

# AMAZON CAN'T DO THAT

## CONSUMER DESIRE & THE STORE OF THE FUTURE



*Latest WD research study details unmet consumers wants and needs, uncovers the three key metrics where Amazon fails to deliver and stores can win.*

Retailers face what can sometimes feel like an endless battle to find an edge – any edge – against online shopping behemoth Amazon. The key to finding an edge isn't copying what Amazon does, but doing what Amazon can't.

But how can the store compete against the conveniences and ubiquity of the Amazon shopping model? And what do consumers really want? What desires and needs does online shopping fail to fulfill?

In the latest in-depth consumer report from WD Partners, retailers will get answers and hear firsthand what consumers say they want from the store of the future in WD's exclusive report, *Amazon Can't Do That*.



## Findings include:

**Amazon's Weaknesses: How Retailers Can Best Amazon In the Store.** The three in-store experiences consumers rank as more appealing and more influential over purchase behavior than those of Amazon and other online retailers.

**Why Millennial Desires are Different.** The window of opportunity for retailers is closing fast, especially for retailers eager to capture Millennial loyalty. Expectations are shifting among the next generation when measured against Generation X and Boomer shoppers. Read about the opportunities retailers can still seize among Millennials by learning what aspects of online shopping consistently disappoint.

**The Store of the Future Model.** Even among digitally-savvy and wired consumers, the digitized store experience isn't always the best way to appeal and win consumer loyalty. Learn what consumers say they really want from the store experience and how they rank human interaction and the thrill of instant ownership against the sometimes lacking emotional rewards of online shopping.

**The Paradox of the Warehouse Model.** The more retailers resemble an Amazon warehouse, the more vulnerable they are to being destroyed by the fast-growing online shopping brand. The big-box era of retailing is no longer compelling enough to compete against the conveniences of online shopping. Learn what consumers want in the next generation store and how big-box retailers must respond.

By exploring changing attitudes and emotional needs among three generations of consumers, this report also outlines specific store of the future strategies and recommendations by retail channel. Readers of this exclusive report will find detailed analysis of where the chinks in the seemingly impermeable armor of online shopping giant Amazon are. Moreover, this study offers detailed analysis of the key vulnerabilities retailers must address to meet changing consumer expectations



Finally, this study offers strategic recommendations from WD thought leaders and consumer insights experts on broader questions facing the industry, including detailed discussion of the following challenges:

- How can brands reinvent the store experience in the Amazon age?
- Is digitizing the in-store experience the best way to compete against Amazon and other fast-growing, dominant online retail brands?
- What emotional and human needs do online retailers meet that store retailers fail to meet with the same level of immediacy?
- How can retail chains offer a hybrid experience of authentic human interactions and state-of-the art online shopping?



## design & methodology

This research report is based on quantitative and qualitative shopper research. Our methodology allows WD to dig deeper and search for insights beyond consumer and shopper behavior, uncovering desire. In May 2013, we surveyed over 1,700 consumers using a nationally syndicated panel. Respondents were screened based on in store and online shopping behavior across multiple channels. Following the quantitative study, our Insights & Strategy team conducted a series of in-depth group discussions among frequent online shoppers representing three generations of consumers – Millennial, Gen X and Boomer. This report also synthesizes and offers perspective on other industry sources and recent studies on consumer preferences for store v. online shopping.

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