

are paying more attention to the type of experience online stores are offering them. Verifone conducted a global survey with shoppers to better understand what expectations digital users have with buying online. Read on to discover our findings related to top online shopping categories, favorite payment methods for digital transactions, impact of authentication flows, and more.

As online shopping has picked up speed in recent years, shoppers

Consumer Expectations

for Online Shopping 2023



quarter of those questioned acknowledge that

they've had to cut back on online shopping

and spending in 2022.

26% state that their online buying frequency is comparable to the previous year. About a

than they did in the previous year, while

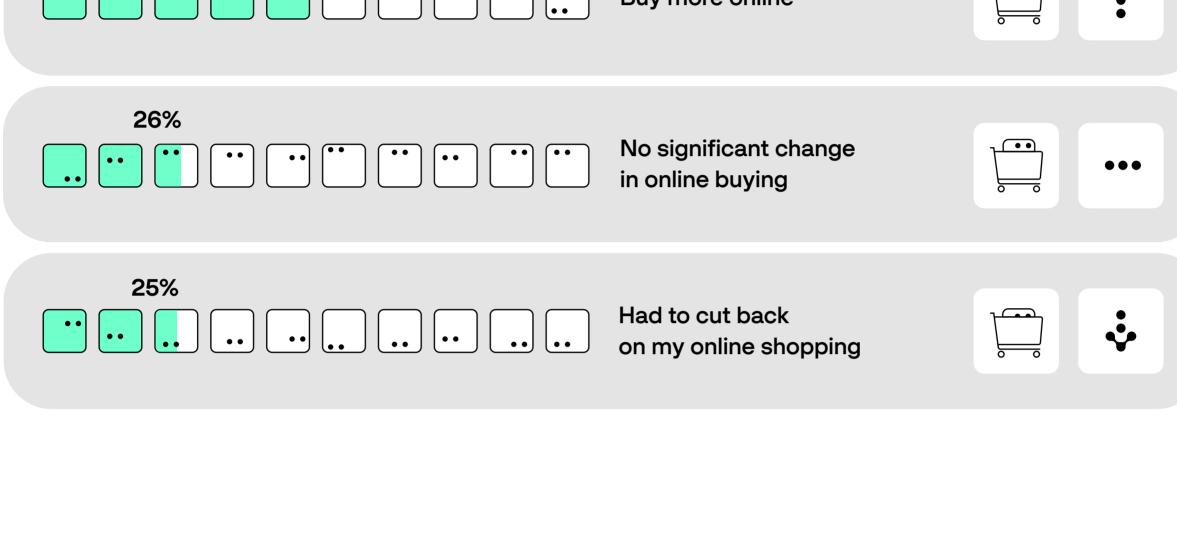
Online Shopping Habits

Almost half of respondents (49%) buy more online

49%

Have your online shopping habits changed in the past year?

Buy more online



What device do you use most often for online shopping?

Mobile is the Go-To Device for eShopping

61% 36%

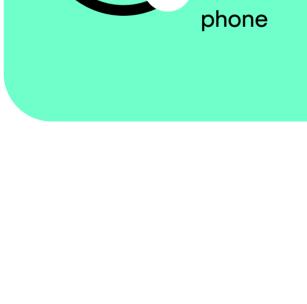
Mobile phones were found to be the devices most frequently used for

online shopping, as reported by 60% of respondents. About a third of

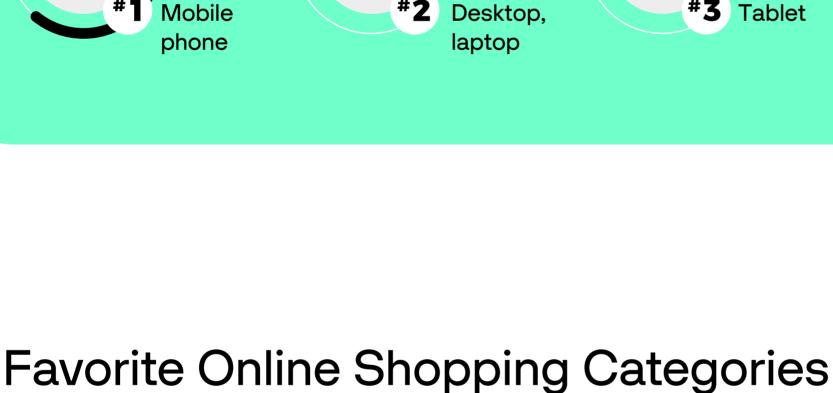
the sample preferred buying from their desktops and laptops, while

very few chose tablets for shopping sessions.

Mobile



in this category.

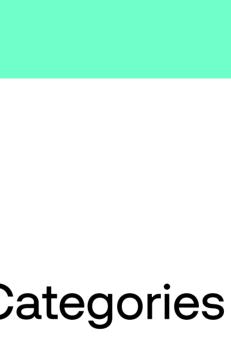


Personal and household goods are the ones most frequently purchased online. More

beverages, and electronics and household goods. Entertainment is another favorite

category for online spending, as almost half of those questioned report spending online

than 50% of respondents shop online for beauty products and fashion, food and



3%

Tablet

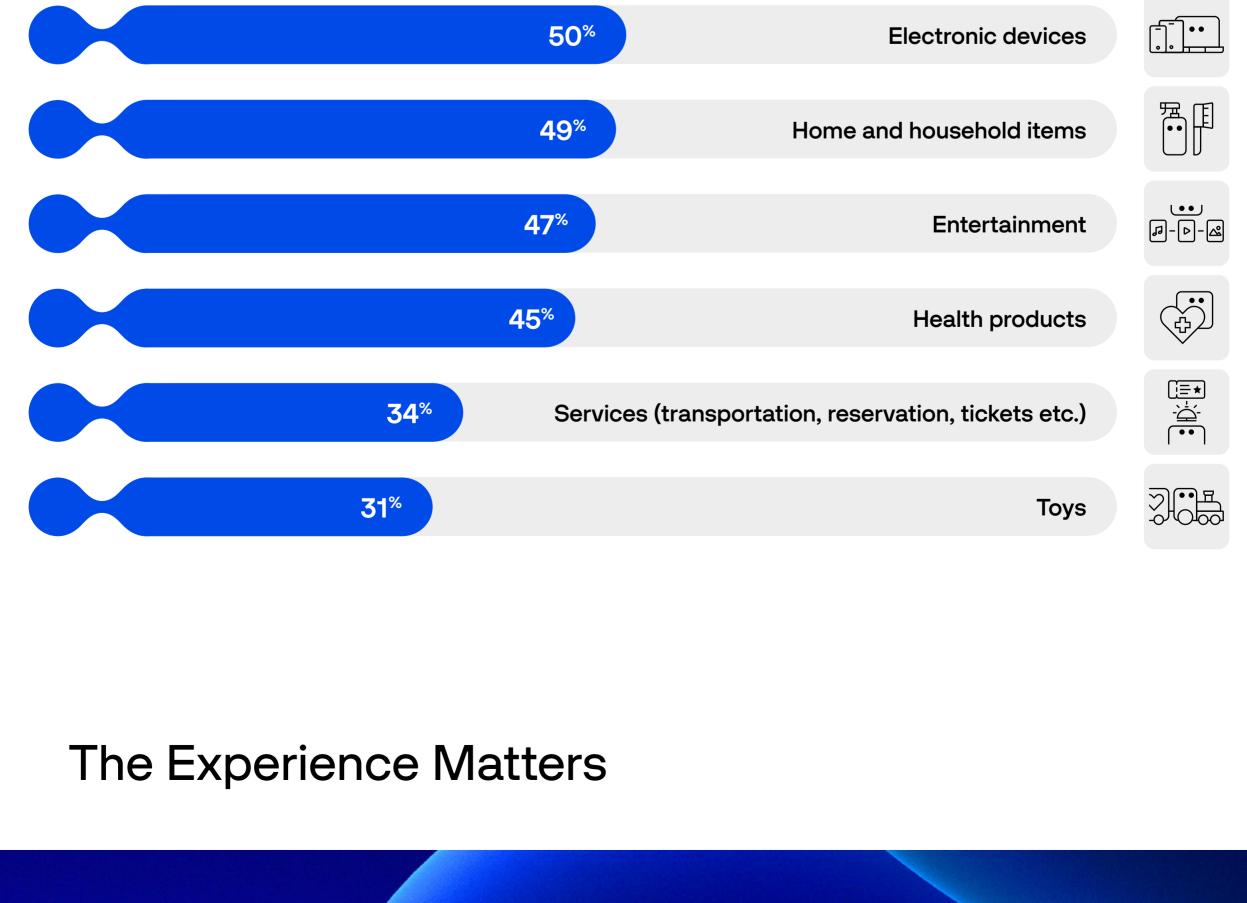


Fashion

61% Beauty and personal care

Bought online in the past 12 months

56% Food and beverages **55**%



49% Time savings Greater variety of products

Main reasons to shop online

Respondents acknowledge time saving (52%), offer variety (49%), and social proof

availability (47%) as the top reasons for shopping online. These are closely followed by

the promotional and comparison features of digital channels. Even if the pandemic has

concluded, almost 40% of respondents claim they opt for online shopping to avoid large

21% 42% **Protection with** Availability of **Avoiding in-store**

discounts and

promotional offers

crowds.

crowds

Desired shopping experience features

48%

the product

beforehand

feedback)

solid return

policies

Options to research

(user reviews and

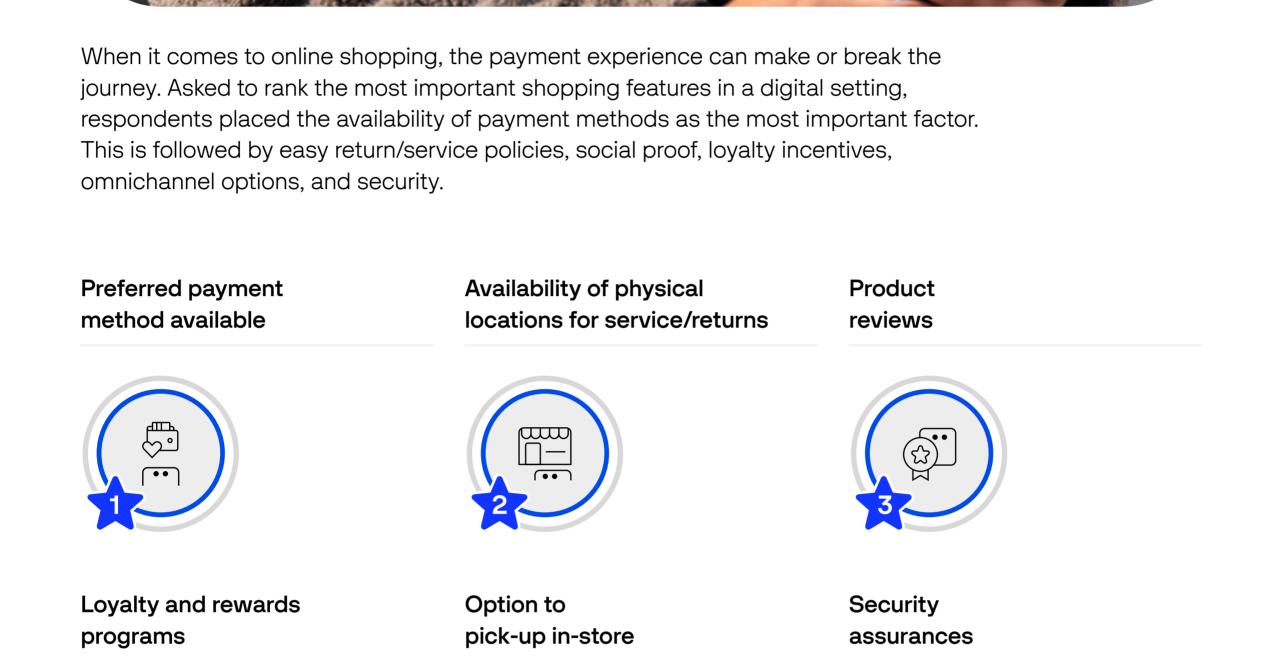
47%

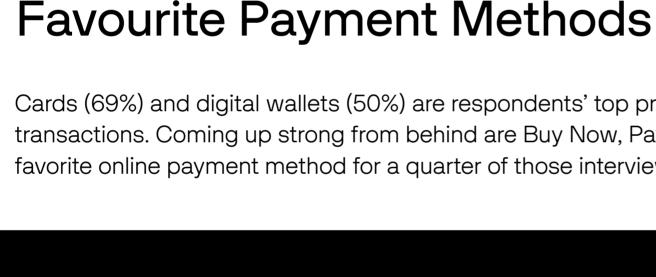
Options to

from

compare deals

different sellers





69%

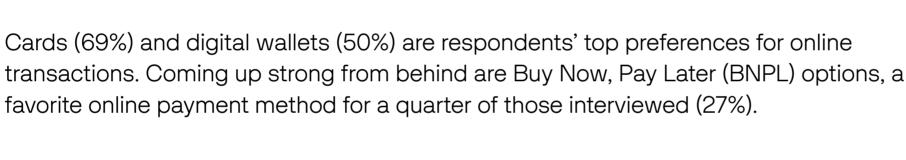
Debit /

Credit Cards

Digital

Wallets

Checkout expectations



Buy Now,

Pay Later

(BNPL)

As for the checkout elements that inspire trust and encourage conversion, respondents

point to payment options, social proof, and localization. 44% expect to find reviews for

the item added in the cart, 41% want to see their preferred payment method showcased,

In terms of what makes online shoppers abandon a cart, checkout surprises are the main

culprit, with costs being the greatest deterrent. Respondents will abandon a cart when

discovering that the delivery costs are too high (57%), when they find product stock

57%

issues (27%), or when they have no way to reach support (22%).

50% **15**%

Credit cards

with

installments

Direct Debit/

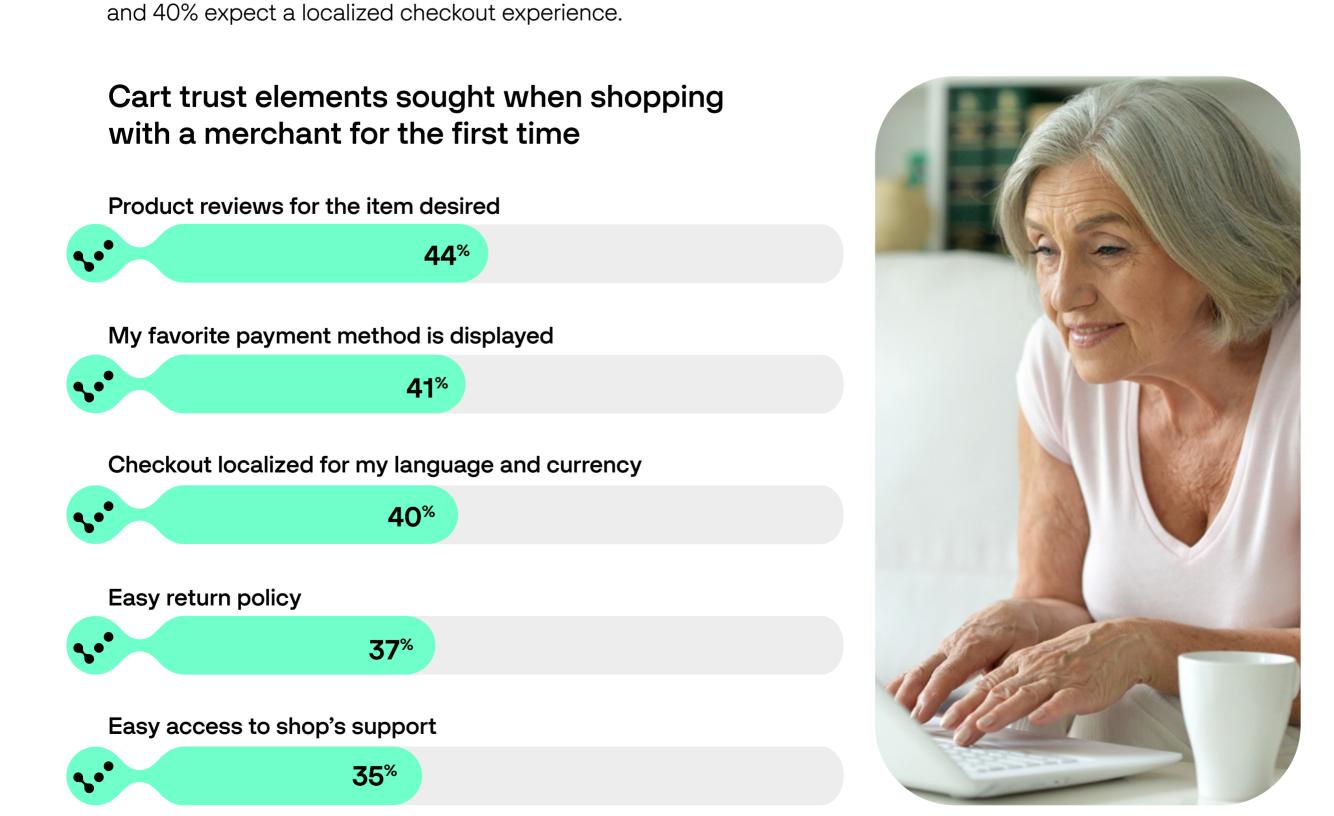
Online

banking

12%

Cash

on delivery



Inaccurate stocks or product availability

No option to reach support for clarifying information

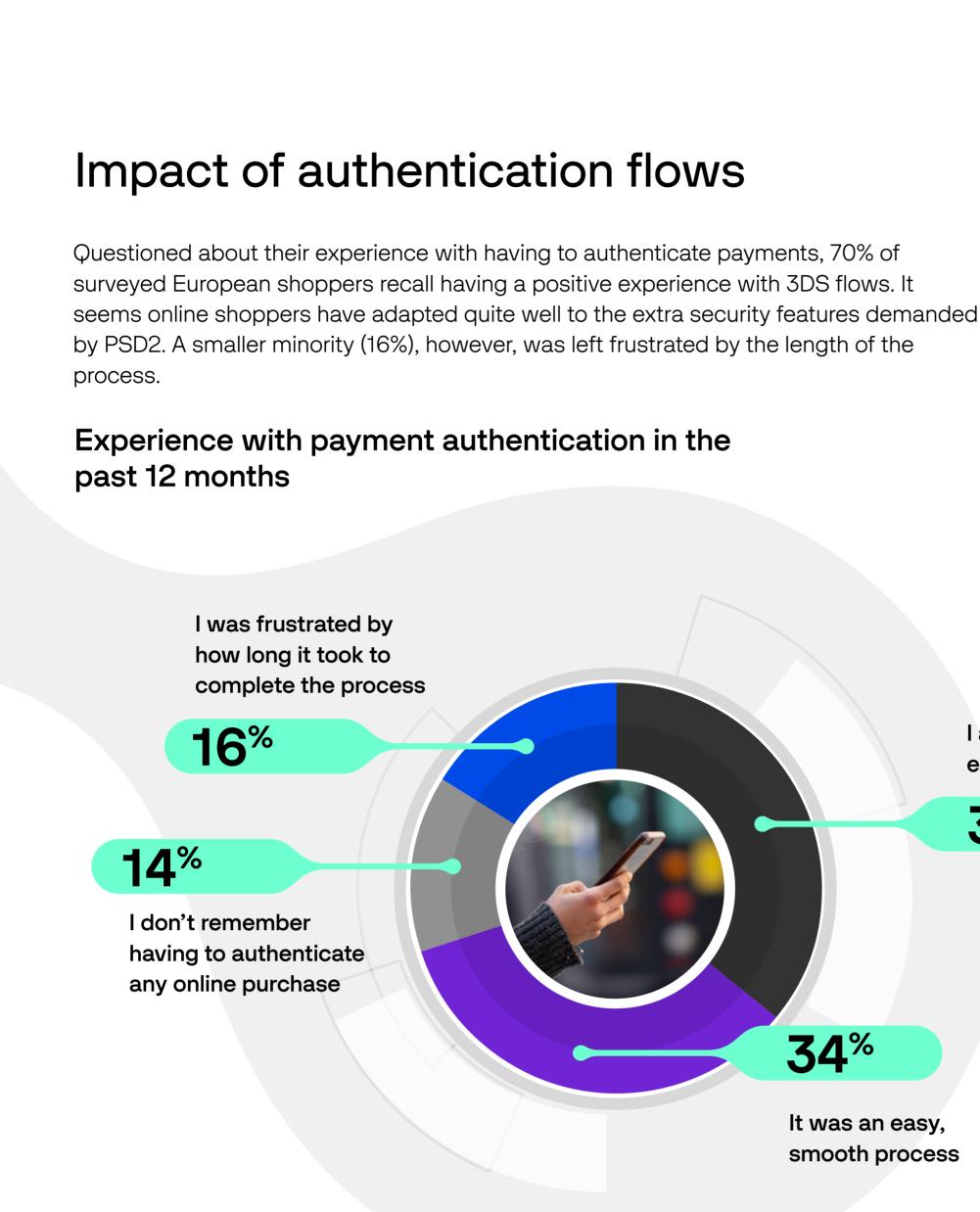
Reasons to abandon a cart

Delivery costs too high

No guest checkout options

No option to pay with my favorite payment method Payment error encountered Lengthy checkout process

Checkout in a different language/currency than preferred





I appreciated the

extra security

36%

It was an easy,

49%

Buy online, collect at pick-up point/locker

Buy online, return in store

39%

39%

Browse in-store, reserve in shopping list, order online

smooth process

Omnichannel experiences

Cross-channel scenarios experienced in the past 12 months Buy online, collect in-store

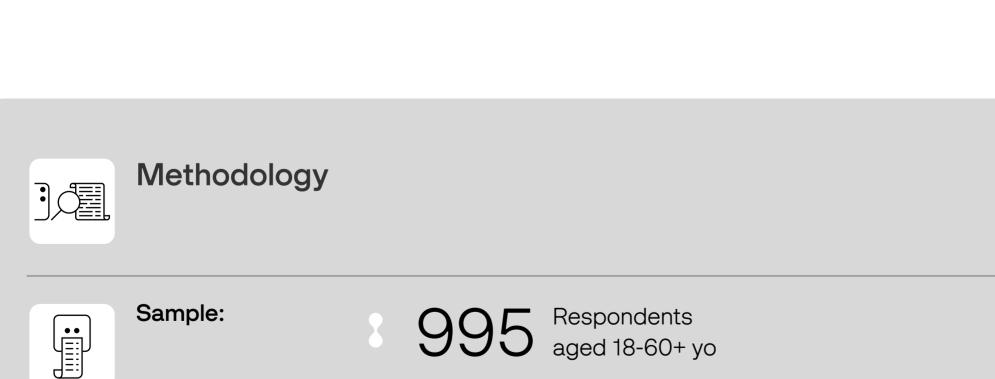
More and more shoppers have started crossing channels, merging their online

experience with on-premise touchpoints. Among omnichannel scenarios, most

collection of orders (39%), and online orders returned in store (39%).

respondents have experienced in-store collections of online orders (49%), pick-up point

22% Buy in-store, pay through the app 21%



The payments architects who truly understand commerce

particular purpose. Product display image for representation purposes only.





Responses collected in the timeframe August-October 2022.

: verifone

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Mobile app offers used for in-store purchases 16%