

Present and future of the retail industry from teenage eyes

# **objectives**





The retail is undergoing change: the rise of shopping via internet, technological innovations, etc They are causing a profound change in the sector.

Consumers are changing their consumption habits and the buying motivations.

It is occurring a paradigm shift.

RETAILcat arises to analyze retail trends. With this work pretends to know the retail concept that young people have.

What teenagers think about retail?

Do they prefer physical store or online shoping?

What are they looking for at a physical store?

What is important for them?

What teenagers expect in the coming years?



# objectives specific





For the general objectives, They will address the following analysis

- Shopping habits
- Meaning and relation thereto
- The online vs. Physical store
- The ideal purchase and through it the ideal retail



# methodology





qualitative methodology

# Triads: groups of 3 or 4 friends, Hour and a half

for each group

#### • Teenagers:

14-15 years

17-19 years

20 - 22 years

#### Boys and girls

- in separate triads, to collect the possible different behaviors between boys and girls
- in mixed quartets, to collect possible behaviors socially shared and the possible difference

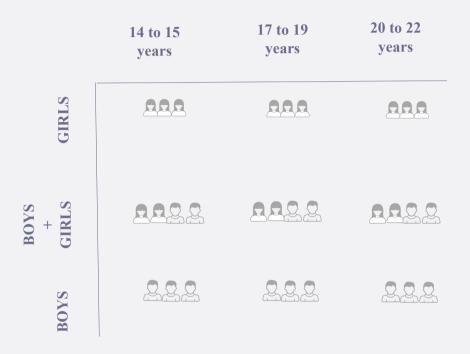
#### Barcelona

- Final groups: 6 triads and 3 quartets
  - 1 boys triad 14 to 15 years
  - Triad 1 girls 14 to 15 years
  - 1 mixed quartet boys and girls from 14 to 15 years
  - 1 boys triad 17 to 19 years
  - Triad 1 girls 17 to 19 years
  - 1 mixed quartet boys and girls from 17 to 19 years
  - 1 boys triad 20 to 22 years
  - Triad 1 girls 20 to 22 years
  - 1 mixed quartet boys and girls from 20 to 22 years











Driving a dash of triads and quartets it was drafted in order to dynamically collect the research objectives. This was subjected to review and approval by those responsible for the customer



Framework and phenomenology



# framework and phenomenology















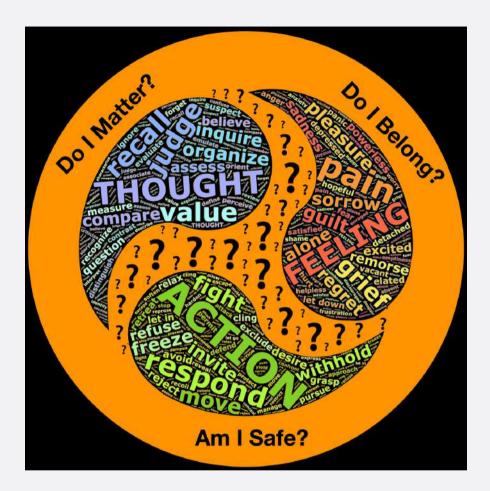




# Who are they?

- Adolescents and young students ...
  - College age
  - Eldest ones at University / Working
- Middle-middle class, upper middle.
- They live with their parents, some exceptions (students living in a students apartment paid by their parents)
- Some working in a part-time or odd jobs.
- Most of them have traveled abroad.





Their vital time now



## From the evolutionary point of view ...

- Children leave the stage and start walking in the adult world
- They are under experimentation and learning (individually and socially).
- Peer group / reference are important to them (influence their behaviors), although manifest behaviors that mark their difference, their individuality within them (each has a specific role and status)
- To seek, to project a certain image, to be accepted by others, respect, part of a group and the difference with its members ....







## From the social point of view ...

#### sustainability:

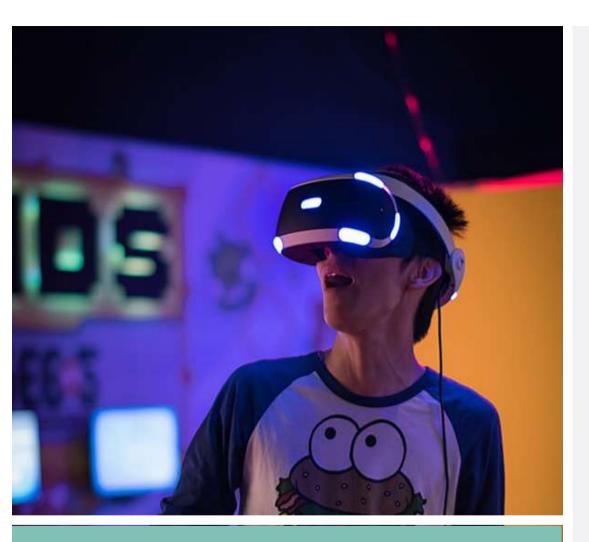
Immersed in the megatrend sustainability of responsible consumption, social responsibility. They receive multiple inputs in this regard and raised their behaviors and attitudes to respect

This trend influences therefore their attitude to the purchase and consumption (as internalized social discourse or greater or lesser extent):

- In many cases, verbalize "non-consumptive" attitudes, buy necessities, raising responsible consumption, regardless of "superfluous" ....
- Defend in some cases and to some extent the purchase of proximity, small businesses, in some cases, craftsmanship ... in front of the belief of the trend to its demise
- And those signs that lead to associate stores / brands ... with the defense of sustainable behavior (removing the plastic, recycling ..)

#### Service:

They are living through an era in which the service is natural: with little effort or not "move". Technology has helped in this regard. Have grown accustomed to: home delivery, buy without queuing,...







## Impacted by technology ...

They are digital natives.

The relationship with technology is total: it is the natural vehicle to relate / handled in any aspect of life.

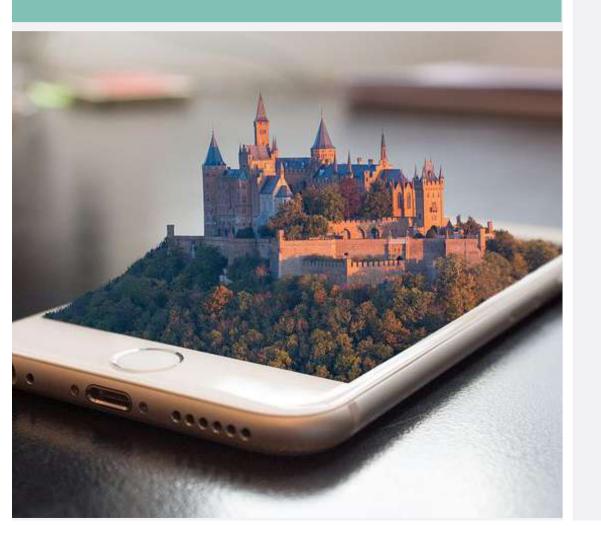
Internet is the world in which they are immersed. It is the means through which:

- They are reported
- Study, they learn
- Fill your leisure
- Fun: play, hear music, gossip ...
- They communicate
- they relate
- Connect "with the world" and move for him
- They are looking for work and can work
- Getting and managing your money
- They buy
- Do you sell
- .

The border area with physically or virtually "begins to dilute"



# They have ...



## The world at your fingertips ..... from home

- Access to the near and far environment: no borders
- It is an access and contact with the "outside" world, social .... From "the inside", "the
  individual" and sometimes loneliness
- But at the same time, **They spend a lot of time at home without physical presence of others:** no need to go out to interact with the world and with their environment. Internet offered an almost complete and infinite world:
  - Tend not leave home without a very specific reason. Out for them sometimes is an effort that requires justification, a "promise"
- Hence the great importance of "experiences". Find on experiences and face what internet home can not provide them



His relationship with consumption



# His relationship with consumption is contradictory: On one side is the ideology and practice of other actual consumption

Ideology:		Reality":	
•	Ideology of sustainability which leads to the sacrifice or personal effort	•	The maximum comfort that implies unsustainable realities (home delivery service) That lead to hedonism
٠	Of consumerism previous stages to criticism to the same - are children of the crisis have lived in times of austerity and try to be put into practice	•	Sometimes they are very austere but other practically nothing
•	Criticism businesses practices "exploitation" labor, child labor	•	Consumption of the companies who criticize

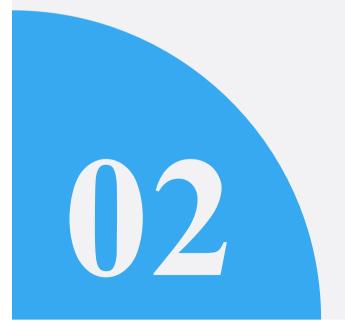
On the other hand, consumption depends on the personality. The relationship with shopping is a clear show of it.

We found both ends:

- · Buyers content,
  - with occasional consumption, controlled ... ..
  - Greater economic rationality
  - · Conscious shopping
  - Demanding (in varying degrees)
- · Shopping addicts,
  - Shopping constant (even daily)
  - The "treat" becomes a primary need, (covers gaps)

0ele

purchase: meaning



# meaning of the purchase



There are different types of purchase and consumption
They are covering different needs:



purchase from products from

## family pantry shopping

The cover parents. Only in some cases they live outside the family home (for studies) but are economically dependent on them. They are shopping "obligation".

They ARE NOT THE RESEARCH FOCUS



# self shopping

With these purchases try to cover both material and psychological needs (emotional) and social. They are those involving.

It is conditioned by an economic dependence on parents (especially among adolescents)

THIS TYPE OF SHOPPING IS THE RESEARCH FOCUS





# meaning of the purchase

In thinking about buying different associations or evocations emerge:

- Some are common
- But its meaning is evolving with age

In the present youth *What does it mean to you buying? Are you what comes to mind when you think of buying?* ...

Responses and global meanings are a priori not differentiate between online and face.

For a better understanding of the relationship with both channels we have differentiated between them



# What are shopping for young people? What comes to mind?



"We are consumerist. It's never enough"



An environment...





# What do they buy?



... for teenagers (14-15 years) ...

# THE ENJOYMENT OF THE POSITIVE ... BUT IT IS IN PARENTAL RESPONSIBILITY

The purchase is the leave introducing into the adult world.

It is one of the first activities "Adult" either the presence of parents is entering alone in stores (regardless of the product, is the fact "shopping" or "go shopping"

Nevertheless, **Parents are very present**: Are the financiers. For these boys so young the purchase appears to be a proposal that parents can accept or, conversely, reject.

#### For the **teenagers**The basket is filled with **meanings positive:**

- The have, to possess what they want, which makes them illusion,
- The start **to choose** projecting an image that as individuals
- It is Caprice
- Sensation of **freedom**.

#### An activity **Social:**

- The purchase never made individually, do not go alone. **Shopping with friends:** fun, sharing tastes, interest in the same stores
- Is part of their **leisure**
- The "game" set allowed to imitate their referents (influencers, youtubers...) and share it on social networks

#### The **negative** It is less present and refers to:

- Money(Not the value of the money but because sometimes it's what keeps me from having what I want). The money is in the hands of parents and they decide whether or not to spend.
- "Required" purchases (with parents)

# What do they buy?

... for the "first young" (18-19 years) ...

Self-assertion. ENTRY INTO THE WORLD ADULT. "WHAT I WANT TO BE"

Although parents are still present (most do not work and live with parents), they begin to manage their own money, and without consultation.

It is the "first off" from children to adults: it is to buy and decide for themselves
"We have spent to buy what you want, but marked by what parents say ... to buy what
interests me whether my parents pay me or not"

In this early youth, The purchase still source enjoyment through possession

**Les brings feeling independence:** "I bought it for me" It gives you a feeling that I have the power and autonomy to buy what I want"

However, they are in the stage **internal discussion**, To decide its position before the world, who want to be. That is why in the speech about purchasing acquire important factors**ideological / philosophical** 

- Enter more strongly the "economic" component of purchase: much more aware of the value of money. The purchase is aexpenditure (Not only a pleasure)
- Suggests buying them the need vs superfluous
- It is the contradiction: Happiness of possessing desired wanting vs not be swayed by consumerism. In many cases, aware of its own contradiction" I am convinced that I need" "I try to control, but CEEC"
- They talk about the **"Impulse buy"** as something negative without taking it as their own.





# What do they buy?



... for young people (20-22 years) ...

#### THE CONSOLIDATION AS BUYERS

- Attitudes and behaviors have more adults have passed the stage of self-affirmation (and internal debate) about what it means buying. I have more internalized. Follow...
  - having illusion
  - Part of leisure
  - **Providing them with happiness:** possess, renovate, improve what we already have, new, rewarding ...
- Already they defined as buyers / consumers and settled in closer contention behaviors or compulsion, depending on your values, your personality, your priorities ...
- It is a vehicle of self-expression:
  - Allowed to own objects and go to establishments that help them differentiate

"I'm also a bit different from others. I do not wear leading worldwide "Wanted more on clothing, which is what people see. Or on mobile. Or not wearing the headphones hanging ... gives you status "

- In some cases a hobby, a "specialty". It's not just buying, but to know "ultimate", which not everyone knows" If you see someone who has a shoe that just left feeling a little envious and I feel special because I have superior knowledge on the subject "
- But with a clear awareness of expenditure

  It involves a cost, a constraint: Economics. They are the first works, managing your own money,"We all like to buy new things, brand new ... but the portfolio is the main problem." "Buying is spending money"

# meaning from shop

its natural frame



an open window to an "infinit world"



The economic advantage

Uncertainty



I postponed in time

# What physical stores mean for young people? Which role have in their lives?

From an emotional point of view ... From a functional point of view ... the effort social tangible caregivers, "care" and advise a leisure limited immediate resolution where the senses come into play a 'tester' a route disconnection Staff answers questions, reports, accompanied in the process







# the youngest ...

Meanings evoke positive character
For them, the shops are, above all, a place leisure, where the fun and flocking
"Without" on many occasions



# as they get elder

And in many cases they will buy with the intention of "real" purchase and increasingly appear associations **negative**.

- stress
- Agglomeration
- Discomfort: Colas, people, heavy, carry your bags, cramped, bustle, chaos sometimes waiting testers
- Need time
- · Comparison more difficult
- Buy less focused "I do not know what you're going"

In addition, this age group has virtually been "born" the online shopping and therefore the physical store acquires a meaning **TRADITIONAL** 



# 

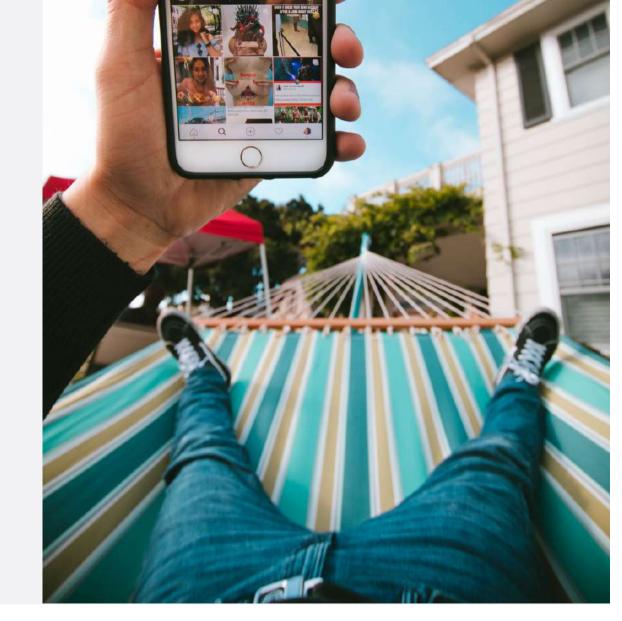
**Shopping habits** 

# than make?

How they are reported? Where do they find inspiration?

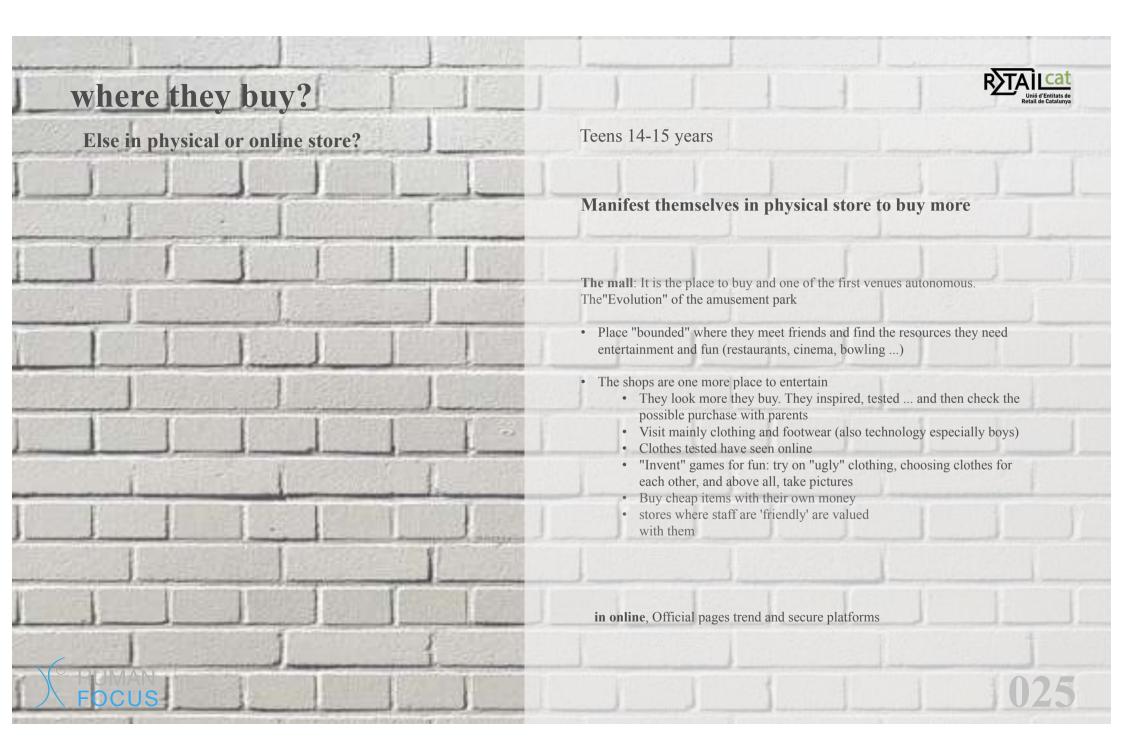
# Tracking shops / brands / platforms ...

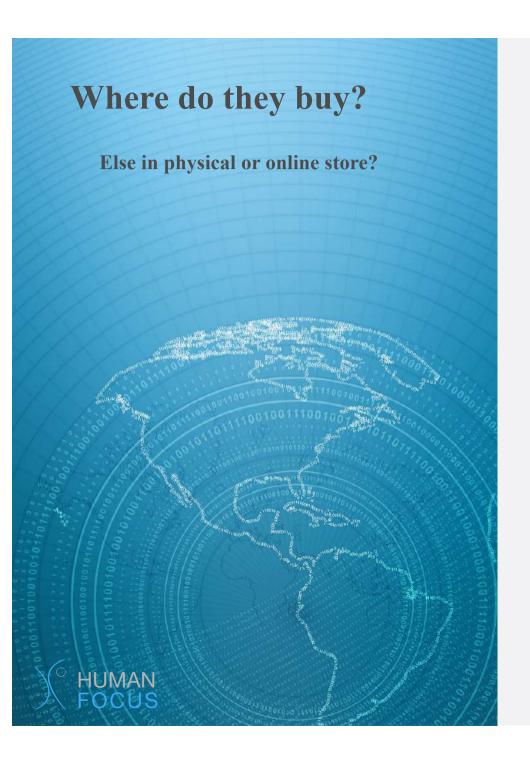
- Follow and / or have apps installed on certain brands / stores / platforms (objects first or second hand) / instagram
- Use them to see / buy / keep informed ....
- They can watch them at leisure without intention to buy
- At times they can raise / serve as a stimulus to the purchase
- The purchase may come at leisure (impulsive)











#### The 18 onwards ...

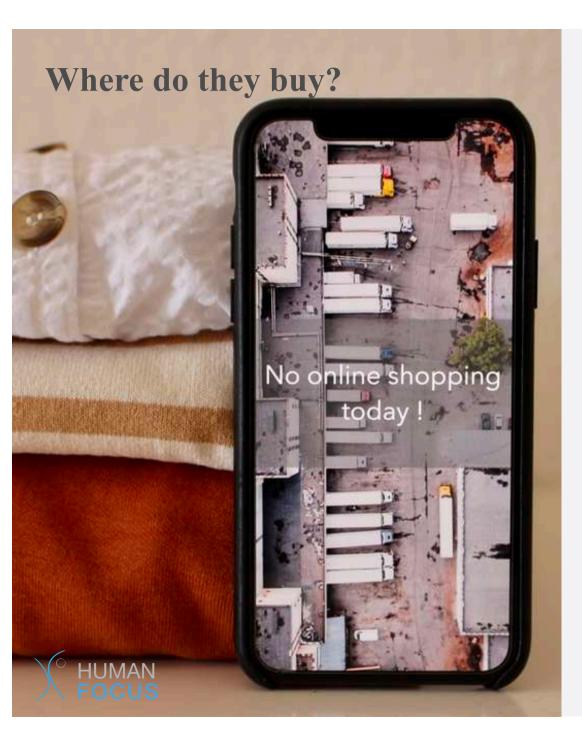


## Incrementan online purchase vs teens

- Weighing the negative meanings of purchasing face (stress, queues, agglomeration ...)
- Online prefer:
  - When all you want is far
  - When the description is much more comprehensive than in the store or to make comparisons (especially in technology)
  - For second-hand (but not exclusively)
  - They are seeking affordability, opportunity, bargain, bargain ... and that's easier through online
- They are "permanently" connected to the Internet and social networks where opportunities arise (eg. Canal in chollos Telegram" etc)

#### • Clothing is the least follow this pattern

- It's what most still buying in person, especially girls.
  - They need to taste, touch, see how it feels
  - Because some tend like, they are attracted and feel comfortable in them
  - When they feel well treated by shop staff
  - The online has weight but especially to look.
- priorities: be purchased online under certain circumstances:
  - What it has "little margin for error"
  - People with size / type more standard
  - · Brands they know your size
  - What economical or offering "When I buy things online tend to be very cheap if I'm wrong is not a drama. If you coat all winter, that you spend more in store"
- · combinations:
  - Look and try store and online purchase (price, because they are new, boxed ...)
  - Singly: Buy online, try at home and return in physical store
- In many cases, makeup and cosmetics, bought in person (except as the product is known, color ...)





## The 18 onwards

## Specific,

#### In physical stores they tend to go to ...

- Two types of zones:
  - mall, maintaining the habit acquired

"Having a mall near you do go more

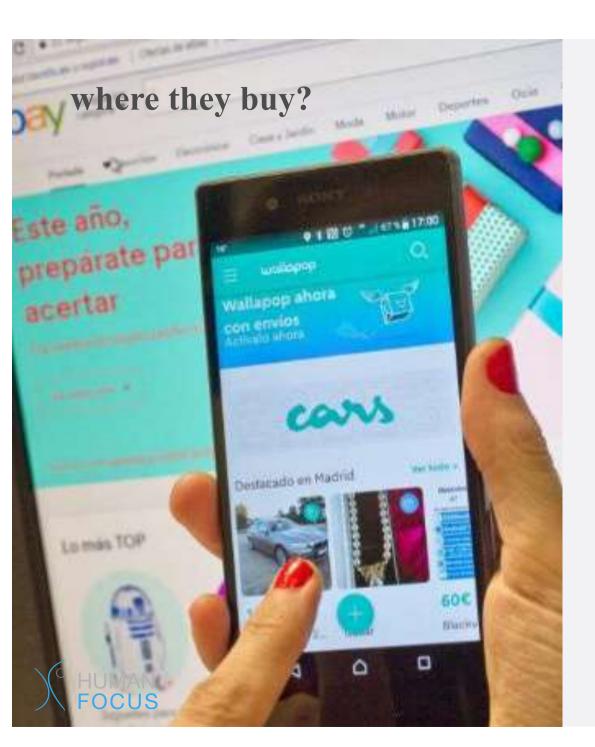
The services offered by a mall is already a plan. An independent shop may have a bar but do not have a movie theater or bowling alley if you go with the girlfriend or friends do not have "

- Specific areas where there are shops but also bars, parks ... more to the outdoors.
- large chains
- To the nearest or best possible facilities connected to your home: seeking comfort "I've never gone away to find a store"
- In some cases:
  - Thrift shopping
  - Shops specialized in specific hobbies: an experience beyond Cart: comics, plastic figurines to paint ... "You spend hours looking at comics that are not going to buy a comic book store"

"I paint plastic figurines and there is a store you can go to learn to paint ... and you engage "

#### **Inside of the on line**: It expands the repertoire against the target teen

- High incidence of Amazon
- direct search for the product on Google and go sailing "You're not going to find ... cookies, you go out and you give .. and is web leads to another ... "
- Search Forums





# **Shops and second-hand platforms**

- The second hand is important for young people: it is an option absolutely standard in their environment.
- It is a social trend and they actively participate in it across different platforms and physical stores (Wallapop, Flamingos Vintage Kilo, Cash Converters....)
- It is consistent with current mega trends of sustainability, reuse, not consumerism ... circular economy

# with whom?



Online shopping tends to be done individually

Classroom purchase is made in the company (it is more social): mainly friends
The older girls begin to make single purchases (more adult behavior)

#### Teens 14-15 Years

#### In physical stores

- Always accompanied:
- Often girls and boys separately
- As part of your leisure
- comfortable feel between the peer group. Common interests "With my parents I can not spend half an hour in the Footlocker. With friends yes"
- Sometimes with parents
- · Some uncertainty:
  - · Need opinion, approval. "To the opinion of others" "Friends tastes are shared" "We'll all commenting"
  - · Money (that meet parents)
  - · Help to ask dependents. They feel ashamed or are not treated as they wanted

"You do not make you depressed or if"

#### On-line:

The search is usually individually. If they find something they like, they teach and ask parents

#### From 18 to 22 years

#### Store physics:

- Buying and tends to be more planned, with specific needs. Then:
  - · Tends to be accompanied, especially the guys (a friend who also need something)
  - · You can go alone (especially girls), preferring at times: Direct at the own pace ...
  - The girls are going "shopping" to hang out. In such cases, they go with friends

#### on line:

Alone. Although if anyone can ask about opinion





# customer journey on-line



The early stages of online purchases represent a more pleasurable experience: young people get

involved and enjoy a lot in finding the product: strong sense of control of the process

They insecurity (although slowly and with experience they gain confidence, learn to avoid scams, have tactics to gain security and confidence ...) It depends on risk tolerance. Tend to see comments from

other users (the site of the product ...), focus on buying in stores "name" and fleeing the unknown, go to the physical store to check and verify the product ... no control over the delivery time, sometimes the conditions ..

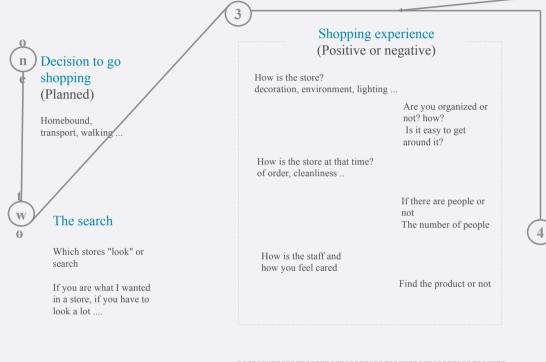
- Reception time: very pleasant. Gift, new ....
- Sometimes, displacer:
  - If not, inconvenient to have to go pick a
  - If it is not expected: displacer, insecurity if resolved, return effort,





customer journey

store shopping



Buy unplanned

I go into a store without having planned before (pulse)

Choice product

insecurity is reduced online

payment clear vs online

Awareness spending

Purchase made:

out with the product in the hand

Laziness and effort

Uncertainty: aversive experience or pleasant

It depends on what you are in the retail: Your shopping experience depends on what you are specifically

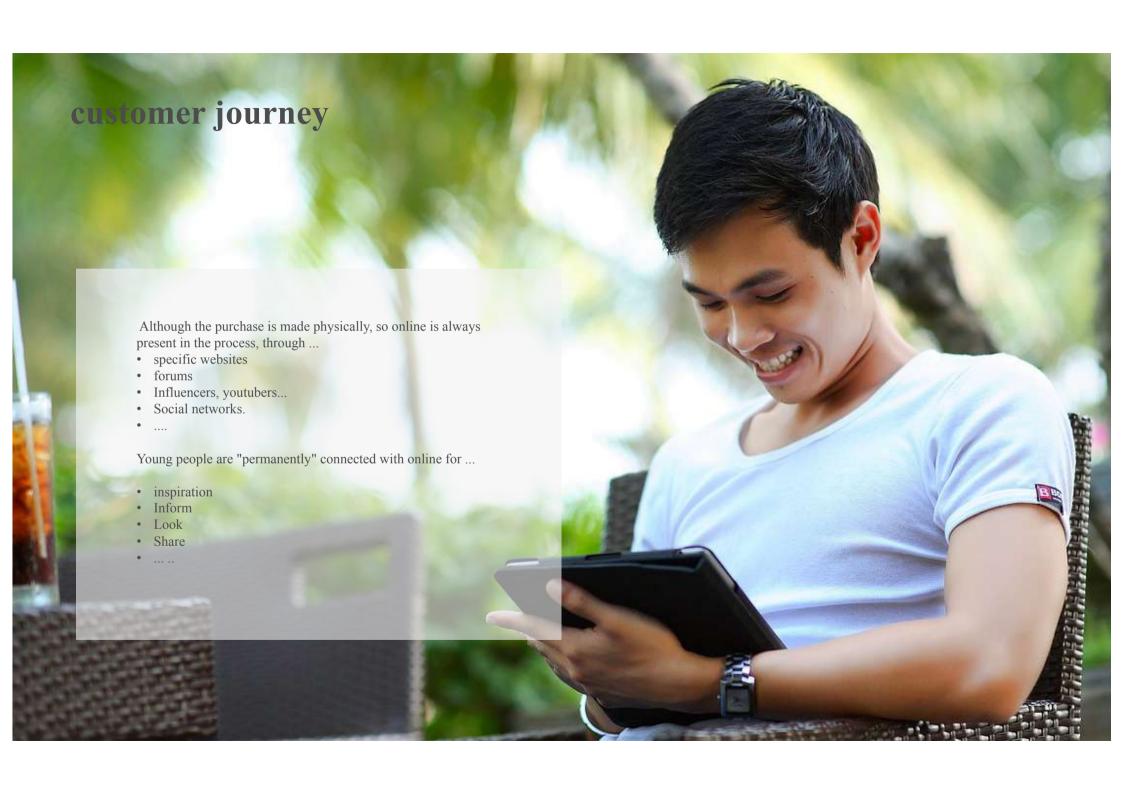
In part, it depends on the retail try to make the experience as pleasant as possible to overcome the braking effort and laziness and repeat purchases (positive reinforcement of behavior)

pleasure

get the product they seek.

Positive reinforcement





04

**Attitudes towards buying** 



# general motivations shopping

## Why teens buy?

## specially important in youngers ...

- Feeling identified and / or socially accepted: They seek to be
  and feel identified with a particular group (especially their peer
  group), with a lifestyle or profile ... or to match or be up to the
  people around them or their ideals, acceptance and respect of
  others... Get some prestige
  - They do this through ...
    - Products or specific brands: they identify the target of the product
    - In the middle, tool / technology through buying
    - Stores (physical and online) concrete
  - They try to be different and show: assert themselves and feel unique, different ....
    - Buying, exclusive, limited edition products, handicrafts ...
    - · What few know, no majority

To express or project your identity: Show you personality. through the purchase of certain products / brands



#### Need

You need something at a particular time

- · For happiness:
  - · actively sought:
    - · Possession: obtain certain objects have ... I want or need.
    - Indulgence: Buy a product simply "indulge" a whim
    - Pleasure, fun ...: Through the middle of the stimuli they
      receive, they see the way chosen to buy (both online stores and
      physical)
  - · Avoiding unpleasantness
    - O "fleeing" an unpleasant feeling: "I am sad, depressed, saturated studying, I had a bad day ....
    - emotional void: In fact buy certain products or try to meet emotional needs

**secondarily,** a way to feed the ego, achievement motivation ....: Have a better perception of themselves. Be skilled / good buying, finding products, pages / portals, bargains .....

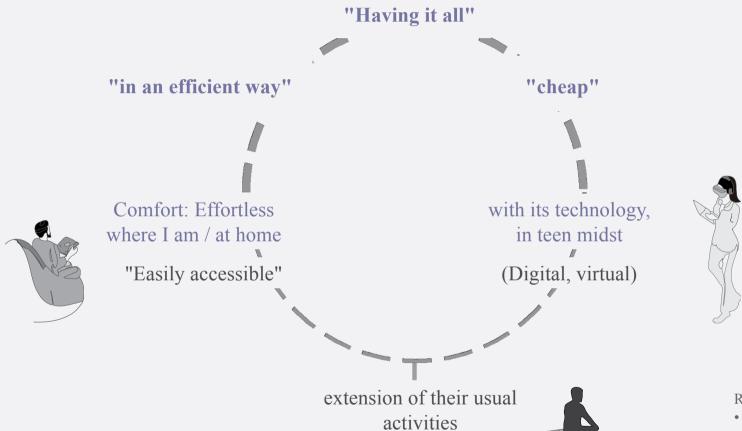
## emerging motivation

**Solidarity, empathy ....**: Buying it believes is contributing to a good cause, helping the producer ....





# motivation online shopping



## Reinforce the purchase:

- The very act of buying, receiving a packet (lived as a gift), the illusion of Brand ...
- Spending less awareness



## I want it all & I want it know

"Infinity"

an open window to everything

The possibility of finding what is sought, the product tailored to your needs





## efficient

Functional.. Direct purchase, focus ...

With tools that facilitate the selection and navigation





## no-effort

- No physical effort
- From his place / his "House"
- From easy
- All very accessible





The younger effort

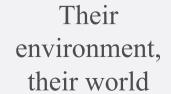
## in his medium

With its technology, In his usual way contact with the world, to relate ...

### virtual

- Entertainment: "spend timeouts"
- Information "be on" compare ...
- inspiration
- Pry
- Sort out
- Find bargains, opportunities
- Exchange opinions with other users (go beyond family and friends)







## cheap

## the economic advantage

- It is associated online (in the mind of the consumer) more expensive than the physical store
- Is the possibility of finding
  - the cheapest of the market
  - the best promotion, the best, the gravy train



The economic advantage





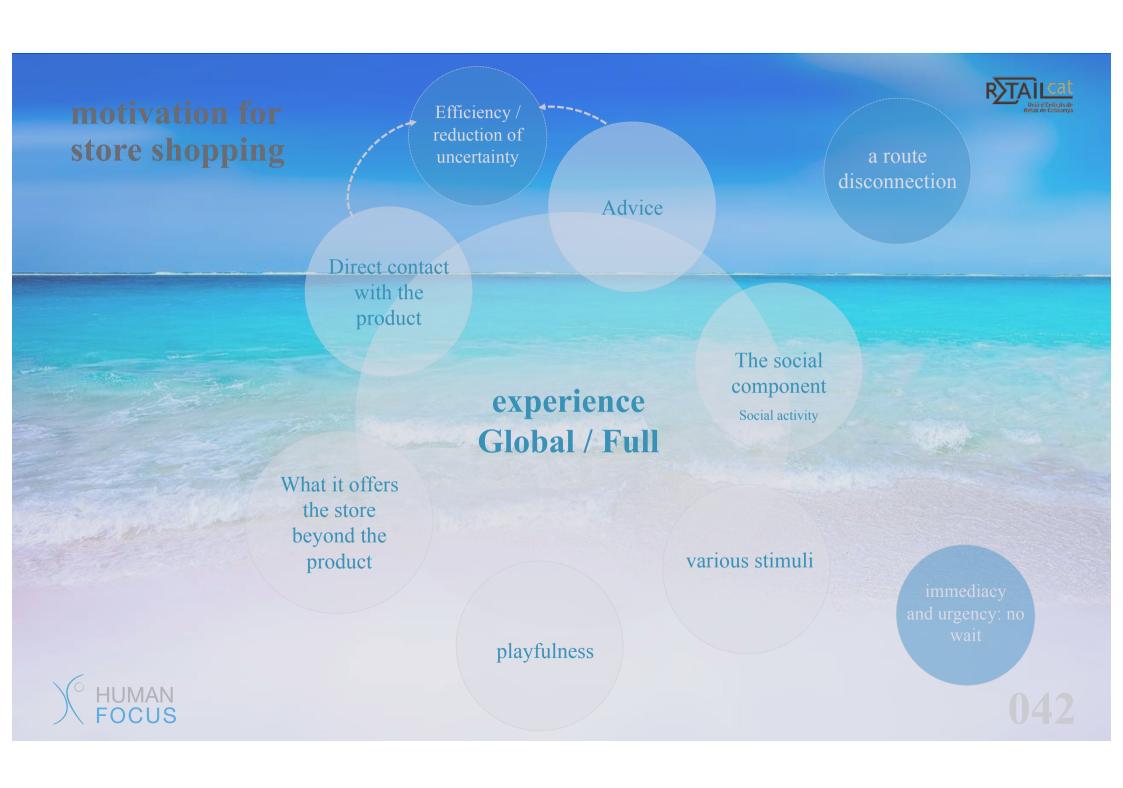
# motivation for online shopping

Individually













### direct contact with the product

- See, touch
- Test, check
- see how it
- Most success probability
- Experiment, learn operation (technology)
- Safety
- Sometimes, as a complement to the online try something seen on the internet and buy it retail
- Or look at physical store and buy online

## efficiency / reduction of uncertainty

"You know what you're buying, what you will have"



<sup>&</sup>quot;Allows a successful purchase"

<sup>&</sup>quot;If you have a lot to doubt prove"

<sup>&</sup>quot;Ensure"

<sup>&</sup>quot;You have more security right"





## the social component

It is a social activity
"Go with friends"

Is he **Human contact**The related:

"Often you go with someone"

• With friends you go
With staff "You have to at least talk with the cashier."







## personal advice

People who serve and advise. Dealing with people

presence information, see both the information and the opinion "The advice, do not talk to a machine"

It is valued especially:

- The recognition by staff: not be ignored because they are young / teenagers
- friendly deal: they take into account and treat them as customers.
- That staff are qualified







### what the store offers beyond the product

- The appeal of the store itself:
  - showcase stunning, striking, unique, interactive ....
    - "Well, pasearás down the street, you'll see a store that draws attention to you and enter"
  - concrete setting,

it changes, is renewed, adapted according to the times ...

"There are stores that are cool. Like being there "" In my village there is agarden. The atmosphere that put at Christmas is amazing. My mother does not need a cactus but will see the environment"

- Activities
- **Interaction** elements, tools, people ...
- Feel participate Of something", "not feel alien"

"I like to be buying not just pressing a button on the web"

"The screen is comfortable but does not have the grace to go through the hallways ... are more aware, more immersive"







## various stimuli

Go "finding" products offered by the store, without looking (unlike online)

Surprise

Discovery

Inspiration

Find something different in a unique atmosphere

"Have things you do not have people with 3 floors with good music ..." (enthusiasm, happy faces)







## the most complete sensory experience

#### where the senses come into play

Sensuousness: Environment, feel, smell, music, touch, The illusion of "seeing" / play "the real object

And, there are encouraging:

- Temptation: "You know what you want but you see other things and is easier to nibble"
- Inspiration
- A experiential activity





# motivations toward the store buying



## a route disconnection

Distraction, disconnection.
"If I have exams, I decided to go to a store. In online you are just and maximum 20 minutes. That does not clear me"







## the immediacy and urgency: no wait

#### **Immediate resolution**

Immediacy: Get the product at the time

The urgent need: What is needed and can not wait to go to the force retail "You can have the time and go with it because"







## playfulness

#### For younger:

- Closely associated with the mall
- A plan fun with friends
- One of his first independent entertainment (cinema, eating ...)

Laughter, game (tested ugly things, improvise looks

A plan "shopping"

**As one ages,** some maintain stores like entertainment venues, while others decrease this association





large brakes online shopping are emotional ...

some secondary brakes ...





### the unsafety

The middle and products (fraud, forgery, deception, fraud ...) and raises:

- Fear,
- Feeling of insecurity ...

#### specially in

• Shops, portals, brands ... unknown, unreliable ...

"If it is not an official website costs me .. for quality, scams, sizing not applicable

"Unknown pages not know what you will get and if you get"

• expensive products, technology ....

"If you spoil the mobile where you take it?



the risk



### the uncertainty

- No control over the purchased product: I can not physically see
- Poor description, confusion
  "You can not trust a lot"
- Not find expected Sometimes things do not come as expected, they do not agree with the idea that you had done
- Less information than in the physical store (dependent)
- · Minor "check"
- Photos: "I only see photos. I do not know how it really "

#### the need from test

The main brake on clothes

"The pants have to see how you are ... a T-shirt simple is something else"

"Football boots: I'd rather try it right"

"Swimsuits for carving"

"Underwear can not be returned"

"Most clothes because I prefer to try it on before buying. Shoes, pants ... that can not be bought online "



"I do not see what you buy"



### the weather from wait

Waiting itself, non immediacy. It is deferred over time

Some anxiety, anguish .... For the wait

### the Shipping, the reception

Need to "deal" to send

"The time postman". It is awful. You leave it in the post, to the neighbor who does not know "

Customs charges

"If you come from another EU country pay customs and it hurts"



deferral



## the slightest awareness of spending

- It is easy to fall into unnecessary spending
- Payment "hidden":

"It is just a clickNot loose money. And why spend more "(you get hooked and keep buying)

### problems technical

especially in key days:

"days when single dayEveryone is concentrated buying and locks"

#### loneliness cart

"Just you. Lacks the social, environment, life"
"Solo, sedentary, do not talk ... .no you relate"

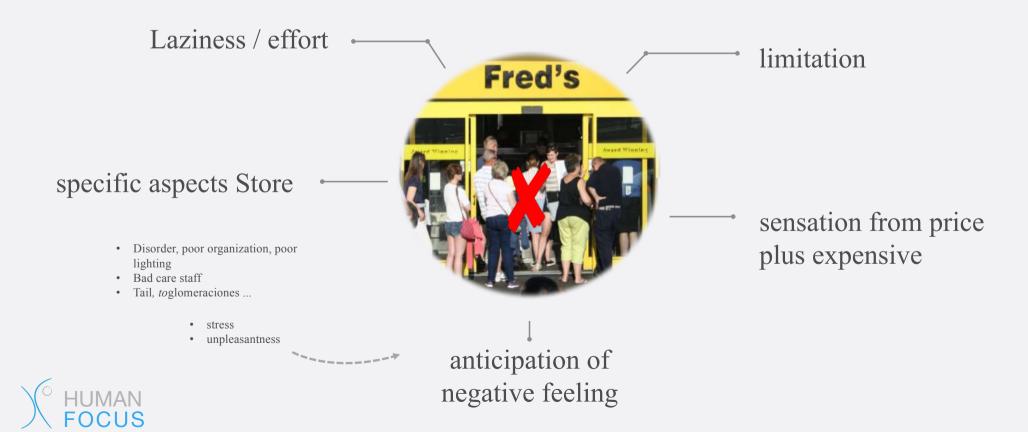


Negative aspects but no brakes ...





Not that they do not like purchasing face .... It is that overcomes buy online.



### Laziness / effort

- You have to leave home, too lazy
- Have to move
- Look, look, ask ...
- Load order
- Distance
- "Time to lose"



Not that they do not like purchasing face .... is that overcomes buy online







Not that they do not like purchasing face .... is that overcomes buy online

### limitation

Less options vs. On-line

Compare every opportunity

Variety / stock insufficient
"Do not both catalog and online"

- Models
- Sizes
- Colors
- brands
- ...

limited hours





### feeling more expensive price

Maybe it's more expensive Do not see many offers

Although sometimes reality can be different:

"Internet components have now found cheaper physically "



Not that they do not like purchasing face .... is that overcomes buy online





### **Store specifics:**

- Disorder
- · Bad organization
- illumination
- · Bad care staff
- Tail
- conurbations
- Agobio people

If many people will no longer test clothes in the same way. You have to wait a lot



- stress
- displacer



This experience repeatedly becomes a brake on physical buying in general (the negative feeling is anticipated)





Not that they do not like purchasing face .... is that overcomes buy online



wanted stores



The speech is oriented much more towards physical stores

due to mental presence that has fashion / clothes for them

What attracts them to these stores?

In addition to the product itself



setting / theme



'Go beyond buying'



wellness



professional staff



social commitment

(Between the target plus higher)

RETAILCAT

What attracts them to these stores?



## setting / theme

- Stores that have their own style, recognizable and appealing to them (ahem. Hollister, Brandy Melville, Footlocker...) and / or the external image (striking, serving hook)
- Recreating scenarios, spaces ... A entering, is "transported" to another place. Not feel that you in a shop.... Mentioned: SephoraFutbolmaníaBumpy or Hollister

"Sephora has to slide" "Futbolmaníalooks like a football field. Announce like a party ... do you get into that world. Is somethingsuperépico"" Designal did things in a shop although it did not last long. You walked by the aesthetics of decoration. He used much visual, isSuper fun.. clothes have that decoration but were changing "

• In contrast, among older "fatigue" expresses true of standard clothing stores, " "The Inditex are all very equal, do not attract attention no, a smell like ..."



RETAILCAT

What attracts them to these stores?



## 'Go beyond buying'

An experience beyond the purchase in which they are protagonists

- Participation: Stores that allow participation
  "In Sephora you comb their hair, makeup will make you Polaroid pictures ... "
  (FNAC) "Have added value, such as entertainment"
- interactivity

"An interactive shop ... (Bumpy) moved tiger .... put a question mark walked to see what was .. in between had machines to play. It was short and cool experience "

• Allowing them to have "experiences"



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What attracts them to these stores?



## professional staff

It is an important factor for all:

- Dependents high level of product knowledge (especially in technology)
- Helpfulness, especially among younger ... (generally do not feel well treated or recognized)
- Attention unpressurized

Apple in this regard highlights



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Unió d'Entitats de Retail de Catalunya

What attracts them to these stores?



## wellness

Looking sense of peace, non-collapse of order (as opposed to what they find in their most frequent stores). No "missing" not "overwhelmed"

It is mentioned Nike



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What attracts them to these stores?



## social commitment

some "ideological" issues, commitment and social responsibility that attract appear. Brands abet causes they share

"Nike is differentiating: racial equality vs Donald Cooper .. Trump, Disabled athletes have .. funding for orthopedic leg ...

"Kaotiko: From Barcelona, Environmentally"



What attracts them to these stores?







Apple Store is the totem of physics in general

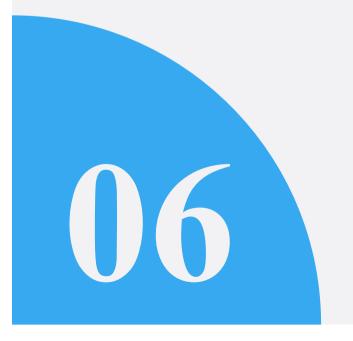
- Is a model to be inspired by these young
- Your store stand out:
  - Consistency "corporate" (environment, product, personal ...)
  - Minimalism,
  - His image of "future" "It is like a work of art ..."
  - Professionalism and quality treatment of staff

although Amazon It is on top of mind

Shopping in general

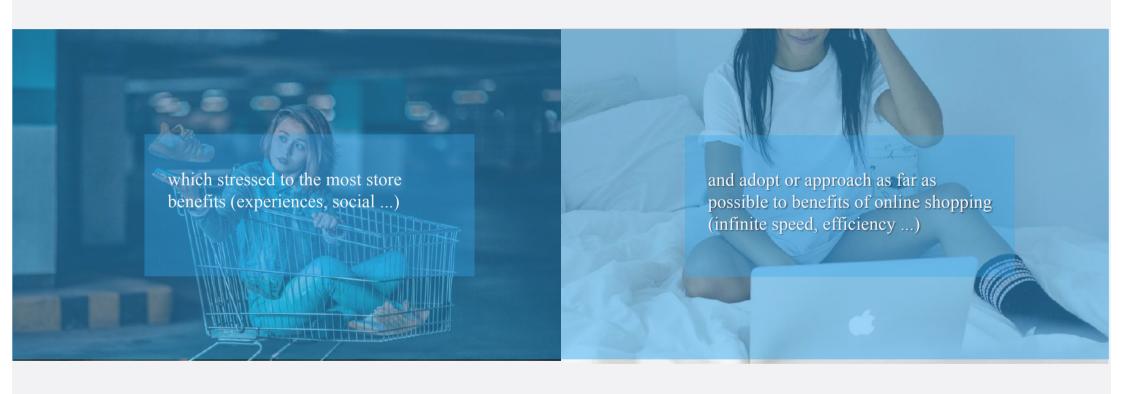


The ideal retail



## retail ideal

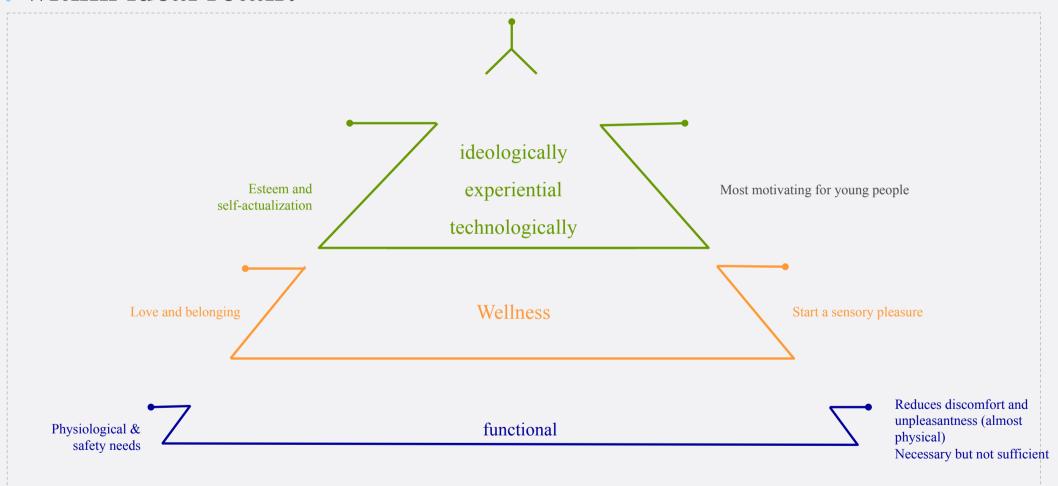






# what do they look for within ideal retail?



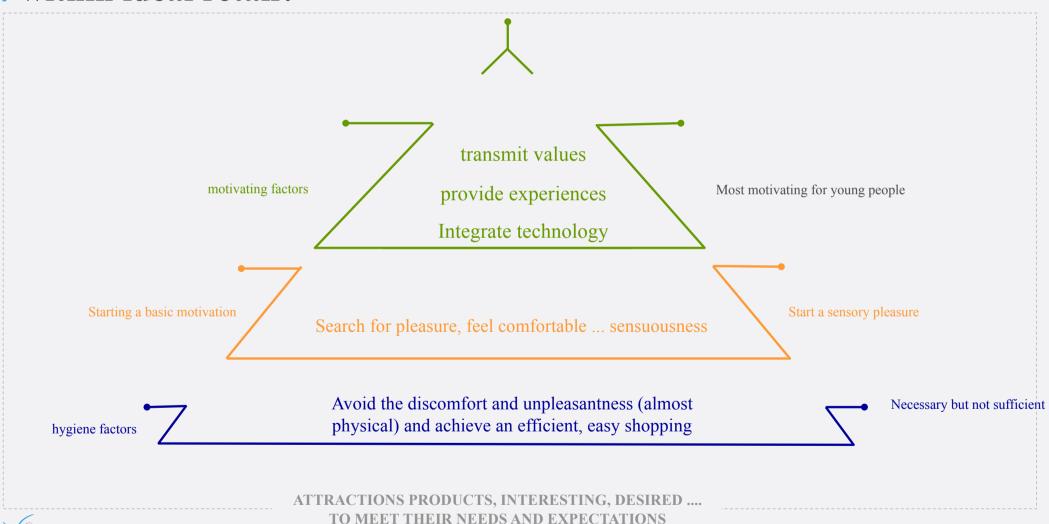




ATTRACTIONS PRODUCTS, INTERESTING, DESIRED ....
TO MEET THEIR NEEDS AND EXPECTATIONS

# what do they look for within ideal retail?







### the functional

comfortable and functional shops.

They pay particular attention to:

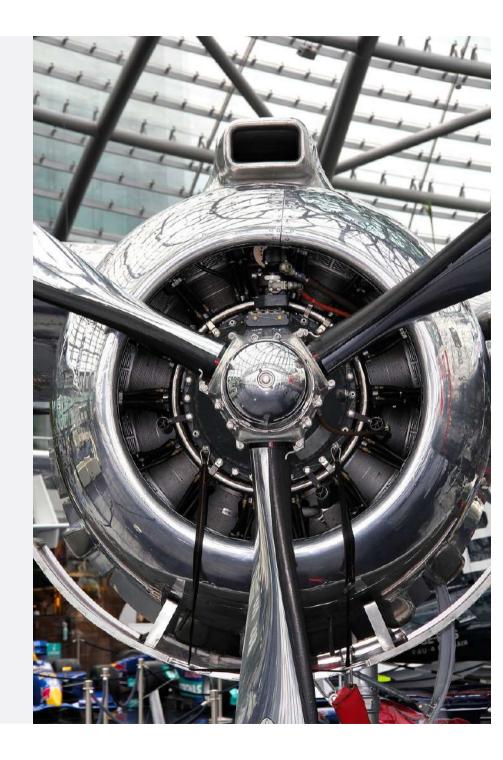
- Spaciousness
- Organization
- Order
- Systems to prevent the influx of people assume stress, overwhelm ....
- Assistance
  - No lugging in the store with products chosen while still looking
  - You bring products to the tester, they will go find another size ...
  - System to facilitate the availability and attendance staff

"You need a consultation skip a button and the clerk you the answer"
"A bell for you to attend"

- many testers
  - Large
  - Large, with mirrors
- "Similar to the online shopping" Keeping what matters go and postpone the collection
- Home delivery: book shop and checkout at home

Flee displeasure, discomfort .... search for efficiency





### wellness

Through a given environment ....

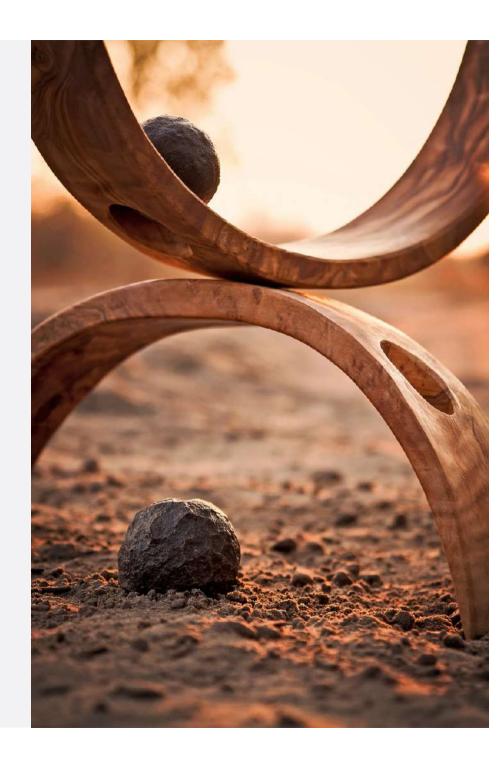
- Music adapted to the target, nice, attractive ..
- Nice smell
- Cleaning
- Order no sense of chaos
- Privacy in locker rooms
- Air conditioning
- adequate lighting
- temperature
- Seating areas, sofas to wait ...
- Minibar, space chillout...
  - I like music that encourage me, I feel powerful

• •

- · Music room you enter, you wrap ...
- you feel welcome and comfortable.

Search for pleasure, feel comfortable ... sensoriality





### technologically

"All Digital": The inclusion of technology helps provide functional and emotional benefits. Place it in every single detail of the establishment. Specific:

#### Functional Benefits:

Relying on technology to facilitate, streamline operations ..., experience and process. Move to the retail some resources currently in the online

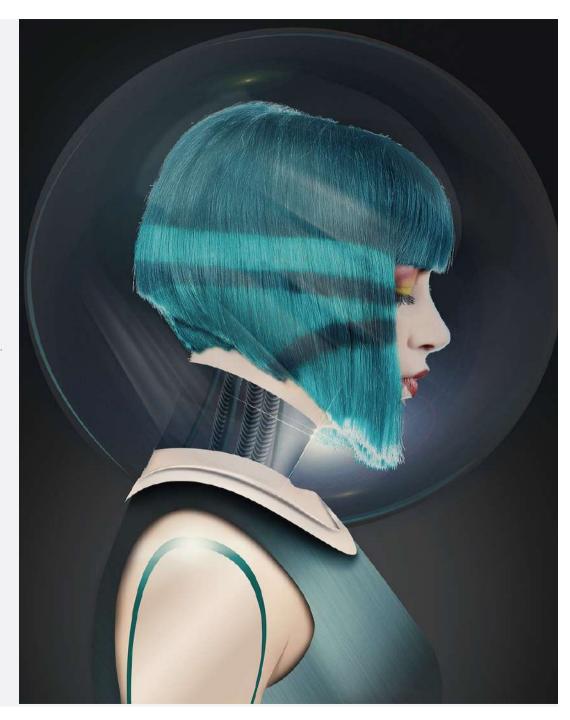
#### Emotional benefits:

Include signs and codes of reality in which they are involved, they are own image and give:

- Evolution
- Upgrade
- Modernity
- Being in their days, in their environment

• ...





#### functional benefits

- Basics: wifi, free outlets for charging devices ...
- Information screens

"With advertisements, promotions, clothing is fashionable, which are recessed, 2x1 ..."

- Porting online resources:
  - Digital Catalog: general.
    - . The products offered by the store or brand
    - . Filters of all kinds: size, price, color, product category ....

"Knowing your size Easterly models you have it"

- digital information for each product
  - . Features, colors and sizes available

"The jacket with a button and the press .... features..polyester ... "

"A screen at the side of the product"

- . Reviews, "to the side of each garment to put reviews" QR assessments through "
- Store comparability through screens
- Locators: Digitally tells you where a particular product is.

"See just entering a screen and guide you where you are "

"I buy in a huge store on the Costa Brava alcohol and have many types. inside the store . They have screens and tells you if they have the stock and where it is "

- Bookmark with personal mobile barcode in order to buy it, not having to go carrying products and pick it up at the end in case
- Simulator through biometric readers:

"Let me take a picture and you put the shirt (in your photo, in the specific buyer as a model)"

"Do not get what you had to try. .. to see you do a calculation .. we have seen infrared carving need .... By this measure ... "

- "Your a mini-cell Tablet size or put what you see and you bring it
- · Self automatics





### experiential

A place to live experiences beyond buying

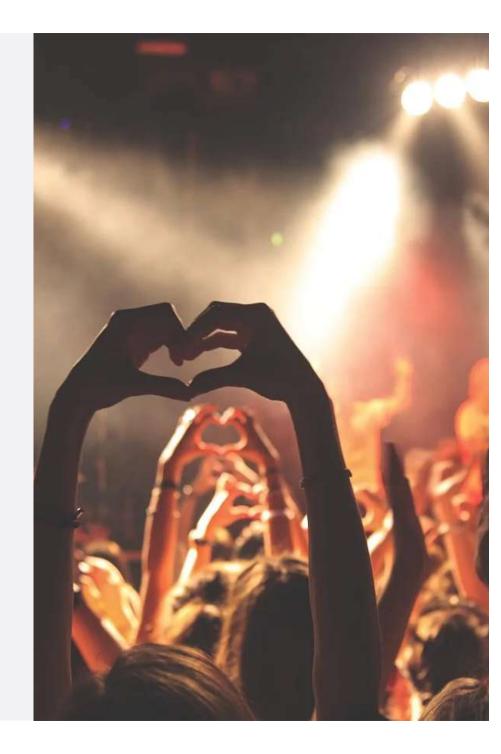
Conducive dive or move to a certain "world"

Feel they are not in a store to use

In London all have something special: rare toys, demonstrations, magic games, shop M & M's is another world, fantasy world, exhibition, can make pictures .. area photos ...

Feel unique, different ...

They are important, special ...

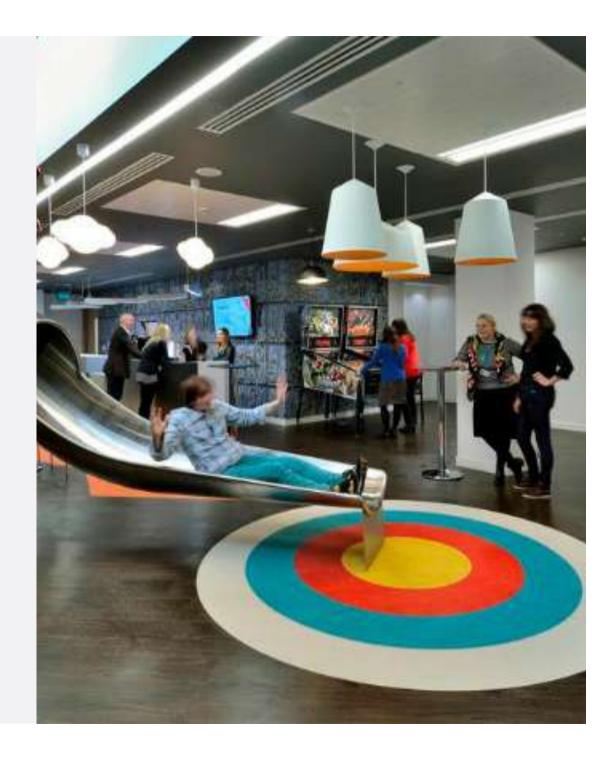




### experiential

**places and resources** entertainment for the user to organize their own entertainment (more adolescents)

- Play station, Interactive games, slot machines ...
- Common areas to be tested together with the Friend s
- prepared spaces for photographs
- Children's Playground
- Food court





### experiential

"Own" atmosphere they transport a certain "world" "Vintage, museum shops ..."

"Crearte illusion or emotion. For exampleHard Rock, that although I do not like, creates an illusion"

- Decoration according to the category and style.
   "If technology, minimalist ... Like · Apple"
   "If it's a bookstore, more wood, oldest, most historic"
- Music in keeping with the atmosphere and the target
- Themed setting that varies
  "Autumn .. autumn. .. Halloween is Halloween"





### experiential

#### activities, events, workshops ....

- Live music
- Competitions, contests, ....

"Folding clothes"

"Design

Creation looks. "the more original set, a look ... and see what people like best "

- raffles
- · workshops, masterclass

"Learning how to apply makeup"

products releases

"a famous come to promote "

 ${\it ``If there is a collaboration with a designer to come. As in }$ 

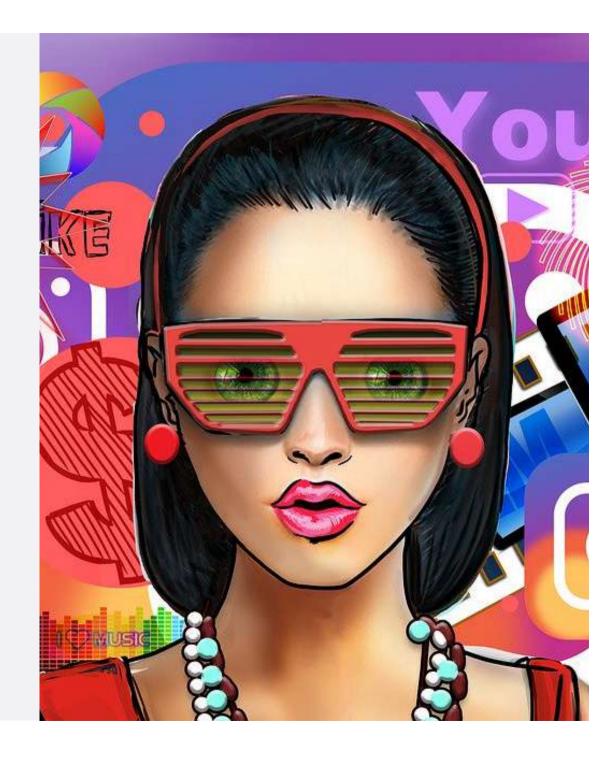
Ikea, things flew "

"Bring a influencer"

• Product Customization: only reinforces wishes to be:

"Create your own tee, bamba ... to customize"





### experiential

### participation

Product testing and collection of your opinion on it

"Try the new sneakers and you can give your opinion .. as they do in Decatlhon"

"Makeup: testing products to see the final result in the face"

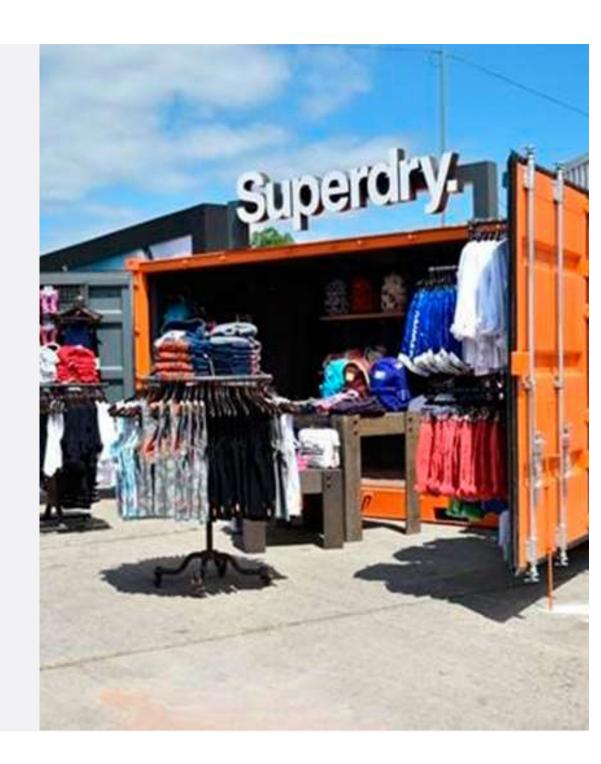




experiential

### the unique and ephemeral

- Like unique, they are different ...
- And live experiences that feel privileged over others.
  - · constants renovations
  - · Pop-up
  - · customized products





### experiential

### with very professionalized

- Advisers, counselors, with good technical training and treatment to the customer ...
- That make them feel customers, they care: They are especially sensitive to the treatment of dependents.
- They claim:
  - Helpfulness of the staff. They attach great importance to good treatment"*They are kind*"
  - "Do not be fooled them" "Do not feel pressured" "Do not feel obligated"
  - "What do you have fun"
- Assistant: Figure of the seller as an assistant staff







### ideologically

### the socially responsible:

- "Support causes, you see recycling, fair trade ...
- Initiatives would be assessed taking into account the current reality of gender differences, not the traditional separation and opposition between men and women

"Decathlon annoyingly separation by sex "







The future of retail from teens eyes

# How young people see the future of shopping?



# It will enhance and increase the online store

"What is the future of online everything"
"Online prevail over the physical"

- All physical stores have their online store. It will be essential
- Increasingly you buy more online in all sectors and categories.
- · Never end the physical store even lose importance

# decrease the presence physical stores

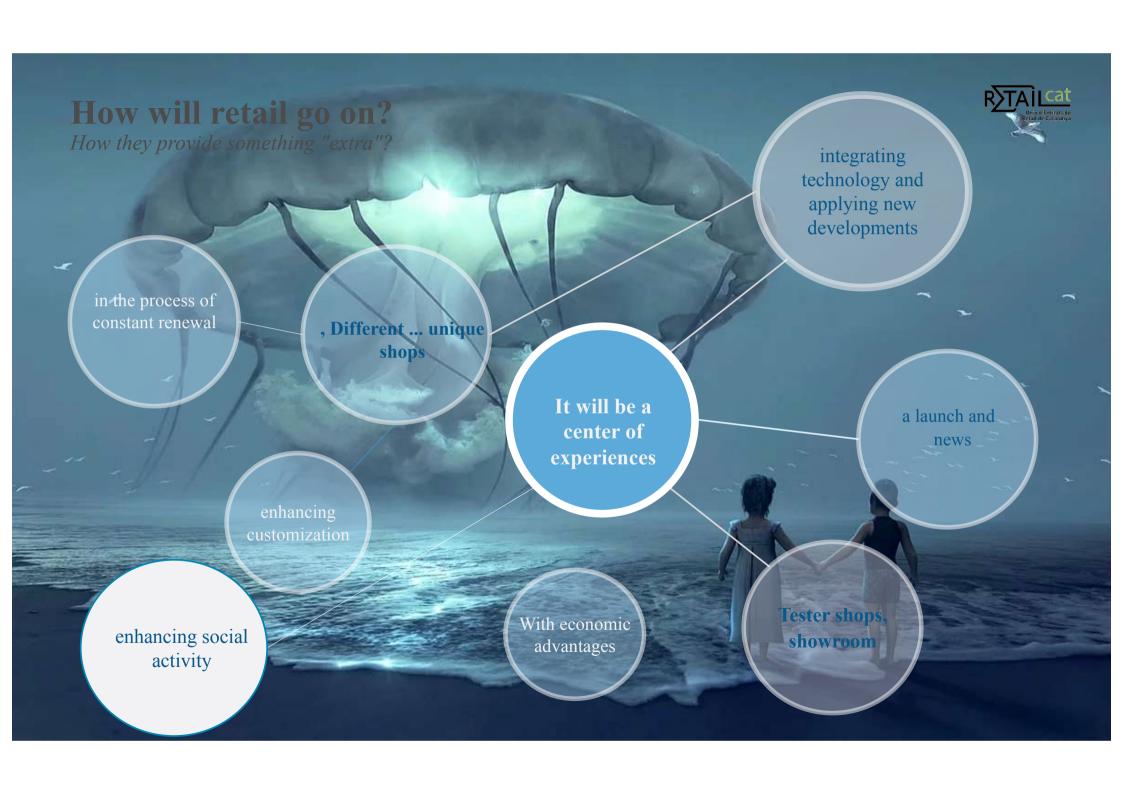
- "Disappear some sectors:
  - What is not necessary "have it in hand "-computer, video games
  - · Music
- · Will remain:
  - · Fashion: "It will stay longer". It has the charm of going to look. There are many people who want to try
  - · Craftsmanship: The small farmer / artisan / small shop (more desire than reality)
- In some cases, they consider that can not disappear from the whole:
  - Technology: because some people need to face technical advice "qualities not anyone will understand the online"

physical stores will evolve: will be updated, they reinvent, transform ...

You have to bring something extra

They evolve in line with your ideal





### experience center

- · Activities,
- Sweepstakes
- Games and interactive workshops
- Spaces for playfulness "They let you play "
  "To prove as staff shopper.."
- workshops
  - To customize your clothes, "painting, for example clothes"
  - cooking
  - "That will indicate how to retouch, teach you to wear dresses Multiforma"
  - Makeup "In a Sephoralf you buy this makeup palette, show you how to use it"
- "Maybe with toys for children and I try and see if they play, buy"
- Events

"Every x time riding something that appeals concerts, collaborations with other brands .."

- shows
- parades
- colloquia
- Facilitate interaction with relevant characters for them:

There is a famous person, influencer.. to go to meet Collaborations with people known ..

activities consistent with the product category and brand image "In a music store, live music"





### personalization

Products and services:

- Ability to make personal and unique products (customizar, ...)
- Adapting services to the needs of customers

  "When you go recognize you and show you what
  you like. Be your screen"

### technology

In line with the ideas in the ideal store, what technological suggestions are added more futuristic

 $"Chip inserted \ and \ choose \ and \ they \ take \ it \ home \ "$ 

"You can see how you would at home clothes, like a mini avatar but still you"

"Sitting and drones have it delivered"

"more predictive. You say, oh! I appeared this because I buy





### unique, different

- Different from each other ... with marked personality and own
- In some cases, exclusive, luxury goods (more associated with the face)

They will be more exclusive .. for people richer .. "

# Constant renewal, and new launch site:

Not always be the same in your store

- Lo pointer
- What it is not in the online "Putting things in online pages no"
- The biggest innovation, Model on modern, innovative

"Things have already spent half a year remove and renew .. What happened in online. Always things new "





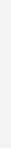
### enhancement of social activity

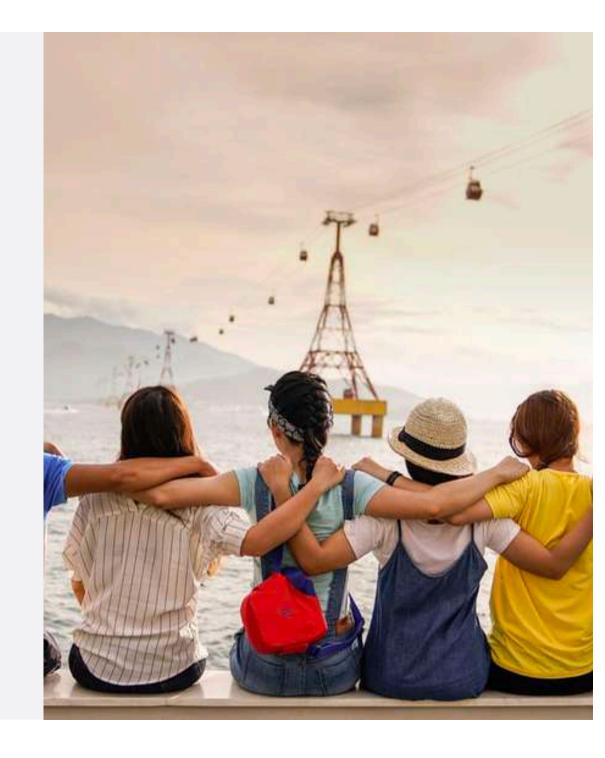
"But the experience to buy as social activities which keep alive"

### Tester shops, showroom

Places for people to experiment with the physical product: touch it, interact with it

"For people who do not like it all the technological"





### with economic benefits

cheap

"They have to lower the price because online is cheaper

• Promotions and unique offers:

"Have a day when they give away clothes"

"The NIKE sneakers will bring about 25 pairs and the first to buy them are free. Queues are created more than 100 people"

"Great deals with 5% discount. If it costs 70 and pants ... 120 .. and you get  $30 \in$  if you buy an hour"

"Coupons for new purchases if you buy physical"

"Giving things a detallito"







### what can we do?

Maximize benefits of store shopping (Unique and own)

Stress them to maximum!!

Approach benefits of online shopping

And having an effective presence on the Internet

Reshape the way of thinking and doing A truly paradigm shift

Putting the customer at the center

Not only sell products, but also experiences, emotions ....





# Put in your customer's shoes and connect with them!



## Use what you have!

You have the space, the product and the customer .... and a staff that can serve them, inform ... facilitate any action

We can use for maximum contact

- Clothing:
  - They enjoy it more if they can have a different experience in the test:
    - reserving spaces for group tested,
    - combining garments
    - improvising looks ....
    - Seeing as is their clothes through "simulators" ....
  - You can encourage this "game" to make it a fun experience, suggestive, group and who can share (photos networks)
- Technology:
  - Reduce doubts and uncertainty ... if they can use it, touch it, if someone taught to use, with comparative more practical and customized what young people need ...
- The retailThey care providers who advise, attend, communicate ... to the customer. You can take advantage of it! The staff is important. It is more than a mere vendor or repondeor ... is the face and eyes of your store and brand, ... you can exercise "host".

They are fundamental advantages over online!

# Can we take benefit of the online?

- Bring the "infinite" offer the possibility of other products / sizes / colors ... beyond the estocaje (including what other countries)
- Approaching the effectiveness and efficiency: To reflect on ... How do to emulate internet filters in the store?

  And that at a glance see all there is?
- Minimize uncertainty (or the perception thereof) include ratings and reviews from other buyers
- Include technological resources
- Be present in the world online
- economic advantage can we reflect on how to minimize the perceived economic advantage of the online?

# Think about your business differently!

You understand the business from a broader point of view

Only sell products falls short ... they have online ... We must go further! proportional experiences and emotions

#### For example

- The return is not always immediate.
  - They do not have to buy "right now": think of the possibilities of advertising you do, you help "create" brand, which have a good experience and repeat ...
- They are accustomed to new concepts of shops, ... more hybrid adaptation value, flexibility ... ... mixtures. They are demolishing barriers: if we do not 'encorsetamos' we probably adapt more to what they want or need (without losing coherence)

# Connect to teens! They need to feel that you understand them!

The challenge: they leave the store thinking **worth** the effort to go Must reward

They will not offer exactly the same if they can get online. We must go beyond Cart:

- 1. We can offer **experiences**, global, comprehensive, they are stimulants
  - "things happen in the shop"
  - Sometimes unique: that allows them to say "I was there myself!"
  - Create a "private and friendly world
    - With personality
    - With a friendly environment
    - With a staff to help, accompany, participate ...
  - Inspirer: surprises, which discover things ....
  - To facilitate the identification

#### 2. ¿Potentiate who count on the networks?

Young people may not be the best customers right now but if the best speakers

If you dare to share, to tell about it on social networks and have mechanisms to share their experience in the store (whether they buy or not) ... You can become the architects and specifiers

# Connect to teens! They need to feel that you understand them!

3. Like to go **Group ... can we facilitate?** 

If the social component power will more easily: it is to give facilities to go and be in a group, social spaces such as rooms or spaces to wait, see, decide, take pictures, play games, watch shows, listen to music 4. Transmitting values that young seconded.

They are receptive to social messages: sustainability, not sexism, responsible consumption ...

# Connect to teens! They need to feel that you understand them!

Placing value on local trade: stores give life and personality to the street

- Provide sense of security
- It is an affordable entertainment
- Proportionate lighting and keeps clean the street



PRESENT & FUTURE OF RETAIL FROM TEENAGE EYES

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