

New technologies are changing the way you shop

The way we shop is constantly evolving, but what is really possible as of now ? Let's have a look at some the most interesting new technologies that are reshaping how shopping is done.

It's hard to believe that in an era in which seemingly everyone is plugged into computers, smartphones, and tablets, some powerful new technology has not come along and completely taken over the way people shop. But new technologies for shopping are blurring the line between 'marketing' and 'sales' more than ever. The case may be that the store of tomorrow is just around the corner – or somewhere even more convenient.

Customers have turned to user-generated video reviews as part of product discovery. Search for nearly any product on YouTube and you will turn up tons of video reviews and unboxings, ranging in quality from the useless to the captivating. Google has announced a “channel gadget” aimed at easily turning videos into sales. The new service rapidly connects the viewer with online retailers that have the product in stock. By closing the gap between product discovery and purchasing, shoppable videos are encouraging a heightened level of sales and marketing alignment – a recurring theme among the latest trends in online shopping.

But Google is not the only company to recognize the power of video. *Ditto* is allowing users to virtually try out a pair of eyeglasses before purchasing them. [...]

A growing number of brick-and-mortar stores are turning portions of real estate into virtual displays where customers can browse and make purchases by clicking on images of the products or scanning QR codes. [...]

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