CONNECTED COMMERCE 2016
THANKS TO CONNECTED DEVICES LIKE TABLETS AND SMARTPHONES, THE WAY PEOPLE SHOP IS CHANGING DRAMATICALLY.

We aim to better prepare brands for the future of retail.

So for the fifth consecutive year, DigitasLBi has conducted a groundbreaking global survey into the emerging trends of multi-platform shopping across 15 countries. (They include: Australia, Belgium, China, Denmark, France, Germany, Hong Kong, India, Italy, the Netherlands, Singapore, Spain, Sweden, the United Kingdom and the USA.)

The study reveals the latest technology trends and consumer habits that are transforming how, where, and why we buy.

METHODOLOGY

Sample size: 1,000 web users per country aged 18 – 64 (quota method: gender, age, income or social profile, region).
SMARTPHONES ARE INCREASINGLY IMPORTANT DURING ALL STAGES OF THE CUSTOMER JOURNEY.

What devices do online shoppers own and how do they use them?
WHICH DEVICES DO ONLINE SHOPPERS USE?

Ownership of mobile devices is now widespread across all countries

<table>
<thead>
<tr>
<th>Device</th>
<th>Usage 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>94%</td>
</tr>
<tr>
<td>Tablet</td>
<td>73%</td>
</tr>
<tr>
<td>Laptop</td>
<td>90%</td>
</tr>
<tr>
<td>Desktop</td>
<td>75%</td>
</tr>
<tr>
<td>Wearable Devices</td>
<td>29%</td>
</tr>
<tr>
<td>Connected TV</td>
<td>61%</td>
</tr>
</tbody>
</table>

What devices do you personally use?
MULTI-DEVICE BEHAVIOURS

Anytime, anywhere, on any device

On average people use 3.9 devices

What devices do you personally use?
SHOPPING BEHAVIOUR BY DEVICE

Online shopping has become common in all countries, although there are some differences in terms of sophistication.

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</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>68%</td>
</tr>
<tr>
<td>Tablet</td>
<td>55%</td>
</tr>
<tr>
<td>Laptop</td>
<td>83%</td>
</tr>
<tr>
<td>Desktop</td>
<td>68%</td>
</tr>
</tbody>
</table>

How frequently do you purchase online, by device used?
PRE-BUYING BEHAVIOUR

HOW DO SHOPPERS RESEARCH PRODUCTS?
MULTI BRAND RETAILER WEBSITES ARE THE MAIN SOURCE OF INFORMATION:
- Retailer websites or apps are the first digital information source in all countries - most notably in the USA, UK, Germany, France and China.
- Price comparison services are next (45%). These are most widely used in Germany, the Netherlands, Denmark, Sweden and Italy.
- In total, 29% of consumers use brand websites or apps (this figure is higher in the USA, UK, Belgium, Sweden, Denmark and Australia).
- In total, reviews by online users or consumers are used by 35% of shoppers (especially in Germany, the Netherlands, Denmark and Italy).

INFLUENCERS ARE NOT CONSULTED IN THE BUYING PROCESS
When looking for information on a product or service:
- Only 15% use them during the research process.
- The immediate social circle (friends, family, colleagues) are the real influencers. They are consulted by 35% of buyers.

What resources do you use to search for information on a product or service? I consult... Please grade your responses where 1 is the one you use the most.
Friends and family are important in the buying cycle: 35% of shoppers consult them – as much as they use consumer review sites:

Consumer reviews are important in the pre-purchase journey.

78% of online shoppers look for other users’ opinions before purchasing. This is even more important in Asian countries and in South Europe (Spain, Italy)

We can deduce that users’ opinions are mostly read on retailers’ websites / apps ➔ Brands’ websites do not always provide users’ comments. Perhaps this explains why they are less used before online purchases…

Here are several things that people have said about online purchases. For each of them, please indicate if you agree or not
RETAIL (STILL) RULES

IN-STORE SHOPPING STILL DRIVES 90%* OF SALES

Understanding the real reason for retail preference

*FEVAD SOURCE
Physical, in-store shopping has 3 main advantages over the online experience:

It allows shoppers **to test products** (this was the main driver for 38% of people interviewed, especially in Hong Kong and Singapore (47%)).

Items **are immediately available** (this was the key priority for 27% of consumers overall - 34% in UK and 37% in the USA).

**Physical proximity** is an important consideration for in-store shopping. In particular in the US (53%), UK (50%) and Australia (48%).

**Sales advisers’ expertise is not seen as a key benefit** (32% of respondents referred this, only 10% first) ➔ There is a lack of perceived added value as consumers are now as informed as salesmen thanks to the internet.

THE ADVANTAGES OF BUYING IN-STORE

<table>
<thead>
<tr>
<th>Rank</th>
<th>Advantage</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Product Testing</strong></td>
<td>(67%)</td>
</tr>
<tr>
<td>2</td>
<td><strong>Availability</strong></td>
<td>(65%)</td>
</tr>
<tr>
<td>3</td>
<td><strong>Store Proximity</strong></td>
<td>(43%)</td>
</tr>
</tbody>
</table>

Which one of the following is most likely to make you prefer to buy in-store rather than online?
WHAT ARE YOUR EXPECTATIONS FROM A RETAILER OR BRAND WHEN BUYING ONLINE?

1. Availability of delivery (55%)
2. Availability of product (59%)
3. Product information (54%)

ONLINE PURCHASE ADVANTAGES

1. Benefit from special offers or better prices (88%)
2. Take time to think about things (93%)
3. More choices (85%)

Expectations from a retailer or a brand when buying online?
E-COMMERCE

WHENEVER, WHEREVER, HOW EVER.
This is the way new connected consumers shop.
In general, what is the maximum delivery time you will expect?

**CONSUMER EXPECTATION**
Maximum delivery time

- **82%** of people expect *more than* 1 day to be the maximum delivery time
- **18%** of people expect 1 day or less

In general, what is the maximum delivery time you will expect?
PURCHASE FROM CATEGORIES
Top 3 per country
PRICE is the main online purchase driver in all product categories, ahead of choice and comfort.

**ONLINE PURCHASE DRIVER**

- **46%** Of purchases are motivated by the price
- **18%** Of purchases happen because the product was not available in-store
- **14%** Of purchases take place online because the shopper wants to stay at home

**What was the main motivation behind this purchase?**
Although online purchases are mainly made alone, some products are bought when the shopper is accompanied. This happens most often when purchasing home equipment and leisure-travel products.

Did you make this purchase alone or accompanied by someone?
Shopping for food and DIY products requires less dedicated concentration. Multitasking is not common with leisure-travel and technology shopping, as it requires expertise and time to research the right products.

**ECOMMERCE**

**PURCHASE AND MULTITASKING**
During the purchase…

- **25%** of purchases are made while watching TV
- **13%** of purchases are made while listening to the radio or music
- **7%** of purchases are made while eating

While you make your purchase, were you doing another activity at the same time?
In summary, the quality of recommendations should be improved – and consumer reviews are an important part of the online purchase journey.

ROOM FOR IMPROVEMENT
Level of satisfaction

- PRICE
- WEBSITE AND APP EASE OF USE
- EASE TO FIND THE PRODUCT
- AMOUNT OF CHOICE

And in detail, how satisfied were you with the purchase process? By this, we mean the full process, in relation to the app / website used. Please rate each item between 0 and 10 where 0 means that you were not satisfied at all and 10 that you were completely satisfied.