



Rachna Nath, Retail and Consumer leader, PwC India said, “Despite the success of e-commerce and e-tail companies, traditional large-format retailers have been persevering under the pressure of trying to match their competitors’ every step of the way by promoting discounts and adopting technologies to enhance in-store experiences. The role of the physical store will continue to evolve into a sleeker, more customised and less transactional model. As online shopping continues to grow at the expense of store visits, the premium in the future will be on creating unique, brand-defining store experiences that keep customers coming back for more.”

Kumar Rajagopalan, CEO, Retailers Association of India said, “The rapid business growth of online marketplaces has now put the onus on brick-and-mortar retailers to reinvent their business models. The current wave of disruption will push the stores to reshape not just their strategies but also their customer orientation. They will now have to look at skill development and technology in a new light. In that sense, online marketplaces are both an opportunity and a threat for retailers – customers expect the anytime anywhere of online, and the touch-and-feel of products, service excellence and personal touch of off-line retail.”

Notes to the Editor:

1. Survey Methodology:

PwC’s Global Retail and Consumer practice, in conjunction with the International Survey Unit (ISU), administered a global survey to understand and compare consumer shopping behaviours and the use of different retail channels across 19 territories—Australia, Belgium, Brazil, Canada, Chile, China/Hong Kong, Denmark, France, Germany, India, Italy, Japan, the Middle East, Russia, South Africa, Switzerland, Turkey, the UK and the US.

A team of subject matter specialists representing each participating territory developed the survey based on last year’s survey. The final survey for 2014 includes updated questions and answer options in addition to new questions on payment methods. Where possible and appropriate, last year’s questions have been retained in order to conduct year-on-year comparisons. Research Now, an external provider, carried out the survey in August and September 2014, resulting in 1,000+ completed responses in every territory.

Nineteen thousand and sixty-eight online interviews were conducted across 19 territories during August/September 2014.

The demographic profile of the respondents was defined by the age, gender, employment status and region.

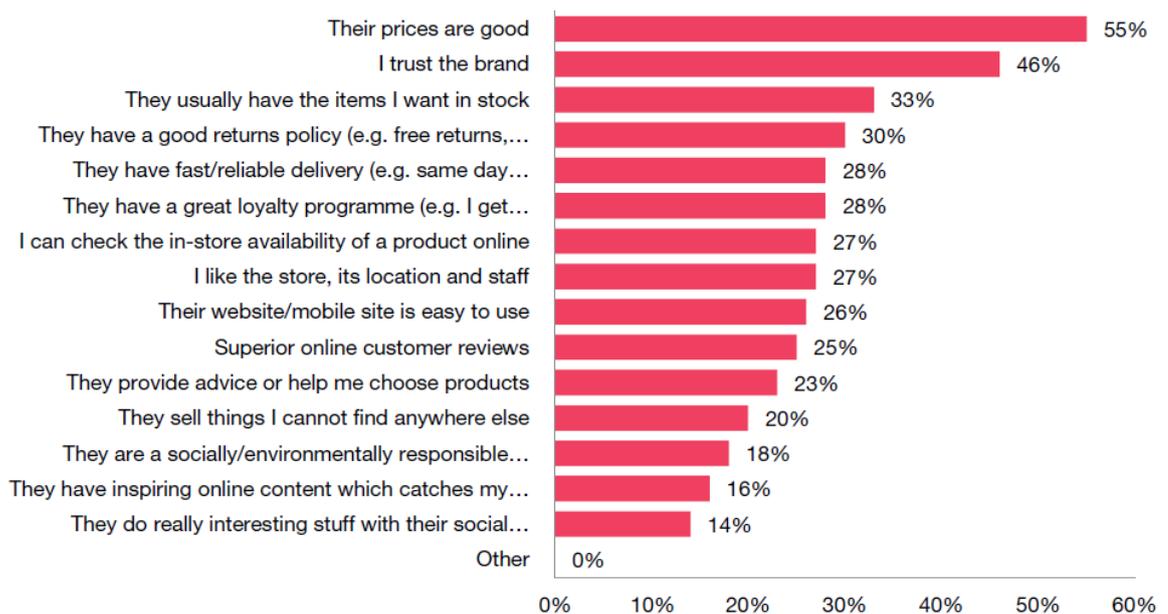


2. Graphs from the report:

Why do you buy products online instead of in-store?



Why do you shop at your favourite retailer?





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