



Show Notes | S2 Ep8 Retail 2022: Hybrid Shopping & Purpose Driven Shoppers

INTRODUCTION

We dive into a great new study on retail and consumer brands, “2022’s New Normal for Retail,” from IBM’s Institute for Business Value. This rich report clearly states that retailers and brands need to be present on all fronts and show consumers they share their values.

CONSUMERS HAVE BEEN THROUGH THE WRINGER

But they’ve been resilient. They’ve found creative ways to adapt to extreme circumstances, using technology to navigate uncertainty in new ways. And they expect brands to do the same. While shopping may have recovered to pre-pandemic levels, inflation and other market factors are causing not only dissatisfaction in the marketplace, they are also making consumers more attuned to these sorts of shifts.

We’ve always said that consumers were getting smarter, and I am not sure retailers thought that was true but now – as consumers understand supply chain concepts, and challenges of products driven by the lack of availability of semiconductors – they are very well informed indeed.

We discuss:

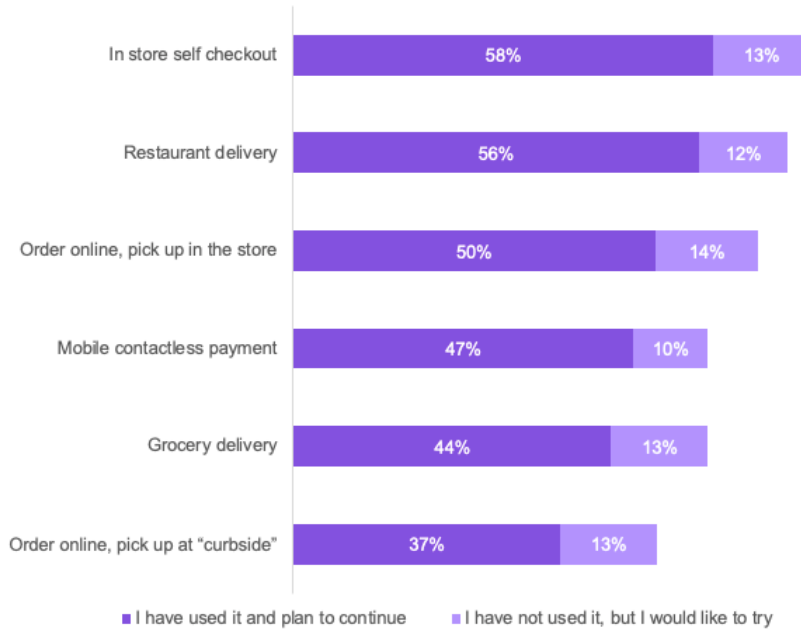
- **Consumers control the shopping experience**
- **Brick-and-mortar stores are still central to the shopping experience**
- **Purpose-driven consumers is now the largest segment**
- **Sustainability is top of mind for consumers but there is still an intention-action gap**

Please give the episode a listen...

RESEARCH AND LINKS

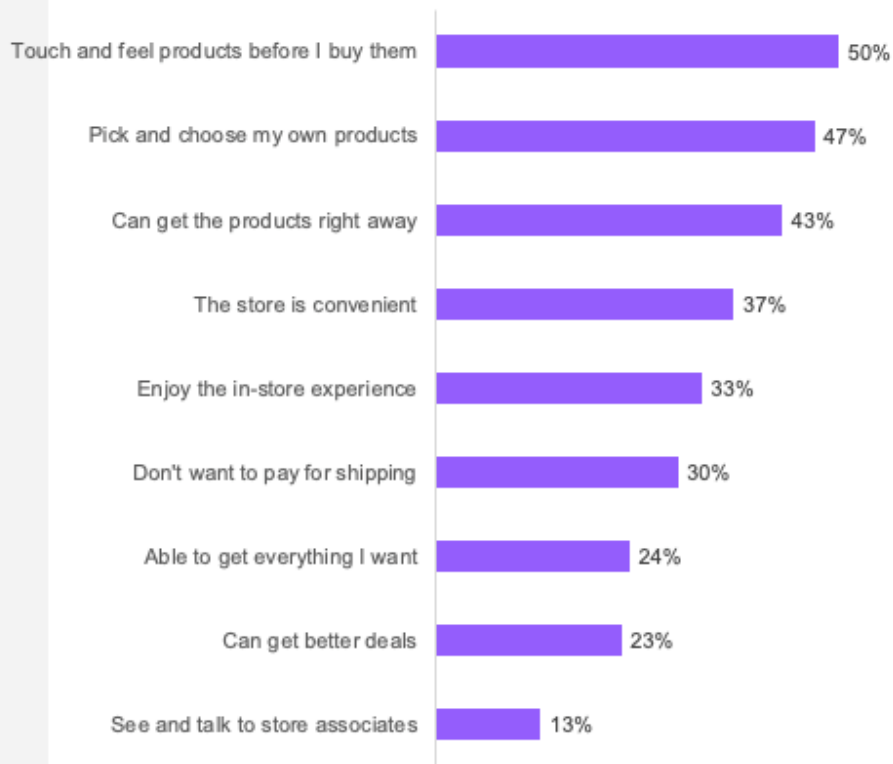
- Consumers want it all: Hybrid shopping, sustainability, and purpose-driven brands
 - <https://www.ibm.com/thought-leadership/institute-business-value/report/2022-consumer-study>
- Allbirds launches resale program for used footwear
 - <https://www.retaildive.com/news/allbirds-launches-resale-program-for-used-footwear/619025/>

CHARTS REFERENCED



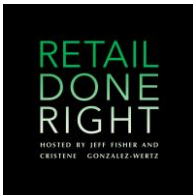
Source: Q9 For the emerging technologies and services below, please indicate your experience in using them in the past 6 months or your desire to try them in the future

Top reasons to shop in brick-and-mortar stores



Source: Q15. What are the top five reasons you go shopping in a store?

© 2015 Retail Dive
All rights reserved.
www.retaildive.com



Top five things that would improve the in-store shopping experience



Streamline hybrid shopping

Consumers demand digitally enabled stores—and retailers are evolving in response. Companies need to seamlessly integrate their digital and physical operating platforms to deliver an experience that leverages each channel's strengths.

Shift with your shoppers

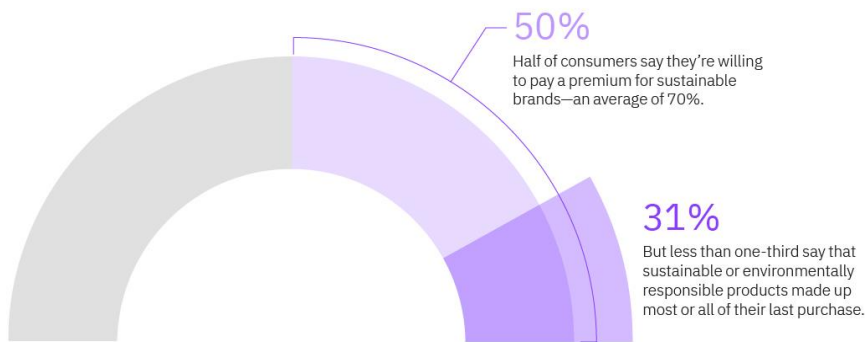
Learn which digital and in-store touchpoints are most important for different customers and be prepared to make real-time changes as their needs shift. This requires robust customer data platforms that collect and analyze information from internal and external sources to help retailers take action regardless of channel.

Upgrade the experience

Invest in the areas that make stores special to consumers and make them more likely to return. Fine-tuning each store to the needs of the local community also helps personalize the shopping experience.

Elevate store associates

As the role of the store changes, store associates continue to play a valuable part. In addition to stocking shelves and ringing up sales, they can be a supplemental source of knowledge, support, and engagement for customers. Providing additional professional development opportunities for these frontline ambassadors will be a crucial part of this transformation.





Establish clear standards

Standardized, easy-to-use product information—verified by reputable third parties—helps consumers make more confident choices. Companies need to collaborate across their industry ecosystem to adopt unified metrics and terminology that clearly communicate what a product’s sustainability rating really means.

Appeal to personal preferences

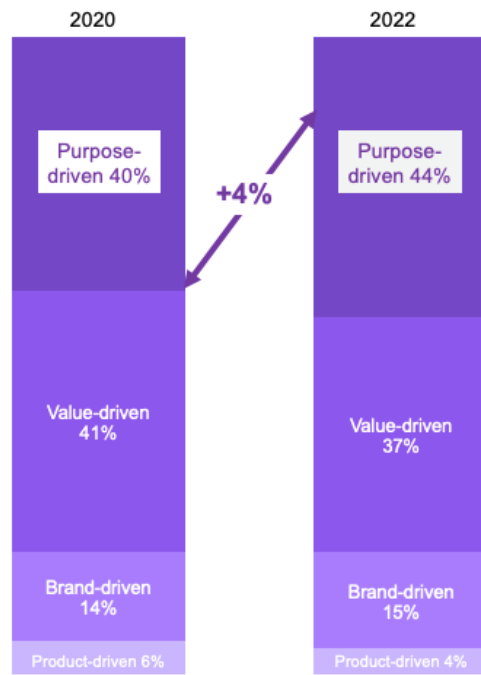
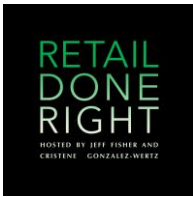
Consumers are looking for ways to improve their own lives as well as the environment. Brands can make sustainable choices more appealing by playing up the health and wellness benefits of their products. “Good for the planet, good for me” is an easier sell than sustainability on its own.

Make sustainable shopping easier

Translate jargon into language that consumers can understand, and offer tradeoffs between cost, service, and environmental impact to empower them to make their own choices.

Go beyond the product

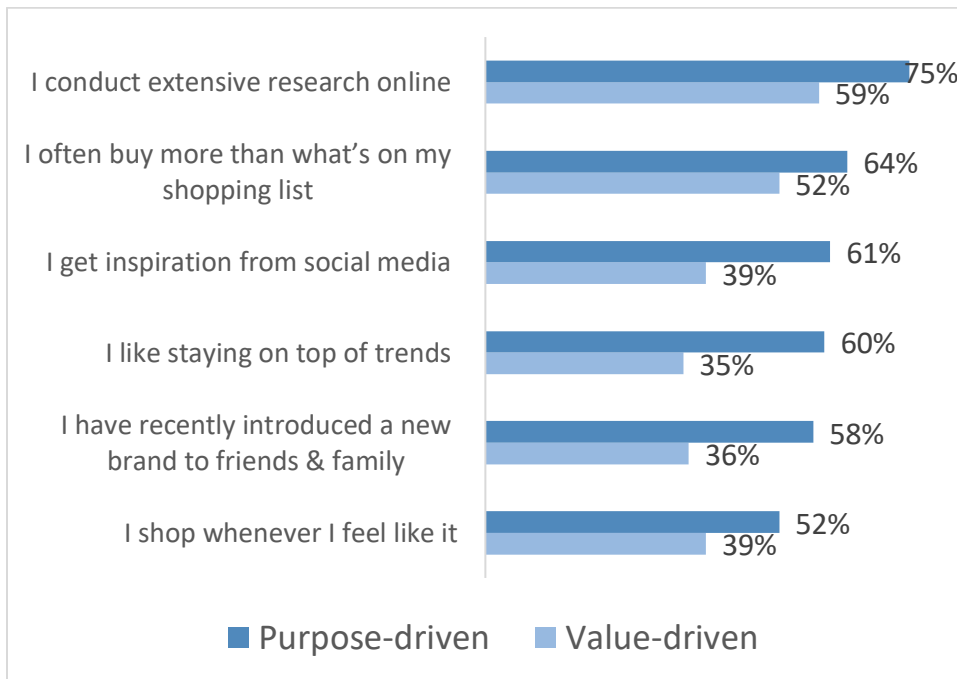
Consumers are looking for multiple ways to align their purchases with their values. Help close the intention-action gap by making it easier for them to understand how a given product supports sustainability, including the environmental impact of fulfillment, transportation, and packaging.



IBM Institute for Business Value

Source: IBV Cluster analysis

© 2022 IBM Corp.





Take a stand

Retailers and brands must lean into the purpose-driven consumer, aligning every aspect of their brand with consumers' values. This means creating propositions that go beyond price, selection, and convenience.

Become an open book

Purpose-driven consumers expect brands to be clear, honest, credible, and open with their information. They will spend time investigating brands, businesses, and products. Purpose-driven consumers also expect to engage with brands, so prepare to have conversations with them. In return, your brand gains powerful ambassadors with wide networks.

Know your customers

Brands and retailers must identify what their customers want most and find authentic ways to deliver. Retailers and brands may need to transform their entire operating models to stay relevant—and those that don't adapt risk getting dropped.

IBM Institute for Business Value



CONCLUSION

Consumers no longer see online and offline shopping as distinct experiences—they expect everything to be connected all the time.

Shopping must be fast and efficient some of the time, rich and experiential other times, and always easy and intuitive. What's more, consumers expect companies to cater to their needs and live up to their social and environmental responsibility claims.

Let's go shopping!

Jeff Fisher & Cristene Gonzalez-Wertz

<https://retaildoneright.net/>

[#RetailDoneRight](#)

Connect with [Jeff](#) on LinkedIn

Connect with [Cristene](#) on LinkedIn

RETAIL DONE RIGHT is produced and hosted by Jeff Fisher & Cristene Gonzalez-Wertz