

Path to Online Purchase - US - 2022

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This report looks at the following areas:

- The profile of the online shopper
- Why consumers decide to shop online
- Where consumers begin their online shopping journey
- Researching and purchasing behaviors
- Post-purchase expectations and opportunities for brands
- Reasons for impulse purchases as well as cart abandonment
- Frustrations with the online shopping process

Nearly half (46%) of consumers are heavy online shoppers, meaning they shop online at least once a week, if not more. eCommerce is a critical component of the shopping journey as a whole – consumers utilize online shopping channels even when they are in-store, in their homes, when commuting between places and everything in between. With a variety of consumers shopping online, brands must realize that they need more than a one-size-fits-all approach, as shoppers will have different needs and expectations along their personal paths to purchase online.

Inflation continues to eat away at consumers' spending power, causing them to refocus their budgets on essential purchases (eg gas, groceries), leaving less room for discretionary spending. Consumers will be focused on value as they shop – both in monetary forms and otherwise – and will heavily weigh the value of an item when deciding to make a purchase or not. Online, consumers will scrutinize what brands offer in order to find the best deal – brands who can offer convenience as well as monetary value will be more likely to convert consumers to purchase.

Consumers continue to face many barriers when shopping online, depending on who they are shopping with. A clunky online shopping experience will make it less likely that a consumer will end up purchasing from a given brand or retailer. Consumers are looking for a convenient, seamless experience that allows them to find what they need and keep moving. Inconsistent payment



“Shopping online has become a critical aspect of shopping in general for consumers over the last several years. The pandemic accelerated consumers' use of ecommerce across generations, and despite returning to in-store shopping, they still use online channels for everything from discovery and research to purchasing and post-purchase interactions with brands.”

– **Katie Hansen, Senior Analyst, Retail and**

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functions, difficulty finding items, and challenges in understanding the item details are among barriers that will lead consumers away from the brand or retailer in search of a better experience.

Technology expands where brands and consumers can meet, opening up opportunity for engagement and connection nearly anywhere in the digital space. The rise of social commerce, the metaverse, and NFTs allow consumers to interact with brands on a more personal level, and afford brands more ways to provide engaging experiences for consumers. This helps brands feel human and personable, thereby fostering a more personal connection with consumers.

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