

The Store of the Future from the
Consumers' Perspective



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METHODOLOGY

The results are based on data collected in the first fully digital consumer report that provides access to real-time consumer information and trends at a market level - **Consumer Trends.Live** by **MKOR**

Sample:

N 2023 = 5,057 | 2021 = 4,572 | 2019 = 1100 | 2017 = 1100

Nationally representative by gender, age and geographical distribution

Target: General Population, 18-65 years old

Format: Online Interview (CAWI)

Source: MKOR Panel

Analysed Periods:

Jan 2023 - Aug 2023 | Mar 2021 | Oct 2019 | Oct 2017



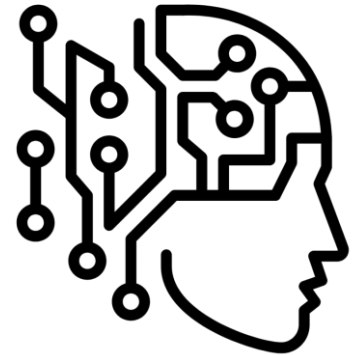
AI-Driven Data Analysis

In a world where data volumes are growing exponentially, dealing with this avalanche of information can seem like a daunting task.

At MKOR, we meet challenges them with innovative solutions. So we used Artificial Intelligence to analyse the open-ended responses from the Consumer Trends.Live survey.

Inspired by the idea of using emerging technologies in research, we created a custom script that analyses Open responses with GPT-4.

This AI-powered data analysis method allowed us to process and categorize almost 10.000 responses that describe in a much more efficient and accurate manner.



Expectations: The Future of Retail

Consumers expect the **Store of the Future** to provide an exclusive experience, based on **digital technologies** and **futuristic experiences**.

Store of the Future Attributes

- 2023 vs 2021 -



Seamless Shopping
Experience

63%



Digital & Hi-
Tech Experience

63%

▲ 30%



Value for
Money

14%

▲ 1%



Sustainable
Brand Policies

3%



63%

○ constant 2023 vs 2021

of consumers expect a

SEAMLESS EXPERIENCE
in the Store of the Future

Seamless Experience (63%)

According to Consumer Trends.Live by MKOR, **most consumers expect a seamless shopping experience**: a one-stop shop that delivers fast and is accessible.



Diverse offering

16%



Time Efficient

16%






Accessible

8%

Consumers Perspective

- verbatim -

-  *Clean and well maintained, with a look / theme that combines metal, glass and recyclable plastic. Spacious, but without the impression of an empty hall*
- Male, 33 years old
-  *Queue-free, tidy, pleasant* - Male, 45
-  *Simple and organised into as many sub-categories as possible to make it easier to find a product* - Male, 54

63%

▲ 30% 2023 vs 2021

of consumers expect a

HIGH-TECH EXPERIENCE
in the Store of the Future

High-Tech Experience (63%)

According to Consumer Trends.Live by MKOR, **most consumers expect a digitalised experience** in their shopping sessions.



The Store of the Future should include innovative technologies that enrich and optimise the shopping process.



Digitalised

24%



Innovative

22%



Online

17%

Innovative

In 2023, consumers view the **Store of the Future as innovative and AI-driven**, creating a more efficient, personalized and interactive shopping environment. In particular:



Artificial
Intelligence

4%



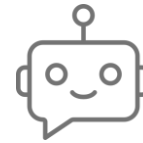
Virtual Reality

3%



Intuitive

1%






Virtual
Assistant

2%

Consumers Perspective

- verbatim -

-  *An online shop with virtual dressing room, different payment methods including instalments, fast delivery and easy return - Female, 43 yo*
-  *Totally online, very fast delivery, with many physical centres from which products can be dispatched, with assistance provided by AI and the possibility to see how a product looks in 3D projection - Female, 23 yo*
-  *[The Store of the Future] combines the traditional with the modern, with self-checkouts and merchandising robots, possibly even a robot to which you can order [...]. Also, we can find consultants to give us advice. - Female, 25 yo*

14%

▲ 1% 2023 vs 2021

of consumers expect a

VALUE FOR MONEY
in the Store of the Future

Value for Money (14%)



Affordable
Prices

8%



Price-Quality
Ratio

5%



Discounts &
Promotions

1%

Consumers Perspective

- verbatim -

 *Affordable, with prices for everyone. - Woman, 20 yo*

 *Value for money in accordance to consumers expectations. - Male, 29 yo*

 *[...] as many active promotions [...] as possible. - Woman, 30 yo*



3%

○ constant 2023 vs 2021

of consumers expect
the Store of the Future to be
SUSTAINABLE

Sustainability, still to be embraced by most consumers

A **sustainable experience** is among the features respondents want to see in the Store of the Future, as a commitment to a green and responsible future.

-  *With environmentally friendly products, zero plastic packaging, only recyclable and reusable packaging, products with sustainable production processes - Female, 45 yo*
-  *Online shop, ethical products, sustainability, locally sourced where possible, no unnecessary packaging/plastic, with recycling or take-back feature at end of life - Female, 26 yo*

FUTURE RETAIL LEADERS TODAY

64%

of consumers appreciate **top 7 retailers** for
the experiences they provide

of 150+ brands mentioned

Top 7 retailers - overall

 **Kaufland**



EMAG



ALTEX

Auchan

9.8%

9.8%

9.5%

9.2%

9.1%

9.0%

7.9%

Conclusions

Integrate digital technologies into omnichannel shopping experiences.



Consumers use in-store digital technologies in order to ease their shopping experience. If they come across such technologies, they will most likely try them out. In addition, they may even return to your store simply because they enjoyed interacting with the provided technologies.

Transform clients in ambassadors by leveraging phone usage on shopping



Smartphones are used by consumers as an omnichannel purchasing tool. They access special offers, compare products, search for info and friends' recommendations.

Encourage your clients to generate branded content and become brand ambassadors.

Adopt new technologies, but constantly improve the CX



In the future, consumers wish for efficient shopping sessions, that saves them time, but it's also entertaining.

Retailers need to integrate digital technologies, as they facilitate a seamless experience. However, irrespective of how digitalised a brand is, the focus on meeting the most common customer expectations is here to stay.



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