

The New Era of Shopping is Hybrid

Today's consumers see no difference between online and offline channels—it's all just shopping. As the pandemic recedes, a new hybrid world of retail is emerging where the already blurred lines between physical and digital become even less distinct and shopping becomes a more interconnected experience.

This has given rise to a new "no compromise" consumer mindset. We've uncovered three themes that explore how retail is being reimagined to adapt to consumers' desires for more fluidity in how they buy.

THAILAND

FACEBOOK IQ

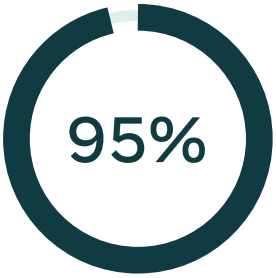
01 Satisfying Store Experiences

PEOPLE ARE LOOKING FOR DIGITAL SOLUTIONS TO SOLVE THE UNCERTAINTY OF SHOPPING IN-STORE

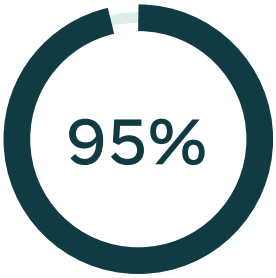
"Retailers are looking at ways for consumers to avoid carrying items out of the store. Shoppers can go in, scan items, pay and then continue eating or hanging out with friends while the products get delivered right to their doors."

—Methit Mukdasiri,
HEAD OF INDUSTRY FOR RETAIL IN THAILAND AT META





of shoppers surveyed in Thailand made a purchase in-store after finding or discovering the item on social media[1]



of shoppers surveyed in Thailand use at least one type of omnichannel pick up or collection method[1]

What does this mean for the next era of hybrid shopping?

To engage the no-compromise shopper and ease some of the uncertainty associated with shopping offline, retailers could leverage digital discovery moments–particularly when it comes to social media. These platforms help retailers get closer to shoppers. For example, the Discovery Commerce System allows retailers to meet shoppers where they are, anticipate their needs and seamlessly bridge the gap between online and offline channels.

[1] "Transformation of the In-Store Experience" Study by HarrisX (Meta-commissioned online survey of 3,975 retail shoppers, ages 18+, in Thailand), Aug–Sep 2021.

02 In-store Agility

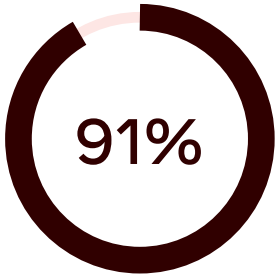
SHOPPERS ARE USING TECHNOLOGY TO MAKE IN-STORE SHOPPING MORE EFFICIENT

"Self-checkout is not a brand new technology as we saw the first version of it more than a decade ago. At that time, most of the decision factors to implement it were around cost efficiency. Now, due to the pandemic, lots of stores are embracing self-checkout, and smaller shops are testing even unmanned stores."

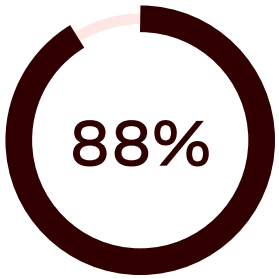
—Ikkyu Sohn

HEAD OF INDUSTRY FOR RETAIL & CPG IN SOUTH KOREA AT META





of shoppers surveyed in Thailand say that digital wallets, mobile phone tap or contactless payment methods in-store would make them more likely to revisit[2]



of shoppers surveyed in Thailand say that payment via messaging services (e.g., Whatsapp) would make them more likely to revisit a store[2]

What does this mean for the next era of hybrid shopping?

People have grown accustomed to the efficiency that e-commerce offers and have come to expect immediacy when shopping offline. There's an opportunity for brick-and-mortar retailers to meet these expectations by leveraging digital solutions like mobile apps and QR codes to help facilitate faster discovery journeys and more efficient ways to pay for products wherever they shop.

[2] "Transformation of the In-Store Experience" Study by HarrisX (Meta-commissioned online survey of 3,975 retail shoppers, ages 18+, in Thailand), Aug–Sep 2021.

03 Enhanced Immersion

PEOPLE WANT THE OFFLINE EXPERIENCE TO EXCITE AND OFFER A MORE HUMAN TOUCH

"Throughout the pandemic, we've worked with clients to pilot virtual stores with AR technology and offered customizable features for people to experiment with products."

—Ikkyu Sohn,
HEAD OF INDUSTRY FOR RETAIL & CPG IN SOUTH KOREA AT META





of shoppers surveyed in Thailand say that they would be willing to revisit a store if they could use augmented reality technology to experience products[3]



of shoppers surveyed in Thailand say that they'd be encouraged to revisit a store if it had virtual reality headsets that let them experience products[3]

What does this mean for the next era of hybrid shopping?

Shoppers want to balance the tactile benefits of brick-and-mortar with the captivating nature of digital offerings. By leveraging immersive technologies, retailers could offer shoppers a more compelling way to engage with products and, in turn, encourage them to revisit the store.

[3] "Transformation of the In-Store Experience" Study by HarrisX (Meta-commissioned online survey of 3,975 retail shoppers, ages 18+, in Thailand), Aug–Sep 2021.