



Retail Consumer Trends Report

3 Trends That Will Take You From Table-Stakes Experiences to Memorable, Business-Building CX Strategies



/23



At the beginning of each new year, it's a given that you will have multiple consumer trends reports in your feed, inbox, and ads. **But we can promise you, this report is unlike any you've seen before—it was designed to inform your customer retention and acquisition strategies more than any report ever has.**

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What Makes This Retail Consumer Trends Report Different?



The unspoken truth is that most consumer trend reports aren't keeping up with your shoppers. Why? Because they are largely based on survey findings *alone*.

However, only a fraction of your consumer voice can be heard via surveys.

As a retailer, you know that the vast majority of the insights you need to shape your merchandising, product development, ecommerce, and overall business strategy are on review sites, social media, from your employees, and beyond.

That's why this Retail Consumer Trends Report is derived from *all* available consumer data, across multiple channels. To be more specific, we leveraged over 120,000 retail data points in North America to access the findings you'll discover today.

RETAIL CONSUMER DATA

SURVEY DATA

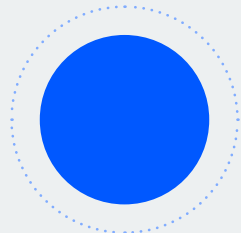


A Closer Look at the Data

**SOCIAL SIGNALS**

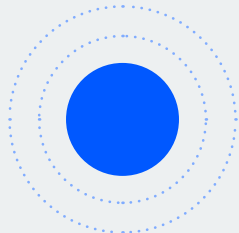
[TIKTOK, INSTAGRAM, FACEBOOK, ETC.]

First, we started with existing social signals about retail experiences from TikTok, Instagram, Facebook, Twitter, and beyond. We mined this data for topics and sentiment leveraging [InMoment's Spotlight solution](#).

**ONLINE REVIEW SIGNALS**

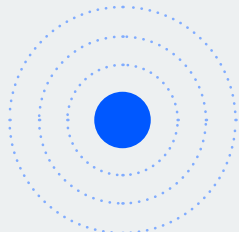
[GOOGLE REVIEWS, DIGITAL, GLASSDOOR, ETC.]

We then added online review data about retailers from Google, Glassdoor, and other sites via our [Review Management](#) solution (our integration with [ReviewTrackers](#)) into Spotlight alongside the social data.

**HISTORIC DATA**

[2022]

Next, we used Spotlight to aggregate InMoment retail consumer data from surveys and other sources in 2022.

**MARKET PULSE SURVEY**

Once we mined all that existing data for trends and insights, we leveraged [InMoment's Market Pulse](#) to fill in the blanks, hear consumer stories, and gain more context.

So, where did those 120,000+ data points come from? Here is a quick breakdown of how we went from collecting data to identifying the need-to-know trends.

So why does this approach make such a big difference? Because we are leveraging what we call an *Integrated CX* approach to consumer data, rather than just relying on a survey alone. This enables us to get a truly holistic perspective of consumer behavior.

Additionally, we are truly letting consumers identify the trends rather than merely creating a survey based on our own perception of the experiences retail consumers desire.



WHAT IS INTEGRATED CX?

Integrated CX is InMoment’s approach that helps businesses improve experiences and achieve measurable business outcomes from customer experience initiatives.

Integrated CX connects critical aspects of a successful customer experience, including:



INTEGRATED SIGNALS:

Bringing together the voice of customers and non-customers across the full customer journey from surveys, chats, reviews, calls, etc.



INTEGRATED INSIGHTS:

Delivering both leading innovative technology and strategic expertise to deliver ROI



INTEGRATED ACTION:

Eliminating the silos that exist in many companies, facilitating a coordinated, data-driven approach to prioritizing action



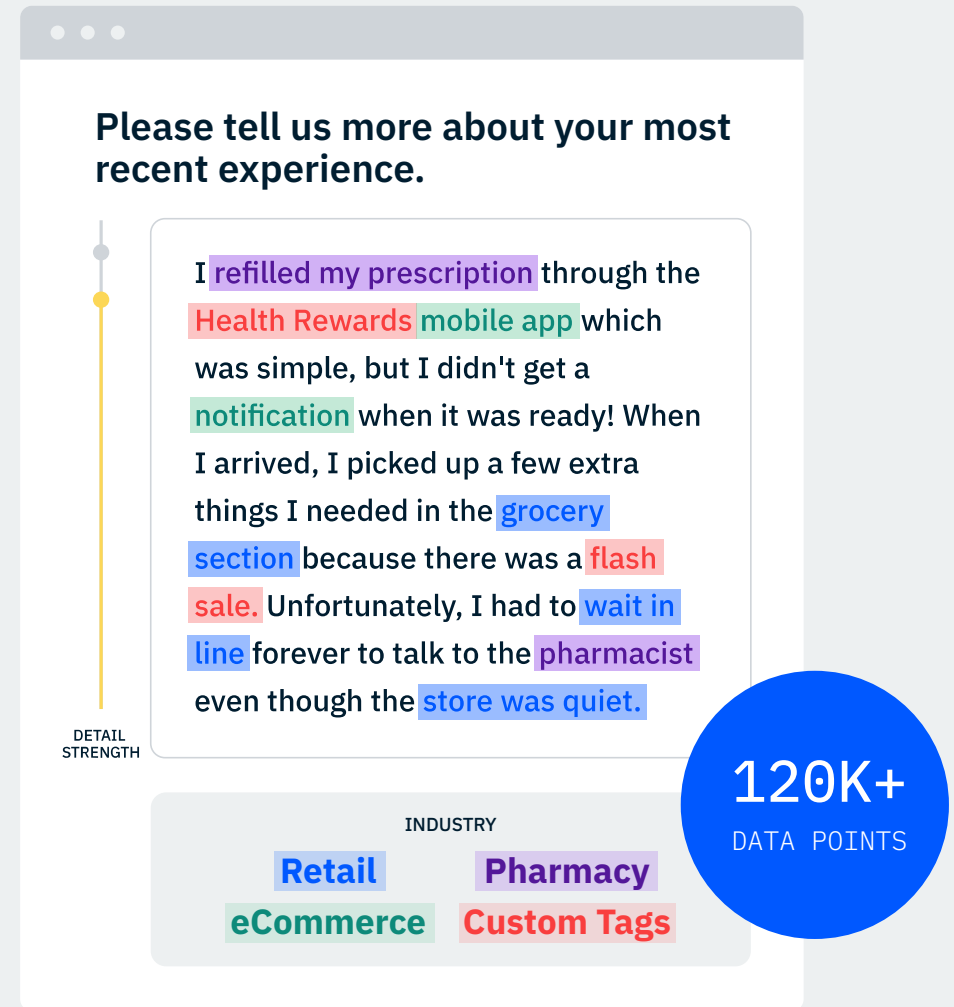
An Overview of the Retail Trends You Need to Know



LET'S GET INTO IT

What Are the Need-to-Know Retail Consumer Trends for 2023?

Leveraging our [industry-leading analytics](#) and the expertise of our [Strategic Insights Team](#), we examined all 120,000+ data points to help you identify the make-it-or-break-it consumer demands that will influence your customer acquisition and retention plans as well as help you understand who you're selling to on a deeper level while avoiding potential experience pitfalls.





HERE'S WHAT WE CAME AWAY WITH:

TREND #1



Consumers Will No Longer Settle for Convenience

TREND #2



Consumers Now Expect Seamless, Hybrid Experiences

TREND #3



Traditional Approaches & Understandings Are Officially Outdated

Ultimately, there is one greater theme that unites these three experiences: the retail customer experience approach of yesterday will be mere table stakes when you're competing for your customers' loyalty in 2023.

And while offerings like buy online pickup in store (BOPIS), free shipping, and the like may offer possible experiences for your shoppers, there are other strategies that will help you win and keep their business for years to come.

So, for each trend that follows, we will identify the experience elements that are table stakes, and then unveil the strategies that will help you stand out in 2023!



T/01

Consumers Will No Longer Settle for Convenience



Before 2020, convenience was king for retailers. The most innovative brands of the time were focused on broadening their digital offerings, adding self checkout, and implementing new payment options, while others were still focused on brick-and-mortar experiences. Then, the global pandemic forced all retailers to adopt convenience- (and frankly safety-) based experiences or risk catastrophic losses.

In our research, we discovered that these convenience-based experiences (like BOPIS, self checkout, and the like) are mere table stakes for today's consumer.

Now, don't get us wrong. We are by no means saying that these offerings are unimportant—just the opposite. In fact, without these experiences, consumers will not shop with you at all.

So If Convenience Alone Won't Drive Purchases in 2023, What Will?

As promised, we mined all 120,000+ data points to uncover the experiences that will be differentiators for your consumers in the next year.

And because retail is such a broad industry, we broke down the drivers of acquisition and retention into more specific retail segments:





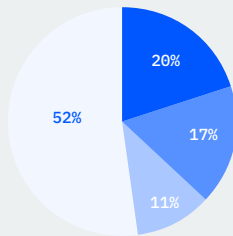
The Power of Social Media & Influencer Marketing

When looking at retail as a whole, we found that a strong social media presence drove acquisition and retention across the board. **In our data, over 60% of retailers who had a strong TikTok and Instagram presence noted higher “purchase intent” sentiments.**

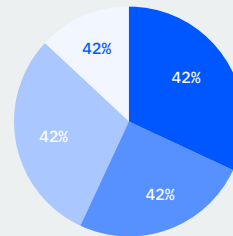
And since a large component of social media presence for retailers is influencer marketing, we asked whether consumers had purchased from a retail brand because of a social media influencer in the [last year](#). Here’s what we found:

IN 2022, 70% OF EMERGING CONSUMERS PURCHASED A PRODUCT THROUGH A SOCIAL SIGNAL
 A 6% Increase Year-Over-Year (See 2022 Report)

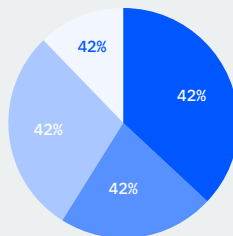
GEN Z
(1997-2012)



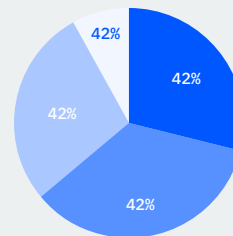
MILLENNIALS
(1981-1996)



GEN X
(1965-1980)



BABY BOOMERS
(1946-1964)



Yes, you read that right! But, what about plans to purchase with influencer codes in the next year? Well, our findings were equally as positive:

One of two consumers will make a product purchase via social signals (Influencers) in 2023

One of three of those consumers will make a purchase from a brand’s social page (Instagram, TikTok, etc.)



T/02

Consumers Now Expect Hybrid Experiences



Gone are the days of siloed in-store or online experiences. Consumers will expect a seamless blend of both in 2023—but what does that look like?

Previously, elements like tap-and-go payment, BOPIS, free-shipping on returns, and the like would have been considered cutting-edge hybrid experiences, but staying true to our theme, they are now expected.

In fact, one of three of your consumers will expect your brand to adopt a hybrid approach.

To drill down even deeper, we asked consumers to rank the hybrid experiences they expect retail brands to offer with the stipulation that without those experiences, they'd be unlikely to purchase. Here's what we heard:

HYBRID EXPERIENCES CONSUMERS WILL EXPECT YOU TO OFFER:

TAP-AND-GO OPTIONS

(Tap your card/phone and walk out)

#1 RANKED

FREE RETURNS

(Flexible return & refund options)

#2 RANKED

STAFF PERSONALIZATION

(Attentive, helpful, and dedicated staff)

#3 RANKED

BUY NOW, PAY LATER

(More flexibel payment methods)

#3 RANKED

ONE STOP

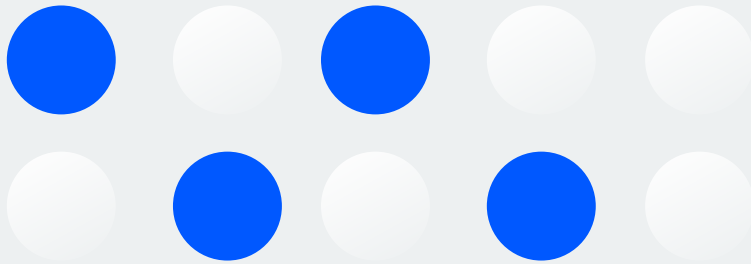
(Eveything you'd need in one place)

#4 RANKED

Consumers were particularly adamant that one of these experiences in particular was a make-or-break option.



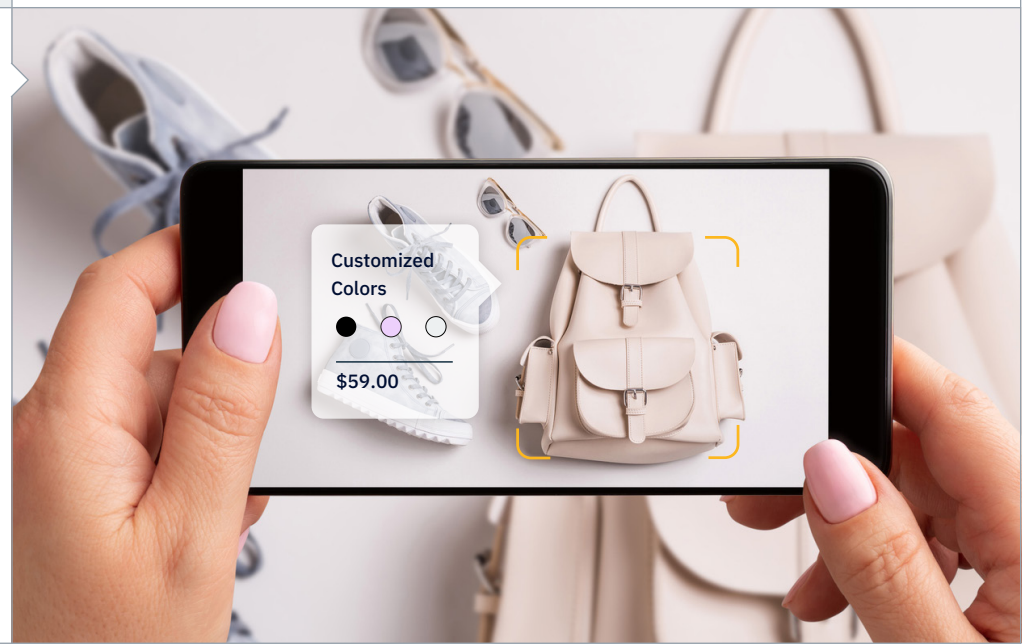
Over 40% of consumers said they will stop purchasing from your brand if free refunds and returns are not offered.



Talk about an ultimatum! The voice of the customer is really strong here, however, there are many retailers that are forgoing their free return policies due to “bracketing” (the process of buying one size smaller and one size bigger to see what fits) costing them extra in returns. Though this policy change may cut costs initially, it’s clear that it will also cost your brand quite a few customers in the long term.

Hybrid Experiences That Will Exceed Consumers' Expectations

So now that we’ve defined the elements that will stop consumers from purchasing and which experiences will help consumers to *consider* purchasing, let’s take a look at those hybrid experiences that will seal the deal.





In our research, it became clear that consumers were excited at the prospect of using their mobile devices as a part of their in-store experience in a variety of ways:

+ CONSUMERS SAID...

They'd like to leverage their phone/an app to view product ratings and reviews while browsing in store



ONE OF TWO

They'd like to view recommended product pairings via an app/mobile site while in store



ONE OF TWO

They'd also like to be able to view product options (such as colors or sizes) by scanning a product with their smartphone in store



ONE OF THREE

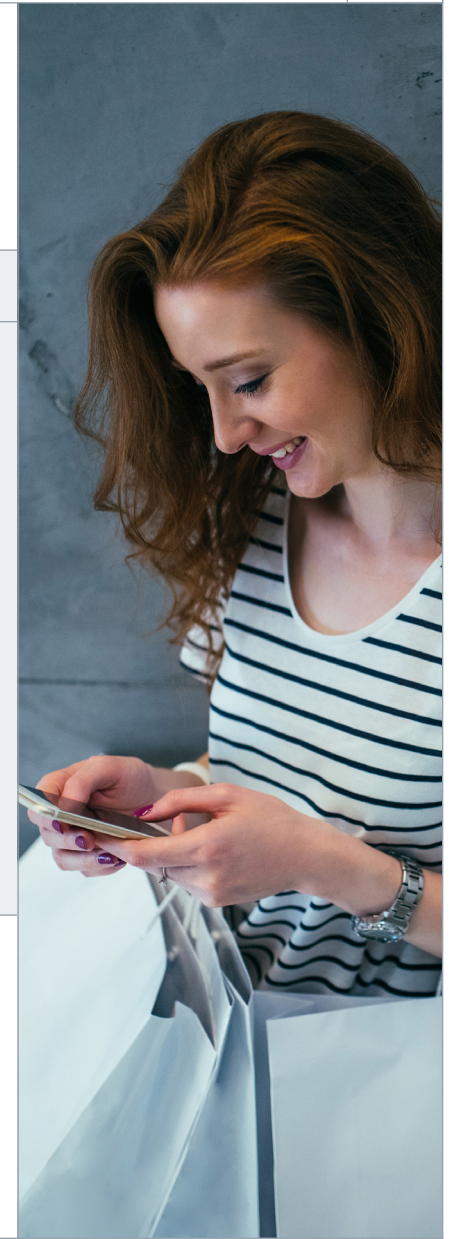
They'd like to view social media product reviews/mentions while shopping at a brick-and-mortar location



ONE OF FOUR

Essentially, consumers in 2023 want to bring their favorite digital experience elements into the physical store with them. Whether it's seeing what other buyers had to say in the moment,

getting product pairing recommendations, or other similar options, your consumers are looking to be wowed with Amazon-like personalization while in store. It's time to start delivering!





T/03

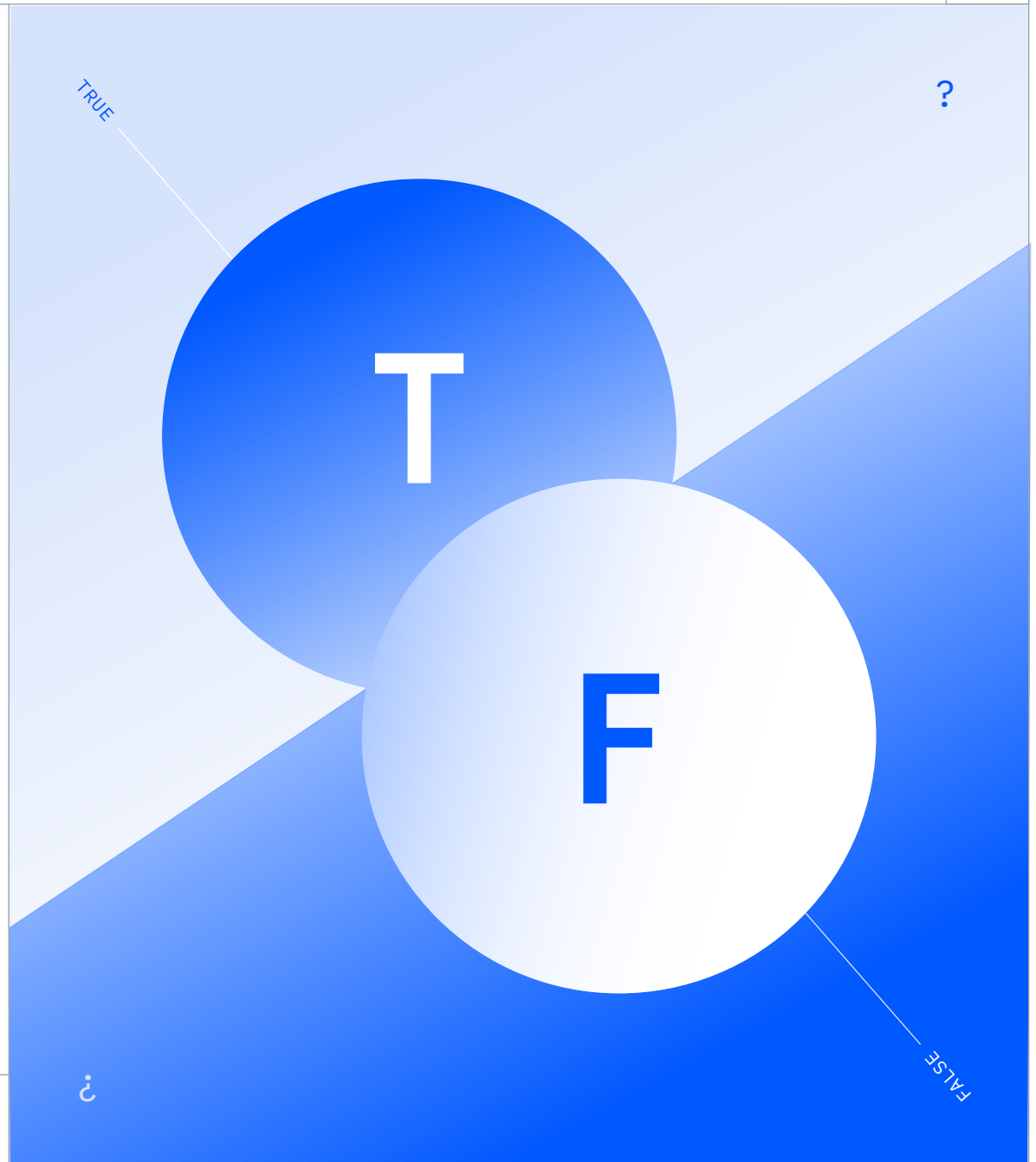
Traditional Approaches & Understandings Are Officially Outdated



Looking at our insights so far, it's safe to say that consumers will simply not settle for the same old retail experiences. In fact, perks like free returns or loyalty programs simply will not be enough to turn their heads either.

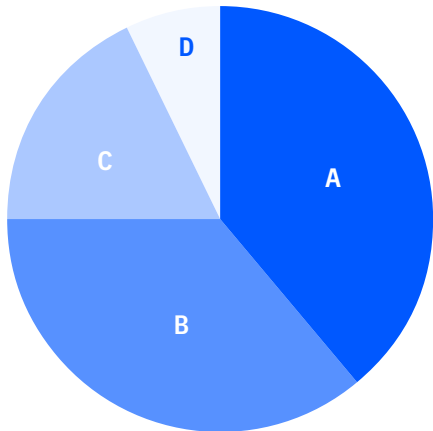
With that in mind, would it surprise you to learn that our research debunked a few popular customer experience assumptions as well?

We thought not. In this section, we'll be busting some myths about the retail customer experience that will change your approach.





Busting Retail Customer Experience Myths



HOW CUSTOMERS WANT TO INTERACT WITH BRANDS

A VIA A SURVEY	////////// 39%
B REVIEWS & RATINGS	////////// 36%
C CONTACT DIRECTLY	////////// 18%
D OTHER METHODS	////////// 07%

FIGURE 3.1

MYTH #1

Surveys Are the Most Important Customer Feedback Method

T / F

FALSE. Though surveys are certainly an important way to get direct feedback from your customers they are by no means the only tool you should be leveraging.

When we asked consumers their preferred customer feedback method, 39% said they would take a survey, but online reviews are just as important with 36% of consumers saying they prefer to leave feedback on a review site (a significant increase over the 27% we saw last year).

SEE FIGURE 3.1

So what does this mean for you? Well, it means that if you are only looking at surveys, you are missing out on the insights you could be gaining from online reviews, social media, and other signals (check out Myth #2 for a clear example).



MYTH #2

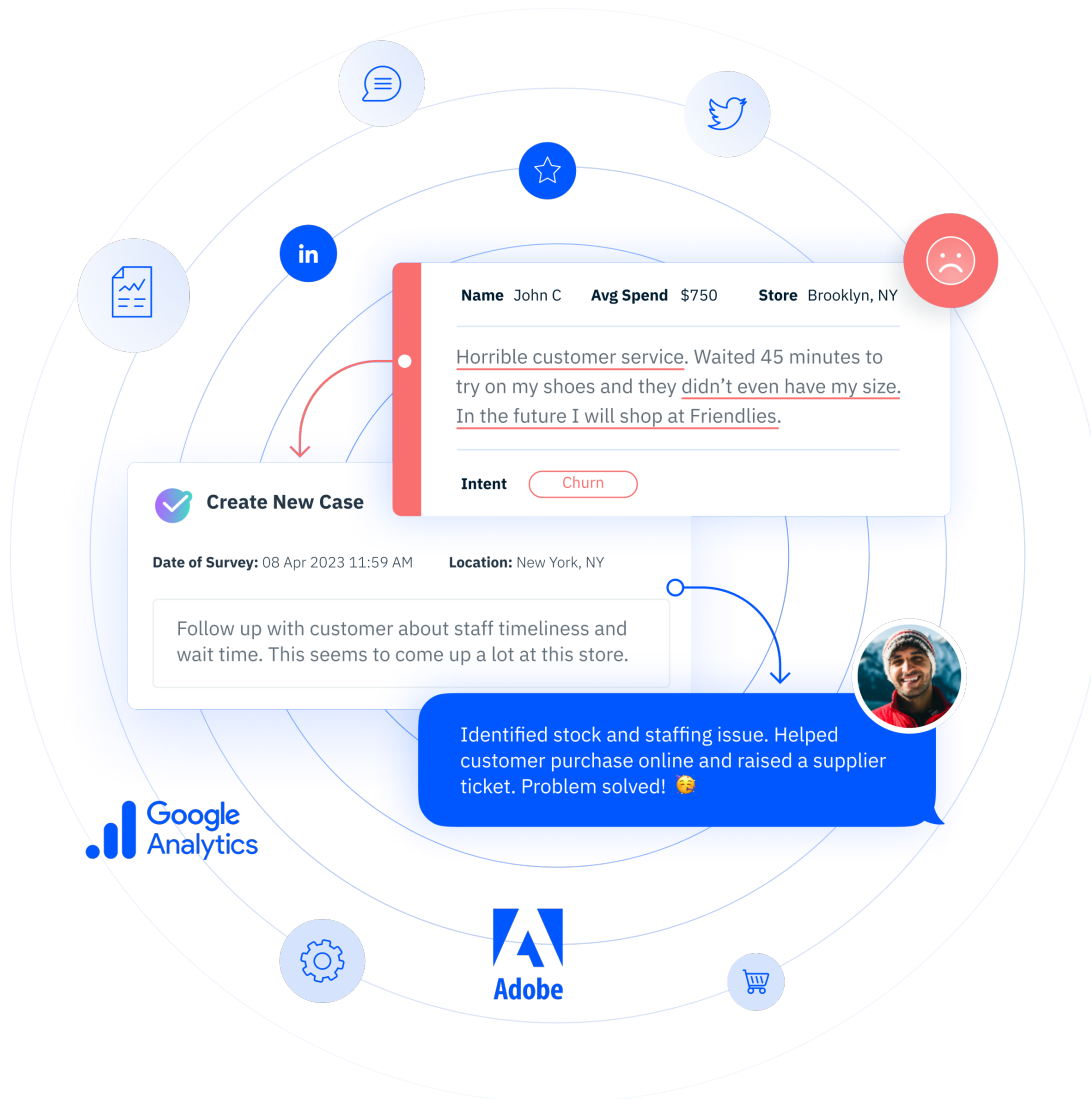
Surveys Are Enough to Understand & Improve the Entire Consumer Journey

T / F

ABSOLUTELY FALSE. Firstly, we want to clarify that we aren't saying "surveys are dead." But we absolutely have found that surveys alone are not enough to fully understand your customer and non-customer journeys—you have to bring in other signals to get the context you need to take effective action.

CONTINUED ON NEXT PAGE 





LET'S TAKE A LOOK AT AN
EXAMPLE WE FOUND IN
OUR DATA:

Starting out with a survey response

“The staff were not attentive; no one was around to help me.”

We were then able to add in another layer
of context with a consumer social signal

“Your staff look EXHAUSTED! No wonder everything is so slow.”

Things are getting clearer, but what happens
when we add an employee social signal

“I’m overworked [...] My manager just gives me MORE tactical work!”



MYTH #2 / SURVEYS AND CUSTOMER JOURNEY (CONTINUED)

If we had merely looked at the survey response, our assumption would have been that the staff wasn't paying attention to the customers, that they were being lazy or distracted. However, when we apply the social signals, we learn that the retail brand is particularly busy and perhaps understaffed at that specific location.

The staff are exhausted, and they tell us in their social media posts that they are feeling overwhelmed and bogged down by tactical work, and therefore, they are unable to provide engaging customer experiences.

This is why taking an Integrated CX approach is so important. By adding context with signals that go beyond surveys, we are left with a clearer picture of what this particular retail brand needs to do to improve customer experiences.

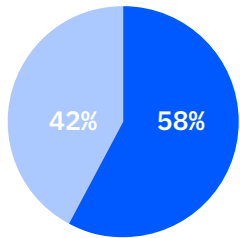
A FEW ACTIONS THEY COULD TAKE WOULD BE TO:

- Audit the busiest shifts to ensure they are not understaffed
- Look into different tasks that could be automated so employees can spend more time with customers
- Seek feedback from their employees on how to lessen their stress levels and remove friction

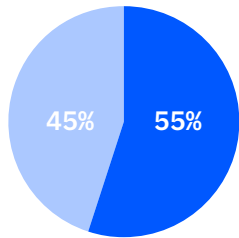
Social signals clearly make a huge difference in understanding the why behind your customer experiences, so don't isolate yourself to surveys!



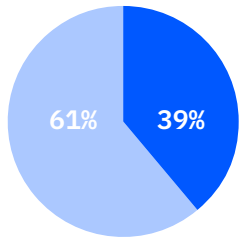
GEN Z



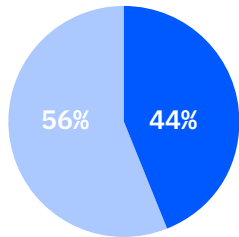
MILLENNIALS



GEN X



BABY BOOMERS



DRIVERS OF PURCHASE AND SPEND



FIGURE 3.2

MYTH #3

Consumers Care More About Price Than Product Value



NOT COMPLETELY TRUE. Yes, price does matter, but depending on the consumer age group, there are some things that could matter more when it comes to purchasing, particularly product value.

SEE FIGURE 3.2

Millennials and Gen Z in particular were more willing to buy a more expensive product if it offered higher value (better features, more durable, wider color/size range, etc.). Gen X and Baby Boomers, however, found price to be more important.



MYTH #4

Consumers Find It ‘Creepy’ When Brands Personalize Experiences

T / F

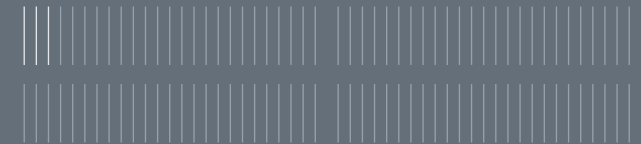
FALSE. At this point, we’ve all had this experience: you’re talking with your friends about a product you’ve found and are considering purchasing. The next day, your Instagram feed is packed with ads about that particular product. Creepy? Maybe you thought so at one time, but today, not so much!

In our last CX trends report before COVID-19 (2019), we asked if personalization was creepy, and we heard that 75% of respondents found personalization to be at least somewhat creepy.

CONTINUED ON NEXT PAGE 

REACTIONS TO PERSONALIZED DIGITAL EXPERIENCES

- Only 3% of customers noted that social signals were “creepy”
- 7% of customers noted concerns with privacy issues
- Most customers (45%) noted a more positive sentiment to personalized digital experiences



Today, only 3% of consumers consider personalization to be creepy, a decrease of 72% in just three years!

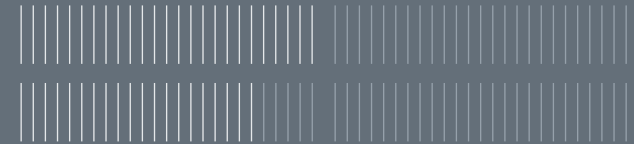


MYTH #4 / CREEPY PERSONALIZED EXPERIENCES (CONTINUED)

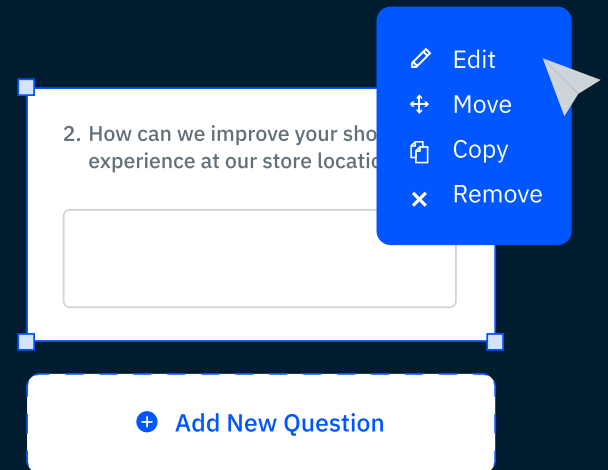
Adding emphasis to this change in consumer behavior is the fact that **45% of consumers actually feel positively about personalized ads** and the like.

So what does this mean for retail brands? Don't be afraid to leverage social signals to personalize digital experiences! There's no need to be concerned about consumers feeling creeped out—in fact, they're more likely to appreciate your efforts.

EMPHASIZING NEW CONSUMER BEHAVIOR



45%
of consumers actually feel
positively about personalized ads





NOW YOU KNOW WHAT'S NEXT

Here's How to Take Action



Listening and analyzing to gain insights is only half of the battle when it comes to business strategy—your success truly hinges on your ability to take action based on your understanding.

That's why our experts have taken the insights from this Retail Consumer Trends Report and put together three action steps you can take today to capitalize on your learnings! We've also taken it one step further by adding stories from our clients who are blazing the trail in retail.

STEP #1 :

Enable New Consumer Signals in Your CX Program

1 / 3

It's obvious from the trends that surveys alone can't give you the depth of understanding you need to make decisions about your staffing, merchandising, marketing campaigns, and beyond. They might give you a gateway into consumer perception, but surveys alone can't deliver the why behind your customer experience.

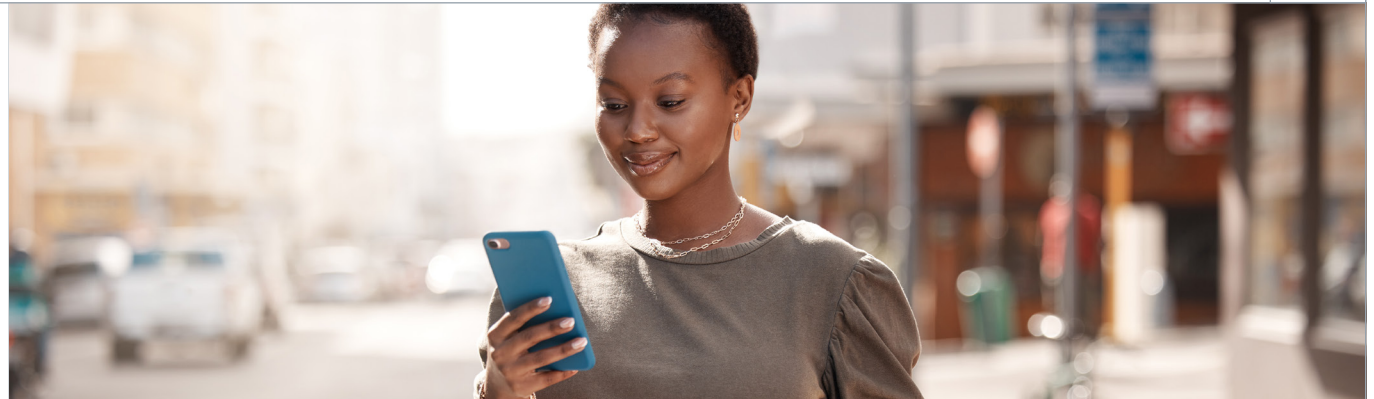
So, what do you need to do? You need to start listening to new signals and you need a customer experience platform that is capable of mining data from all

those signals and consolidating it all into one platform. Not only that, but your platform needs the analytics to turn that data into actionable insights that can be shared across your organization with customizable reports.

If you're thinking that sounds like a CX unicorn, we get it. But a solution that powerful is anything but fantasy. The InMoment XI Platform is capable of doing all of that and more. Check out the graphic below to see how the XI Platform handles the end-to-end CX program.



STEP #1: ENABLE
NEW CONSUMER
SIGNALS IN YOUR
CX PROGRAM
(CONTINUED)



With the XI Platform, you are able to collect data from every consumer signal imaginable, from the contact center, to survey data, to social media and review site data. With this 360 picture of your voice of customer, you'll gain additional context that makes the difference between an assumption and a true insight (revisit our example [here](#)).



SOCIAL SIGNALS

Stakeholder Acquisition, Adoption & More

REVIEW DATA

Stakeholder Advocacy, Retention/Churn & More

OTHER DATA

"Fill In The Gap"; Targeted Responses & More

TARGETED SURVEYS

Pain point & Business Question Focused

INTERNAL DATA

Segmentation & Persona Definitions

CONVERSATIONS

Contact Center Transcriptions, Community-Panels & More

STRATEGIC SERVICES

50+ Years Insights Expertise, Consultation, Modeling, etc.

OUR AI-DRIVEN XI PLATFORM

Text Analytics, Reporting, Real-Time Alerting



CUSTOMER STORY

Consumer Electronics Retailer Leverages XI Platform to Combine the Power of VoC & Social Listening Signals

This consumer electronics retailer used to approach their customer experience and voice of customer by designing, distributing, and analyzing a wide range of surveys. The brand knew they needed to diversify and optimize their approach to keep up with consumer preferences and gain a more holistic, actionable approach to customer experience. That's why they partnered with InMoment!

This new partnership allowed the company to enable new customer signals by integrating social media data with their VoC data. This initiative allowed them to:

- Reduce survey spend by substituting social signals where possible**

- Combine social data with survey responses to add additional insight into the customer experience and explore the feasibility of reducing their survey spend**

- Identify common themes and correlations in the social data to use as a reliable, immediately-actionable proxy for customer survey responses**

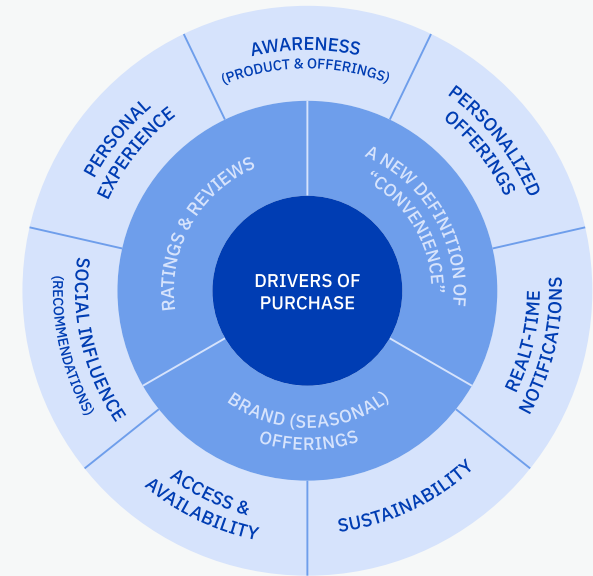


STEP #2:

Share & Align with the New Drivers of Purchase

2 / 3

In this trend report, we really dove into what the new drivers of purchase will be in 2023. But where do you go from here? Well, we've created this sharable chart breaking down the purchase drivers so you can refer back to them during strategy sessions and beyond:



But printing this chart out or saving it to your desktop won't enact any change. These insights (as well as any insights you gain from your CX program) are only valuable if you share them with the people in your organization who can take action.

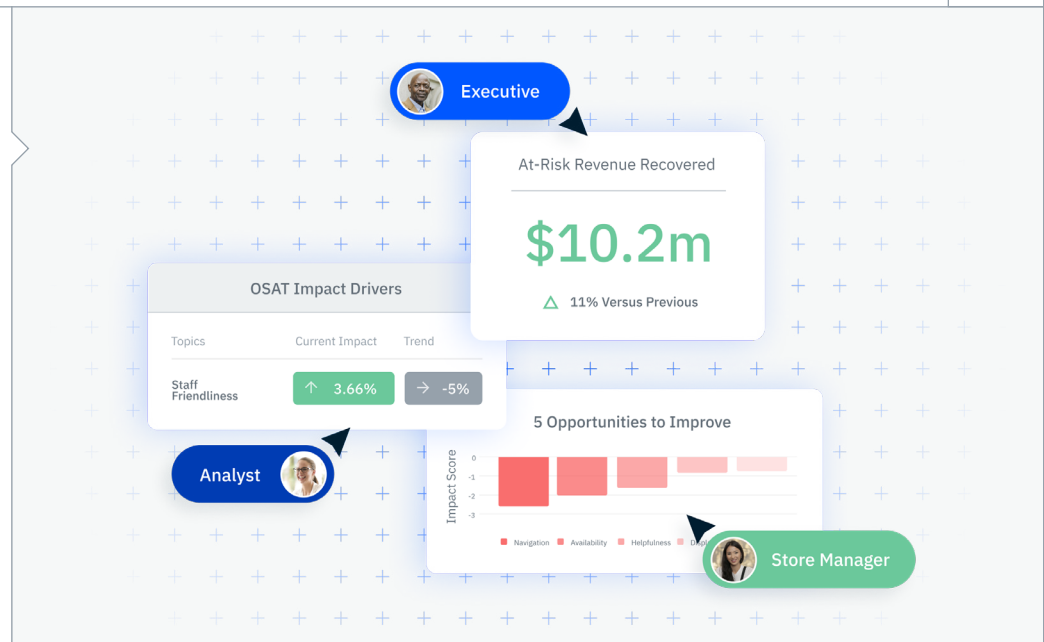




STEP #2: SHARE & ALIGN WITH THE NEW DRIVERS OF PURCHASE (CONTINUED)

This is where a cross-functional CX governance group comes in handy. If you haven't already, we highly recommend creating a cross-functional group where you can meet and share relevant insights with organization leaders. Not only will this enable you to showcase your learnings, but it's an opportunity to tailor those learning to leaders and show them exactly what they have to gain by getting involved in your CX program.

If you're thinking, "Another meeting? My schedule is already packed," no worries! You can also leverage custom reports to share relevant insights with your marketing, product, HR, and other teams via InMoment's Field Reporting.



With [Field Reporting](#), CX program managers can empower team members who don't have "CX" in their titles with customized reports that pertain directly to their every day jobs. Leveraging its self-serve capabilities, you can create tables of aggregated or response-level data to build visualizations and dashboards that meet your specific business requirements. In other words, you can create quick, easy to understand reports to keep your stakeholders in the loop.



CUSTOMER STORY

InMoment Client Leverages Monthly Cross-Functional Groups & Dashboards to Create Customer Centricity

One InMoment customer was searching for new ways to use customer feedback to drive positive experiences. In partnership with InMoment, the CX team started monthly deep-dives into customer feedback in order to understand the customer and their interactions throughout every stage of the customer lifecycle.

The team uses dashboards developed on-the-fly to find new business intelligence, makes hypotheses based on up-to-the minute feedback, and finds the pain points that matter most to the customer. The forum also identifies customer pain points that

may have been overlooked in the past, and ensures that relevant stakeholders and leaders see the impact of company decisions on customers more effectively.

As a result of these meetings, our client was able to:

- Achieve more immediate cross-functional action**

- Improve internal processes for a smoother customer experience**

- Improve customer communications**





STEP #3:

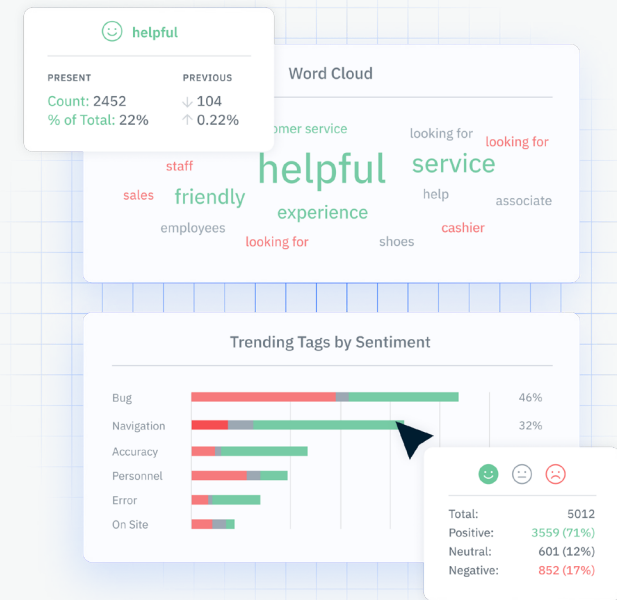
Focus on Supplying Truly Innovative Experiences

3 / 3

Yesterday's innovations are officially just table stakes to your customers—but that means there has never been a better time to challenge your current strategies! Retail is a space that invites and celebrates the new and the daring, especially when it comes to experiences.

This is a great time to start investigating hybrid experiences—whether you want to bring the digital into the physical store (like one in two customers wants you to) or bring the in-store experience into the digital, 2023 is your time!

And once you've introduced your innovative experience, leverage your CX program to gauge consumer response. [InMoment's Data Exploration](#) is a search-based text analytics tool that provides a quick and easy way for you to sort through feedback to identify trends, anomalies, and spiking topics across multiple data sources.



With Data Exploration, you can search consumer feedback to understand how people are responding to new hybrid offerings like digital try on, product scanning in store, personalized recommendations, and more! That way, you can adapt new features, fix any bugs, and make your new experiences a success.



CUSTOMER STORY

Legendary Global Footwear Retailer Leverages XI Platform to Optimize Digital Experience

This footwear retailer had a goal to convert more online window shoppers into happy customers. But to accomplish that goal, they knew their check out process on their website might be a problem.

That's why the brand turned to their CX partner, InMoment, to help them identify friction points in the check out process. Together, the team implemented an InMoment Digital Intercept on the check out page to quickly collect feedback in the moment.

Here's the result:

The brand was able to identify key drivers of negative experiences, including unnecessary questions, confusing shipping info forms, and an inability to apply discounts.

The CX team was able to deliver a report to the web development team with suggestions for areas to improve, creating a quick win for both teams

With a seamless, improved check out, the brand was able to increase its web conversion rates



Don't Just Follow the Trends. Be the Retailer Who Starts the Trends with InMoment.

You're now armed with what's to come in 2023. So what are you waiting for? It's time to take action by enabling new customer signals, sharing your findings, and focusing your efforts on innovative experiences.

Unsure if your existing CX vendor can help you do that? We would be happy to talk to you about how InMoment's XI Platform and team of experts are exclusively positioned to take you to the next level and get you these insights year round!

You can reach out to us directly at voc@inmoment.com or via the chat on our website.

In the meantime, check out the [XI Platform Brochure](#) to learn about how InMoment's Integrated CX approach and three part solution (data, technology, and expertise) can help you to stay ahead of the trends and make success-driving business decisions.



About InMoment

Improving experiences is why InMoment exists. Our mission is to help our clients improve experiences at the intersection of value—where customer, employee, and business needs come together. The heart of what we do is connect our clients with what matters most through a unique combination of data, technology, and human expertise. With our hyper-modern technology platform, decades of domain authority, and global teams of experts, we uniquely deliver a focus on Experience Improvement (XI) to help our clients own the moments that matter. Take a moment and learn more at inmoment.com.

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TO CONTACT US CALL:

NORTH AMERICA
+1 385 695 2800

APAC
+64 9 884 8500

UK & IRELAND
+44 (0) 1494 590 600

GERMANY
+49 (0) 40 369 833 0

Or email us at sales@inmoment.com

