



2015 GLOBAL SHOPPER STUDY HIGHLIGHTS

The eighth annual installment of the Zebra Global Shopper Study found that a majority of respondents value retailers who use technology to make the shopping experience more efficient and most agree that technology solutions are helping retailers enable and improve every aspect of the shopping experience.

76% OF SHOPPERS FEEL POSITIVE ABOUT SHOPPING IN STORES

KEY FINDINGS 2015



SELF-HELP

Respondents agree that when retailers provide **self-help technology** it improves the shopping experience.



LOCATIONING

Shoppers are **very interested** in Wi-Fi and **location-based in-store services**.



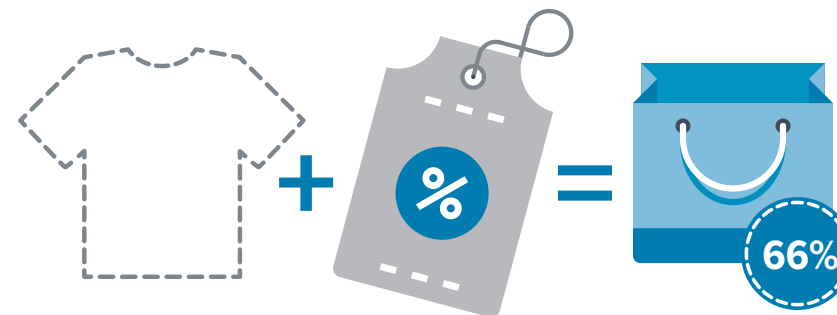
CUSTOMER SERVICE

More than six in 10 respondents indicated a willingness to purchase more merchandise with improved customer service.



SHOWROOMING

Fifty-two percent of respondents “showroomed” or looked at items in store but purchased them online.



OUT-OF-STOCK

Retailers can recover **66 percent of out-of-stock** (OOS) incidents by offering shoppers a discount.



TRUST

Only **38 percent** of respondents trust retailers to protect their personal data.