

FOLLOW THE ONLINE SHOPPER'S ROAD TO HAPPINESS

UPS partnered with comScore to find out what consumers want during their shopping experience by surveying more than 3,000 online shoppers.

CHANNELS

THE INFLUENCE OF ONLINE, MOBILE, SOCIAL MEDIA & OMNICHANNEL RETAILING

7 OUT OF 10 online shoppers prefer to shop with their favorite retailers online

47%

want a coupon on their mobile phone if they are in or near a physical store

46%

say they are less likely to comparison shop when using a retailer's mobile app

86%

of online shoppers who have liked a retailer on Facebook pay attention to retailer updates

44%

would be likely to shop with a retailer if they could buy online and pick up in the store

3 OUT OF 4 have added to their cart to qualify for free shipping

62%

want to purchase online & make in-store returns

2/3

of shoppers review a return policy before making a purchase

44%

of those who abandoned a shopping cart did so because of a long wait for delivery

88%

said they have abandoned a shopping cart

CHOICES

CONSUMERS WANT MORE OPTIONS & MORE CONTROL

78%

most often choose the most inexpensive shipping option but more than half expect to have speedier options

Online shoppers want more flexibility post-purchase:



Only **44%** of online shoppers are satisfied with their ability to choose a time of day for delivery



Only **55%** were satisfied with the "ability to pick up at a retail location that is convenient to me"

7.2 DAYS

is the average time consumers are willing to wait to receive online purchases

MAKING IT EASY TO SHOP DRIVES SATISFACTION

CONVENIENCE

67%

of consumers will shop more with a retailer if they offer a hassle-free returns policy

8 OUT OF 10

customers are likely to make a purchase if they can return an item for free either in person or online

97%

of consumers say tracking is "essential" or "nice to have"

2ND

most important factor at check-out: seeing estimated costs and delivery dates early in the process