

Why Customers Prefer In-Person Shopping Experiences

It's no secret that the popularity of online retailers has exploded in recent years. Consumers love the convenience of being able to order the things they need from the comfort of their own home. However, there is good data to suggest that many customers still strongly prefer in-person shopping experiences, especially when they are enhanced by a strong online component.

Younger Consumers Value In-Person Shopping and Malls



- Generation Z is the youngest generation to be named! Born after 1995, they number around 60 million in the U.S.
- They are on their way to becoming the largest spending demographic by 2020, and are predicted to account for up to \$143 billion in direct spending
- When it comes to shopping for apparel, they have a preference for shopping malls
- They appreciate being able to interact with brands in-person – in fact, Generation Z has also shown a preference for interaction with sales associates when compared with older generations.
- Convenience of location seems to influence where these consumers shop
- Generation Z are particularly drawn to brands that have a strong online/mobile component to supplement their shopping experience
- They prefer shopping in brick and mortar stores and also social media, where they are constantly taking photographs of themselves and their outfits, so their ideal is to indulge both at places like Apricot Lane where they constantly have fresh new arrivals of the latest fashion styles.



What Brick and Mortar Stores Have to Offer

- An in-person shopping experience allows customers to interact with merchandise, for instance by being able to try outfits on before they buy
- Salespeople in brick and mortar stores are able to develop relationships with their customers, leading to more personal interactions and opportunities for increased sales
- Customers hate waiting for their purchases just as much as they hate extra fees – brick and mortar stores allow them to avoid both of these

HOW APRICOT LANE BRIDGES THE GAP

- Apricot Lane works with our franchisees to find the perfect location – convenience to our target customers is an important consideration
- We help our franchisees establish their own online stores, making it easy for them to capitalize on online sales as well as in-store sales
- This emphasis on online shopping also allows customers to conveniently check-in on what's new at their local boutique
- Our franchisees have access to a wide selection of styles updated weekly – they can choose for themselves how to stock their stores
- This frequently-updated inventory allows them to always have new offerings for their clients to browse



There is still plenty of space for investors in brick and mortar stores like Apricot Lane to thrive, especially among Generation Z!

Contact us today to learn more about franchising with our brand.

Apricot Lane
BOUTIQUE