



SURVEY SAYS If malls evolve there would be strong appeal. Even amid doom and gloom, brick-and-mortar stores can influence those seeking a one-stop shopping destination with strategic updates and incentives. Take it from shoppers...

WHY GO TO THE MALL VS SHOP ONLINE

60% (

like shopping for apparel at a mall vs online

39%

shopping (visit multiple retailers + make several purchases at one location)

value one-stop

24% 🗐

enjoy an outing with family and friends

20% 👚

find it convenient for buying quick gifts

19% 🖷

make a full day of it with dining and entertainment 18% 🗇

like comparing prices and products across multiple stores





HURRY UP WITH IN-STORE TECHNOLOGY

51% have yet to encounter innovative technologies

Use mobile

in store

apps to

redeem coupons and pay

have paid using 20% digital wallets or apps **24%** have experienced cashierless checkout services



Minimal wait time and easy check-out Receive product sooner Customer assistance/ Return online service purchases Buy online and pick-up in-store







TOP 3 WISHES

- > Savings, coupons and deals
- > Shorter lines and wait times
- > More access to in-store customer service reps

