

# What Do C-store Shoppers Think About Enhanced Convenience?

Consumers were asked to provide feedback on various “convenient” shopping options, from home delivery to frictionless checkout

Just having a convenient location is not enough these days to attract or retain shoppers. “Enhanced convenience” is the next frontier. Think home delivery, curbside pickup, drive-thru, frictionless checkout, mobile payment and more. EIQ Research Solutions, sister company of *Convenience Store News*, surveyed 1,000-plus convenience store shoppers in January 2019 to determine their interest and likelihood to use different shopping options when frequenting convenience stores, and explore differences in competitive retail channels.



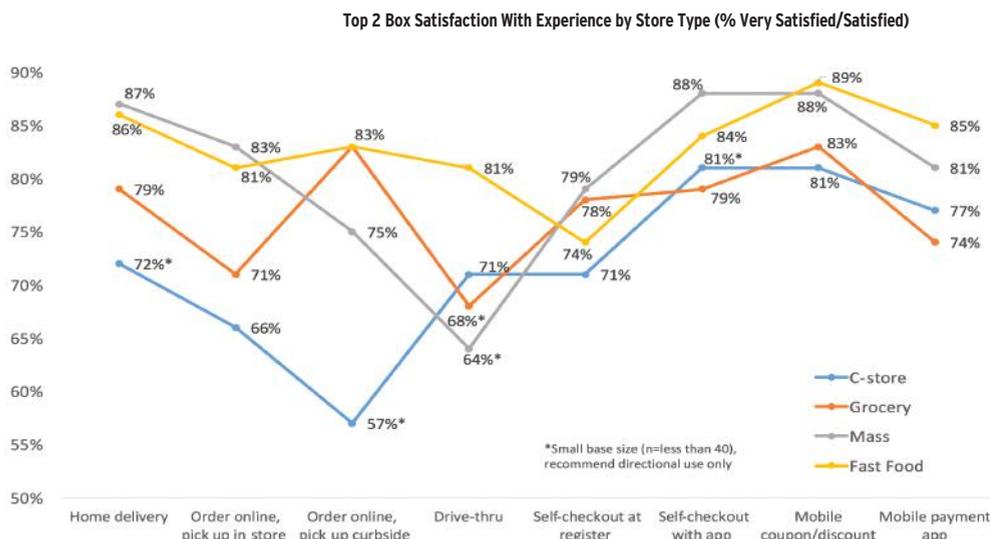
How does behavior vary by store type when trying experiences that are intended to make shopping more convenient?



**Key Takeaway**

Ironically, convenience store shoppers are experiencing items intended to improve “convenience” at other store types. The only item where c-store is at parity is in use of mobile payment apps. Mass merchandisers appear to be leading the way in providing shoppers with opportunities to shop beyond the traditional in-store register.

Trial is one thing, but how satisfied are shoppers when they experience these “convenient” services in different retail channels?



**Key Takeaway**

Not only do Mass, Grocery and Fast Food lead in offering services, shoppers indicate higher satisfaction with their experiences in these channels. However, it's a small gap, for the most part, that c-stores can close by optimizing delivery of these services and ensuring that technology platforms and staff are trained to consistently execute.



Want to collaborate and share expertise with your peers? The Council of Retail Experts (CORE) is an exclusive network of convenience store retail leaders who do just that. For more information on how to join CORE, please visit [www.cvcoreinsights.com](http://www.cvcoreinsights.com).



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