

The truth about online consumers

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Advances in technology and consumer demand for convenience have created a US\$1.9 trillion global online shopping arena, where consumers no longer 'go' shopping, but 'are' shopping — at every moment and everywhere.

In this 'customer-centric' reality, retailers need to know when and where their customers are making purchase decisions throughout their 'always on' shopping journey.

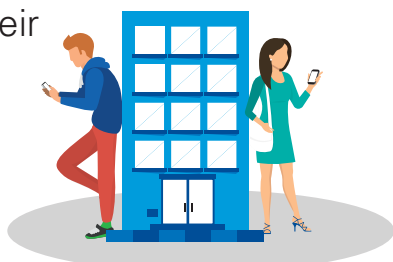


But **attitudes** and **behaviors** can vary significantly by generation, making it difficult to target and capture customers.



Millennials (78%) are more likely than **Gen Xers (75%)** and **Baby Boomers (68%)** to shop around for the lowest prices online

Only **50%** of **Baby Boomers** used their **smartphone** to look up a product while out shopping, compared to **77%** of **Millennials** and **70%** of **Gen Xers**



Millennials

34%

Generation X

29%

Baby Boomers

28%

Millennials are more likely to share **product reviews** online — especially on **Facebook**, **WhatsApp** and **Instagram**

To earn **loyalty**, excellent customer support is more important to **Baby Boomers (74%)** than to **Millennials (59%)**



Simple and **seamless** checkout processes are more important to older consumers (**62%** vs. **57%** vs. **48%**) While mobile shopping apps are more appealing to younger shoppers (**17%** vs. **23%** vs. **25%**)

Millennials want immediate gratification. They are nearly twice as likely (**39%**) than **Baby Boomers (23%)** to shop in stores to avoid delivery wait times



Based on a KPMG International survey of **18,430 consumers** in **51 countries** about their online shopping behaviors and preferences

