SALSIFY | eBook

CONSUMER RESEARCH REPORT 2021

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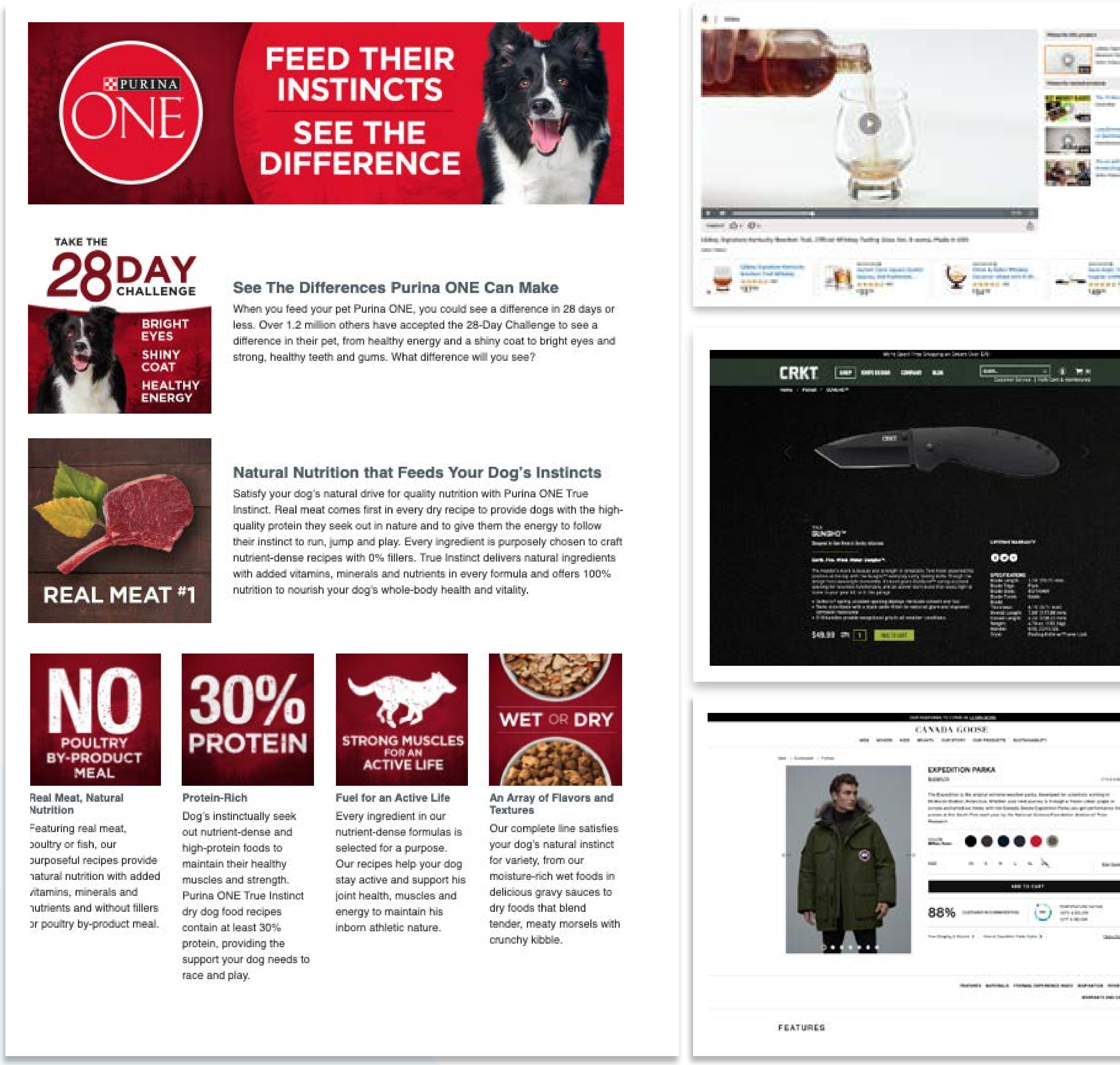
BUILD SHOPPER TRUST BY MASTERING YOUR PRODUCT PAGE

In the wake of the pandemic, the new normal is online shopping. Despite endless aisle of bargain buying possibilities, **consumers are willing to pay more when they trust a brand.**

We asked more than 1,800 shoppers what it means to trust a brand on the digital shelf - and it came down to the robustness of your product detail page. **This report uncovers the best ways to earn shoppers' trust and demonstrate the quality of your products online.**



ONLINE SHOPPING IS THE NEW NORMAL

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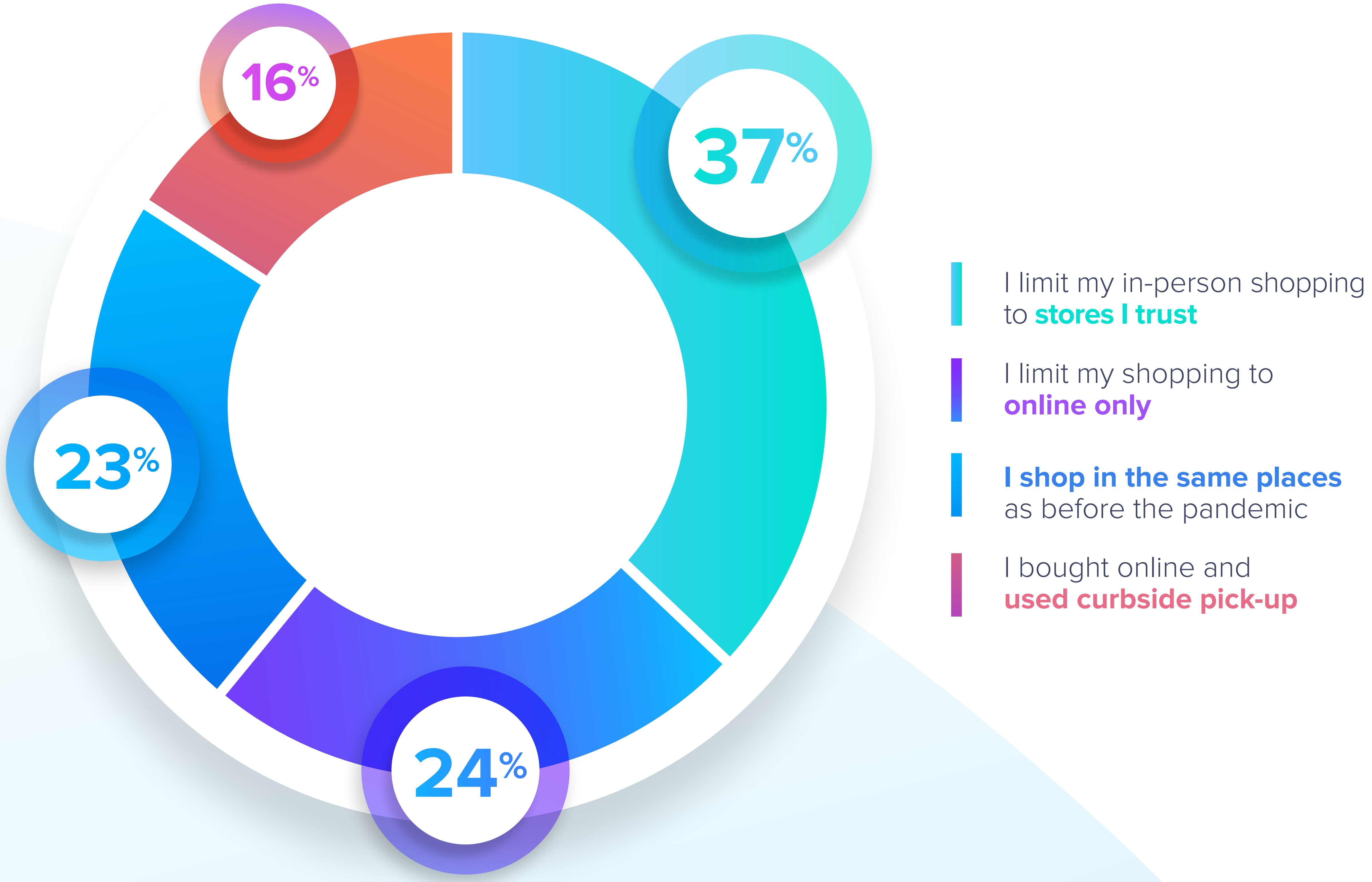
DURING THE PANDEMIC, **40%** OF U.S. CONSUMERS RELIED ON ONLINE SHOPPING.

An additional 37% of shoppers limited in-person shopping to "stores I trust"

23% of shoppers kept their shopping habits **the same**

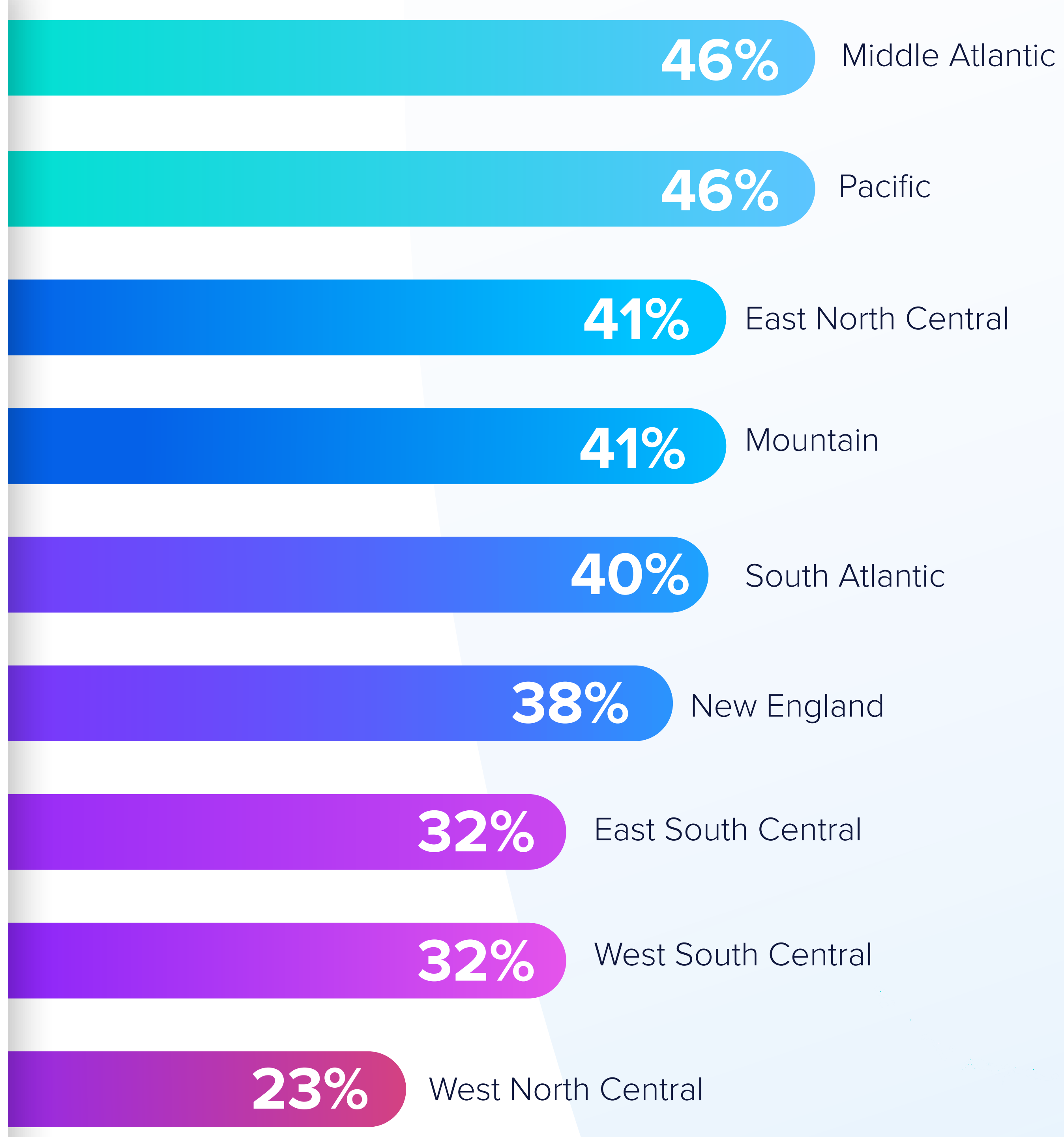
How did the pandemic **change your in-store shopping habits?**

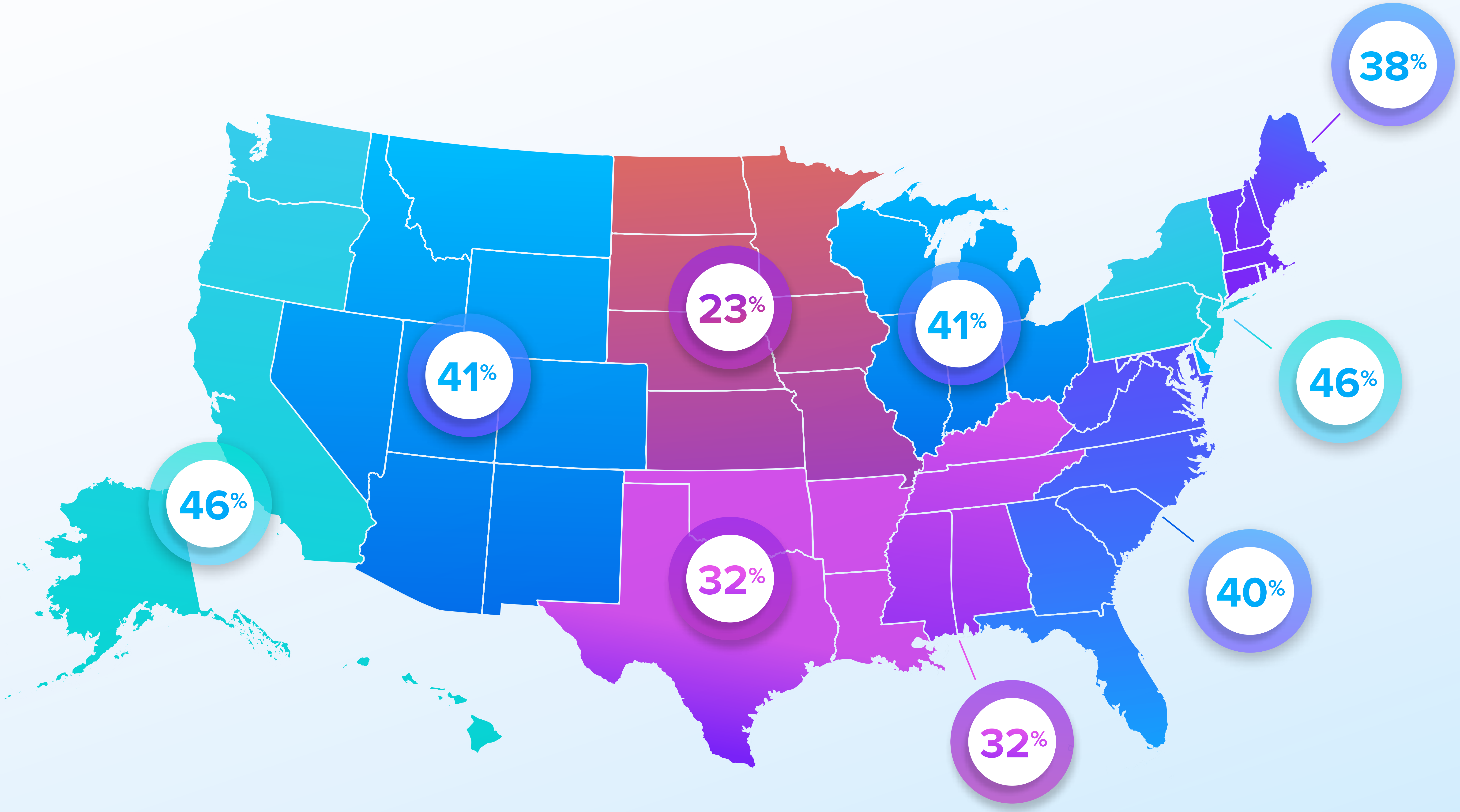


Q2: How did the pandemic change your in-store shopping behavior?

SOME REGIONS HALTED IN-STORE SHOPPING MORE THAN OTHERS

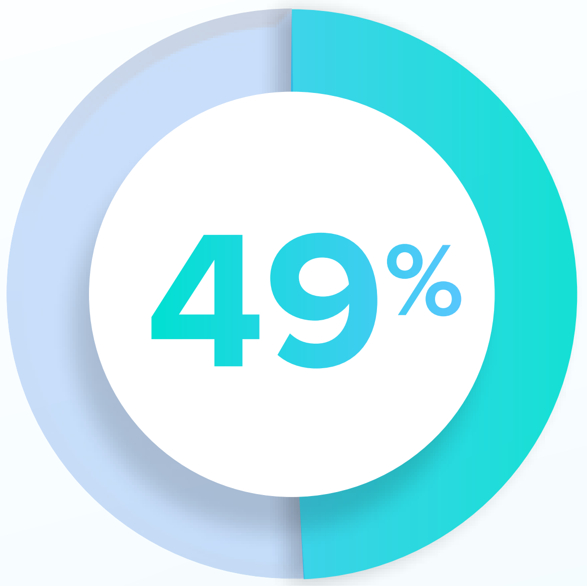
Consumers living on the coasts were **more likely to shop only online or do curbside pick-up.**





Q2. How has the pandemic affected your in-store shopping habits?

43% OF CONSUMERS EXPECT TO SHOP MORE ONLINE INSTEAD OF RETURNING TO THEIR PRE-PANDEMIC BEHAVIOR.



Nearly half of all parents (49%) expect to shop more online after the pandemic

After the pandemic, **how much online shopping do you expect to do?**

Q4. After the pandemic, how much online shopping do you expect to do?

BRAND TRUST IS PARAMOUNT IN SECURING **CONSUMER CONFIDENCE**

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THE PANDEMIC LED TO THE FIRST FALL IN THE PERSONAL CONSUMPTION OF GOODS AND SERVICES SINCE 2010.

Services sector was **hit much harder than retail**

In Q2 2020, **consumption was down over 11%** year-over-year.

15%

Services
down by 15%

2.5%

Non-durables
down by 2.5%

1.9%

Durable goods
down by 1.9%

Source: The 202X Recession: Economic Insights Report for Brands, Digital Shelf Institute, 2020

In addition to relying more on at-home delivery, consumers curbed their personal spending across retail categories.

THE DIP IN RETAIL SPENDING **MAY BE SHORT LIVED**

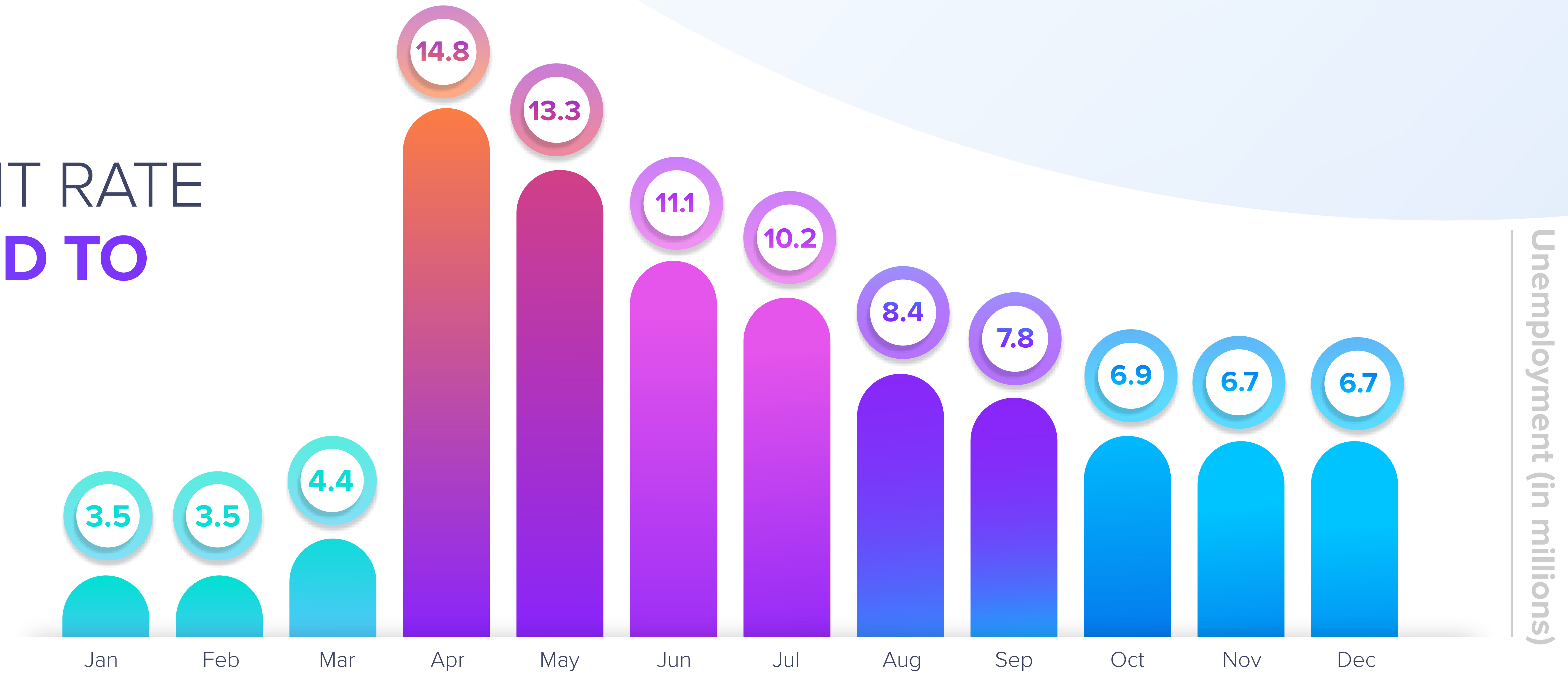
After a drastic year-over-year dip in retail sales in April 2020, results rebounded in the summer and remained healthier than last years totals. Sales projections are still much lower than what was expected before the pandemic, but the quick recovery is a sign that online channels are providing a strong alternative to lower in-store traffic.

15% In April, **retail trade spending saw a 15% decline** compared to the last year.

11% By September, **retail trade spending was back at $480.8 million for the month** -- **a 11% increase from the prior year.**

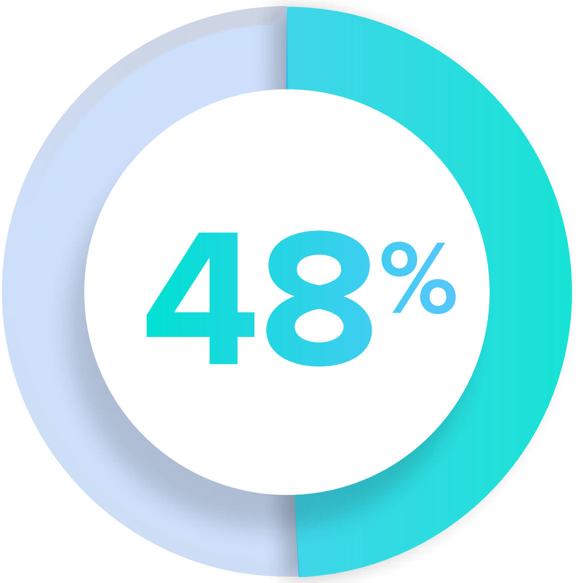
Source: The 202X Recession: Economic Insights Report for Brands, Digital Shelf Institute, 2020, Retail

BUT THE US UNEMPLOYMENT RATE **HAS NOT FULLY RECOVERED TO PRE-PANDEMIC LEVELS**

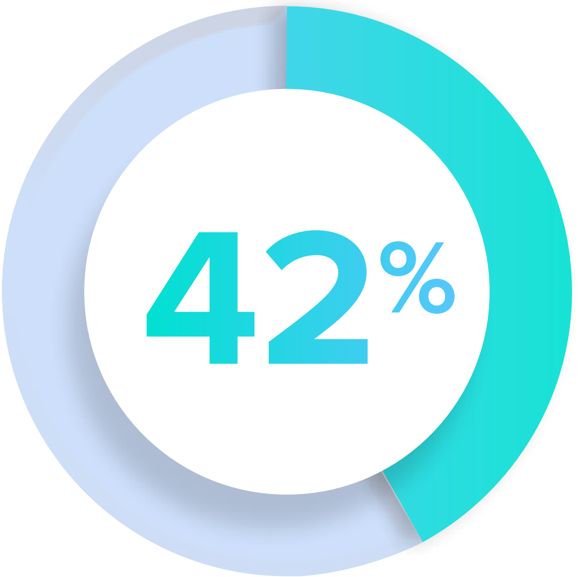


2020 *Source: US Bureau of Labor Statistics, January 2021*

THE DIGITAL SHELF GIVES SHOPPERS AN ENDLESS AISLE OF BARGAIN BUYING



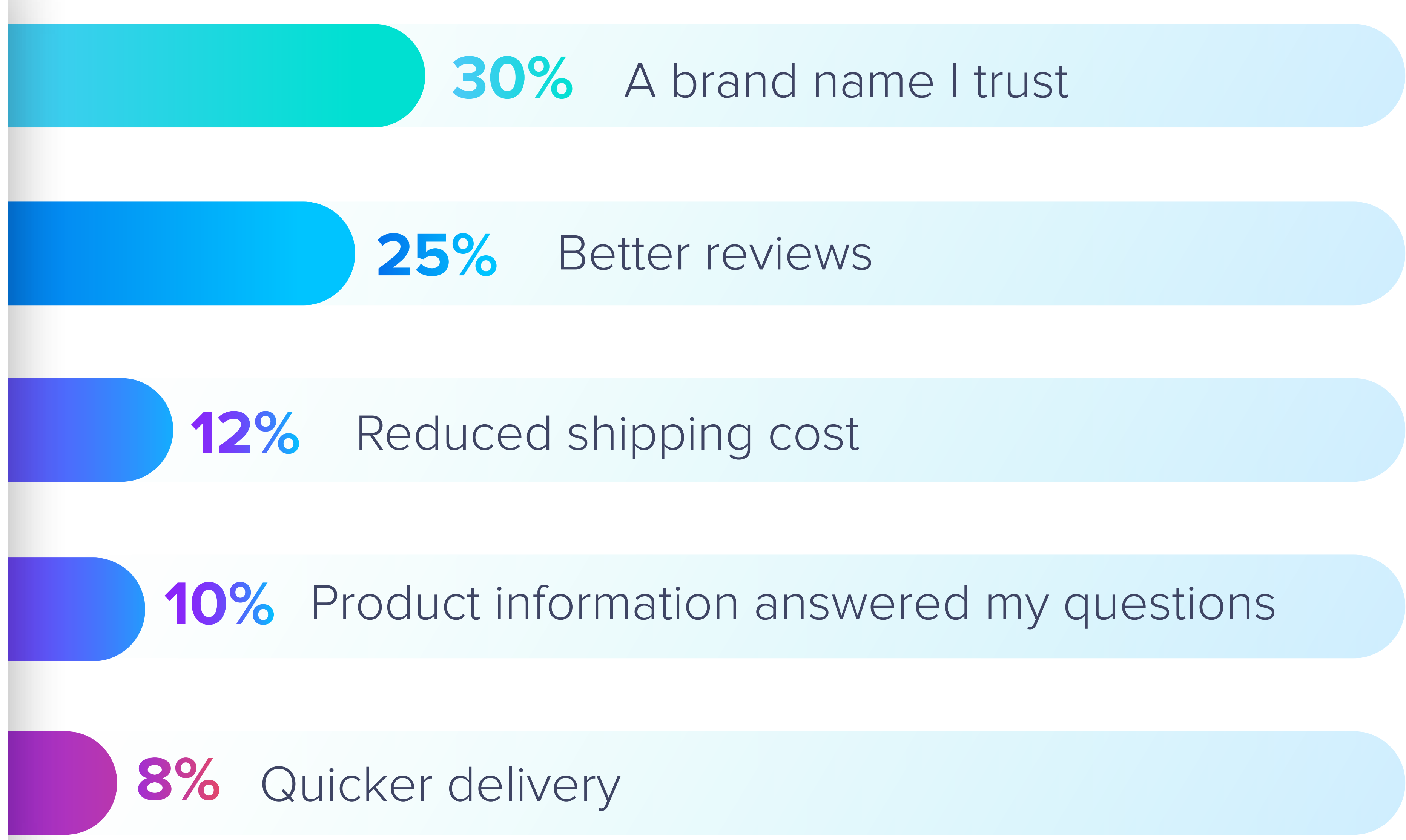
Nearly half of shoppers (48%) compared prices online across several retailers before purchase in the last 3 months.



42% of shoppers checked for digital coupons over the same time period

YET, 86% OF CONSUMERS ARE WILLING TO PAY MORE FOR SOMETHING WHEN IT COMES FROM A BRAND THEY TRUST.

Why have you paid more when choosing between similar products online?



Q12. If it comes from a brand you trust, which of the following items are you willing to pay more for?

Q17. Between similar products online, which of the following has driven you to buy the higher priced option?

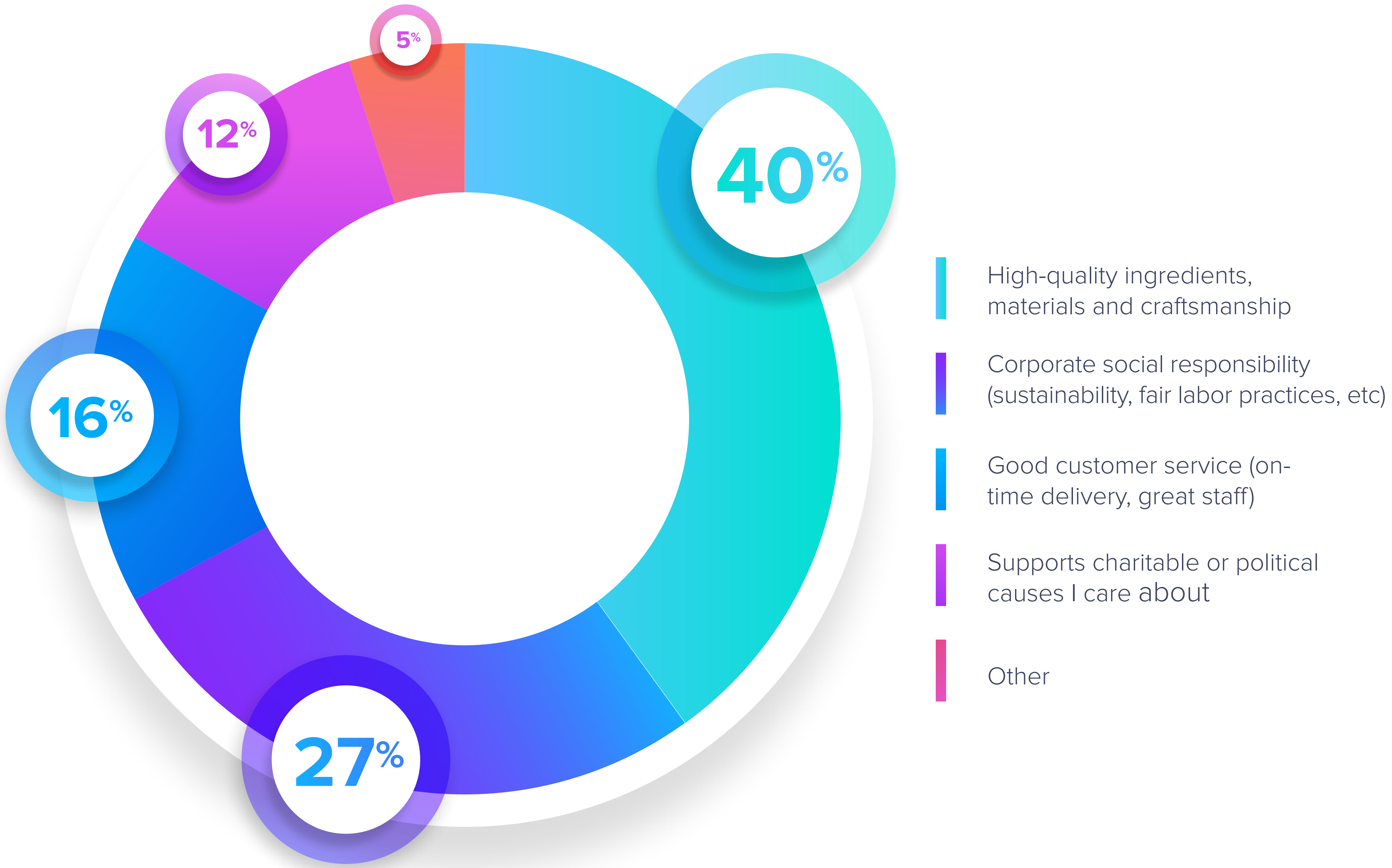
WHAT MAKES SHOPPERS **TRUST A BRAND?**

Shoppers care most about **product quality**

Shoppers look to what a product is made of and how it's made to determine whether to trust the brand itself. More than charitable giving or political statements, a brand's first responsibility to its shoppers is to delivery a quality item.

In store, shoppers can touch and try the product. On the digital shelf you have to find ways to convey your product's quality on the screen.

What makes *you* **trust a brand?**



Q11: What makes you trust a brand?

CONSUMERS RELY ON DIGITAL SHELF EXPERIENCE TO JUDGE **PRODUCT QUALITY**

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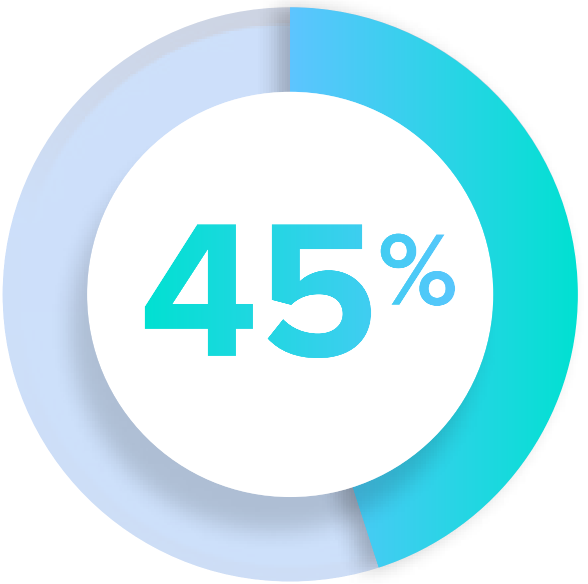
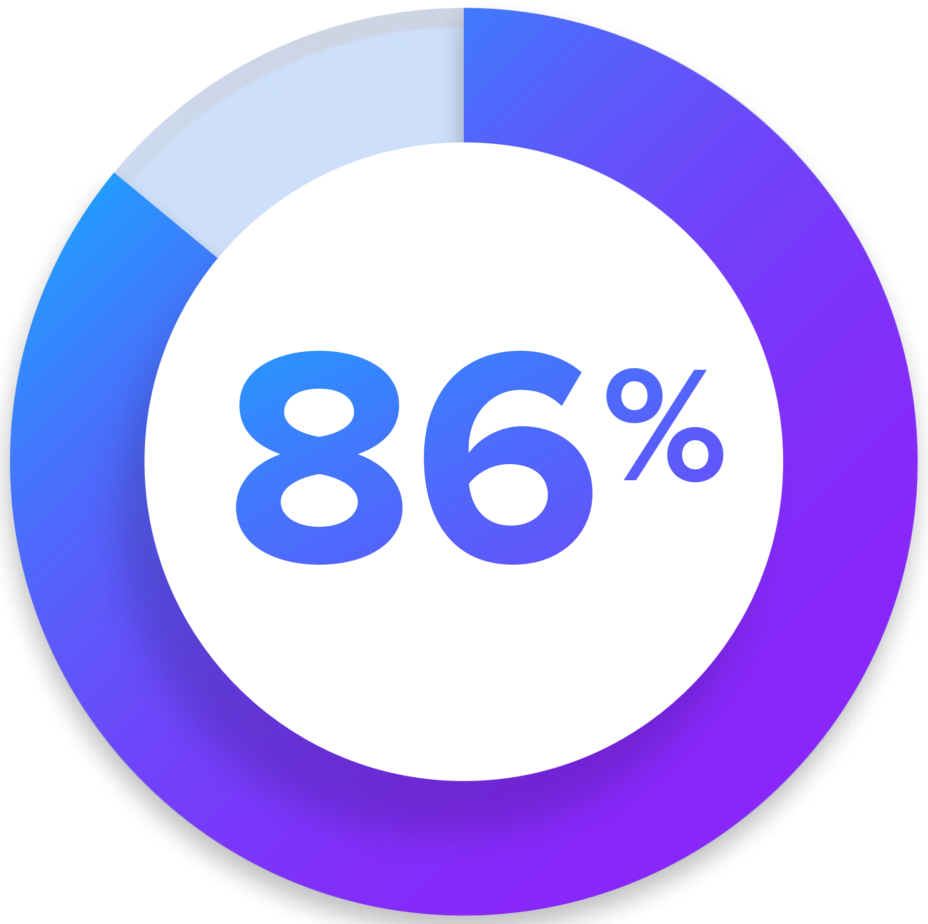
WITHOUT THE RIGHT PRODUCT EXPERIENCE YOU WILL LOSE SALES

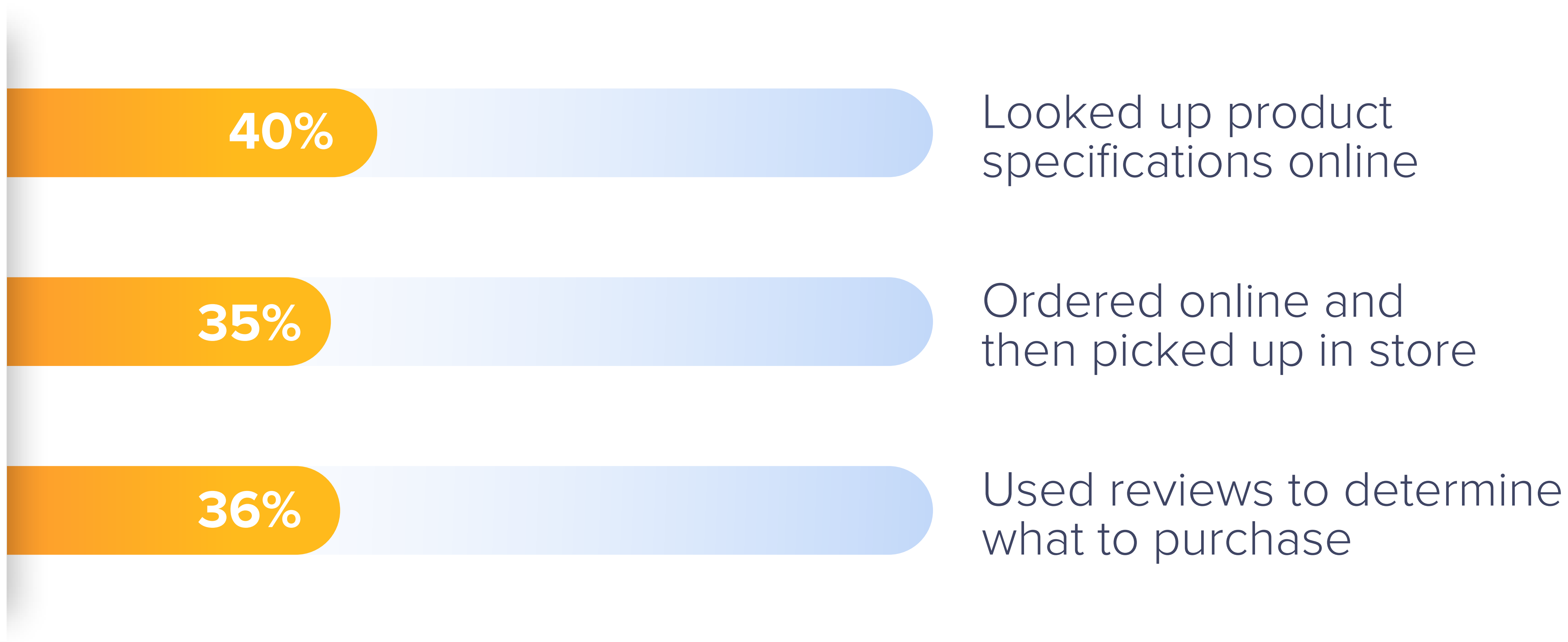


45% of shoppers said "high quality images and detailed product descriptions" was one of the top 3 reasons they trust a product online.

31% of consumers said, "Not enough information or details provided" is the No. 1 reason they didn't buy a product online.



86% of shoppers rely on digital information while shopping.



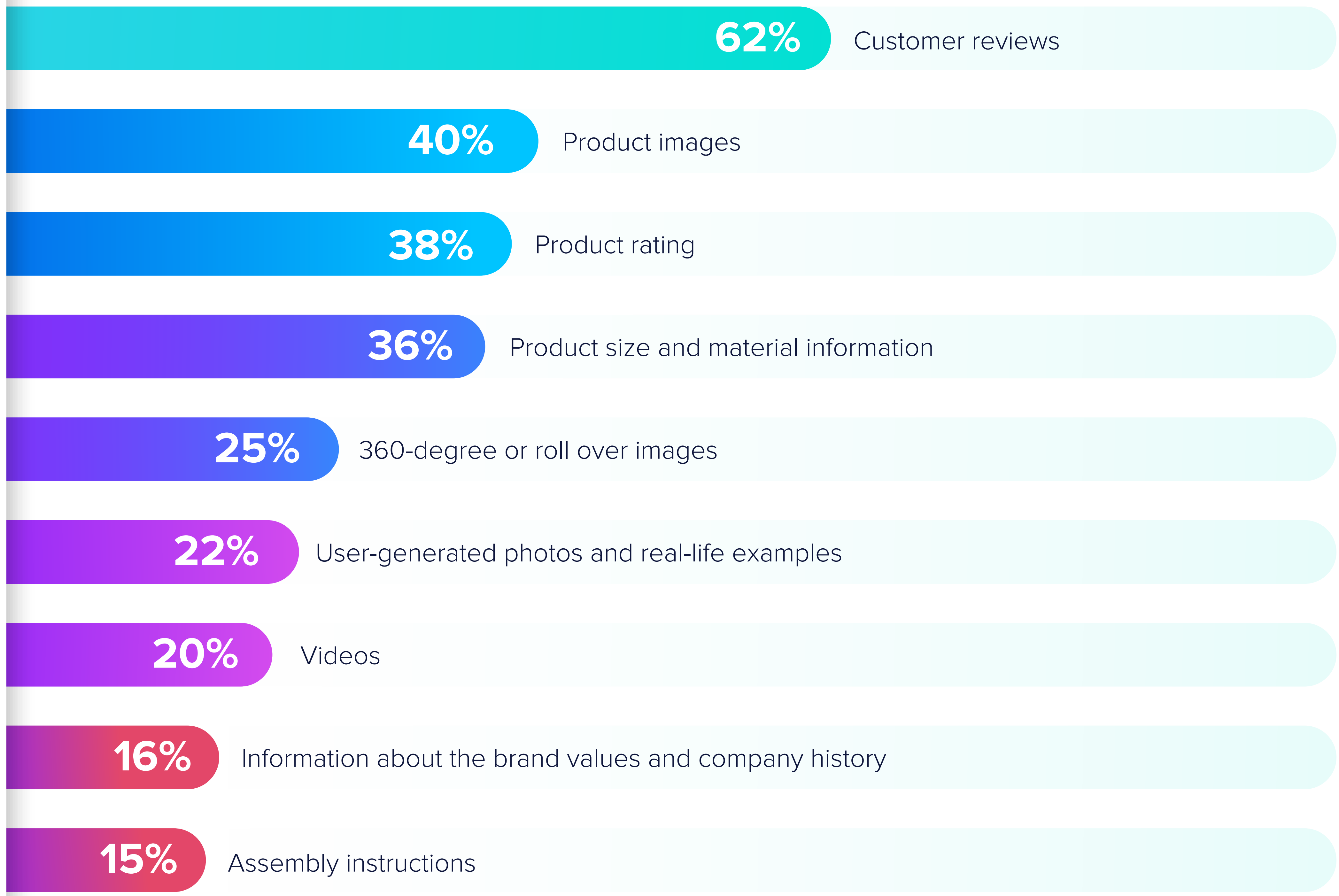
Q10. What makes you trust a product online?

Q20: What is the most likely reason you would choose NOT to purchase a product online?

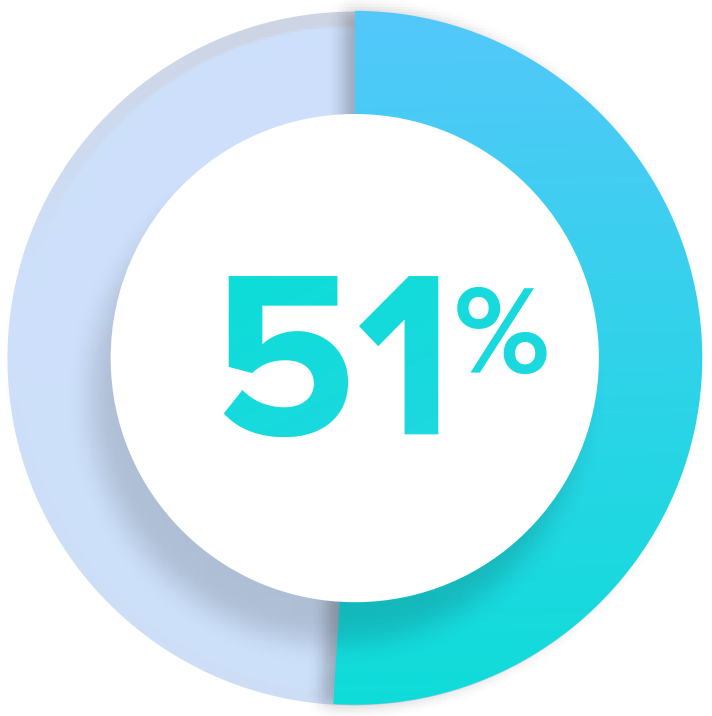
Q6. In the last 3 months, which of the following have you done while shopping?

CONSUMERS RELY ON MULTIPLE ELEMENTS ON A **PRODUCT PAGE**

What helps you most **when deciding whether to buy?**



AND **TARGETED MESSAGING MATTERS**



51% of shoppers are "very likely to buy" when there are *personally* relevant images, videos, text, and reviews on a product page.

Brands who use lifestyle images or address a shopper's specific problem in product descriptions often see better results. Conveying you understand how your product can fit into a consumer's life goes a long way in building trust in your product and your brand.

Q18: What feature of a product page helps you most when deciding what to buy online?
Q19: If there are personally relevant images, videos, text, and reviews on a product page, how likely are you to buy?

TAKEAWAYS

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86% OF CONSUMERS WILL PAY MORE WHEN THEY TRUST A BRAND

They trust product quality most (High-quality ingredients, materials and craftsmanship.)

Each page must **showcase your product quality.**

10 Ways to Improve Your Product Page

- Understand the full set of required data attributes for **each product category.**
- Update retailers with the latest set of product information available.
- **Go beyond your channel partner's requirements** to provide additional product information.
- **Provide the maximum number of allowable images,** include lifestyle brand shots.
- **Include details** about your materials or ingredients in feature bullets and description copy.
- **Adjust product** images to demonstrate product quality and product detail.
- Leverage below-the-fold opportunities to **share your company and product story.**
- **Feature useful customer reviews** in your product copy on in the below-the-fold content.
- **Regularly review questions asked on the page** and address them in updated product copy.
- **Monitor your search rank against competitors' products** and make adjustments to improve findability.

ABOUT THIS SURVEY

Salsify surveyed 1,802 US consumers who shopped online between June - December 2020 through Survey Monkey on December 22, 2020.

Age

18-29	20.84%
30-44	28.01%
45-60	21.30%
> 60	29.85%

Gender

Male	39 %
Female	45 %
Non-Binary / Prefer not to answer	16 %

Household Income

$0-$24,999	34%
$25,000-$49,999	27%
$50,000-$74,999	15%
$75,000-$99,999	10%
$100,000--$149,999	7%
$150,000-$199,999	4%
$200,000+	3%

Region

New England	4.30%
Middle Atlantic	13.38%
East North Central	13.51%
West North Central	6.62%
South Atlantic	22.72%
East South Central	7.48%
West South Central	12.85%
Mountain	7.81%
Pacific	11.32%

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