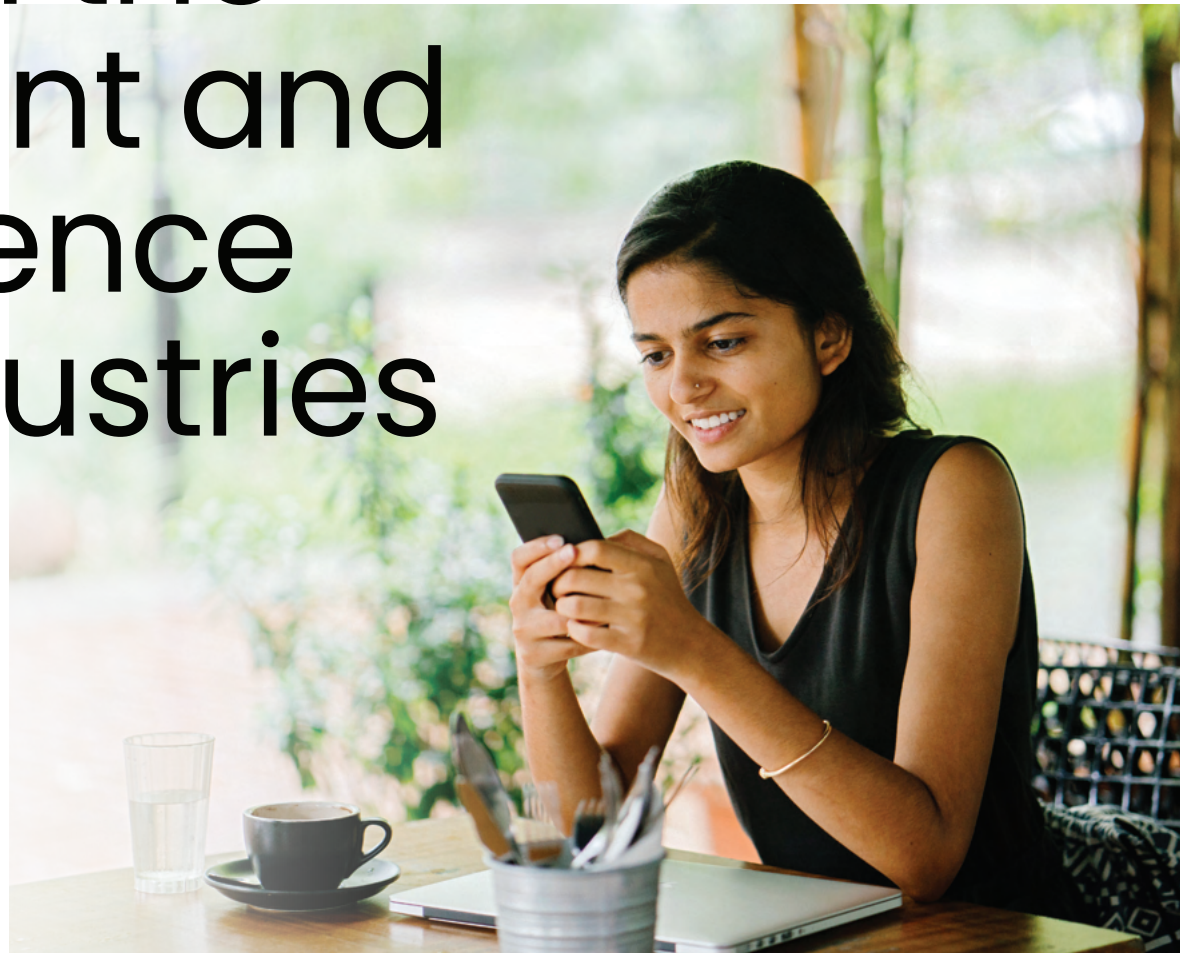


# Drivers of Loyalty in the Restaurant and Convenience Store Industries



# Introduction

## Demand for digital tools has surged among consumers, driving loyalty for restaurants and convenience stores

Mobiquity surveyed 1,290 consumers across the US to better understand how they are engaging with technology in restaurants and convenience stores. It's no surprise that we found everyone has increased their usage of contactless methods to order, purchase, and pick up food. And this is especially true among younger demographics. While cleanliness, quality, and price are the most important drivers of loyalty, the vast majority now include digital offerings like websites (82%), mobile apps (76%), and contactless pick up (61%) as important factors in maintaining restaurant or convenience store loyalty.

When it comes to mobile app usage, a key component of touchless ordering, we found opportunity for improved digital customer experience across the board, particularly among convenience stores. Key findings include:



While adoption is lowest with convenience store apps, among those who do use them, frequency is on par with other restaurant ordering platforms. Despite this level of engagement, however, only 53% of this same group indicated satisfaction with their experience.



Those over 56 years old were the largest group of consumers who never use mobile apps for food ordering and had the highest preference for face-to-face interactions. Even among those who do use food mobile apps, this group had the lowest frequency.

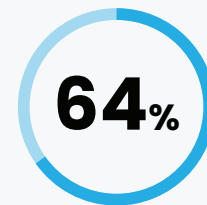


The lowest income brackets are the most likely to use mobile apps to order food and engage in this activity with the highest frequency.

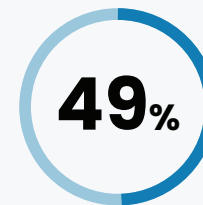


We also found that convenience stores have the unique opportunity to use fuel as a traffic driver which could have positive benefits on their foodservice businesses, as well. Survey participants indicated agreement that digital options would drive increased visits to a particular convenience store.

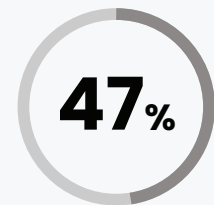
### Survey participants agreed **"I would visit a specific convenience store location more often if it..."**



enabled me to earn fuel discounts when I make any purchase via a mobile rewards program



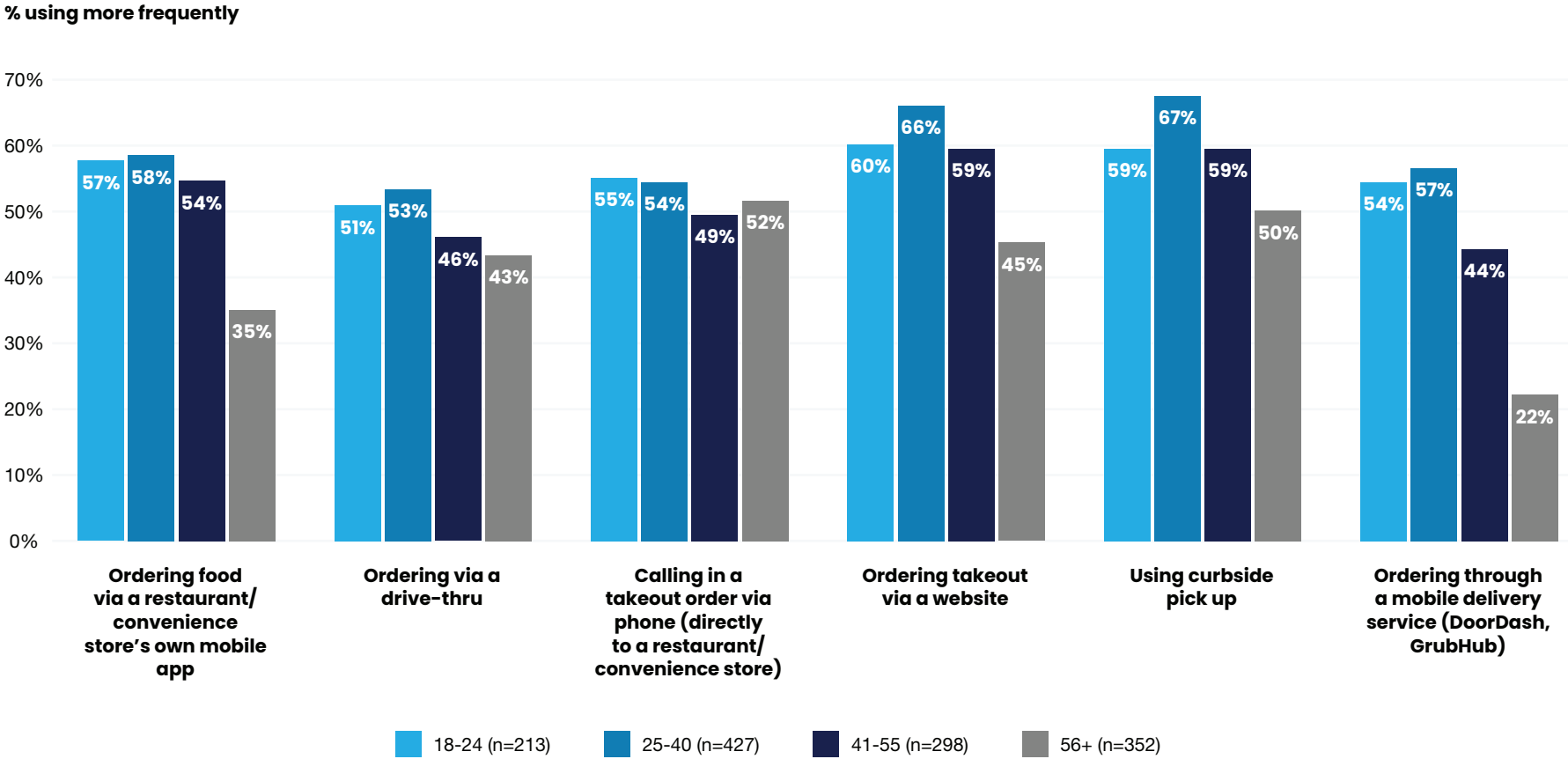
provided the ability to pay for fuel via my mobile phone



provided the ability to fuel up my car in a completely contactless manner using my mobile phone

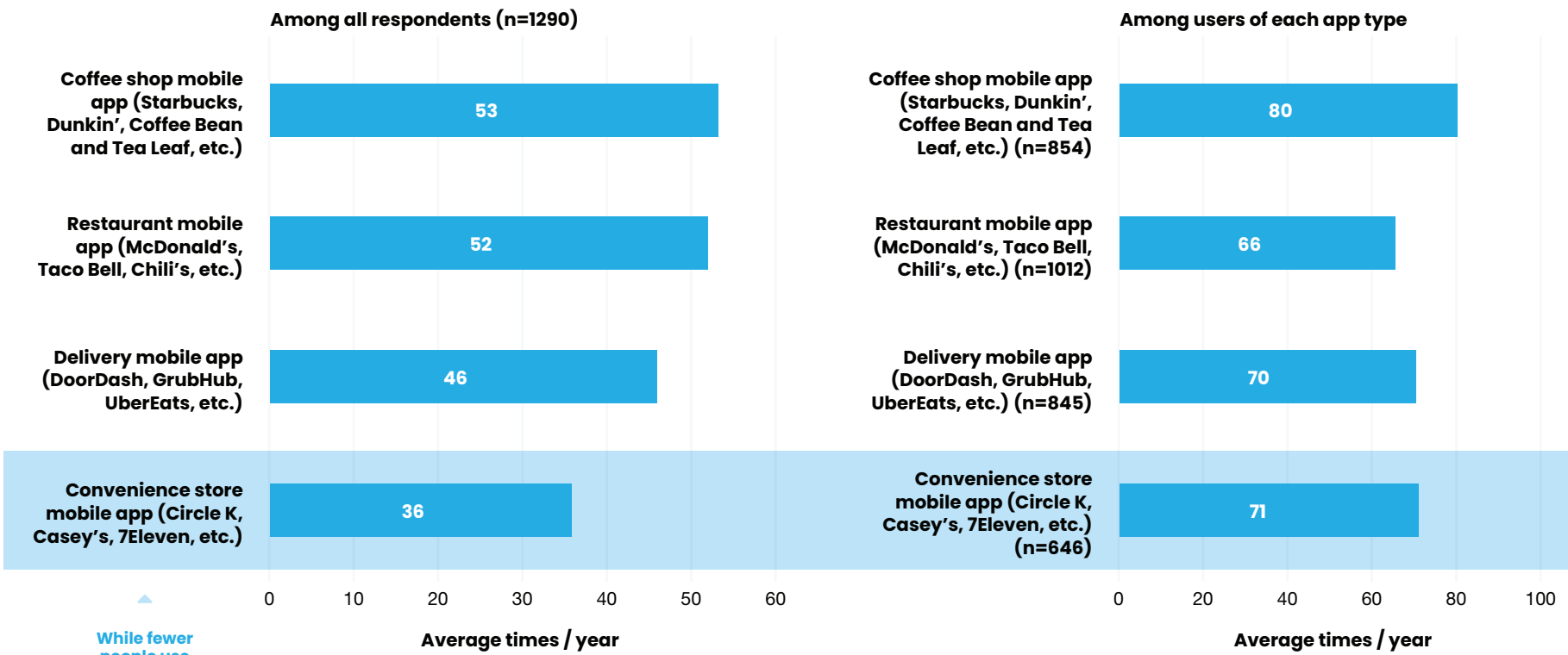
All age groups have increased the frequency with which they use contactless methods to order, purchase, and pick up food. The heaviest adoption is among younger generations.

How has the frequency with which you interact with restaurants and other food outlets changed in the past year?



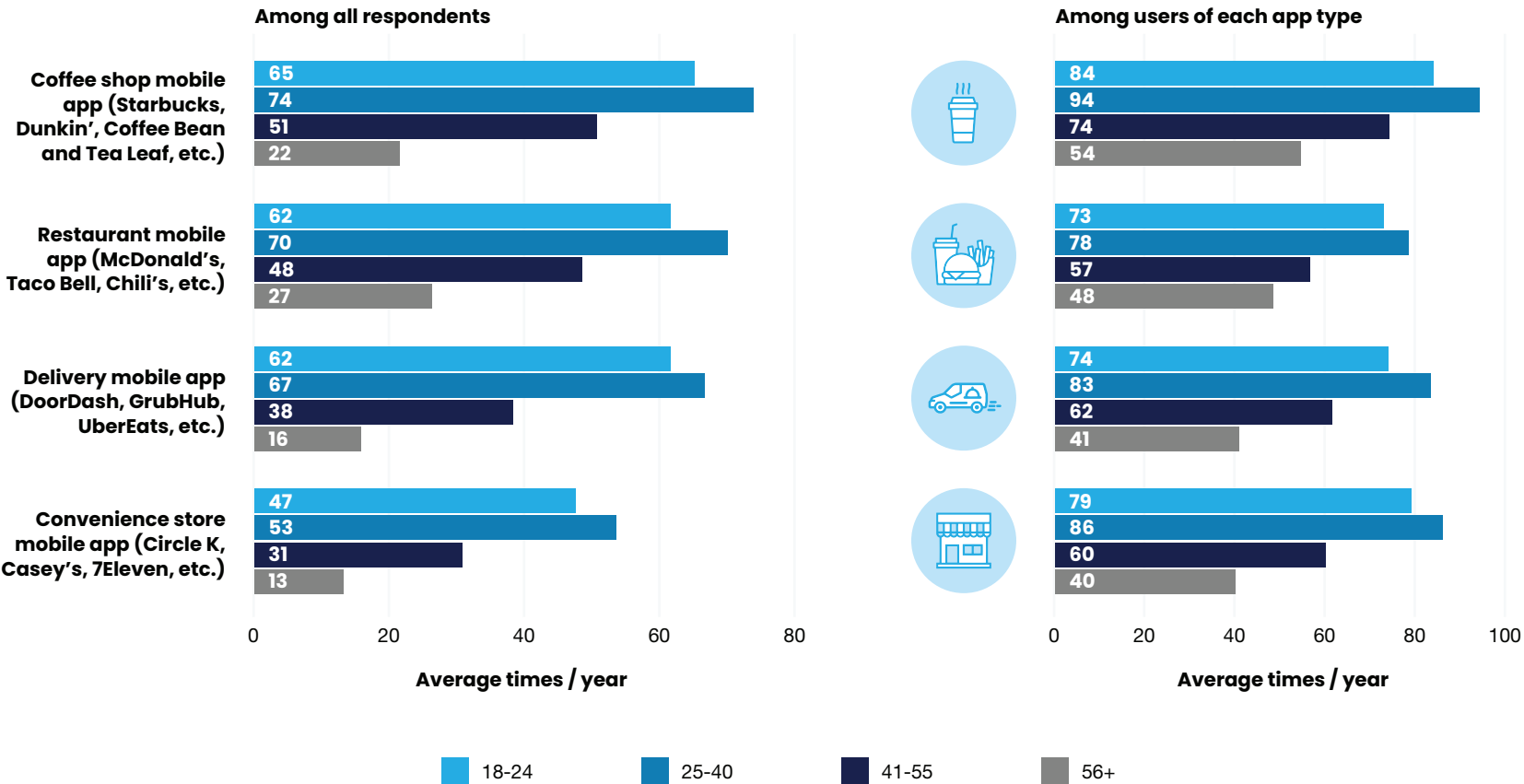
With the exception of c-store apps, our participants used food ordering apps once or twice a week, and coffee shop apps are used most frequently.

Please indicate how frequently you use each of the following mobile apps to order food.



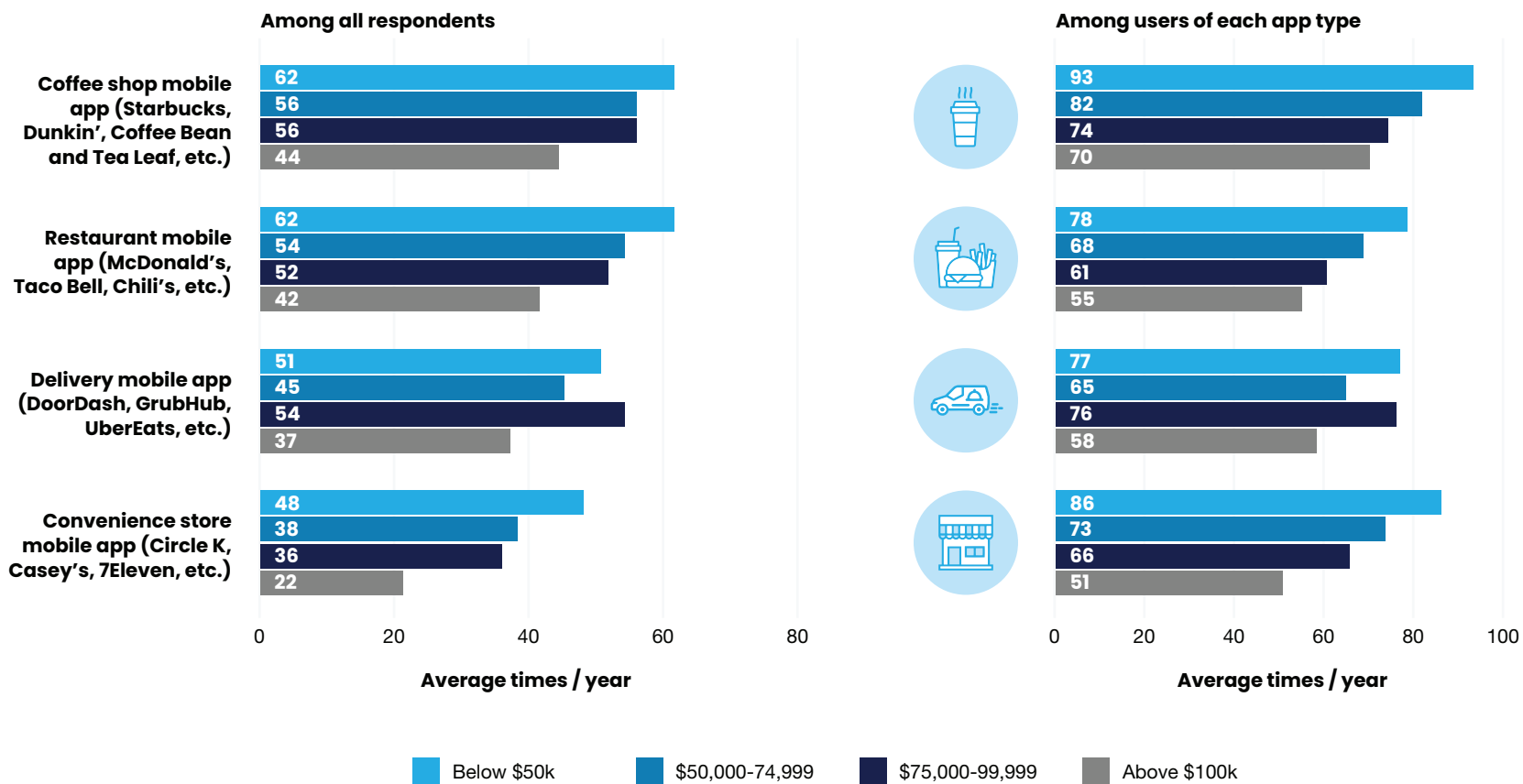
Customers aged 56+ are least likely to use any of the apps, and even when they do, they use them less frequently than those in other age groups (especially 25-40).

Please indicate how frequently you use each of the following to order food.



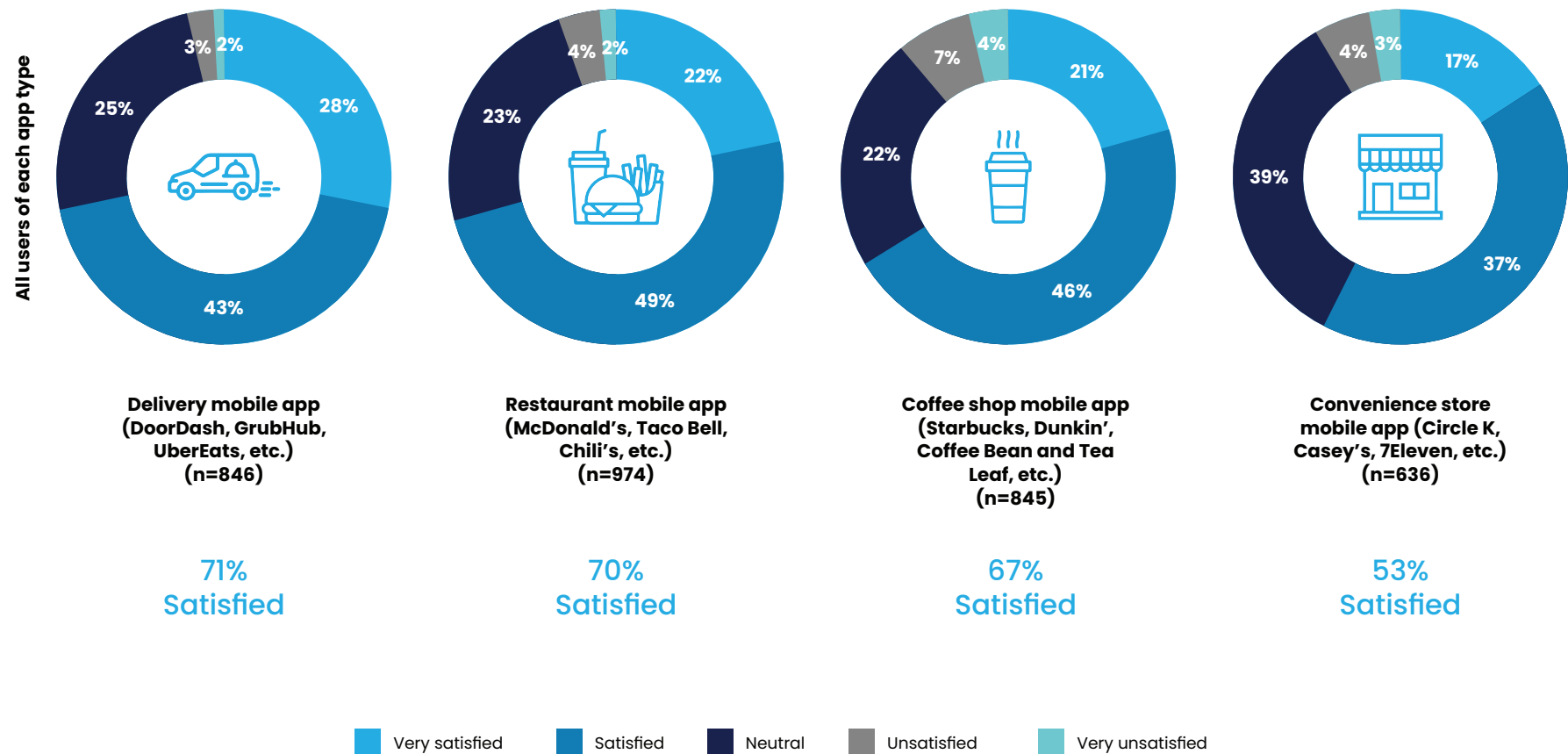
Except for delivery apps, those in the lowest income bracket are most likely to use an app to order food, and to be frequent users. Those earning above \$100k use apps the least.

Please indicate how frequently you use each of the following to order food.



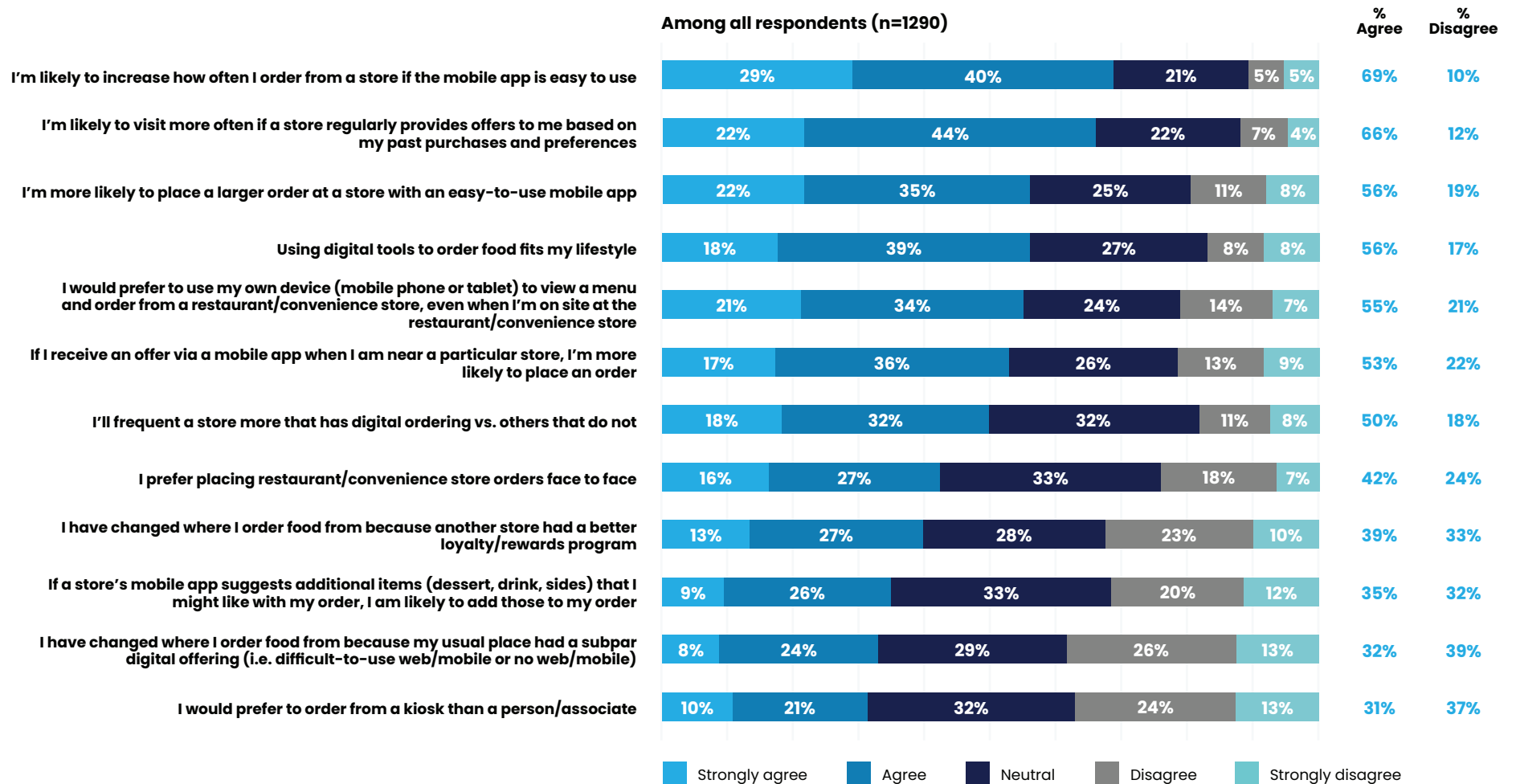
# Opportunity exists to improve digital customer experience overall but particularly in the convenience segment.

Please rate your overall satisfaction using the following to order food.



# Apps that are easy to use have the potential to increase order frequency. Personalized offers are also an effective route to growth.

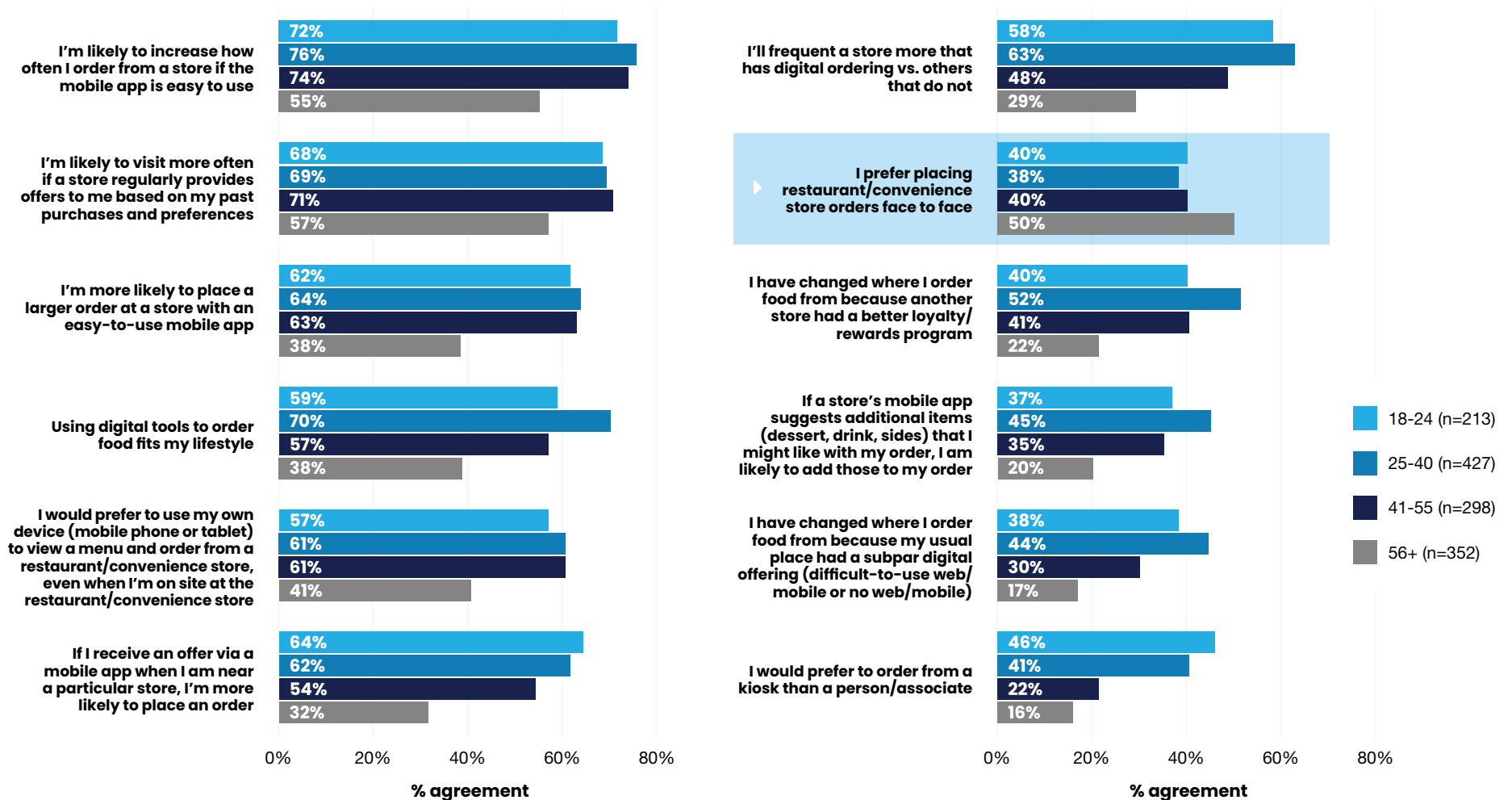
Please indicate your agreement with the following statements as it relates to your personal interactions with restaurants and convenience stores.





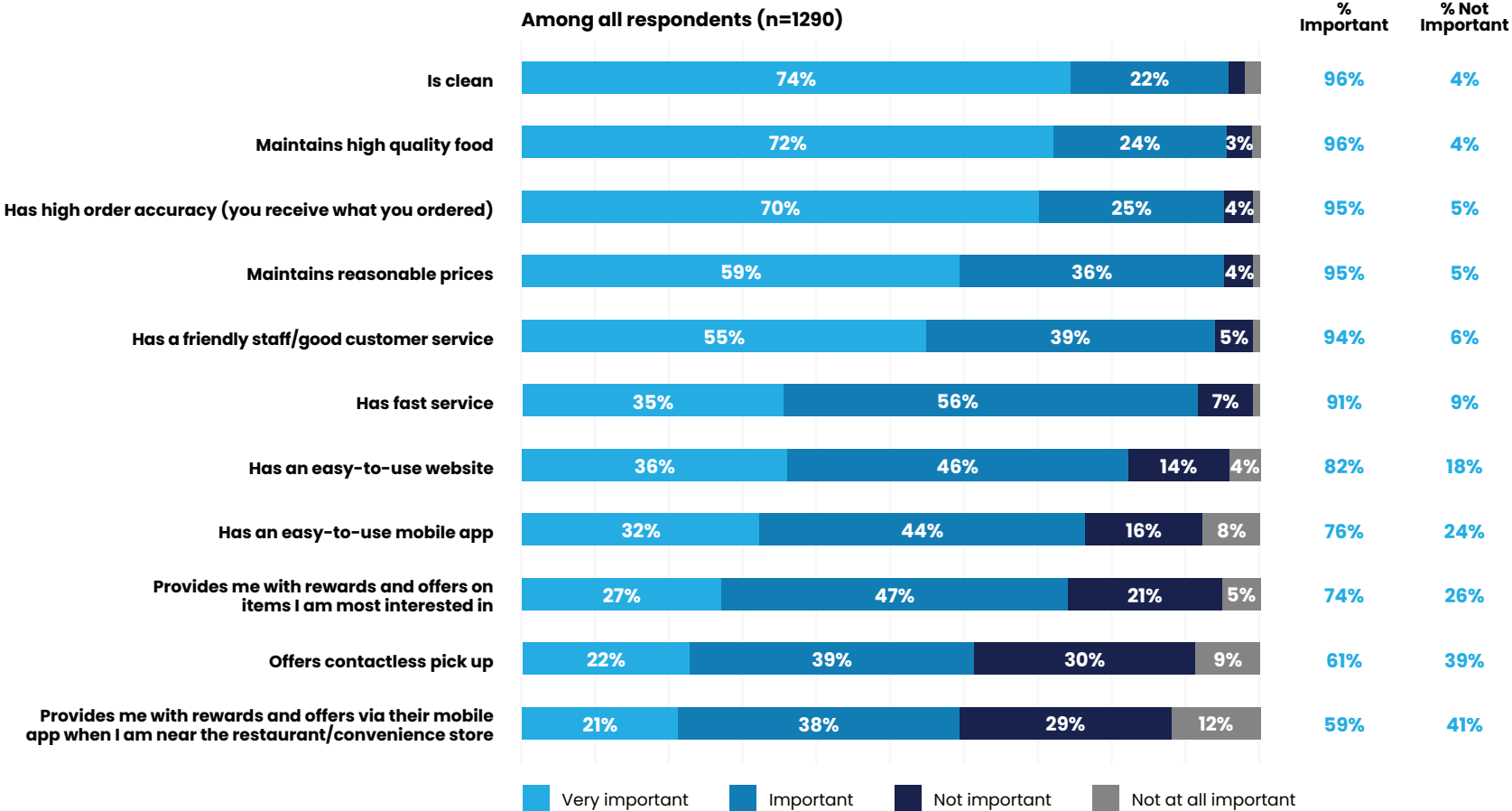
While digital tools are likely to have positive business benefits across age groups, those aged 56+ are the least influenced and had the highest preference for in-person ordering.

Please indicate your agreement with the following statements as it relates to your personal interactions with restaurants and convenience stores.



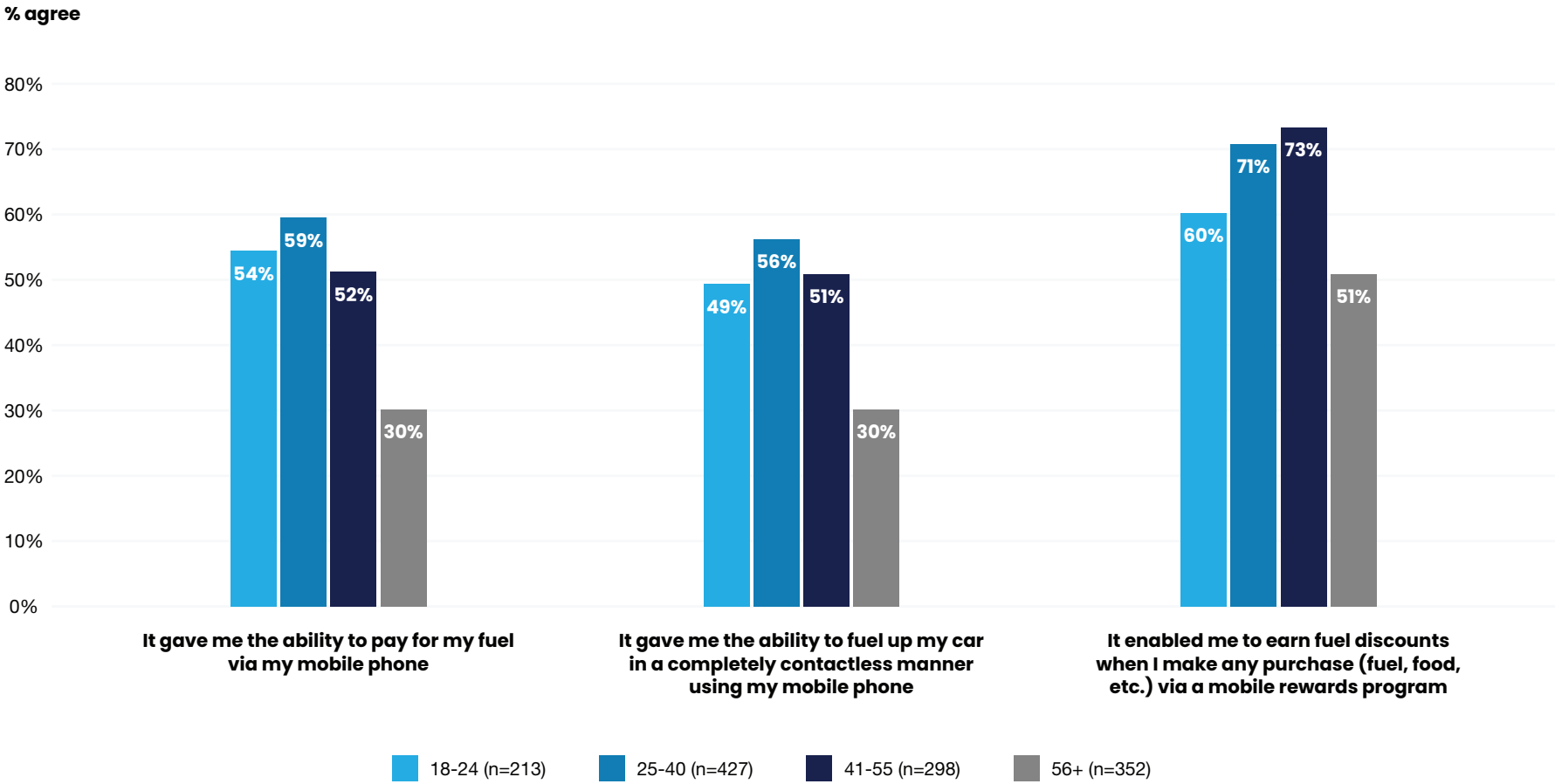
Cleanliness, food quality, price, and service remain essential to customer loyalty. The majority of consumers agree that digital offerings like an easy-to-use website and mobile app are also important.

Please indicate how important each of the following attributes are to you in continuing to order from a particular restaurant/convenience store.



# Offering mobile rewards and contactless fueling have the potential to drive increased visits, particularly among the 25-55 age demographic.

Please indicate your agreement with the following statements. I would visit a specific convenience store location more often if...



# About Mobiquity

Mobiquity is a digital consultancy that partners with the world's leading brands to design and deliver compelling digital products and services for their customers. Its approach balances human needs with usefully applied technology, unbound creativity with research and analytics, and agile development with strict engineering and security standards. Mobiquity's end-to-end services consider every dimension of a digital business from marketing to IT, providing strategy, experience design, product engineering, cloud services, and analytics. Mobiquity is an AWS Partner Network (APN) Premier Consulting Partner and has worked with AWS since 2011 to deliver 100% cloud-based innovation to its clients.

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