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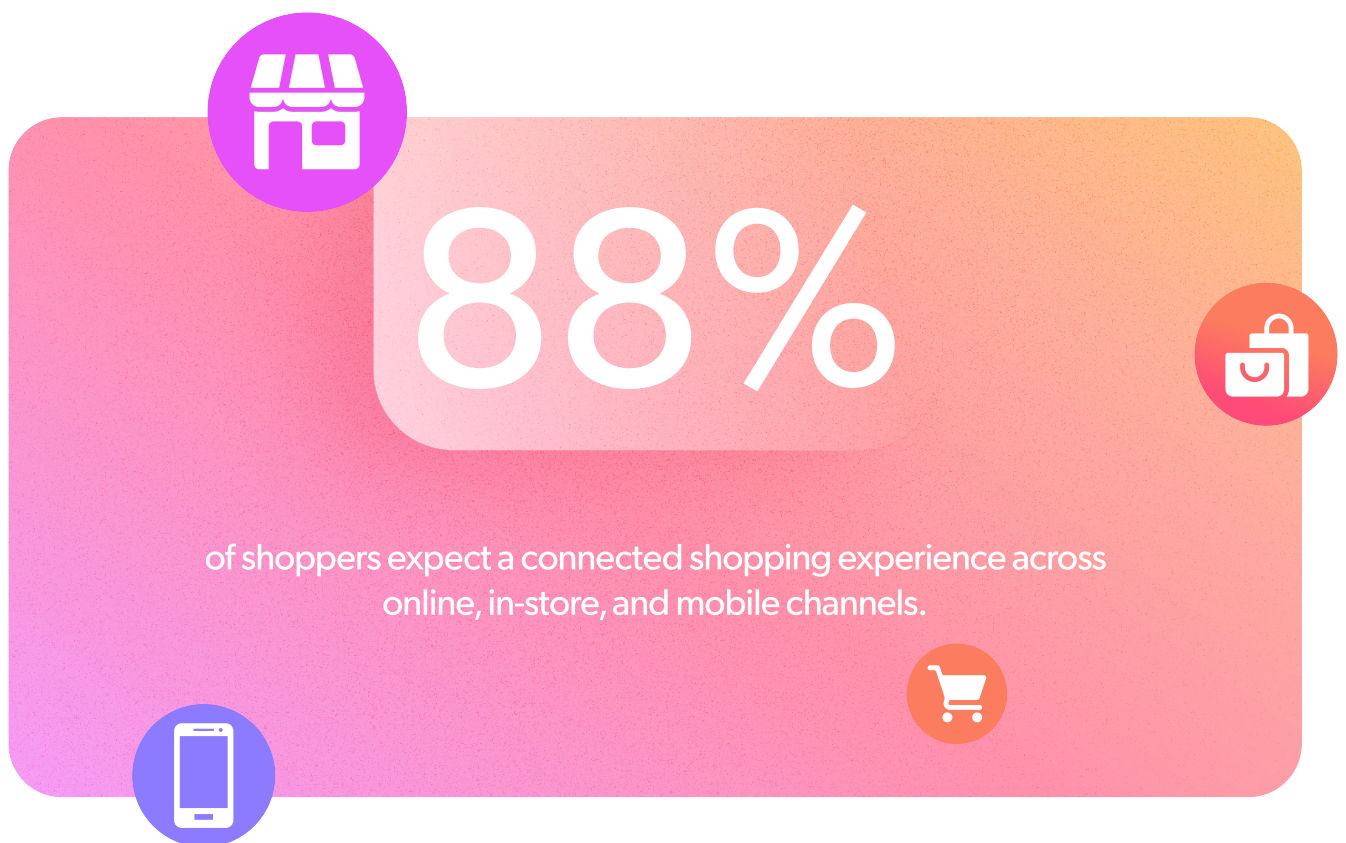
THE OMNICHANNEL SHOPPER CHEAT SHEET

Quick insights for creating connected shopping experiences across online & in-store channels.



HOW TODAY'S SHOPPERS BLEND DIGITAL & PHYSICAL BUYING JOURNEYS

Shoppers no longer stick to just one channel—they research, browse, and buy across online stores, mobile apps, and physical locations. Brands that don't adapt risk losing them to competitors.



HOW SHOPPERS MIX ONLINE & IN-STORE SHOPPING

Shoppers mix online and in-store for a reason. Whether they're researching before visiting a store or browsing in person before buying online, each channel plays a unique role in the path to purchase.

Webrooming (Research Online, Buy In-Store)

-  **75% of shoppers** research online before making an in-store purchase.
-  **Why?** They want to check reviews, compare prices, and see product specs before experiencing it in person.
-  **Top categories:** Electronics, apparel, groceries.

Showrooming (Browse In-Store, Buy Online)

-  **59% of shoppers** browse in-store but complete the purchase online.
-  **Why?** Better pricing, home delivery convenience, and access to more product options.
-  **Top categories:** Electronics, health & beauty, apparel.

Key Insight:

Consumers expect brands to support both behaviors by offering consistent pricing, inventory, and promotions across all channels.

WHAT MAKES SHOPPERS CLICK 'BUY'?

Consumers move between online and in-store shopping based on what **drives trust, convenience, and personalization**. Here's what influences their purchase decisions:



Social Proof

8 in 10

shoppers say reviews and user-generated content (UGC) help them decide. Seeing authentic feedback builds confidence.



Convenience

Online shoppers expect fast shipping, mobile-friendly checkout, and easy returns. If the process is too complicated, they'll abandon their cart.



Immediacy

25%

of webrooming shoppers buy in-store because they want the product now. Physical stores win when they offer instant availability.



Personalization

Shoppers expect tailored recommendations, whether in the form of suggested products, targeted promotions, or localized shopping experiences.

Key Insight:

Consumers don't just choose one channel—they shop where it's **easiest, fastest, and most relevant to them.**

THE OMNICHANNEL OPTIMIZATION CHECKLIST

Shoppers expect a connected shopping experience, and brands that fail to deliver risk losing them to competitors. Here's a **quick checklist** to improve omnichannel engagement:



Unify online & offline experiences

Ensure pricing, inventory, and promotions are consistent across all channels so shoppers don't encounter discrepancies.



Leverage UGC & reviews

Feature authentic shopper content (reviews, photos, and videos) on product pages, in-store displays, and social media. Shoppers trust fellow consumers more than brand messaging.



Make mobile a bridge

Shoppers frequently switch between devices and locations. Enable mobile-friendly browsing, in-store QR codes, and easy-to-use mobile apps to keep engagement high.



Enable frictionless checkout

Click-and-collect, digital wallets, and flexible payment options increase convenience and reduce cart abandonment.



Optimize customer support

Provide consistent, fast, and helpful assistance via chat, phone, and in-store staff. Shoppers expect seamless issue resolution, no matter the channel.

Key Insight:

A disjointed shopping experience frustrates consumers—brands that integrate online, in-store, and mobile shopping increase loyalty and conversions.

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THE FUTURE OF SHOPPING IS OMNICHANNEL

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