

A man with short dark hair and a beard, wearing a dark jacket, is standing in a grocery store aisle. He is looking down at a smartphone in his right hand while holding a red box of 'RUDE HEALTH' protein powder in his left hand. The background shows shelves stocked with various products, and a sign for 'BROCCERY' is visible at the top. The overall lighting is dim, with a blueish tint.

HOW HAS THE COVID-19 PANDEMIC CHANGED SHOPPER BEHAVIOUR?



INTRODUCTION

As with so many aspects of our lives, brick and mortar retail has been badly hit by the COVID-19 pandemic.

The problems caused by repeated closures of stores due to lockdown have been exacerbated by changing shopper attitudes as we each begin to establish new patterns of behaviour in this new normal.

In order to build our own understanding of this evolving situation and to give actionable insights for our retail customers, we surveyed 702 consumers from across the world to explore the ways in which shopper behaviour might be shifting.

I hope you find this whitepaper illuminating and please don't hesitate to reach out to me and my team to discuss how we can help you and your stores to thrive in 2021.

We wish you all the very best for the future.



Mustafa Khanwala
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The pandemic has accelerated the need for consumer facing businesses to embrace new technologies that make shopping experiences safer, quicker and altogether more convenient.

Chris Donnelly
IT Director
BWG Foods



SAFER STORES FOR EVERYONE

It is widely accepted that pandemics tend to accelerate changes in human behaviour. Although the long term impacts of coronavirus are of course unknown, we believe that a number of alterations in consumer attitudes that were beginning to take hold even before COVID-19 have been catalysed.

The growth in adoption of digital payment methods and the accompanying decline in the usage of cash was underway well before the pandemic struck, and COVID-19 has accelerated the shift. Shoppers have rapidly moved away from exchanging coins and notes and towards more hygienic methods that they themselves control - such as contactless cards and wallets. 69% of the consumers we surveyed say they have reduced their use of cash because of COVID-19 and it is very possible that this shift will never reverse. Contactless wallets moved quickly to capitalise on this opportunity by raising or removing their maximum transaction values and have seen a surge in use as a result.

Handling cash is not the only health concern that our respondents shared, however. Many shoppers are now keen to avoid touching other shared resources in stores in order to minimise their risk of exposure. 35% say they are very concerned about touching store hardware to make payments.

For retailers, offering payment methods that their shoppers find convenient and safer will be key in creating stores that are better environments for both shoppers and staff. Doing so will enable retailers to re-establish the confidence of their customers and increase footfall and sales.

69%
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OF COVID-19

35%
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ABOUT TOUCHING
STORE HARDWARE
FOR PAYMENTS

CREATE THE JOURNEYS SHOPPERS WANT

Brick and mortar retail has so much to offer that shopping online is unable to replicate. A shopper that visits your website is remote, almost impossible to effectively communicate with and may well simultaneously be visiting all of your competitors in the other tabs open on their browser. But a shopper that visits your store is immersed in the world of your brand with the chance to view products first hand, understand your ethos more clearly, and benefit from speaking with your expert staff.

However, in-store retail has always been playing catch-up with e-commerce in one key aspect: payments. When a shopper buys online they can do so in one click and with no delay caused by a queue in front of them. Online, when you want to buy an item you can do so. However, in-store, when you want to buy you often have to wait.

45%

ARE LESS LIKELY TO ENTER A STORE IF THEY NEED TO WAIT IN A LINE TO PAY

This issue has been magnified by the pandemic because queuing is no longer just a big inconvenience, it's now a potential health risk. Indeed, 45% of our respondents say that, following the pandemic, they are now less likely to enter a store if they need to wait in a line to pay. It is therefore vital that retailers find ways to solve friction at the point of payment and give shoppers confidence that they will be able to visit their stores without having to wait to check out.

There has been a further change in shopper behaviour that has an impact when a customer has entered the store: 24% of our respondents say they are now less likely to speak to store staff when shopping. When a large proportion of your shoppers are reticent to engage with staff, it is vital that you offer ways in which they can access accurate product information and check prices and applicable promotions without being required to have close contact with store staff.

24%

ARE LESS INCLINED TO SPEAK TO STORE STAFF WHEN SHOPPING



USE TECH TO ADJUST TO NEW DEMANDS

48%
ARE MUCH MORE
LIKELY TO USE A
SOLUTION THAT
ENABLES THEM TO
USE THEIR OWN
PHONE TO SHOP

COVID-19 has accelerated changes in shopper behaviour that have created a number of issues for retailers and their store operations. From enforcing limits on the number of shoppers in stores through to facilitating adequate social distancing between customers, the pandemic has presented issues across every retail sector and for retailers of every size.

A multitude of retail technologies are available to help retailers to find their way in this new normal. Solutions that generate accurate real-time occupancy data can help you understand the traffic flow in your stores, whilst smart customer-facing digital signage can enable you to communicate relevant information to your customers. Mobile self-checkout can facilitate safer and more efficient store operations by reducing the requirement for store associates to process transactions.



54%
WOULD FEEL SAFER
USING A PAYMENT
METHOD THAT DIDN'T
INVOLVE WAITING IN
LINE OR TOUCHING
STORE HARDWARE

MishiPay's mobile self-checkout technology enables in-store shoppers to use their own phone for their entire shopping journey, eliminating the need for them to wait in a line at a checkout or self-checkout kiosk.

When a shopper scans an item using MishiPay, they can be served useful additional information such as the price, description, applicable promotions, ingredients, how/where the item was made, additional photographs and much more. When they have completed their shopping, shoppers can safely and securely pay at the tap of a button using a wide variety of payment methods without having to touch any store hardware, card payment terminals or cash. When the purchase has been made, the shopper receives an instant in-app digital receipt (that is also emailed to them), reducing the wastage created by inconvenient printed receipts.

// The MishiPay solution has clear customer benefits in the face of the COVID-19 pandemic; enabling shoppers to use their own device for the entire shopping journey instead of needing to touch store hardware, and eliminating the need to wait at a checkout. //

Stefan Hertkorn
Leader Of Store Digitalisation
Decathlon Deutschland



A CHECKLIST FOR SUCCESS

Based on the responses from our research, we have distilled the key issues into a checklist to help retailers identify the areas in which they can improve their store environments and operations:

YES

NO

Have you extended your accepted payment methods to cater for shoppers that no longer use cash?

Do you offer all of the payment methods your shoppers want?

Are you taking action to eliminate lines at checkout?

Can your shoppers check item information or pricing without having to ask a member of store staff?

Are you able to cross-sell to customers without requiring them to speak with store associates?

Do you offer an option for customers to check out without having to involve an interaction with a store associate?

Can shoppers in your store pay without being required to touch any store hardware?

ABOUT MISHIPAY:

MishiPay brings the best of the online checkout experience to physical stores, enabling shoppers to scan and pay for their shopping using their own mobile phones.

Founded in 2015, MishiPay has grown quickly and now serves its Scan, Pay, Go technology to some of the largest retailers in the world including MUJI, Flying Tiger Copenhagen, SPAR and Eroski.

Thanks to the skills of their technical team and their carefully curated list of partners, MishiPay are able to integrate cost-effectively into retailers' existing systems in as little as two weeks without the need for any changes in their infrastructure, making it possible for both shops and shoppers across the globe to benefit from the best of the online and offline worlds.

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