

WHY DO C-STORE CUSTOMERS LIKE IN-STORE SHOPPING?

Three in four C-Store retailers reported increased sales last year and most consumers continue to shop their favorite stores despite the coronavirus pandemic. Learn why as well as how you can improve their experience.

3 FREQUENTLY ASKED QUESTIONS ABOUT C-STORE SHOPPING PREFERENCES

1 HAS COVID-19 LED CONSUMERS TO CUT BACK ON IN-STORE SHOPPING?

Even where the pandemic has hit hardest, 7 in 10 people still go to physical stores to purchase essentials. However, C-Stores have an opportunity to improve their COVID-19 safety protocols in order to build consumer trust and increase foot traffic. We provide PPE products like sneeze guards to help your customers keep shopping safely.

2 WHAT MOTIVATES C-STORE SHOPPERS?

Your store is their refuge from online shopping frustrations, especially when something they need is hard to find or slow to deliver. Consumers appreciate finding what they need in-stock and quickly. In fact, 61% of consumers choose to shop in-store because they can't wait for delivery and they want to avoid busy supermarkets.

3 ARE CUSTOMERS LOOKING FOR IN-STORE SPECIALS?

Almost half of consumers take advantage of sales that are only available when they shop in person. C-Stores are also engaging their customers with loyalty programs that can be taken advantage of both in-store and in-app. We offer signage and design elements to ensure your customers find in-store deals as well as educational information regarding your loyalty programs and more.