

Consumer Buzz

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So Much for Showrooming

Ann-Marie Vazzano

Showrooming may seem like a big threat to physical stores, but according to TimeTrade's recent State of Retail Report, the opposite appears to be true. In fact, half of consumers say they sometimes browse online and then go to physical stores to make purchases, while 26% do so most of the time and 15% all of the time. Only 10% said they never do this. The report also found that if a product is available online and in a physical store, 75% of consumers would prefer to buy the item in-store. **GP**