

Retail

Retail: The traditional retail vertical that sells products to consumers. It includes “big box” stores and some larger but focused stores, plus online-retailers.

This category includes companies that make apparel retail, computer and electronics retail, department stores, drug retail, general merchandise stores, home improvement, hypermarkets and super centers, internet and direct marketing retail, specialty stores



Reputation Imperative

The industry has two competitive Reputation strengths – offering high-quality products and meeting customer needs.

For the sector to continue to succeed, it **must align its actions to the public's evolving expectations**, and **innovate on internal stakeholder issues**, starting with more Governance and Workplace related initiatives.

Global Context

The global spread of COVID-19 (Coronavirus) has upended the Retail industry; The RepTrak Company found at the beginning of the outbreak that 53% of the public believed Retail to be at risk for disruption or damage to its Reputation.

Consumers are embracing digital commerce. It is projected that there will be an increase of 169% in ecommerce purchases from new or low frequency users since the COVID-19 outbreak.

In lieu of in-person shopping, 35% to 50% of consumers are adopting services such as contactless payment, home delivery, and shopping via digital or online methods.

RepTrak data reflected this shift in Innovation, which increased from the last to third most relevant Reputation Driver for the sector between February and March 2020.

Companies have assumed increased responsibility for employees and consumers. As stores physically reopen, retailers must build trust by implementing visible safety measures and fulfilling basic safety expectations.



Reputation Snapshot

Globally, the Retail industry still leads as one of the top ten most Reputable sectors for the third year. So far in 2020, the overall Reputation Score for the sector increased three-points to 73.

Going into Q3, the industry is facing some slight headwinds, with directional declines for Governance, Products, and Leadership.

However the industry still performs strongly across associated Reputation Factors such as meeting customer needs, offering high quality products and services, and being well organized.

The informed general public agrees that retailers also deliver a consistent experience and appear genuine about what they stand for, both key Brand Strength Attributes

As the industry builds back post-COVID-19, it faces changed consumer behaviors, fewer brick-and-mortar visits, and the boom of ecommerce. Retailers can stay competitive by prioritizing initiatives that align with these evolving public expectations.

- Invest in creating a seamless, online experience to meet customer needs
- Message purpose beyond profits – support causes that promote a company’s values and commitment to communities where companies operate
- Communicate changes and news in an audience-relevant way and welcome open discussion with stakeholders

52% of the public identified failing to protect employees and customers as the number one Retailer risk as they reopen. Companies must acknowledge their internal stakeholders and emphasize Governance and Workplace.

- Demonstrate continuing concern for the health and well-being of employees and customers
- Reward employees fairly
- Operate openly and transparently
- Behave ethically