THE GOOD

THE BAD

AND THE UGLY

AMAZON'S RISE HAS RADICALLY ALTERED CONSUMER EXPECTATIONS BUT THERE IS FINALLY SOME GOOD NEWS OUT THERE.

Shifting consumer sentiment always operates as both a threat and an opportunity—and some brands are stepping up.

The most innovative brands might, at last, be finding a way to slow and potentially neutralize the Amazon effect.

In our latest research report, find out if shoppers think your brand "gets" them, or if they don't care if your brand goes away tomorrow.

Dive into qualitative insights on how consumers evaluate retail brands and rate the performance of key retail attributes. Most importantly, we reveal what retail innovations most influence purchase intent.

Our Research

We wanted to test which retail brands consumers classified as good (winning), bad (struggling), and ugly (losing).

We surveyed
3,000
consumers, all with household incomes
above $35,000.

The data was then segmented into distinct groups:

Digital Natives
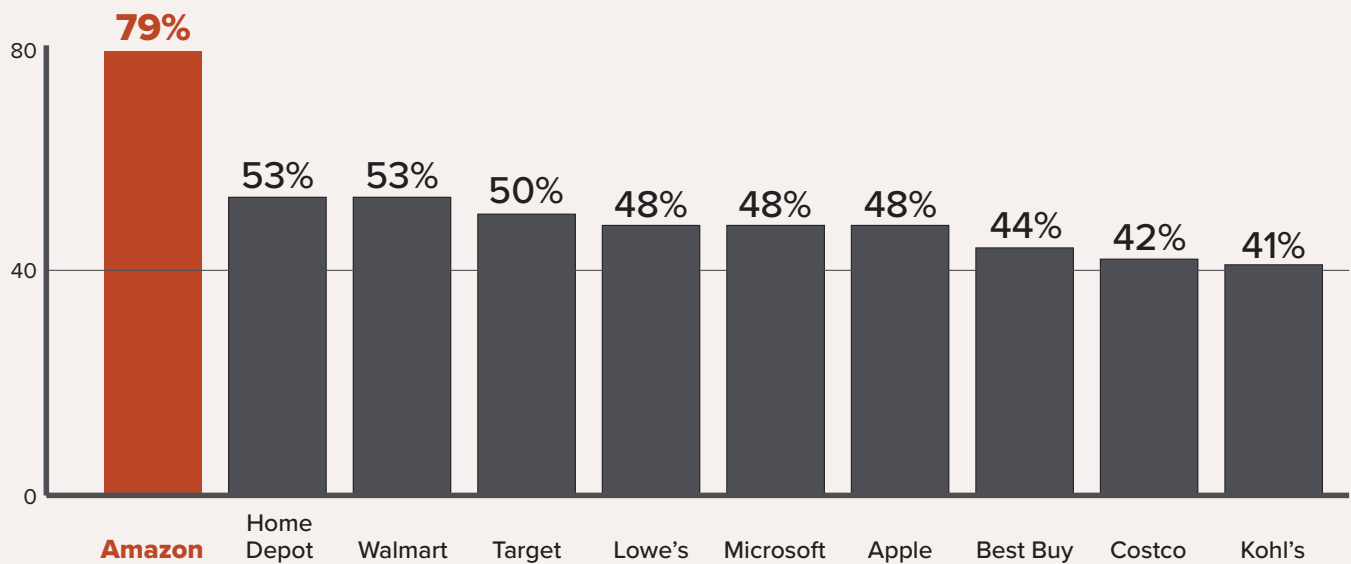*consumers younger than 30*

Digital Immigrants
consumers 39 or older

We defined these categories as:

GOOD	BAD	UGLY
This brand really gets me	*These guys are 'ok,' not awful, not great*	*I don't care if this brand goes away tomorrow*

THE GOOD

The survey began with a simple ranking of brands – based on what you know and have experienced with this brand, do you see them as good, bad or ugly? Below are the top 10 "good" brands as ranked by survey respondents. While Amazon dominated the good category with 8 out of 10 consumers rating them as having "a great future", the remaining retailers were dominated by home improvement, big box and consumer electronics.

Chart: "The Good" — top 10 brands:
- Amazon: 79%
- Home Depot: 53%
- Walmart: 53%
- Target: 50%
- Lowe's: 48%
- Microsoft: 48%
- Apple: 48%
- Best Buy: 44%
- Costco: 42%
- Kohl's: 41%

While you'll have to download the report for the full results, the outcomes of our research reflect the growing delineation between what the online experience is delivering to consumers, and what the rest of retail is delivering. Amazon's undisputed leadership must be reckoned with, but there are bright spots and a path forward including Showroom Stores.