TOSHIBA

BEYOND MILLENNIALS

New research indicates shoppers view the store as an integral part of 4^{1} engagement, transaction, and retention. Learn how to connect with your consumers so you can attract and retain them with better experiences





said they would switch to a brand that provides more in-depth **PRODUCT INFORMATION**

PREFER TO LEARN ABOUT NEW PRODUCTS IN STORES

16 - 20 year olds 21 - 28 year olds



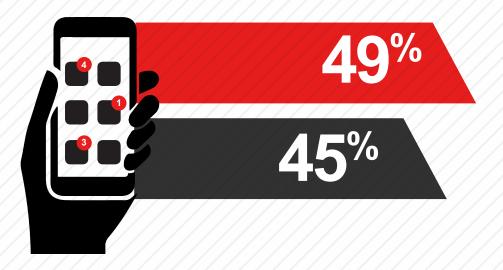




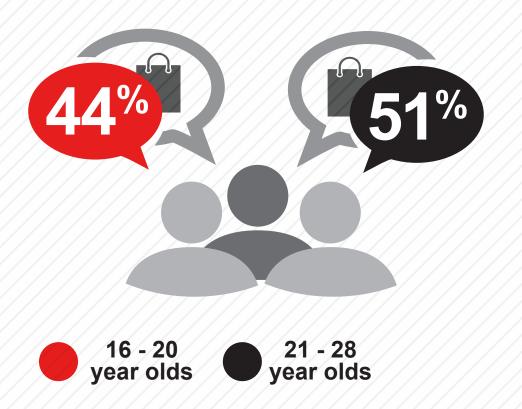
RELY ON SOCIAL MEDIA TO LEARN ABOUT NEW PRODUCTS IN STORES







LOOK TO FAMILY & FRIENDS TO LEARN ABOUT NEW PRODUCTS IN STORES



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during the 2018 holiday season was from **online purchases***

