

The New Path To Purchase

HOW CONSUMER BEHAVIOUR IS CHANGING THE FACE OF E-COMMERCE

Google and purchased them on Marketplaces. But now, the lines between marketing and commerce are becoming blurred as consumers continue to switch it up. We surveyed 1000 shoppers across the UK and Germany to uncover how consumer behaviour is

The way consumers shop is evolving. Once upon a time we searched for products on

changing. What's the new normal? It's time to find out.

THE LIGHT BULB MOMENT

WHERE DO YOU GO TO RESEARCH PRODUCTS?

87% Amazon

41% Retailer's Websites **52%** eBay

Facebook

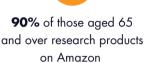
Women are almost twice as likely to research on Instagram than men

52% Google

16% Instagram

(20% vs 12%) **AGE IS JUST A NUMBER:**



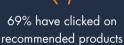


EXPERT RECOMMENDATIONS



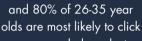
olds at **37%**

81% of 18-25 year olds

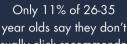


product page

when shopping on a



recommended products ADS, ADS, ADS



usually click recommended products

55%

34%

I often buy from adverts on Amazon as they are relevant to me

49%

12%------

PICTURES OF THE PRODUCT

I don't trust adverts and am less likely to buy from these

DETAILED DESCRIPTION OF PRODUCT FEATURES

MY FAVOURITE THINGS

I purchased from one brand over another on Amazon because the product had more:

CUSTOMER REVIEWS 51% **COUPONS AND PROMOTIONS** 39%



vs 49% of men

>) 57% of shoppers say they have applied Amazon Prime only filters 17% of shoppers say they always

of 18-35 year olds value

video content when making

purchasing decisions

47% of younger shoppers are also more likely to value more photos of the product

WHAT'S IN A NUMBER?

37% of 18-25 year olds say they always filter on Prime

63%

of shoppers over the age

of 65 are most likely to

value detailed product descriptions

PRIME POSITION

FRONT PAGE SHOPPERS

42%

have bought after

seeing an ad on Facebook

filter on Amazon Prime only offers

65% of shoppers say they usually purchase items from the first page of Amazon with

82% of 26-35 year olds say they

filter on Prime in the UK

18% saying they always purchase from the first page CLICK, CLICK, BUY

> have bought after seeing an ad on Instagram

Women are more likely to buy after seeing an ad on Instagram (31% vs 23% of men)

27%

have bought after seeing an ad on Pinterest

Unsurprisingly 18-25 year olds are most likely to buy after seeing Instagram ads, 69% have done so.



13%

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