

Online and Mobile Shopping - US - June 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The majority of e-commerce shoppers purchase goods online via laptop/desktop computers. Though they tend to stick to ‘familiar’ online retailers, the frequency in online shopping is significantly less than those who shop via smartphones or tablets. These shoppers tend to be savvy, to be more inclined to compare prices online, and to shop at ‘unfamiliar’ retailers.”

– Ali Lipson, Senior Retail and Apparel Analyst

In this report we answer the key questions:

- To drive the frequency of online purchases, retailers may consider stimulating mobile device use
- Convenience, the holy grail of e-shopping, boosted by smartphone and tablet ownership
- Inclination for online price comparison equates to low brand loyalty and high price sensitivity

Despite a healthy pace of 10.3% compounded annual growth rate from 2007-12, e-commerce only makes up a small percentage of the overall retail market. Sales via laptop/desktop computers make up the vast majority of e-commerce, but sales via tablet are increasing faster than sales through both laptops/desktops and smartphones. Tablet penetration is currently very low, not surprising considering its relative newness as a technology, but it is growing rapidly. Targeting these mobile-device users is important because of their higher than average number of purchases and spending amounts. The slow growth of e-commerce despite fairly high penetration suggests that online retailers should concentrate on building their sales through their existing customer base, as opposed to trying to attract new customers. Millennials are an important component of the existing online shopping contingent and tend to respond to low prices and peer/socially driven recommendations.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
oxygen@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Online and Mobile Shopping - US - June 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Scope and Themes

What you need to know
Definition
Data sources
Sales data
Consumer survey data
Advertising creative
Abbreviations and terms
Abbreviations
Terms

Executive Summary

The market

E-commerce retail sector developing into an important element in consumer shopping
Figure 1: Fan chart forecast of U.S. total online and mobile shopping sales, 2007-17

Annual growth in e-commerce's modest share of total retail
Figure 2: Online and mobile shopping share of total retail sales, 2008-12

Market drivers

Internet access through mobile devices likely drives frequent online purchases
M-commerce eating into traditional e-commerce, resulting in increased overall e-commerce
Figure 3: Total retail sales of m-commerce vs. traditional e-commerce, 2013-16

The consumer

Grocery items and other low-cost everyday items least likely to be bought online
Figure 4: Types of items that would not be bought online, by types of devices used for internet access, March 2013

Use of mobile handheld devices for online shopping is increasing
Average online spending shows solid growth in 2008-12, but cools for 2012
Asians top number of purchases, average spending on online shopping
Mobile technology use drives online purchases
Online price comparing behavior correlates with willingness to shop with unfamiliar retailers
Price sensitivity likely to guide online and mobile shopping
Desktop/laptop users out index mobile-device users in refraining from online shopping
What we think

Issues and Insights

To drive the frequency of online purchases, retailers may consider stimulating mobile device use
The issues
The implications
Convenience, the holy grail of e-shopping, boosted by smartphone and tablet ownership

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Online and Mobile Shopping - US - June 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The issues

The implications

Inclination for online price comparison equates to low brand loyalty and high price sensitivity

The issues

The implications

Trend Applications

Inspire trend: Life Hacking

Inspire trend: Prepare for the Worst

Mintel Futures: Access Anything, Anywhere

Market Size and Forecast

Key points

Online and mobile retailing an essential component in consumers shopping

Figure 5: U.S. total online and mobile shopping sales, at current prices, 2007-17

Figure 6: U.S. total online and mobile shopping sales, at inflation-adjusted prices, 2007-17

e-commerce vs. m-commerce

Fan chart forecast

Figure 7: Fan chart forecast of U.S. total online and mobile shopping sales, 2007-17

Market Drivers

Key points

Online activity: shopping

Internet access through mobile devices most likely encourages online shopping

Figure 8: Frequency of online shopping using any devices, by types of devices used for internet access, March 2013

The incidence of consumers purchase online is on the move, albeit making small strides

Figure 9: Online activity in the last 30 days – shopping and info gathering, July 2008-August 2012

Figure 10: Online activity in the last 30 days – shopping and info gathering, by age, August 2011-August 2012

Ownership of PCs and cell phones

PC penetration has plateaued

Figure 11: PC ownership, July 2008-August 2012

Figure 12: PC ownership, by age, August 2011-August 2012

Regardless of age, higher ownership in cell phones than PCs

Figure 13: Cell/wireless phone ownership, July 2008-August 2012

Figure 14: Cell/wireless phone ownership, by age, August 2011-August 2012

Internet accessibility

The vast majority of internet users access the web at home; in-road to work settings

Figure 15: Where internet is accessed, July 2008-August 2012

Rising penetration of tablets favorable catalyst to m-commerce sales

Internet access via laptops/desktops is higher for older groups, younger groups more apt to use mobile devices

Figure 16: Types of devices used for internet access, by gender and age, March 2013

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

Online and Mobile Shopping - US - June 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Mobile internet access stronger in households with children

Figure 17: Types of devices used for internet access, by presence of children in household, March 2013

Competitive Context

Key points

Slim share of total retail growing annually

Figure 18: Online and mobile shopping share of total retail sales, 2007-12

Figure 19: Impact of familiarity with online retailers on purchasing, by types of devices used for internet access, March 2013

Figure 20: Change in price comparison in past year, by types of devices used for internet access, March 2013

Underutilization of automatic re-ordering services

Figure 21: Use of online subscriptions for household consumables, by age, March 2013

Figure 22: Use of online subscriptions for household consumables, by household income, March 2013

Groceries, other low-cost everyday items least likely to be bought online

Figure 23: Types of items that would not be bought online, by types of devices used for internet access, March 2013

Innovations and Innovators

eBay Now offers same-day delivery from brick-and-mortar retailers

Figure 24: eBay Now informational website, May 2013

Figure 25: e-Bay now app screen shots, May 2013

Figure 26: Glance by Zappos, May 2013

Green sites cater to those seeking eco-friendly products

Costco Wholesale shoppers can make mobile purchases through its member magazine

Leading Companies

Key points

Amazon retains leading position among online retailers

Figure 27: Online sales of top 10 internet retailers, 2010-11

Retailer overview

Amazon.com

Zappos.com

Diapers.com and Soap.com

ebay.com

Marketing Strategies

Television Advertising

Amazon.com

Figure 28: Amazon.com TV ad, "Stepping up fashion," March 2013

Eastbay.com

Figure 29: Eastbay.com TV ad, "Moving up," February 2013

Hautelook

Figure 30: Hautelook TV ad, "Style Obsessed," April 2013

Overstock.com

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Online and Mobile Shopping - US - June 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 31: Overstock.com TV ad, "Twice as nice," April 2013

Shoemint

Figure 32: Shoemint.com TV ad, "Shoes' Affair," December 2012

Zulily

Figure 33: Zulily TV ad, "Better than Boutique," February 2013

Other marketing activity

Traditional retailers compete with flash sale sites

Figure 34: Neiman Marcus email ad, May 2013

Figure 35: Bloomingdale's email ad, May 2013

Hautelook revamps mobile experience

Online exclusives remain key strategy among retailers

Social Media – Online and Mobile Shopping

Key points

Key social media metrics

Figure 36: key brand metrics, online and mobile shopping brands, May 2013

Market overview

Brand usage and awareness

Figure 37: Usage and awareness of selected online and mobile shopping brands, March 2013

Interaction with brands

Figure 38: Interaction with selected online and mobile shopping brands, March 2013

Online conversations

Figure 39: Percentage of consumer conversation, by selected online and mobile shopping brands, by tier, April 28, 2013-May 27, 2013

Figure 40: Online mentions, selected online and mobile shopping brands, by day, by tier, April 28, 2013-May 27, 2013

Where are people talking about online and mobile shopping brands?

Figure 41: Mentions by page type, selected online and mobile shopping brands, by tier, April 28, 2013-May 27, 2013

What are people talking about online?

Figure 42: Mentions, by type of conversation, selected online and mobile shopping brands, April 28, 2013-May 27, 2013

Figure 43: Major areas of discussion surrounding online and mobile shopping brands, percent of daily mentions, by day, April 28, 2013-May 27, 2013

Figure 44: Major areas of discussion surrounding online and mobile shopping brands, by page type, by tier, April 28, 2013-May 27, 2013

Brand analysis

Amazon.com

Figure 45: Amazon.com key social media indicators, May 2013

Key online campaigns

What we think

ASOS.com

Figure 46: ASOS.com key social media indicators, May 2013

Key online campaigns

What we think

Sephora.com

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Online and Mobile Shopping - US - June 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 47: Sephora.com key social media indicators, May 2013

Key online campaigns

What we think

Zappos.com

Figure 48: Zappos.com key social media indicators, May 2013

Key online campaigns

What we think

Gilt.com

Figure 49: Gilt key social media indicators, May 2013

Key online campaigns

What we think

Peapod.com

Figure 50: Peapod.com key social media indicators, May 2013

Key online campaigns

What we think

Online Shopping, Frequency, and Spending

Key points

Online purchases

Online shopping penetration stagnant since 2008

Figure 51: Any online shopping in past year, July 2008 - August 2012

Women, affluent consumers, and those between 25-54 more likely to have made recent online purchase

Figure 52: Any online shopping in the past year, by gender, August 2011-August 2012

Figure 53: Any online shopping in the past year, by age, August 2011-August 2012

Figure 54: Any online shopping in past year, by household income, August 2011-August 2012

Online shopping frequency

Online purchases through mobile handheld devices on the rise

Figure 55: Frequency of online shopping using any devices, laptops, tablets, and smartphones, March 2013

Shoppers aged 18-34, particularly men, most frequent online buyers

Figure 56: Frequency of online shopping using any devices, laptops, tablets, and smartphones, by gender and age, March 2013 – Part I

Figure 57: Frequency of online shopping using any devices, laptops, tablets, and smartphones, by gender and age, March 2013 – Part II

Brand loyalty toward a particular online retailer more likely among infrequent shoppers

Figure 58: Frequency of online shopping using a tablet/smartphone, by impact of familiarity with online retailers on purchasing, March 2013

Amount spent on online shopping in the past year

Solid growth in 2008-12 average online shopping expenditures; only a slight slope in 2012

Figure 59: Amount spent on online shopping in the past year, July 2008-August 2012

Demographics of online spend varies by age and gender groups

Figure 60: Amount spent on online shopping in the past year, by gender, August 2011-August 2012

Figure 61: Amount spent on online shopping in the past year, by age, August 2011-August 2012

Figure 62: Amount spent on online shopping in past year, by household income, August 2011-August 2012

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

Online and Mobile Shopping - US - June 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Categories Favored for Online vs. Offline Purchase

Key points

Categories purchased online

Wide variety of products and services bought online

Figure 63: Type of products/services ordered online in the past year, by gender, August 2011-August 2012

Stronger online purchase penetration among 25-44s across nearly all categories

Figure 64: Type of products/services ordered online in the past year, by age, August 2011-August 2012

Categories not purchased online

Perishable and non-perishable food items most likely type not to be purchased online

Figure 65: Types of items that would not be bought online, March 2013

Change in Online Purchases

Key points

More items purchased online this year, particularly among younger shoppers

Figure 66: Change in number of items purchased online in the past year, by gender and age, March 2013

Households with children most likely to be making more online purchases

Figure 67: Change in number of items purchased online in the past year, by presence of children in household, March 2013

Mobile technology an influential component to increased online purchases

Figure 68: Change in number of items purchased online in the past year, by types of devices used for internet access, March 2013

Online Price Comparison and Payment Methods

Key points

Online shoppers' price comparison behavior

Willingness to compare prices online opens shoppers up to shopping at unfamiliar retailers

Figure 69: Change in price comparison in past year, by impact of familiarity with online retailers on purchasing, March 2013

Use of mobile apps growing

Figure 70: Change in price comparison in past year, by gender and age, March 2013

Households with children keen to conduct online price comparison

Figure 71: Change in price comparison in past year, by presence of children in household, March 2013

Preferred payment methods for online shopping

Figure 72: Payment method used for online shopping, by types of devices used for internet access, March 2013

Figure 73: Payment method used for online shopping, by incidence of online shopping by smartphone, tablet, or laptop/desktop, March 2013

Figure 74: Payment method used for online shopping, by gender and age, March 2013

Attitudes and Behaviors Toward Online Shopping

Key points

Consumers' perceptions of online shopping

Convenience the holy grail of online shopping; price a vital connector

Millennials' changing habits paint the path of online and mobile shopping

Figure 75: Attitudes toward online shopping, by gender and age, March 2013

Household income not a significant factor affecting online shopping

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Online and Mobile Shopping - US - June 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 76: Attitudes toward online shopping, by household income, March 2013

Price drives online shoppers with children under 18

Figure 77: Attitudes toward online shopping, by presence of children in household, March 2013

Familiarity as an influential factor in determining online shopping

Figure 78: Impact of familiarity with online retailers on purchasing, by gender and age, March 2013

Figure 79: Impact of familiarity with online retailers on purchasing, by household income, March 2013

Reasons to avoid online shopping

The sidestep of online shopping links to immense desktop/laptop-based internet users

Figure 80: Reasons for not shopping online, by types of devices used for internet access, March 2013

Preference for the in-store shopping experience presents a barrier to online sales

Figure 81: Reasons for not shopping online, by never purchased in online/mobile, March 2013

Older women in particular like the in-store shopping experience

Figure 82: Reasons for not shopping online, by gender and age, March 2013

Impact of Race and Hispanic Origin

Key points

PCs and cell phones penetration highest among Asians

Figure 83: PC ownership, by race/Hispanic origin, August 2011-August 2012

Figure 84: Cell/wireless phone ownership, by race/Hispanic origin, August 2011-August 2012

Asians and Hispanics likely favor iPhone; blacks prefer Android

Figure 85: Types of devices used for internet access, by race/Hispanic origin, March 2013

Asians spent the most on online shopping

Figure 86: Any online shopping in the past year, by race/Hispanic origin, August 2011-August 2012

Figure 87: Amount spent on online shopping in the past year, by race/Hispanic origin, August 2011-August 2012

Asians the most likely frequented online shoppers

Figure 88: Frequency of online shopping using any devices, by race/Hispanic origin, March 2013

Diversity necessitates the need to differentiate online marketing messages

Figure 89: Type of products/services ordered online in past year, by race/Hispanic origin, August 2011-August 2012

Figure 90: Types of items that would not be bought online, by race/Hispanic origin, March 2013

Asians and Hispanics the most likely groups to have increased online purchases

Figure 91: Change in number of items purchased online in the past year, by race/Hispanic origin, March 2013

Minorities' inclinations to compare prices online requires unique marketing initiatives

Figure 92: Change in price comparison in past year, by race/Hispanic origin, March 2013

Hispanics least likely to feel comfortable using credit card for online transactions

Figure 93: Payment method used for online shopping, by race/Hispanic origin, March 2013

Key Driver Analysis

Methodology

Convenience strong determinant among Amazon shoppers

Figure 94: Key drivers of recent online or mobile purchase from Amazon, June 2012

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
 EMAIL: oxygen@mintel.com

Online and Mobile Shopping - US - June 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Custom Consumer Groups – Online Retailer Purchased From

Introduction

Mobile devices play a role in determining frequency of online shopping

Figure 95: Types of devices used for internet access, by online retailer purchased from, March 2013

Figure 96: Frequency of online shopping using any devices, by online retailer purchased from, March 2013

Regardless of brand, convenience is the biggest contender

Figure 97: Attitudes toward online shopping, by online retailer purchased from, March 2013

Zappos' customers likely to shop online retailers they are not familiar with

Figure 98: Impact of familiarity with online retailers on purchasing, by online retailer purchased from, March 2013

Figure 99: Change in price comparison in past year, by online retailer purchased from, March 2013

Reasons why shoppers refrain from online shopping, by retailer shopped

Figure 100: Reasons for not shopping online, by online retailer purchased from, March 2013

Appendix – Other Useful Consumer Tables

Devices used for internet access

Figure 101: Types of devices used for internet access, by household income, March 2013

Figure 102: Types of devices used for internet access, by marital/relationship status, March 2013

Figure 103: Types of devices used for internet access, by region, March 2013

Figure 104: Types of devices used for internet access, by Hispanic origin and household income, March 2013

Figure 105: Types of devices used for internet access, by gender and household income, March 2013

Frequency of online shopping – any usage of online purchase

Figure 106: Frequency of online shopping using any devices, by age, March 2013

Figure 107: Frequency of online shopping using any devices, by household income, March 2013

Figure 108: Frequency of online shopping using any devices, by marital/relationship status, March 2013

Figure 109: Frequency of online shopping using any devices, by presence of children in household, March 2013

Figure 110: Frequency of online shopping using any devices, by region, March 2013

Figure 111: Frequency of online shopping using any devices, by generation, March 2013

Figure 112: Frequency of online shopping using any devices, by Hispanic origin and household income, March 2013

Figure 113: Frequency of online shopping using any devices, by gender and household income, March 2013

Figure 114: Frequency of online shopping using any devices, by Hispanic origin and age, March 2013

Figure 115: Frequency of online shopping using any devices, by parents with children and age, March 2013

Frequency of online shopping – using a smartphone

Figure 116: Frequency of online shopping via smartphone, by race/Hispanic origin, March 2013

Figure 117: Frequency of online shopping via smartphone, by marital/relationship status, March 2013

Figure 118: Frequency of online shopping via smartphone, by presence of children in household, March 2013

Figure 119: Frequency of online shopping via smartphone, by generation, March 2013

Figure 120: Frequency of online shopping via smartphone, by parents with children and age, March 2013

Frequency of online shopping – using a tablet

Figure 121: Frequency of online shopping via tablet, by race/Hispanic origin, March 2013

Figure 122: Frequency of online shopping via tablet, by generation, March 2013

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Online and Mobile Shopping - US - June 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Frequency of online shopping – using a laptops or desktop

- Figure 123: Frequency of online shopping via laptop/desktop, by marital/relationship status, March 2013
- Figure 124: Frequency of online shopping via laptop/desktop, by presence of children in household, March 2013
- Figure 125: Frequency of online shopping via laptop/desktop, by region, March 2013
- Figure 126: Frequency of online shopping via laptop/desktop, by generation, March 2013
- Figure 127: Frequency of online shopping via laptop/desktop, by race/Hispanic origin, March 2013
- Figure 128: Frequency of online shopping via laptop/desktop, by Hispanic origin and household income, March 2013
- Figure 129: Frequency of online shopping via laptop/desktop, by gender and household income, March 2013
- Figure 130: Frequency of online shopping via laptop/desktop, by Hispanic origin and age, March 2013
- Figure 131: Frequency of online shopping via laptop/desktop, by parents with children and age, March 2013

Categories not purchased online

- Figure 132: Types of items that would not be bought online, by gender and age, March 2013
- Figure 133: Types of items that would not be bought online, by generation, March 2013
- Figure 134: Types of items that would not be bought online, by Hispanic origin and age, March 2013
- Figure 135: Types of items that would not be bought online, by parents with children and age, March 2013

Change in online purchases

- Figure 136: Change in number of items purchased online in the past year, by marital/relationship status, March 2013
- Figure 137: Change in number of items purchased online in the past year, by region, March 2013
- Figure 138: Change in number of items purchased online in the past year, by generation, March 2013
- Figure 139: Change in number of items purchased online in the past year, by Hispanic origin and age, March 2013

Attitudes toward online shopping

- Figure 140: Attitudes toward online shopping, by age, March 2013
- Figure 141: Attitudes toward online shopping, by household income, March 2013
- Figure 142: Attitudes toward online shopping, by marital/relationship status, March 2013
- Figure 143: Attitudes toward online shopping, by region, March 2013
- Figure 144: Attitudes toward online shopping, by generation, March 2013
- Figure 145: Attitudes toward online shopping, by Hispanic origin and household income, March 2013
- Figure 146: Attitudes toward online shopping, by gender and household income, March 2013
- Figure 147: Attitudes toward online shopping, by Hispanic origin and age, March 2013
- Figure 148: Attitudes toward online shopping, by parents with children and age, March 2013

Behaviors toward online price comparison

- Figure 149: Change in price comparison in the past year, by age, March 2013
- Figure 150: Change in price comparison in past year, by household income, March 2013
- Figure 151: Change in price comparison in past year, by marital/relationship status, March 2013
- Figure 152: Change in price comparison in past year, by region, March 2013
- Figure 153: Change in price comparison in past year, by generation, March 2013
- Figure 154: Change in price comparison in past year, by Hispanic origin and household income, March 2013
- Figure 155: Change in price comparison in past year, by gender and household income, March 2013
- Figure 156: Change in price comparison in past year, by Hispanic origin and age, March 2013

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Online and Mobile Shopping - US - June 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Payment methods for online shopping

- Figure 157: Payment methods used for online shopping, by age, March 2013
- Figure 158: Payment method used for online shopping, by marital/relationship status, March 2013
- Figure 159: Payment method used for online shopping, by region, March 2013
- Figure 160: Payment method used for online shopping, by generation, March 2013
- Figure 161: Payment method used for online shopping, by Hispanic origin and household income, March 2013
- Figure 162: Payment method used for online shopping, by gender and household income, March 2013
- Figure 163: Payment method used for online shopping, by Hispanic origin and age, March 2013
- Figure 164: Payment method used for online shopping, by parents with children and age, March 2013

Appendix – Key Driver Analysis

Interpretation of results

- Figure 165: Recent online or mobile purchase from Amazon – key driver output, June 2013

Appendix – Social Media

Usage and awareness

- Figure 166: Brand usage or awareness, March 2013
- Figure 167: Amazon.com usage or awareness, by demographics, March 2013
- Figure 168: ASOS.com usage or awareness, by demographics, March 2013
- Figure 169: Zappos.com usage or awareness, by demographics, March 2013
- Figure 170: Gilt.com usage or awareness, by demographics, March 2013
- Figure 171: Sephora.com usage or awareness, by demographics, March 2013
- Figure 172: Peapod.com usage or awareness, by demographics, March 2013

Interaction with brands

- Figure 173: Activities done, March 2013
- Figure 174: Amazon.com – Activities done, by demographics, March 2013
- Figure 175: Amazon.com – Activities done, by demographics, March 2013
- Figure 176: Zappos.com – Activities done, by demographics, March 2013

Online conversations

- Figure 177: Percentage of consumer conversation by selected online and mobile shopping brands, by tier, April 28, 2013-May 27, 2013
- Figure 178: Online mentions, selected online and mobile shopping brands, by day, April 28, 2013-May 27, 2013
- Figure 179: Mentions, by page type, selected online and mobile shopping brands, tier 1, April 28, 2013-May 27, 2013
- Figure 180: Mentions, by page type, selected online and mobile shopping brands, tier 2, April 28, 2013-May 27, 2013
- Figure 181: Mentions, by type of conversation, selected online and mobile shopping brands, April 28, 2013-May 27, 2013
- Figure 182: Major areas of discussion surrounding online and mobile shopping brands, percent of daily mentions, by day, April 28, 2013-May 27, 2013
- Figure 183: Major areas of discussion surrounding online and mobile shopping brands, by page type, tier 1, April 28, 2013-May 27, 2013
- Figure 184: Major areas of discussion surrounding online and mobile shopping brands, by page type, tier 2, April 28, 2013-May 27, 2013

Appendix: Trade Associations

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com