

Augusto Beato Expounds on the Importance of Impulse Purchase Strategies

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Augusto Beato, CEO of Portland SEO, reminded retailers to align their online efforts with a strong in-store approach such as developing impulse purchase strategies.

As an example, Beato pointed at Hershey's efforts in recreating impulse purchases online, such as selling their products to customers who personally pick up groceries they ordered online.

While the customers waited for their goods, a smartphone app could ping them with an offer to add candy or snacks. Hershey is also working with goPuff, an app that delivers items usually found in a convenience store, like candy and beer, on demand.

Beato was reacting to a new Profitect survey showing that Gen Z shoppers prefer the brick-and-mortar more than online retail.

The said survey claims 42 percent of Gen Z shoppers, those aged 18 to 22, prefer going to a retail store than buying online. Only 23 percent said they prefer online only.

"Since shoppers tend to be influenced by their emotions once they are in the stores, an impulse buying strategy is critical," Beato insisted. "There is a reason for retailers to get Gen Zers into stores to act on those impulses and expand their baskets."

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"Our survey of Gen Z shoppers found that the in-store shopping experience still plays an important role in the shopping journey, even with digital natives," said Guy Yehiav, CEO of Profitect.

Among those surveyed, 46 percent said browsing is the biggest influence in play, and 40 percent said in-store displays influence additional purchases.

Source: <http://www.pressadvantage.com/story/22135-augusto-beato-expounds-on-the-importance-of-impulse-purchase-strategies>