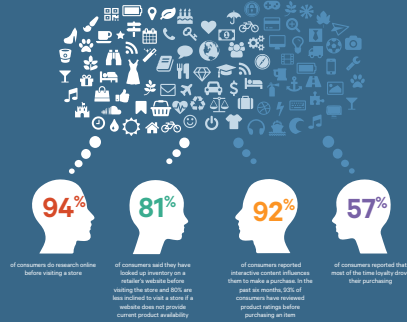


WHAT DO YOUR CUSTOMERS ACTUALLY WANT?

KIBO'S CONSUMER TRENDS REPORT - 2017 EDITION

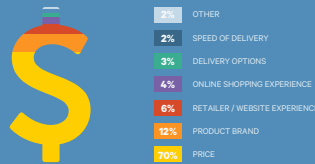


STOP GUESSING WHAT YOUR CUSTOMERS EXPECT WHEN THEY SHOP ACROSS YOUR RETAIL CHANNELS. IN KIBO'S ANNUAL CONSUMER TRENDS REPORT, WE SURVEYED NEARLY 3,000 SHOPPERS TO DIVE INTO THEIR EVER-INCREASING EXPECTATIONS OF RETAILERS.

WHAT DO YOU NEED TO KNOW TO OPTIMIZE THE PATH AND IMPROVE THE EXPERIENCE FOR DIGITAL PURCHASES?

#1 PRICE TRUMPS BRAND LOYALTY

MOST IMPORTANT FACTORS WHEN CONSIDERING AN ONLINE PURCHASE



#2 INTERACTIVE CONTENT REIGNS

FACTORS THAT INFLUENCE CONSUMERS TO COMPLETE A PURCHASE

INTERACTIVE CONTENT - 92%

PRODUCT REVIEWS - 82%

SIMPLIFIED SHOPPING CART EXPERIENCE - 78%

MULTIPLE FULFILLMENT OPTIONS - 61%

QUANTITY OF PRODUCT AVAILABILITY - 54%

LOYALTY - 49%



PRODUCT REVIEWS

82% of consumers are influenced to complete their purchase thanks to product reviews. In the past six months, 93% of consumers have reviewed product ratings before purchasing an item.



INVENTORY AVAILABILITY

Having quantity of an item displayed influences 64% of consumers to complete their purchases.

#3 INDIVIDUALIZED BUYING EXPERIENCES ARE THE FUTURE

% OF CONSUMERS INFLUENCED TO COMPLETE A PURCHASE



#4 MULTIPLE FULFILLMENT OPTIONS HAVE BECOME TABLE STAKES



68% expect delivery of their online purchases within 3 days



#5 IN-STORE EXPERIENCES NEED TO BE AS SEAMLESS AS ONLINE

ALMOST HALF OF CONSUMERS HAD STORE ASSOCIATES FIND AN ITEM IN ANOTHER STORE FOR SHIP-TO-HOME IN THE PAST 6 MONTHS.

BUT ALTHOUGH 90% OF STORE ASSOCIATES HAD ACCESS TO INVENTORY INFORMATION, ONLY 7% OF THEM ATTEMPTED TO SAVE THE SALE.



SURVEY STATS AND RESEARCH ARE DISCUSSED IN FURTHER DETAIL IN OUR FULL CONSUMER TRENDS REPORT - 2017 EDITION [HERE](#)

FIND OUT HOW KIBO POWERS OUR CUSTOMERS' ACHIEVEMENTS.

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