

## My Shopping, My Way Survey Findings (United States)

Accelerating use of technology by consumers is shaping their behavior and expectations. These changes, in turn, are challenging the sales and margins of retailers.

To determine how retailers can embrace “technology-shaped shoppers,” the Cisco Internet Business Solutions Group (IBSG) surveyed 1,000 shoppers from the United States and 1,000 shoppers from the United Kingdom.

The research indicates that significant opportunities exist to increase sales, grow conversion rates, and preserve margins using “mashops.” By combining web-like experiences with the shopping experience in stores, mashops create a new way to shop.

This document includes detailed findings from the research for the United States. For more contextual information, please see the point of view paper titled, “My Shopping, My Way: Are You Ready for the Tech-Shaped Consumer?”

### Spending and Technology

- Fifty-eight percent of survey respondents are spending more time today looking for new deals than 2 years ago.
- Forty-six percent of survey respondents expect to spend more time looking for new deals in the next 2 years.
- Fifty percent of survey respondents are spending more time on the web than 2 years ago to find the best prices.
- Forty-four percent of survey respondents expect to spend more time using the web to find the best prices in the next 2 years.
- Fifteen percent of survey respondents are using more mobile capabilities than 2 years ago to find the best prices.
- Twenty-one percent of survey respondents expect to spend more time using mobile capabilities to find the best prices in the next 2 years.

### Technology Usage

- When shoppers were asked to select the top three reasons they use technology for shopping, they chose:
  - Find the best price: 63 percent
  - Save time: 47 percent
  - Find the best assortment: 26 percent
  - Find the best quality: 25 percent



## Web Shopping Capabilities

- Percent of all respondents who have used:
  - Coupon sharing sites: 25 percent
  - Group buying services (such as Groupon): 18 percent
  - Retailers' Facebook pages: 25 percent
  
- Percent of calculating shoppers (56 percent of the population) who have used:
  - Coupon sharing sites: 33 percent
  - Group buying services (such as Groupon): 23 percent
  - Retailers' Facebook pages: 31 percent
  
- Percent of extreme shoppers (11 percent of the population who have used):
  - Coupon sharing sites: 60 percent
  - Group buying services (such as Groupon): 42 percent
  - Retailers' Facebook pages: 56 percent

## Generational Composition by Type of Shopper

- Calculating Shoppers
  - Gen Y (32%), Gen X (39%), Boomers/Silvers (29%)
- Extreme Shoppers
  - Gen Y (58%), Gen X (30%), Boomers/Silvers (12%)

(Note: Gen Y = 18–29 years old, Gen X = 30–49 years old, Boomers/Silvers = 50+ years old)

## Research Behaviors

- When shoppers were asked to select the top three information sources they use before making purchasing decisions, they chose:
  - Friends and family: 60 percent
  - On line reviews: 23–29 percent
  - In-store displays: 24 percent
  - In-store staff: 21 percent
  - Print (magazines / newspapers): 19 percent
  - TV: 10 percent
  
- Preferred access points shoppers use to look for product and/or pricing information before making a purchase (percent that use regularly or have tried):
  - PC at home: 81 percent
  - In-store kiosk / touchscreen: 35 percent
  - Mobile phone at home: 26 percent
  - Mobile phone in store: 21 percent

## Mashop Concepts Test Results

- Personalized recommendations with a touch screen at the shelf edge: Fifty-four percent of respondents wanted to try this service, with 73 percent preferring access at the shelf edge via a touch screen.
- Product-price comparisons and peer reviews on touch screens and mobile devices: Again, 54 percent were interested in using this solution, with 65 percent preferring shelf-edge touch screens.
- Virtual video adviser combined with web content on a large screen or tablet device: This solution was liked by 44 percent of respondents

## Survey Demographics

- 1,000 consumers from the United States
- 1,000 consumers from the United Kingdom
- Respondent breakdown (United States)
  - Ages:
    - 18 to 29: 28 percent
    - 30 to 39: 18 percent
    - 40 to 49: 21 percent
    - 50 to 59: 17 percent
    - 60+: 16 percent
  - Gender:
    - Male: 49 percent
    - Female: 51 percent

## For More Information

Contact Lisa Fretwell (lfretwel@cisco.com) and Jon Stine (jonstine@cisco.com) of Cisco IBSG's Retail and Consumer Goods Practice.

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### More Information

Cisco Internet Business Solutions Group (IBSG), the company's global consultancy, helps CXOs from the world's largest public and private organizations solve critical business challenges. By connecting strategy, process, and technology, Cisco IBSG industry experts enable customers to turn visionary ideas into value.

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