

Consumer Buzz

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A Personal Touch

Ann-Marie Vazzano

Consumers love personalization. According to Kibo's 2017 Consumer Trends Report, 85% of consumers say they're influenced by personalized homepage promotions and 92% say personalized shopping cart recommendations influence them to complete online purchases. The survey also found the majority (76%) of consumers price-check competitors on a regular basis, up 10 percentage points from the 2016 survey. In addition, 94% of consumers research products online before visiting a store, an increase of 8% from last year, and nearly three-quarters expect store associates to be able to access their customer history when they visit a store after buying something online. **GP**