

The Path to Online Purchase: Understanding the Consumer - US - December 2019

Report Price: £3695 | \$4995 | €4400

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

This report looks at the following areas:

- Pave a clear avenue for buying
- Each step is an opportunity to engage with consumers
- A personalized journey empowers consumers' decisions to buy



"The path to online purchase lives in a blended state of online and offline experiences. eCommerce offers an opportunity for retailers to connect with consumers beyond convenience and competitive price offerings."

-Katie Yackey, eCommerce Analyst

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

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

Table of Contents

OVERVIEW

- What you need to know
- Definition

EXECUTIVE SUMMARY

- Overview
- Top takeaways
- Pave a clear avenue for buying
- Each step is an opportunity to engage with consumers
- A personalized journey empowers consumers' decisions to buy
- What it means

MARKET PERSPECTIVE

- Seamlessness is the name of the game

WHAT'S HAPPENING

- eCommerce tools allow consumers to shop smarter, not harder
Figure 1: Tribe alert pop-up, November 2019
- Google Shopping gets personal

WHAT TO WATCH

- Wearables allow for brand interaction from everywhere

GENERAL OVERVIEW

- Consumers see online as part of their purchase journey
- Physical stores remain a critical pillar for ecommerce
Figure 2: Attitudes about making purchases online, October 2019
- (Don't) Call me – text me – if you want to reach me
Figure 3: Consumer attitudes, October 2019
- Online purchases inch upward
Figure 4: Percentage consumers shopped online last 12 months, October 2019
- Show consumers that you're listening
Figure 5: Percentage consumers shopped online in last 12 months, by age, October 2019
- Purchasing online is for all products
Figure 6: Products consumers typically shop for online, October 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

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

- **Heavy online shoppers can be advocates for all online product types**

Figure 7: Products consumers typically shop for by online shopping habits, October 2019

- **From bland to yum: brands can bubble their way back to the top with mobile-first**

Figure 8: Devices consumers use to shop online, by age, October 2019

STEP ONE: CONSUMERS ARE UNAWARE OF NEED/WANT

- **Individual storytelling piques consumer's interest**

Figure 9: Sources that encouraged consumers to seek out a product online, October 2019

Figure 10: Sources that encouraged consumers to seek out a product online, by age and gender, October 2019

STEP TWO: CONSUMERS BECOME AWARE OF NEED/WANT

- **A clear product picture propels adventure**

Figure 11: How consumers typically shop online, October 2019

- **Amazon gobbles up search starts**

Figure 12: Online starting point, October 2019

STEP THREE: CONSUMERS CONSIDER SOLUTIONS

- **Provide a category map for consumers to find X**

Figure 13: How consumers shop in general, October 2019

- **Browsing activities leave room for brand interception**

Figure 14: How consumers shop, by age, October 2019

- **Consumers can handle (and want) the truth of reviews**

Figure 15: Pre-purchase activities for product selection and price, October 2019

- **Free shipping isn't searched for, it's expected**

Figure 16: Pre-purchase activities for shipping and returns, October 2019

STEP FOUR: CONSUMERS BUY

- **Converge the path in the online woods**

Figure 17: Final steps consumers take before buying, October 2019

- **Consumers want to exert more control while benefiting from convenience**

Figure 18: Final steps before purchasing, by product, October 2019

Figure 19: Final steps before purchasing, by product, October 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

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

- **Incentivize the immediate “buy now” click**
Figure 20: Final steps before purchasing, by age and gender, October 2019
- **Free shipping isn’t enough anymore**
Figure 21: Factors driving impulse purchases, October 2019

FRUSTRATIONS AND BARRIERS

- **Account creation and poor image quality inhibit a seamless experience**
Figure 22: Frustrations and barriers when purchasing online, October 2019
- **Cart abandonment is the consumer’s way of window shopping online**
Figure 23: Barriers to online purchases, October 2019
- **Item price and total cost are two different sides of the same coin**
Figure 24: Barriers by age, October 2019

STEPS 5 AND 6: CONSUMERS USE AND REPLENISH

- **The relationship doesn’t end after the customer clicks “buy”**

ONLINE CLOTHING AND ACCESSORIES PURCHASE PROCESS

- **Amazon: a trusted shopping partner**
Figure 25: Where consumers start when shopping for clothing and accessories online, October 2019
- **Show me the possibilities**
Figure 26: How consumers shop for clothing and accessories online, October 2019
- **Provide clothing shoppers with an online personal assistant as they buy**
Figure 27: Last steps before purchase for clothing and accessories online, October 2019
Figure 28: Warby Parker Home Try-On

ONLINE GROCERY PURCHASE PROCESS

- **Amazon and Walmart battle it out over where to buy carrots**
Figure 29: Where consumers start when shopping for groceries online, October 2019
Figure 30: Imperfect Foods
- **Simplify online grocery to delight and surprise**
Figure 31: How consumers shop for groceries online, October 2019
- **Inspire consumer’s meal times to score extra basket items**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

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

Figure 32: Last steps for purchasing groceries online, October 2019

ONLINE BEAUTY PRODUCT PURCHASE PROCESS

- **Maybe she’s born with it, maybe it’s Amazon**
Figure 33: Where consumers start when shopping for beauty products online, October 2019
- **Leverage expertise to pin-point underlying beauty frustrations**
Figure 34: How consumers shop for beauty products online, October 2019
- **Bigger isn’t always better**
Figure 35: Last steps for purchasing beauty products online, October 2019

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Behavioral data**
- **Abbreviations and terms**
- **Abbreviations**
- **Where consumers learn about products by age**
Figure 36: Sources that encouraged consumers to seek out a product online, by age, October 2019
- **What drives impulse purchases by age**
Figure 37: Factors driving impulse purchases, by age, October 2019

APPENDIX – THE CONSUMER

- Figure 38: Home ownership, by age
- Figure 39: Consumer attitudes, by age
- Figure 40: Consumer attitudes, by gender
- Figure 41: Quality concerns, by age
- Figure 42: Quality concerns, by gender
- Figure 43: Search sites, by age

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.