SHOPPING DURING A PANDEMIC

An online survey of 502 primary household grocery shoppers (pre-pandemic) was conducted July 10-13, 2020. Individuals were recruited to represent those who do a majority of shopping instore, but also included those who do as much as 30% online.

MY FAVORITE THING ABOUT **GROCERY** SHOPPING IS...



When shoppers completed that sentence, they voiced a need to discover. Shopping has always been part treasure hunt, but the pandemic has heightened this desire.

SHOPPING DURING COVID-19



Chart based on means on a 10-point scale where 1 = strongly associate with in-store and 10 = strongly associate with online. Preference segments defined as top 2 box ratings for preferred shopping channel.

were very/somewhat interested 61% in using haptic gloves, if available, to virtually feel shapes and sensations while shopping.

NOTEWORTHY

- People who prefer in-store shopping generally feel this method is as safe as online options.
- Both shopper preference segments are slightly more likely to describe online shopping as "boring" and "confusing" versus in-store.
- As clarity is enhanced in one aspect of online shopping (i.e., ordering and checkout) look for ways to increase the sense of surprise and delight in other aspects (i.e., delivery, technology upgrades, etc.).

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