

UPS Pulse of the Online Shopper™

European Study

This infographic contains selected insights from the UPS Europe 2017 Pulse of the Online Shopper study which evaluates consumer shopping habits from pre-purchase to post-delivery. The 2017 study was fielded in Q3 2017 and is based on a comScore survey of 6,478 online shoppers from France, Germany, Italy, Poland, Spain and the U.K. Respondents made at least two online purchases in a typical three-month period.



UPS Europe Pulse of the Online Shopper Study 2017

To succeed in today's dynamic retail market, businesses are compelled to understand consumer expectations, shopping behaviours and channel preferences at every stage of the customer journey. The study reveals that convenience often drives decisions, while relevant and transparent information seals the purchase.



Search and purchasing dynamics



Top important factors when searching for and selecting products online (% IMPORTANT)



of initial searches, on average, begin at a marketplace

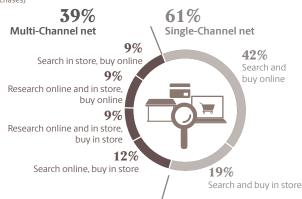
 $76\%_{\text{Product price}}$

71% Shipping fees

71% Detailed product information

Purchase method

(% of purchases)



Understanding delivery needs

are interested in shipping to an alternative location with extended hours and if fees are less than shipping to their home



When purchasing from domestic retailers

36% are willing to wait 5 days or longer when they are paying for shipping.



are willing to wait 5 days or longer when shipping is free.

51% of the time, on average, online shoppers use free shipping on their orders.



The study, fielded by comScore in Q3 2017, is based on the input of 6,478 qualified comScore panelists who made at least two online purchases in a typical three-month period.

Expectations at checkout

Importance of options when checking out online (TOP 4)



Guaranteed payment options. delivery date like PavPal

Providing shipping costs early in the process

abandoned their shopping cart due to shipping costs making the total purchase cost more than expected



have decided not to make a purchase due to lengthy estimated have decided not to make a purchase date to 1.0 or , delivery time or when no delivery date was provided



THE MAJORITY (88%) OF SHOPPERS TAKE AN ACTION TO QUALIFY FOR FREE SHIPPING, TOP ACTIONS INCLUDE:



add items to cart to qualify for free shipping with intention of keeping items

choose the slowest transit time offered $% \left(1\right) =\left(1\right) \left(1\right)$ on a retailer's site because it's free

search online for a promo code for free 27% shipping



Getting returns right

Top elements of a positive return experience



Free return shipping



"no questions asked" return policy



Automatic refund to my debit or credit card once my items are received back by the retailer



online shoppers rate free returns as important when selecting an online retailer

of online shoppers review the returns policy before they purchase an item





37% of shoppers have returned an online purchase in the last year



To download the 2017 UPS Europe Pulse of the Online Shopper[™] study, visit **ups.com**