

# Inside the mind of an online shopper

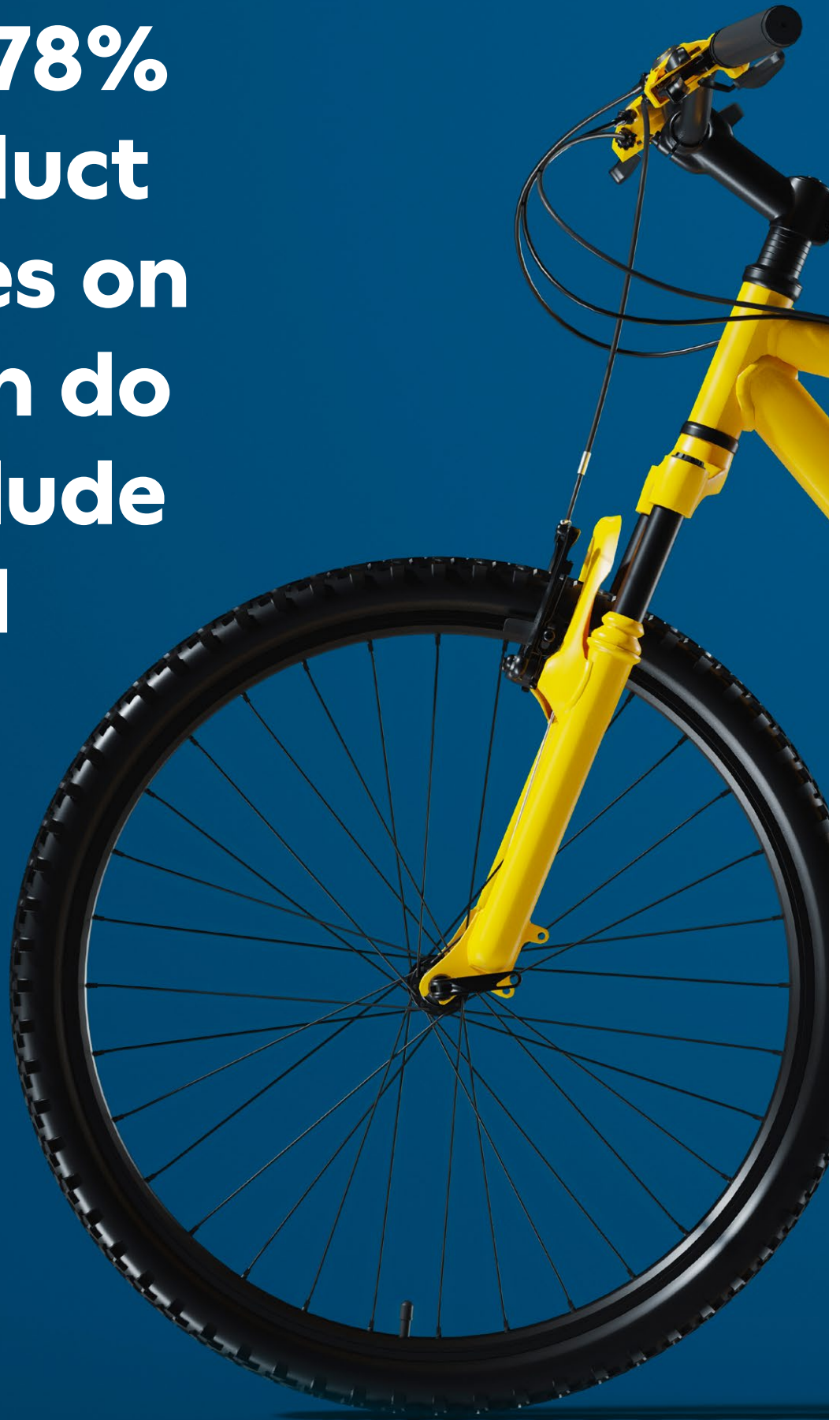
how brands can use product information for  
optimization, availability and findability of  
products so shoppers hit the buy button





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[marketplacepulse.com](https://marketplacepulse.com)





## foundations of e-commerce success

Digital commerce is a whole new world thanks to COVID. Everything has changed except the need to meet your buyers' needs at every turn, across every channel.

Findability, product content, and availability continue to play a critical role in consumers' online journey to purchase. Yet they are often overlooked, causing brands and third-party resellers to needlessly miss out on valuable sales.

The biggest shock? Today, 78% of product searches on Amazon do not include a brand name. Yep.

What does this mean for brands? It means product content (written descriptions, videos, images, ratings, pricing, and more) has to do the selling.

Product information has become your company's digital front door, no matter where customers enter. And, if any of these product content elements are missing or incorrect, it can result in a missed sale.

Our latest survey of 6,000 US, UK, and German shoppers reveals the practical importance of correct product information, findability and availability, as well as the strong emotions triggered when retailers get it wrong. Confronted with poor product information, online consumers tell us they feel "worried", "frustrated", "annoyed", "deceived" and even "angry".

These types of emotions make a negative impact on the customer experience and impact short term and long term revenue.



## exploring shopper attitudes

We commissioned OnePoll to conduct an independent survey of 6,000 online shoppers from across the US, UK, and Germany to share what they think about poor product information, availability, and findability.

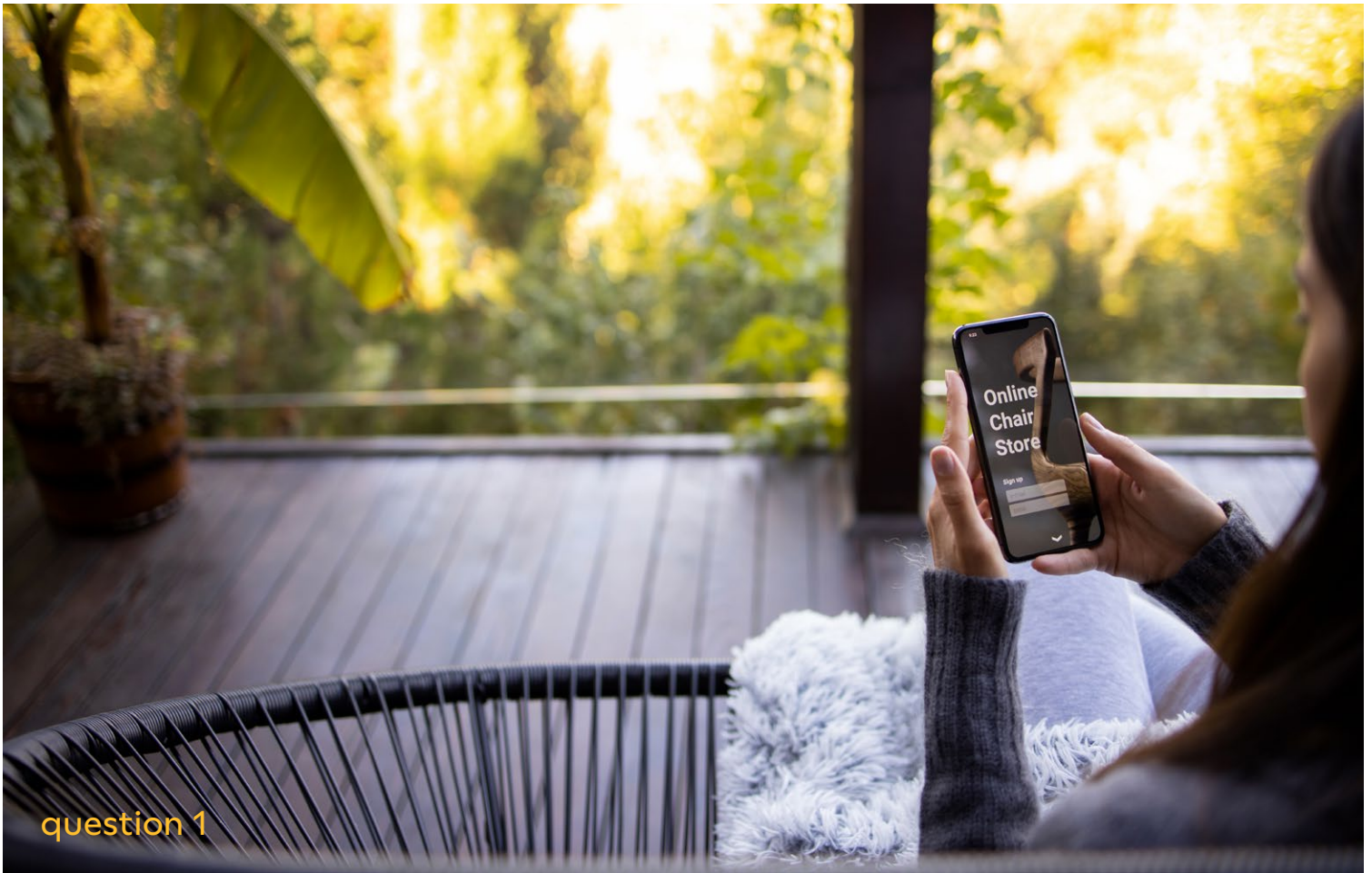
For each of the key findings, we've included actionable insights designed to help you optimize your brand's online offering.

do you know where your buyers are?

The first place most shoppers start their search is NOT Google. It's a marketplace like Amazon or eBay.

And your website? It ranks last. Keep reading for more insights into shopper behavior and the insights you need to drive more engagement and revenue.

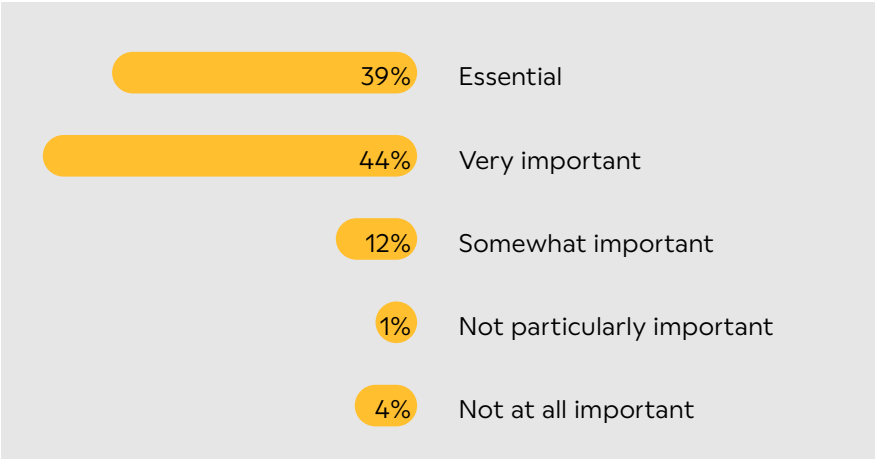


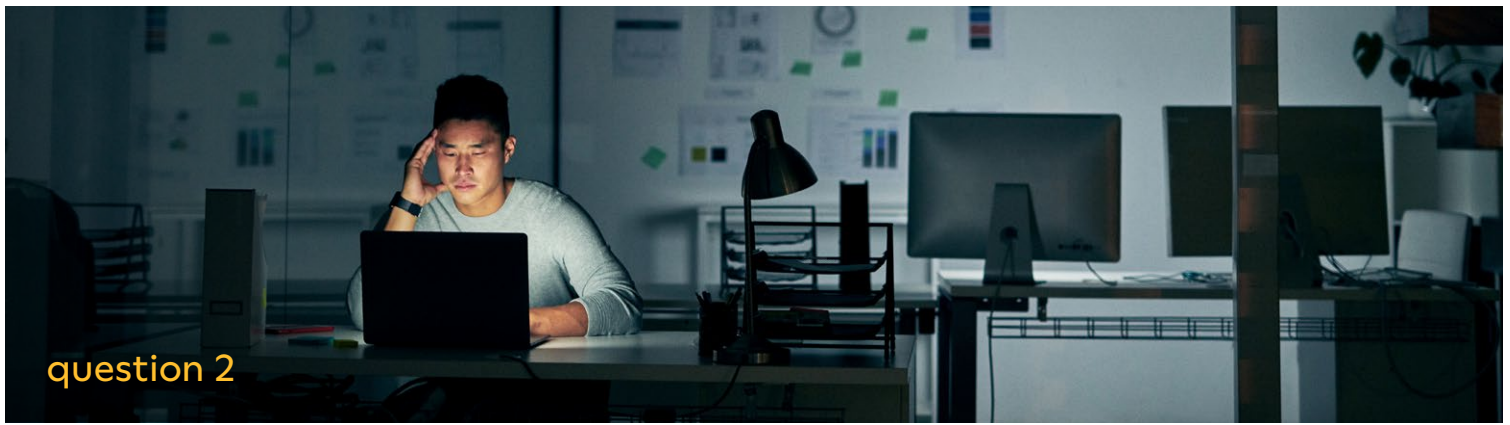


how important is product information/description when you buy online?

*The majority of the online shoppers (83%) in our survey said product information was either an essential or important factor in their purchasing decision.*

Product information was considered particularly important for ages 25-34 (88%) and 65+ (89%) across countries.





## question 2

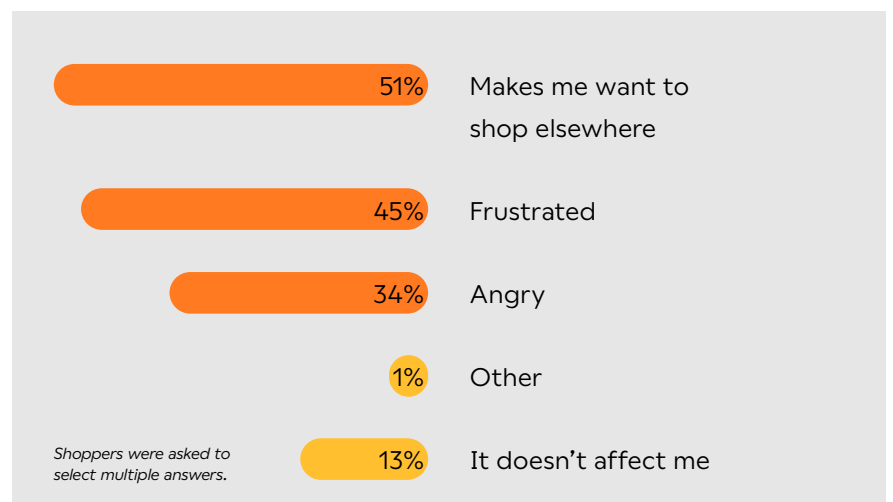
how does bad/inaccurate online product information make you feel?

Emotions run high these days. Clearly, bad or inaccurate product information causes shoppers to do everything but buy from you.

Which demographic is most likely to experience anger? 41% of US shoppers, 34% of German, and 28% of UK shoppers.

Even worse, they become frustrated, and more than one third of shoppers even feel angry.

Any way you look at it, poor product data causes negative friction you can't afford.



The why behind the need for product information? There are more options for purchasing products every day. Competition is fierce and will continue to increase.

The challenge for brands, however, is that the online reseller landscape is often complex and extensive.

Attempting to manually monitor retailers and marketplaces to ensure your product information is accurate, consistent, and optimized for the digital shelf is impossible at scale.

Thousands of SKUs, images, languages, and localizations mean automation is the only answer. [Read more about it here.](#)

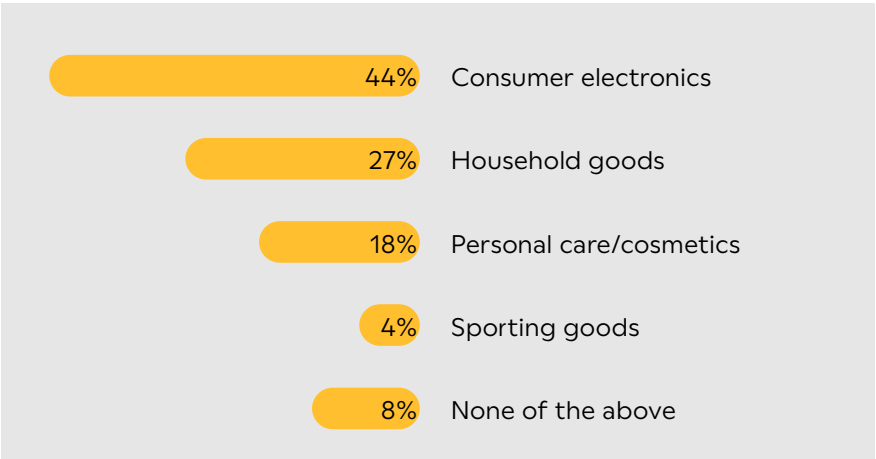


which of the following kinds of products do you think product descriptions (written details, videos, images) are most important?

*Nearly half (44%) of all shoppers said product descriptions were most important when shopping for consumer electronic goods.*

The importance of accurate information for this retail segment peaked among older generations. Fifty percent of shoppers ages

55-64 and 53% ages 65+ find it most important when purchasing consumer electronics. It was higher importance to men (57%) vs. women (38%), so plan accordingly as the holiday season kicks into high gear. The product details matter.



With shopping online quickly becoming the preferred choice of your customers, it's up to brands to create compelling product experiences that match the way people shop.

Embracing product experience management (PXM) lets you create connections with customers by delivering contextual product information, optimized touchpoint, whenever and wherever they encounter your products.

[Learn how a product information management \(PIM\) solution is the foundational technology behind PXM.](#)



**57% of all male shoppers say product descriptions are most important when shopping for consumer electronics.**

The majority of respondents say product descriptions are most important for consumer electronics. This sector ranks much higher than household goods and even personal care/cosmetics.





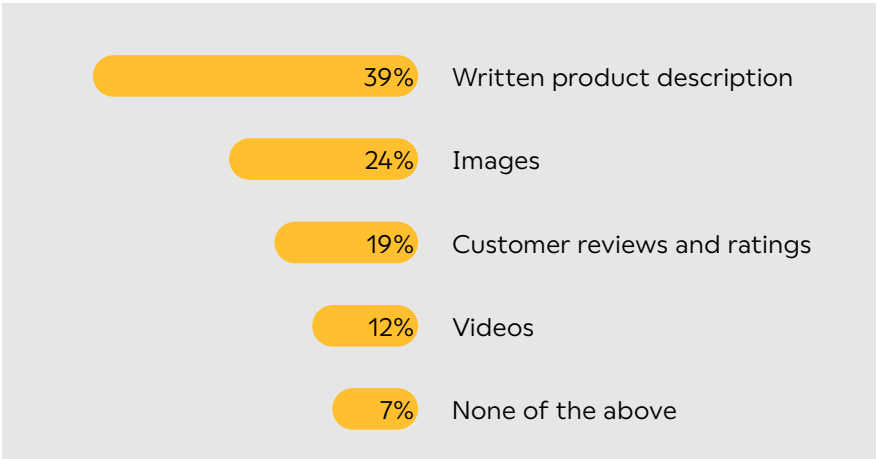


which of the following kinds of product detail do you think is most important?

*Despite the growth of rich online content (such as videos, 3D images, and AR and VR), written product descriptions were still valued most highly. 39% of shoppers said they actually prefer text.*

Another key takeaway? Images are most important for the younger generations (34%) of 18-24 year olds choose images versus only 11% for the 65+ age group.

The biggest surprise? The youngest demographic 18-24 year olds rates reviews as most important at 25%.



While text and images continue to be the most popular forms of content, user-generated content, such as customer reviews and ratings, are growing in importance, especially for high-cost/high-consideration purchases.

**Brands must ensure:**

- They have enough reviews per product (at least

five positive reviews will influence conversion rates)

- Reviews are trending positively
- Negative reviews receive a timely brand/retailer response, if the platform allows it, to show engagement and willingness to correct any product shortcomings



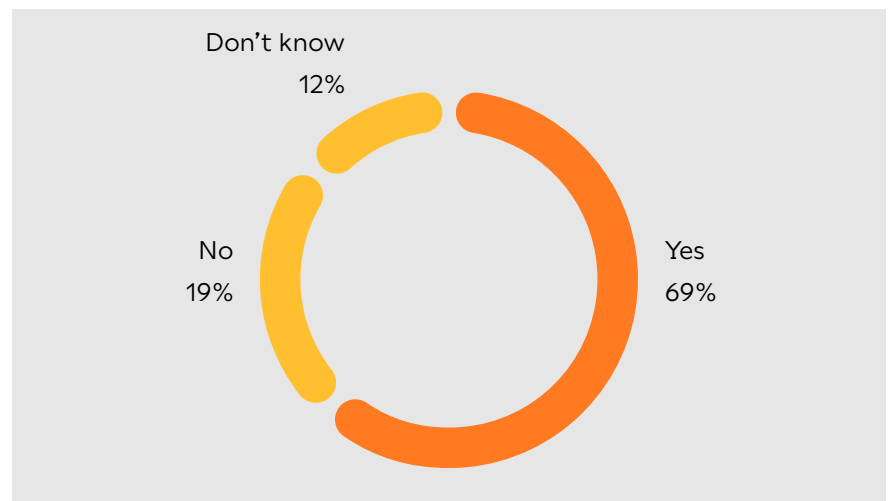
question 5

have you ever decided not to buy a product online because of a poor product description?

*Wondering why you are losing shoppers? It is because 69% decided not to buy a product due to a poor product description.*

with bad product information is the youngest, 18-24 (84%). And men (73%) were more likely to shop elsewhere than women (68%) based on poor product descriptions.

The demographic most likely to shop elsewhere when confronted



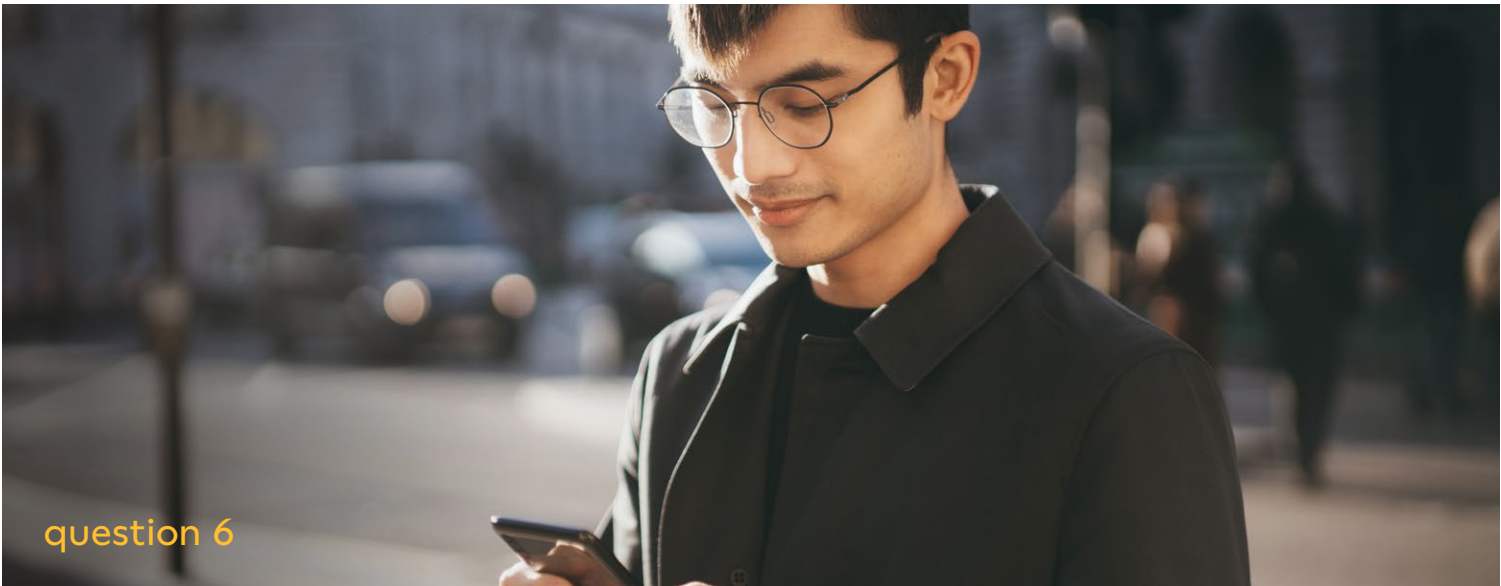
Which country is most likely to shop elsewhere when given poor product information?





**more than two  
thirds of shoppers  
decided not to buy  
a product due to a  
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description.**





question 6

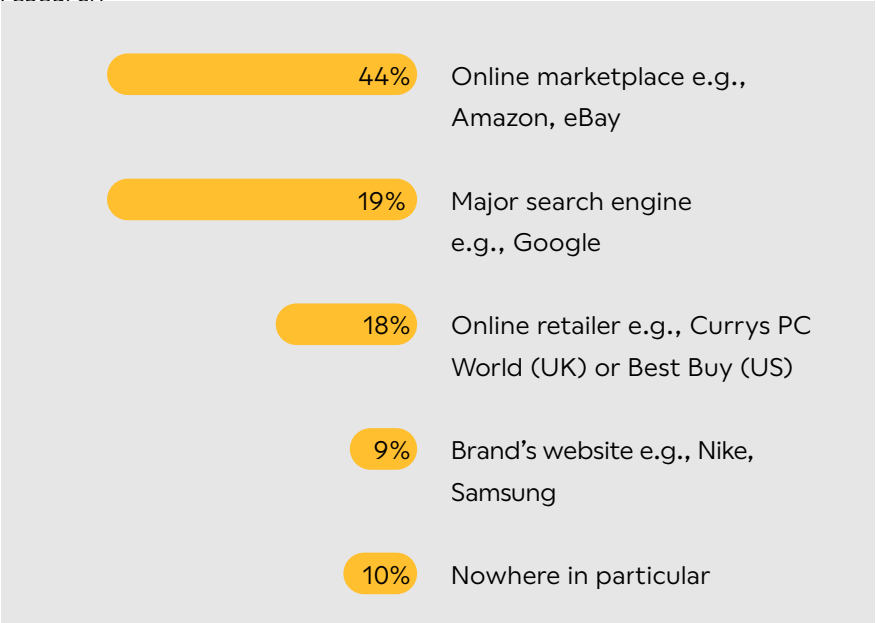
generally, where do you start researching online purchases?

Online marketplaces (such as Amazon, Alibaba, or eBay), are now the most common starting point for shoppers on their buying journey.

using a marketplace – that’s almost five times as many as those who begin by visiting a brand’s website (9%).

More than 40% of consumers (44%) start their product research

Wow. How does that impact your focus and SEO and advertising spend?



With online marketplaces playing such a key role, investing in a PIM solution with integrated product data syndication (PDS) is critical to manage, distribute, and scale your product information with ease across all your touchpoints.

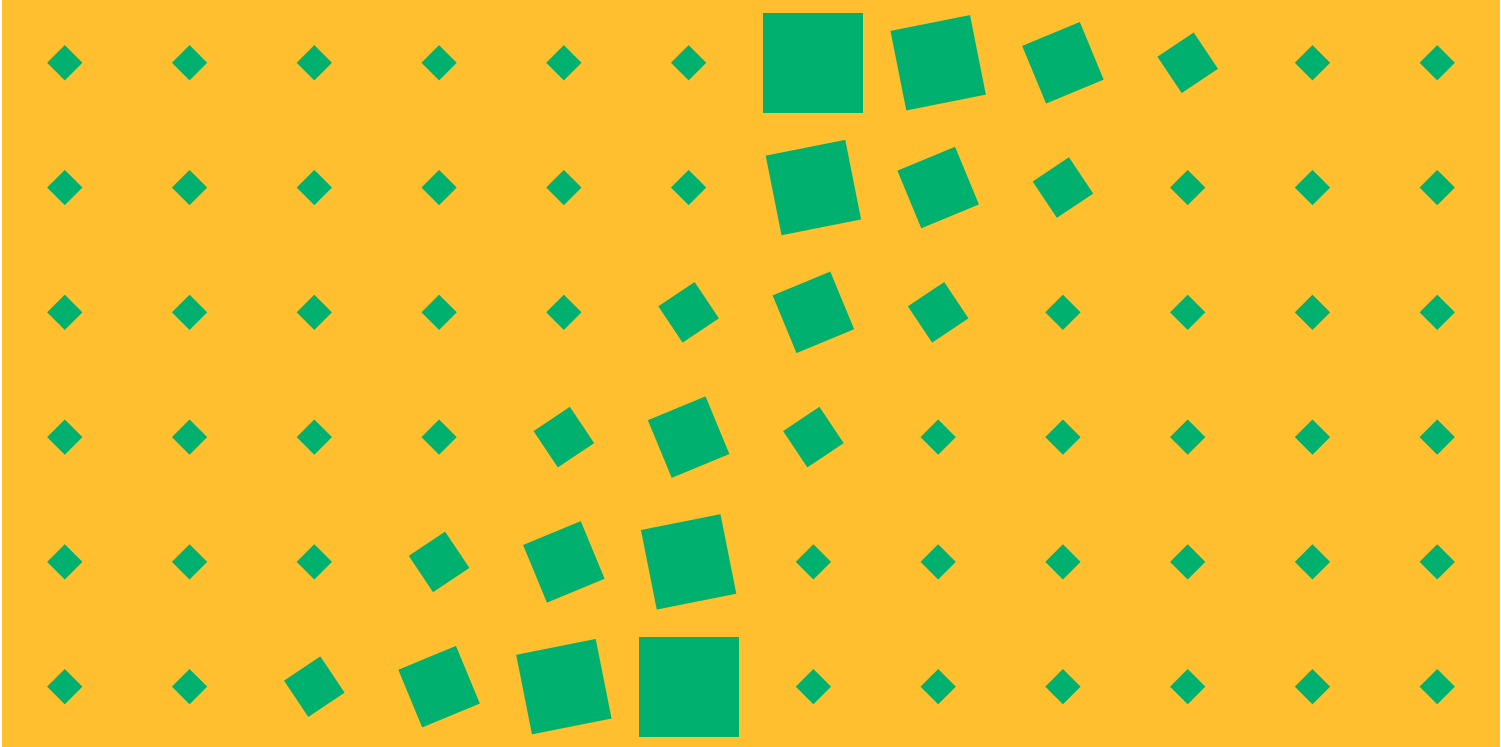
[Learn how to build buyer trust, scale to new channels and engage buyers by connecting through content.](#)



# only 9% of shoppers start their online search by visiting a brand's website.


In fact, 56% of German shoppers use marketplaces as their starting point compared to US (36%) and UK (39%) shoppers.





## how to optimize findability and ranking of products across retailers and marketplaces.

### Checklist:

- ✓ Make sure product titles and descriptions include correct keywords with right keyword density.
  - ✓ Match correct character count for each listing.
  - ✓ Ensure products are listed in correct categories and sub-categories.
  - ✓ Structure product descriptions with bullet points and a summary.
  - ✓ Feature multiple high resolution product images and rich content like video on product pages.
  - ✓ Highlight ratings and reviews that show a positive trend.
- 





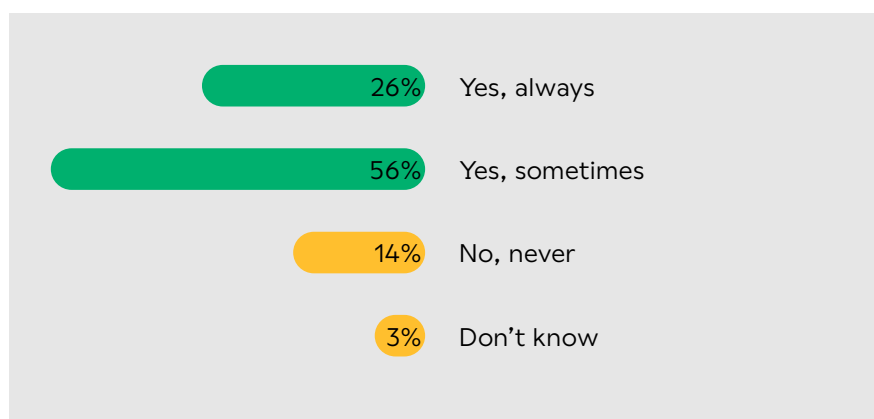
if a website provides all the product information you need, do you also look elsewhere for information?

*More than 80% of shoppers keep seeking information even if all the product information needed is provided.*

The tendency to keep looking was highest among German and UK shoppers (86)%, while only 75% for US shoppers.

Only 14% of all shoppers would never look elsewhere.

What age group is most likely to keep looking? 34% of shoppers between the ages of 25-35 will always keep looking. On the flip side, only 14% those aged 65+ will do the same.



The responses to this question clearly show the importance of easily available product information.

It takes more than just complete product data to keep shoppers on your site. Make the experience count.

Key takeaway? The majority of shoppers do compare product information across sites. Make sure your product story is consistent and engaging everywhere to not confuse, or lose the shopper.

[Learn how to turn browsers into buyers.](#)

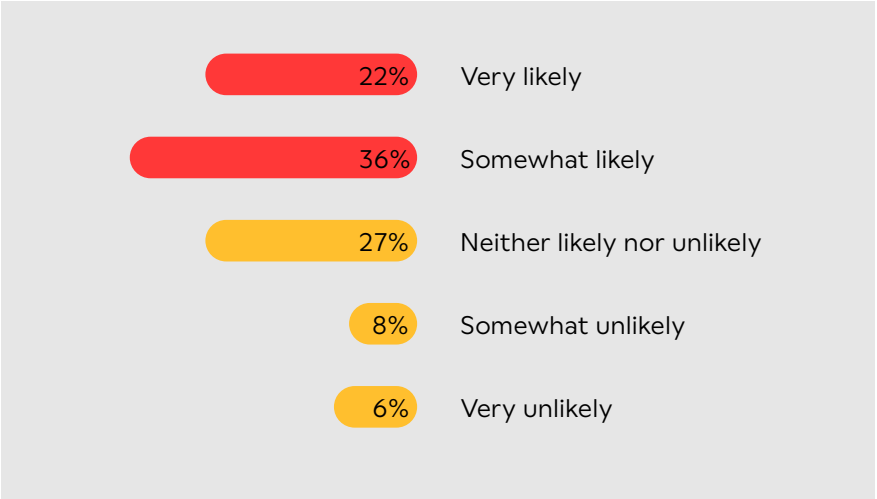


## question 8

if an item you want from a specific brand is out-of-stock online, how likely or unlikely are you to purchase a similar product from a different brand?

*The survey showed 58% of consumers were likely to switch brands if a specific product they wanted was out-of-stock online.*

Why this matters? Buyers are fickle, especially younger shoppers. In fact, 71% of consumers aged 25-34 would switch brands if an item was out of stock.



Consumers can only buy a product if it is available. Eliminating out-of-stocks should be prioritized in order to increase online sales.

Did you know that digital shelf analytics tools can automatically monitor your products and notify you if

they are out-of-stock on any of your online retailers and marketplaces?

They can also uncover hidden out-of-stock issues, such as a product having an unacceptably long delivery time, and out-of-stocks for click-and-collect.

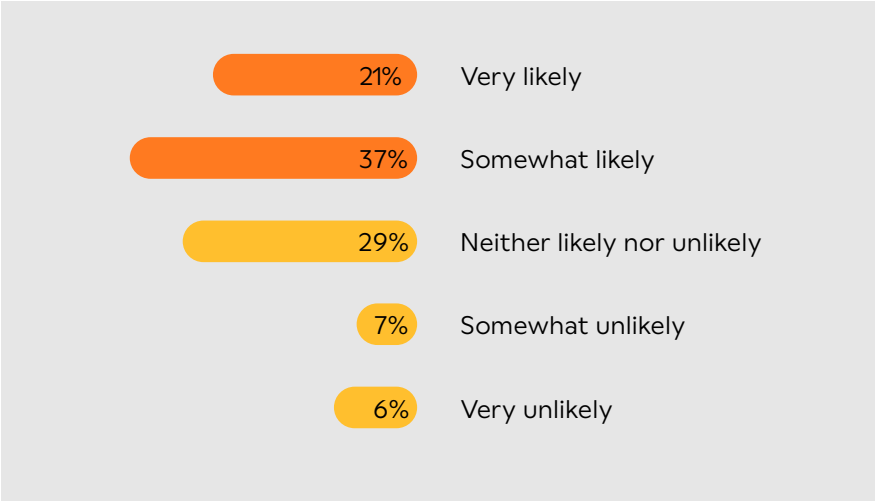


if you can't find an item from a specific brand online, how likely or unlikely are you to purchase a similar product from a different brand online?

*More than half (58%) of shoppers were either very or 'somewhat' likely to switch brands if they couldn't find a specific product they wanted.*

US shoppers (35%) are two times more likely to buy from another brand online respect to their peers in Germany (15%) and in UK (13%).

Which geography is most at risk to purchase elsewhere online if this happens?





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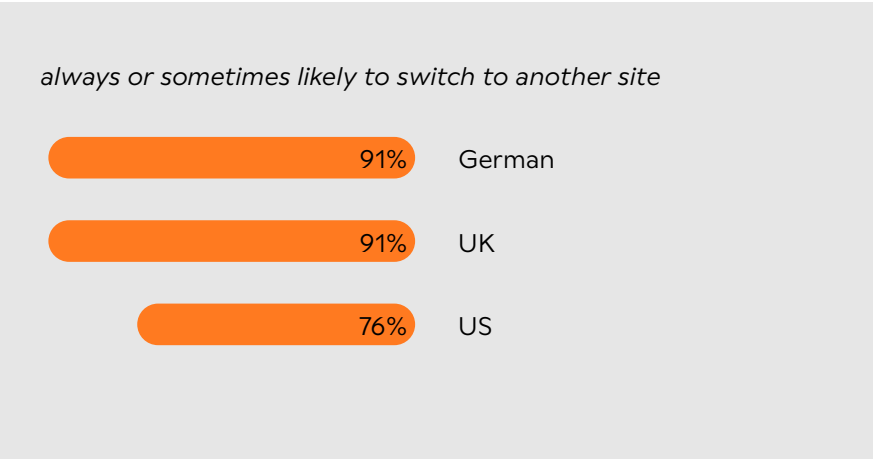
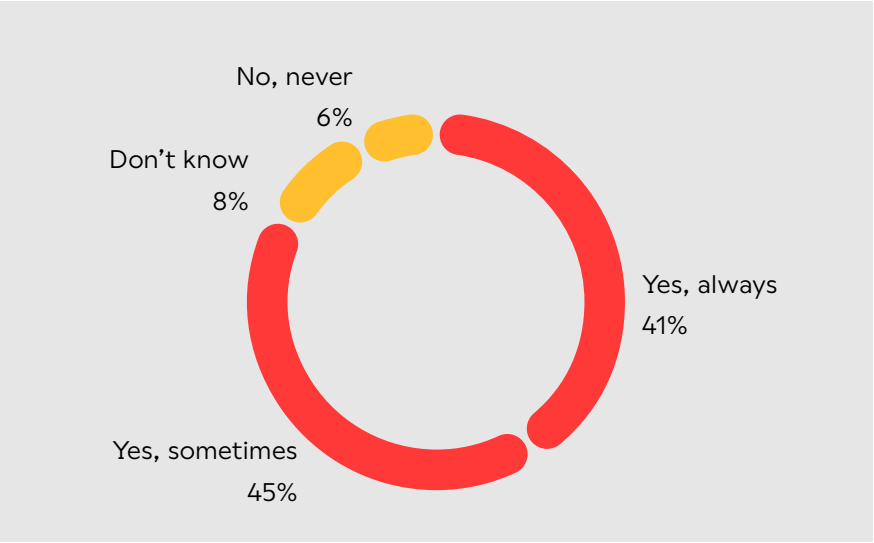


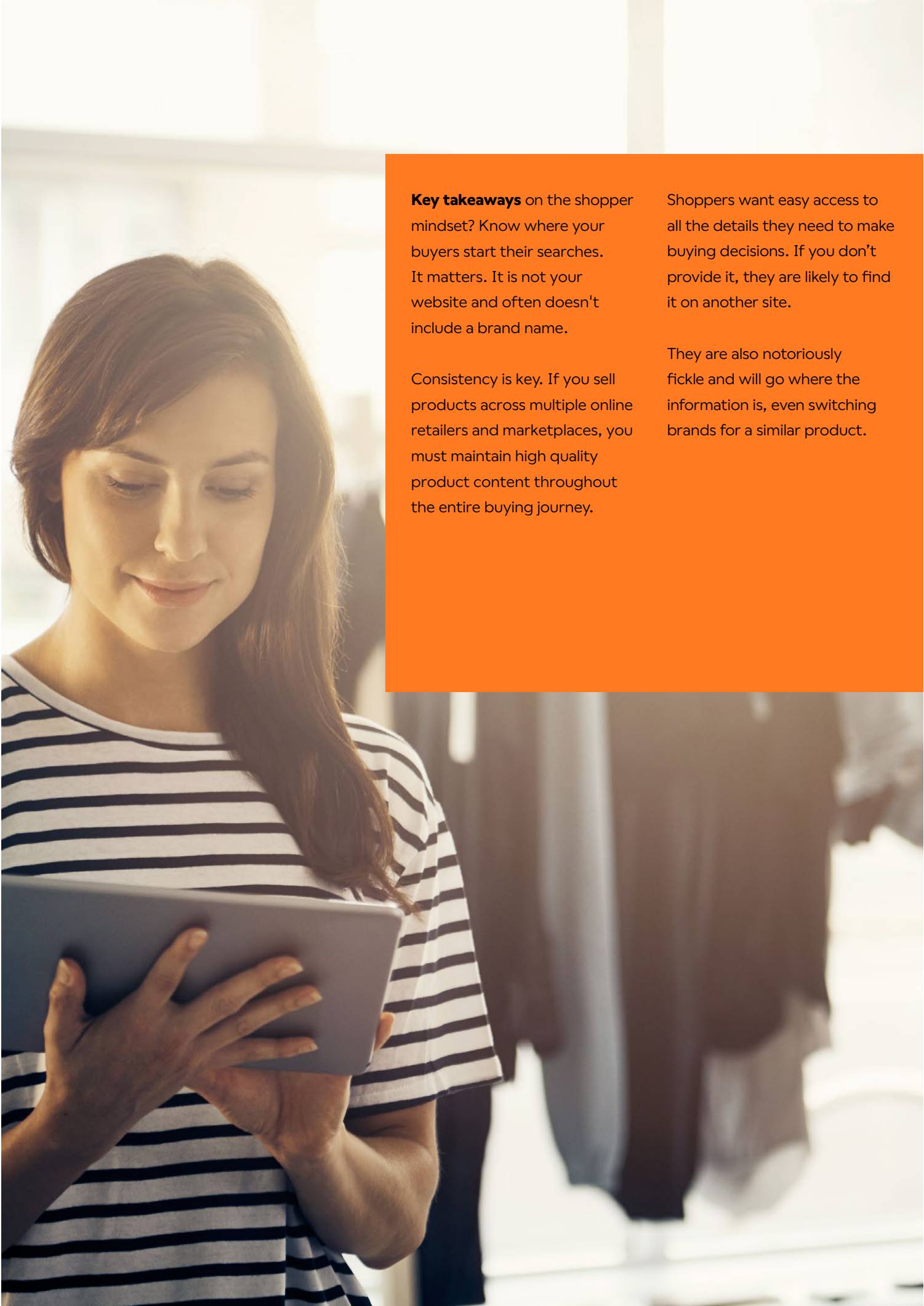
if the product information was missing on one website (for example: product size or color), would you switch to another website to find the information?

*Missing information causes missed revenue. The survey revealed 86% of shoppers were either always or sometimes likely to switch to a better website if product information was missing.*

*Only 6% said they would never switch.*

Who's least forgiving when it comes to missing product information? Both German and UK shoppers would always or sometimes switch sites 91% of the time. The US shoppers are less likely to switch sites to find the information.





**Key takeaways** on the shopper mindset? Know where your buyers start their searches. It matters. It is not your website and often doesn't include a brand name.

Consistency is key. If you sell products across multiple online retailers and marketplaces, you must maintain high quality product content throughout the entire buying journey.

Shoppers want easy access to all the details they need to make buying decisions. If you don't provide it, they are likely to find it on another site.

They are also notoriously fickle and will go where the information is, even switching brands for a similar product.

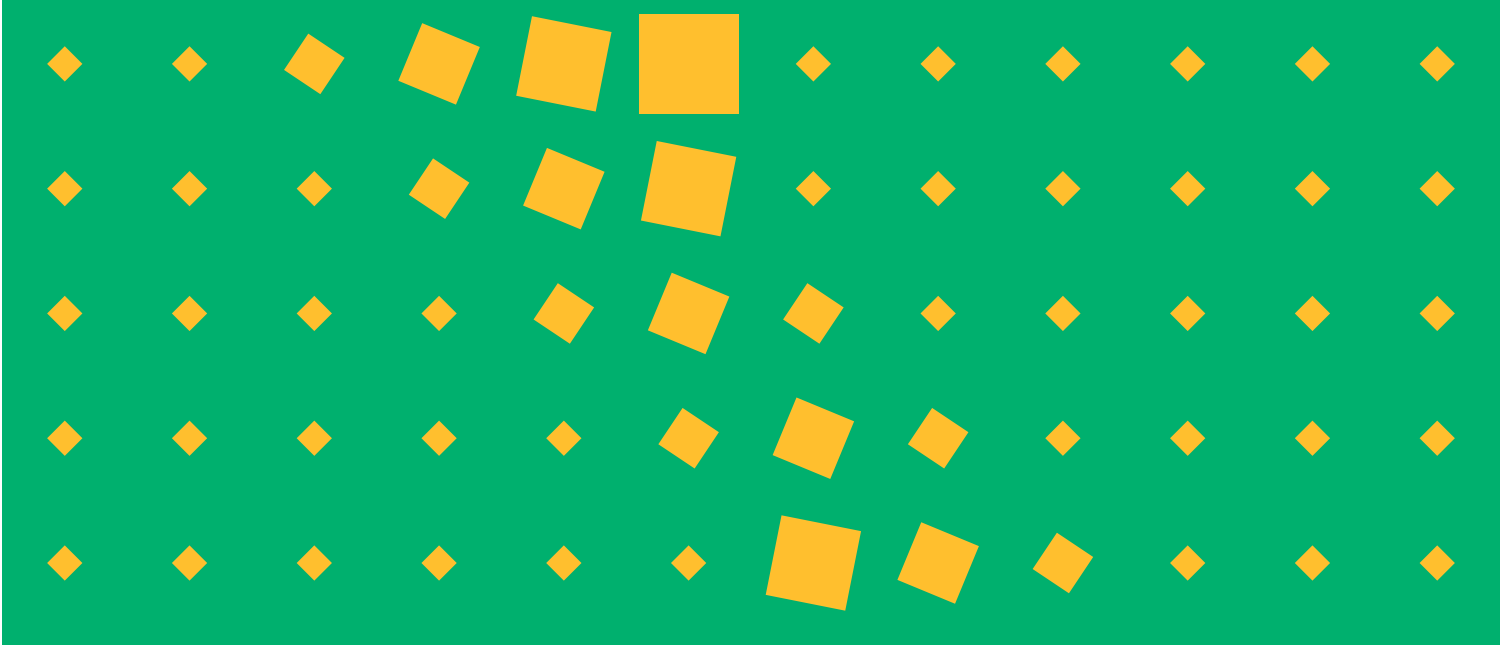


**To win the hearts and minds of shoppers, build the best product story consistently across all channels.**

**That's what buyers want today 24x7.**

The good news is the right PIM solution can unlock limitless possibilities in today's digital-first world. [Learn what to look for in a PIM solution to deliver a stellar customer experience and drive revenue.](#)





## the case for a digital-first PIM™

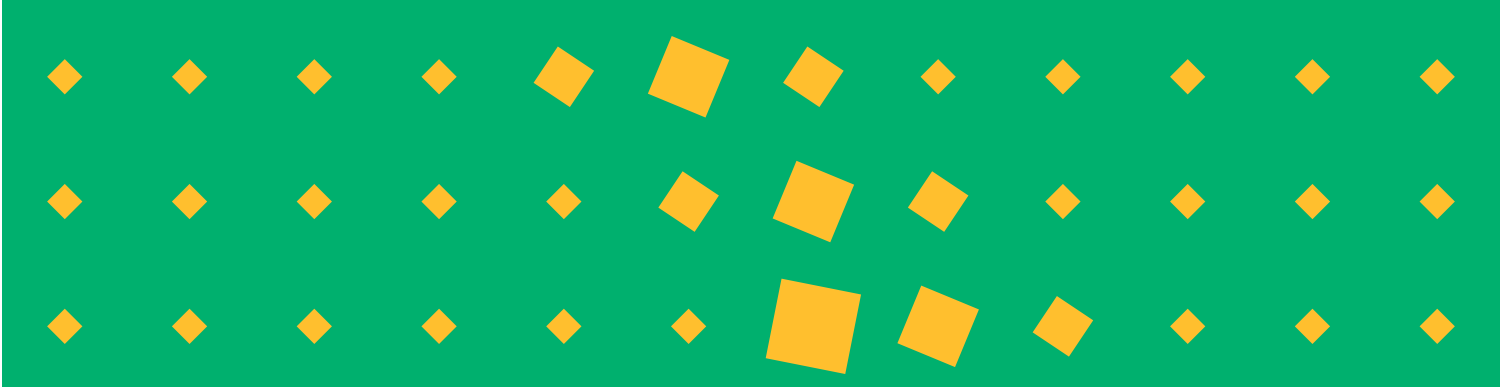
Digital commerce is here to stay and with it comes the freedom for customers to decide how they buy and where they begin their buying journey. This self-directed journey starts with product searches, not brands. This turns your product information into your digital front door. Whether you're B2B, B2C, or both, it's up to your product content to do the talking for you.

As a foundational e-commerce technology, product information management (PIM) is at the heart of digital sales. It centralizes product information, improves business productivity, powers product data syndication, delivers analytical insights, shortens time to value, and increases market responsiveness.

Book a demo to see inriver, the digital-first PIM™ solution in action. **Learn how inriver:**

- Offers you limitless possibilities to develop enduring customer relationships
- Seamlessly orchestrates product information across all touchpoints to maximize digital speed
- Eliminates the guesswork with digital shelf analytics, providing actionable guidance to ensure you always gain that first-mover advantage

[book a demo](#)







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