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THE growth DISTILLERY x VERVE

In this, the third chapter of the Technographics series, we dive into Retail.

And findings have reinforced the truth underpinning every wave so far:

Demographics alone can't explain modern consumer behaviour, one-size-fits-all journeys continue to disappoint and the strongest lever any marketer can pull is Technographics.

We explore three categories where this plays out most vividly:

Fashion
Home & Living
Technology & Electronics

Retail now faces a paradox.

Today’s shoppers know more, but trust less.
They are Empowered by information, yet paralysed by choice.

Shoppers are more informed than ever.

- Researching deeply but stalling when options feel endless
- Expecting the *best of both worlds*: online convenience and in-store reassurance
- Toggling constantly between channels.

Yet most retailers still treat these moments in isolation. Online intent often fails to connect with in-store reality, and vice versa, leading to leakage at the top of the funnel.

Whether they start in-store or online, shoppers are seeking

reassurance at every step.

The winners in retail will be those who seamlessly guide customers between physical and digital touchpoints,

because when reassurance is built quickly, conversion follows.

32%

faster decision times

28%

greater repeat-purchase likelihood

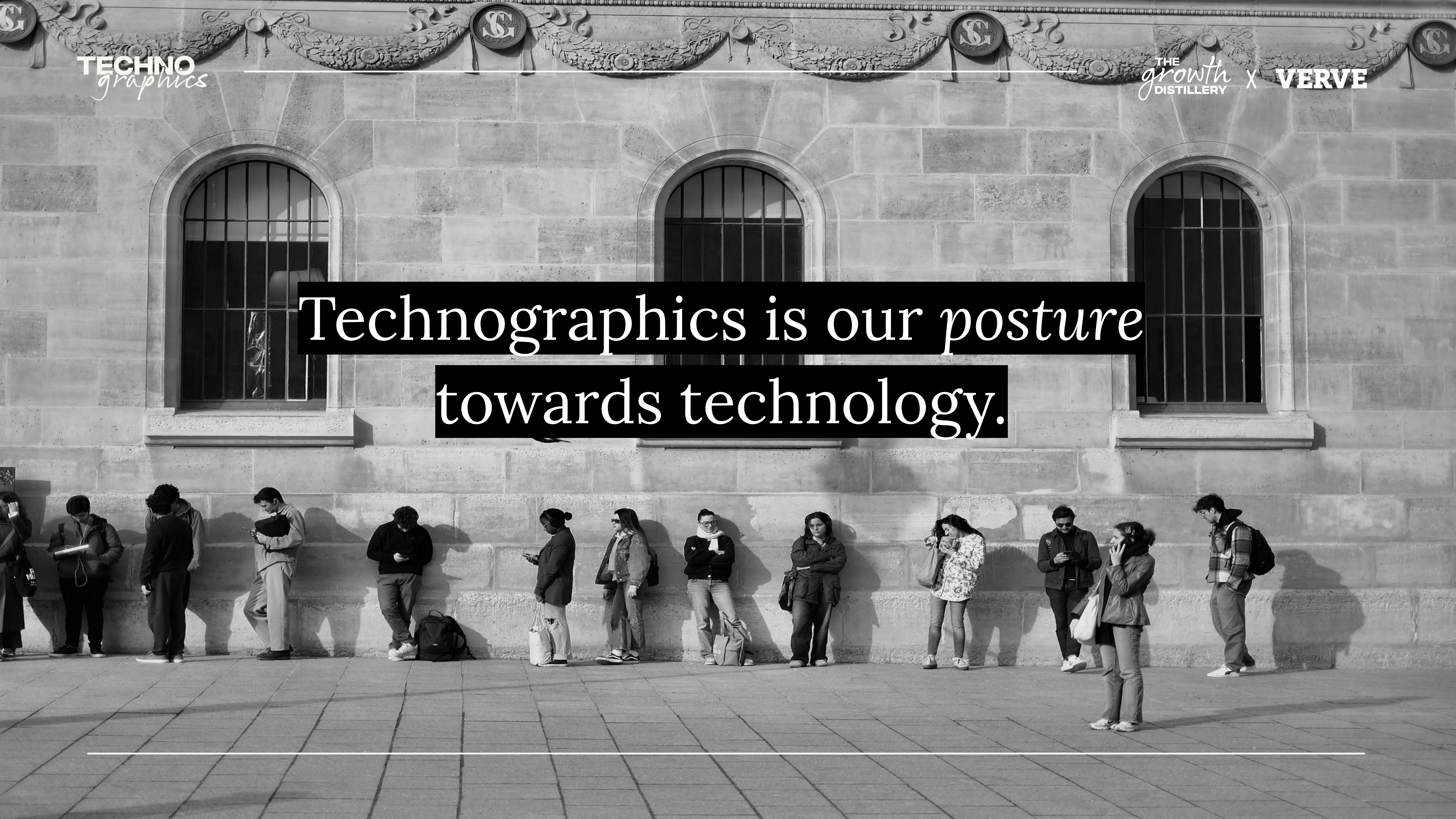
2x

higher NPS among posture-aligned journeys

Technographics is the unlock.

It reveals not just what shoppers do, but how they use and trust technology along the way, uncovering the hidden patterns that shape every decision.

Seeing customers through a technographic lens transforms disjointed journeys into seamless ecosystems, where research becomes reassurance, not overwhelm.



Technographics is our *posture* towards technology.

Technographic postures are shaped by two dimensions:

Behavioural Engagement

how integrated technology is in our lives

A B C

High — Low

Behavioural Engagement

Trust in Tech-Governed Outcomes

are we comfortable with technology making some (or all) of the choices we make

+

Trust in Tech-Governed Outcomes

–

Six Technographic Postures:

A+ *Instinctive integrators* They move fluidly between platforms, trusting digital tools to simplify & enrich their decisions.	**B+** *Comfortably connected* They adopt tech when it clearly adds value and trust it once it proves itself.	**C+** *Open but measured* They use technology sparingly but without anxiety, trusting tools that prove reliable & easy to use.
A- *Power users with guardrails* They lean into digital life but stay alert to privacy, control, and bias.	**B-** *Selective and self-aware* They use tech when needed but still look for human cues to confirm their choices.	**C-** *Human-first by instinct* They avoid digital where possible and place deep trust in personal, face-to-face interactions.

Retail journeys are rarely a straight line.

They loop, pause, and restart, blending inspiration, research, and purchase across screens and stores. For most shoppers, the path is not linear*

Source: Google, Decoding Decisions (2020)

Same journey, different friction points.

By looking closely at each phase, retailers can pinpoint exactly where and why different technographic postures stall and how to turn uncertainty into confidence.

Inspiration

The retail purchase journey typically begins online. Social feeds, search, and marketplaces flood shoppers with ideas. *Inspiration ignites intent but doesn't guarantee action.*

83% discover products digitally, yet only...

44% say inspiration sources build confidence.

The rest enjoy browsing, but describe it as unfocused, or inconclusive.

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However, the same inspiration may look different by posture:

Highly tech-engaged (A+, A-, B+)

- Are 2× more likely to act on algorithmic recommendations
- View influencers and social proof as valid discovery tools

Less tech-engaged (B-, C+, C-)

- Describe social media platforms as “too noisy” or “not trustworthy”
- Are 3× more likely to visit brand websites or stores before deciding

When inspiration builds trust, shoppers are far more likely to follow through. But when it leaves them uncertain, *the funnel collapses fast, particularly among the tech-negatives.*

24% more likely to delay research (B-, C-)

1.3x more likely to abandon cart entirely (B-)

This early-stage dropout isn't just a lost transaction, it's momentum ceded to competitors.

Growth in Inspiration Phase

Weak Spot: Retailers often treat inspiration as awareness, *not* a conversion fuel.

Growth Opportunity: Blend inspiration with reassurance for sustained intent.

A+ / A-	Thrive on tech-forward discovery: AR try-ons, AI recommendations, and dynamic content.
B+ / B-	Prefer curated pathways: clear filters and trusted influencers.
C+ / C-	Respond to simplicity and emotional clarity: guidance from real people, relatable stories, or staff highlights.

Research

The research phase is active but often very frustrating. Shoppers invest significant time and effort bouncing between channels, questioning value and abandoning baskets.

43% of shoppers say they research *both* online *and* in-store

This signals neither research channel alone provides enough confidence to close the sale.

Despite the commonality of blended approach, postures still have notable differences:

- A- are most likely to be omnichannel researchers, 51% do both online and in-store
- C- have the greatest preference for in-store only, nearly 3x more than others

Online research is primarily driven by convenience (63%) and the ease of comparing price options (54%) yet heavy use doesn't mean high satisfaction.

3 in 4

B– and C+ shoppers describe online research as "not enjoyable" - citing complexity, too much choice, and too little guidance as main reasons.

Even for confident users, digital discovery can slip into digital fatigue.

6 in 10

shoppers eventually go in-store for reassurance they cannot get online.

Seeing, touching, or testing the product helps close the intent gap. For the less tech-integrated, this is essential.

- B–, C– value *visual and tactile cues* of seeing products in person.
- C+ rely on *staff expertise and human conversation* as proof points.

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While in-store research experiences score higher on reassurance than online, they are far from perfect.

24% of shoppers *turn to their phone* mid-aisle to look up the item online.

1 in 5 *abandon physical shop altogether* to search or purchase online.

In-store friction such as poor signage, out-of-stock displays, or unavailable staff can stall decisions.

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Research can deepen intent, *or drain it.*

Shoppers turn into validators during research. They cross-check, compare, and calculate. Yet the goal isn't just more information. It's confirmation they're making the right choice.

Growth in Research Phase

Weak Spot: Retailers often flood shoppers with content, instead of clarity.

Growth Opportunity: Resolve uncertainty by tailoring validation to posture.

- Highlight transparency in algorithmic or data-driven sources for As
- Surface credible human endorsements early for B+ and B-
- Build comfort through try-before-you-buy, guided demos, or empathetic in-store advice for C-

When research reassures, momentum builds. When it overwhelms, intent dissolves.

Catering to different paces of research depending on posture offers an additional growth lever.

Tech-positives (A+, B+) *accelerate*

- Use AI advisors, aggregators, and auto-comparisons.
- Reassurance = efficiency and consistency.
- Proof comes from data alignment, rankings, and verified systems.

Tech-negatives (B−, C−) *slow down*

- Rely on reviews, staff input or hands-on experience.
- Reassurance = confidence through context.
- Proof comes from seeing, trying, or hearing from others.

Purchase

Despite the extensive research undertaken leading to this phase, the *purchase experience continues to fall short.*

77% don't feel reassured at the point of purchase.

64% are not satisfied with information at hand.

Technographic posture shapes what “confidence at checkout” means.

Tech-positives (notably A+, B+)

- Expect frictionless flow; auto-fill, one-tap pay, predictive assistance.
- Trust security protocols and digital wallets implicitly as long as visible.
- Drop-off risk: when automation glitches or feels opaque.

Tech-negatives (notably B-, C-)

- Look for receipts, reassurance prompts, or human fallback.
- 2x more likely to re-check details or seek validation before paying.
- Drop-off risk: when they feel rushed or not supported.

Savvy sceptics (A-) in particular, face and feel in-store frustrations far more than others, they are...

~2x *more likely to struggle with in-store* layout and complain the experience took longer than it should, only...

59% *report having no friction in-store.*

A- shoppers are also most prone to decision fatigue, having the highest tendency to choose the quickest or most familiar option when in-store.

Growth in Purchase Phase

Weak Spot: Retailers often focus on speed alone, assuming faster equals better.

Growth Opportunity: Make reassurance visible at the point of decision.

Tech-positives (A+, B+) *predictability*

- Auto-sync data, “verified by AI” badges, seamless wallet transitions.
- Nudges like “Trusted by 50,000+ buyers” or “Your data is encrypted.”

Tech-negatives (B-, C-) *presence*

- Live help buttons, confirmation emails & staff validated options.
- “Questions? Chat now.” or “Easily change your order anytime.”

Post-purchase

The journey doesn't end at checkout. How retailers handle fulfilment, follow-up, and issue resolution defines whether a one-time buyer becomes a loyal advocate.

71% say the post-purchase experience shapes whether they'll buy again.

Consumers are 2× *more likely to recommend a brand when they've enjoyed* the entire purchase process and that enjoyment comes from feeling in control.

Growth in Post-Purchase Phase

Weak Spot: - Retailers over-invest in acquisition and under-invest in retention.

Growth Opportunity: Design feedback loops that extend trust beyond transaction.

Tech-positives (A+, B+)

- Personalised "next-best-action" prompts, smart re-order reminders.
- Seamless and easy returns process via app, confirmation within minutes.

Tech-negatives (B-, C-)

- Service recovery that feels human: callbacks, handwritten thank you's.
- Loyalty programs that reward feedback, not just spend.

The most resilient brands turn reassurance moments into relationship multipliers.

If nothing else, 3 no-regret plays to fuel growth in retail.

Connect screen to shelf.

Design for loops so shoppers can seamlessly flow across channels.

Turn research into reassurance.

Information alone doesn't convert; posture-aware validation does.

Design for posture, not personas.

Retailers who tailor their journeys by technographic posture see 2× higher conversion than those who don't.

Want to know more?

Ready to unlock the growth potential of your brand? Good, so are we. The Growth Distillery pulls marketers out of chaos and cuts through the clutter, providing the ‘need to know’ of consumer behaviour.