Shoppers Still Prefer In-Store Over Online Shopping

by Chad Brooks, Business News Daily Senior Editor

Although online shopping may be more convenient, shoppers still prefer to make their purchases inside an actual store, new research finds. Nearly 40 percent of consumers make purchases inside a physical store at least once a week, compared to just 27 percent who do the same online, according to PwC's annual consumer survey.

Even though online shopping may be easier than going to a store, many different factors are driving shoppers' decisions to walk to a store. The research found that 65 percent of consumers said they shop in-store to avoid delivery fees, while more than 60 percent said it allows them to have the item immediately. Additionally, 61 percent said they like trying on the item or seeing it in person before buying it.

Other reasons shoppers prefer brick-and-mortar shopping include that they like to support local businesses and it makes returns easier. Despite their preference for buying things in-store, consumers are still using online outlets and spend time browsing products online before buying them at a physical store. About half of those surveyed in the U.S. have researched products on their mobile phones, while nearly the same percentage have used them for price comparisons.

Overall, less than 10 percent make purchases via mobile devices on a weekly basis. Security issues top the reasons why consumers are hesitant to shop on their smartphones or tablets. Social media is also playing an increasingly important role in the shopping process for consumers : 36 percent said their interactions with brands on social media has led them to buy more from these brands.