# Retailers urged to embrace human-centric strategies in evolving landscape



In the rapidly evolving retail landscape, brands are increasingly recognising the necessity of adopting a human-centric approach powered by agile strategies to address changing consumer preferences. The Retail Customer Experience Blog highlights that, after experiencing significant shifts during the past four years—most notably during the pandemic—retailers must now reassess what consumers value in their shopping experiences.

A recent survey of over 400 U.S. consumers reveals that in-store shopping has not diminished in the post-Covid era. While 38% of respondents indicated a preference for online and home delivery, a larger 46% reported enjoying the in-store shopping experience. Other models such as online shopping with in-person pick-up accounted for 8%, and 5% preferred trying out products in-store before purchasing online. The survey further identified key motivators for in-store shopping, with 67% of participants citing sales and good deals, especially prevalent among Gen X (74%) and Boomers (73%), alongside 52% prioritising the speed of acquiring their desired items.

Understanding the nuances within consumer behaviour is essential. Retail experts suggest that brands should not solely rely on survey data but instead delve deeper into customer experiences and insights. This involves brand representatives engaging with consumers directly, observing shopping behaviours across both digital and physical venues, and identifying pain points that affect the overall shopping experience.

Retailer Target serves as a case study in successfully merging online and offline shopping experiences. By unifying their inventory systems, Target has created a seamless transition between digital and physical shopping. Their strategies include enhancing in-store experiences through interactive displays and personalised recommendations, alongside augmenting reality features that aid in retail. Additionally, Target's streamlined click-and-collect services and expanded same-day delivery options position it as a leader in modern retail.

The blog also sheds light on the shifting priorities of consumers from 2020 to 2023. During the pandemic, brand responsibility towards social issues held significant sway; 61% of consumers deemed socially responsible actions crucial. However, the latest insights reveal a transition, with only 32% identifying it as important today. Instead, values such as 'valuing my time' (54%) and 'transparency' (49%) have emerged as more significant for consumers.

As the retail environment continues to adapt to these transformations, retailers are encouraged to balance digital and in-person experiences and remain agile to efficiently meet diverse consumer needs. By prioritising a comprehensive understanding of what matters most to shoppers and integrating trends that merge physical and digital shopping realms, retailers can establish loyalty and prosper in a continuously shifting market. The Retail Customer Experience Blog notes that while predictions about the demise of brick-and-mortar stores have not materialised, the evolution of the retail landscape remains ongoing, driven by the dynamic nature of consumer preferences and the technological advancements that support them.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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* <https://www.investopedia.com/how-shopping-habits-changed-due-to-covid-19-5186278> - This source corroborates the changes in consumer shopping habits due to the COVID-19 pandemic, including the rise of e-commerce and contactless payments, and the shift in consumer priorities.
* <https://www.retailcustomerexperience.com/articles/retail-tech-experts-share-ai-predictions-for-2025/> - This article supports the role of AI in retail, particularly in creating hyper-personalized shopping experiences and enhancing customer interactions through technology.
* <https://www.retaildive.com/spons/the-future-of-shopping-3-trends-that-will-define-2025/736225/> - This source provides insights into experiential retail, such as immersive destinations and the use of technology like augmented reality and virtual try-ons to enhance the shopping experience.
* <https://www.roundtrip.ai/articles/future-of-grocery-shopping-after-covid-19> - This article discusses the changes in grocery shopping post-pandemic, including the rise of online shopping, enhanced safety measures, and the use of technology to improve the in-store experience.
* <https://www.retailcustomerexperience.com/articles/retail-tech-experts-share-ai-predictions-for-2025/> - This source highlights consumer preferences for blended AI and human interactions in retail and the importance of personalization and transparency in shopping experiences.
* <https://www.retaildive.com/spons/the-future-of-shopping-3-trends-that-will-define-2025/736225/> - This article provides a case study on Target's strategies for merging online and offline shopping experiences, including click-and-collect services and same-day delivery options.
* <https://www.investopedia.com/how-shopping-habits-changed-due-to-covid-19-5186278> - This source supports the shift in consumer priorities from social responsibility during the pandemic to current values such as valuing time and transparency.
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* <https://www.retailcustomerexperience.com/articles/retail-tech-experts-share-ai-predictions-for-2025/> - This source emphasizes the importance of balancing digital and in-person experiences and remaining agile to meet diverse consumer needs.
* <https://www.retaildive.com/spons/the-future-of-shopping-3-trends-that-will-define-2025/736225/> - This article reinforces that predictions about the demise of brick-and-mortar stores have not materialized, and the retail landscape continues to evolve driven by consumer preferences and technological advancements.
* <https://www.retailcustomerexperience.com/blogs/creating-harmony-in-retail-how-to-navigate-the-blend-of-digital-and-in-person-shopping/> - Please view link - unable to able to access data