RichRelevance recently surveyed shoppers in 4 different countries – America, UK, France and Germany – to find out attitudes towards today’s shopping experiences. The results unveiled some marked similarities as well as differences in attitudes towards technology initiatives in-store.

**PRODUCT SCAN**

All the nations agree that being able to scan products on their mobile device in-store to see reviews is the coolest trend.

- **America**: 79%
- **France**: 76%
- **Germany**: 73%
- **UK**: 62%

**DIGITAL SCREENS**

While 40% of British and Americans are keen on digital screens in dressing rooms, the survey found the French and Germans are even more enthusiastic.

- **America**: 40%
- **France**: 63%
- **Germany**: 67%
- **UK**: 40%

**INTERACTIVE MIRRORS**

Likewise interactive mirrors which model outfits for you were considered cool in each country.

- **America**: 41%
- **France**: 63%
- **Germany**: 61%
- **UK**: 42%

**FACIAL RECOGNITION**

Differences appear when facial recognition is concerned with the French being the only nation surveyed to think it’s cool to be identified as a high value shopper via facial recognition.

- **America**: 67%
- **France**: 62%
- **Germany**: 43%
- **UK**: 75%