

# HOW WE BUY



VS



96%

OF AMERICANS  
SHOP ONLINE

65%

OF SHOPPING BUDGET  
SPENT IN-STORE

## WHAT'S STOPPING CONSUMERS FROM SHOPPING ONLINE?



58%

SHIPPING COST



58%

NOT BEING ABLE TO  
TRY THE PRODUCT



34%

WAITING FOR  
DELIVERY



58%

DIFFICULT  
RETURN PROCESS



58%

PRIVACY CONCERNS



43%

SHOP IN BED



20%

SHOP IN THE  
BATHROOM



20%

SHOP IN  
THE CAR



23%

SHOP IN  
THE OFFICE



10%

SHOP UNDER THE  
INFLUENCE

## WHAT CUSTOMERS BUY DEPENDS ON WHERE THEY SHOP



MARKETPLACE

44%

ENTERTAINMENT



LARGE RETAILER

47%

APPAREL



WEB-STORE

19%

HEALTH & BEAUTY



CATEGORY-SPEC.

19%

FLOWERS & GIFTS



SEE ALL DATA ON MODERN CONSUMER SHOPPING HABITS AT  
[BIGCOMMERCE.COM/BLOG/OMNI-CHANNEL-RETAIL](http://BIGCOMMERCE.COM/BLOG/OMNI-CHANNEL-RETAIL)

BigCommerce conducted this survey in partnership with Kelton Global during March 15-19, 2016. Survey responses were collected from more than 1,000 nationally representative American 18 years and older who cited making an online purchase within the previous six months.