

# FOLLOW THE ONLINE SHOPPER'S ROAD TO HAPPINESS

UPS® partnered with comScore to find out what consumers want during their shopping experience by surveying more than 1,000 Canadian online shoppers.

## CHANNELS

### THE INFLUENCE OF ONLINE, MOBILE, SOCIAL MEDIA & OMNICHANNEL RETAILING

**6 OUT OF 10** online shoppers prefer to shop with their favourite retailers online

**80%** of online shoppers use Facebook

**58%** of Facebook users cite they "Like" a retailer

**87%**

of online shoppers who have liked a retailer on Facebook pay attention to retailer updates

**46%**

of shoppers say they are less likely to comparison shop when using a mobile app

### CONSUMERS WANT MORE OPTIONS & MORE CONTROL

## CHOICES

**61%**

of those who abandoned a shopping cart did so because of shipping costs

**88%**

said they have abandoned a shopping cart

**73%**

of shoppers review a return policy before making a purchase

**69%**

have added to their cart to qualify for free shipping

**2ND**

most important factor at check-out: seeing estimated costs and delivery dates early in the process

**3-6 DAYS**

**70%**

of shoppers expect to see a 3-6 day delivery option at check-out

### MAKING IT EASY TO RETURN DRIVES SATISFACTION & REPEAT BUSINESS

## CONVENIENCE

**65%**

of consumers will shop more with a retailer if they offer a hassle-free returns policy

**61%**

will recommend the retailer to a friend if they offer a hassle-free returns policy

**NEARLY HALF**

of online shoppers have returned a product purchased online

**76%**

want e-mail notifications with a tracking number