Online Shopper Survey 2019

What do people buy online?

- Computers and electronics
- Clothing and accessories
- Mobile phones and tablets

Global Online Shopper Behaviour

- 72% of shoppers worldwide have bought online from another country in the last year.

Why do customers abandon shopping carts before placing an order?

- Unexpected extra fees (e.g. VAT, delivery fees, etc.) added at checkout: 36%
- Decided product not needed: 33%
- Insufficient product details: 18%

Where do shoppers usually make the payment for their online purchases?

- Cash / Card on delivery: 36%
- In-app: 33%
- Online: 18%

How often do people buy online?

- Once or twice a month: 26%
- Once a week or more: 24%
- Less than once a week: 42%

What makes shoppers decide to buy from an online store?

- Good vendor reputation: 60%
- Good delivery: 36%
- Ability to change or cancel preferred payment methods: 18%

How do buyers prefer to get support?

- Email: 39%
- Online chat: 35%
- Toll-free number: 24%

What are the most used payment methods for online shopping?

- Card payments: 63%
- PayPal: 49%
- Mobile payments: 27%

What do most people subscribe to online?

- Entertainment streaming services: 62%
- Computer software: 39%
- Mobile apps: 33%

Global Online Shopper Behaviour

- Computers and electronics are the most popular physical goods purchased online, followed by clothes and accessories and then mobile phones and tablets.

What makes shoppers decide to buy from a foreign market?

- Competitive prices: 75%
- Availability in my home market: 69%
- I found products that are not available in my own country: 66%

How do most people subscribe to online services?

- Auto renewals: 39%
- Manual renewals: 15%
- Direct debit: 12%

Why do customers take online shopping carts before placing an order?

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