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Consumer Buzz

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Spending Motivators

Ann-Marie Vazzano

According to a survey from payment service provider Acapture, 40% of consumers will buy additional items when visiting a store to pick up an order placed online. The study also found 95% will buy from a retailer again if they have a positive return/exchange experience, and 46% will purchase more from retailers who enhance and personalize the buying experience. **GP**