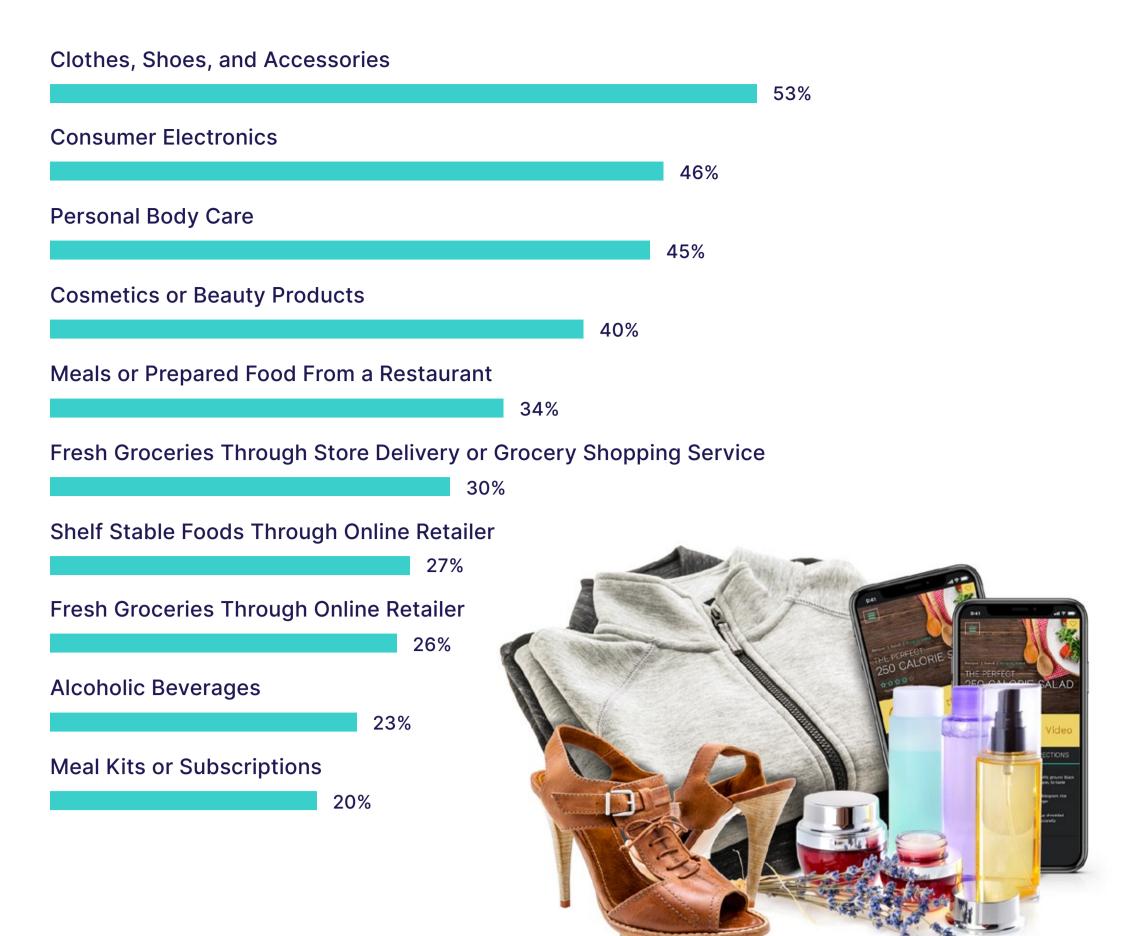
# GutCheck The State of eCommerce

How consumers shopped online in 2020.

# What Types of Products Did Consumers Shop for Online?



However, Online Shoppers Focused More on Food and Alcohol as the Coronavirus Pandemic Continues.

First Time

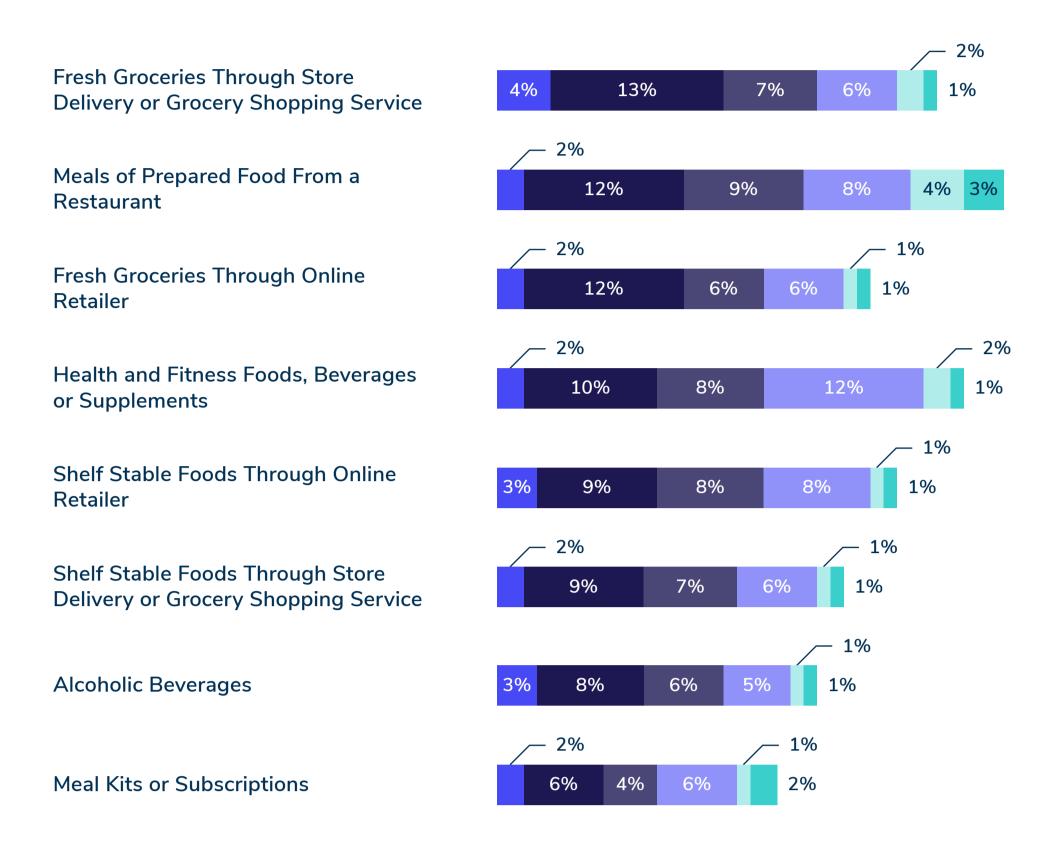
Increased a Lot

Increased a Little

Stayed the Same

Decreased a Little

Decreased a Lot



# The Ability to Shop 24/7 was the Biggest Driver of Online Shopping



# What Prevents Consumers<br/>from Shopping Online?40%S<br/>40%54%50%27%

Shipping Costs





Don't Know Whether Products WIII Work, Fit, Meet Your Expectations



Returns Can Be Complicated

43%



Problems with Shipping, Delivery Delays

40%	Security Concerns, Is Information Secure? Is the Website Legit?	
27%	No Support of Local Business	
20%	Too Many Choices, Hard To Decide	
20%	Websites/Apps Can Be Difficult To Navigate	
18%	Negative Environmental Impact of Packaging and Shipping	

## The eCommerce Shopping Journey Involves Several Steps

54%		<b>%</b> Read Customer Reviews		
53%		Compare Product Prices 65% of Baby Boomers Do This		
	49%		Review Shipping/Delivery Information 57% of Baby Boomers Do This	
47%		, )	View Product Pictures and Videos 55% of Baby Boomers Do This	
46%			Confirm Whether Product Specifications Will Meet All Requirements	
41% Compare Product Features and Specifications 51% of Baby Boomers Do This				
<b>37%</b> Search For Multiple Products That Fit My Needs				
17%	Look At Social Media Posts or Influencers			
17%	Read Articles or Blogs 23% of Millennials Do This			

3.7 Average # of Process Steps Selected

## Notable Differences Between Genders When Online Shopping

### **Female Online Purchasers**

- Shop online for the convenience and being able to shop anytime without having to go to stores.
- Are more likely to stick with one site and compare less across different websites
- Are attracted by coupons/discount offers and free delivery.
- Are more willing to walk away from a purchase if they don't like the shipping options.

#### Male Online Purchasers

- Like the options and variety of eCommerce.
- Commonly research and compare products across various sources.
- Are more flexible and creative to get free delivery and are familiar with different payment options.
- Make things work for them and are less likely to walk away from an online purchase if something doesn't go as planned.



Reach out and schedule a meeting to view the full report, category-specific insights, and our key takeaways on how brands should plan their eCommerce strategy going forward.

## CONTACT US

Study Details Online Interviews // 3,900 Respondents // Sample Balanced By Gender, Age, Region and Income 2020 eCommerce Report

GutCheck



#### About GutCheck

We pioneered agile audience intelligence to provide clients with multi-layered, actionable insights that enable them to accelerate time to market and compete with disruptive brands that steal share. Our technology-enabled solutions and experts use a connected data approach to deeply profile specific audiences, helping clients activate successful consumer-centric strategies. For more information visit: gutcheckit.com

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