

# The new retail purchasing pathway

1

## Discovery

The discovery stage is mostly about getting inspiration and gathering ideas for a purchase. Consumers assemble an initial set of brands and retailers to consider, using a variety of digital channels as well as in-store browsing. On average, UK consumers spend 225 minutes a week browsing retail items online



74%

of online shoppers find new products through reviews and recommendations on websites and social media

42.6

minutes spent in shops browsing just for fun, compared with 36.4 minutes on PCs and laptops

Source: Webloyalty/Conlumino

## Evaluation

The consideration set evolves and preferences emerge as the shopper gathers information from a variety of online and offline sources. Evaluation is a more technical process. Generally it involves looking at details, such as size, specification or availability, as well as researching or comparing prices on things like delivery charges

18%

of consumers leave a store after consulting their mobile and finding a product cheaper elsewhere

97

minutes spent thinking about a high-order purchase in 2015 compared with 38 minutes in 2000

Source: Connected Commerce, DigitasLBi

2



3

## Purchase

The shopper selects what to buy, where to buy it and how to take delivery. Although e-commerce is growing year on year, in-store purchase remains the most common form of retail shopping



28%

of all e-commerce orders were by mobile phone or tablet in May 2015 compared with 20% in 2014

Source: Webloyalty/Conlumino 2015

1.6x

times more likely that customers will make a purchase after watching a retail video

Source: Invodo 2015

## Experience

The new product owner reacts to the purchase, and interacts with the product and brand. They write product reviews online or comment on their satisfaction or dissatisfaction via social media, making them heavy influencers of other consumers in the discovery and evaluation phase of a similar purchase

31%

of consumers regularly leave reviews or give feedback, with an average of 2.3 reviews written each year

56.7%

are positive and just over 33% negative

31%

of online shoppers post recommendations and reviews to friends and social-network connections about what they bought

Source: Webloyalty/Conlumino 2015

4



5

## Loyalty

After owning the product, consumers decide whether or not to select the same product or brand again. Research shows that customer service and experience is the next brand differential, and by 2020 will overtake price and product



56%

of consumers say if a retailer gave a good personalised experience they would make an effort to use the site more often

Source: Webloyalty/Conlumino 2015

75%

of consumers are more likely to recommend a brand because it provides simpler experiences and communications

Source: Siegel+Gale

## Touching on how to buy

Fifteen years ago the average consumer typically used two touch-points when buying an item and only 7% regularly used more than four. Today consumers use an average of almost five touch-points with nearly 50% regularly using more than three

Number of touch-points	1	2	3	4	5	6	7
2000	16.4%	66.2%	10.1%	7.3%	0%	0%	0%
2010	8.9%	37.8%	39.4%	8.2%	5.2%	0.4%	0.1%
2014	4.2%	31.3%	37.6%	11.7%	7.4%	3.9%	3.9%
2015	2.1%	23.6%	32.7%	14.9%	14.6%	5.4%	6.7%

Source: Webloyalty/Conlumino