

# Verifone Survey Insights **Consumer Expectations**

for Online Shopping 2023

As online shopping has picked up speed in recent years, shoppers are paying more attention to the type of experi-

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. **Online Shopping Habits** 

ence online stores are offering them. Verifone conducted a



quarter of those questioned acknowledge that

they've had to cut back on online shopping

and spending in 2022.

## than they did in the previous year, while 26% state that their online buying frequency is comparable to the previous year. About a

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

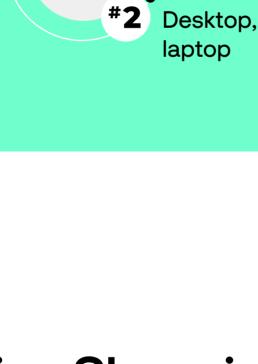
the sample preferred buying from their desktops and laptops, while

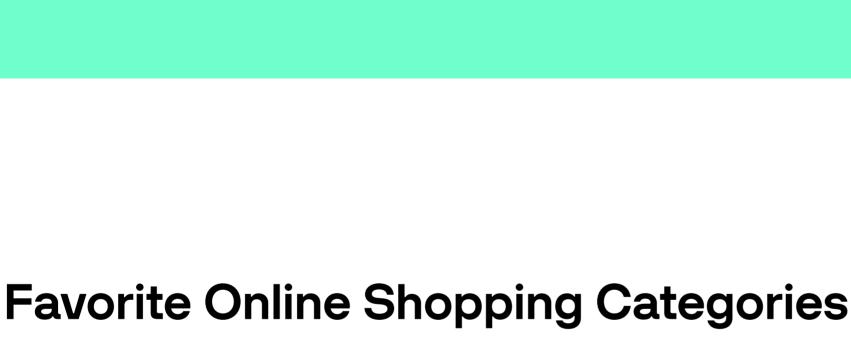
very few chose tablets for shopping sessions.

Mobile

phone

in this category.





**3**%

**Tablet** 



**Fashion** 

# 61% Beauty and personal care

Bought online in the past 12 months

**56**% Food and beverages **55**%

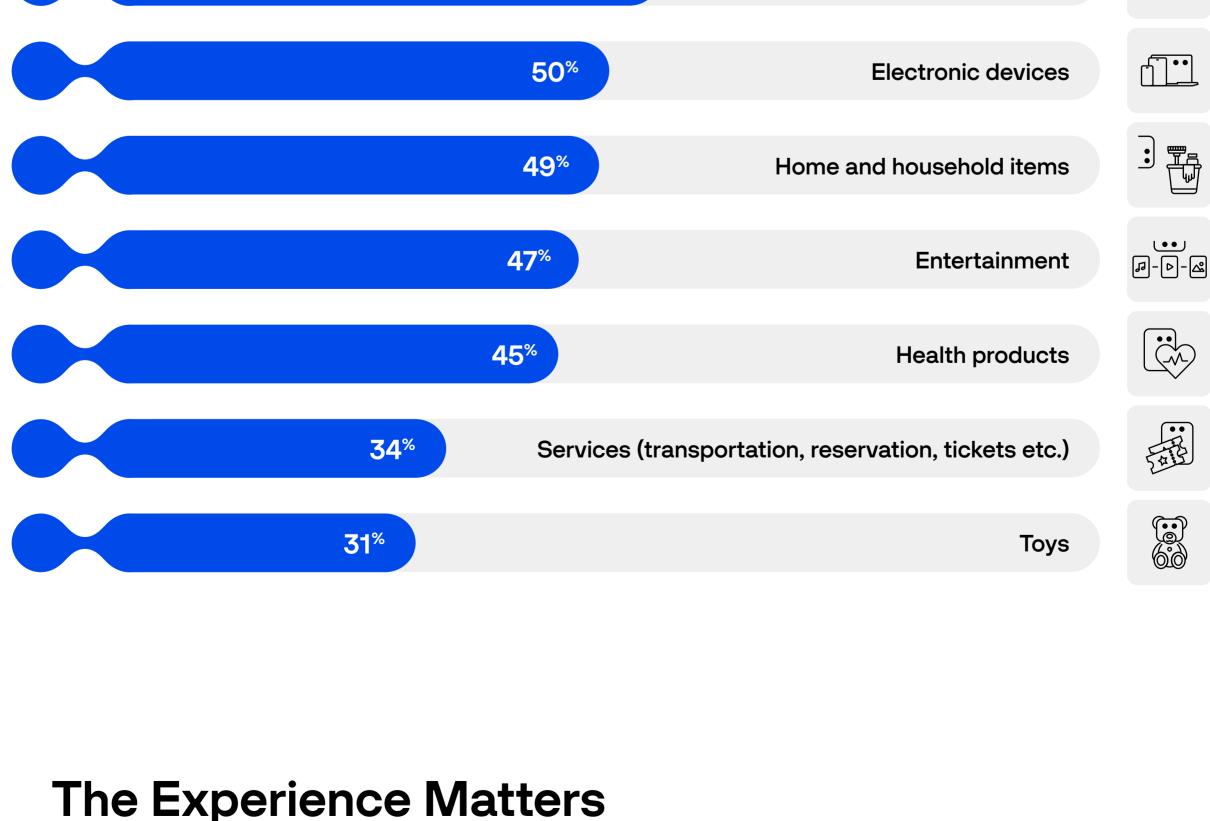
Personal and household goods are the ones most frequently purchased online. More

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

**50**%



### 49% Time savings Greater variety of products

crowds

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.

Desired shopping experience features

48%

the product

beforehand

feedback)

solid return

policies

Options to research

(user reviews and

47%

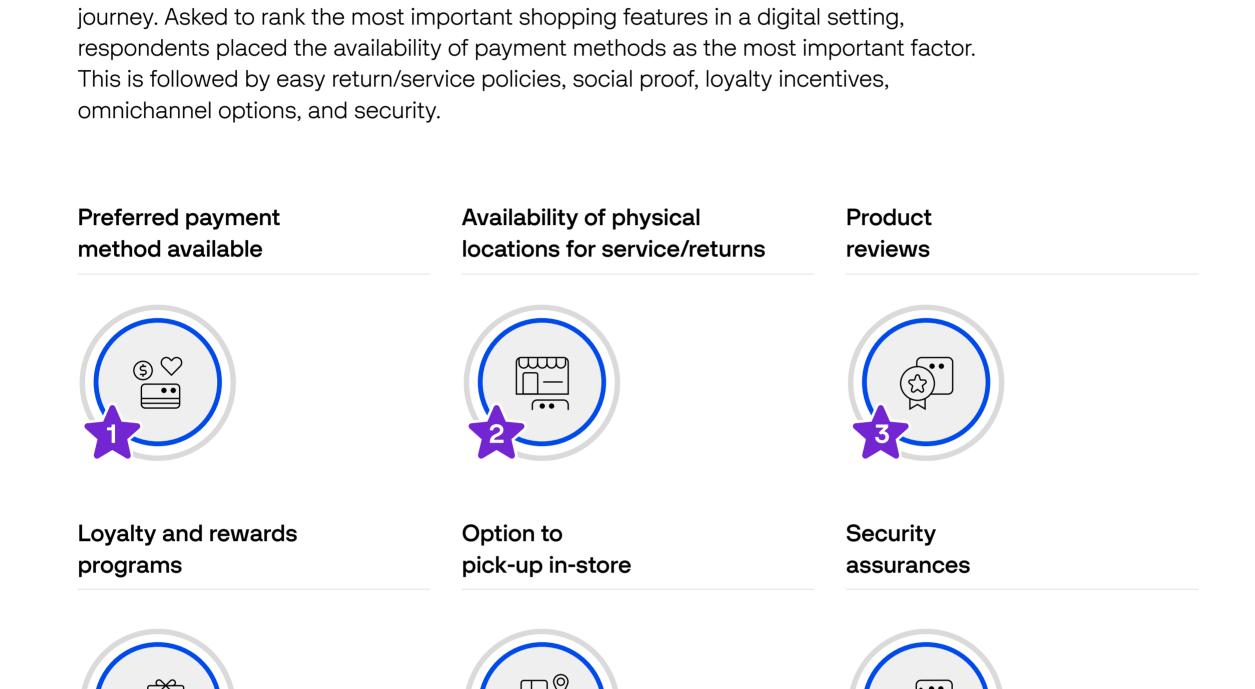
**Options to** 

from

compare deals

different sellers

When it comes to online shopping, the payment experience can make or break the



Cards (69%) and digital wallets (50%) are respondents' top preferences for online

**Favourite Payment Methods** 

Digital

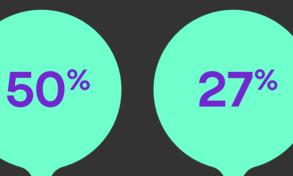
Wallets

Checkout expectations

transactions. Coming up strong from behind are Buy Now, Pay Later (BNPL) options, a favorite online payment method for a quarter of those interviewed (27%). 69%

Debit /

**Credit Cards** 



Buy Now,

Pay Later

(BNPL)

**15**%

**Direct Debit/** 

Online

banking

12%

Cash

on delivery

**17**%

Credit cards

with

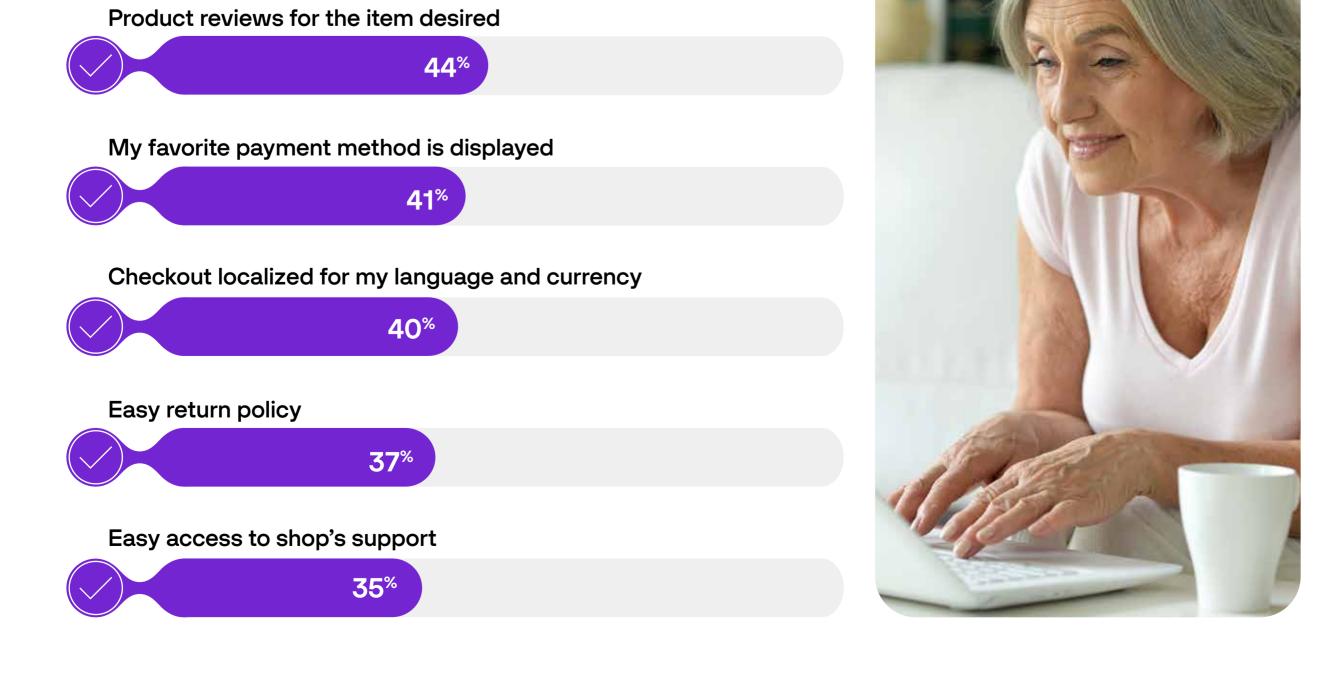
installments

and 40% expect a localized checkout experience. Cart trust elements sought when shopping with a merchant for the first time

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%).

Reasons to abandon a cart

Inaccurate stocks or product availability

No option to reach support for clarifying information

No option to pay with my favorite payment method

Delivery costs too high

Payment error encountered

Lengthy checkout process 20% No guest checkout options Checkout in a different language/currency than preferred 16% Impact of authentication flows

I appreciated the

extra security

34%

### Questioned about their experience with having to authenticate payments, 70% of surveyed European shoppers recall having a positive experience with 3DS flows. It seems online shoppers have adapted quite well to the extra security features demanded by PSD2. A smaller minority (16%), however, was left frustrated by the length of the process.

I was frustrated by

how long it took to

complete the process

past 12 months

14%

I don't remember

having to authenticate

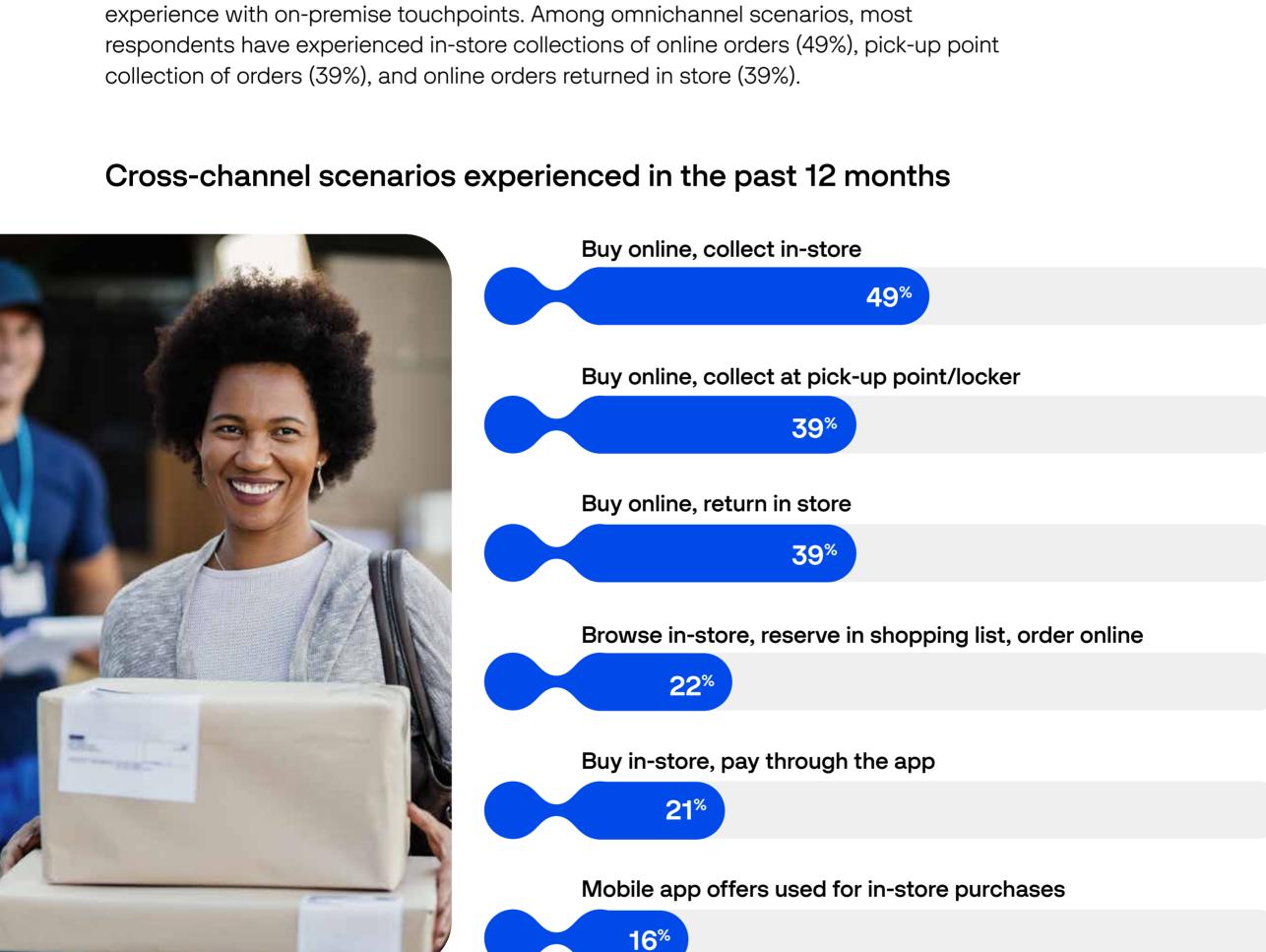
any online purchase

Experience with payment authentication in the

It was an easy, smooth process

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

Omnichannel experiences



Methodology

Sample: Respondents aged 18-60+ yo Responses collected in the timeframe August-October 2022.

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