



Technology-Powered Shopping

Ironically, c-store shoppers are experiencing new convenience services in other channels

Despite being known as convenience stores, c-store shoppers are experiencing new technologies and services intended to improve convenience in other retail channels. The *2019 Convenience Store News Realities of the Aisle Study* asked c-store shoppers about their experiences with new convenience services, such as self-checkout, mobile payment and home delivery, in the convenience channel as well as in other retail channels. Here's a look at the findings.

The convenience channel is relatively strong in shoppers experiencing mobile coupons/ discounts (33%) and mobile payment apps (31%), but lags other retail channels in self-checkout, drive-thru, online ordering, and home delivery.

Channels Where Shopping Services Have Been Experienced

	C-STORE	GROCERY	DRUG	CLUB	MASS	DOLLAR	QSR	COFFEE SHOP
Home delivery	7%	27%	5%	9%	27%	3%	43%	4%
Order online, pickup in-store	9%	18%	7%	10%	47%	3%	37%	13%
Order online, pickup curbside	7%	37%	5%	8%	34%	3%	40%	10%
Drive-thru	12%	6%	19%	2%	4%	2%	80%	33%
Self checkout at register	13%	64%	6%	17%	57%	3%	11%	2%
Self checkout with app	14%	30%	5%	19%	30%	4%	32%	13%
Mobile coupon/discount	33%	56%	22%	12%	38%	13%	35%	17%
Mobile payment app	31%	40%	18%	17%	39%	10%	34%	25%

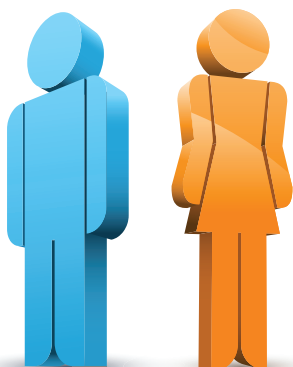
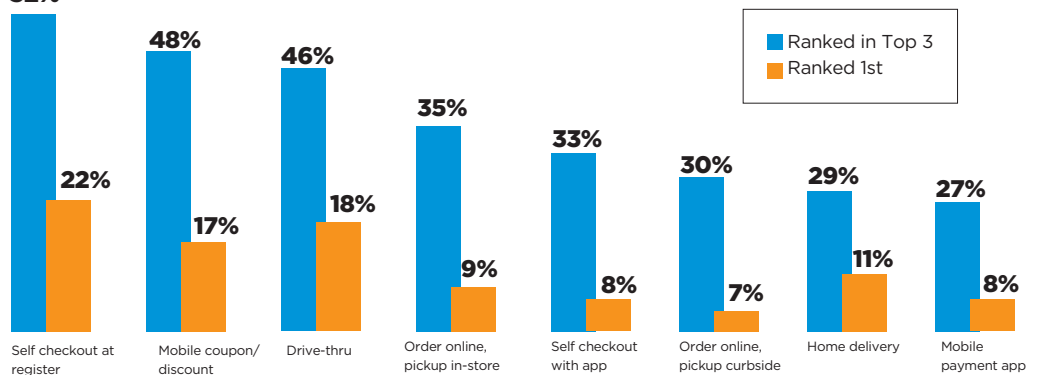


Grocery stores, mass merchants and quick-service restaurants appear to be leading the way in providing consumers with opportunities to shop beyond the traditional means.

If available at convenience stores, c-store shoppers say they would be most likely to utilize self-checkout at a kiosk, mobile coupons/discounts, and drive-thru. Currently, just 13% say they've used self-checkout at a kiosk in a c-store, but 52% would be willing to do so.

% of Shoppers Ranking Likelihood

(from 1-8 Where 1 is 'Most Likely' and 8 is 'Least Likely')



Across all retail channels, women are more likely than men to have tried in-store pickup (47% vs. 37%), curbside pickup (27% vs. 21%) and drive-thru (58% vs. 51%).



47% vs. 37%



27% vs. 21%



58% vs. 51%

Source: Convenience Store News Realities of the Aisle Study, 2019