# THE
COMMON ROADBLOCKS
Online Path to Purchase

Statistics and Habits Behind the Shopper's Clicks

In today's world, where consumers have access to constant information through computers, smart phones and tablets, each person's path to purchase is complex and unique. With so many factors at play, a typical shopper can face a variety of pitfalls in their online shopping journey.

Product Information & Imagery
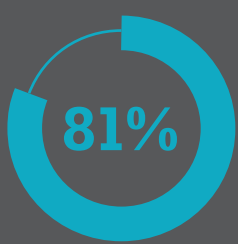
81% **of consumers** scour through product information online to find or verify the data about a product they are considering.[1]

Four in 10 shoppers say they've given up on an online purchase because they didn't have enough information on the purchase.[2]

88% **of them say** that detailed product content is extremely or very important to their purchasing decision.[3]

1 WORLD SYNC TIP
Simplify content aggregation through a single platform. A successful Omni-channel shopping experience is dependent upon the depth and accuracy of trusted product content.
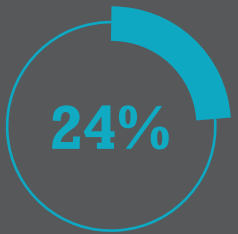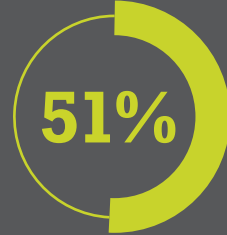
24% **of shoppers** said they don't trust product information provided online as much as they do that given in-store and **50%** have abandoned an online purchase because they don't trust the retailer.[4]

Site Speed[5]
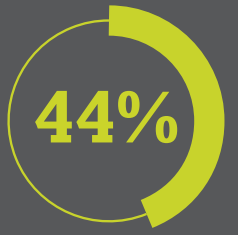
44% **of online shoppers** say that slow online transactions make them anxious about the success of a transaction.

51% **of online shoppers** in the US say that site slowness is the top reason they'd abandon a purchase.

A 2-second delay in load time during a transaction results in abandonment rates of up to **87%**. This is significantly higher than the average abandonment rate of **70%**.
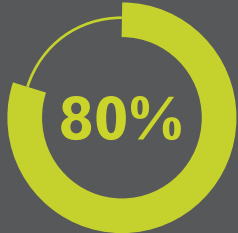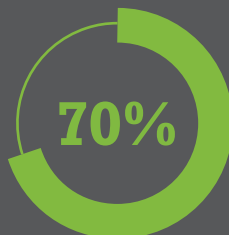
80% **of online shoppers** who wait more than 3 seconds, **will never return.**

1 WORLD SYNC TIP
Specify Image Dimensions - Specify height and width for images so that the browser can create placeholders for the images, to load the page and the images simultaneously.

Shopping Experience[6]

55% **of consumers** are willing to pay more for a guaranteed good experience.

70% **of companies** that deliver best in class customer experience use customer feedback – versus industry average of 50% and 29% for laggards.

High shipping costs **64%** were ranked as the biggest barrier in the survey by Pitney Bowes[7], followed by additional fees owed at time of delivery **(48%)** and product delivery taking too long **(39%).**

1 WORLD SYNC TIP
Make certain your customers are able to transition effortlessly from smartphone to personal computer to physical store in their quest for the best products and services.

Consumers demand a rich and consistent experience across multiple channels. 1WorldSync's Omni-Channel Commerce solutions can help. 1WorldSync delivers rich and trusted product content, including digital assets and insights – to engage customers and consumers – regardless of location or medium. Our customers represent the world's largest retail and manufacturing organizations.

1. ClickZ, 2016

2. GS1 UK Survey, 2015 http://internetretailing.net/2014/02/four-in-10-abandon-purchase-for-lack-of-information-study/

3. Google Shopping Guide, 2016

4. GS1 UK Survey, 2015

5. http://www.webperformancetoday.com/2013/05/06/psychology-waiting-faster-online-checkout/

6. http://www.huffingtonpost.com/vala-afshar/50-important-customer-exp_b_8295772.html

7. http://www.chainstoreage.com/article/study-biggest-barriers-consumers-global-online-shopping-are

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