

# The New Path To Purchase

## HOW CONSUMER BEHAVIOUR IS CHANGING THE FACE OF E-COMMERCE

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

**52%**

eBay

**52%**

Google

**41%**

Retailer's Websites

**19%**

Facebook

**16%**

Instagram

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

(20% vs 12%)

### AGE IS JUST A NUMBER:



**50%** of British 18-25 year olds research on Instagram



**90%** of those aged 65 and over research products on Amazon



Most avid Facebook researchers are 26-35 year olds at **37%**

## EXPERT RECOMMENDATIONS



**69%** have clicked on recommended products when shopping on a product page



**81%** of 18-25 year olds and **80%** of 26-35 year olds are most likely to click recommended products



Only **11%** of 26-35 year olds say they don't usually click recommended products

## ADS, ADS, ADS

**12%**

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

**24%**

I don't notice adverts on Amazon

**49%**

I don't mind adverts on Amazon

**15%**

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

## MY FAVOURITE THINGS

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



Women more likely to favour reviews over men, **54%** say it's a reason for purchasing from one brand over another vs **49%** of men

**WOMEN**

**MEN**

Men more likely to value promotions and coupons (**42%** vs **35%**)

## WHAT'S IN A NUMBER?

**23%**

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

**63%**

of shoppers over the age of 65 are most likely to value detailed product descriptions

## PRIME POSITION

- 57%** of shoppers say they have applied Amazon Prime only filters
- 37%** of 18-25 year olds say they **always** filter on Prime
- 17%** of shoppers say they **always** filter on Amazon Prime only offers
- 82%** of 26-35 year olds say they filter on Prime in the UK

## FRONT PAGE SHOPPERS

**65%** of shoppers say they usually purchase items from the first page of Amazon with **18%** saying they always purchase from the first page

## CLICK, CLICK, BUY

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

**42%**

have bought after seeing an ad on Facebook

**27%**

have bought after seeing an ad on Instagram

**13%**

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.



26-35 year olds are most responsive to Facebook ads, **75%** have bought after seeing one in the UK

Research Conducted in January 2020 with Dynata. Sample of 1000 shoppers in the UK and Germany.

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