

# WHAT CONSUMERS WANT

Modern retailing has changed what customers expect



# GET MODERN RETAILING

## Maximizing time

- Modern retailing starts with understanding what consumers want. So, we asked them.
- We found that modern retailing is all about maximizing time.
- But what does that mean for consumers?



# WHAT YOU WANT, EXACTLY WHEN YOU WANT IT

## THE 'NOW' FACTOR IN BUYING

**41%** shop online because the store is always open

**44%** shop offline because they have an immediate need

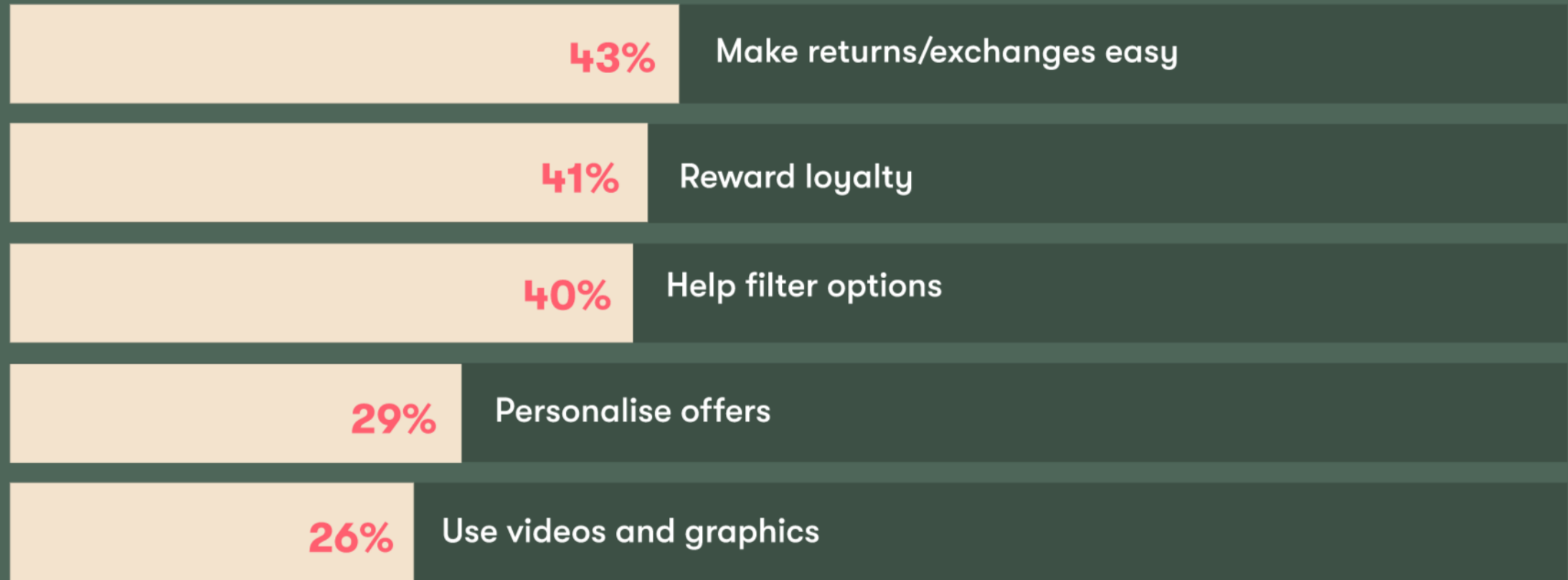
## THE 'NOW' FACTOR IN BROWSING

**53%** now buying online daily or weekly

**98%** research/browse online

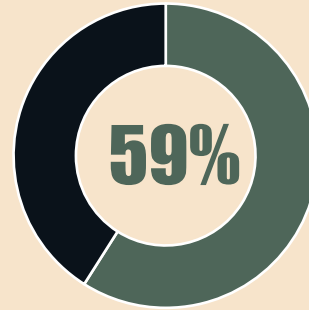
# APPRECIATING THE VALUE OF TIME (AND MONEY)

Here's what consumers find most important



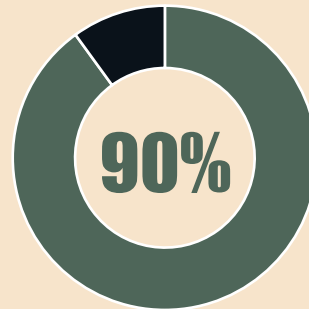
# DELIVERING A RETURN ON TIME

**THEY WANT MORE  
THAN JUST THE  
CHEAPEST PRICE**



say getting what they want is more important than price

**AND VALUE  
TRANSPARENCY  
ABOVE ALL ELSE**

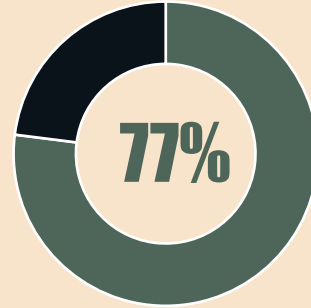


say transparency on what they are buying is the most important thing

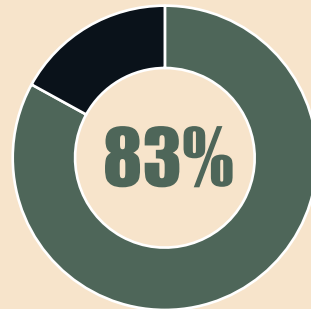
# THE SUPPORT YOU NEED WHEN THE TIME COMES



## YOUNGER CONSUMERS WANT MORE HUMAN SUPPORT



of our respondents have interacted with chatbots



of 18-41 year olds want the option of live chat

# WHAT WOULD THEY SACRIFICE FOR A BETTER WORLD?



49% would pay for a more environmentally friendly option

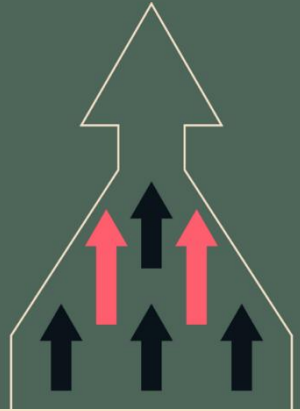


Over 60% will take a longer route to save on CO2 when traveling

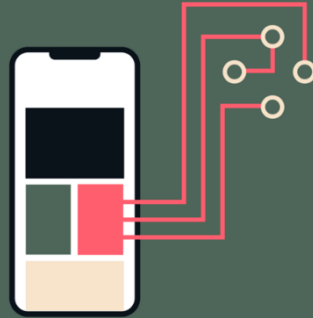
# HOW DOES TRAVEL GET MODERN?



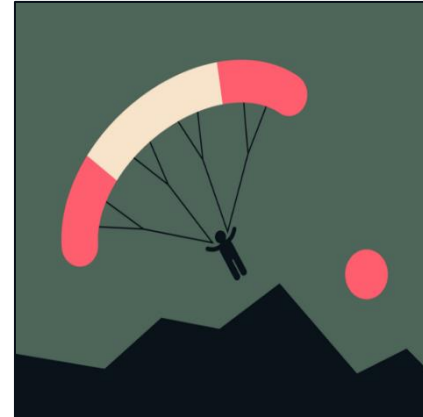
**YOUR BRAND  
MATTERS –  
ONLINE AND OFF**



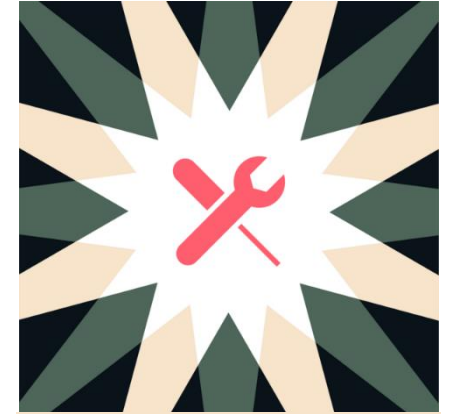
**TRANSPARENCY  
IS EVERYTHING**



**THE SHOPPING  
CART HAS A  
LOGIC YOU MUST  
RESPECT**



**GENZ IS COMING,  
AND THEY WANT  
YOUR HELP**



**GET THE RIGHT  
TECHNOLOGY  
TO HELP YOU**

For more information: [travelport.com/theme/modern-retailing](https://travelport.com/theme/modern-retailing)







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