What factors influence the ONLINE SHOPPING experience?

- **Delivery**
  - Knowing the **DELIVERY TIME ESTIMATE** ranked among the top factors influencing online shopping.
  - 2/3 of people choose the most economical shipping option most of the time.
  - 42% of online shoppers have abandoned their shopping carts because of delivery dates.
  - 1/3 of shoppers most often choose to pay a fee for faster delivery.
  - But 43% expect to see the availability of 2-3 day delivery.
  - And 30% expect to see the availability of overnight shipping.

- **Returns**
  - Shoppers appreciate the availability of an **EASY-TO-UNDERSTAND RETURNS PROCESS**.
  - 63% of online buyers look at the retailer's return policy before making a purchase.
  - Almost half would shop more often with a retailer and would be more likely to recommend to a friend if the retailer had a lenient and easy-to-understand return policy.

- **Shipping Services**
  - 46% said that receiving their product when expected led them to recommend the online retailer.
  - 75% of shoppers believe every retailer should offer tracking information.
  - Consumers like receiving e-mail alerts, having the ability to reroute and the ability to schedule a 2-hour delivery window.

**Online Shopping Customer Experience Study**
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