

What Drives Consumers' Preferences in Online Shopping Channels

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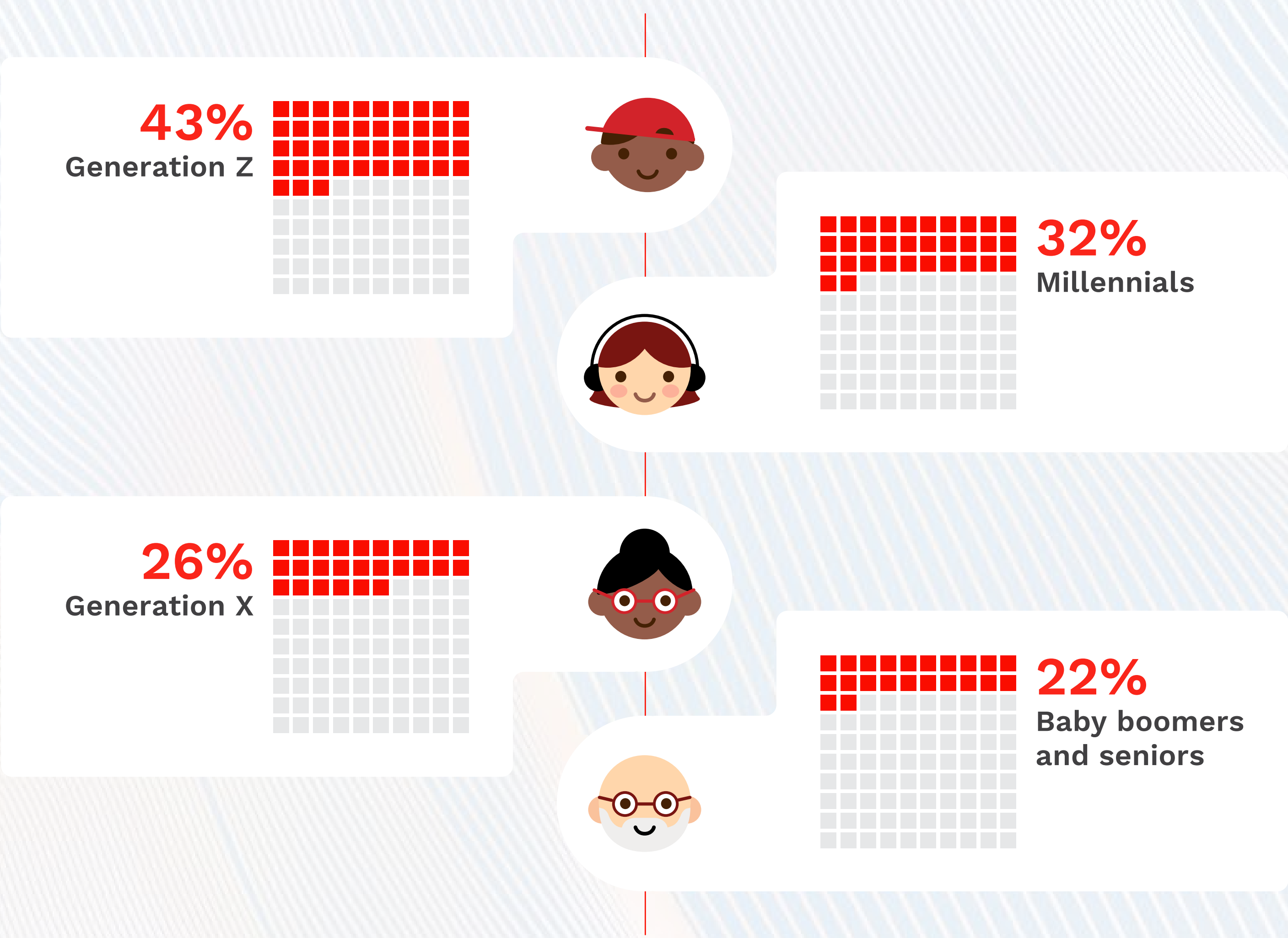


Brand sites, retailer sites and online marketplaces are battling to capture consumers' spending — and their loyalty and trust. Enhancing the shopping features that consumers value is vital for merchants aiming to become consumers' preferred choice.

Brand appeal

Consumer preferences drive online retail activity, and data shows that 28% of consumers prefer to purchase directly from a brand rather than a third-party retailer site. Younger consumers, though, are more likely to prefer to shop directly with a brand.

Share of consumers who probably or definitely prefer to shop from a brand's own site, by generation



Trust and customer service

Consumers perceive brands as underperforming in providing competitive prices, seamless checkout processes and multiple payment methods compared to retailers' sites and online marketplaces. Despite this, about one-third of consumers say brand sites stand toe-to-toe with marketplaces with regard to trust in the store, good customer service and availability of live assistance.

Share of consumers citing trust in the store as the most influential factor in selecting which type of store they used for most or all of their purchases in the last 30 days, by consumers' most used digital channels



Key shopping features

Enhancing the shopping features that matter most to consumers, such as availability of consumers' preferred payment method, is key for brands aiming to become a preferred choice and foster ongoing customer loyalty and engagement.

Share of online shopping features consumers take into account, by type of store

