

# GROWERTALKS

## Consumer Buzz

1/28/2013

### The Real Reason Shoppers Showroom

*Ann-Marie Vazzano*

It's not just price that influences consumers to browse in stores but make purchases online. According to new research from Northwestern University's Kellogg School of Management, poor customer service is often to blame. Of the 1,900 shoppers surveyed, 40% of those who had showroomed said they didn't intend to but were driven to buy items online due to bad in-store customer service. More than half (59%) said they had recently received poor or just average service at stores they had shopped.

The study also found that female shoppers tend to be more loyal to their preferred retailers, but are being lured online due to subpar in-store service. **GP**