

Anxious Shoppers? How to Ease Worry

Over one quarter (26%) of the people walking into a store are more anxious than they were six months ago.

What worries them, and what can retailers do?

In talking with WAYPOINTS shoppers, we find that the economy trumps all other worries. Shoppers are feeling most anxious about “prices going up” (70%), “having a limited budget” (62%) and “general economic worries” (52%). These particular worries especially hold true among females and 45-60 year olds.

Next in line at the register of shopper worries is the shopping experience itself. Shoppers remarked on “crowded stores” (22%), “time it takes to shop” (19%) and “shopping with kids” (16%). Although noteworthy, these worries are significantly secondary than the top-tier shopper concerns noted above.

BIGGEST ANXIETY DRIVERS

Increasing prices/having to spend more	70%
Having a more restricted budget	62%
Worries about the overall economy	52%

HOW OTHER ANXIETY FACTORS STACK UP

Crowded stores	22%
Time it takes to shop	19%
Shopping with children	16%

Worries differ by age

It’s all about the wallet for those ages 45-60. For 18-44 year olds, it’s about “the chaos of shopping.” That chaos includes “shopping with kids” (22%), “difficult to find parking” (13%) and “pushy sales people” (14%).

What to do?

Shoppers say good prices, bigger sales, and discount cards/rebates help alleviate their economic worries.

Otherwise, key elements that relieve shopper stress align with in-store conditions (having more checkouts and wider aisles), and things that drive convenience (like faster/quicker checkouts and better parking).

What are some of the things shoppers say would make their trip less stressful? —•



“Don’t require me to have a ‘customer loyalty card’ before giving me the discount.”

“Have better sales or lower prices on everyday items.”

“If there are [a lot] of checkout aisles, please have someone available and working at them.”

WAYPOINT

Addressing age cohorts differently and catering to their anxiety triggers will improve the in-store experience.

