

# Buying Online: Understanding Why Consumers Sometimes Don't - US - July 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Shoppers of all ages and demographics are growing more comfortable buying products online, with 97% of all adults engaging in some online shopping over the past 12 months and one third shopping online at least once a week."

- Matt Lindner, Senior eCommerce Analyst

This report looks at the following areas:

- Online sales growth across all categories suggests barriers are eroding
- Retailers may get only one shot to win over an online shopper
- Online hasn't replicated the experience of seeing something in person

With online sales growth consistently outpacing overall retail sales growth and consumers growing more comfortable shopping online, online retailers are constantly looking to identify and eliminate any potential barriers that would prevent a consumer from completing an online purchase.

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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

Online sales growth across all categories suggests barriers are eroding

Retailers may get only one shot to win over an online shopper

Online hasn't replicated the experience of seeing something in person

Product quality concerns

Giving ground in some categories could win over more online shoppers

Try before you buy emerging as a consumer want for apparel

Freshness guarantee alleviates major barrier to buying groceries online

More user generated content could drive more online purchasing

### The Consumer – What's Happening

Consumers are shopping online and are comfortable with doing so

Figure 1: Online shopping frequency, April 2018

Figure 2: Online shopping comfort level, by age, April 2018

Online shopping isn't limited to a single device

Figure 3: Devices used to shop online, by age, March 2018

Younger consumers are shifting more of their spending online

Figure 4: Percentage of purchases made online versus in-store, by age, March 2018

Online shopping is spread across product categories

Figure 5: Online purchasing behavior, by product category, April 2018

### Evolving Expectations Around Online Shopping

Product reviews, free two-day shipping are key to winning future online business

Figure 6: Attitudes toward online shopping, April 2018

Frequent online shoppers want more information

Figure 7: Attitudes toward online shopping, by online shopping frequency, by parental status, April 2018

Online shoppers are not forgiving of a bad initial impression

Figure 8: Attitudes toward online shopping by age, by household income, April 2018

### Barriers to Online Purchasing – What You Need to Know

Consumers slow to buy food and drink products online

Shipping and returns issues scare away consumers from buying furniture

Sizing issues deter apparel and footwear purchases

Preference for stores lingers

Consumers want more details

### What Consumers Are Hesitant to Buy Online

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Furniture, food and drink lag behind other product categories

Figure 9: Products consumers aren't purchasing online, April 2018

Retailers have work to do to change consumers' minds

Everyday essentials create an opportunity for basket building

Figure 10: Products consumers aren't purchasing online, April 2018

Furniture and footwear purchases face obstacles online

Figure 11: Products consumers aren't purchasing online, April 2018

## Who Is Hesitant to Buy Online

Older consumers present a challenge for online retailers in general

Figure 12: Online purchasing behaviors, by product category, age, part one, April 2018

Figure 13: Online purchasing behaviors, by product category, age, part two, April 2018

Figure 14: Online purchasing behaviors, by product category, age, part three, April 2018

Non-parents are less likely to buy food online

Figure 15: Online food and drink purchasing behaviors, by parental status, April 2018

Younger consumers present an opportunity for furniture retailers

Figure 16: Online furniture purchasing behaviors, by product category, age, April 2018

Urban consumers lead the way when it comes to buying everyday products online

Figure 17: Online purchasing behaviors, by select product categories, by area, April 2018

## Why Consumers Are Hesitant to Buy Products Online

Consumers want to see and try products before buying

Figure 18: Reasons for not shopping for certain products online, April 2018

Women prefer to buy products in-store, while younger consumers think they're getting a better deal in-store

Figure 19: Reasons for not shopping for certain products online, by various demographics, April 2018

Unclear product details could prove costly

Figure 20: Reasons for not shopping for certain products online, by age, April 2018

## Understanding Barriers by Product Category

Barriers to food and drink purchases online

Food and drink online purchasing barriers by demographics

A freshness guarantee could drive more food sales

Figure 21: Attitudes toward online shopping by age, by parental status by age of children, April 2018

Envisioning a worst case online grocery shopping scenario

The trust factor in trying online grocery shopping

Shipping speed and shipping costs are deterrents to online grocery shopping

Barriers to buying beauty products online

Preference for stores

Figure 22: Reasons for not shopping for beauty products online, April 2018

Beauty products online purchasing barriers by demographics

Barriers to clothing and footwear purchases online

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The right fit isn't always easy to find online

Figure 23: Reasons for not shopping for clothing and accessories and footwear online, April 2018

Footwear online purchasing barriers by demographics

Clothing and accessories online purchasing barriers by demographics

Let online shoppers bring the store dressing room into their homes

Figure 24: Attitudes toward online shopping by age, by generation, online shopping frequency, April 2018

Consumers turn to online clothing retailers they trust in a pinch

Barriers to buying furniture online

Shipping and returns issues prevent consumers from buying furniture online

Figure 25: Reasons for not shopping for furniture online, April 2018

Furniture online purchasing barriers by demographics

## Reasons for Buying In-Store Instead of Online

Immediacy, being able to feel a product gives stores an edge

Figure 26: Reasons for buying in-store instead of online, April 2018

Women are more likely than men to buy in-store to avoid paying for shipping

Figure 27: Reasons for buying an item in-store instead of online, by gender, by age, April 2018

## Future Online Purchasing Drivers – What You Need to Know

Make returns easy

Give consumers something different

Get consumers in-store

## Motivators of Future Online Shopping

Easy returns can drive more online sales

Figure 28: Drivers of more online shopping, April 2018

Unique products can help set online retailers apart

Figure 29: Drivers of more online shopping, by online shopping frequency April 2018

Discounts on in-store pickup can win over parents of younger children

Figure 30: Drivers of more online shopping, by parental status and age of children, April 2018

Younger consumers want more product information, reviews

Figure 31: Drivers of more online shopping, by age, April 2018

Consumers expect retailers to adopt emerging online payment methods

Figure 32: Drivers of more online shopping, by age, by area, April 2018

How to best reach online shoppers

Figure 33: TURF Analysis – Factors to encourage online shopping, April 2018

## Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Direct marketing creative

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