akeneo

2023 B2C Survey Results

Elevating Customer Experiences with Product Experiences

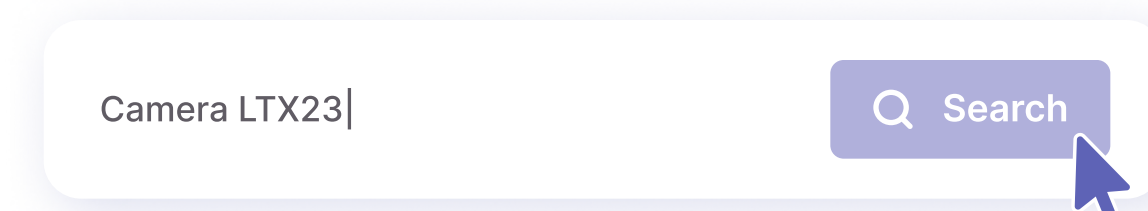Get started

May 2023

Prepared by

3Gem
Research | Broadcast

01 Agenda

02

Executive Summary

Since 2021, Akeneo has set out on an annual mission to find out what's driving trending shopping behavior around the globe.

Camera LTX23

Search

This year, we're back with more insights than ever before into how brands can future-proof their organization through one key aspect: **improving the product experience.**

From reducing costly returns to providing innovative or hybrid shopping experiences to partnering with key influencers, the product experience acts as the common thread through it all, especially as consumer expectations continue to rise. Focusing on the foundation that a compelling product experience creates can drive increased revenue as it empowers consumers to have the information they need, where they need it, and when they need it.

We discovered that:

- **66% of consumers now spend more time researching and validating purchases** due to the cost-of-living crisis, and **63% of consumers would cease buying a brand they trust following a bad product information experience.** Offering high-quality product information like images, videos, optimized product descriptions, and authentic user reviews is the key to converting price-conscious shoppers.

- **84% of consumers have researched products online before buying offline**, and **77% have browsed products in-store but purchased online.** Digital experiences are important, but in-person channels provide consumers with the ease, convenience, and flexibility they're looking for.

- **2/3 of consumers would become loyal customers if brands utilized technology to offer a more engaging shopping experience**, like AI-powered chatbots, virtual shopping assistants, visual configurators, product finders, and more.

- **54% of consumers have returned products due to incorrect pre-purchase product information.** Returns mean additional costly shipping logistics, plus processing and restocking fees, causing headaches for both consumers and brands alike. High-quality product information can lead to reduced returns, saving money and time for everyone involved.

- **58% of consumers made a purchase based on an online influencer's advice** in the past year, and **40% of consumers will pay more for brands whose values align with their own.** Finding and connecting with an audience of like-minded consumers drives strong, loyal relationships that can withstand tumultuous economic conditions.

03 # Key Trends

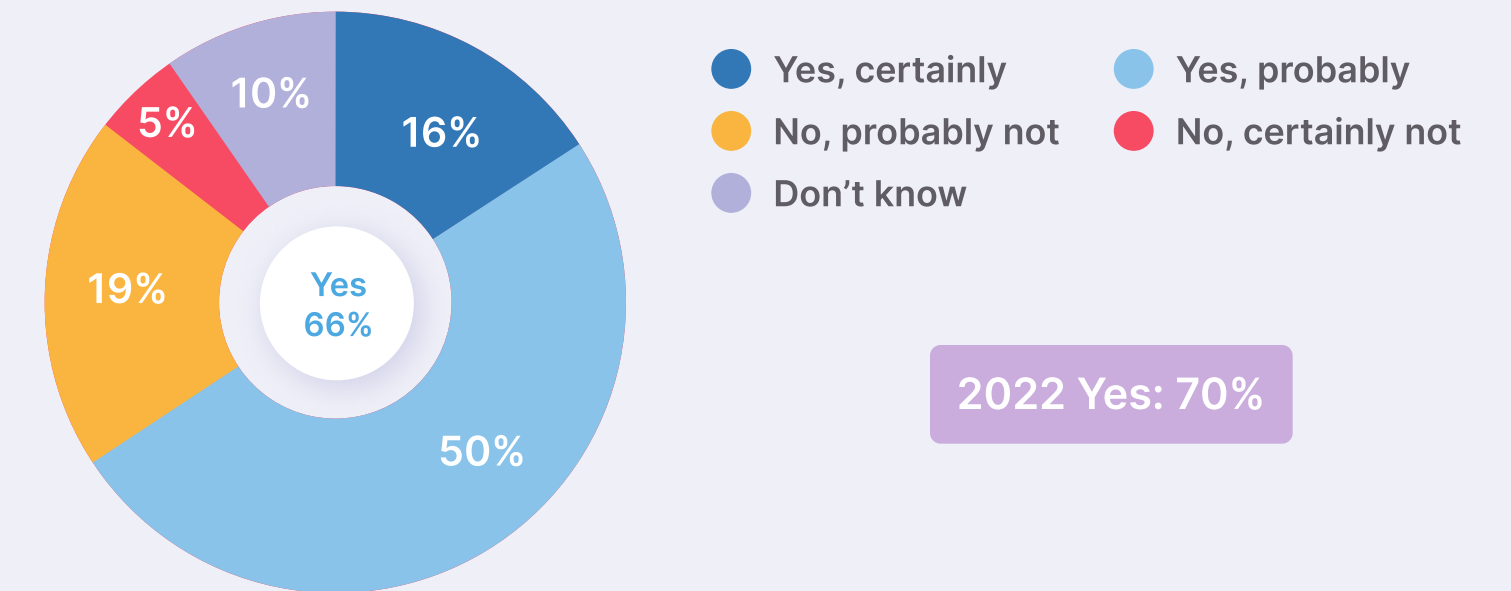## Going Omnichannel, Not Just Digital

In today's day and age, consumers are discovering, researching, and purchasing products across a tangled web of dozens of touchpoints. According to our 2023 survey, **71% of consumers say they find additional product information when they look in multiple places.** This is already cause for some concern. Consumers should be able to find the right amount of product information to fuel a purchase no matter which channel they're on. Forcing your consumers to search in different places to get the information they need could spark them to turn to a competitor site or simply give up on the purchase altogether, seriously impacting revenue.

Keep in mind, a bad product information experience from any source can result in 60% of consumers abandoning their purchase. So not only do brands need to show up on the right channels tailored to the right devices, but they need to ensure that they're providing the best product experience – meaning accurate and consistent product information, branding, and messaging – everywhere.

Investing in omnichannel experiences is no longer just a want, but a need; **41% of consumers are willing to pay more for an exciting and compelling shopping experience, and two-thirds of consumers say it would convert them to loyal customers.** Plus, with almost two-thirds of consumers surveyed stating that they're interested in utilizing innovative technologies such as chatbots, voice assistants, and VR tools when shopping, embracing these new channels and personalized shopping experiences can lead to increased customer loyalty and sales for organizations across the board.
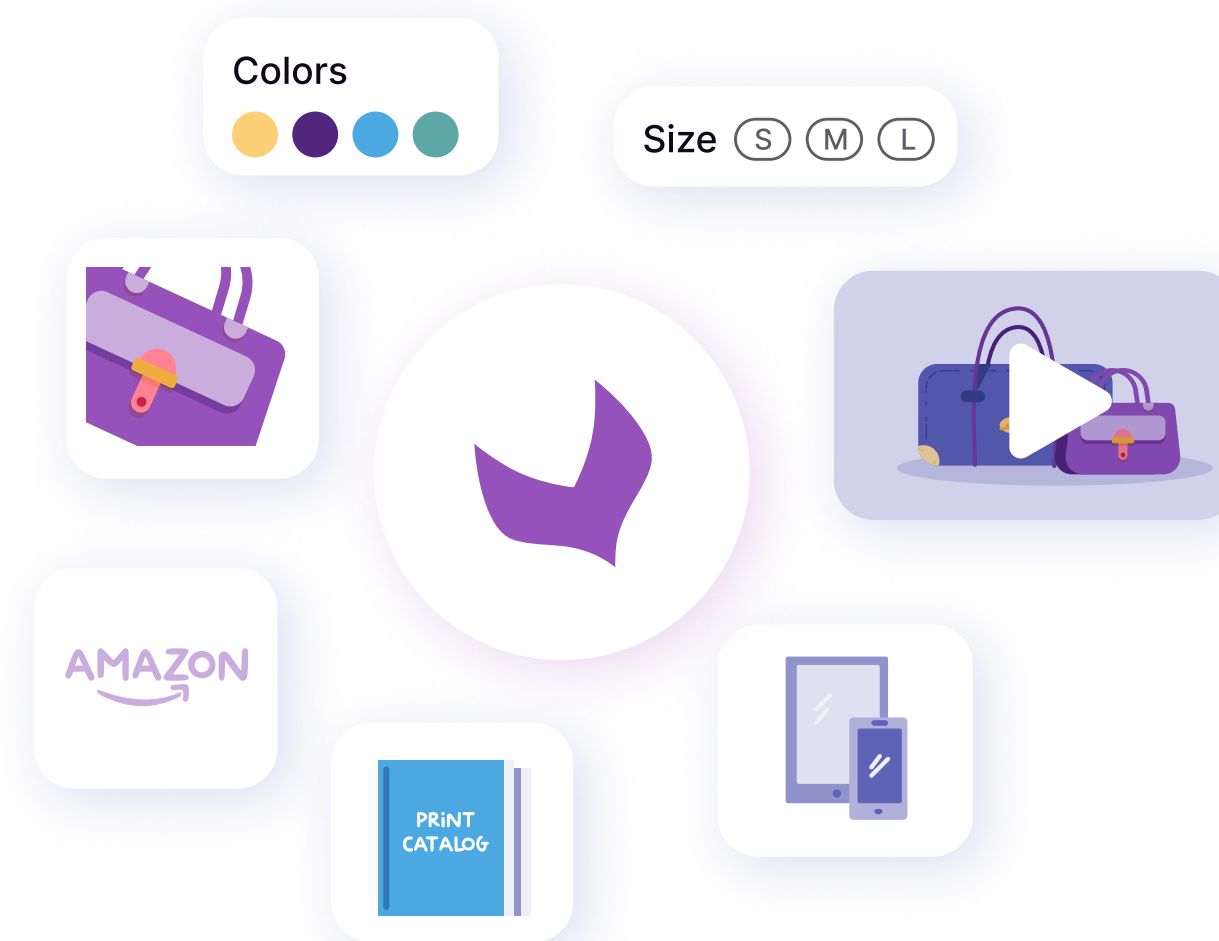
Colors

Size S M L

And if a brand/retailer offers you a more exciting and compelling shopping experience, how likely would you be, to **become a loyal customer of this brand/retailer?**

- Yes, certainly
- Yes, probably
- No, probably not
- No, certainly not
- Don't know

Yes 66%

16%
50%
19%
5%
10%

2022 Yes: 70%

Base : all respondents (n=1,800)

If a merchant/retailer offers you a more exciting and compelling shopping experience, would you be **willing to pay more** for the same product?

- Yes, certainly
- Yes, probably
- No, probably not
- No, certainly not
- Don't Know

Yes 41%

10%
31%
35%
15%
8%

2022 Yes: 48%
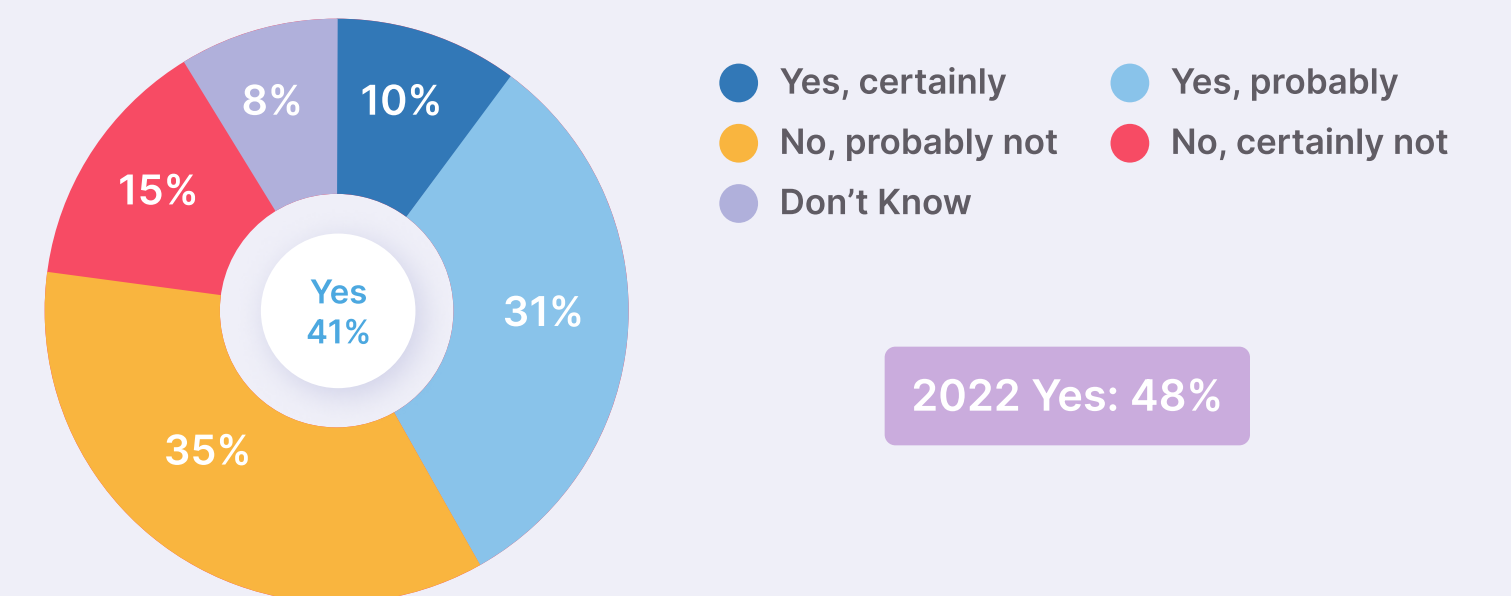
Base : all respondents (n=1,800)

While digital commerce has become increasingly important, consumers don't want to be confined to just the online world. When considering a purchase, consumers rely heavily on both store salespeople and search engines as their top sources for professional advice. While our survey found that online marketplaces and search engines are the most likely places consumers use for product discovery, **20% still regularly visit general and specialty retail stores in person to discover new products.**

What's more, **84% of consumers have researched products online before buying offline (in a store), and 77% have browsed products in-store but purchased online.** What does it all mean? Consumers are engaging with both online and in-store resources to learn about products, reinforcing the importance of an omnichannel strategy.

Camping, trek... 🔍
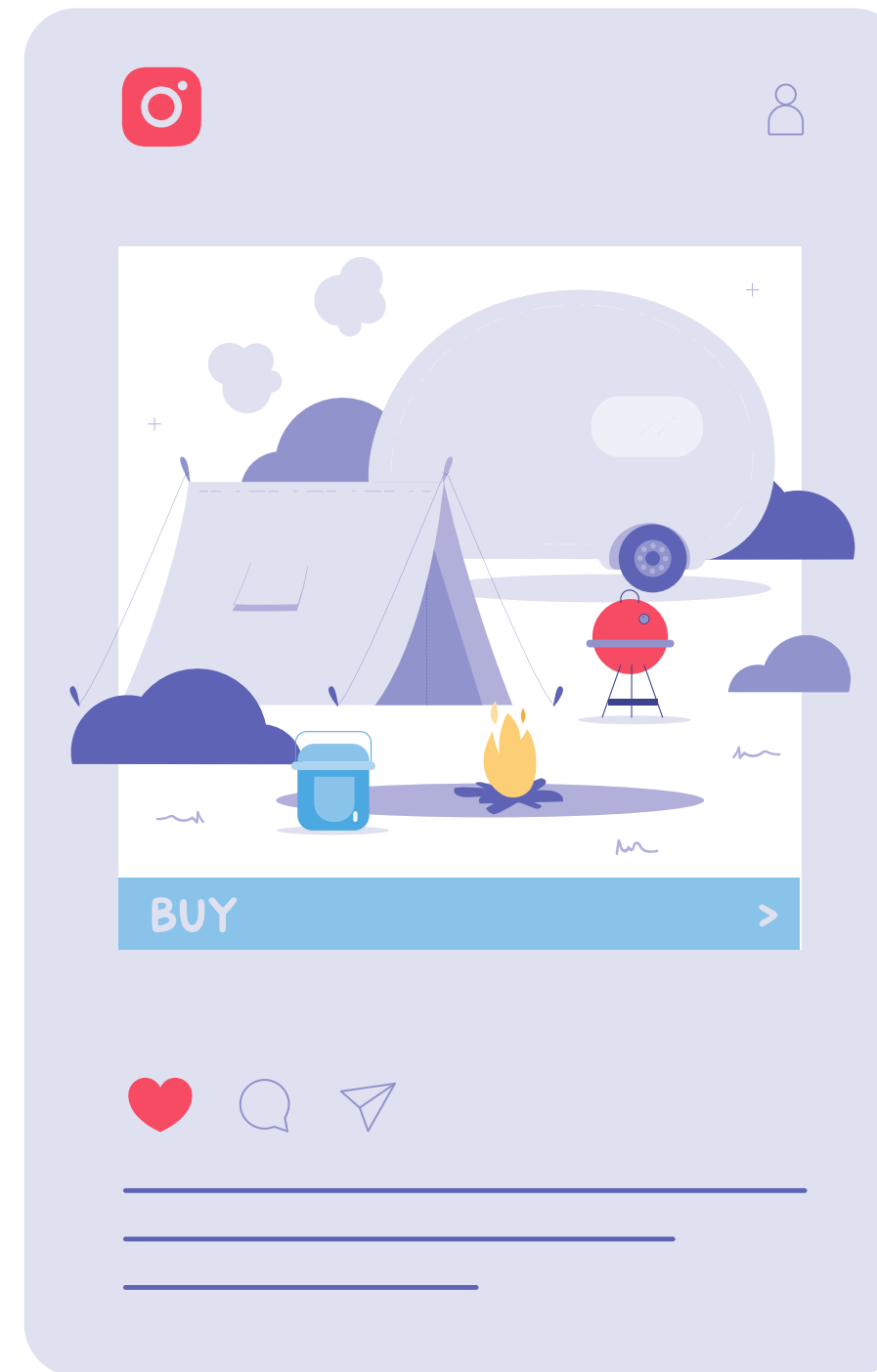
Optimizing product experiences for each channel can be time-consuming if you don't have a product experience strategy and tool set in place. But it's imperative for today's customer journey. Ditch the spreadsheets and silos. Avoid that friction point where your cashier sees a product title from the ERP that's different from what the customer sees on your website. For that, you need to have a single source of truth for your product catalog that feeds both.

How much do you agree or disagree with each of the following statements?

What do you most regularly use for price/promotion comparisons before buying a product?

- 26% online marketplaces
- 24% search engines
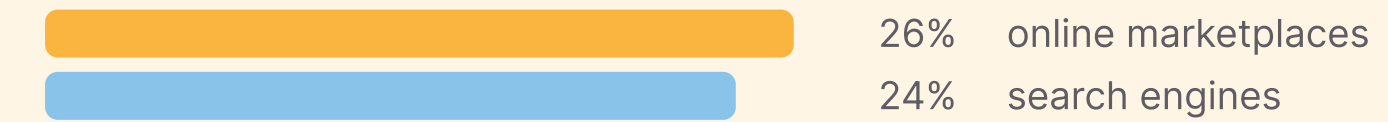
Where do you buy products to earn loyalty points?

- 27% specialty retail stores - in person
- 21% general retail stores - in person
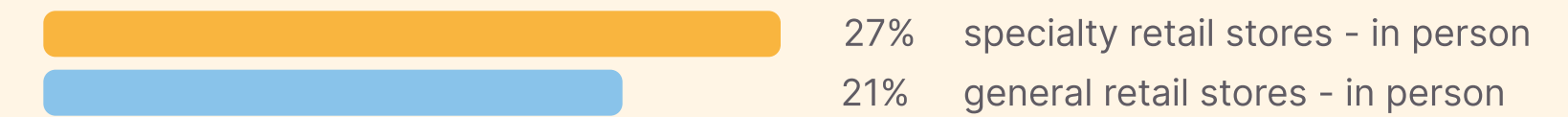
Where are you most likely to shop for ease/speed of checkout?

- 28% online marketplaces
- 23% general retail stores - in person
- 22% specialty retail stores - in person
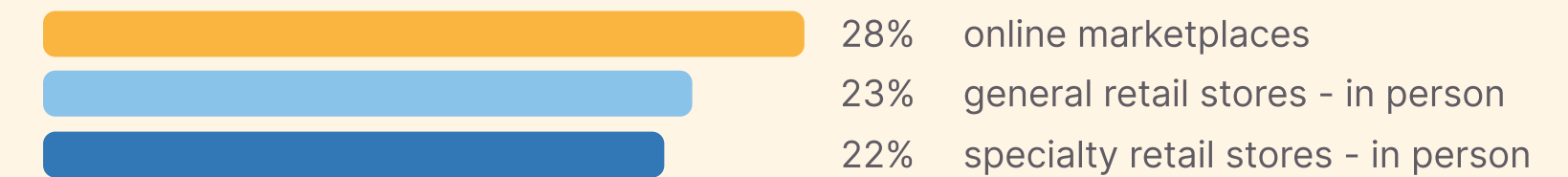
Where are you most likely to leave a review?

- 27% online marketplaces
- 16% general retail stores - in person
- 16% social media
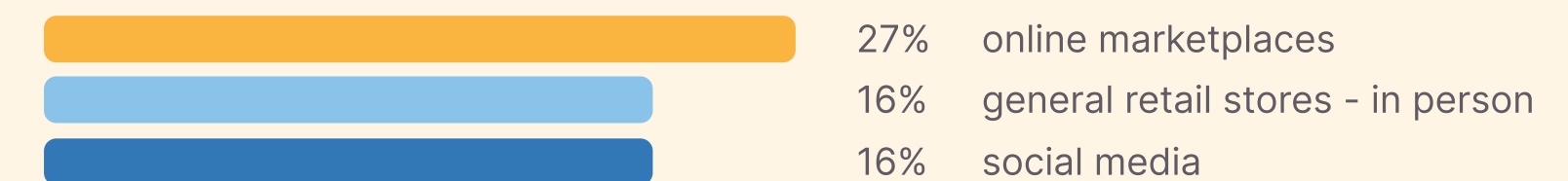
Discounts & Delights: Enhancing the Shopping Journey Amidst Cost-of-Living Pressures

Customer expectations are constantly on the rise, but price has become an even more important factor in recent times due to the cost-of-living crisis and uncertain economic conditions. While consumers expect high-quality products and personalized shopping experiences, they are also looking for ways to save money and feel confident in how they're spending their dollars.

In our 2023 survey, we found that **pricing information and information about promotions, offers, or deals were most important to consumers** across all product categories, often ranking as more important than product size, fit, or dimension information.

With pricing information and promotions being such an important factor in the customer decision-making process, it's crucial to consider the eCommerce merchandising capabilities of your tech stack to support this. Look to ensure you can link products together for cross-sell and up-sell campaigns and build time-bound promotional collections to group products together for special events like a Black Friday promotion.

When browsing for this category of product, which are the most important pieces of product information that inform your buying decision?

Fashion items

Pricing information	49%
Product size/fit/dimensions	47%
Promotions, offers or deals	39%

Luxury products

Pricing information	45%
Promotions, offers or deals	38%
Product attributes	32%
Product size/fit/dimensions	32%

Decorative elements / furniture

Pricing information	51%
Product size/fit/dimensions	40%
Promotions, offers or deals	39%

Beauty & skincare products

Pricing information	40%
Product attributes	37%
Promotions, offers or deals	34%
Allergen information	32%

Sports or leisure equipment

Pricing information	45%
Product size/fit/dimensions	39%
Promotions, offers or deals	35%

Cultural products

Pricing information	51%
Promotions, offers or deals	35%

Base: all those who bought each product category.

For the first time, the survey also asked about availability information as a type of product information to look at when making a purchasing decision. With **25% of respondents indicating they look for availability information before making a purchasing decision**, it is clear that this type of product information is becoming increasingly expected by the consumer.

The cost-of-living crisis has also led to a change in consumer behavior, with **66% of consumers now spending more time validating purchases, requiring more information before making a purchase.** And that additional research doesn't always result in more sales; in fact, we found that **eight-in-ten consumers have given up making a significant purchase after spending time researching.** The most common culprits for abandoned purchases? Pricing information and lack of availability.

And it's not just a good coupon that customers care about; quality product information continues to be highly valued by

consumers, with a significant proportion of them willing to pay more for a product that delivers a good experience.

Though it is important to point out that this willingness to pay more has fallen since last year's survey **(18% vs. 26.8% in 2022)**, likely due to the cost-of-living crisis. Prioritizing high-quality, accurate product information can equal increased sales and better customer loyalty to brands, even in the wake of economic uncertainty.

The problem is, delivering high-quality information to the appropriate channels is not as easy as pressing a button. It requires a system to collect, centralize, and standardize product information in a single source of truth. As a best practice, businesses should have the right people, processes, and technologies in place to gather, organize, and categorize the information price-conscious buyers need to purchase a more expensive product over other options.

Rural King: Cultivating a Richer Customer Experience

RURAL KING
EST'D 1960
AMERICA'S FARM & HOME STORE

Rural King, an American supply store, serves the needs of rural communities with more than 100 stores in the American Midwest. Rural King has a massive catalog of more than 300k products but only a small portion of those products were originally available online. The company decided to reinvent their omnichannel experience by launching all SKUs online and introducing in-store pickup and vendor ship-to-store options in all locations. To do this, they built a tech stack that feeds product information from Akeneo PIM and inventory information from an order management solution to their eCommerce platform. Now, product availability information can be viewed for each product in addition to shipping details which are captured as required product attributes during the product enrichment step in Akeneo PIM. **Rural King's hard work paid off with a 34% increase in online purchases with in-store pick up, plus a 36% increase in sales on the first Black Friday after launching their new omnichannel experience.**

Have you given up on making a significant purchase (after having spent time finding out about it)?

18%   18%

Yes
82%

64%
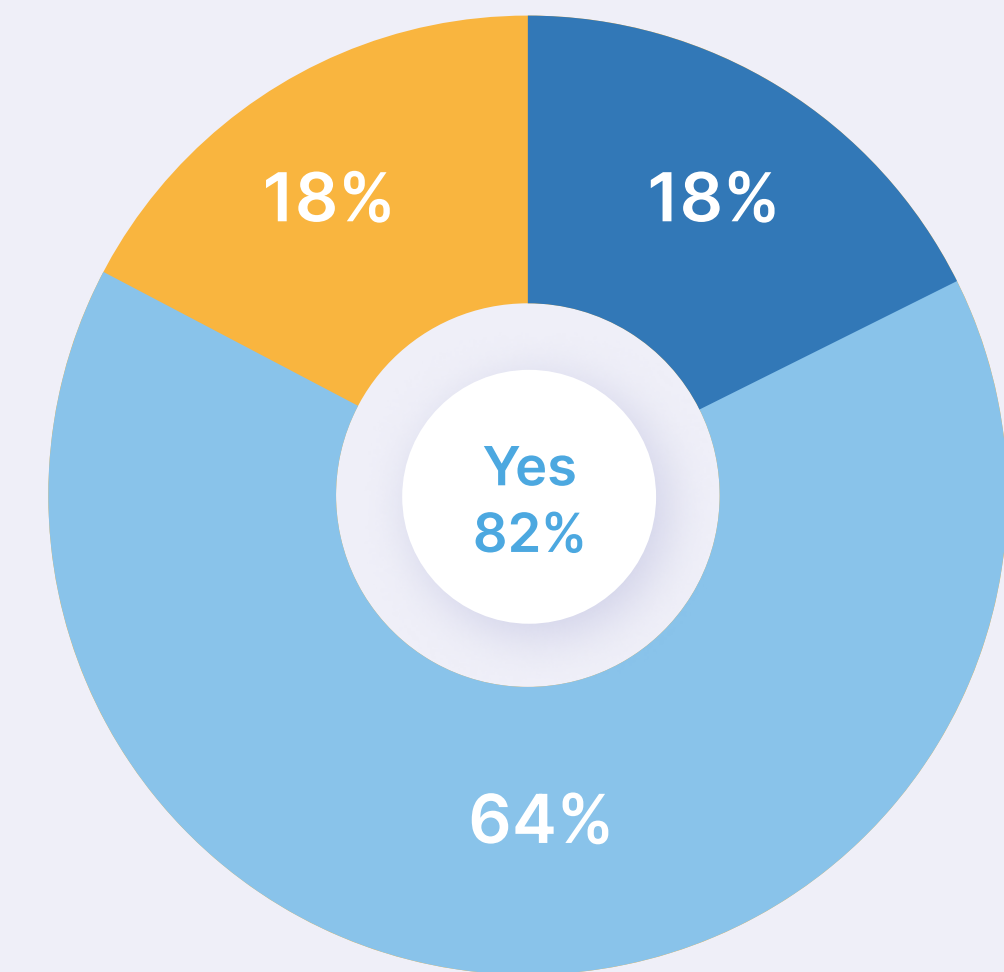
● Yes, often
● Yes, sometimes
● No, never

Base : all respondents (n=1,800)

Thinking about the last time you abandoned making a significant purchase, which of the following were factors in you giving up on a purchase?

Factor	Percentage
Pricing information	35%
Lack of availability (online or in-store)	33%
Lack of promotions, offers or deals	27%
Product size / fit / dimensions unclear or unavailable	26%
Delivery timeframe or charges (for those needing it)	25%
User generated content (ratings, reviews, or images)	23%
Product attributes e.g. description/specificaitons	17%
Confidence in where I am buying from	17%
Warranty information	16%
Product imagery e.g. inaccurate/poor quality images	15%
Lack of info about a brand's sustainability / compliance	13%
Special features	12%
Brand value information	12%
Allergen information e.g. skincare, clothes, food	11%

Base : all those who have ever given up on a purchase (n= 1,476)

Customer expectations are rising as people want personalized shopping experiences and high-quality product information, but price has become even more crucial due to the cost-of-living crisis.

To combat consumer hesitation due to cost, define a product experience strategy that ensures you're meeting the needs of consumers and helping them justify every cent spent.

Perhaps consumer data shows promotions resonate strongly with your audience, so you implement a loyalty program where every 10th item purchased is free. Or perhaps you can bundle together items that are frequently purchased together, like shampoo and conditioner, at a slight discount, providing more value for the consumer and a cross-sell opportunity for you.

Fueling the Customer Experience with a Strong Product Experience

The quality of a customer's experience is reliant on the organization's product experience strategy, which acts as the foundation upon which customer experiences are built. A customer's first interaction with a brand is often through the product, so offering a strong product experience is essential. **Nine out of ten consumers feel that product information is good, but there is still room for improvement, as two-thirds of consumers agree that brands can improve on their product information.**

But the issue that many organizations run into when working with many products and multiple channels is that manually tracking which information is needed for which products or which channels quickly becomes a logistical nightmare. To provide a strong customer experience, it's critical to provide a more complete and enriched product experience.
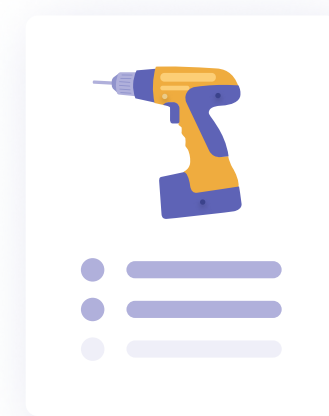
I would purchase a different/alternative product than I intended due to a lack of product information.

Agree 62%

14%
48%
20%
8%
10%
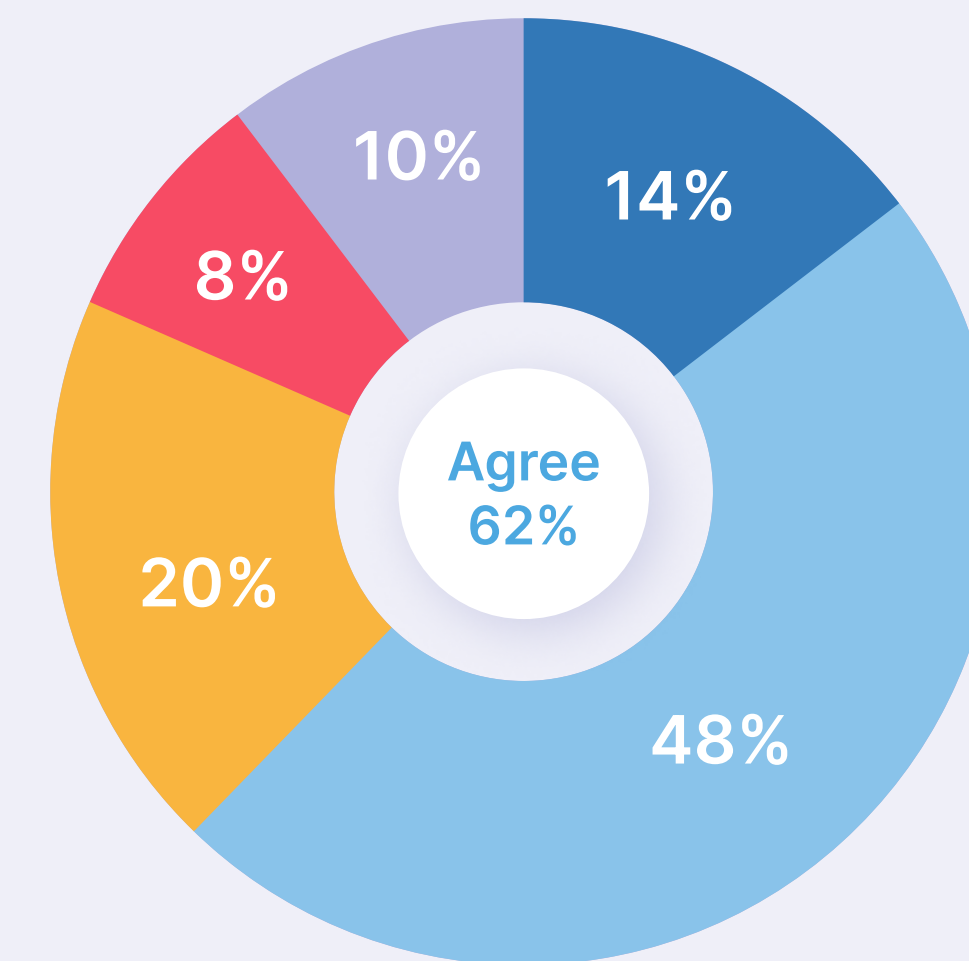
- Totally agree
- Somewhat agree
- Somewhat disagree
- Totally disagree
- Don't know

Base : all respondents (n=1,800)

Many modern PIMs offer data quality and completeness checks that flag missing or incorrect information on individual product records. Product managers can then quickly complete enrichment tasks and bring products to market faster while delivering complete, accurate, and relevant information on time and in the right place.

The importance of providing accurate and detailed product information at every touchpoint cannot be overstated. In fact, **over 62% of consumers would purchase a different product than the one they originally intended to buy due to a lack of product information.** Plus, product data mishaps can have lasting impacts. **It only takes one bad product information experience to cause a consumer to give up on a brand forever**, according to **63% of consumers** surveyed.

$290.90

Hollywood Sofas
Yellow
$299.90
Buy

Hollywood Sofas
Yellow
★★★☆☆ 17
AMAZON $299.90

Buy

I would cease buying a brand because I lost trust following a bad product information experience
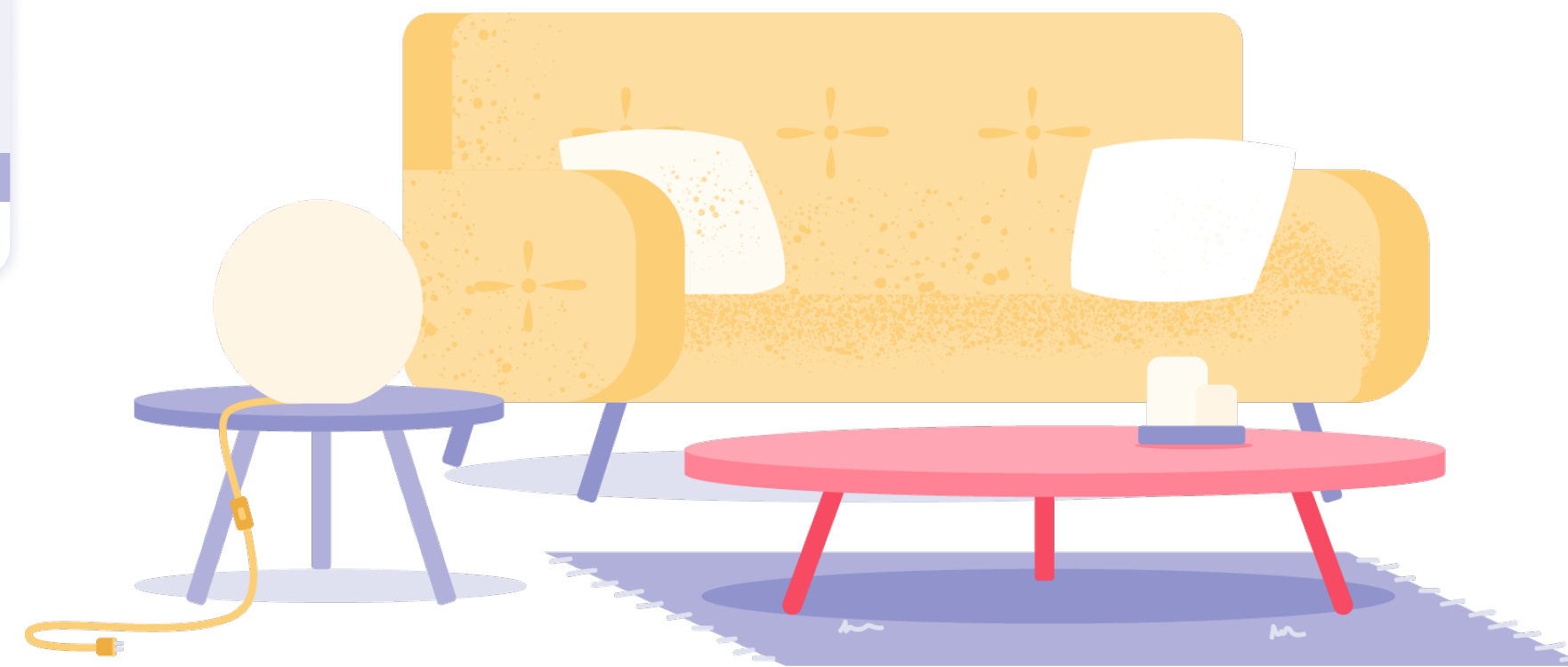
21%
42%
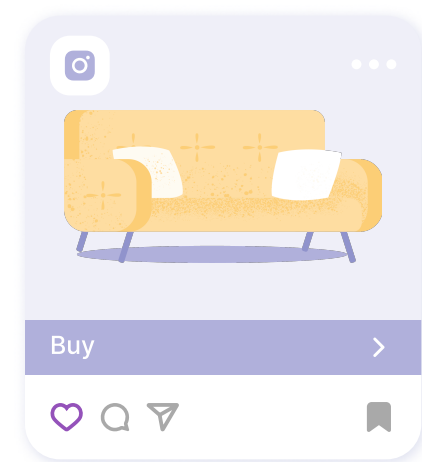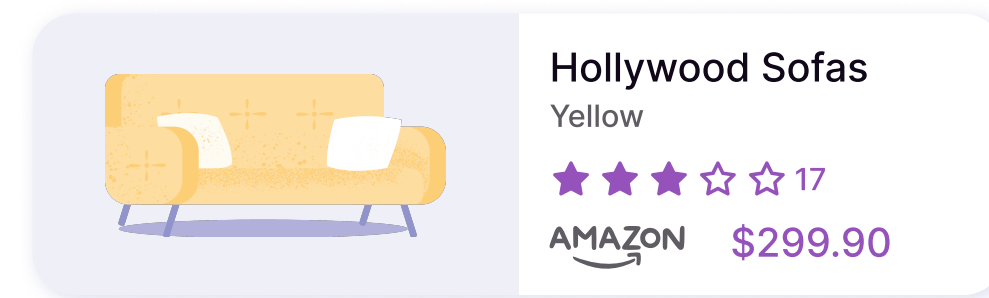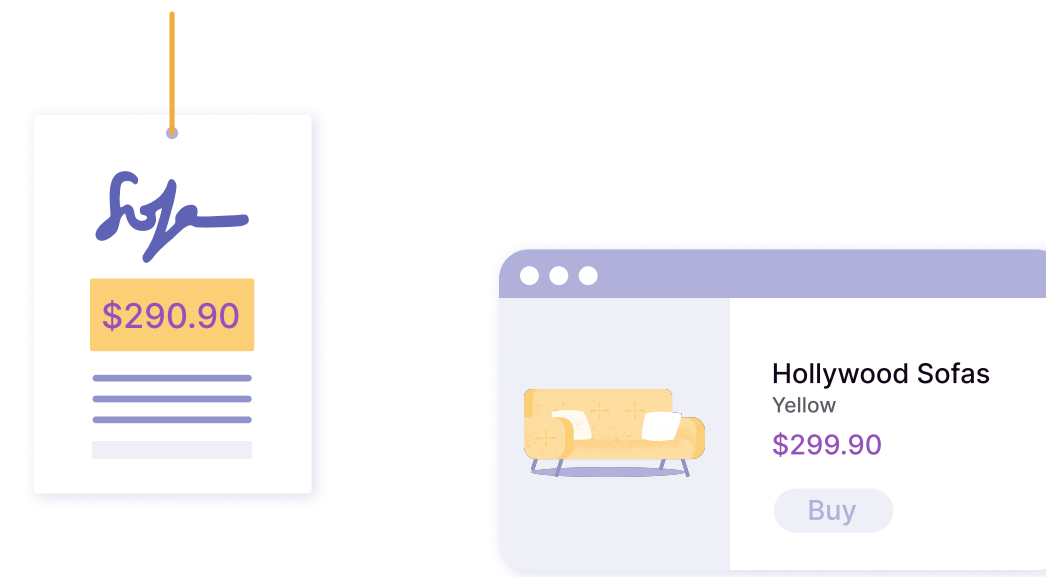**21%**
8%
9%
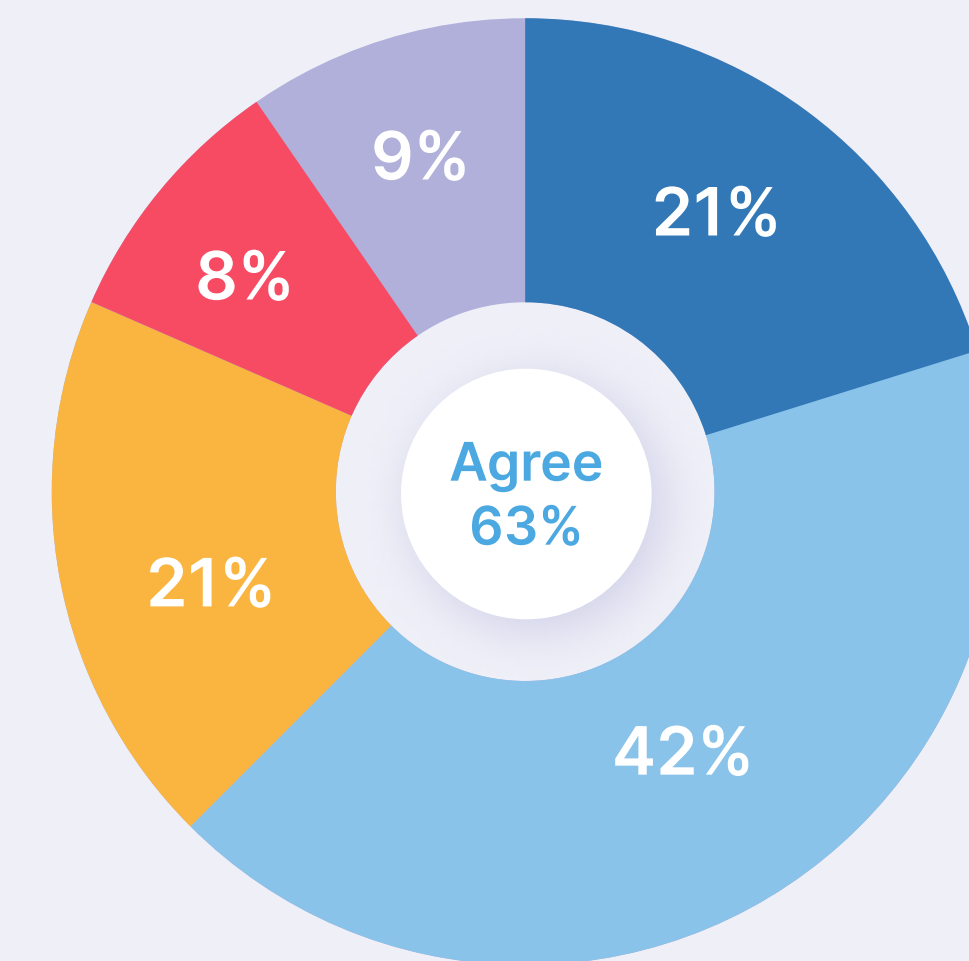
Agree
63%

● Totally agree   ● Somewhat agree   ● Somewhat disagree
● Totally disagree   ● Don't know

Base : all respondents (n=1,800)

The product experience doesn't just stop at product information; it also includes all the ways your customers discover, research, validate, and interact with your products. According to our 2023 survey, **almost two-thirds of consumers are interested in utilizing one or more innovative technologies when shopping.**

From powering chatbots to creating hyper-personalized product recommendations based on previous shopping behavior to optimizing product pages for SEO, Artificial Intelligence (AI) programs like ChatGPT can enhance the customer's product experience and provide your organization with valuable consumer behavior insights and the ability to personalize like never before. Plus, this technology can even help with content generation to enable faster and more accurate product content.

With Virtual and Augmented Reality (VR/AR), brands can offer customers the ability to "try on" clothes and accessories without ever leaving their home, or visualize how products will look in their very own homes before committing to a purchase. Visual Configurators are especially powerful, enabling buyers to customize and bundle products together easily, providing even more information to fuel their purchase decisions, ultimately leading to increased revenue for the brand.

$299.90

★★★☆☆ 17

Holly Bag Medium
Purple

Shopping bag in elegant, smooth leather with double handles...
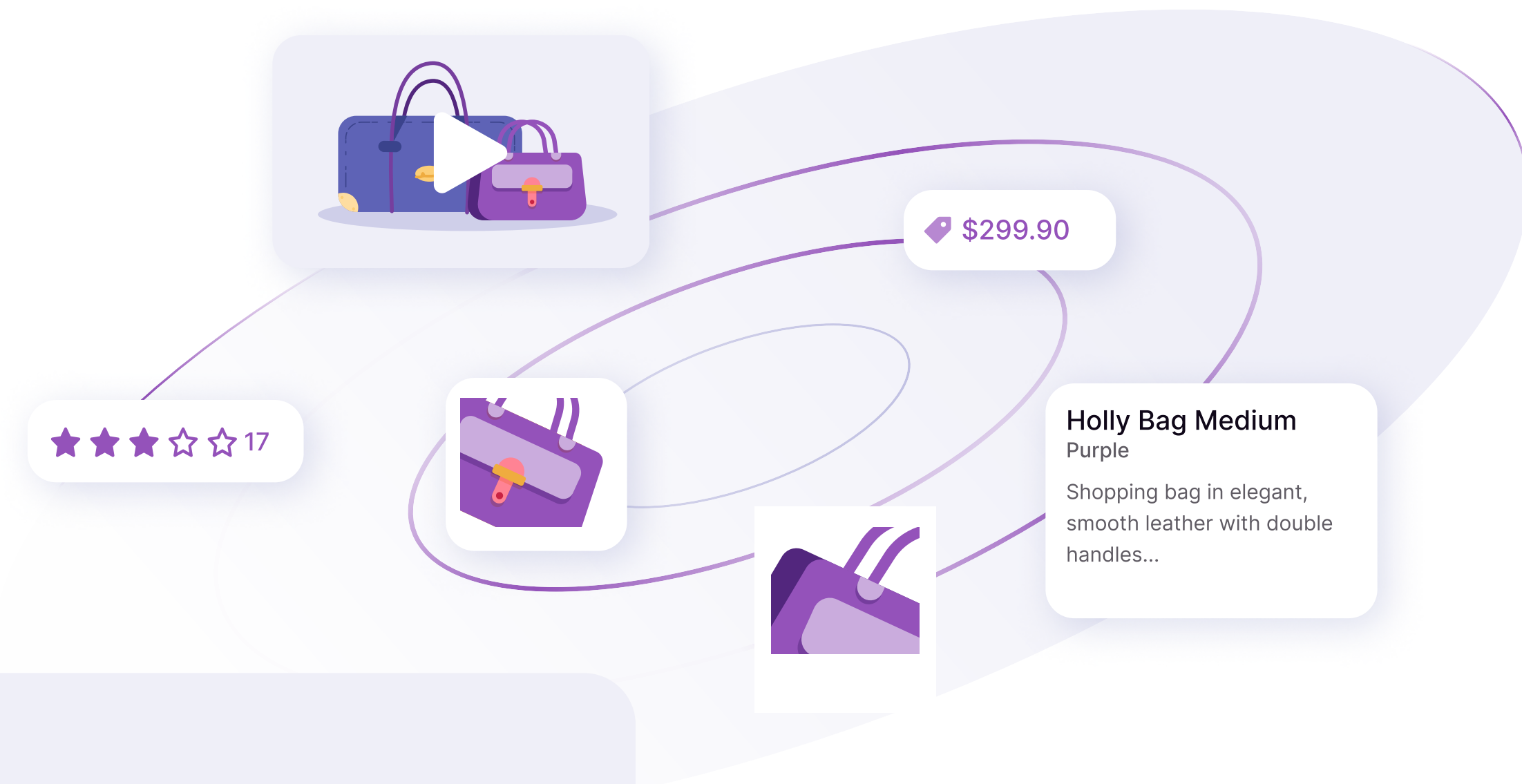
34% of consumers are interested in using a chatbot, or personal assistant

37% of consumers are interested in using a voice assistant that lists product features & answers questions

41% of consumers are interested in using virtual or augmented reality tools

We know the product experience is important, but how do you build a strong foundation to support it? The answer is the right processes, robust technologies, and perhaps most importantly, the right people. **A well-rounded product experience team can set and guide the PX strategy**, ensuring consumers are getting the right amount of product information in the right place, at the right time.

Reducing Returns with a Rich Product Record

Returns can be a significant expense for businesses, both in terms of direct costs like shipping, restocking fees, and processing expenses, and indirect costs such as lost sales and negative customer experiences. For consumers, returns can be a time-consuming and often frustrating process, leading to dissatisfaction and potentially damaging the relationship with the brand.

A significant proportion of **consumers have returned products due to incorrect pre-purchase product information**, with **over half (54%)** reporting having done so and **39% of consumers placing the blame for a needed return on the retailer** for not providing accurate information. Detailed product information at the point of sale can reduce the likelihood of returns because your customer has realistic expectations of what to expect in your product.

Melvin & Hamilton: Kicking Returns to the Curb

MELVIN & HAMILTON

Melvin & Hamilton, a German shoe brand and manufacturer, credits a combination of Akeneo PIM and Minubu,a business intelligence solution, for optimizing their product experiences and reducing returns. Melvin & Hamilton leverages Minubu to analyze customer behaviors on their retail site.

With this information, they can quickly optimize product attributes and categories in Akeneo PIM to better align their product information with customer expectations. As a result, **Melvin & Hamilton cut their return rates in half.**

How often have you returned a product back to where you bought it, because pre-purchase product information turned out to be incorrect i.e. it didn't describe the product, closely enough?

2022 Yes: 53%

11%

43%

46%

Yes 54%
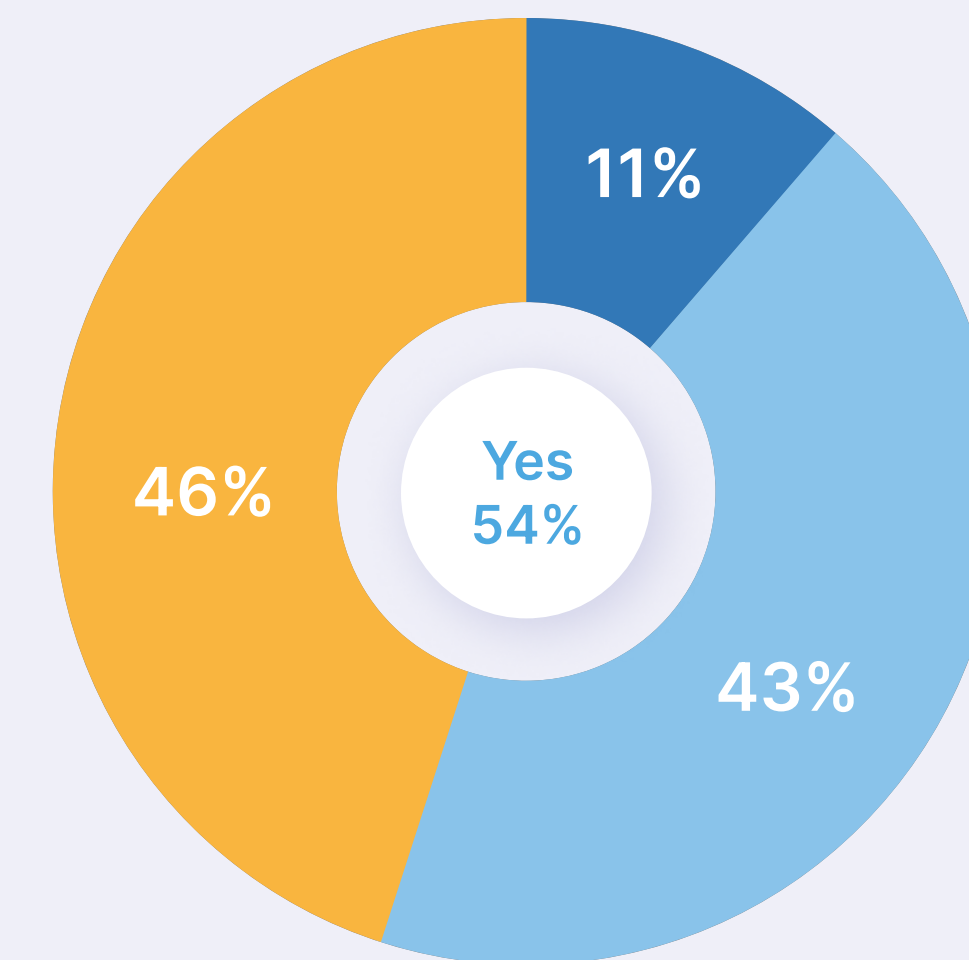
● **Yes ,often**   ● **Yes, sometimes**   ● **No, never**

Base : all respondents (n=1,800)

How do you usually feel, when a retailer charges for returns (whether online or in-store)?
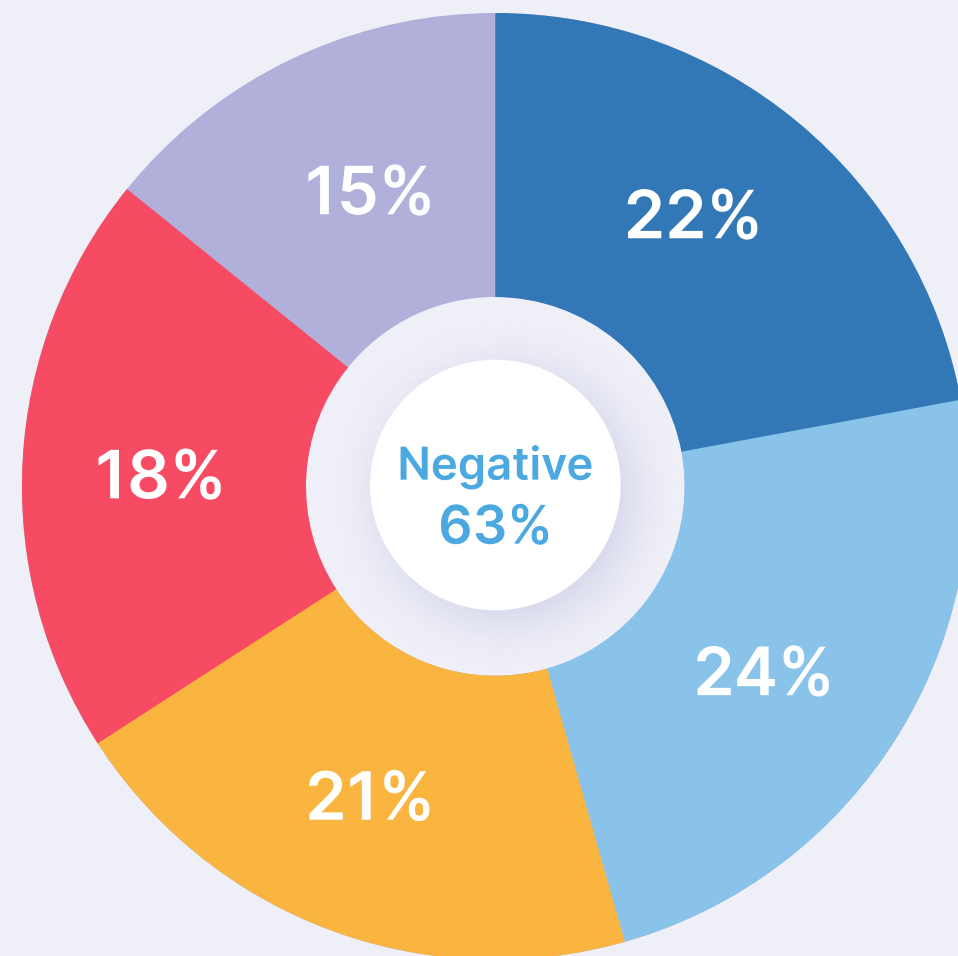
22%
24%
21%
18%
15%

Negative 63%

- Understanding - there's a cost associated with returning my item so I understand why there is a charge
- Disappointed - I wanted the item to be right
- Frustrated - if they had given me accurate information in the first place, I wouldn't have had to return the item
- Unfairly treated - I am being penalized for the retailers' mistakes
- None of these

Base : all respondents (n=1,800)

By improving product information completeness and quality, modern PIM solutions enable organizations to reduce return rates and save on operational costs related to the shipping and handling of returns. For the best results, pair this with a powerful retail activation tool that can share this high-quality product data across your marketing and sales channels.

While we're all striving for a zero percent return rate, the reality is that returns are necessary. And when it comes to the returns process itself, consumers expect it to be easy and stress-free. **40% of consumers rank an easy return process as one of the top two services a retailer should offer**.

Moreover, **63% of consumers express a negative feeling about a retailer charging them for returning a product.** And, on the flip side, **two-thirds of consumers say they would become loyal customers if a brand or retailer offered a more compelling shopping experience, including stress-free returns.**

Providing accurate, up-to-date product information pre-purchase is the first step towards reducing your return rate, but returns are inevitable. Utilize the returns process as a way to connect with your customer, building a positive customer experience by offering flexible, free returns.

By enhancing the completeness and quality of product information through modern PIM solutions, organizations can improve pre-purchase information and effectively reduce return rates and operational costs.

Consumers expect a simple return process, so brands who offer flexible return options, such as free in-store returns, can earn customer loyalty, provide a better overall experience, and establish a positive reputation for excellent customer service.

Values that Pay: Fostering Customer Loyalty with Transparency

Value-driven purchasing has been on the rise in recent years, with consumers paying close attention to a brand's values and practices before making a purchase, and we found that **one of the top values consumers prioritize is sustainability.** As shoppers increasingly look for brands that align with their values and are making sustainable choices, offering reliable product information about sustainable and ethical practices can foster a strong loyal relationship with consumers who share the same values.

Our 2023 global survey found that **two-fifths of consumers are willing to pay more for brands showcasing their brand values**, with an average of 18% more for including brand values. Furthermore, **35% of customers see sustainability as a key piece of product information**, and as we know, **63% of consumers said they would stop buying a brand due to losing trust from a bad product information experience.**

Belco: Going Green with Coffee Beans and Search Queries

Belco Coffee is an independent family business that sources, imports, and distributes environmentally-friendly and responsibly-sourced coffee direct to coffee roasters from around the globe.

With a commitment to providing authentic, innovative, and sustainable coffee and a drive to foster stronger relationships with their roasters, Belco set off to create a stronger, more personalized user experience. After implementing enhanced filtering capabilities powered by Akeneo PIM, Belco enabled its users to filter and search based on aromatic family, certification, or origin. Plus, every coffee bean sold has the farmer and producer who cultivated it available to see.
This transparent process helps customers learn about the product's history and source, making it easier for the customer to make their decision and for Belco to share their ethical and sustainable values with their consumers.

If the merchant/manufacturer shares its brand values as part of the information they provide on their products, would you be willing to pay more?

Yes
43%
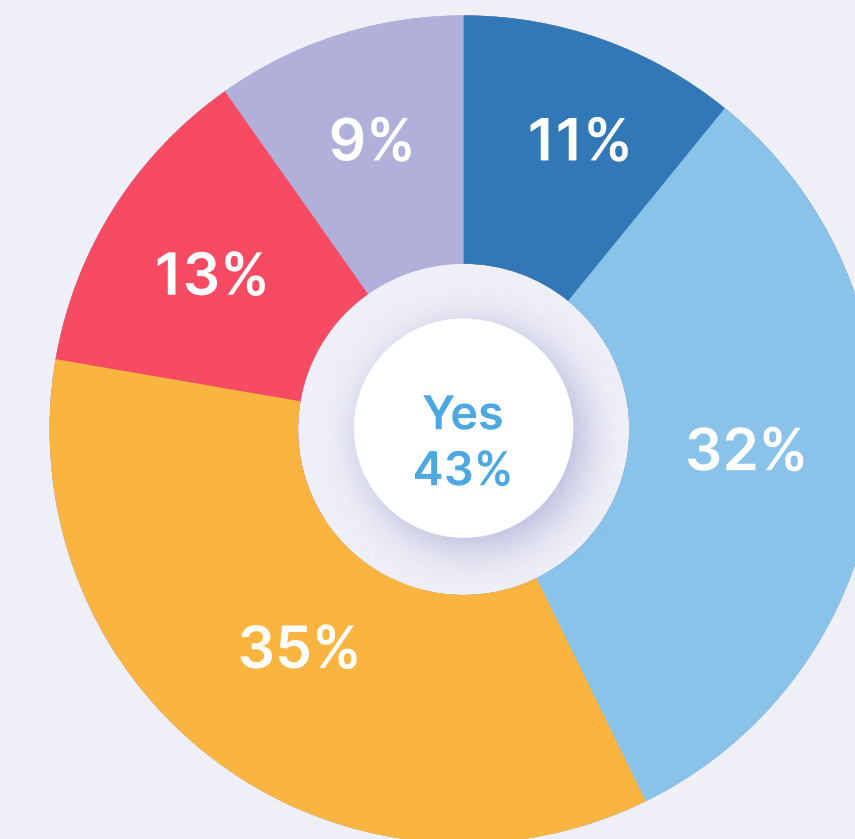
- Yes, certainly — 11%
- Yes, probably — 32%
- No, probably not — 35%
- No, certainly not — 13%
- Don't know — 9%

Base : all respondents (n=1,800)

This preference to migrate toward those whose values align with our own is not isolated to brands; influencers (which perhaps are a brand themselves) spend years cultivating an audience of like-minded peers and have some of the strongest customer loyalties in the market. Our 2023 survey found that **over half (58%) of consumers made a purchase based on an online influencer/independent expert's advice in the past year**, and the most popular areas for influencers were emotional or leisurely product categories, such as luxury products, cultural products like concert or sports tickets, and beauty products.

So if you're looking to connect deeply with a certain audience, an influencer may be the way to go. But your organization needs to view an influencer as another channel where consumers should be able to find consistent and reliable product information, just like your own eCommerce website or retailer channel.

Consumers are increasingly concerned about a brand's values and business practices when making purchasing decisions.

Offering reliable product information or partnering with key, like-minded influencers can provide a transparent look into how the organization operates, cultivating strong customer loyalty among those who share the same values.

Have you ever made a purchase based on information that you saw online/on social media, supplied by an influencer/ independent expert?

Yes
58%

15%

42%

42%
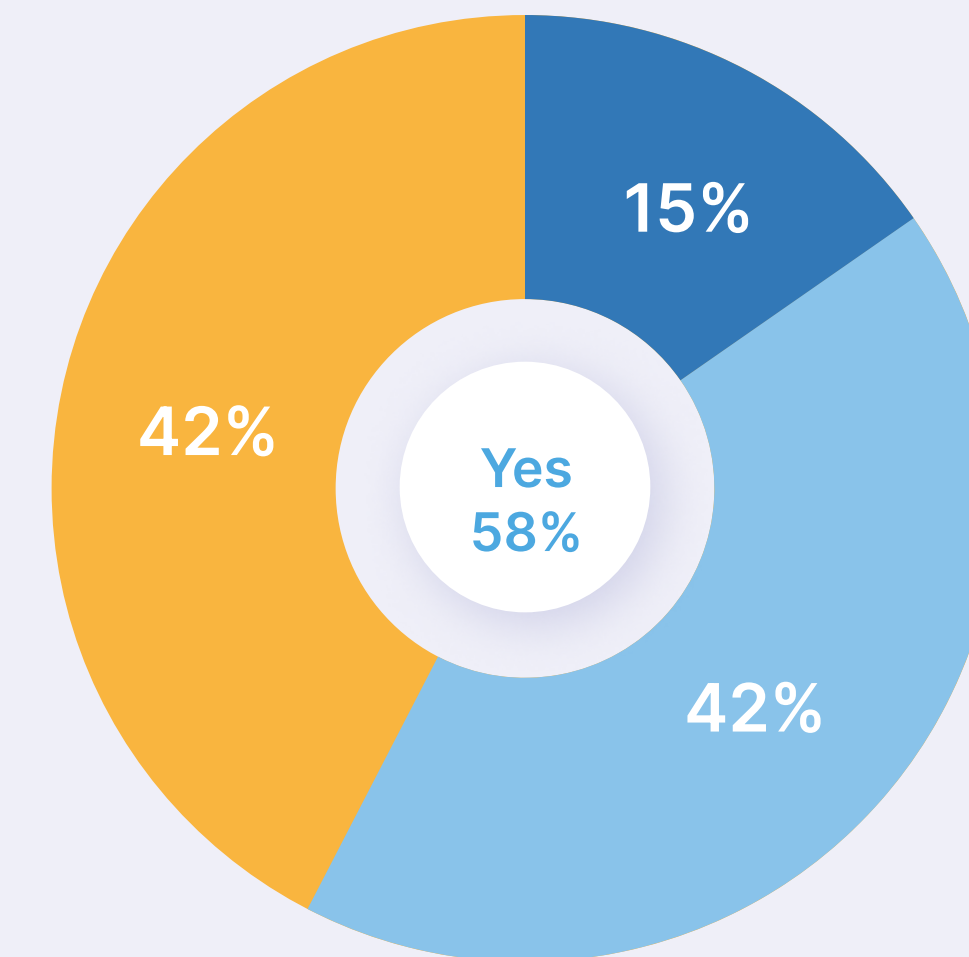
● Yes, often   ● Yes, sometimes   ● No, never

Base : all respondents (n=1,800)

04

Akeneo's Recommendations

So how can merchants reap the rewards offered by better quality product information and enhanced product experiences? Akeneo recommends that organizations take these **four steps to improve their product information and product experience processes**:
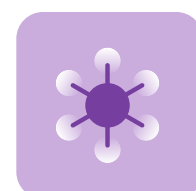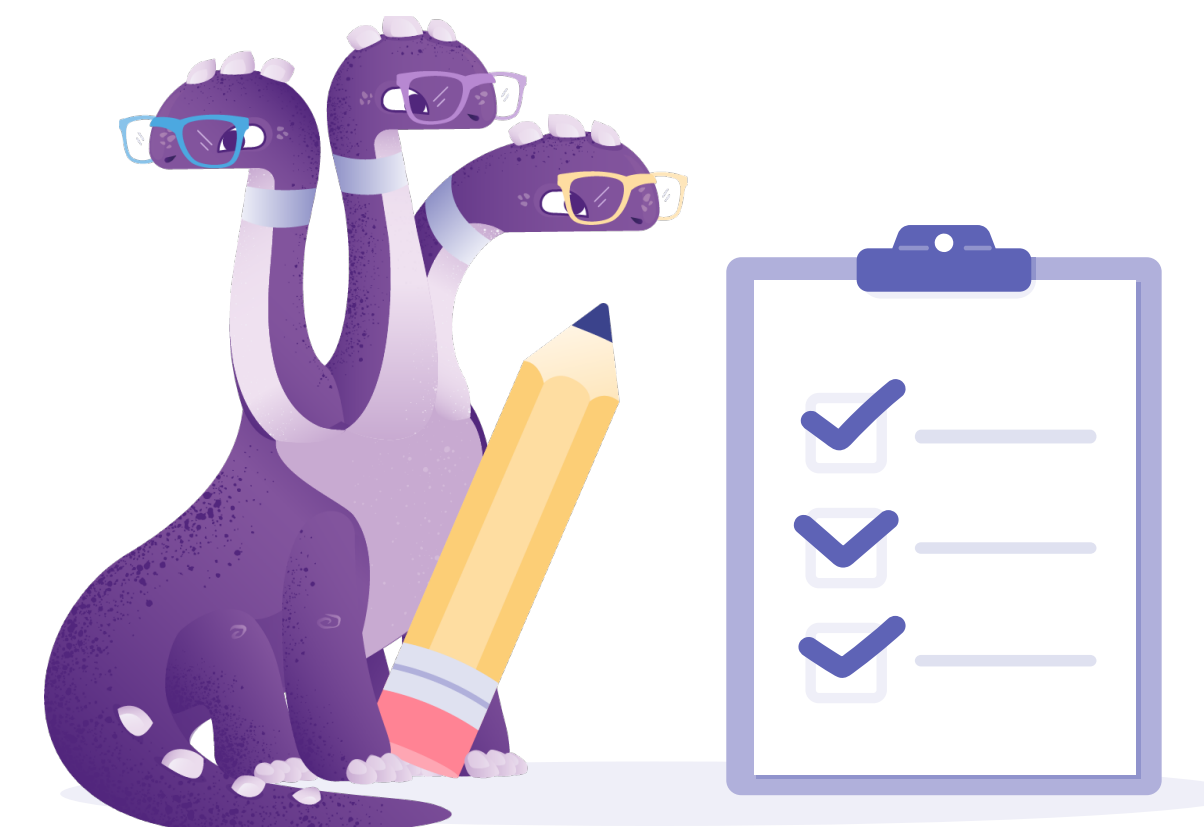
Implement a composable framework that scales as you scale.

When it comes to tech stacks, it's no longer one size fits all. **Composable commerce** offers companies a way to **stay agile and responsive to customer needs**, ensuring a frictionless shopping experience that keeps customers coming back for more. In today's landscape, **a compelling – and consistent – product story is a must.** A composable commerce makes this possible by allowing the integration of important eCommerce components, like **product information management (PIM) tools, content management systems (CMS),** and **digital asset management (DAM)**, to ensure that product data, content, and assets are synchronized and up-to-date across owned and unowned channels.
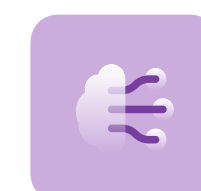
Leverage technology to drive omnichannel experiences with agility and consistency.

A Product Cloud can eliminate the chaos of siloed teams, technologies, and processes and **fuel omnichannel product experiences** by providing a SaaS-based solution to **manage, orchestrate, activate, and optimize** the entire product record across **every owned and unowned channel.** Plus, this **modular approach** enables organizations to scale and grow as needed by making it easier than ever before to **enter new markets, localize to new regions, and integrate or replace new technologies and processes.**

Akeneo's Recommendations
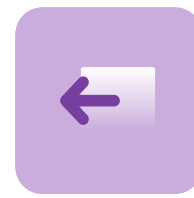
Offer flexible return options.

Consumers expect a simple return process, so brands that offer **flexible return options** can earn **customer loyalty**, **provide a better overall experience,** and establish a positive reputation for **excellent customer service**. Research shows free returns may be financially unsustainable for brands, but offering **free in-store returns and paid returns via shipping** is a great compromise, balancing the customer's need for a **simple and cheap return process** with the **brand's economic health** as in-person returns remove high operational costs and make managing stock and inventory that much easier. However, the best return is no return at all, so be sure to **prioritize the completeness and quality of product information pre-purchase** to reduce unnecessary returns.

Communicate what your brand cares about.

Consumers are increasingly concerned about a **brand's values and business practices** when making purchasing decisions. Invest in creating product content that **highlights sustainability** and **reinforces your brand values,** such as narrative videos, behind-the-scenes stories, and more in-depth product material descriptions. Try also **partnering with key, like-minded influencers** who can provide a transparent look into how the organization operates, **cultivating strong customer loyalty** among those who share the same values.

Provide personalized customer experiences that don't break the bank.

Customer expectations are rising as people want **personalized shopping experiences** and **high-quality product information,** but price has become even more crucial due to the cost-of-living crisis. Combat consumer hesitation due to cost by defining a **product experience strategy** that meets the needs of consumers and helps them justify the spend. Perhaps consumer data shows promotions resonate strongly with your audience, or use product data to identify which products align nicely together and can be easily bundled to showcase additional value. **Meeting customer expectations regarding price, promotions, availability, and product information** is crucial for success in today's market and can lead to **increased sales and customer loyalty.**

About the Survey

In order to measure consumer perceptions of how product information influences purchase decision-making in 2023, Akeneo commissioned 3Gem Research to survey 1,800 consumers from eight countries; Australia, Canada, China, France, Germany, Italy, the U.K., and the U.S. Each country's sample was representative of persons aged 18+ based on gender, age and country region.

This 15 minute online survey was carried out online via a CAWI system (Computer Assisted Web Interview), with fieldwork conducted from 22nd February to 8th March, 2023.

3Gem conducted the survey adhering to principles detailed in the ESOMAR & MRS Codes of Conduct.

3Gem
Research | Broadcast

About Akeneo

Akeneo is the product experience company, helping organizations deliver enriched, engaging, consistent, and compelling product experiences across all owned and unowned channels. By providing the community with best-of-breed technology and expertise, Akeneo equips global brands, manufacturers, distributors, and retailers such as Chico's, Staples Canada, Boohoo, Canon USA, BoxyCharm, The Very Group, and LVMH to deliver omnichannel customer experiences that turn browsers into buyers.

With its modern and best-of-breed PIM, highly-connected App Store, leading SIs, and API-driven technology, Akeneo Product Cloud dramatically improves product data quality and accuracy, simplifies catalog management, and accelerates the sharing of product information across all channels and locales.

For more information, please visit **www.akeneo.com.**

Learn More

05 **Survey Overview**

The 2023 Global B2C Survey represents a sample of 1,800 consumers aged 18 and above, with representative gender and age demographics from eight countries - France, Germany, Italy, the UK, USA, Canada, Australia, and China. The questions asked were related to a minimum price point, defined as 100 USD and its local equivalent (approximately €80 in France, Germany, and Italy, £70 in the UK, and $125 in Canada and Australia, and 630 元 in China).

The fieldwork was conducted between the 22nd of February and 8th of March 2023, in eight countries across four continents. Prior to the survey, 84% of respondents made at least one purchase of the categories asked about, at the specified minimum price point, in the previous year. This indicates a consumer interest in the price point across the surveyed countries.

Age
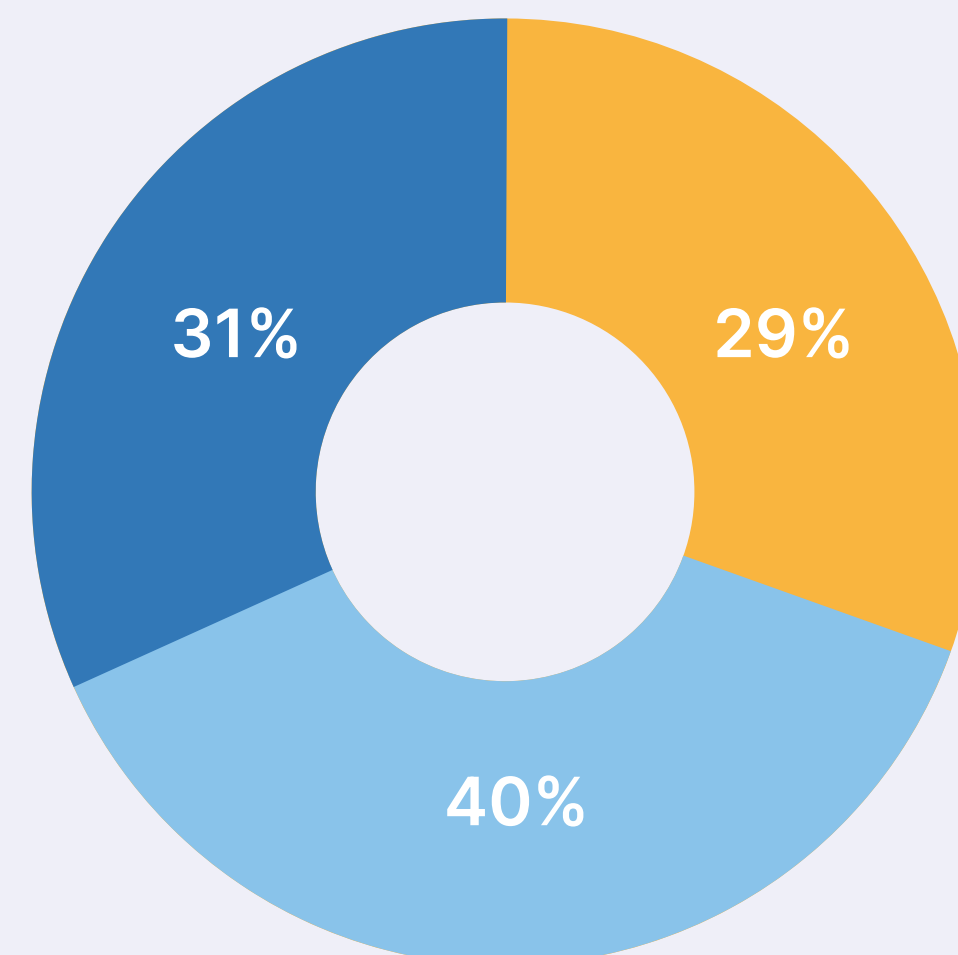
- ● 18-34
- ● 35-54
- ● 55+

Employment status
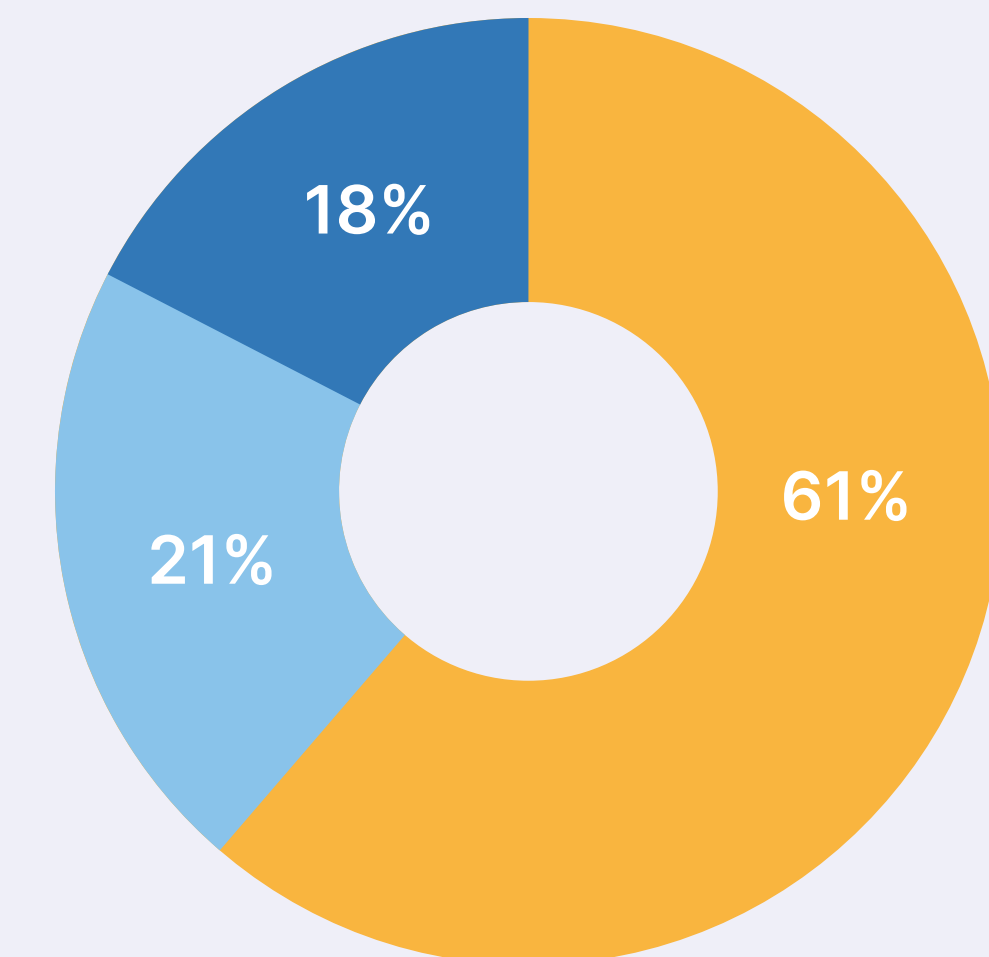
- ● Working
- ● Not working, not retired
- ● Retired

Background – Consumer Behavior

Q1. Which, if any, of the following types of products have you bought in the last 12 months, where you spent at least [PRICE] on a single item?

Category	2023
Fashion items e.g. clothes, shoes, accessories	36%
High-Tech / Hi-Fi equipment e.g. Television, Hi-Fi system, smart speakers, mobile phone	35%
Home appliances e.g. fridge, washing machine, dish washer	27%
Beauty & skincare products	23%
Luxury product e.g. cosmetics, jewelry, watches, holidays	22%
Decorative elements / furniture e.g. tables, chairs, sofa, lamps	20%
Sports or leisure equipment e.g. bicycle, exercise machines, golf clubs, ski equipment, car accessories	18%
Cultural products e.g. events tickets for festivals/theatre/concerts, limited edition box-sets	16%
Tools e.g. DIY tools or gardening equipment	16%
None of these	16%

■ 2023

Base : all respondents (n=1,800)

Background – Consumer Behavior

Q2. And the last time you bought item(s) for at least [PRICE], where did you buy those products?
Please select all that apply, for all products that you might have bought.

Stores (in person)

Category	Percentage
Specialty retail stores	27%
General retail stores	22%
Branded stores	20%
Outlet retail stores	15%
Discount retail stores	13%
Luxury retail stores	11%
Second hand/charity/thrift stores	7%

Online (websites/apps)

Category	Percentage
Online marketplaces	27%
Branded websites	15%
Specialty retailer websites	14%
General retailer websites	14%
Mobile apps (brands and distributors)	11%
Online comparison sites	9%
Social media	9%
Luxury retailer websites	8%
Secondhand/pre-loved resale websites	7%
Rental sales platforms - direct or via a retailer/brand online	5%
Metaverse or Web3	4%

Base : all who made a purchase (n=1,511)

Key Findings

Q3A. In the last 12 months, thinking about when you last bought item(s) for at least [PRICE] which of the following did you most regularly use for product discovery:

Category	%
Online Marketplaces	28%
Search engines	27%
General retail stores - in person	20%
Specialty retail stores – in person	20%
Specialty retailer websites	17%
General retailer websites	16%
Branded stores - in person	16%
Branded websites	15%
Store salespeople, either in-store or online	15%
Online comparison sites	15%
Social media	14%
Mobile apps (brands and distributors)	14%
Catalogues / brochures	11%
Voice assistants	7%
"Chatbots" or virtual assistants	6%

Q3A. In the last 12 months, thinking about when you last bought item(s) for at least [PRICE] which of the following did you most regularly use for product validation:

Category	%
Search engines	23%
Online Marketplaces	22%
Specilty retail stores - in person	21%
General retail stores - in person	19%
Online comparison sites	16%
Branded stores - in person	16%
General retailer websites	15%
Store sales people, either in-store or online	14%
Specialty retailer websites	14%
Branded websites	12%
Mobile apps (brands and distributors)	11%
Social media	10%
Catalogues / brochures	7%
"Chatbots" or virtual assistants	6%
Voice assistants	5%

Base : all who made a purchase (n=1,511)

Key Findings

Q3A. In the last 12 months, when you last bought item(s) for at least <PRICE> which of the following did you most regularly use for price/promotion comparisons:

In the last 12 months, when you last bought item(s) for at least <PRICE> which of the following did you most regularly use to earn loyalty points:

Category	%
Online Marketplaces	26%
Search engines	24%
General retail stores - in person	21%
Online comparison sites	19%
Specialty retail stores – in person	19%
Branded stores - in person	16%
General retailer websites	16%
Specialty retailer websites	16%
Store salespeople, either in-store or online	14%
Branded websites	14%
Mobile apps (brands and distributors)	11%
Social media	11%
Catalogues / brochures	9%
Voice assistants	5%
"Chatbots" or virtual assistants	5%

Category	%
Search engines	27%
Online Marketplaces	21%
Specilty retail stores - in person	21%
General retail stores - in person	18%
Online comparison sites	15%
Branded stores - in person	14%
General retailer websites	14%
Store sales people, either in-store or online	13%
Specialty retailer websites	12%
Branded websites	10%
Mobile apps (brands and distributors)	9%
Social media	9%
Catalogues / brochures	7%
"Chatbots" or virtual assistants	5%
Voice assistants	4%

Base : all who made a purchase (n=1,511)

Key Findings

Q3A. In the last 12 months, when you last bought item(s) for at least <PRICE> which of the following did you most regularly use for ease/speed of checkout:

Online Marketplaces	28%
General retail stores - in person	23%
Specialty retail stores – in person	22%
Store salespeople, either in-store or online	17%
General retailer websites	16%
Branded stores - in person	15%
Specialty retailer websites	15%
Branded websites	13%
Mobile apps (brands and distributors)	12%
Search engines	10%
Online comparison sites	9%
Social media	8%
Catalogues / brochures	6%
Voice assistants	6%
"Chatbots" or virtual assistants	5%

Q3A. In the last 12 months, when you last bought item(s) for at least <PRICE> which of the following did you most regularly use to leave reviews:

Online Marketplaces	27%
General retail stores - in person	16%
Social media	16%
Specilty retail stores - in person	15%
Search engines	15%
Branded stores - in person	14%
General retailer websites	14%
Store sales people, either in-store or online	14%
Specialty retailer websites	13%
Branded websites	12%
Mobile apps (brands and distributors)	12%
Online comparison sites	11%
Catalogues / brochures	6%
"Chatbots" or virtual assistants	6%
Voice assistants	5%

Base : all who made a purchase (n=1,511)

Key Findings

Q4. Please indicate where you usually obtain opinions that could help you make purchase decisions:

Search engines	28%
Social media	21%
Online Marketplaces	20%
Online comparison sites	14%
General retailer websites	13%
Branded stores - in person	13%
Specialty retailer websites	13%
Branded websites	12%
Mobile apps (brands and distributors)	12%
General retail stores - in person	10%
Store salespeople, either in-store or online	9%
Specialty retail stores – in person	9%
Catalogues / brochures	6%
Voice assistants	6%
"Chatbots" or virtual assistants	5%

Q4. Please indicate where you usually obtain professional advice that could help you make purchase decisions:

Store sales people, either in-store or online	22%
Search engines	20%
Specilty retail stores - in person	17%
General retail stores - in person	14%
Online Marketplaces	14%
Social media	13%
Branded stores - in person	12%
Specialty retailer websites	12%
Online comparison sites	10%
General retailer websites	10%
Branded websites	9%
Mobile apps (brands and distributors)	8%
Catalogues / brochures	7%
"Chatbots" or virtual assistants	7%
Voice assistants	6%

Base : all respondents (n=1,800)

Key Findings

Q5. Besides the price, what information do you usually look for, prior to spending at least <PRICE> on an item?

Q3B. Where did you first discover/find out about the product that you last bought for at least <PRICE>?

Product Description	47%
Consumer/user reviews	36%
Product images	36%
Comparisons to other products	35%
Technical features	35%
Sales conditions (e.g. price/delivery, returns)	34%
Availability information	25%
Brand values	24%
Videos (tutorials, product test)	17%
User guides, manuals	17%
Professional or influencers product reviews	16%
Environmental impact / sustainability	14%
Rules & regulations compliance	10%
Lifestyle content (e.g Pinterest, lookbooks, e-zines)	9%

In Store	24%
Online search (Google, etc)	19%
Retailer website	14%
Brand website	10%
Social media	10%
Friends / Colleagues	8%
Online ads	7%
Review site	3%
Emailing	3%
Billboard	1%

Base : all respondents (n=1,800)

Key Findings

Q6. In general, what do you think about the quality of the provided product information, the last time you bought item(s) for at least <PRICE>?

1%

6%

38%

55%
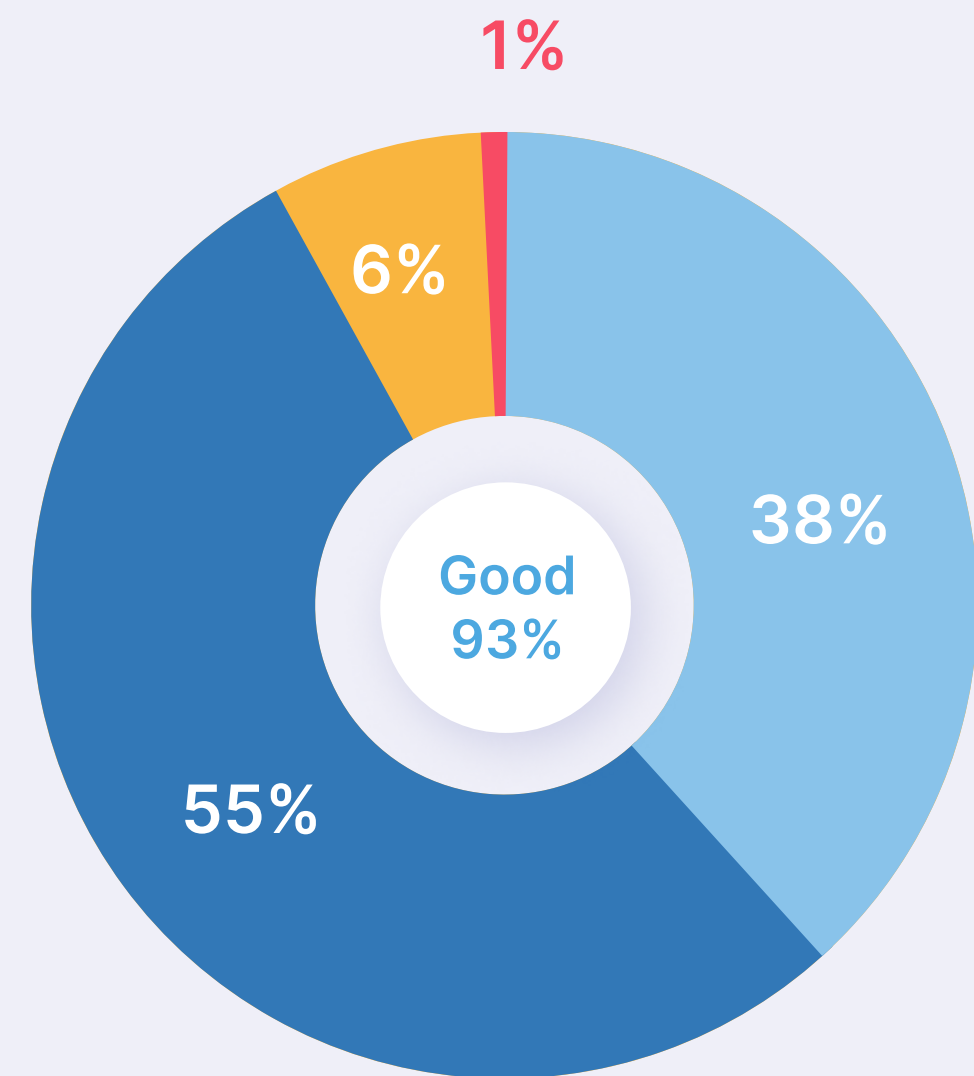
Good
93%

- ● Very good
- ● Fairly good
- ● Fairly bad
- ● Very bad

Base : all respondents, excluding those who 'Don't know' (n=1,671)

Q10e. Brands could do more to improve product information to support my purchase decision.
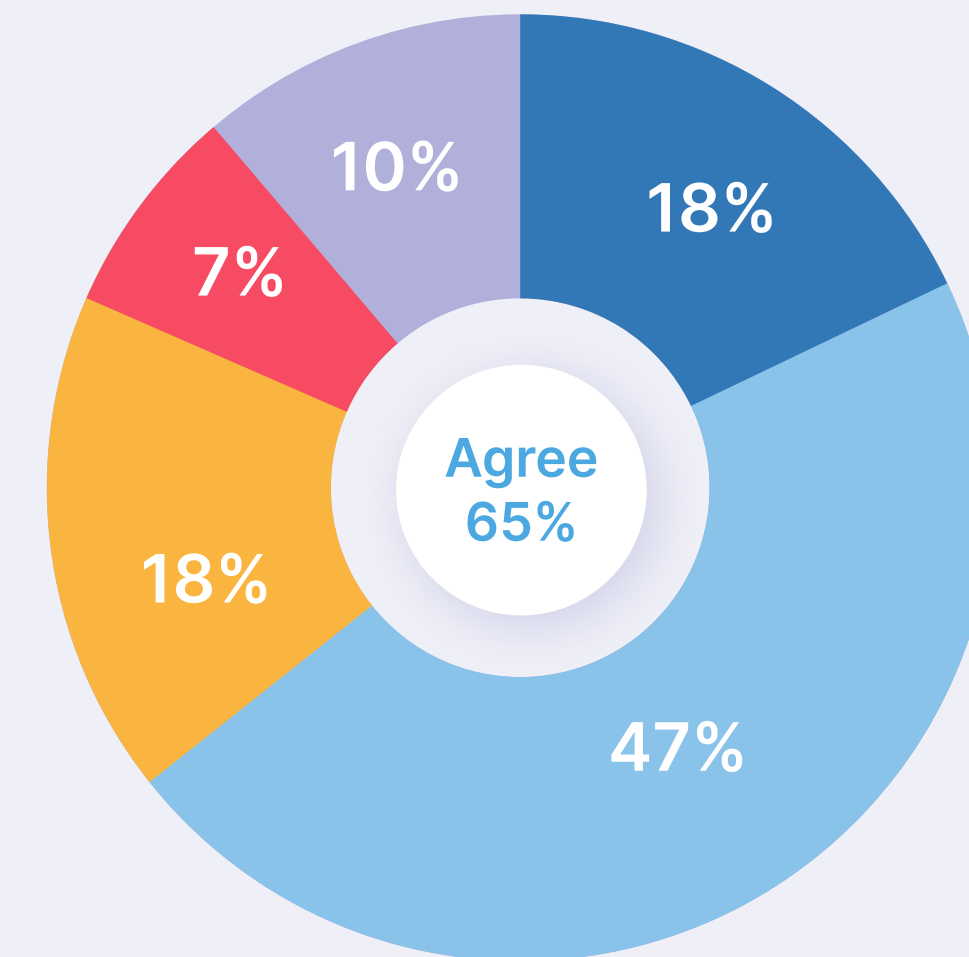
10%

18%

7%

18%

47%

Agree
65%

- ● Totally agree
- ● Somewhat agree
- ● Somewhat disagree
- ● Totally disagree
- ● Don't know

Base : all respondents (n=1,800)

27

Product Information by Category:

Fashion items e.g. clothes, shoes, accessories

Q7b. When you last purchased a fashion item, for at least <PRICE>, how would you rate the quality of the product information available to you?

Good
92%

36%

56%

7%

1%

- Very good
- Fairly good
- Fairly bad
- Very bad

Q7c. When browsing for fashion items for at least <PRICE>, which are the most important pieces of product information that inform your buying decision?

Pricing information	49%
Product size / fit / dimensions	47%
Promotions, offers or deals	39%
Product imagery - on models	26%
Product attributes	26%
Care information e.g. washing	26%
User generated content (ratings, reviews, images)	23%
Stock/products/varieties availability	22%
Product imagery - lifestyle	20%
Brand values inc. sustainability/compliance commits	20%
Supply chain/Delivery information	16%
Warranty information	15%
Lifestyle content about the brand	14%
Special features	14%
Allergen information	11%

Product Information by Category:

Decorative elements / furniture e.g. tables, chairs, sofa, lamps

Q7b. When you last purchased decorative elements/furniture, for at least <PRICE> in the last 12 months, how would you rate the quality of the product information available to you?
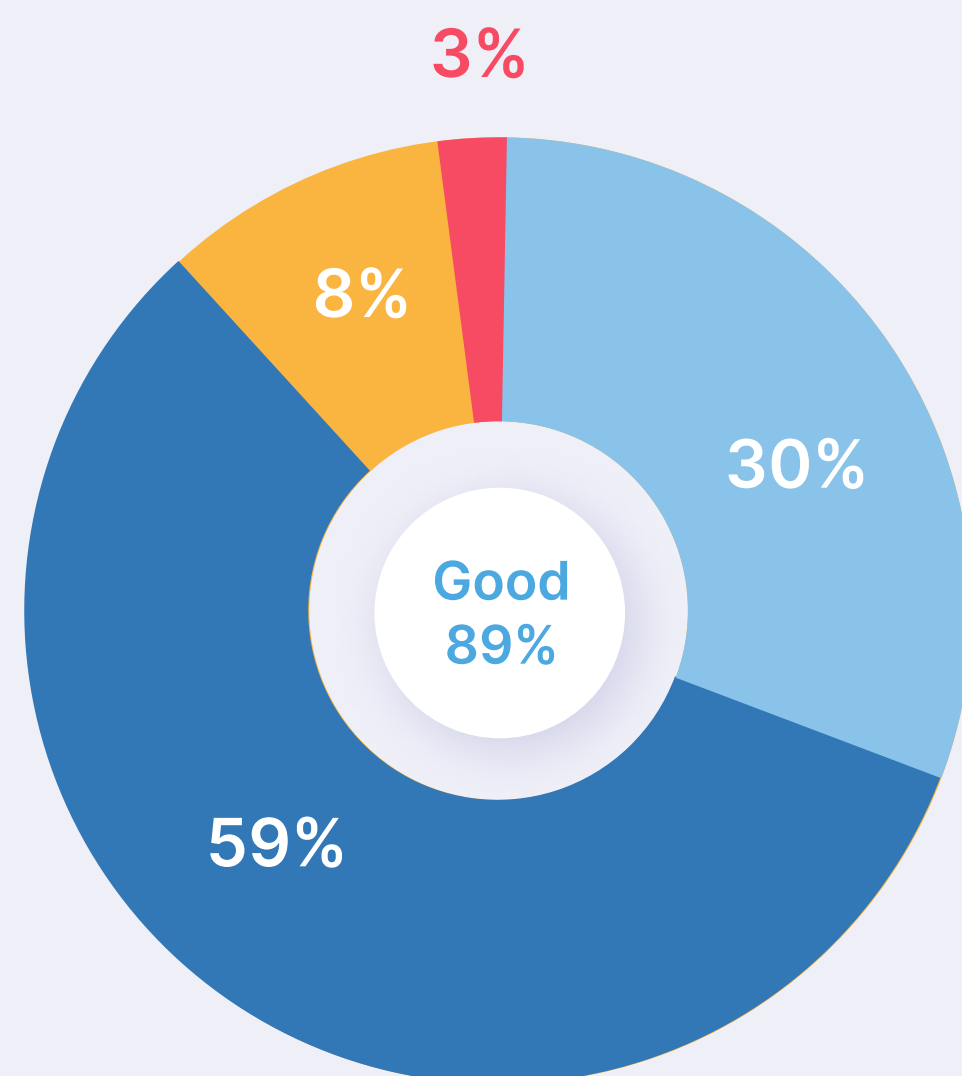
Q7c. When browsing for decorative elements/furniture for at least <PRICE>, which are the most important pieces of product information that inform your buying decision?

3%

8%

30%

59%

Good
89%

- ● Very good
- ● Fairly good
- ● Fairly bad
- ● Very bad

Pricing information	51%
Product size / fit / dimensions	40%
Promotions, offers or deals	39%
Product attributes	35%
Warranty information	29%
Product imagery - lifestyle	29%
User generated content (ratings, reviews, images)	29%
Stock/products/varieties availability	27%
Special features	26%
Product imagery - on models	24%
Care information e.g. washing	24%
Supply chain/Delivery information	23%
Brand values inc. sustainability/compliance commits	19%
Lifestyle content about the brand	16%

Base : all those who bought Decorative elements/furniture (n=356)

Base : all those who bought Decorative elements/furniture (n=356)

Product Information by Category:

Sports/leisure equipment e.g. bicycle, exercise machines, golf clubs, ski/car accessories

Q7b. When you last purchased sports/leisure equipment, for at least <PRICE>, how would you rate the quality of the product information available to you?

- **3%** Very bad
- **33%** Fairly good
- **10%** Fairly bad
- **53%** Very good

Good 86%
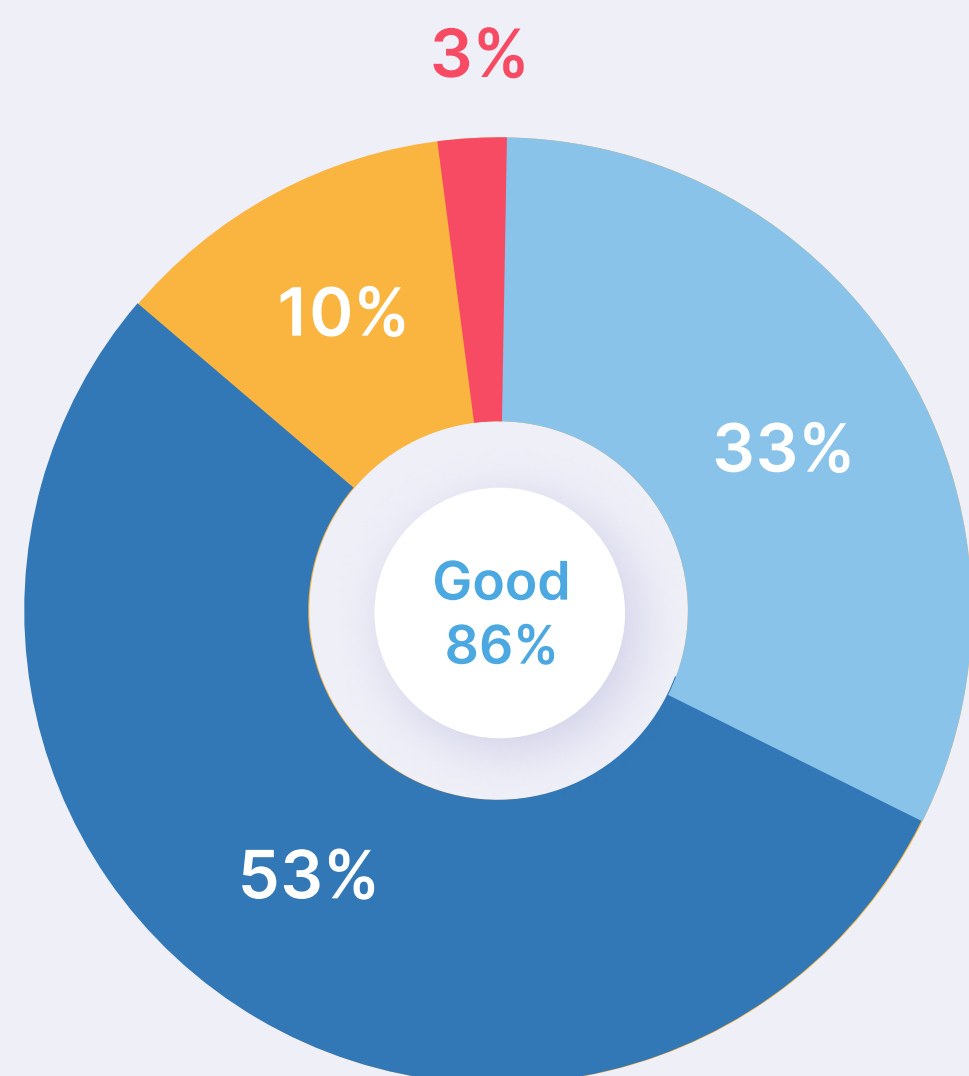
● Very good   ● Fairly good   ● Fairly bad

● Very bad

Q7c. When browsing for sports/leisure equipment for at least <PRICE>, which are the most important pieces of product information that inform your buying decision?

Pricing information	45%
Product size / fit / dimensions	39%
Promotions, offers or deals	35%
Product attributes	35%
Warranty information	31%
Special features	30%
User generated content (ratings, reviews, images)	26%
Stock/products/varieties availability	26%
Product imagery - lifestyle	24%
Brand values inc. sustainability/compliance commits	23%
Supply chain/Delivery information	23%
Care information e.g. washing	21%
Product imagery - on models	19%
Lifestyle content about the brand	19%
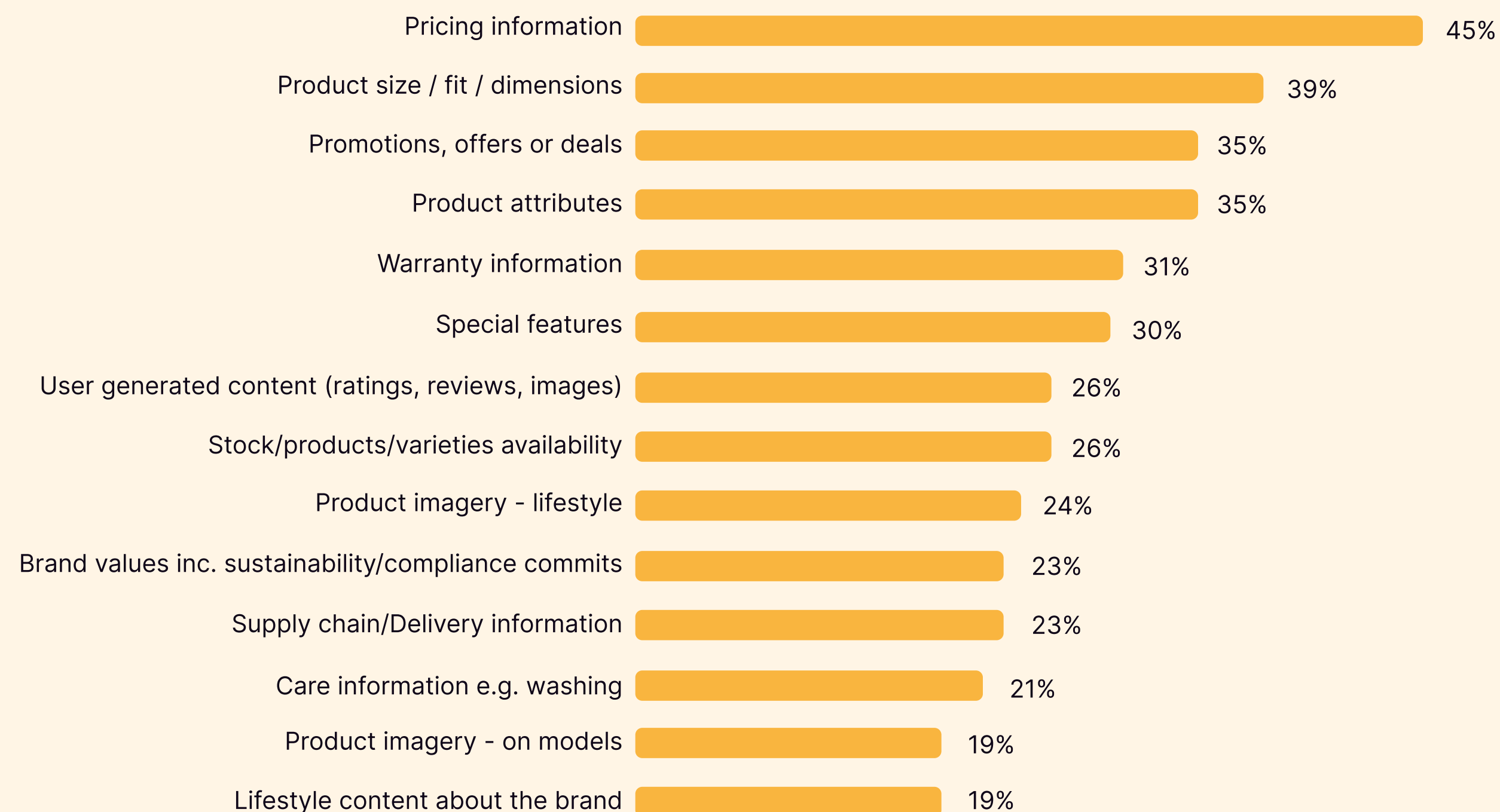
Base : all those who bought Sports or leisure equipment (n=327)

Base : all those who bought Sports or leisure equipment (n=327)

Product Information by Category:
Luxury products e.g. cosmetics, jewelry, watches, holidays

Q7b. When you last purchased luxury products, for at least <PRICE> in the last 12 months, how would you rate the quality of the product information available to you?

- ● Very good
- ● Fairly good
- ● Fairly bad
- ● Very bad

Good 89%
- 2%
- 9%
- 44%
- 45%

Base : all those who bought Luxury products (n=400)

Q7c. When browsing for luxury products for at least <PRICE>, which are the most important pieces of product information that inform your buying decision?

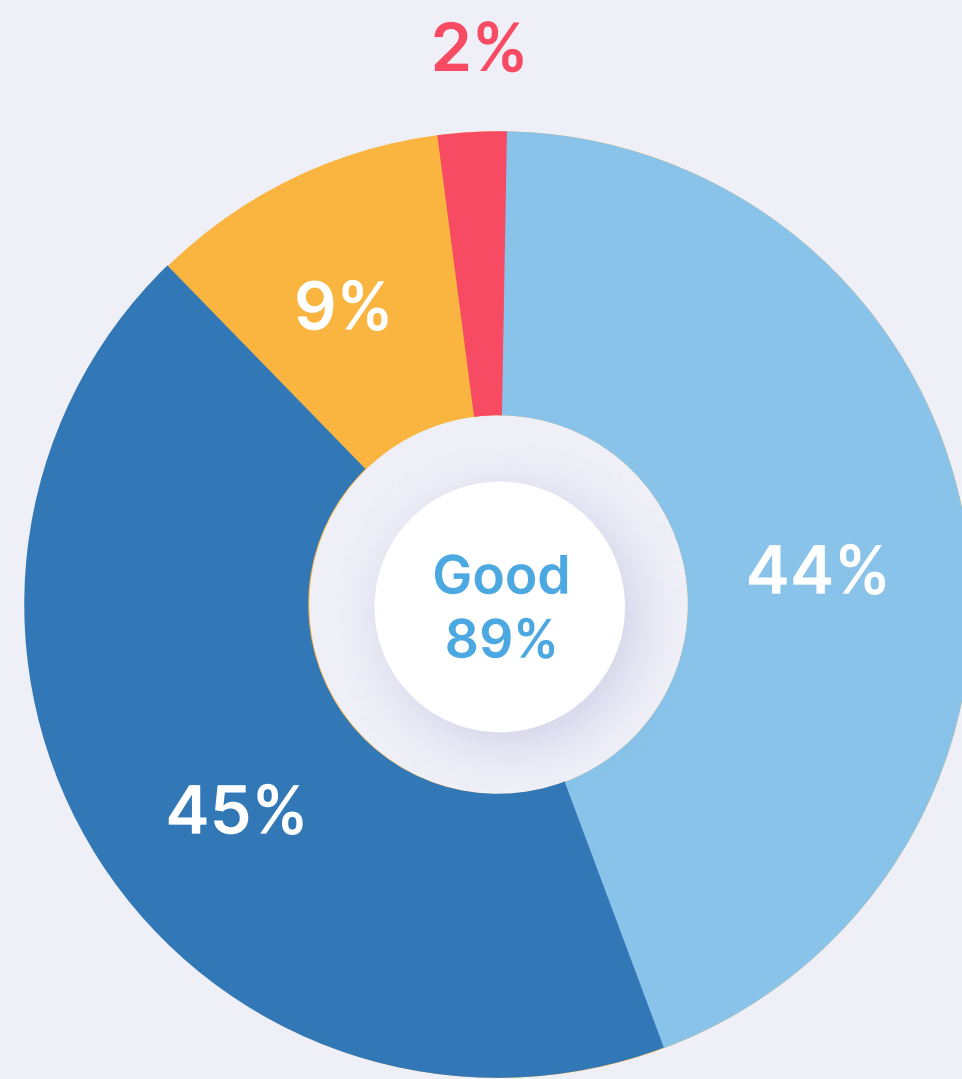|	
Pricing information	45%
Promotions, offers or deals	38%
Product attributes	32%
Product size / fit / dimensions	32%
Brand values inc. sustainability/compliance commits	29%
User generated content (ratings, reviews, images)	28%
Warranty information	27%
Product imagery - lifestyle	25%
Product imagery - on models	24%
Special features	24%
Lifestyle content about the brand	22%
Care information e.g. washing	21%
Stock/products/varieties availability	20%
Supply chain/Delivery information	18%

Base : all those who bought Luxury products (n=400)

Product Information by Category:
Beauty & skincare products

Q7b. When you last purchased beauty & skincare products, for at least <PRICE> in the last 12 months, how would you rate the quality of the product information available to you?

Good
89%

2%

9%

49%

40%

● Very good   ● Fairly good   ● Fairly bad

● Very bad

Base : all those who bought Beauty & skincare products (n=422)

Q7c. When browsing for beauty & skincare products for at least <PRICE>, which are the most important pieces of product information that inform your buying decision?

Pricing information	40%
Product attributes	37%
Promotions, offers or deals	34%
Allergen information	32%
Brand values inc. sustainability/compliance commits	27%
User generated content (ratings, reviews, images)	26%
Special features	25%
Nutritional information	20%
Care information e.g. washing	19%
Lifestyle content about the brand	19%
Product imagery - lifestyle	18%
Stock/products/variety availability	18%
Product size / fit / dimensions	18%
Product imagery - on models	16%
Supply chain/Delivery information	16%
Warranty information	16%

Base : all those who bought Beauty & skincare products (n=422)

Product Information by Category:
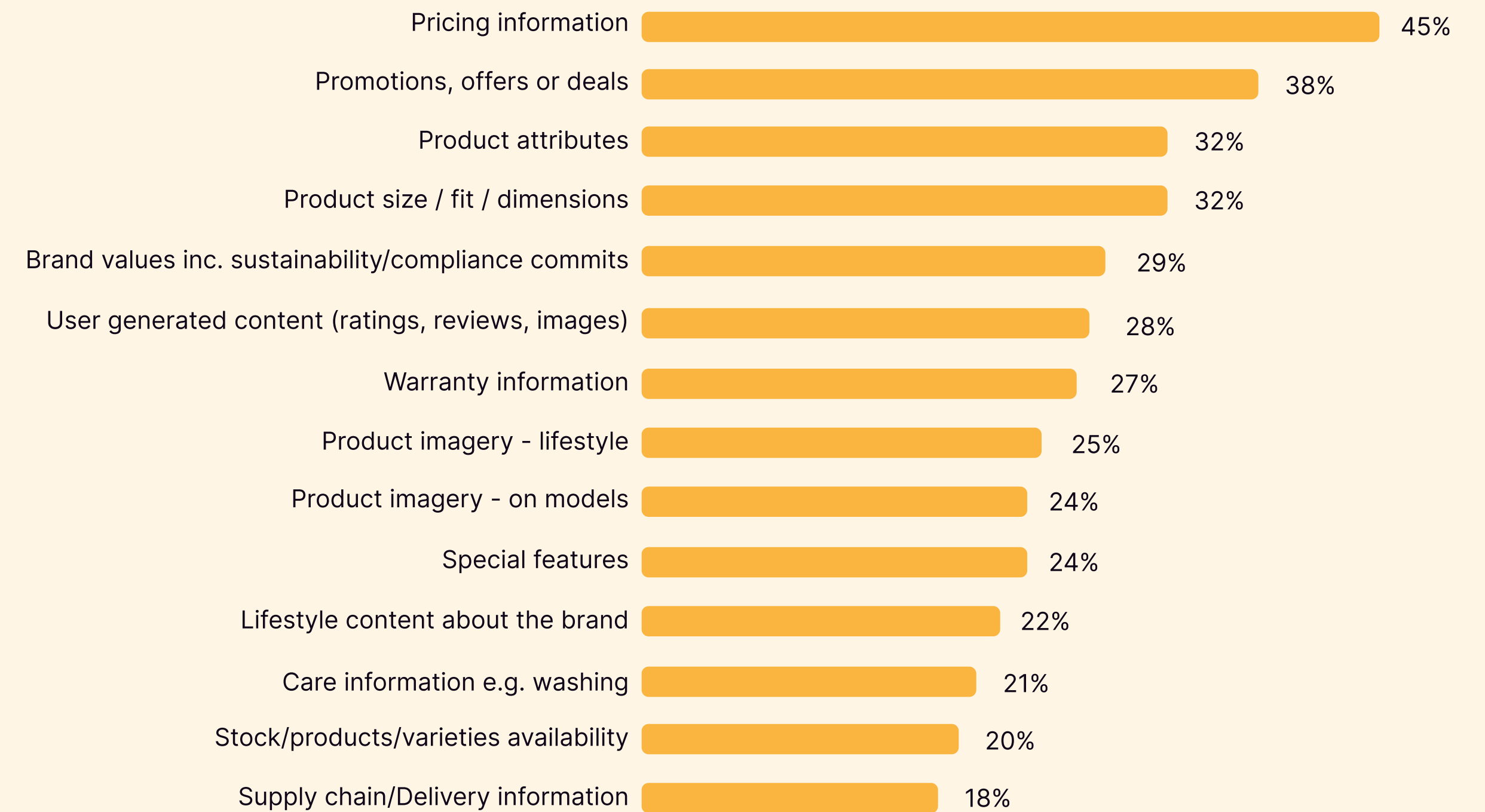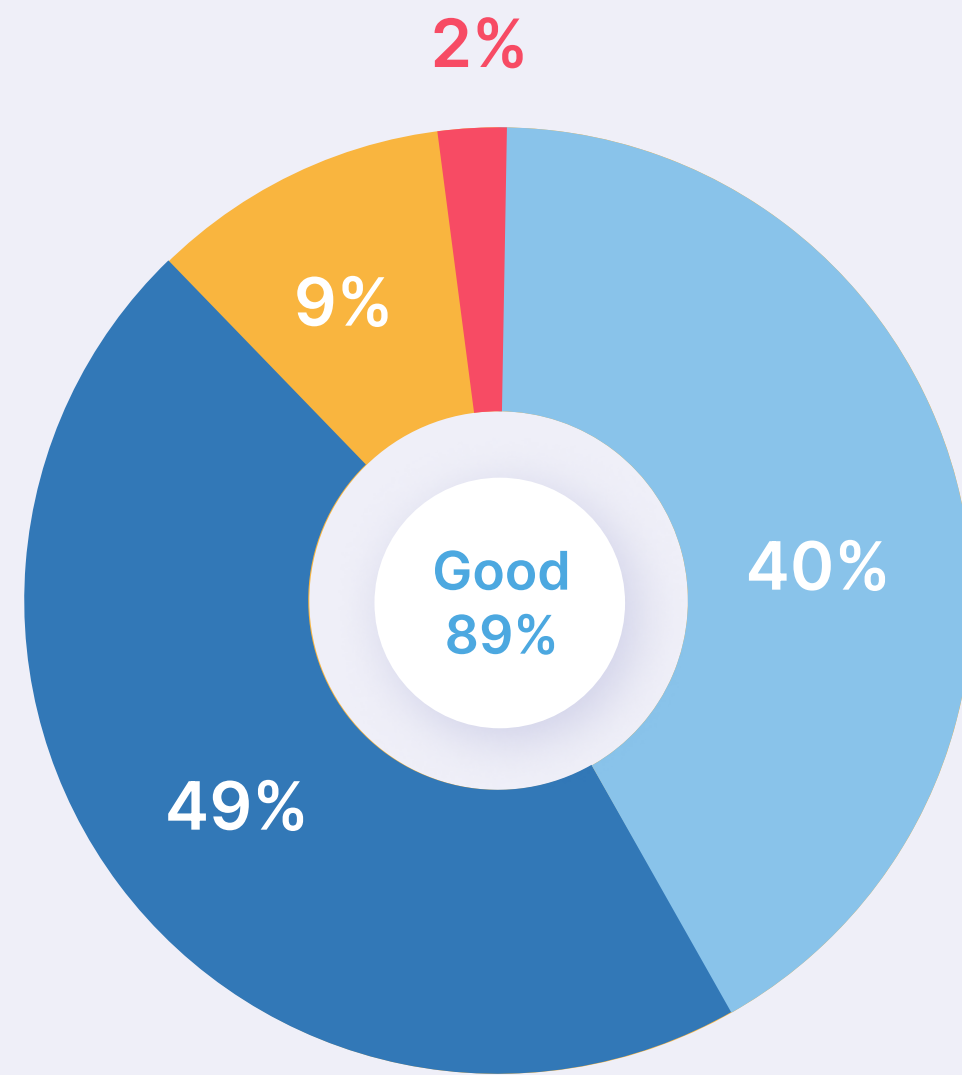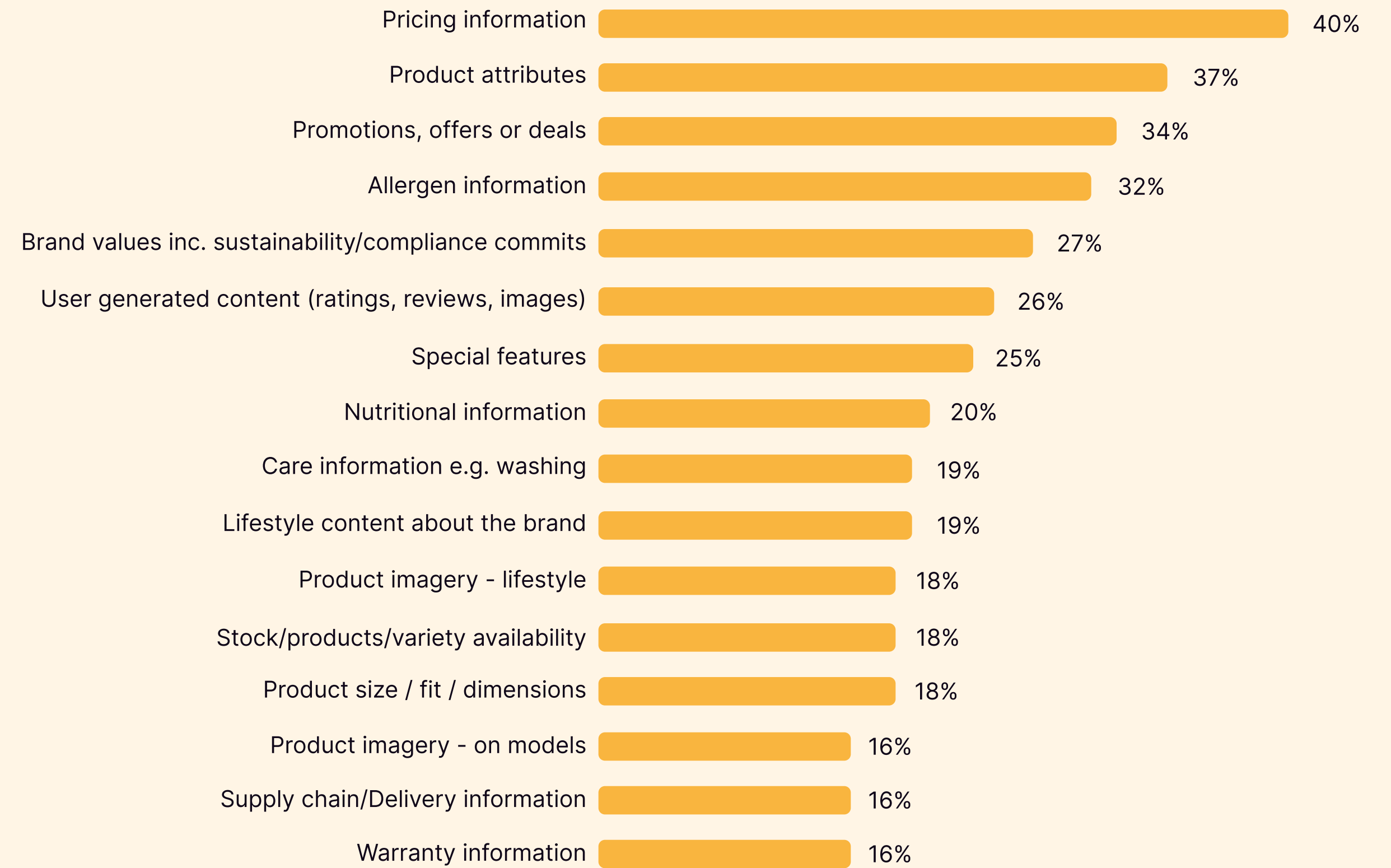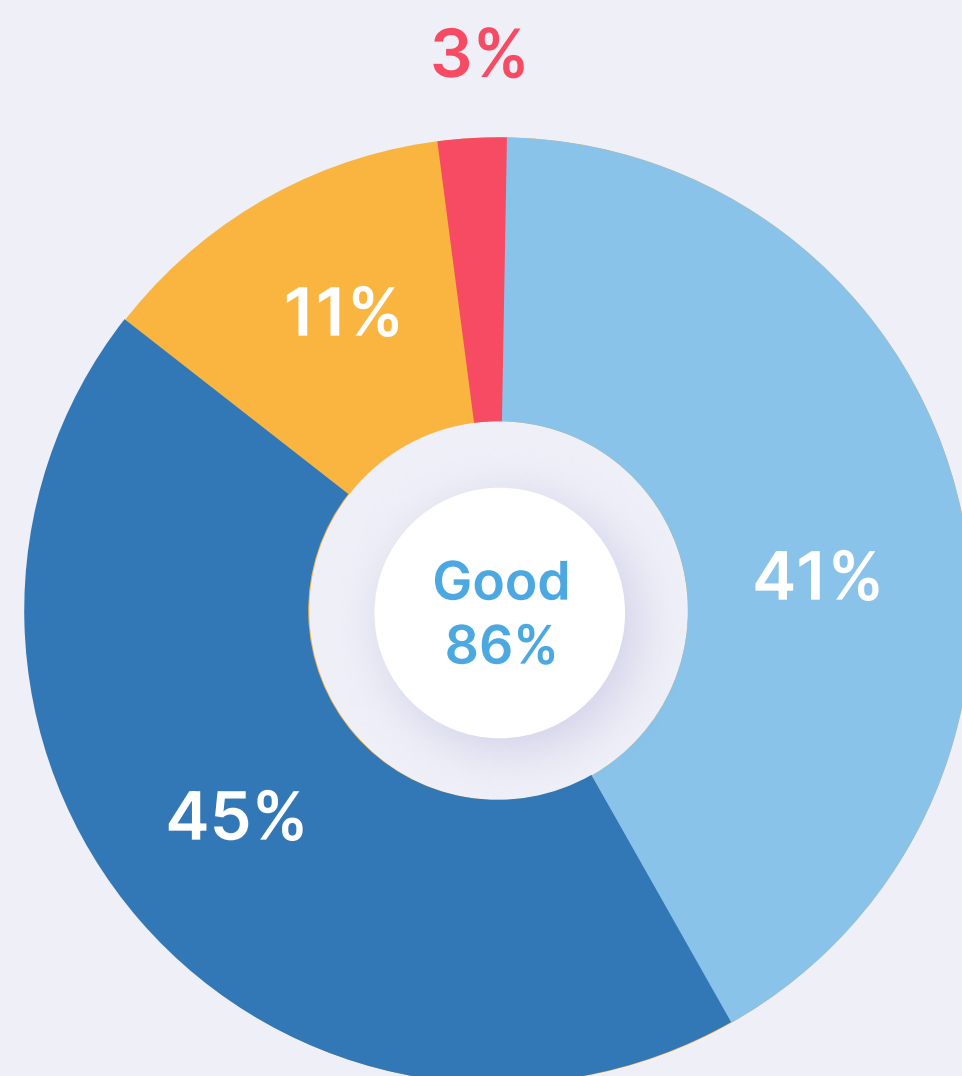## Cultural products e.g. tickets for festivals/ theatre, limited edition box-sets

Q7b. When you last purchased cultural products, for at least <PRICE> in the last 12 months, how would you rate the quality of the product information available to you?

Good
86%

41%

11%

3%

45%

- ● Very good
- ● Fairly good
- ● Fairly bad
- ● Very bad

Q7c. When browsing for cultural products for at least <PRICE>, which are the most important pieces of product information that inform your buying decision?

Pricing information	51%
Promotions, offers or deals	35%
Product attributes	26%
Product size / fit / dimensions	24%
Brand values inc. sustainability/compliance commits	22%
User generated content (ratings, reviews, images)	19%
Warranty information	18%
Product imagery - lifestyle	17%
Product imagery - on models	17%
Special features	16%
Lifestyle content about the brand	14%
Care information e.g. washing	14%
Stock/products/variety availability	13%
Supply chain/Delivery information	12%

Base : all those who bought Cultural products (n=292)

Base : all those who bought Cultural products (n=292)

Product Information by Category:
Home appliances e.g. fridge, washing machine, dish washer

Q7b. When you last purchased home appliances, for at least <PRICE> in the last 12 months, how would you rate the quality of the product information available to you?
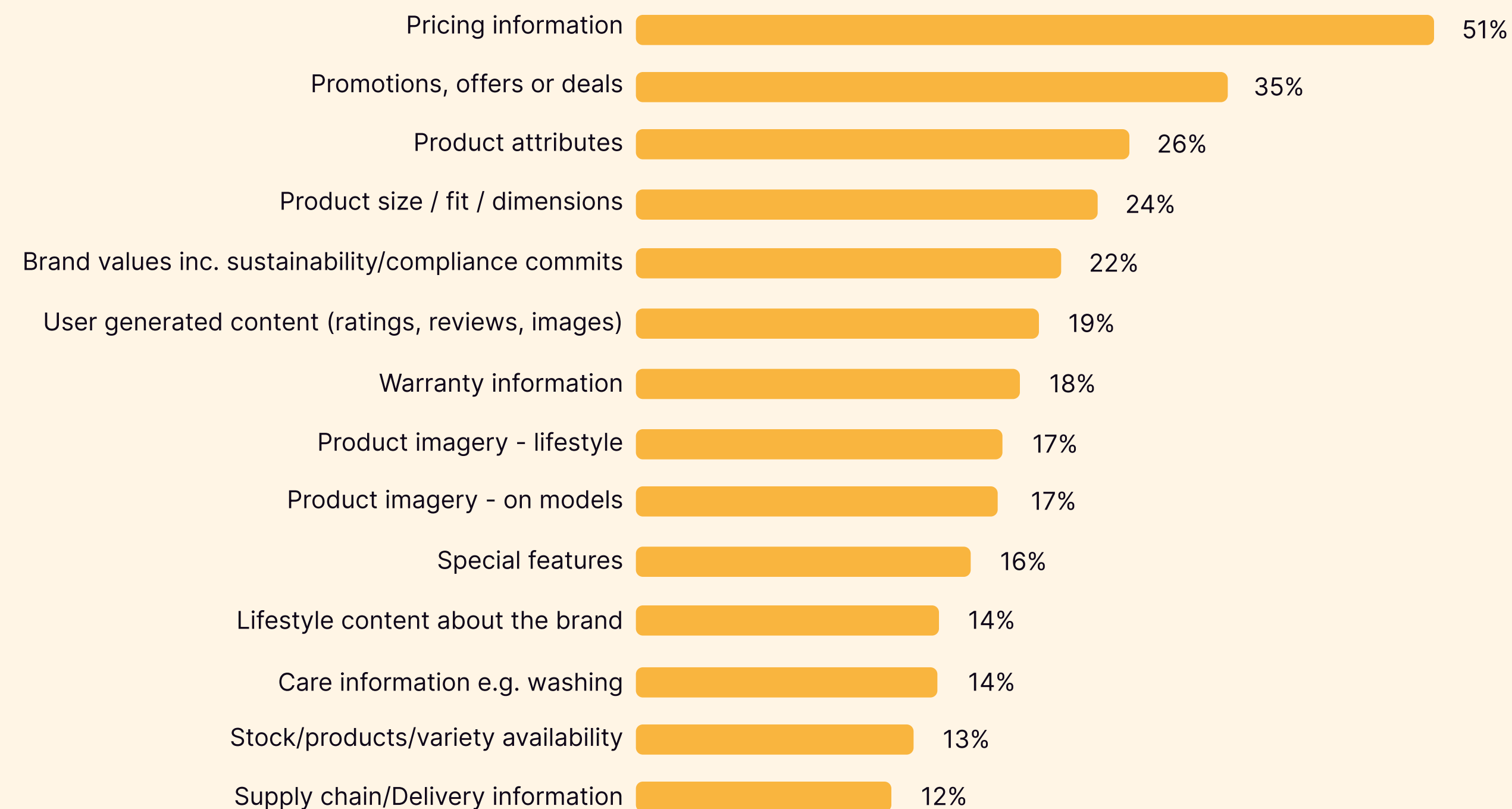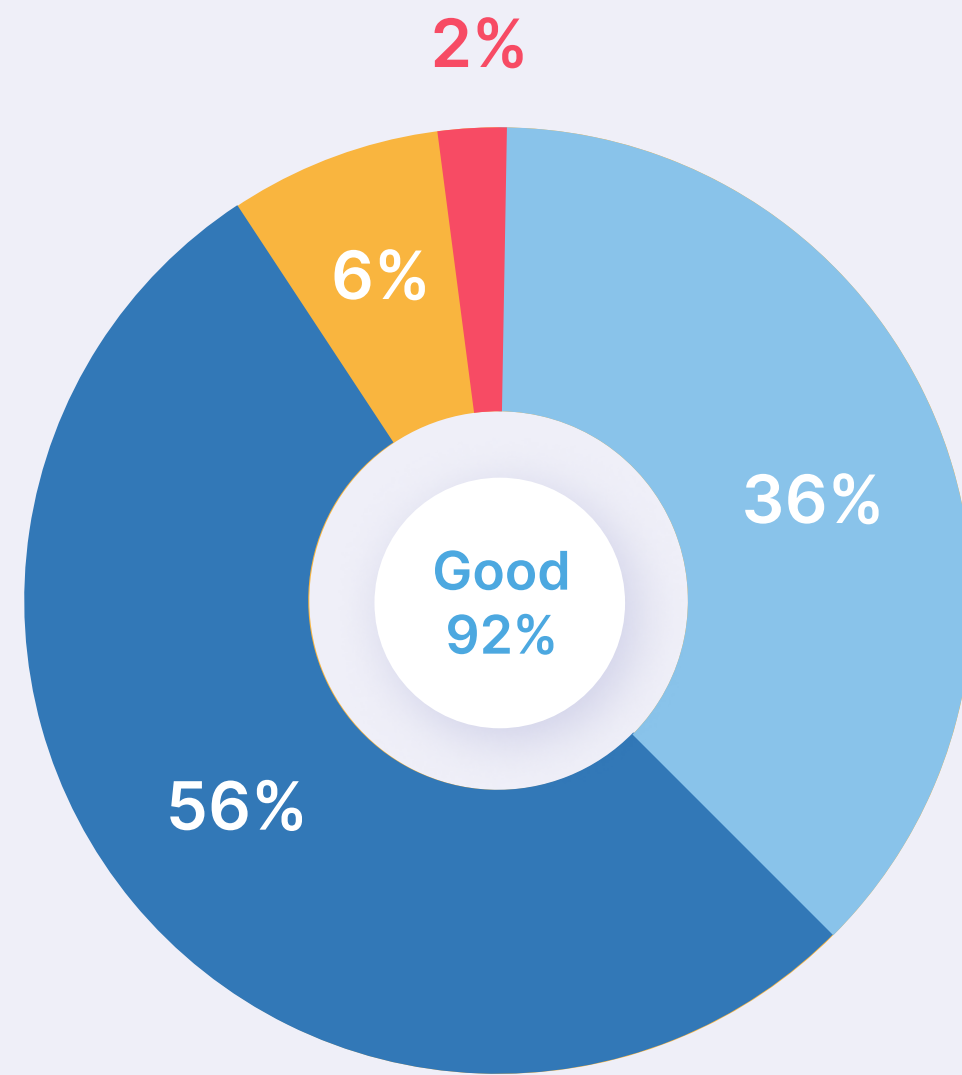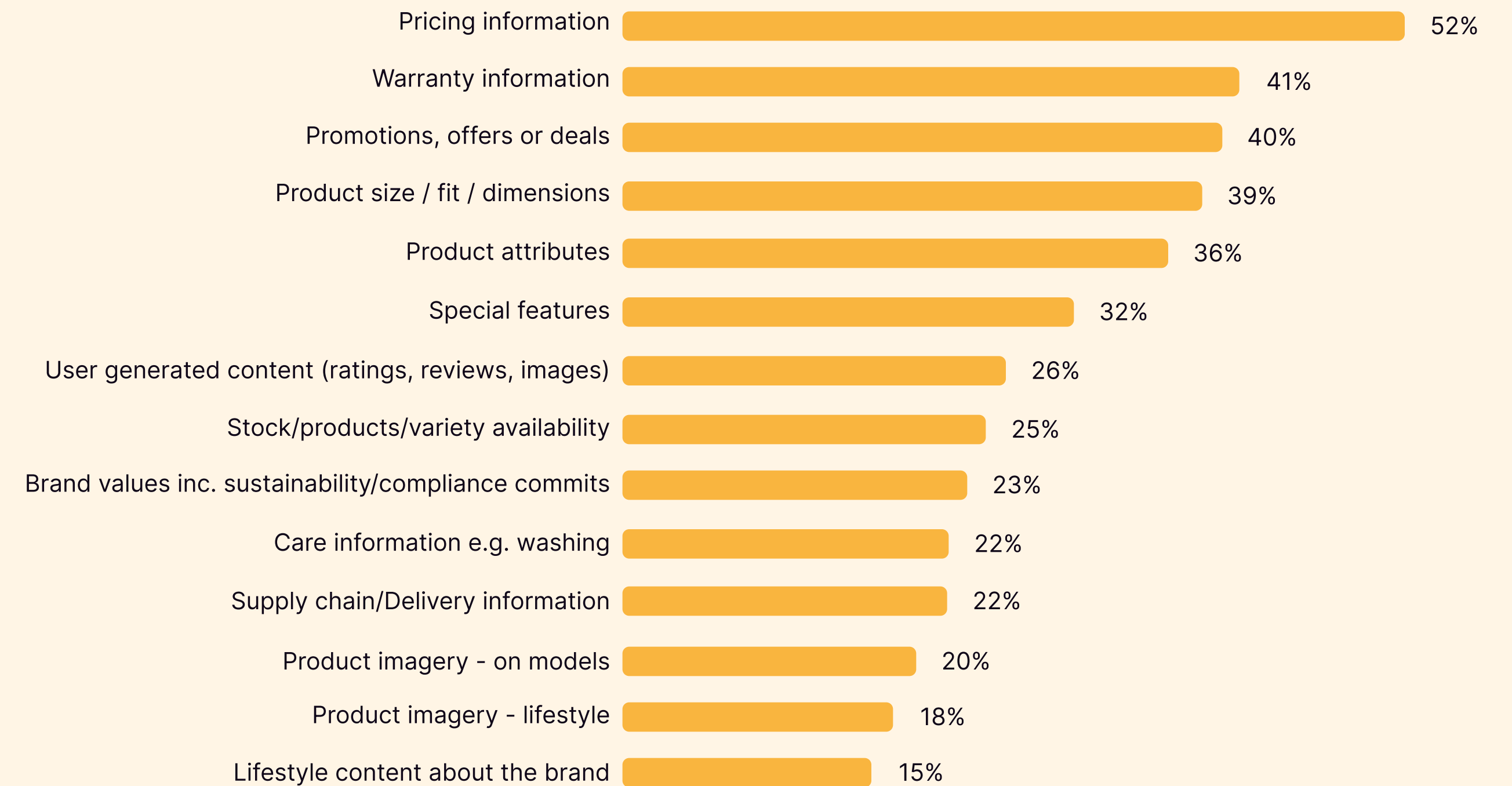
- 2%
- 6%
- 36%
- 56%
- Good 92%

- Very good
- Fairly good
- Fairly bad
- Very bad

Base : all those who bought Home appliances (n=481)

Q7c. When browsing for home appliances for at least <PRICE>, which are the most important pieces of product information that inform your buying decision?

| Category	%
Pricing information	52%
Warranty information	41%
Promotions, offers or deals	40%
Product size / fit / dimensions	39%
Product attributes	36%
Special features	32%
User generated content (ratings, reviews, images)	26%
Stock/products/variety availability	25%
Brand values inc. sustainability/compliance commits	23%
Care information e.g. washing	22%
Supply chain/Delivery information	22%
Product imagery - on models	20%
Product imagery - lifestyle	18%
Lifestyle content about the brand	15%

Base : all those who bought Home appliances (n=481)

Product Information by Category:
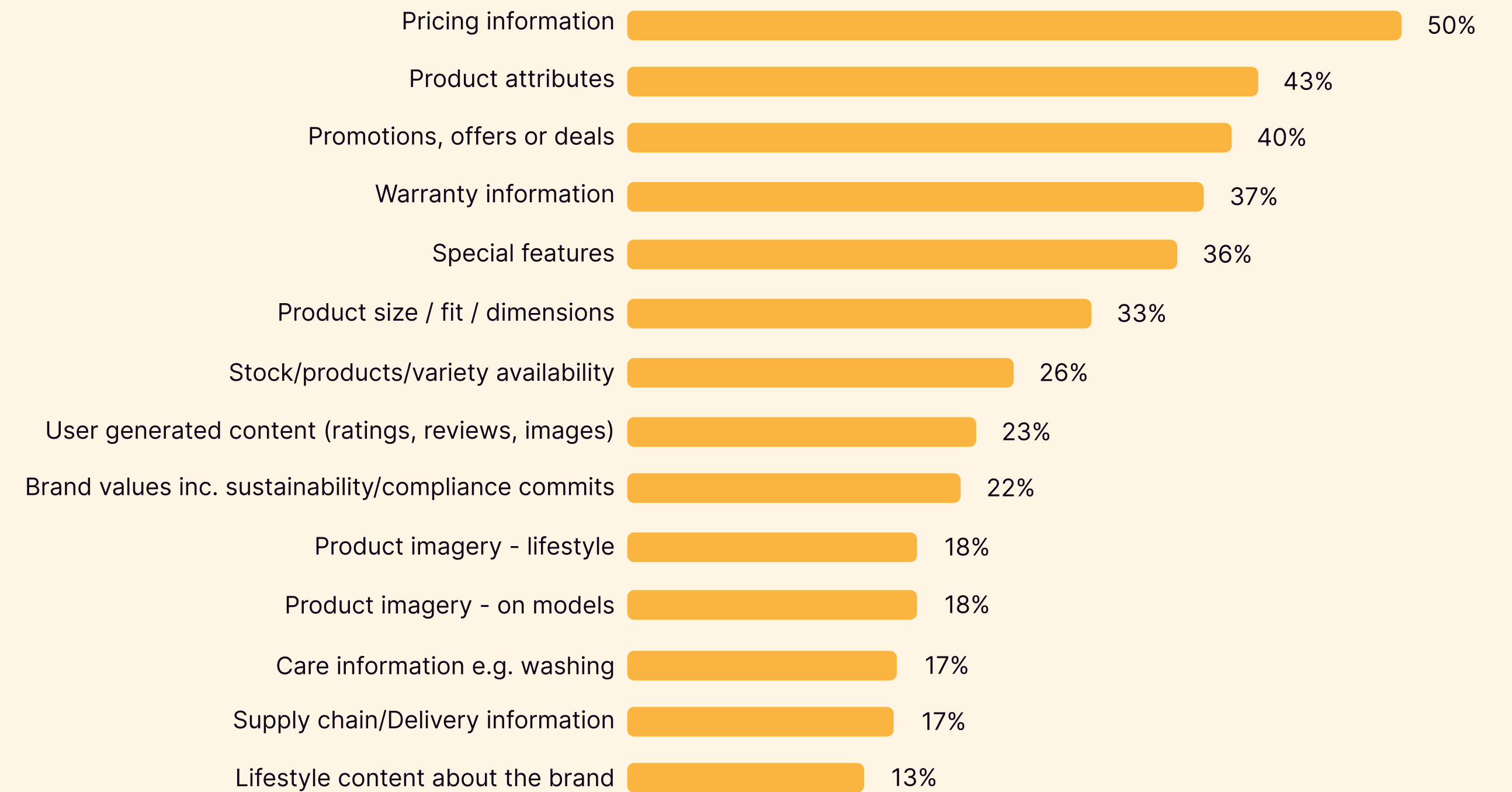## Tools e.g. DIY tools, gardening equipment

Q7b. When you last purchased tools, for at least <PRICE> in the last 12 months, how would you rate the quality of the product information available to you?

- Good 90%
- 39% Fairly good
- 51% Very good
- 8% Fairly bad
- 2% Very bad

Legend:
- Very good
- Fairly good
- Fairly bad
- Very bad
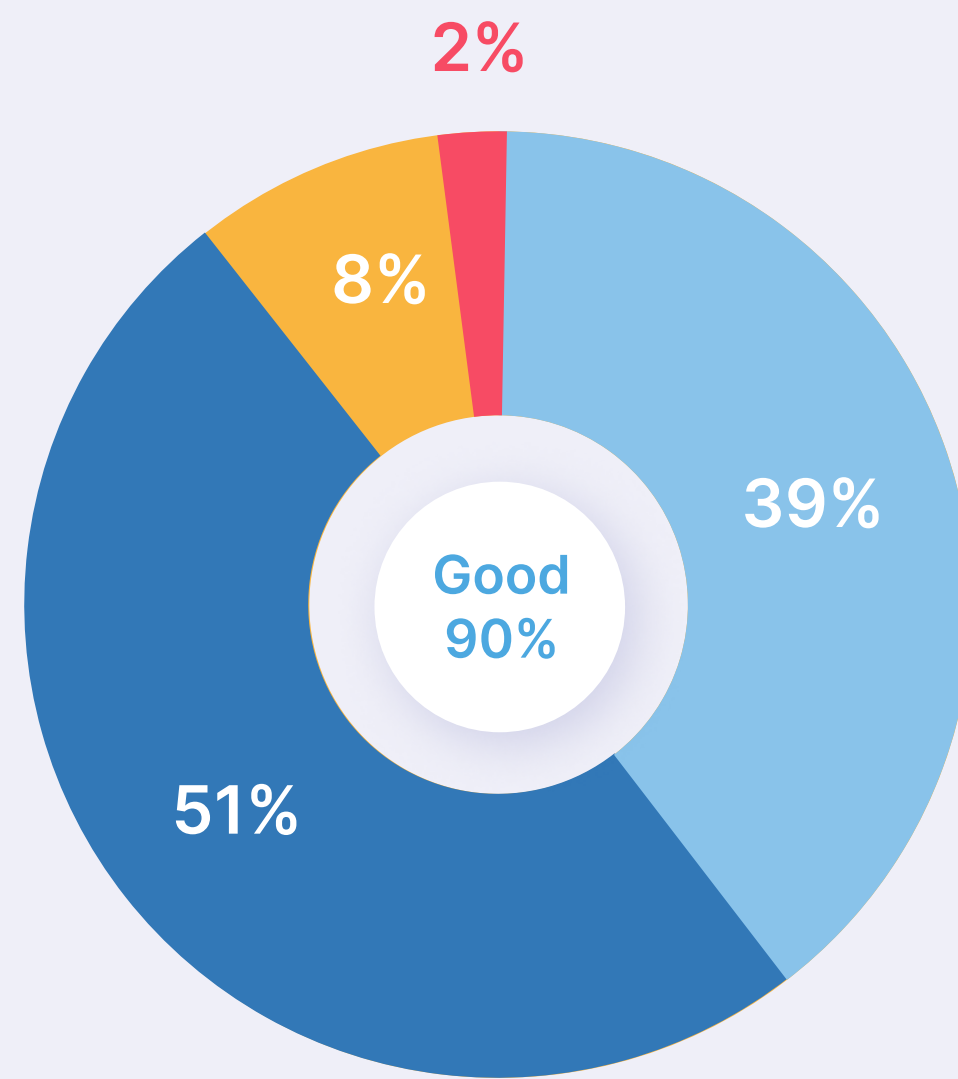
Q7c. When browsing for tools for at least <PRICE>, which are the most important pieces of product information that inform your buying decision?

Information	%
Pricing information	50%
Product attributes	43%
Promotions, offers or deals	40%
Warranty information	37%
Special features	36%
Product size / fit / dimensions	33%
Stock/products/variety availability	26%
User generated content (ratings, reviews, images)	23%
Brand values inc. sustainability/compliance commits	22%
Product imagery - lifestyle	18%
Product imagery - on models	18%
Care information e.g. washing	17%
Supply chain/Delivery information	17%
Lifestyle content about the brand	13%

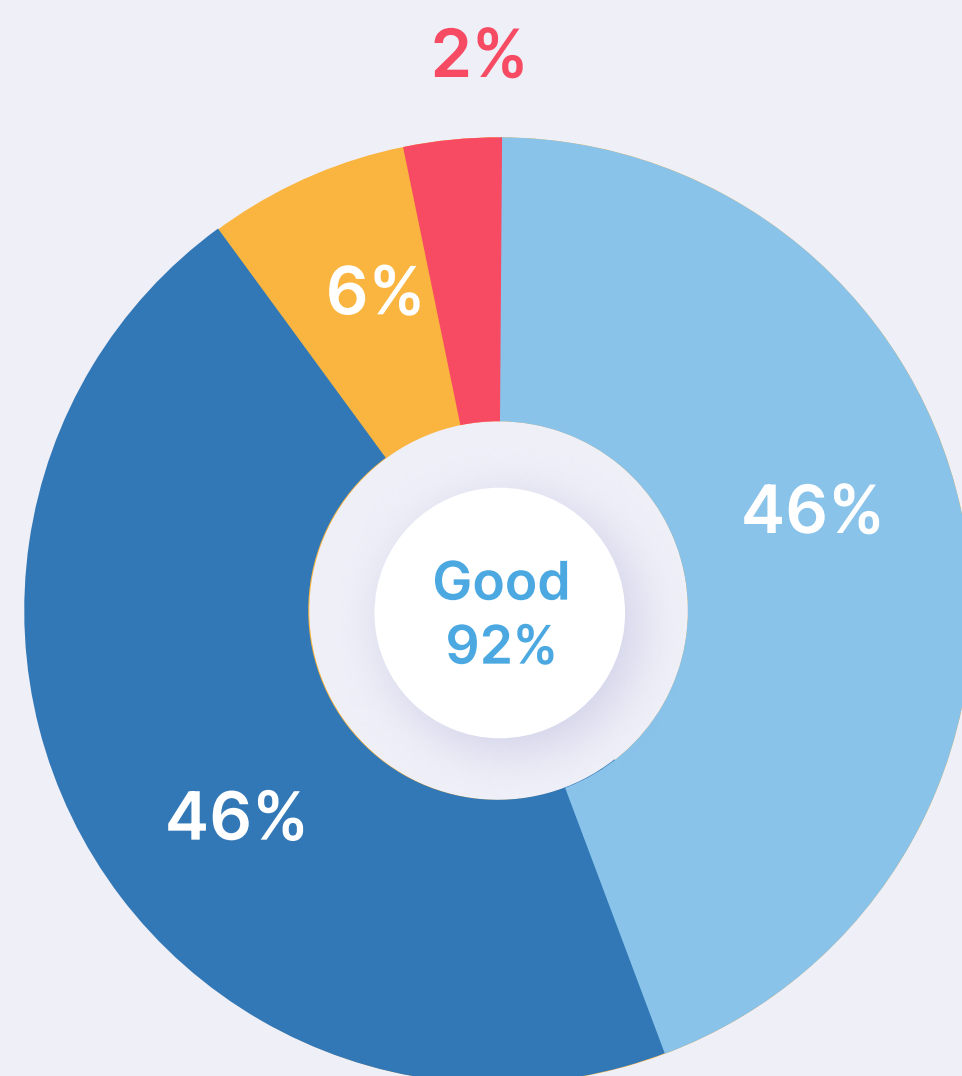*Base : all those who bought Tools/DIY equipment (n=290)*

Base : all those who bought Tools/DIY equipment (n=290)

Product Information by Category:
High-Tech e.g. Television, Hi-Fi system, smart speakers, mobile phone
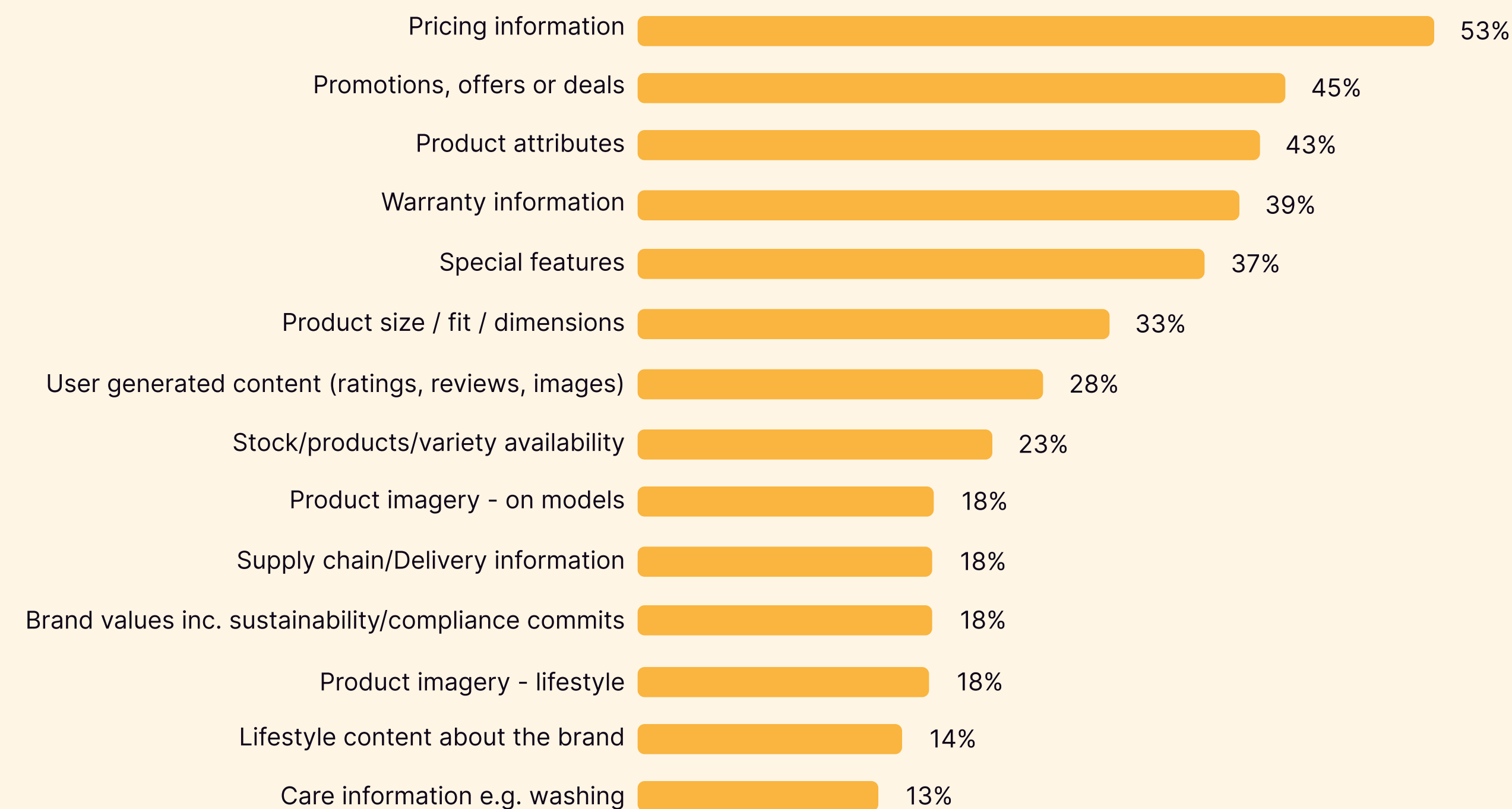
? Q7b. When you last purchased high-tech,
for at least <PRICE> in the last 12 months, how would you rate the quality of
the product information available to you?

Good
92%

46%

46%

6%

2%

- ● Very good
- ● Fairly good
- ● Fairly bad
- ● Very bad

? Q7c. When browsing for high-tech for at least <PRICE>,
which are the most important pieces of product information
that inform your buying decision?

Pricing information	53%
Promotions, offers or deals	45%
Product attributes	43%
Warranty information	39%
Special features	37%
Product size / fit / dimensions	33%
User generated content (ratings, reviews, images)	28%
Stock/products/variety availability	23%
Product imagery - on models	18%
Supply chain/Delivery information	18%
Brand values inc. sustainability/compliance commits	18%
Product imagery - lifestyle	18%
Lifestyle content about the brand	14%
Care information e.g. washing	13%

ROBO (Research Online, Buy Offline)

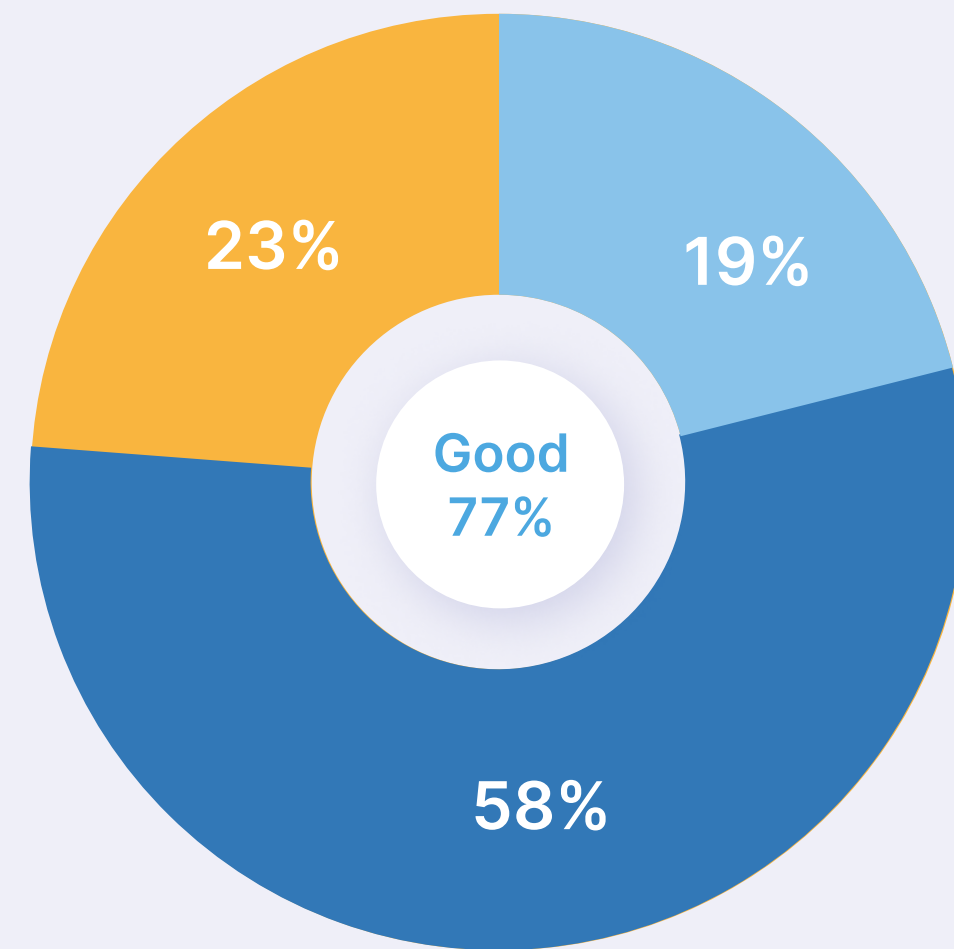**Q9a.** In the past 12 months, have you ever searched for information about a product online and went to buy it in a store?

16%

23%

**Yes
84%**

61%
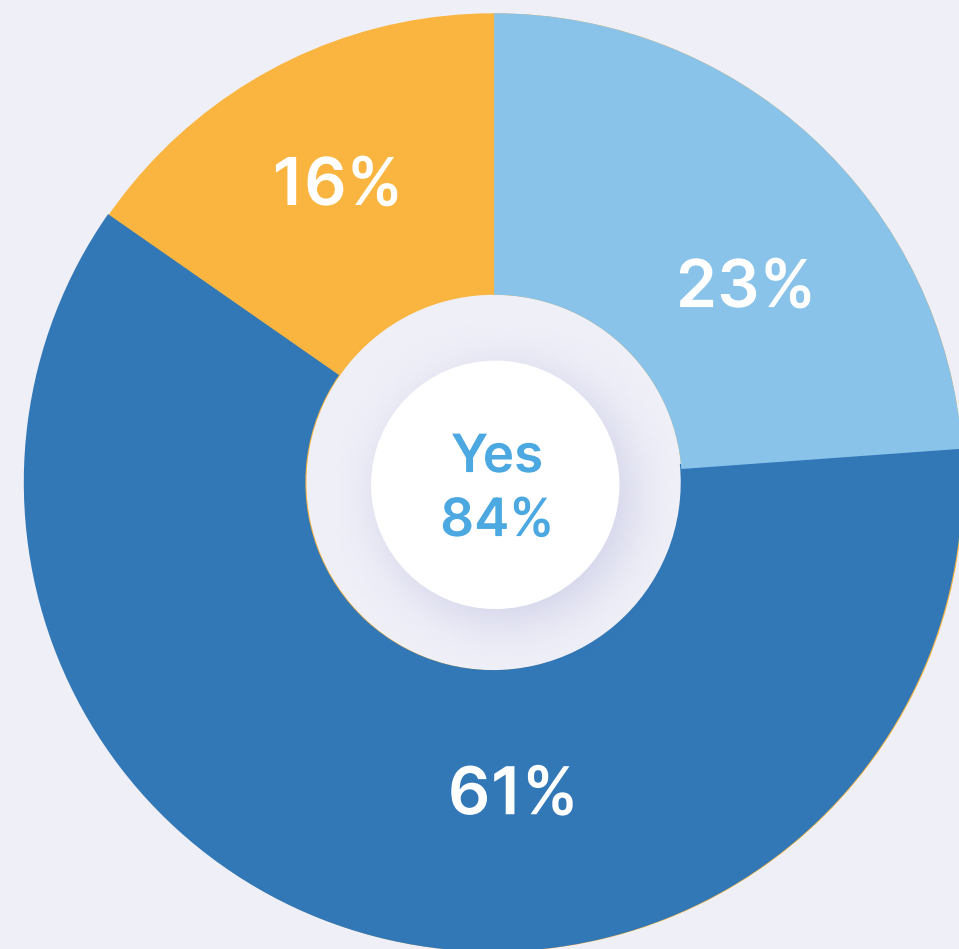
- Yes, often
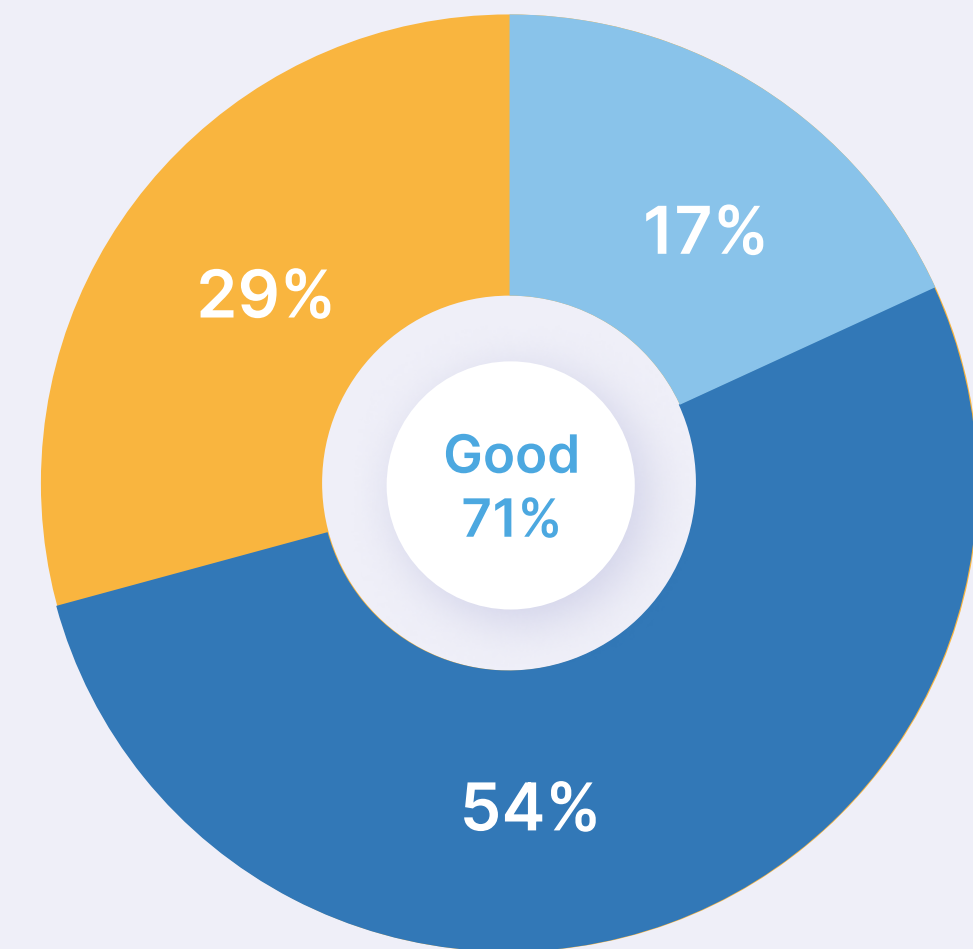- Yes, sometimes
- No, never

Q9b. In the past 12 months, have you ever found information about a product in a store but eventually bought it online?

23%

19%

**Good
77%**

58%

- Yes, often
- Yes, sometimes
- No, never

Q9c. In the past 12 months, have you ever purchased a product online and picked it up in store?

29%

17%

**Good
71%**

54%

- Yes, often
- Yes, sometimes
- No, never

ROBO (Research Online, Buy Offline)

Q24. Which, if any, of the following types of products have you ever browsed/researched ONLINE but then bought in-person AT A STORE (either from the same retailer or from a different one)?
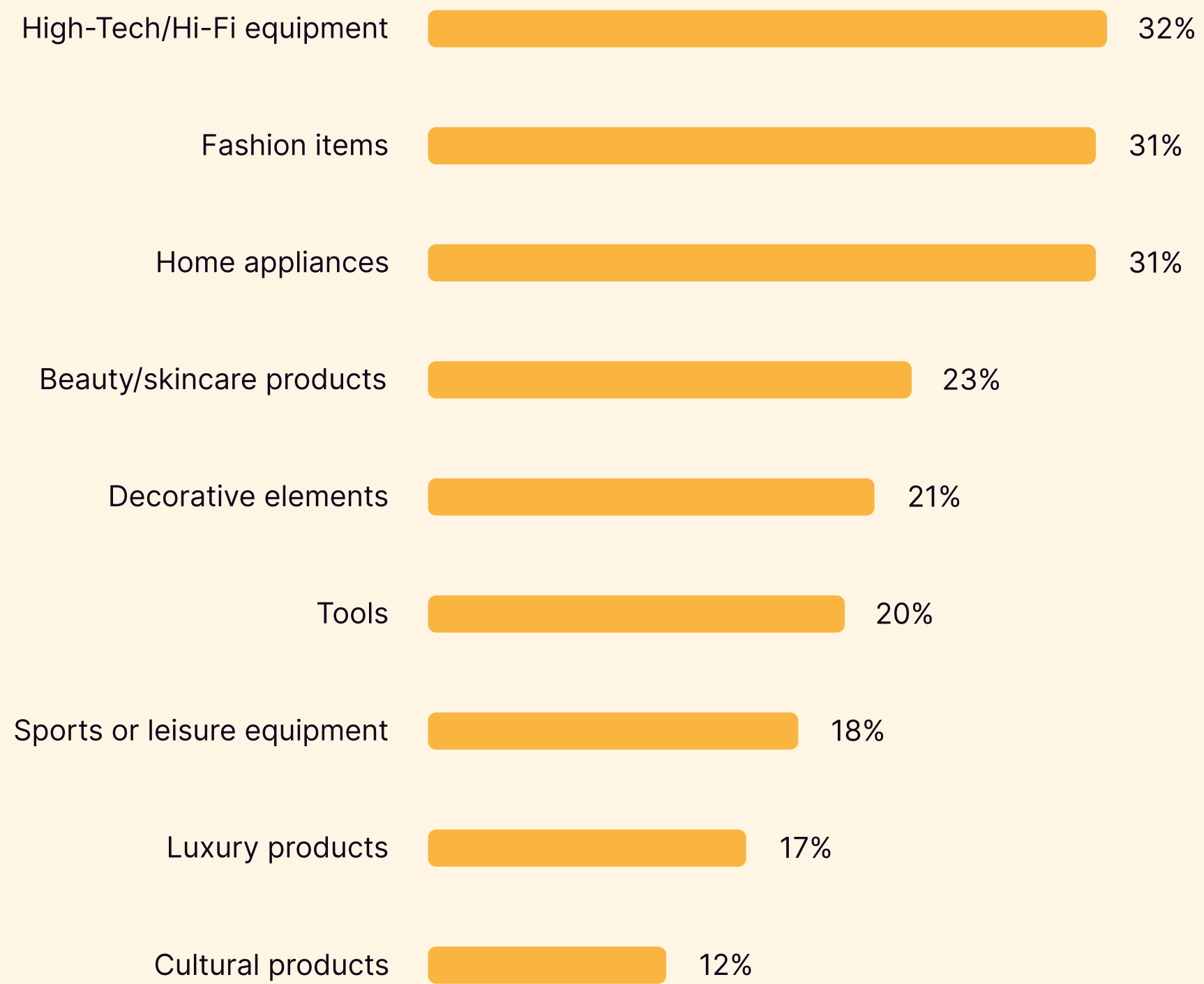
Q25. Which types of ONLINE product information are most important to you, when browsing/researching a product online but then buying it in-person, at a store?

Category	%
High-Tech/Hi-Fi equipment	32%
Fashion items	31%
Home appliances	31%
Beauty/skincare products	23%
Decorative elements	21%
Tools	20%
Sports or leisure equipment	18%
Luxury products	17%
Cultural products	12%

Category	%
Pricing information	42%
Promotions, offers or deals	33%
Product size / fit / dimensions	31%
Product attributes	24%
Availability/Delivery info	23%
Confidence in where I am buying from	23%
Warranty information	21%
Stock/products/variety availability in store nearby	21%
User generated content (ratings, reviews, images)	20%
Product imagery	20%
Special features	19%
Brand values information	15%
Care information e.g. washing	14%
Info about brand's sustainability/compliance	13%
Nutritional information	12%
Product lifestyle imagery	11%
Allergen information	11%
Lifestyle content about the brand and its values	8%

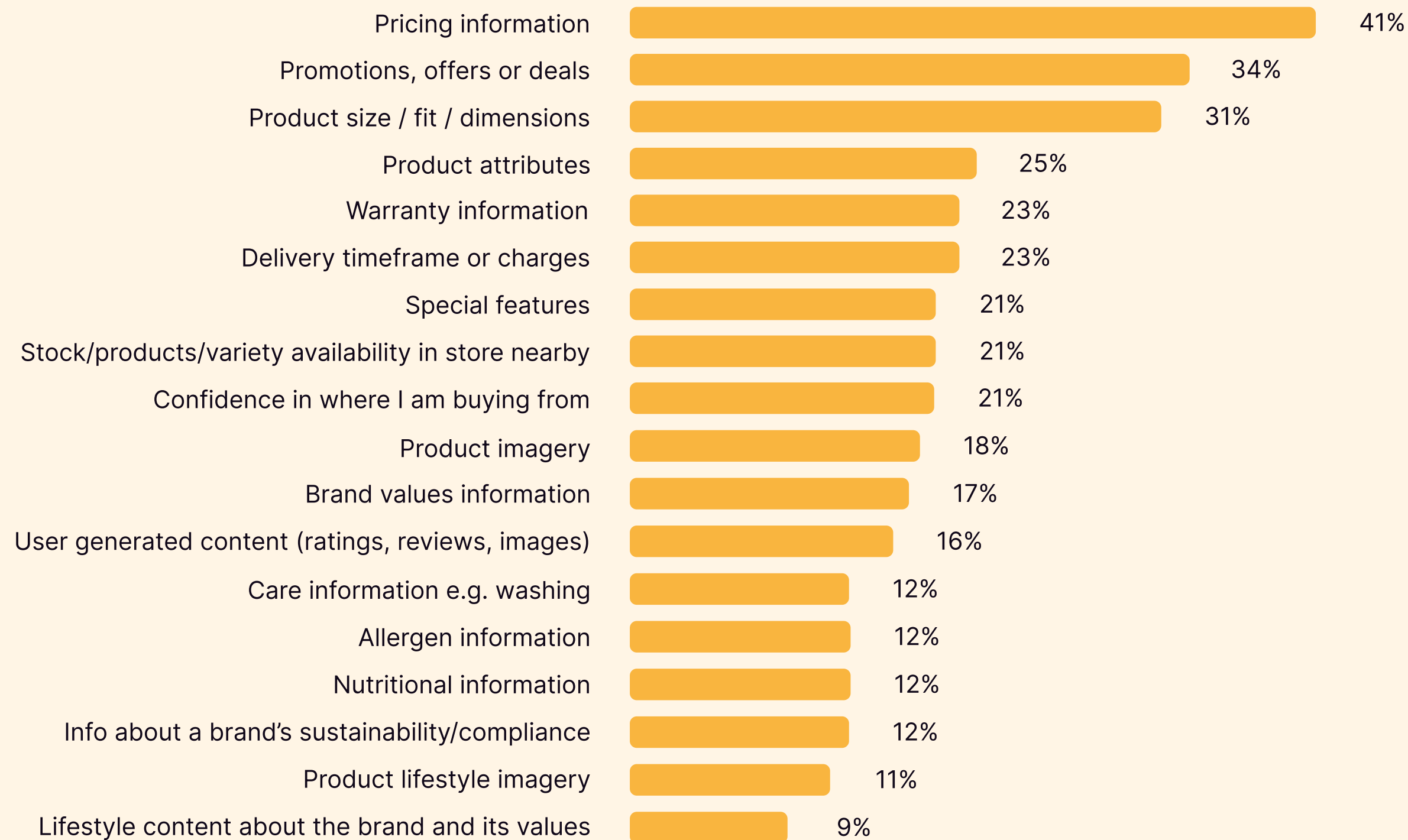*Base : all who ever browsed online then bought in-store (n=1,521)*

Browse In-Store, Buy Online

Q22. Which, if any, of the following types of products have you ever browsed/researched in-person AT A STORE, but then bought ONLINE (either from the same retailer or from a different one)?

Q23. Which types of IN-STORE product information are most important to you, when browsing/researching a product in-store, but then buying it online?

Q22	
Fashion items	35%
High-Tech/Hi-Fi equipment	33%
Home appliances	29%
Beauty/skincare products	26%
Tools	23%
Sports or leisure equipment	20%
Decorative elements	20%
Luxury products	18%
Cultural products	16%

Q23	
Pricing information	41%
Promotions, offers or deals	34%
Product size / fit / dimensions	31%
Product attributes	25%
Warranty information	23%
Delivery timeframe or charges	23%
Special features	21%
Stock/products/variety availability in store nearby	21%
Confidence in where I am buying from	21%
Product imagery	18%
Brand values information	17%
User generated content (ratings, reviews, images)	16%
Care information e.g. washing	12%
Allergen information	12%
Nutritional information	12%
Info about a brand's sustainability/compliance	12%
Product lifestyle imagery	11%
Lifestyle content about the brand and its values	9%

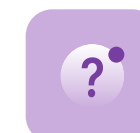*Base : all who ever browsed in-store then bought online (n=1,379)*
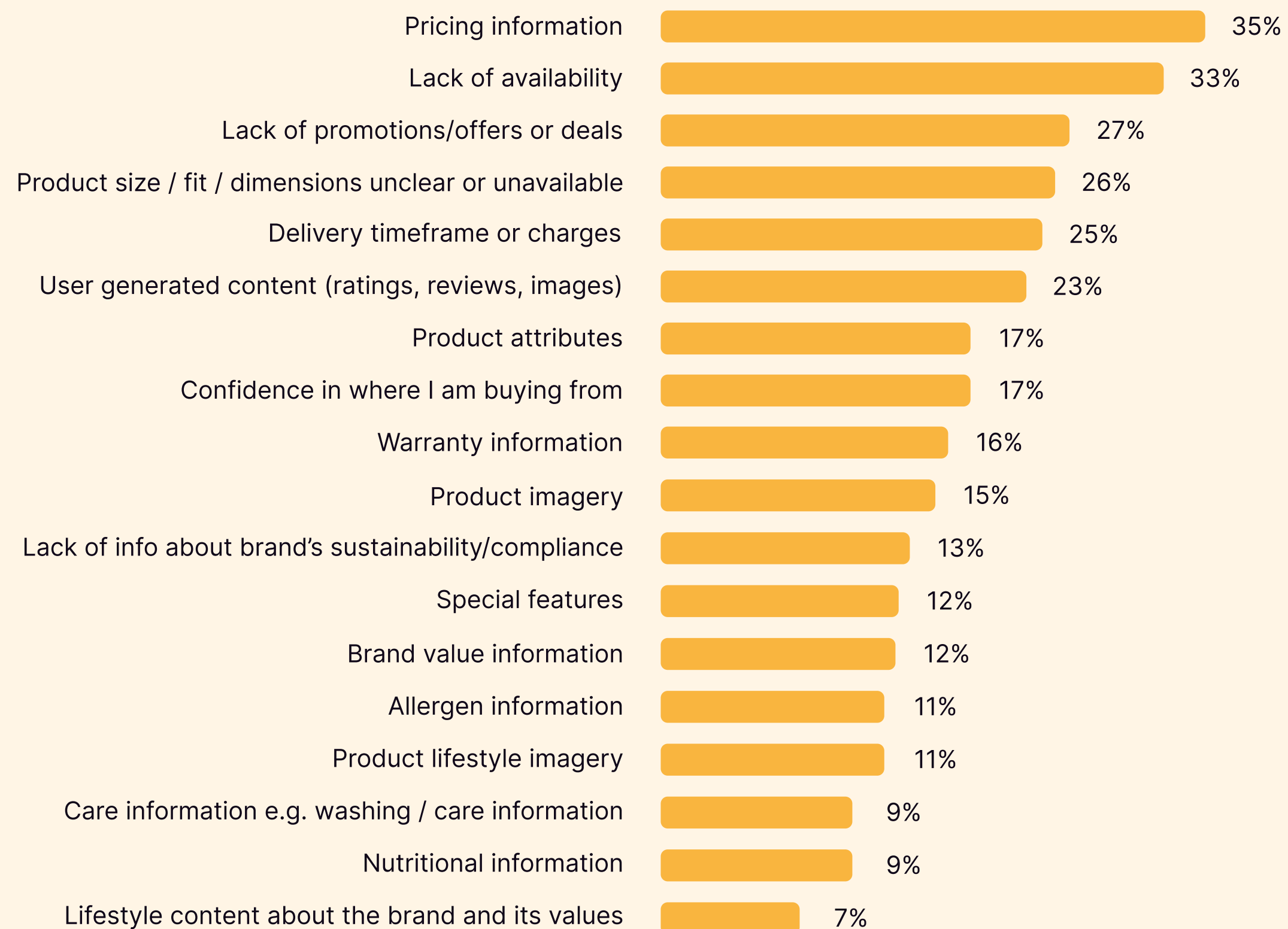
Abandoning a Purchase

Q9d. In the last 12 months, have you ever given up on making a significant purchase (after having spent time finding out about it)?
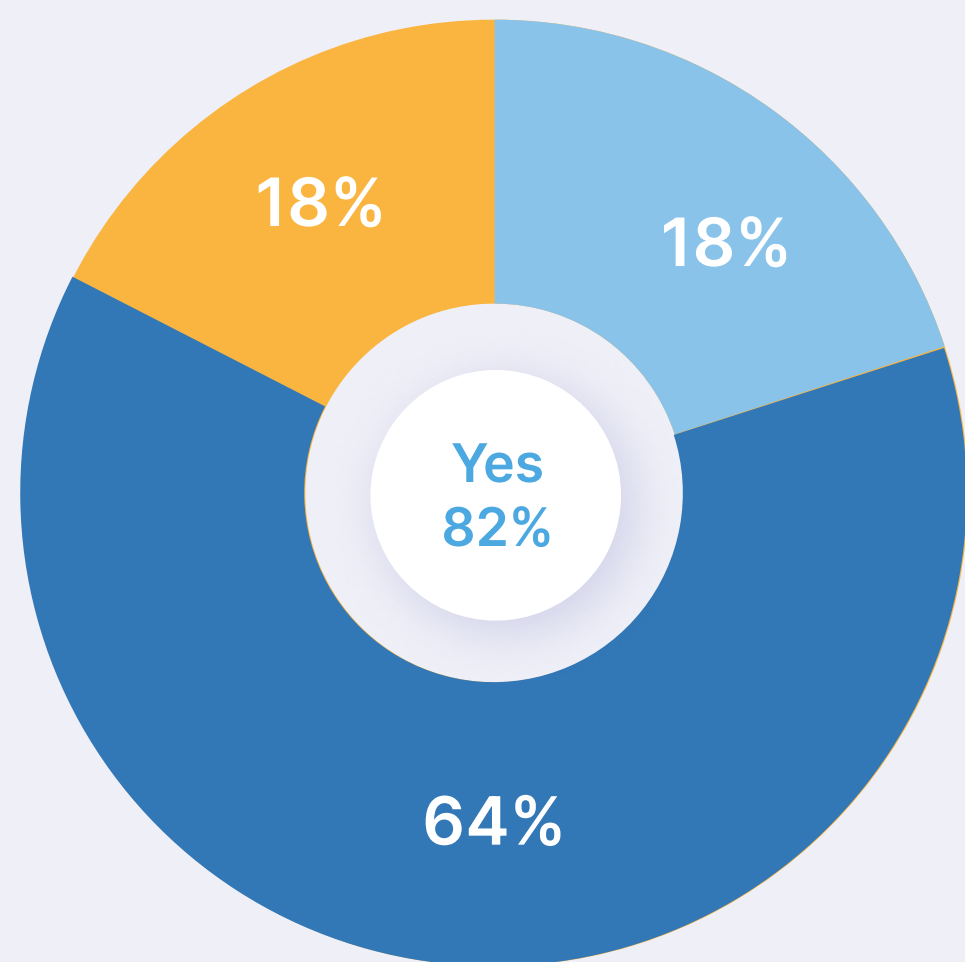
- ● Yes, often
- ● Yes, sometimes
- ● No, never

Yes 82%

- 18% (Yes, sometimes)
- 64% (Yes, often)
- 18% (No, never)

Base : all respondents (n=1,800)

Q10B. Thinking about the last time you abandoned making a significant purchase, which of the following were factors in you giving up on a purchase?
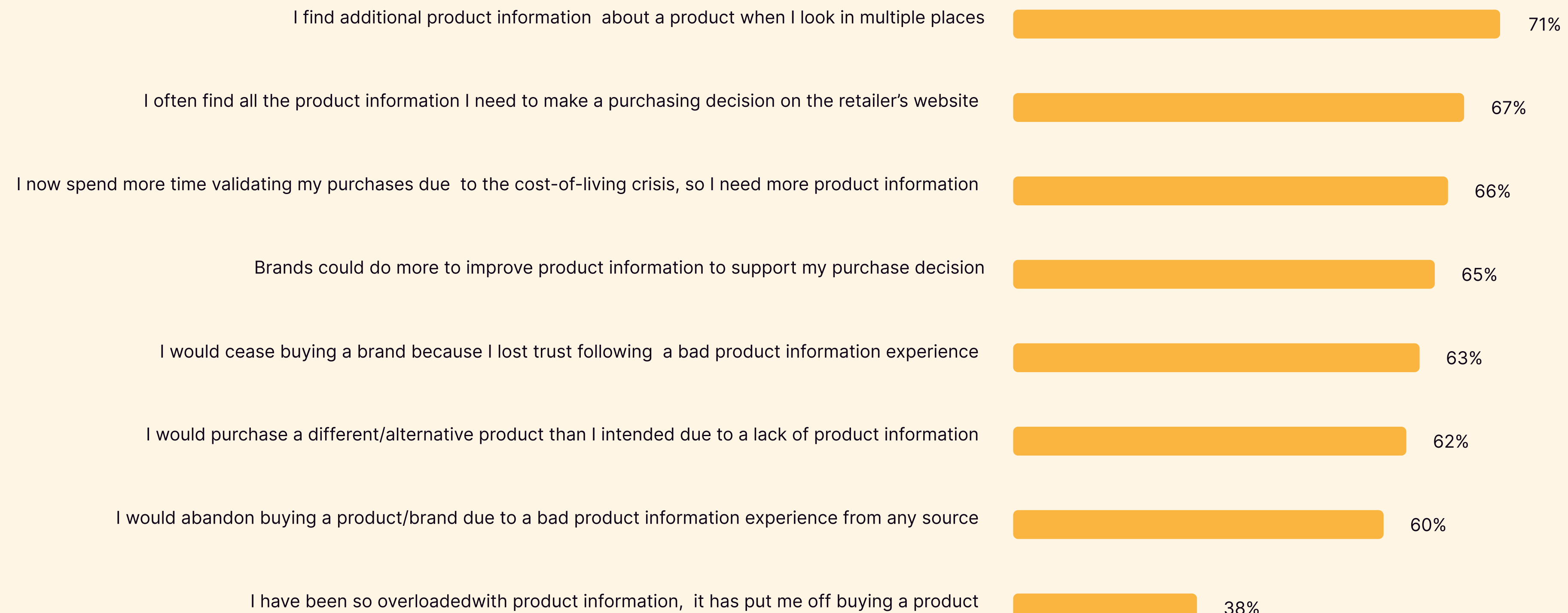
Factor	%
Pricing information	35%
Lack of availability	33%
Lack of promotions/offers or deals	27%
Product size / fit / dimensions unclear or unavailable	26%
Delivery timeframe or charges	25%
User generated content (ratings, reviews, images)	23%
Product attributes	17%
Confidence in where I am buying from	17%
Warranty information	16%
Product imagery	15%
Lack of info about brand's sustainability/compliance	13%
Special features	12%
Brand value information	12%
Allergen information	11%
Product lifestyle imagery	11%
Care information e.g. washing / care information	9%
Nutritional information	9%
Lifestyle content about the brand and its values	7%

Base : all those who have ever given up on a purchase (n=1,476)

The Importance of Product Information

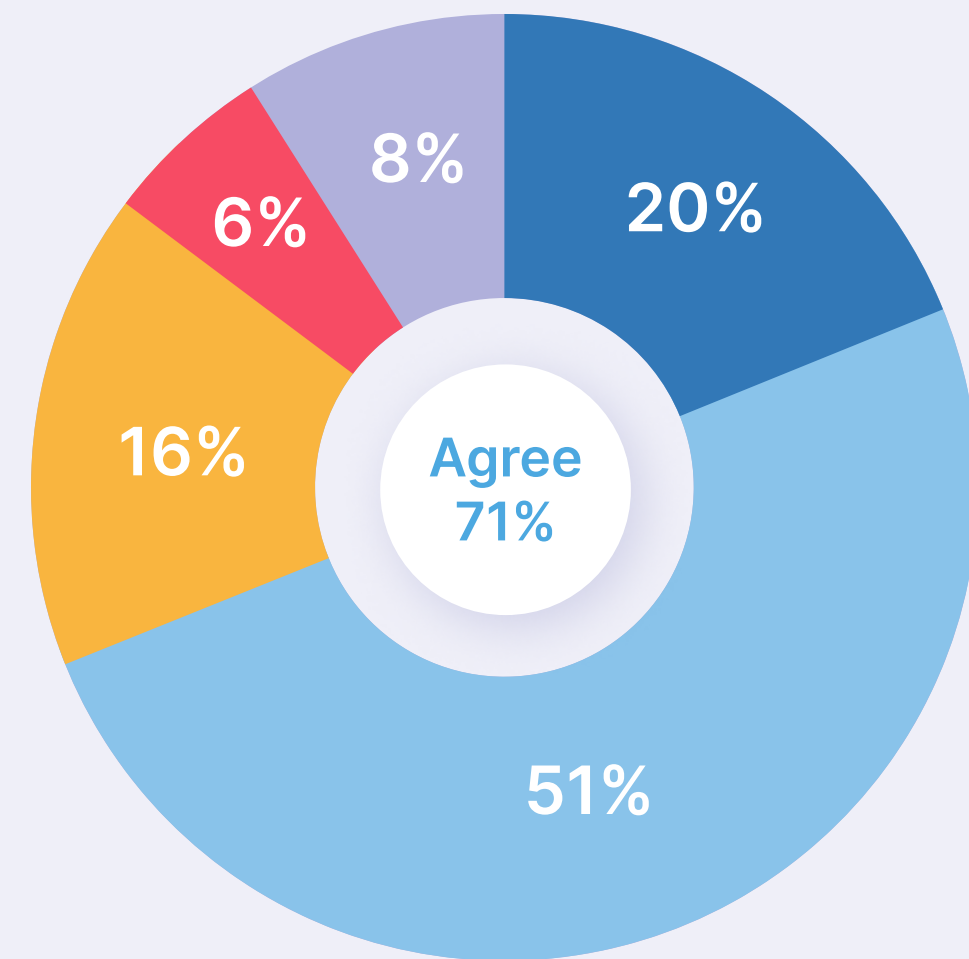I totally agree or somewhat agree with the following statements:

I find additional product information about a product when I look in multiple places	71%
I often find all the product information I need to make a purchasing decision on the retailer's website	67%
I now spend more time validating my purchases due to the cost-of-living crisis, so I need more product information	66%
Brands could do more to improve product information to support my purchase decision	65%
I would cease buying a brand because I lost trust following a bad product information experience	63%
I would purchase a different/alternative product than I intended due to a lack of product information	62%
I would abandon buying a product/brand due to a bad product information experience from any source	60%
I have been so overloaded with product information, it has put me off buying a product	38%
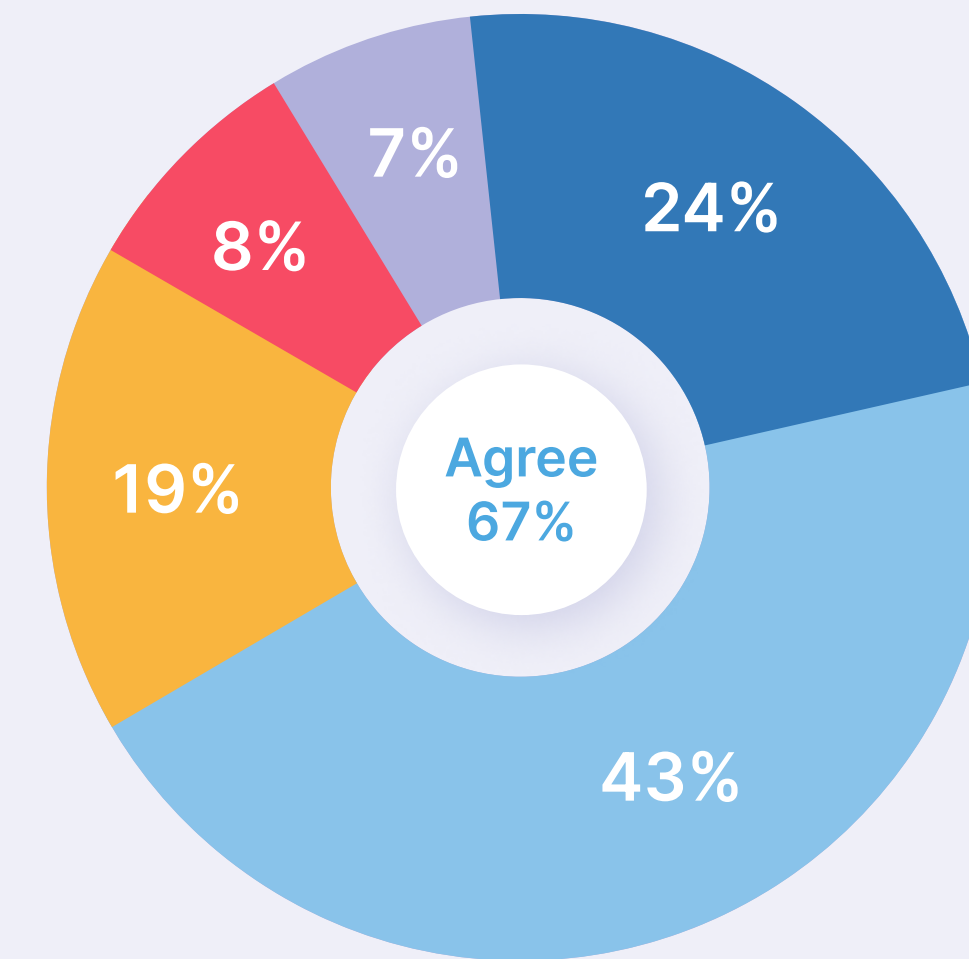
Base : all respondents (n=1,800)

The Undesirable Impact of Bad Product Information

Q10c. I would purchase a different/alternative product than I intended due to a lack of product information
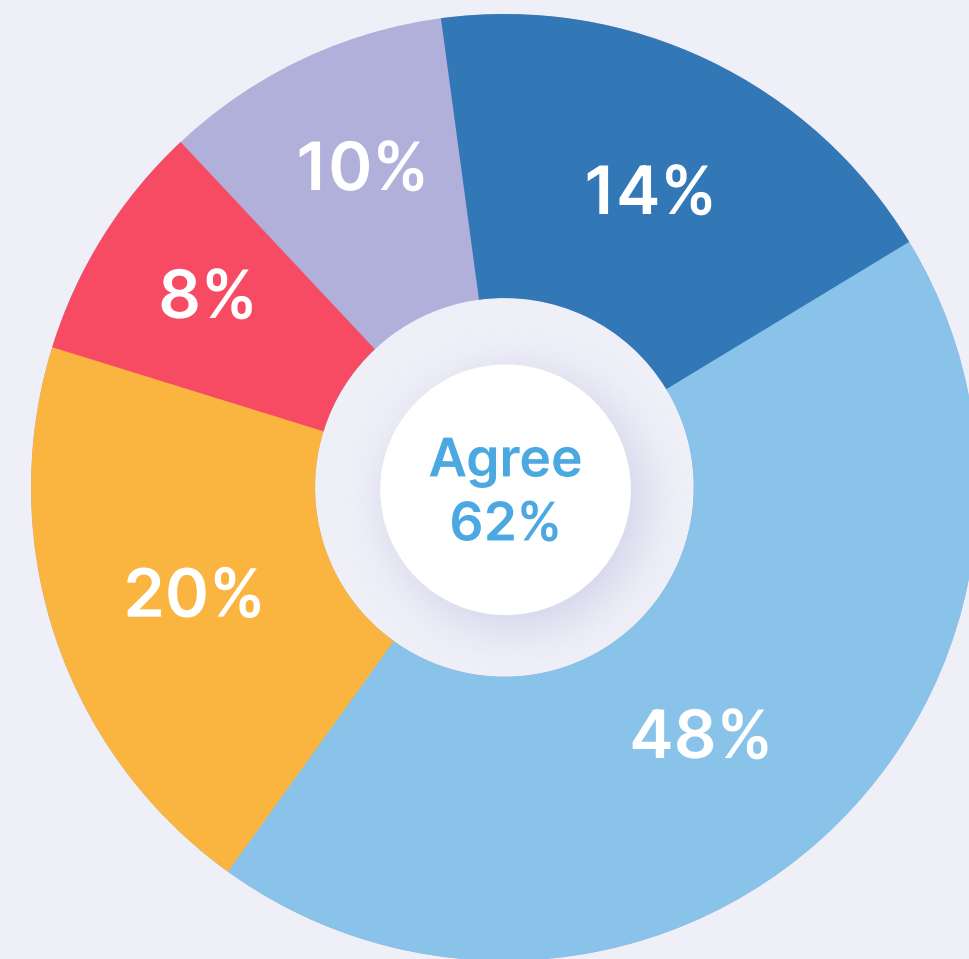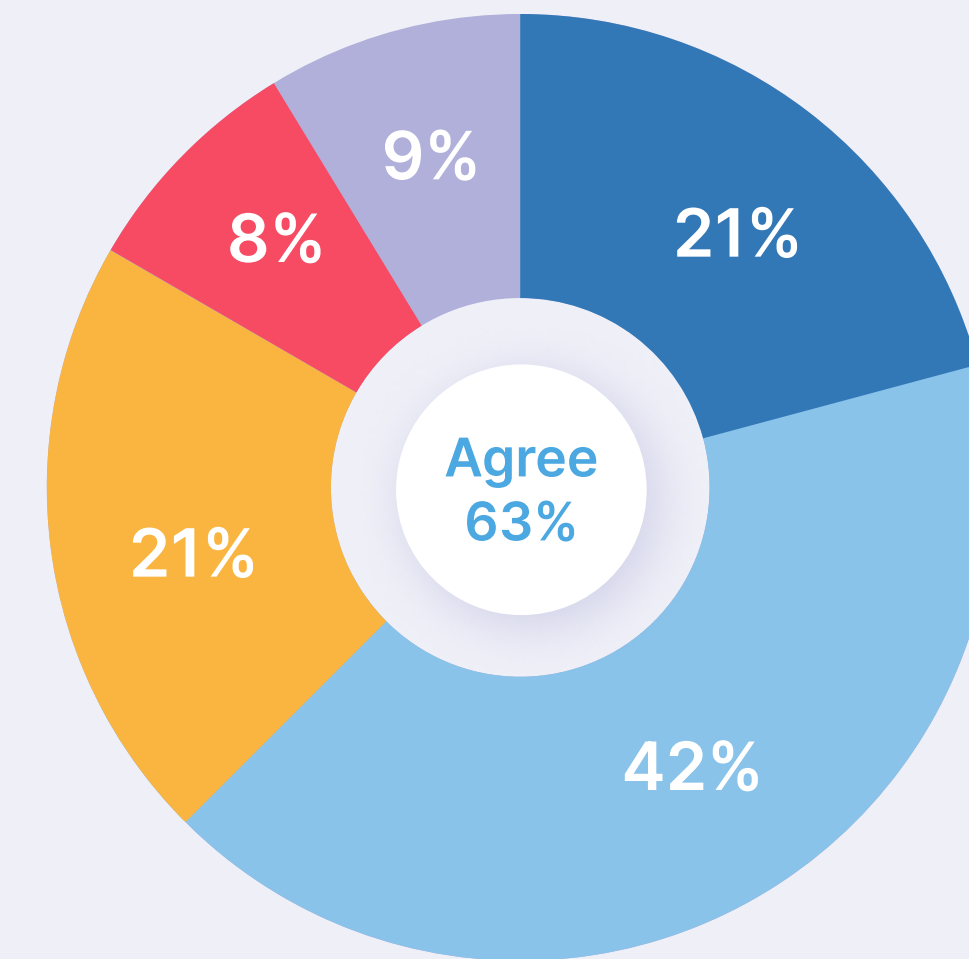
14%
48%
20%
8%
10%

Agree 62%

● Totally agree   ● Somewhat agree   ● Somewhat disagree
● Totally disagree   ● Don't know

Base : all respondents (n=1,800)

Q10d. I would cease buying from a brand because I lost trust following a bad product information experience
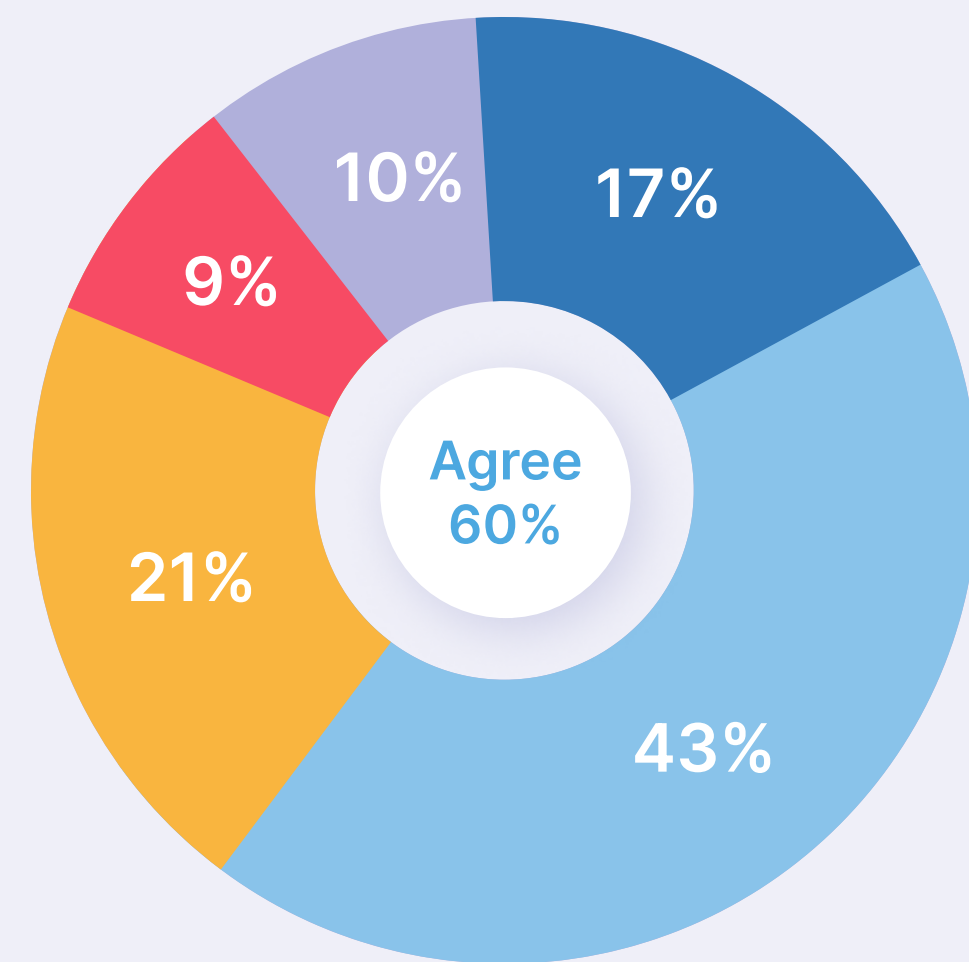
21%
42%
21%
8%
9%

Agree 63%

● Totally agree   ● Somewhat agree   ● Somewhat disagree
● Totally disagree   ● Don't know

Base : all respondents (n=1,800)

The Undesirable Impact of Bad Product Information

Q10b. I would abandon buying a product / a brand due to a bad product information experience that I obtained from any source.
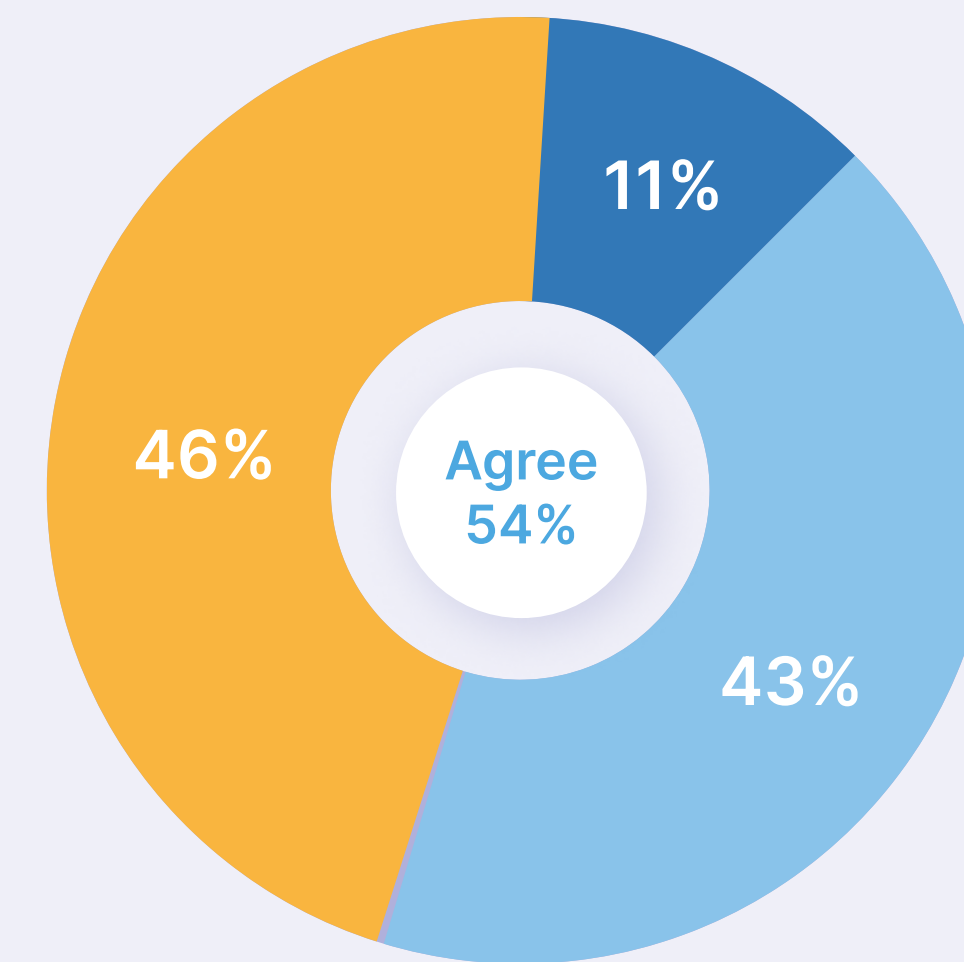
Agree 60%

- 17%
- 43%
- 21%
- 9%
- 10%

- ● Totally agree
- ● Somewhat agree
- ● Somewhat disagree
- ● Totally disagree
- ● Don't know

Base : all respondents (n=1,800)

Q11. How often have you returned a product (costing at least <PRICE>) back to where you bought it, because pre-purchase product information turned out to be incorrect i.e. it didn't describe the product, closely enough?
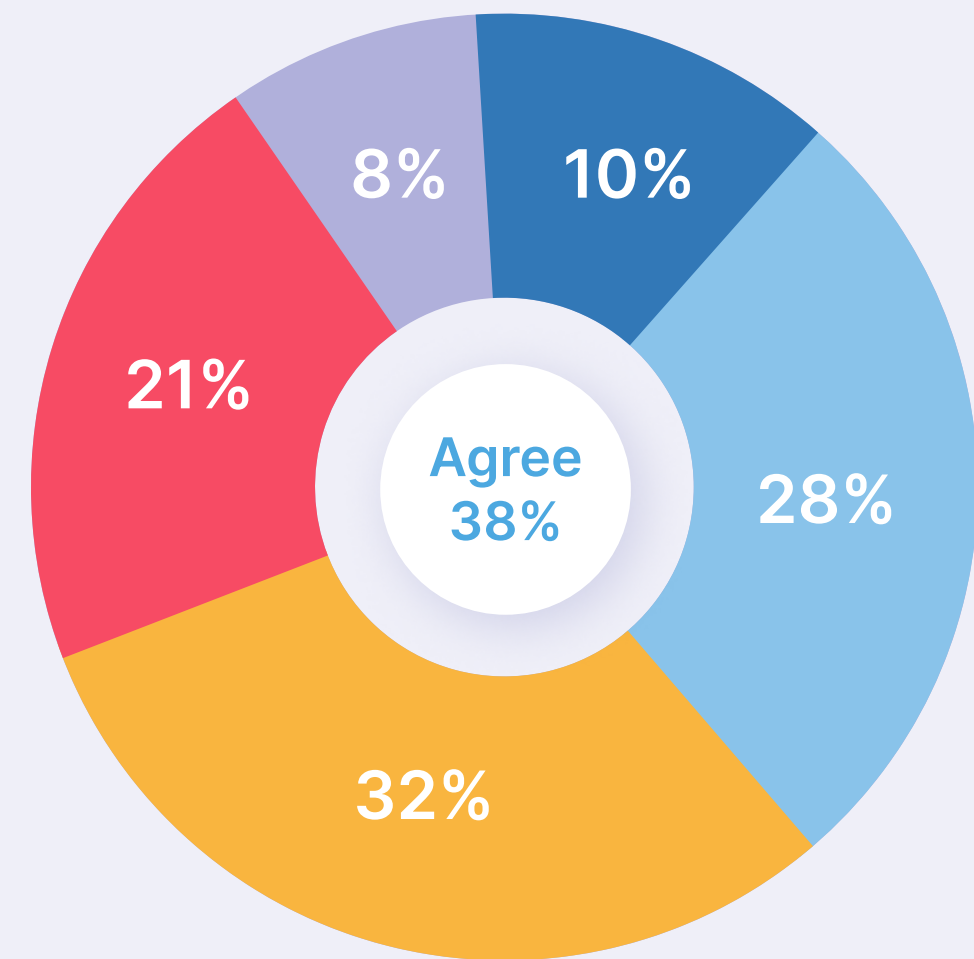
Agree 54%

- 11%
- 43%
- 46%

- ● Yes, often
- ● Yes, sometimes
- ● No, never

Base : all respondents (n=1,800)

Too Much Information is Unlikely to Deter Purchase

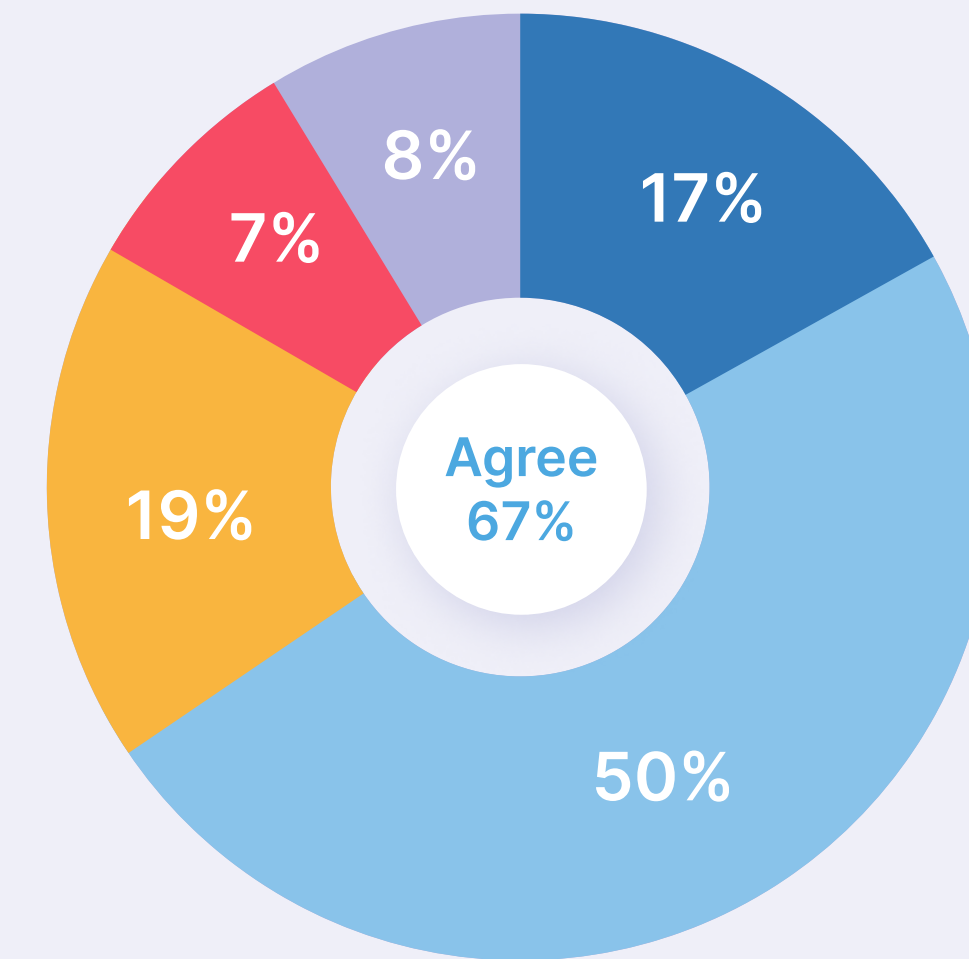**Q10f.** I have been so overloaded with product information, it has put me off buying a product

10%
28%
32%
21%
8%

Agree
38%

- ● Totally agree
- ● Somewhat agree
- ● Somewhat disagree
- ● Totally disagree
- ● Don't know

Base : all respondents (n=1,800)

Q10g. I often find all the product information I need to make a purchasing decision on the retailer's website
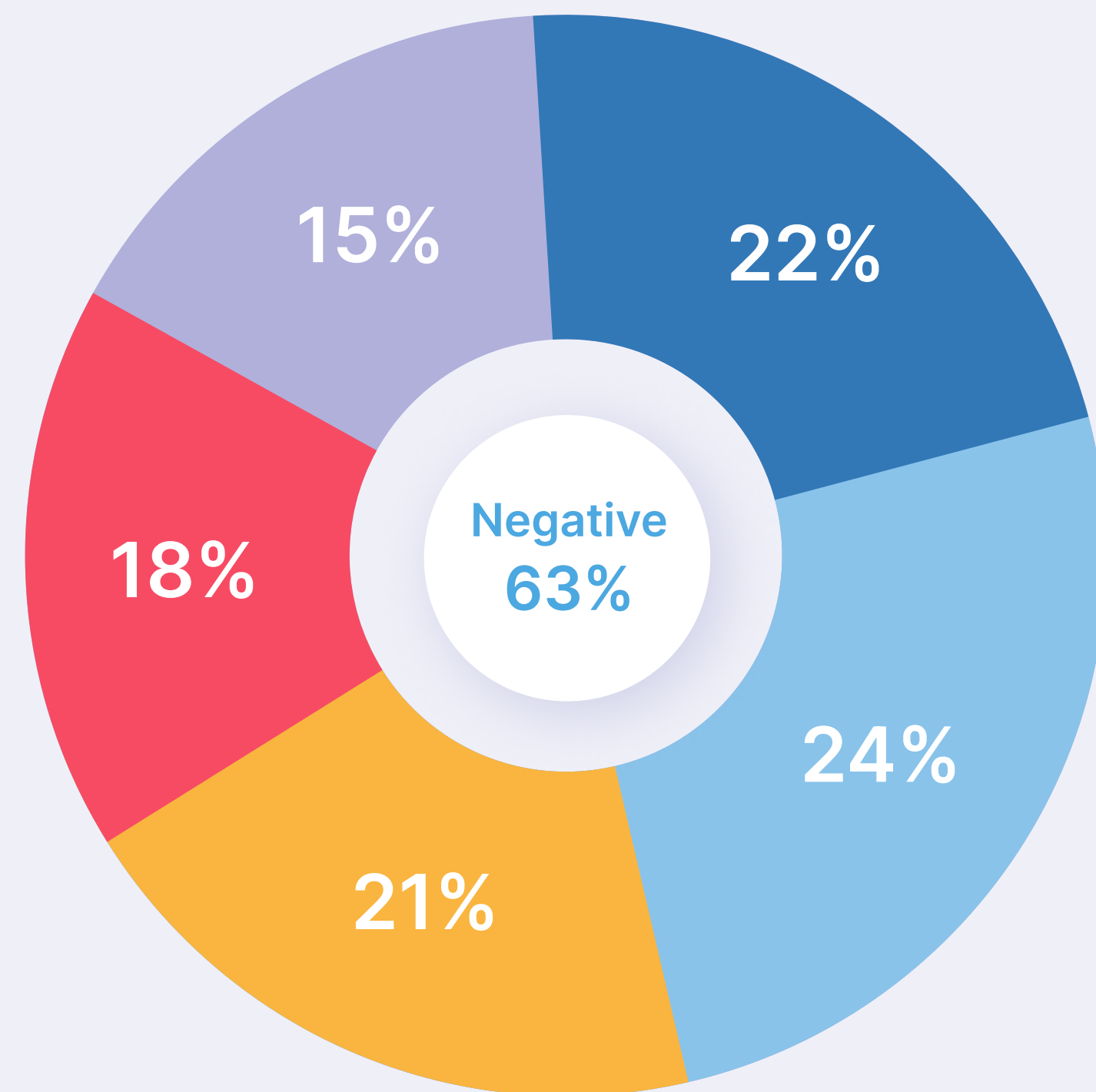

17%
50%
19%
7%
8%

Agree
67%

- ● Totally agree
- ● Somewhat agree
- ● Somewhat disagree
- ● Totally disagree
- ● Don't know

Base : all respondents (n=1,800)

Charging for Returns Negatively Impacts Consumer Trust in a Brand

Q11b. How do you usually feel, when a retailer charges for returns (whether online or in-store)?

- **Understanding** - there's a cost associated with returning my item so I understand why there is a charge
- **Disappointed** - I wanted the item to be right
- **Frustrated** - if they had given me accurate information in the first place, I wouldn't have had to return the item
- **Unfairly treated** - I am being penalized for the retailers' mistakes
- **None of these**

Base : all respondents (n=1,800)

The Value of Quality Product Information

Q12. If a merchant/ retailer (either in store or on the Internet) offers you complete and good quality information on a product, would you be prepared to pay more for the product?
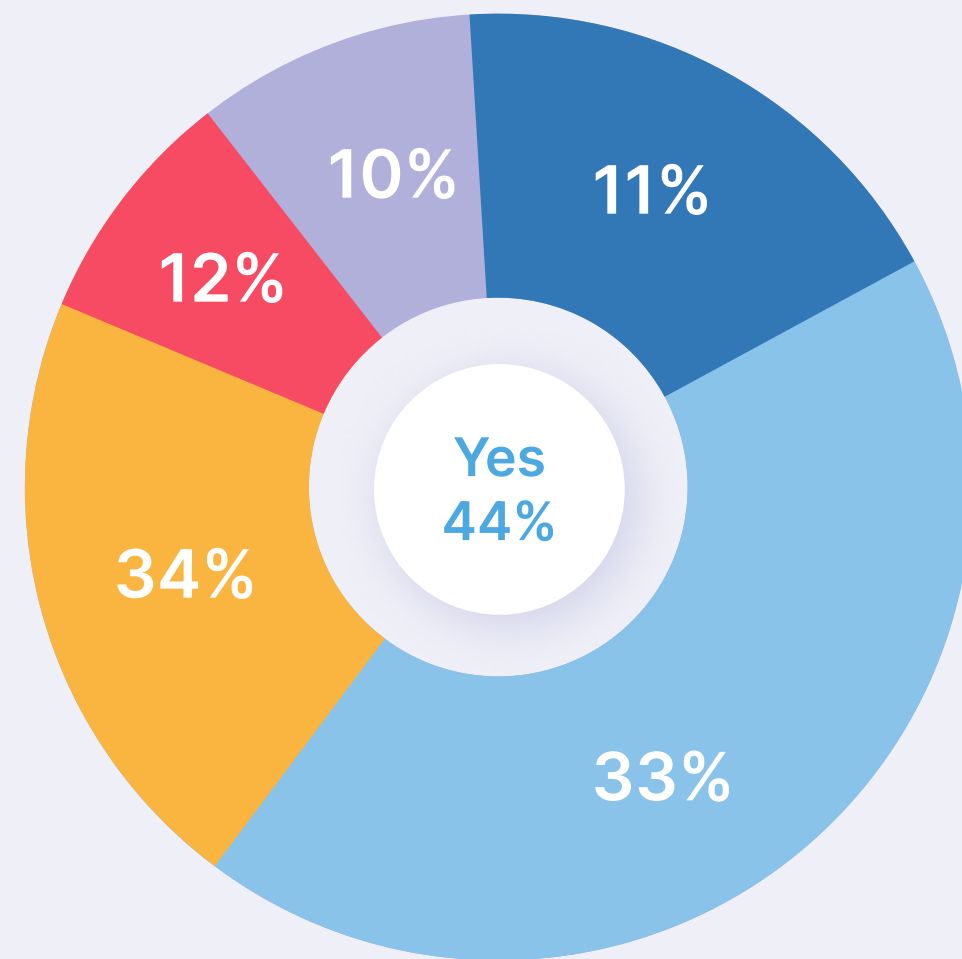
Yes 44%

- 11% Yes, certainly
- 33% Yes, probably
- 34% No, probably not
- 12% No, certainly not
- 10% Don't know

Legend:
- Yes, certainly
- Yes, probably
- No, probably not
- No, certainly not
- Don't know

Base : all respondents (n=1,800)

Q13. Up to how much more (%), would you be prepared to pay for a product, if a merchant/ retailer (either in store or on the Internet) offers you complete and good quality information about it?

More than 50%	6%
41-50%	5%
31-40%	1%
26-30%	2%
21-25%	2%
16-20%	8%
11-15%	2%
6-10%	22%
1-5%	27%
Don't know	26%
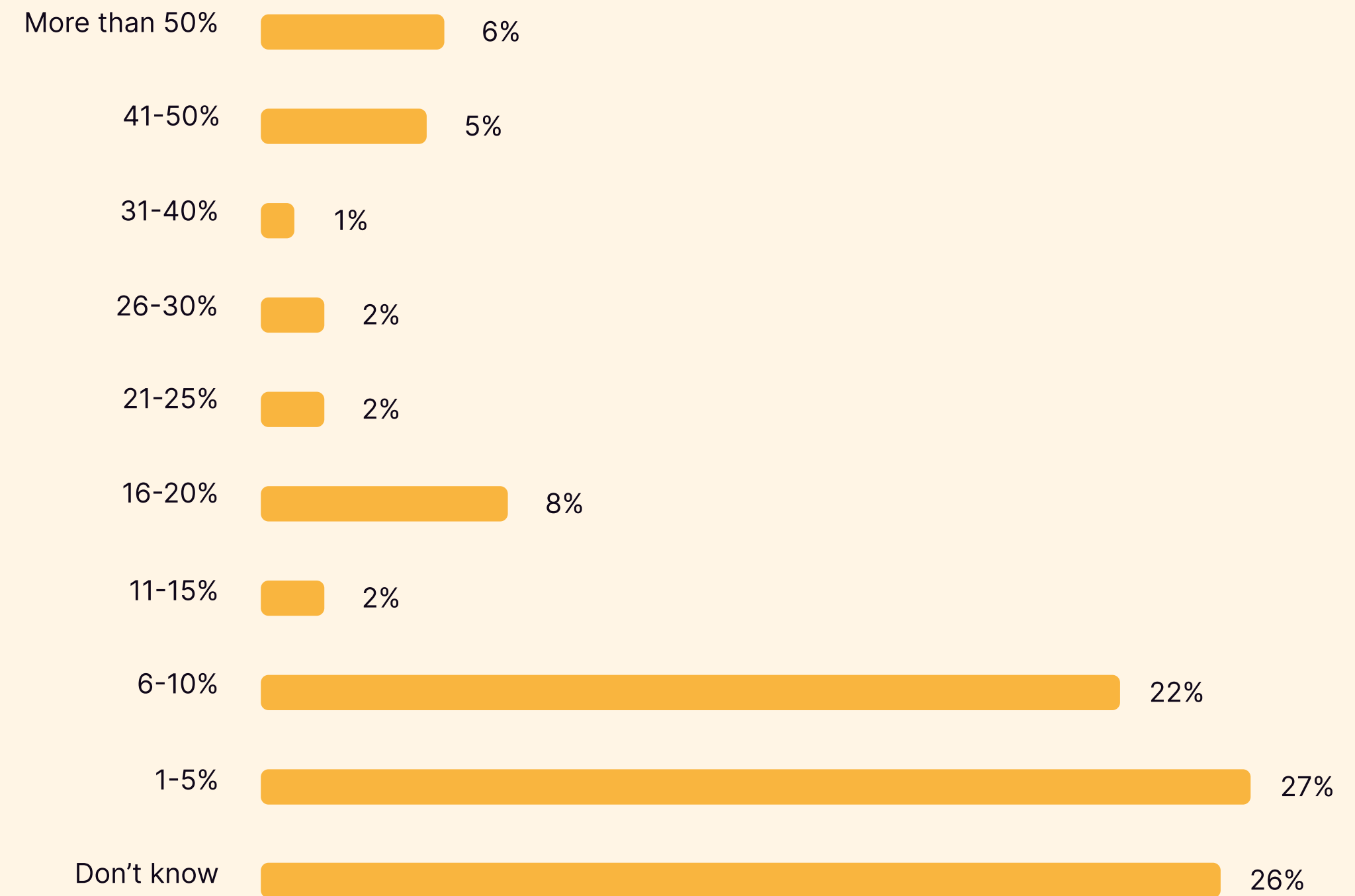
Base : all who would pay more (n=798)

The Growing Impact of Brand Values in Product Information

Q14. What brand values would you like to see as key product information? (Ranked 1st or 2nd out of 7)

- Brand and products history — 42%
- Compliance, certificates and quality labels — 41%
- Respect for the environment / sustainability — 35%
- Product origin and proximity to where I live — 34%
- Fairtrade / responsibility sourced — 26%
- Social commitment e.g. Charities donation, or engagement — 18%

Base : all respondents (n=1,800)

Q15. If the merchant/manufacturer shares its brand values as part of the information they provide on their products, would you be willing to pay more?

Yes: 43%

- 11%
- 32%
- 35%
- 13%
- 9%

Legend:
- Yes, certainly
- Yes, probably
- No, probably not
- Don't know
- No, certainly not
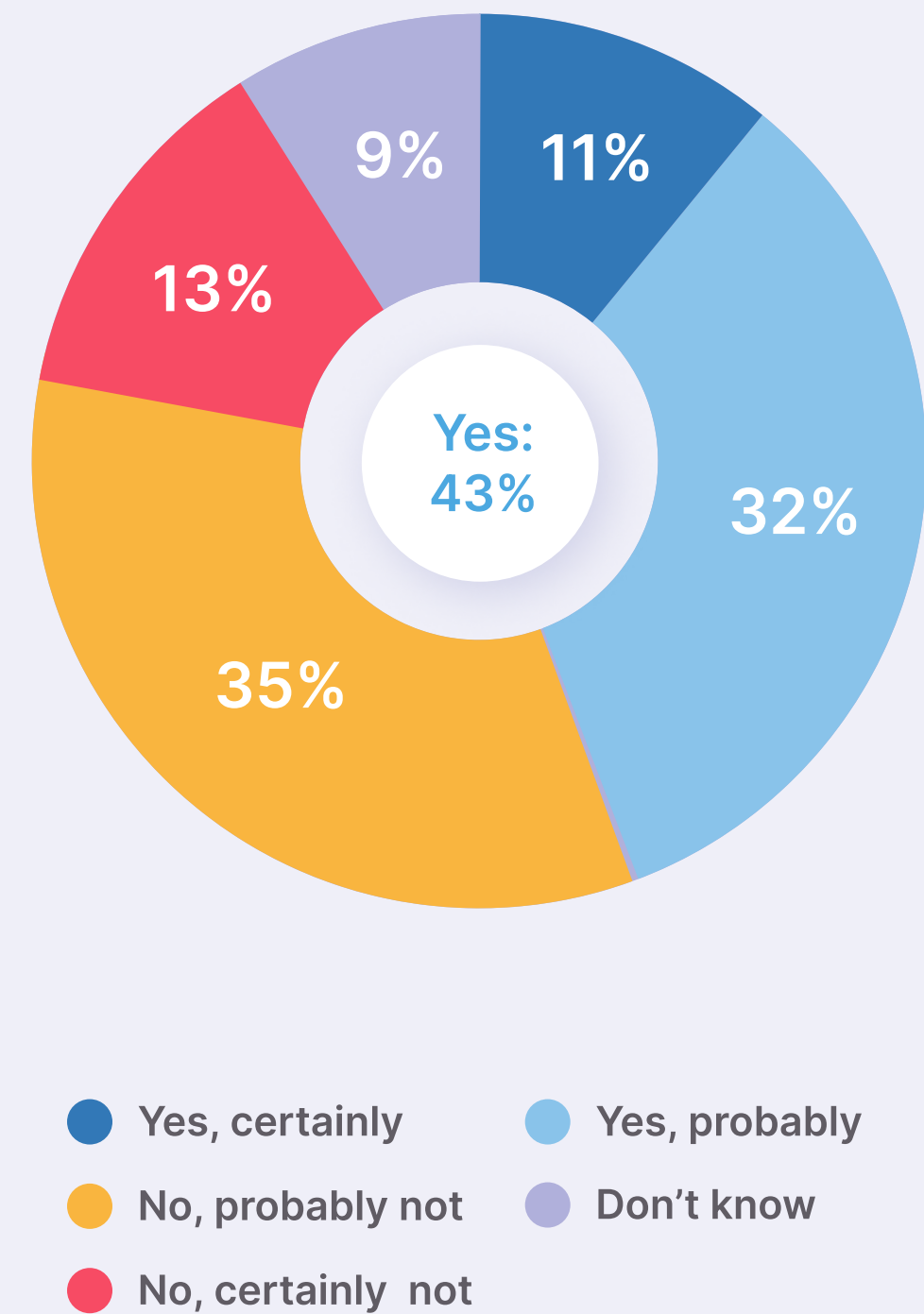
Base : all respondents (n=1,800)

Q16. Up to how much more (%), would you be prepared to pay for information that shares its merchant's/ manufacturer's brand values?

- More than 50% — 6%
- 41-50% — 5%
- 31-40% — 1%
- 26-30% — 3%
- 21-25% — 3%
- 16-20% — 6%
- 11-15% — 3%
- 6-10% — 19%
- 1-5% — 26%
- Don't know — 27%
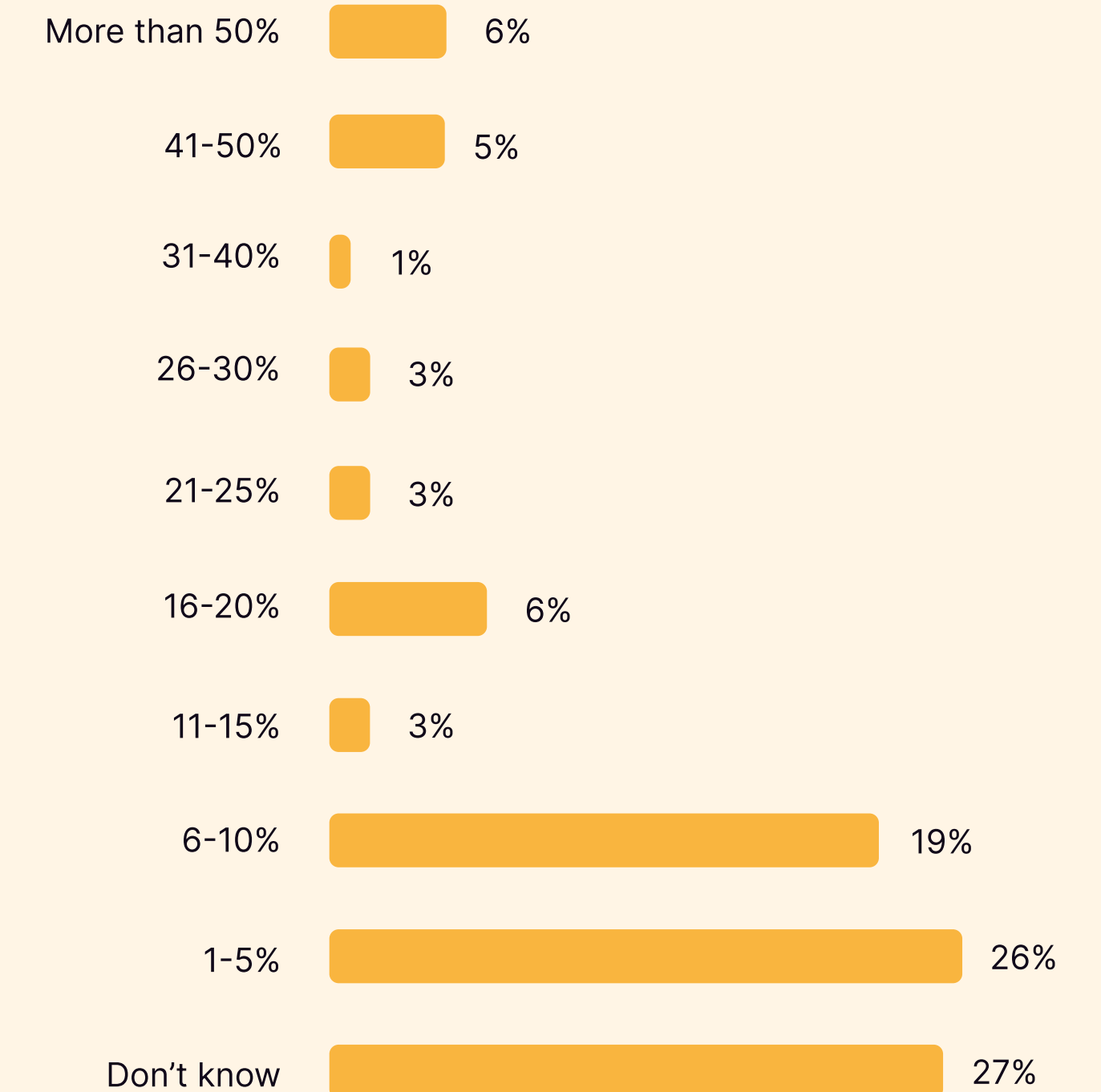
Base : all who would pay more (n=776)

How New Technologies Support Buying Intentions

Q17. Would you be at least somewhat interested in using the following new technologies when shopping for an item?

34%

37%

41%

44%

"Chatbots" or virtual assistants who allow you to benefit from answers autonomously

A voice assistant who would be able to list the product features and answer your questions

Virtual reality tools such as augmented reality applications to show and describe the product

Sales support tools such as mobile applications to view a product presentation or sample usage

Base : all respondents (n=1,800)

Expected Services in the Customer Experience

Q18. What services do you expect the most from a brand/merchant/retailer in terms of customer experience? Please select up to five.

Service	Percentage
Offer free delivery	48%
Easy return process	40%
Easily find the product you are looking for	34%
Have all products in stock in store and online	34%
Provide a wide choice	31%
Ability to compare products	30%
Offer quick delivery options	30%
Provide qualitative product information through all stores	23%
Provide qualitative pictures and videos online	21%
Provide access to relevant user reviews online	19%
Provide access to manuals	17%
Benefit from a personalized advice (sales advisers)	15%
Provide access to social media reviews	11%
Suggest a personalized customer experience	11%
Provide access to social media content about the product/brand	10%
Provide inspiring lifestyle content that showcases brand values	9%

Base : all respondents (n=1,800)

An Enhanced Shopping Experience Would be Highly Valued by Consumers

Q19. If a merchant/retailer offers you a more exciting and compelling shopping experience, would you be willing to pay more for the same product?

Yes 41%

- 10%
- 31%
- 35%
- 15%
- 8%

- ● Yes, certainly
- ● Yes, probably
- ● No, probably not
- ● No, certainly not
- ● Don't know

Base : all respondents (n=1,800)

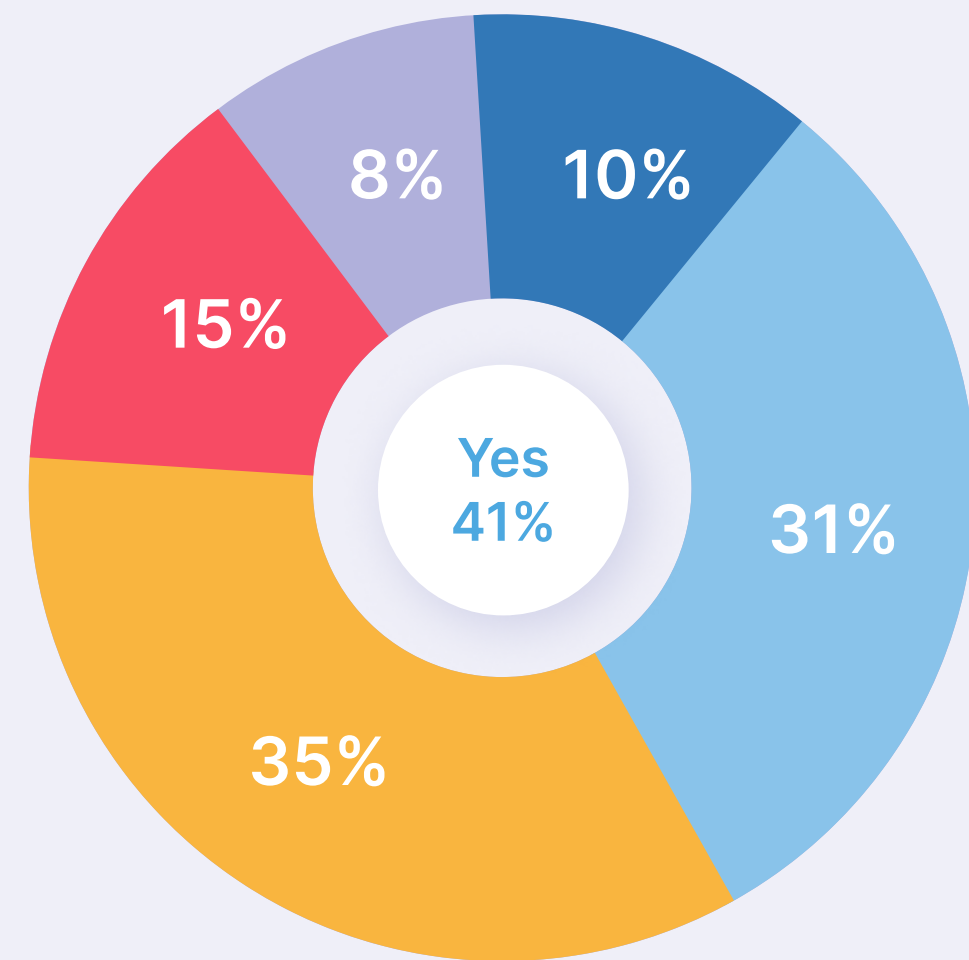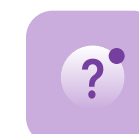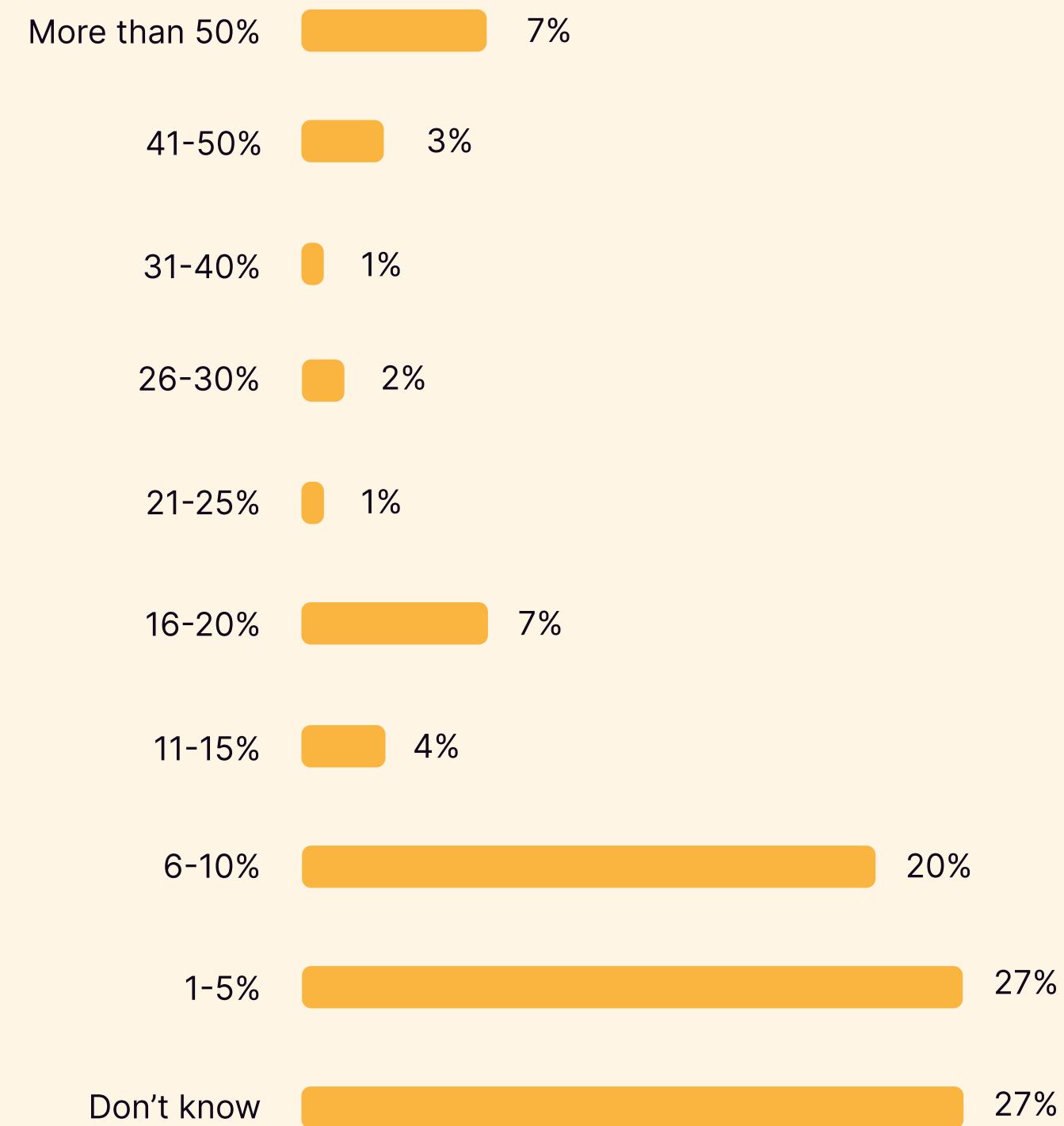**Q20.** Up to how much more (%), would you be prepared to pay for information that shares its merchant's/manufacturer's brand values?

More than 50%	7%
41-50%	3%
31-40%	1%
26-30%	2%
21-25%	1%
16-20%	7%
11-15%	4%
6-10%	20%
1-5%	27%
Don't know	27%

Base : all who would pay more (n=735)

Q21. And if a brand/retailer offers you a more exciting and compelling shopping experience, how likely would you be, to become a loyal customer of this brand/retailer?
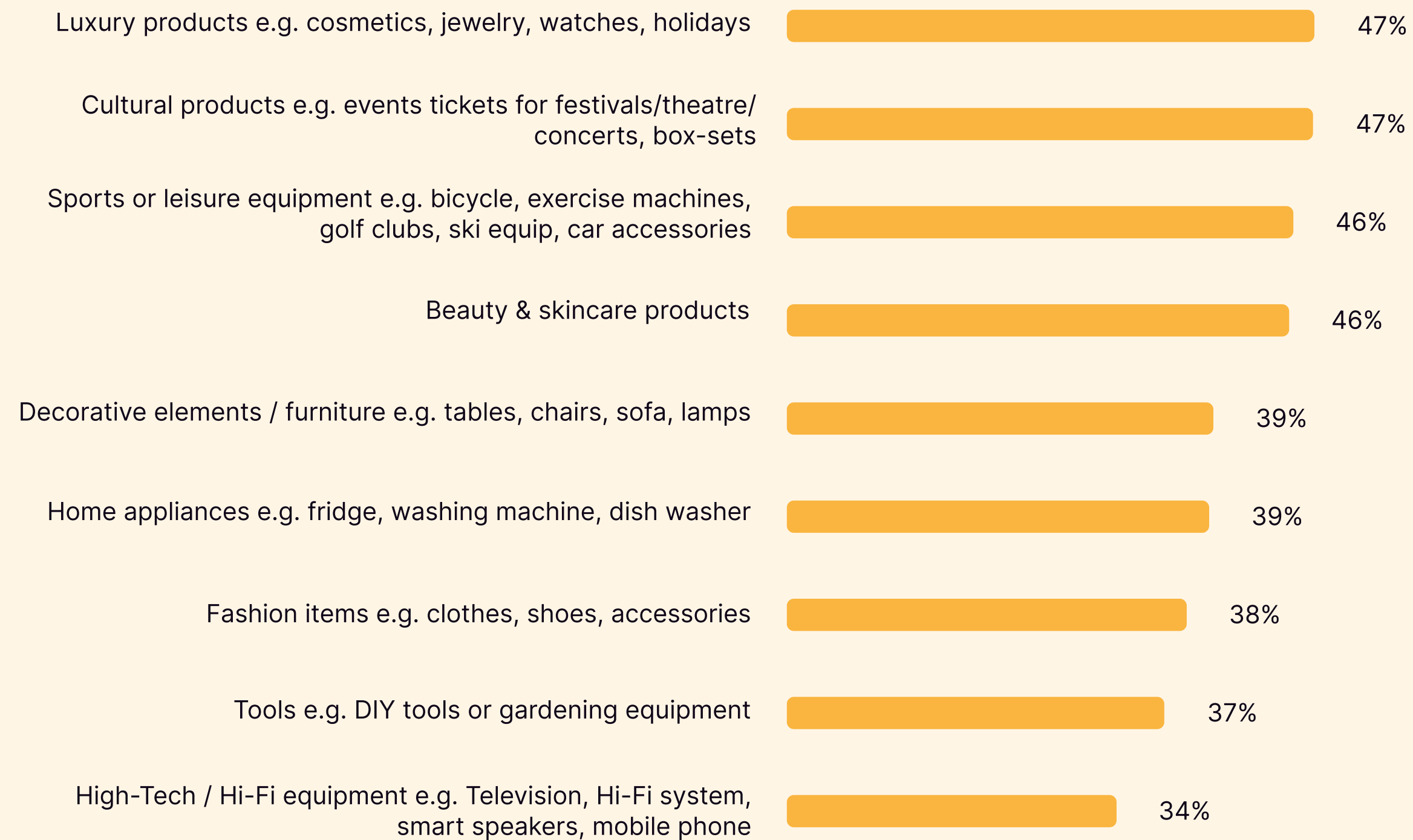
Yes 66%

- 16%
- 50%
- 19%
- 5%
- 10%
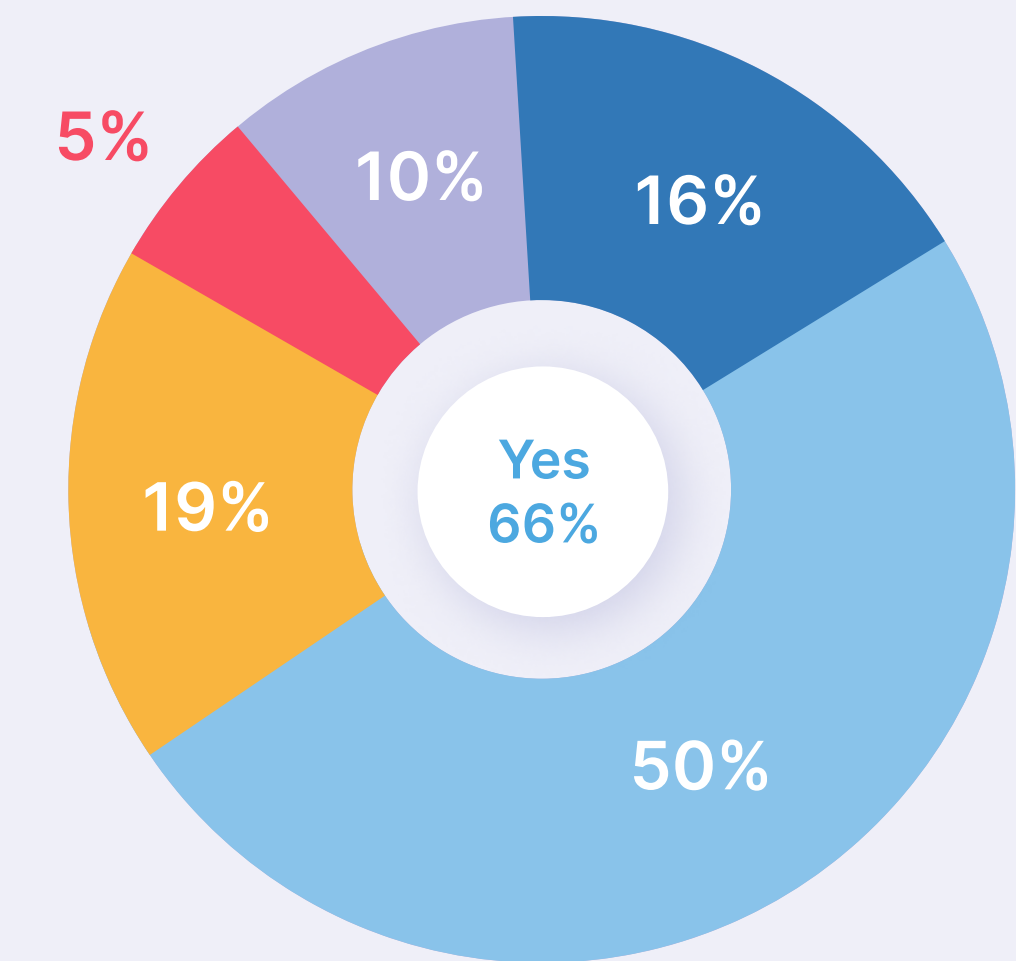
- ● Yes, certainly
- ● Yes, probably
- ● No, probably not
- ● No, certainly not
- ● Don't know

Base : all respondents (n=1,800)

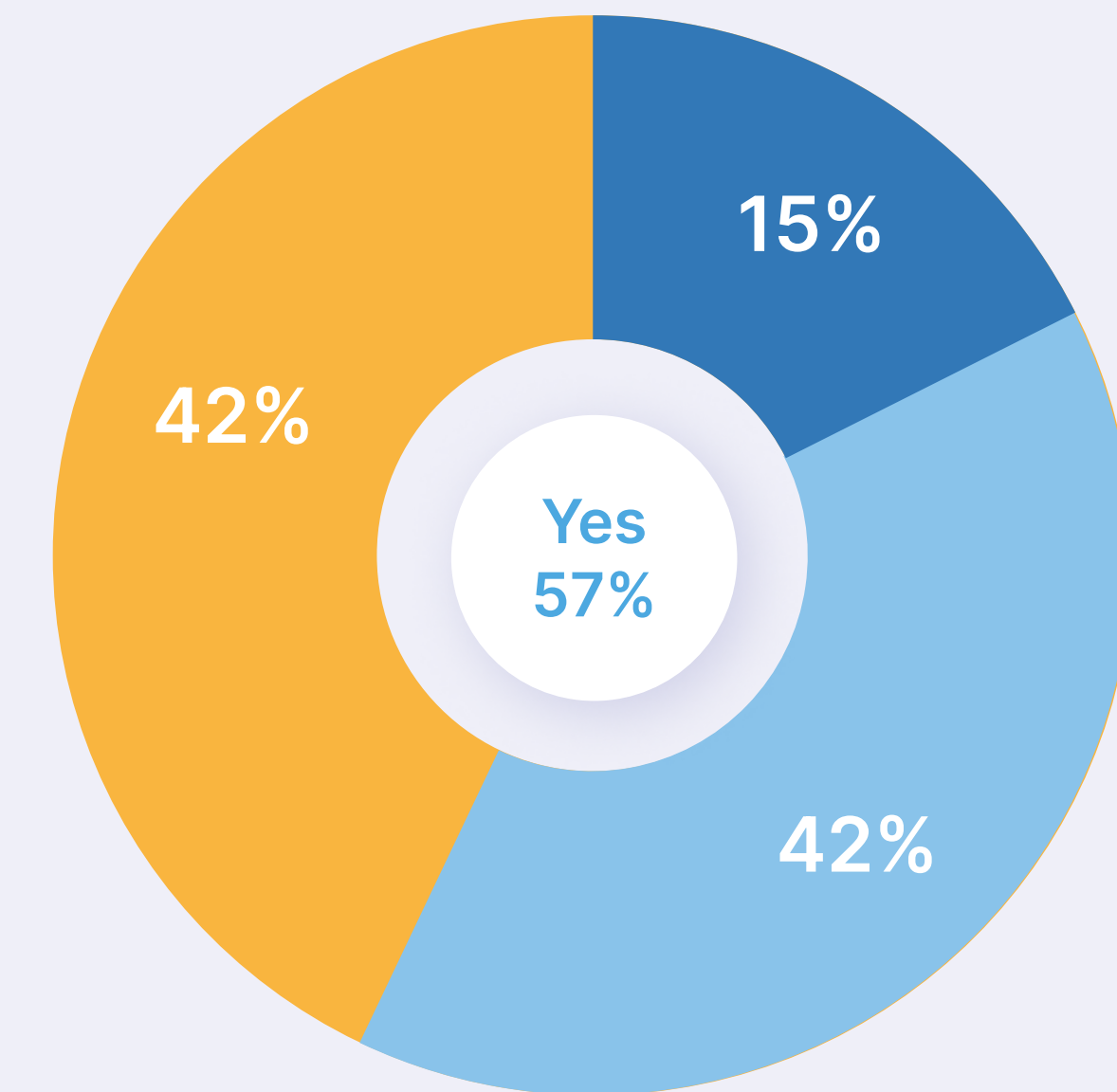# The Role of Influencers/Independent Experts, in the Purchase Decision

Q27. How likely are you to buy the following type of product, if you saw an influencer/ independent expert using or demonstrating a product you were interested in buying?
% TOP2 BOX (Definitely / Probably buy)

Product category	%
Luxury products e.g. cosmetics, jewelry, watches, holidays	47%
Cultural products e.g. events tickets for festivals/theatre/ concerts, box-sets	47%
Sports or leisure equipment e.g. bicycle, exercise machines, golf clubs, ski equip, car accessories	46%
Beauty & skincare products	46%
Decorative elements / furniture e.g. tables, chairs, sofa, lamps	39%
Home appliances e.g. fridge, washing machine, dish washer	39%
Fashion items e.g. clothes, shoes, accessories	38%
Tools e.g. DIY tools or gardening equipment	37%
High-Tech / Hi-Fi equipment e.g. Television, Hi-Fi system, smart speakers, mobile phone	34%

Q28. Have you ever made a purchase based on information that you saw online/on social media, supplied by an influencer/independent expert?

15%
42%
42%

Yes 57%

- Yes, often
- Yes, sometimes
- No, never

Base : all those who bought each product category (n=290 to n=656)

Base : all respondents (n=1,800)