

### 3. Are you a ROBO Shopper?

Do you visit a store to see what you want to buy, but then order it from the same company's website, so you can return it if you do not like it? The marketing world has an acronym for this behaviour – it is ROBO – Research offline, buy online.

A small but growing number of people, mainly women, are taking advantage of ROBO for clothes and furniture shopping. As there is now nearly a full complement of 'brick and click' stores (i.e. those which have both a High Street and online presence), and as more people learn about their legal rights, this will become the age of the ROBO shopper, leaving some high street stores more like showrooms than actual transaction destinations.

*Adapted from the Martin Lewis Blog, 03 September 2010*

Consider the view that the growth of internet shopping has benefited consumers more than businesses. [12]