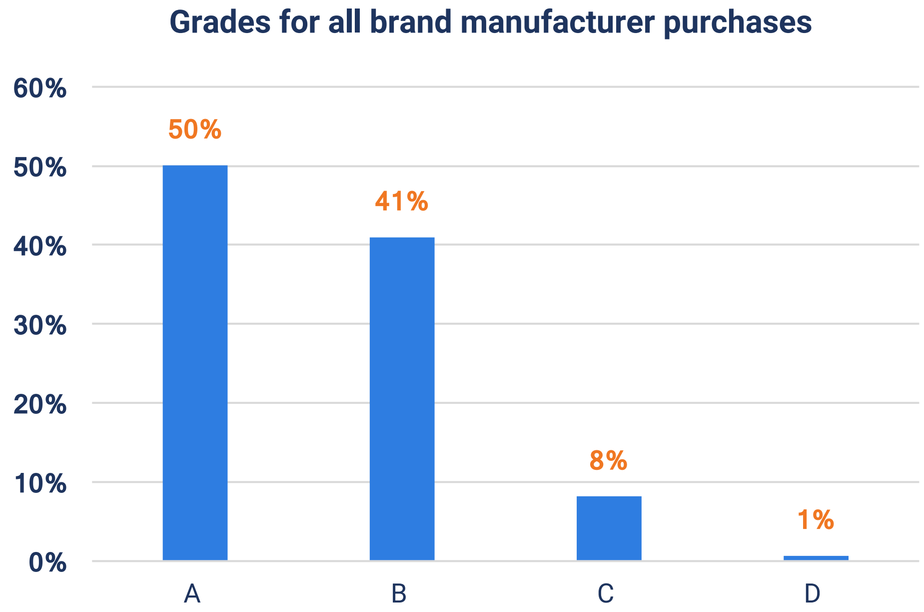
# Brand shoppers grade high with half receiving an A and little distinction among segments.

"Thinking about all of the purchases you have made over the past 6 months, how would you **grade** the experiences you received when buying from brand manufacturers online?

| | Male | Female | Mill | NM |
|---|---|---|---|---|
| **A** | 51% | 49% | 50% | 51% |
| **B** | 41% | 41% | 41% | 41% |
| **C** | 8% | 9% | 9% | 8% |
| **D** | 0% | 1% | 1% | 0% |



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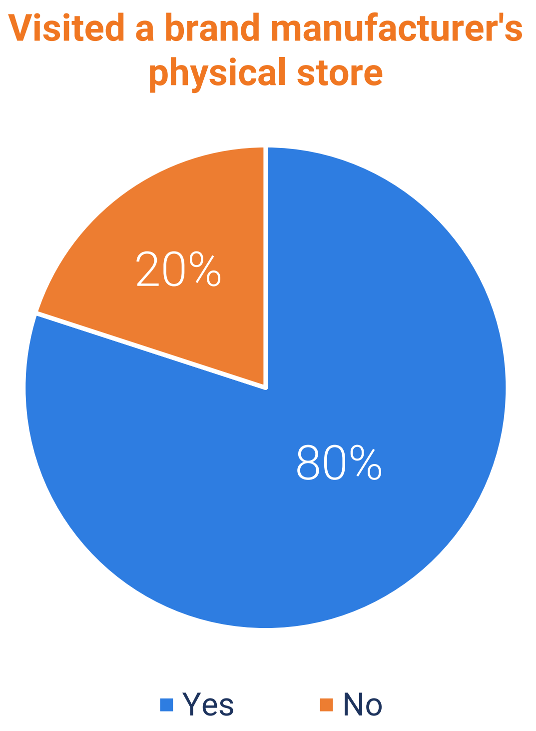
# IV. The Physical Store

## 8 in 10 shoppers have visited a brand manufacturer’s physical store with males and Millennials somewhat more active.

“Have you ever **visited** a brand manufacturer’s physical store?”

| | Males | Females | Mill | Non-Mill |
|---|---|---|---|---|
| **Visited a brand manufacturer physical store** | 81% | 79% | 82% | 79% |

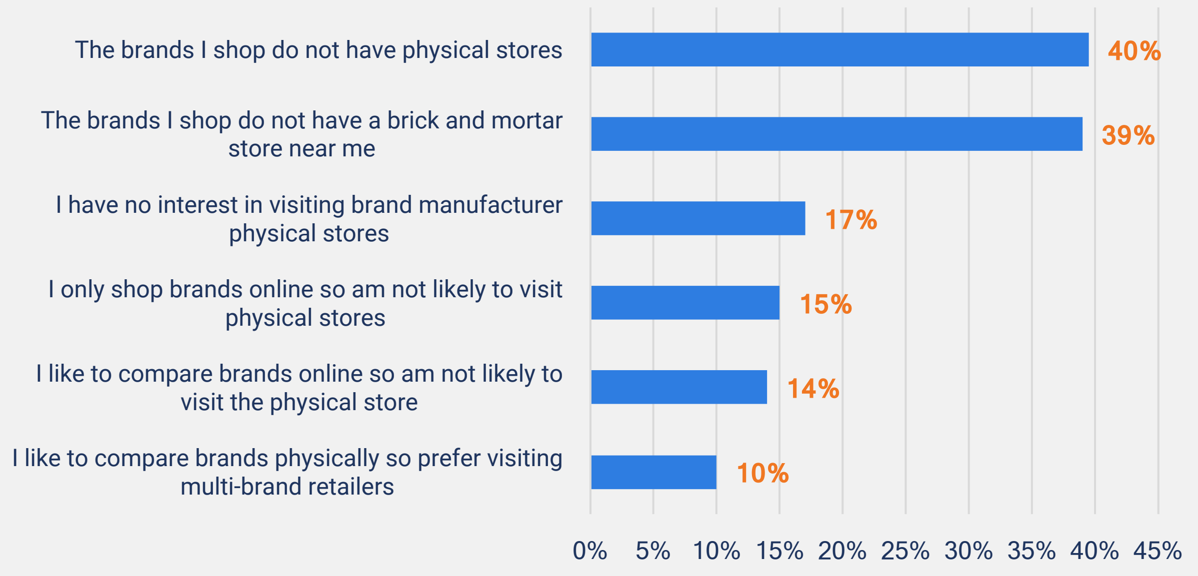


## Among those who have not visited a brand manufacturer store, it is primarily due to either no physical locations or a lack of proximity to those that exist.

“Why have you **not** visited a brand manufacturer’s physical store? Select all that apply.”

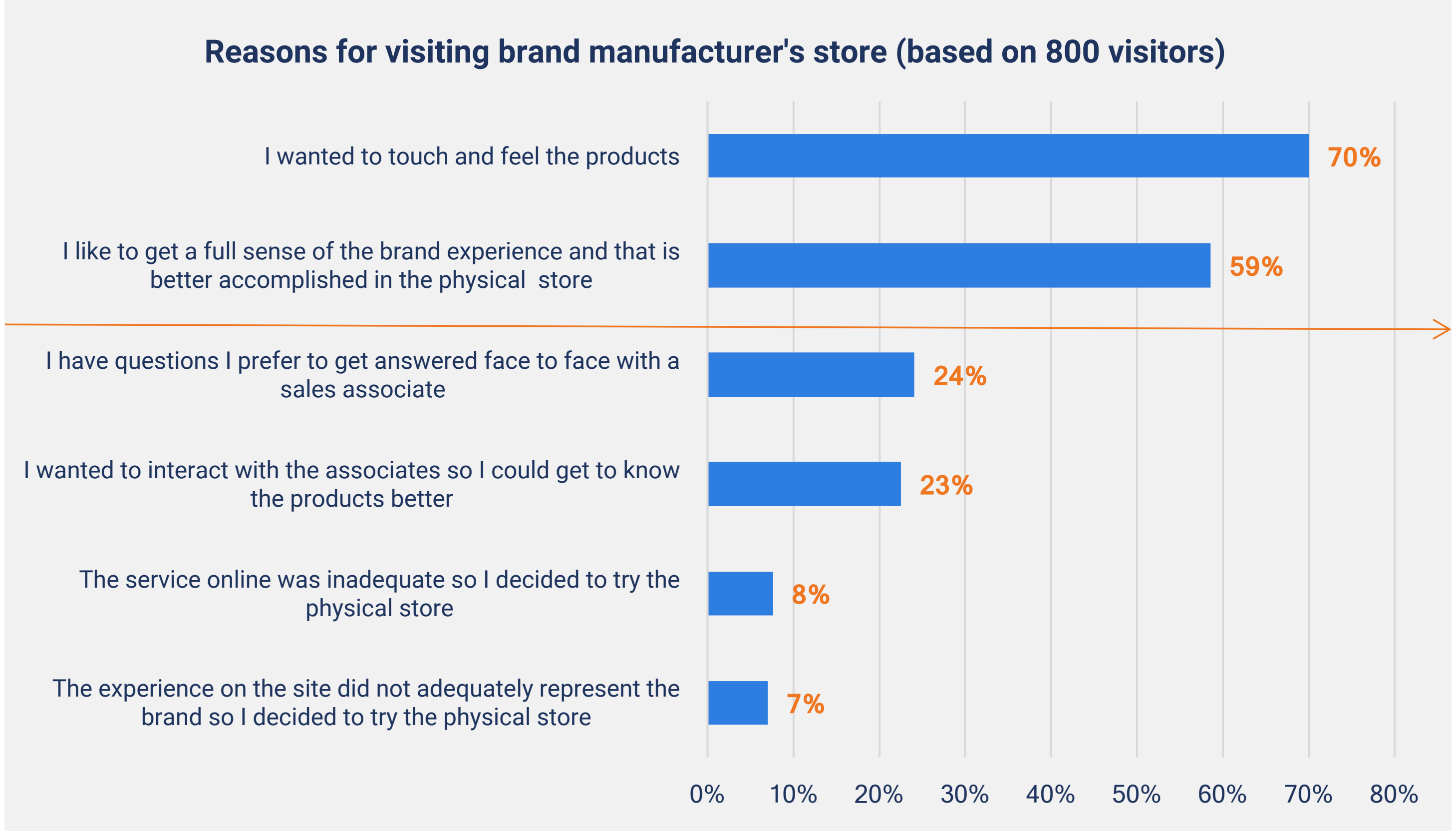
| | Males | Females | Mill | Non-Mill |
|---|---|---|---|---|
| **Visited a brand manufacturer physical store** | 81% | 79% | 82% | 79% |

**Reasons for not visiting a brand manufacturer site (based on 200 non visitors)**



# Brand shoppers overwhelmingly want to touch and feel product and believe they get a better sense of the brand experience in store

"Why did you decide to **visit** the brand manufacturer's stores? Select all that apply."



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# Brand shoppers overwhelmingly want to touch and feel product and believe they get a better sense of the brand experience in store.

## Males find more reasons to visit store

| | Male | Female | GAP M/F |
|---|---|---|---|
| I wanted to interact with the associates so I could get to know the products better | 27% | 18% | 9 |
| I like to get a full sense of the brand experience and that is better accomplished in the physical store | 62% | 55% | 7 |
| I have questions I prefer to get answered face to face with a sales associate | 26% | 22% | 4 |
| The service online was inadequate so I decided to try the physical store | 9% | 6% | 3 |
| The experience on the site did not adequately represent the brand so I decided to try the physical store | 7% | 7% | Flat |
| I wanted to touch and feel the products | 69% | 71% | -2 |

## Millennials most significantly cited an inadequate website experience pushing them to try the store with touch and feel also cited

| | Mill | N/M | GAP M/NM |
|---|---|---|---|
| The experience on the site did not adequately represent the brand so I decided to try the physical store | 69% | 51% | 18 |
| I wanted to touch and feel the products | 27% | 20% | 7 |
| I like to get a full sense of the brand experience and that is better accomplished in the physical store | 65% | 74% | -9 |
| I have questions I prefer to get answered face to face with a sales associate | 10% | 6% | 4 |
| I wanted to interact with the associates so I could get to know the products better | 24% | 24% | Flat |
| The service online was inadequate so I decided to try the physical store | 8% | 6% | -2 |



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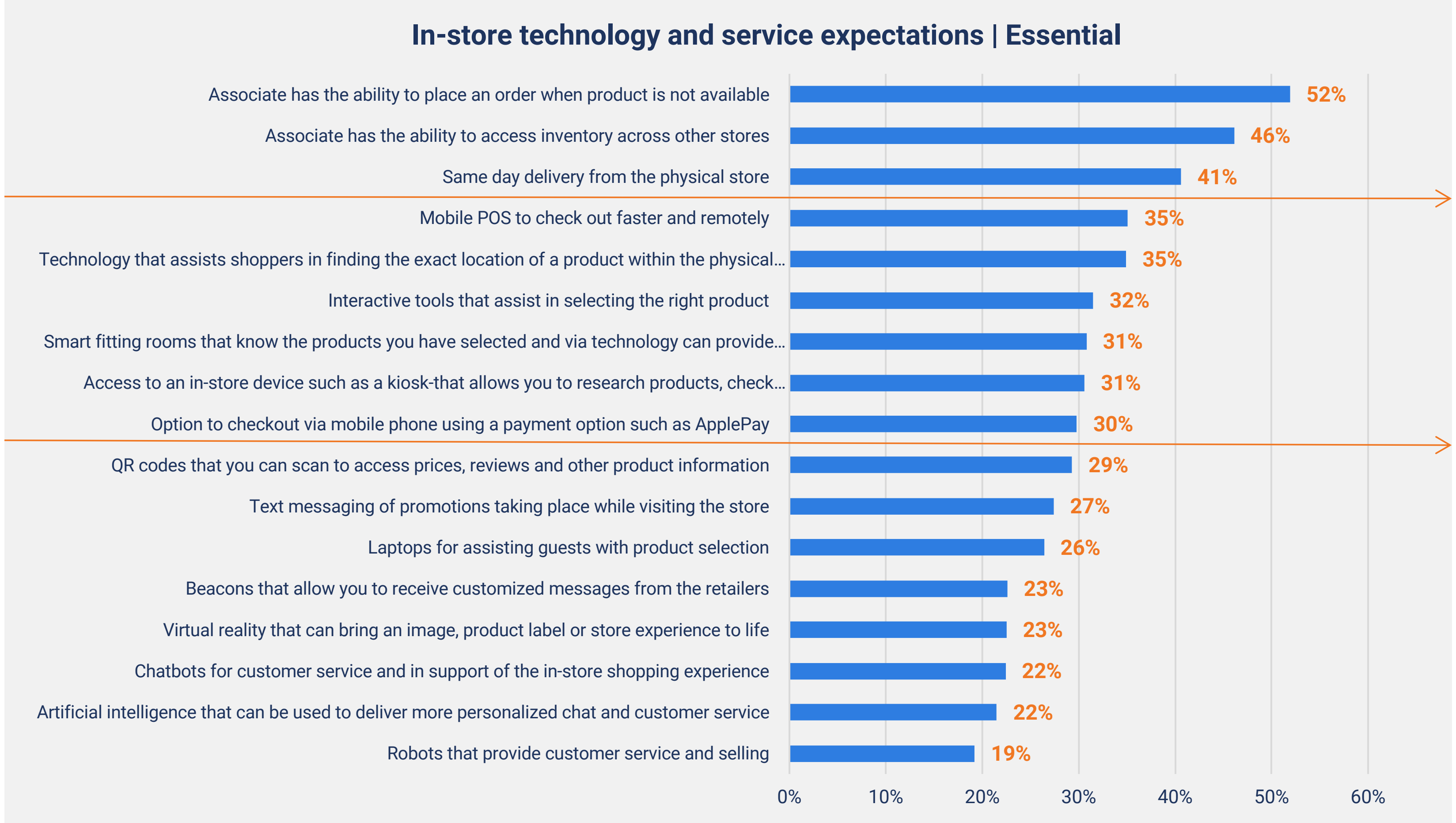
# 4 in 10 shoppers find inventory transparency and swift delivery essential while technology that supports in-store efficiencies is seen as essential for 1 in 3 shoppers.

"What are your **expectations** for technology and service experiences when visiting brand manufacturer physical stores?"



# Millennials and males overwhelmingly have higher expectations than non-Millennials when it comes to in-store technology and related services.

| Important=Essential + Desirable | Male | Female | Gap M/F |
|---|---|---|---|
| Artificial intelligence that can be used to deliver more personalized chat and customer service | 63% | 23% | 40 |
| Mobile POS to check out faster and remotely | 80% | 69% | 21 |
| Robots that provide customer service and selling | 56% | 38% | 18 |
| Chatbots for customer service and in support of the in-store shopping experience | 61% | 43% | 18 |
| Beacons that allow you to receive customized messages from the retailers | 63% | 47% | 16 |
| Laptops for assisting guests with product selection | 77% | 64% | 13 |
| Virtual reality that can bring an image, product label or store experience to life | 65% | 55% | 10 |
| Option to checkout via mobile phone using a payment option such as ApplePay | 73% | 64% | 9 |
| Access to an in-store device such as a kiosk-that allows you to research products, check inventory and /or place an order | 86% | 80% | 6 |
| Smart fitting rooms that know the products you have selected and via technology can provide more personalized information in support of a better shopping experience | 76% | 70% | 6 |
| Text messaging of promotions taking place while visiting the store | 72% | 69% | 3 |
| Technology that assists shoppers in finding the exact location of a product within the physical store (aisles/maps may be accessible on your mobile phone) | 84% | 81% | 3 |
| Interactive tools that assist in selecting the right product | 87% | 84% | 3 |
| Same day delivery from the physical store | 91% | 90% | 1 |
| QR codes that you can scan to access prices, reviews and other product information | 78% | 79% | -1 |
| Associate has the ability to access inventory across other stores | 92% | 94% | -2 |
| Associate has the ability to place an order when product is not available | 92% | 95% | -3 |



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# Millennials and males overwhelmingly have higher expectations than non-Millennials when it comes to in-store technology and related services.

| Important=Essential + Desirable | Mill | Non-mill | Gap M/NM |
|---|---|---|---|
| Same day delivery from the physical store | 93% | 50% | 43 |
| Chatbots for customer service and in support of the in-store shopping experience | 67% | 43% | 24 |
| Beacons that allow you to receive customized messages from the retailers | 68% | 47% | 21 |
| Robots that provide customer service and selling | 64% | 43% | 21 |
| Mobile POS to check out faster and remotely | 86% | 67% | 19 |
| Option to checkout via mobile phone using a payment option such as ApplePay | 80% | 62% | 18 |
| Artificial intelligence that can be used to deliver more personalized chat and customer service | 64% | 46% | 18 |
| Laptops for assisting guests with product selection | 81% | 64% | 17 |
| Text messaging of promotions taking place while visiting the store | 80% | 64% | 16 |
| Virtual reality that can bring an image, product label or store experience to life | 69% | 55% | 14 |
| Smart fitting rooms that know the products you have selected and via technology can provide more personalized information in support of a better shopping experience | 81% | 68% | 13 |
| Technology that assists shoppers in finding the exact location of a product within the physical store (aisles/maps may be accessible on your mobile phone) | 87% | 80% | 7 |
| Access to an in-store device such as a kiosk-that allows you to research products, check inventory and /or place an order | 85% | 81% | 4 |
| Interactive tools that assist in selecting the right product | 88% | 84% | 4 |
| QR codes that you can scan to access prices, reviews and other product information | 81% | 77% | 4 |
| Associate has the ability to place an order when product is not available | 93% | 94% | -1 |
| Associate has the ability to access inventory across other stores | 92% | 94% | -2 |



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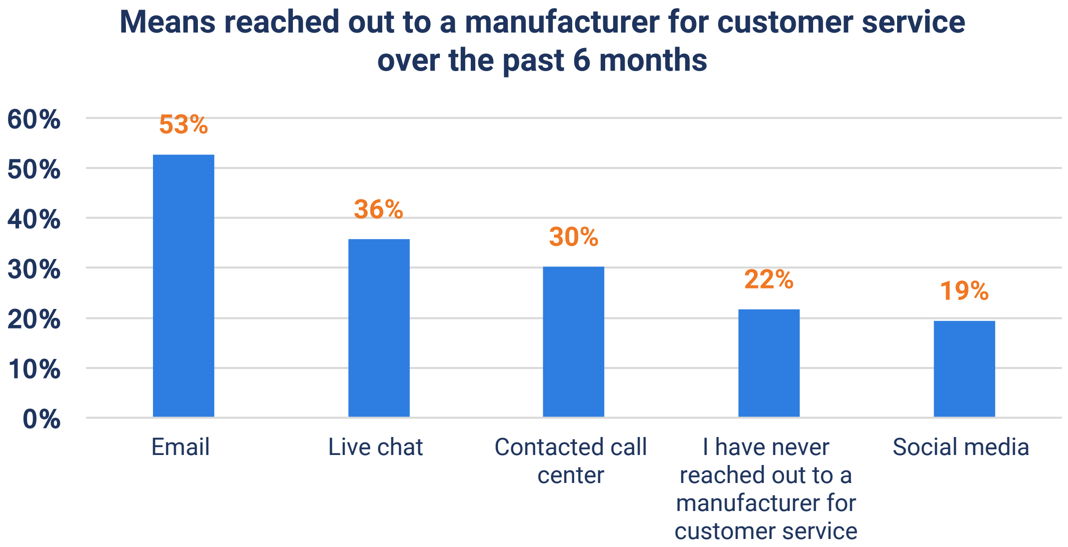
# V. Customer Service

## Email still dominates customer service outreach to manufacturers for the majority of online shoppers though 1 in 3 have used live chat.

"Via what means have you reached out to a manufacturer for **customer service** over the past 6 months? Select all that apply."




| | Male | Female | Mill | Non-mill |
|---|---|---|---|---|
| **Email** | 55% | 51% | 62% | 47% |
| **Live chat** | 37% | 34% | 39% | 34% |
| **Contacted call center** | 32% | 28% | 31% | 30% |
| **Social media** | 21% | 18% | 30% | 13% |
| **I have never reached out to a manufacturer for customer service** | 19% | 24% | 14% | 27% |

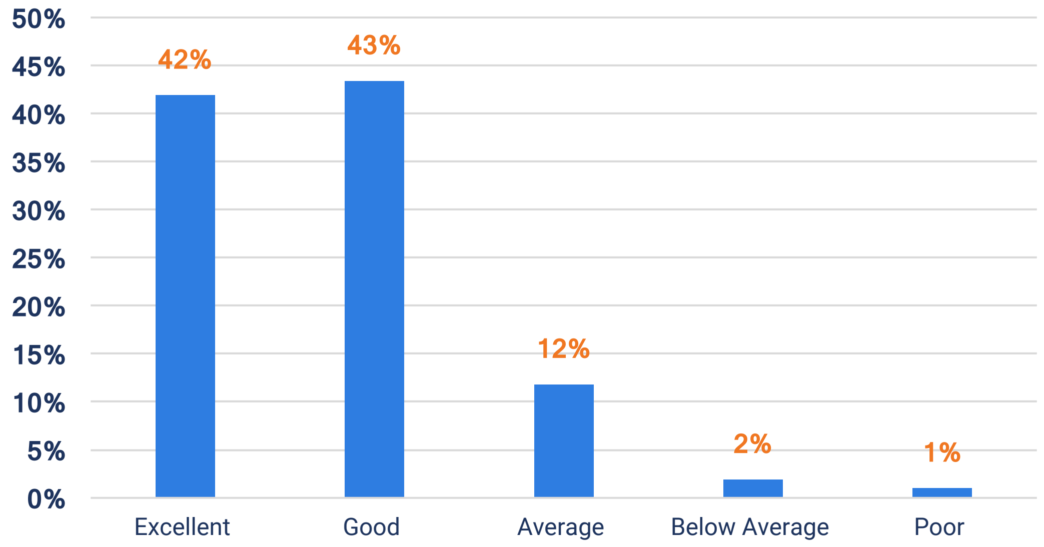
- 1 in 4 females and non-Millennials have not used manufacturer customer service
- Males use more customer service options across the board and relative to females favor email and social media
- Millennials more inclined to use email and social media

# Customer engagement from manufacturers receives high performance ratings with 85% of online shoppers scoring interactions either good or excellent.

"How would you **rate** the customer engagement you have received from manufacturers over the past 6 months?"

| Value | Male | Female | Mill | Non-Mill |
|---|---|---|---|---|
| **Excellent** | 46% | 38% | 49% | 37% |
| **Good** | 41% | 46% | 38% | 48% |
| **Excellent+Good** | 87% | 84% | 87% | 85% |

**Rating of customer engagement received from manufacturers over past 6 months**



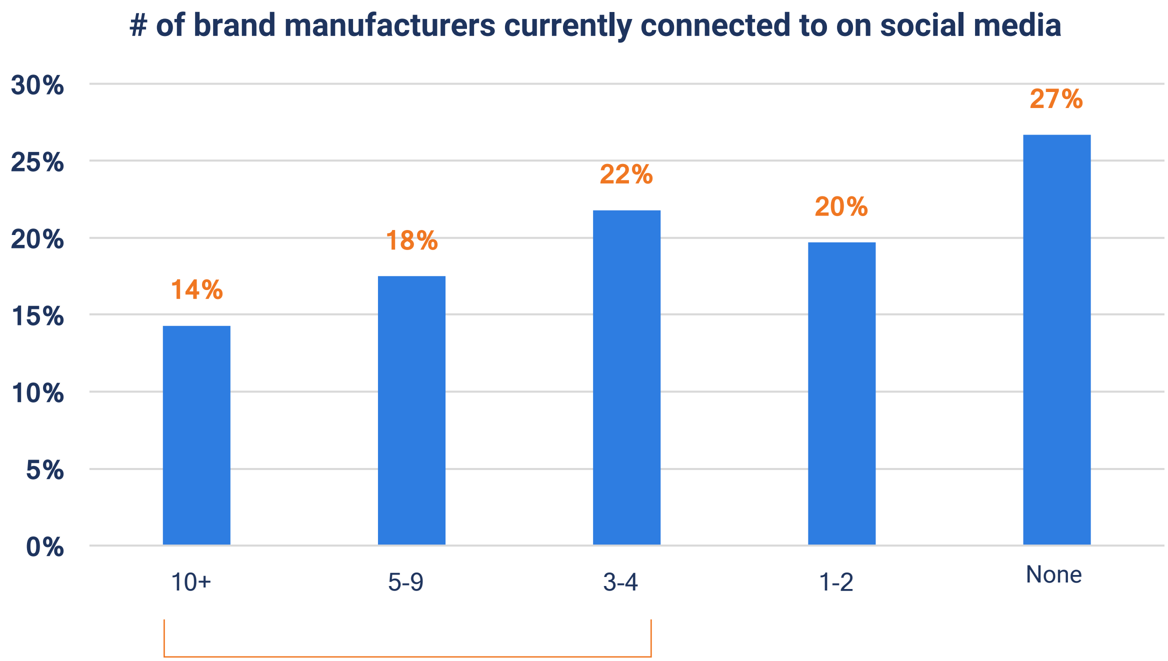
# VI. Social Media

# More than half of online shoppers are connected to 3+ brand manufacturers on social media.

"How many brand manufacturers do you currently **connect** with on social media?"

Males and Millennials are more active "connecters"

| | Male | Female | Mill | Non-mil |
|---|---|---|---|---|
| **10+** | 15% | 14% | 20% | 11% |
| **5-9** | 20% | 15% | 25% | 13% |
| **3-4** | 22% | 22% | 21% | 22% |
| **3+** | 57% | 51% | 66% | 46% |



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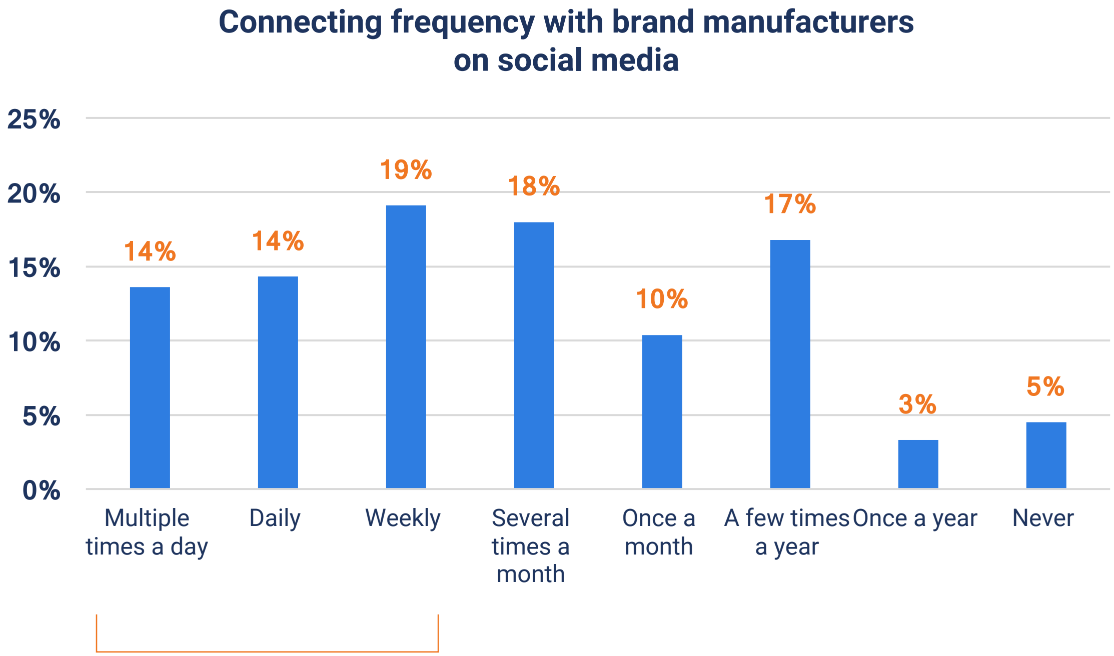
# Almost half of shoppers connect with brand manufacturers on social media at least weekly.

"How **frequently** do you connect with brand manufacturers on social media?"




Males then Millennials most active when it comes to weekly frequency

| | Males | Females | Mil | N/M |
|---|---|---|---|---|
| **Multiple Times a day** | 19% | 9% | 21% | 7% |
| **Daily** | 17% | 12% | 16% | 13% |
| **Weekly** | 24% | 15% | 19% | 19% |
| **At Least Weekly** | 60% | 36% | 56% | 39% |

# Thank you!

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