

How COVID-19 Is Changing Online Consumer Behavior



To stay competitive, brands and retailers need to know these consumers — where they are spending time, how they are shopping and what their shopping habits might be in the future — and build effective strategies to reach them.

consumer behavior formed during this unprecedented time may shape shopping habits for years to come.

The e-commerce landscape is evolving quickly as consumers and brands adapt to a post-coronavirus world. And

We polled over 1,000 active US consumers about their shopping habits to find out how the COVID-19 crisis has impacted their behavior since the start of March.*

WHERE CONSUMERS ARE SPENDING TIME

46% of consumers are shopping online more frequently:

"Since the outbreak of Coronavirus/COVID-19 at the start of March..."

18-25 YEAR OLDS 62%

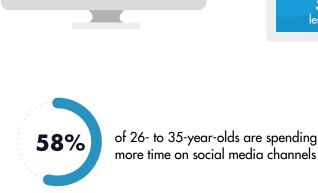
47% **36-45 YEAR OLDS 46-55 YEAR OLDS** 36% **56-65 YEAR OLDS** 41%

66 YEARS + 38% Q: Are you spending more or less time on... **TABLETS/MOBILE DEVICES SOCIAL MEDIA CHANNELS** LAPTOP/DESKTOP COMPUTERS

> 40% same amount

52%

more time



AMAZON

amazon

54% more time

same amount

less time

39%

5%

BROWSING RETAILER /BRAND WEBSITES

WORD OF MOUTH

TV/STREAMING ADS

57.2%

13.9%

60.6%

25.5%

MEDICAL SUPPLIES

37% have bought these

items since the beginning

of March 2020

31%

of consumers purchased

items they had never bought

online before

36-45 YEAR OLDS

46-55 YEAR OLDS

56-65 YEAR OLDS

18-25 YEAR OLDS

26-35 YEAR OLDS

PRICE

PRODUCT AVAILABILITY

DELIVERY SPEED

BRAND NAME

REVIEWS

66 YEARS +

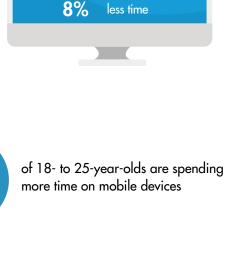
FACEBOOK

SOCIAL MEDIA

BROWSING MARKETPLACES

26-35 YEAR OLDS





12%

less time

17%

16%

15%

11%

9%

82.6%

AMAZON

4.2%

a

60.8%

35%

BOOKS & HOBBIES

27% have bought these items since the beginning

of March 2020

of consumers are happy to

wait longer for the delivery

of nonessential goods

37%

25%

36%

30%

37%

39%

30%

20%

17%

15%

68%

56%

35%

29%

24%

18%

16%

NON-AMAZON MARKETPLACES

(E.G., EBAY, WALMART, TARGET, ETC.)

Walmart 💢

ebay

36% more time

42% same amount

57%



Q: Are you spending more or less time shopping on...



HOW CONSUMERS ARE SHOPPING

"Since the outbreak of Coronavirus/COVID-19 at the start of March..."

Product Discovery

Q: How have you discovered the products you've purchased online?

GOOGLE ADS

OTHER

OTHER INTERNET ADS

30% SOCIAL MEDIA ADS MARKETPLACE ADS 24%

46%



80% of 18- to 25-year-olds have 79% of consumers over 56 years old researched products on Instagram have researched products on Amazon

Q: Have you *purchased* products on any of these sites?

23.4%

INSTAGRAM

24.2%

52.4%

Product Purchasing

17.8%

52.5%

29.7%

42.3%

GOOGLE SHOPPING



young and old — will be starting their product searches on Amazon. Since the outbreak of Coronavirus/COVID-19...

20%

of consumers purchased items

from retailers they hadn't

ESSENTIAL BEAUTY

41% have bought these

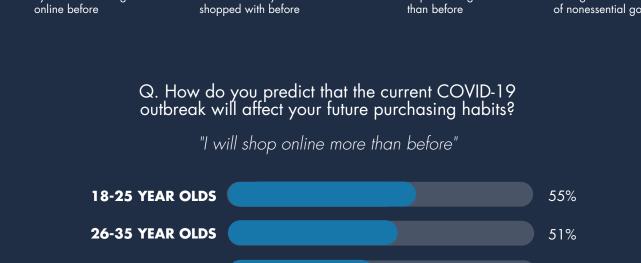
items since the beginning of

March 2020

The COVID-19 crisis seems to have accelerated the consumer behavior trends we've been witnessing for years. Many consumers spent more time online recently out of necessity. And as a result, they started branching out, discovering new channels and gaining confidence in online shopping.

But as we see in the data below, the familiar patterns and preferences will continue in the months and years ahead: Consumers expect to shop online even more. Price still matters most of all. And most consumers — new and returning,

WHAT CONSUMER BEHAVIOR MAY LOOK LIKE IN THE FUTURE



of US consumers predict that they will shop online in the future more than they did before the pandemic.

of consumers have more

confidence purchasing online

than before

36-45 YEAR OLDS 46-55 YEAR OLDS 56-65 YEAR OLDS 66 YEARS +

> Q: Which of the following are the biggest influences when choosing between products since lockdown?

Q: How do you predict that the current COVID-19 outbreak will affect your future grocery purchasing habits?

"I will shop for groceries online more than I did before."

FLEXIBILITY OF DELIVERY TIME **PAYMENT OPTIONS**

CHANNELADVISOR IS HERE TO HELP

The impact of the current COVID-19 crisis on businesses across the globe will be felt for years to come. ChannelAdvisor has created a dedicated resource center to help you navigate helpful information and resources. If you have any questions

about your business, e-commerce trends, various selling channels or ways you can accelerate your company's digital footprint, reach out to us today. One of our e-commerce consultants will be happy to discuss it with you. **VISIT RESOURCES CENTER**

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*Survey conducted with Dynata — 1,001 US active consumers across all age groups, states and ethnicities, May 2020. channeladvisor[®]