**Title: New survey finds that the majority of French people prefer to shop online rather than in-store**

A new and comprehensive survey by a leading market research and consulting firm has found that the majority of French people prefer to shop online rather than in-store, and that this trend is expected to continue and increase in the next few years.

According to the survey, the main reasons for the high and increasing preference for online shopping among French people are:

\* The convenience, speed, and efficiency of online shopping, and the ability to shop and compare products and prices from the comfort and privacy of one's home or office.

\* The diversity, availability, and accessibility of products and services online, and the ability to find and purchase products and services that are not available or accessible in-store.

\* The security, reliability, and transparency of online shopping, and the ability to protect and preserve one's personal and financial information, and to track and monitor the status and delivery of one's orders.

The survey also notes that the high and increasing preference for online shopping among French people will have a number of consequences and implications for the way of working of companies and organizations in the country, such as:

\* The need for a more proactive, comprehensive, and collaborative approach to the development, deployment, and use of e-commerce and digital marketing solutions and services, and the need for the involvement and participation of a diverse and representative range of stakeholders and experts in this process.

\* The need for a more balanced, responsible, and ethical approach to the use of e-commerce and digital marketing solutions and services, and the need for the education, training, and awareness of employees and stakeholders on the benefits, risks, and challenges of e-commerce and digital marketing.

\* The need for a more innovative, agile, and responsive approach to the development, deployment, and use of e-commerce and digital marketing solutions and services, and the need for the support and empowerment of employees and stakeholders who are involved in this process.