

# The online shopper

A recent study, commissioned by UPS with comScore, examined behaviors and preferences of more than 3,100 online shoppers, from prepurchase through postdelivery. The takeaway? Logistics makes a big difference in whether people click “buy” and keep coming back.

## 2 OUT OF 3 SHOPPERS

most often choose the cheapest shipping option



“I have canceled before I bought many times due to the shipping price given only after I have entered my address, and I was ready to buy.” —Survey participant



## 1 OUT OF 3

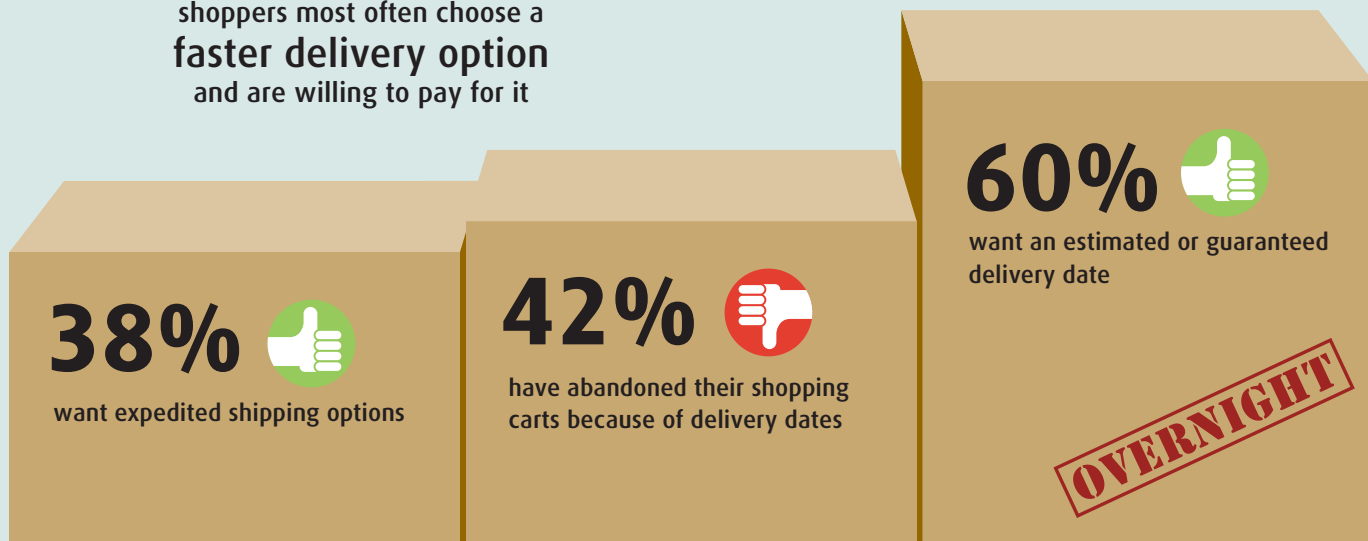
shoppers most often choose a faster delivery option and are willing to pay for it

### DELIVERY OPTIONS



#### HOW MUCH, HOW FAST?

Online shoppers are looking for information and options when it comes to delivery. They want to know how much shipping will cost, how quickly their order will arrive and whether they can request a specific delivery time or provide an alternative delivery location.



## SHIPPING SERVICES



**WHERE'S MY STUFF?** Once shoppers place their orders, they want to monitor their purchases. They like to receive e-mail or text updates, with tracking numbers, for their shipments. They also prefer to track directly from the retailer's web page. Key for many is the option to track their items with their mobile devices.



**3 OUT OF 4**  
shoppers said  
every retailer should offer  
tracking information



**46%**

said that receiving their product when expected led them to recommend the online retailer

**38%**

said they want to see online tracking ability improved

**29%**

said they want to see more flexibility of delivery options

### CONSUMERS LIKE



Receiving e-mail alerts



Scheduling a 2-hour window

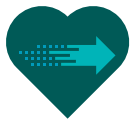


The ability to reroute



Leaving delivery with a neighbor

## RETURNS EXPERIENCE



**WHAT IF I DON'T LIKE IT?** Almost two-thirds of online shoppers have returned an item, and they expect the process to be easy and inexpensive. Many want to see a return label in the box or a printable option, and they don't want to pay for return shipping or restocking fees.

# 60% OF SHOPPERS

said a return label in the box was the most important element of the best returns experience



"[My purchase] was such an easy experience. The gift came with a pre-paid shipping label. All I had to do was fill out a [form] for an exchange ... ."

—Survey participant

# 2 OUT OF 3

shoppers look at a retailer's return policy before making a purchase



# AND

said paying for return shipping was the biggest issue faced in the returns experience



# 48%



said a lenient, easy-to-understand return policy would lead them to shop more often with that retailer

### GET THE FULL RETAIL REPORT

To download the Online Shopping Customer Experience Study, go to [thenewlogistics.com/retail](http://thenewlogistics.com/retail).



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### READ THE STUDY

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