

Consumer Buzz

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Shoppers Embrace Technology

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Consumers want access to technology that makes their shopping experiences easier, a recent survey from International Council of Shopping Centers (ICSC) found. Here's a look at a few of the survey results:

- 62% want to have access to products/sizes available in store without engaging a salesperson
- 55% want to be able to virtually view how home furnishings and accessories fit into their homes before purchasing
- 54% want to be able to compile a shopping list on a store app and receive a floor map to locate those products
- 39% would visit a shopping center more often if they received alerts from stores that are selling products they're interested in purchasing **GP**