

Biznis, predaj a technológie
Kam smeruje nová paradigma

eFOCUS

PricewaterhouseCoopers Slovensko, s.r.o.

Impact of Technology on Retail Business

PwC Total Retail Surveys 2015/2016

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Retailers and the Age of Disruption

Survey data and retailer interviews point to four waves of disruption that will radically alter retailer's terrain

The evolving role of the store



The retail touch point with the highest frequency remains the physical store but its role will continue to evolve into something sleeker, more customized, and increasingly attuned to individual shoppers' expectations of what the in-store "experience" should be.

Social networking



Social media as a phenomenon is still in its infancy, and is progressing in different ways in developing and developed world. Its bottom-line effect on retailing is just starting to be felt.

Mobile technology



Mobile phones are increasingly a critical factor in setting the stage for a purchase and are rapidly becoming a crucial shopping agent as shoppers demand more personalization.

Demographic shift

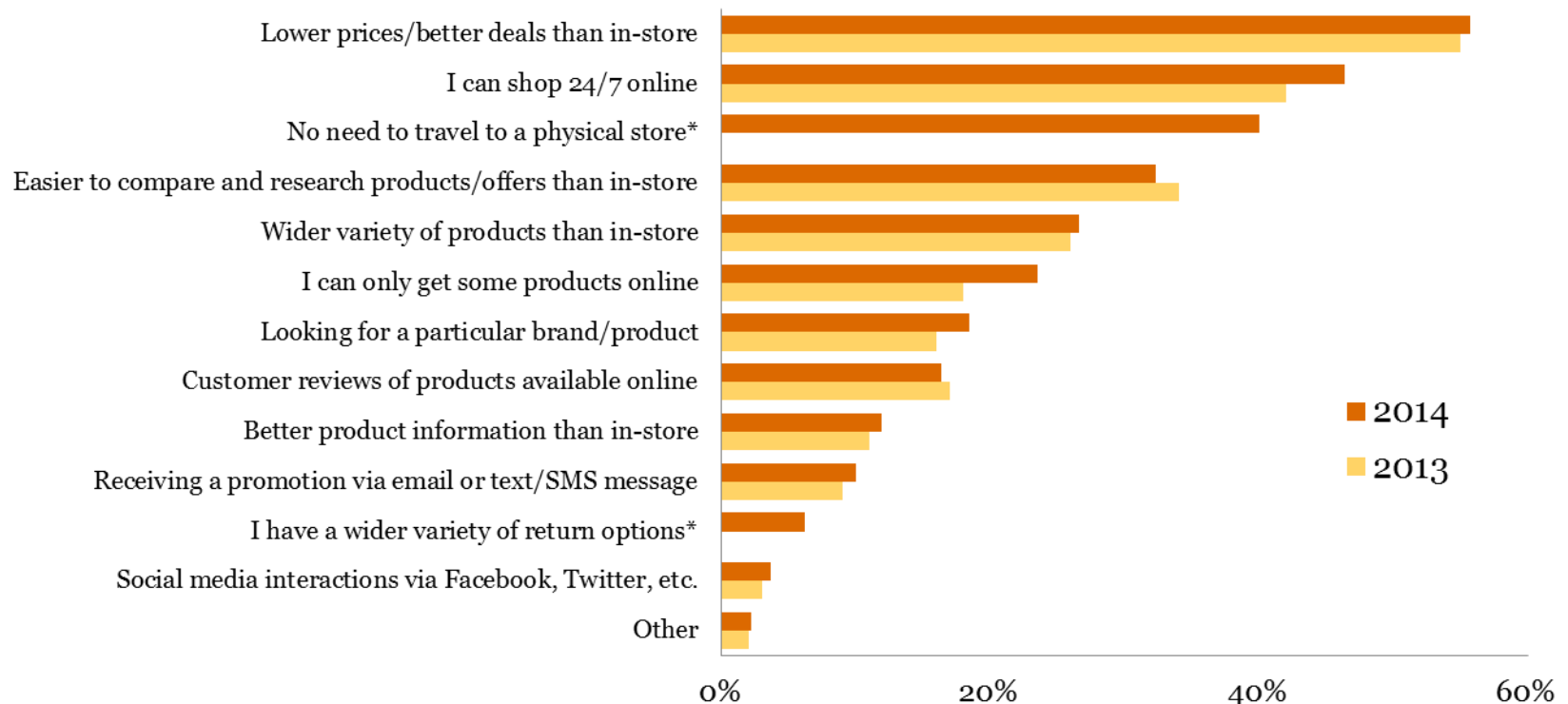


Digital natives, the 18-24 age cohort that is the first group of adults to have grown up with the Internet, have a differentiated shopping behavior. Global aging patterns and increasing disposable income in some regions are also causes of disruption.

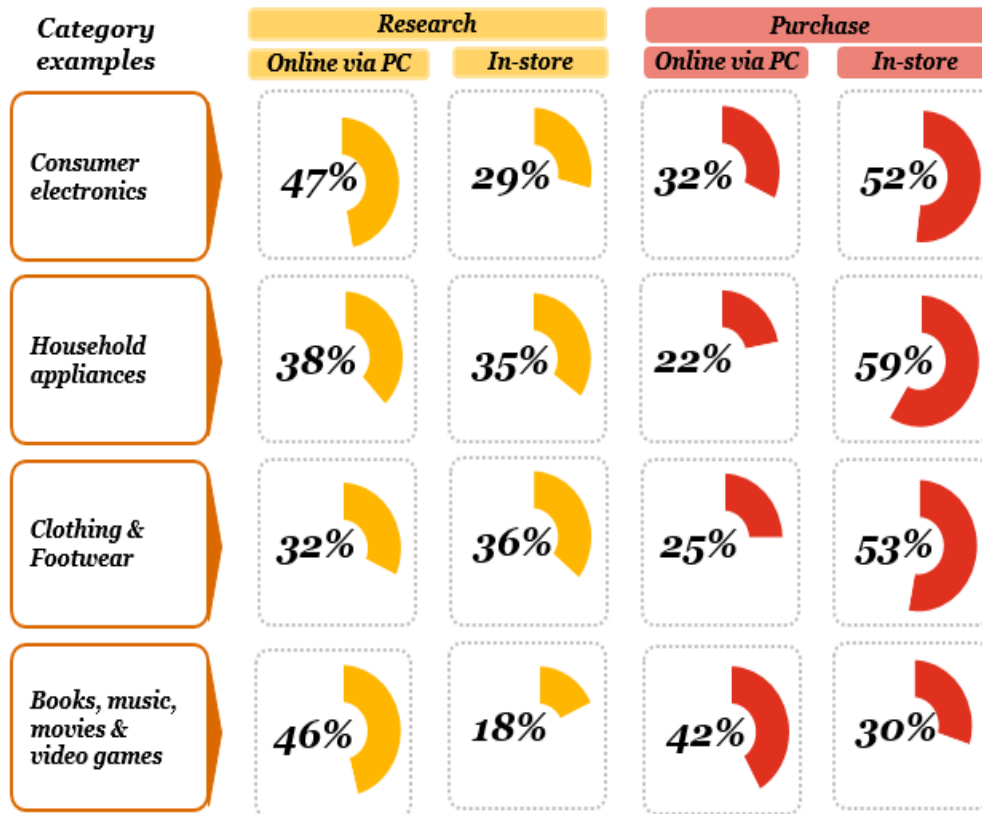
Disruption 1: The changing role of the store

The store's dominance on shopping preference remains but its offering is evolving to become more experiential than before

Q: Why do you buy products online instead of in-store? – Global Sample



Store traffic doesn't matter as much as customer conversion



For consumers, the physical store remains an important element of both researching and purchasing. In fact, while shoppers increasingly prefer to research online, many still like to go to a store to make their purchase.

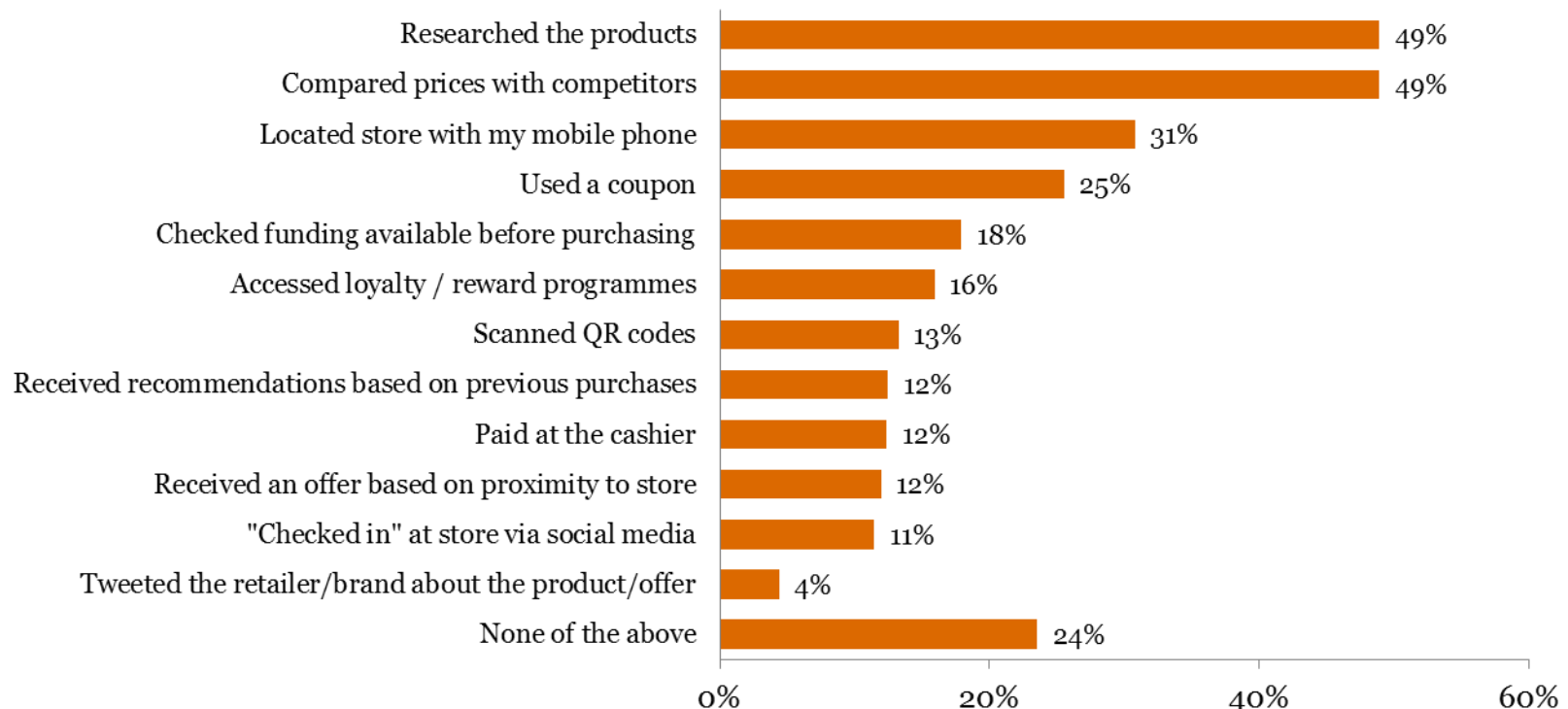
Consumer electronics
47% of consumers initially research **online via PC** but **52%** then complete their **purchase in-store**



Disruption 2: Mobile and related technologies

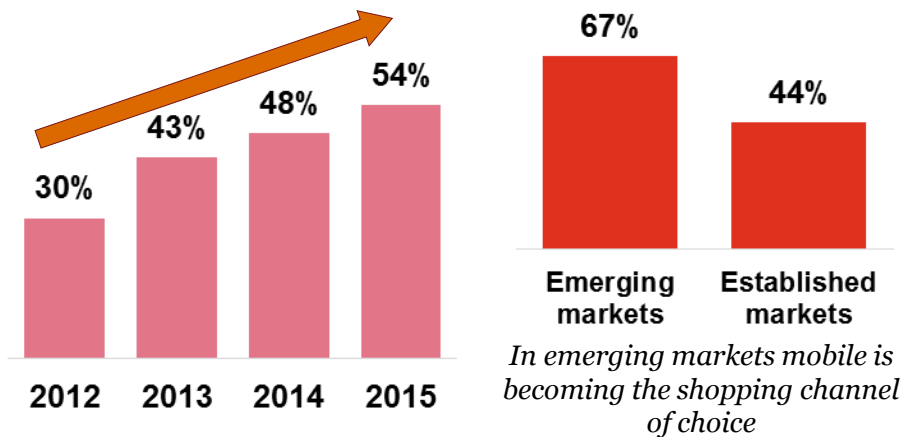
Mobile devices are critical for pre-payment activities

Q: Which of the following have you done using your mobile/smartphone/tablet/PC?



Mobile devices have turned the corner as purchasing tools

Online shopping via mobile phone at least once per year



If we see the same change over the next three years, by the beginning of **2019** almost **80%** will be shopping via a mobile phone for at least some of their purchases.

In-store mobile shopping habits

There is a marked difference in paying via mobile when it comes to younger shoppers.



Accessed loyalty program



Millennials: **23%**
Other age groups: **18%**

Paid for purchase

Millennials: **24%**
Other age groups: **16%**



Checked available funding

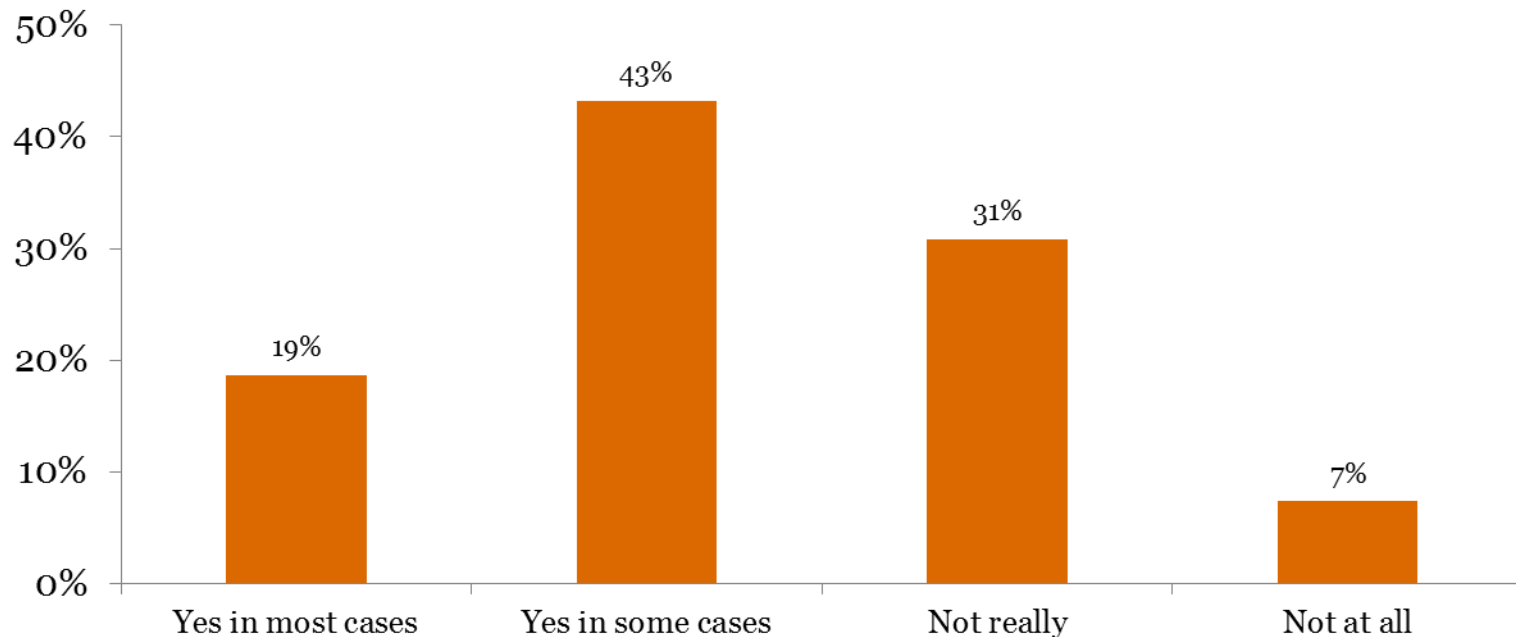
Millennials: **26%**
Other age groups: **17%**



Disruption 3: The Proliferation of Social Networks

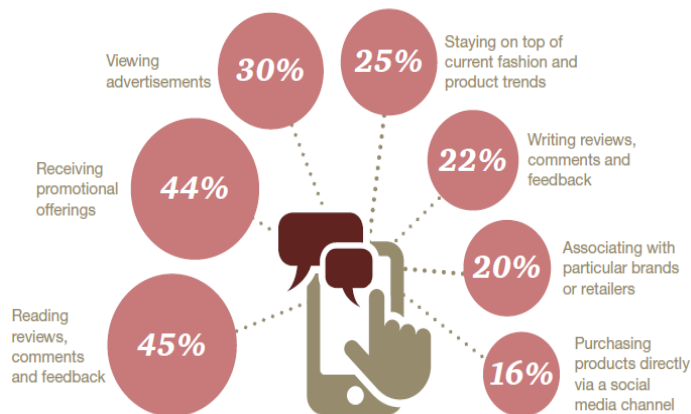
Retailers can now make the link between social media investment and consumer purchasing

Q: Has any interaction you have had with your favorite brands on social media driven you to buy more?



Social media is the “great influencer”

Aspects of social media that influence online shopping

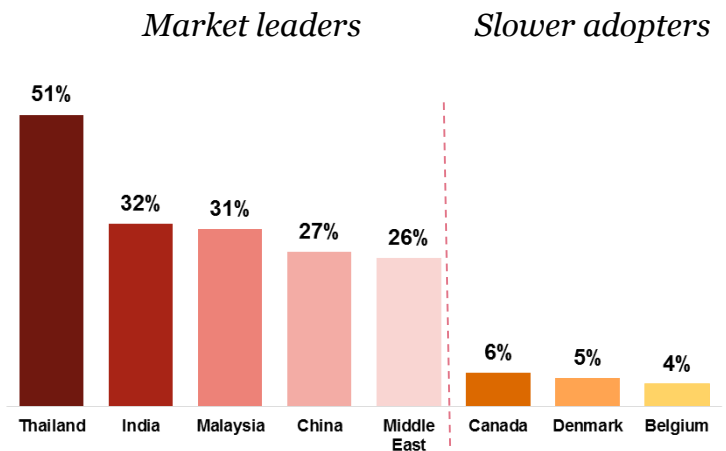


78% of our global sample was influenced in some way by social media.

Of those that had an interaction with a favorite brand on social media **64%** said it led them to **respect** or **value** the brand more.

Consumers in *emerging markets* are far more influenced by social media (**92%**) than those in *established countries* (**66%**)

Online shoppers who said they purchased directly via a social media channel



Disruption 4: Demographic shifts

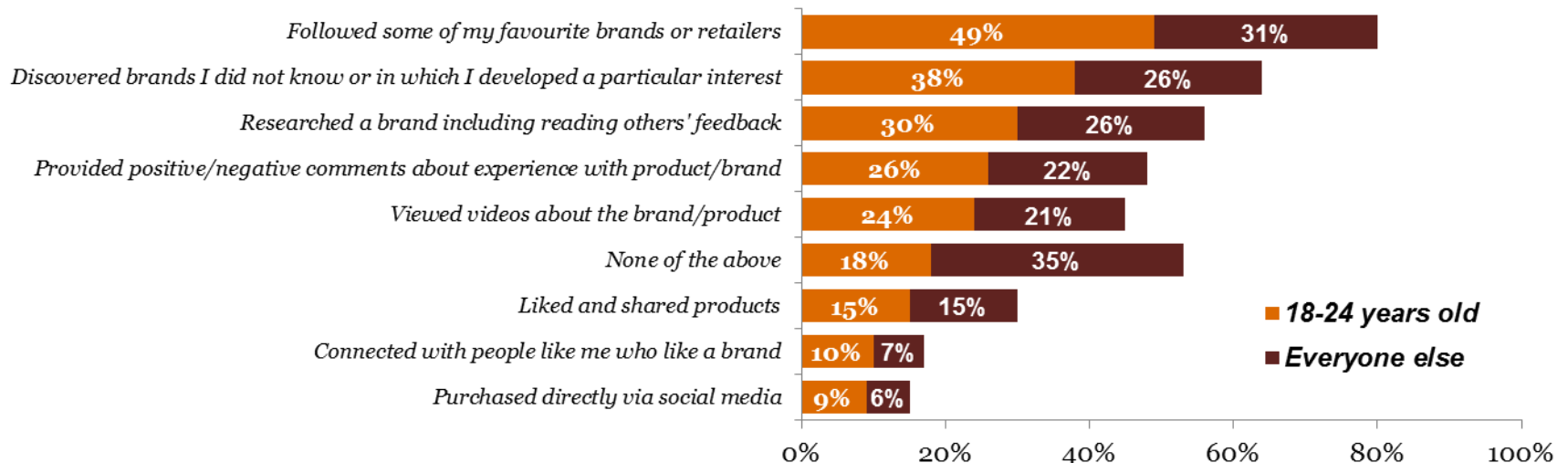
Will the digital native have sufficient disposable income to disrupt the retail model?

Digital natives are interacting with retailers via social media more than global average

They followed brands in greater numbers (49% vs. 31%), discovered new brands (38% vs. 26%), researched brands (30% vs. 26%), and viewed videos about brands/products in greater numbers (24% vs. 20%)

Digital natives stand ready to interact with retailers via social media

Q: Which of the following have you done using social media?



Our reality

Slovak CEO Survey 2015, Digital IQ CZ/SK 2015

Top three contributions of digital technologies

Operational
efficiency

66%

Data and data
analytics

50%

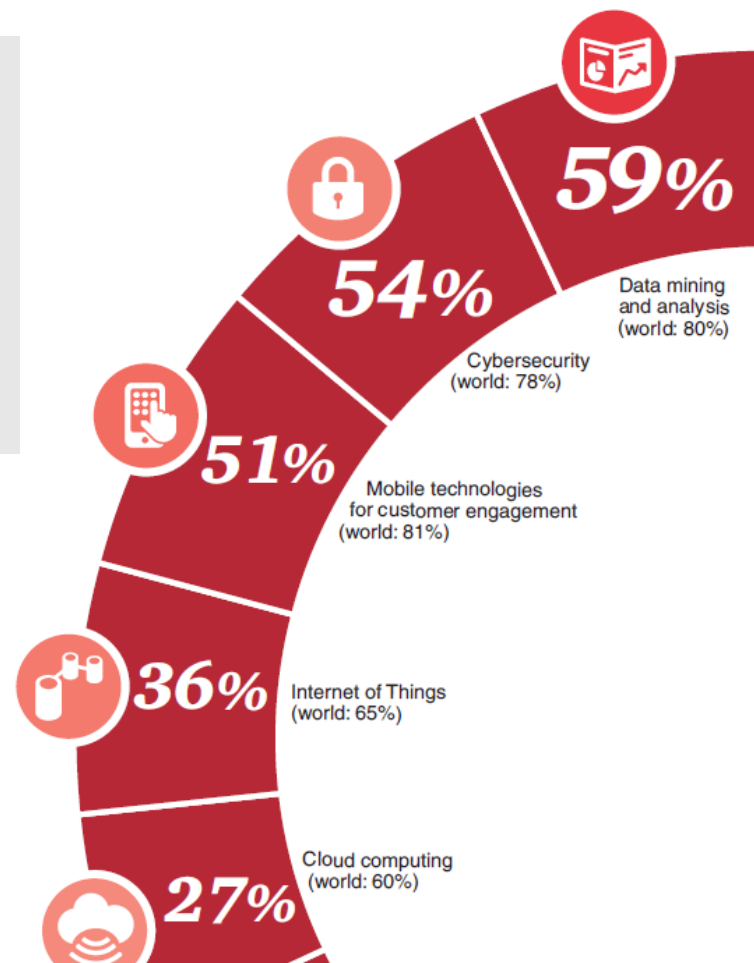
Internal/external
collaboration

41%

49% of Western European countries view digital technologies as a source of their future revenues while only 37% of Czech and Slovak companies

39% of Czech and Slovak firms consider digital strategy as a synonymous to IT, only 17% in the Great Britain

57% of Czech and Slovak firms find business – IT cooperation as a growing barrier, while only 26% of the UK firms and 38 % of western-European firms



Ďakujeme za pozornosť

PricewaterhouseCoopers Slovensko

