UPS Pulse of the Online Shopper™

A Customer Experience Study

September 10, 2013

Conducted by

comSCORE.

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Agenda

- Q2 State of Online Retail

- Research Study Findings

- Online Shopping Experience and Satisfaction

- Online Shopping via Mobile Devices

- Social Media

- Check-Out and General Shipping Practices

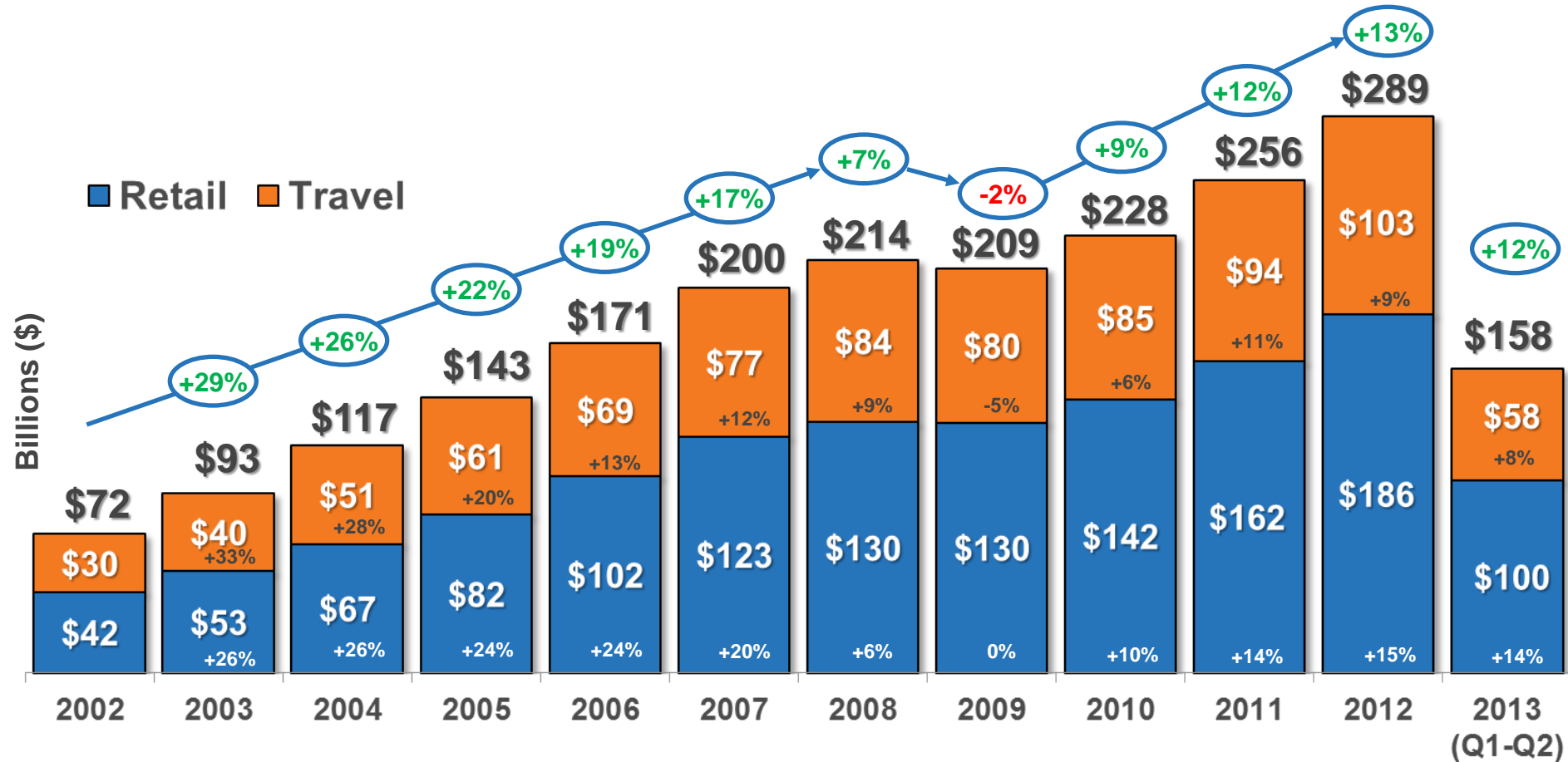- The Delivery Experience

- Returns

- Recommendations

- Q&A

Q2 State of Retail

Retail e-Commerce is on pace to easily eclipse $200 billion in 2013, with $100 billion of spending through first six months of the year
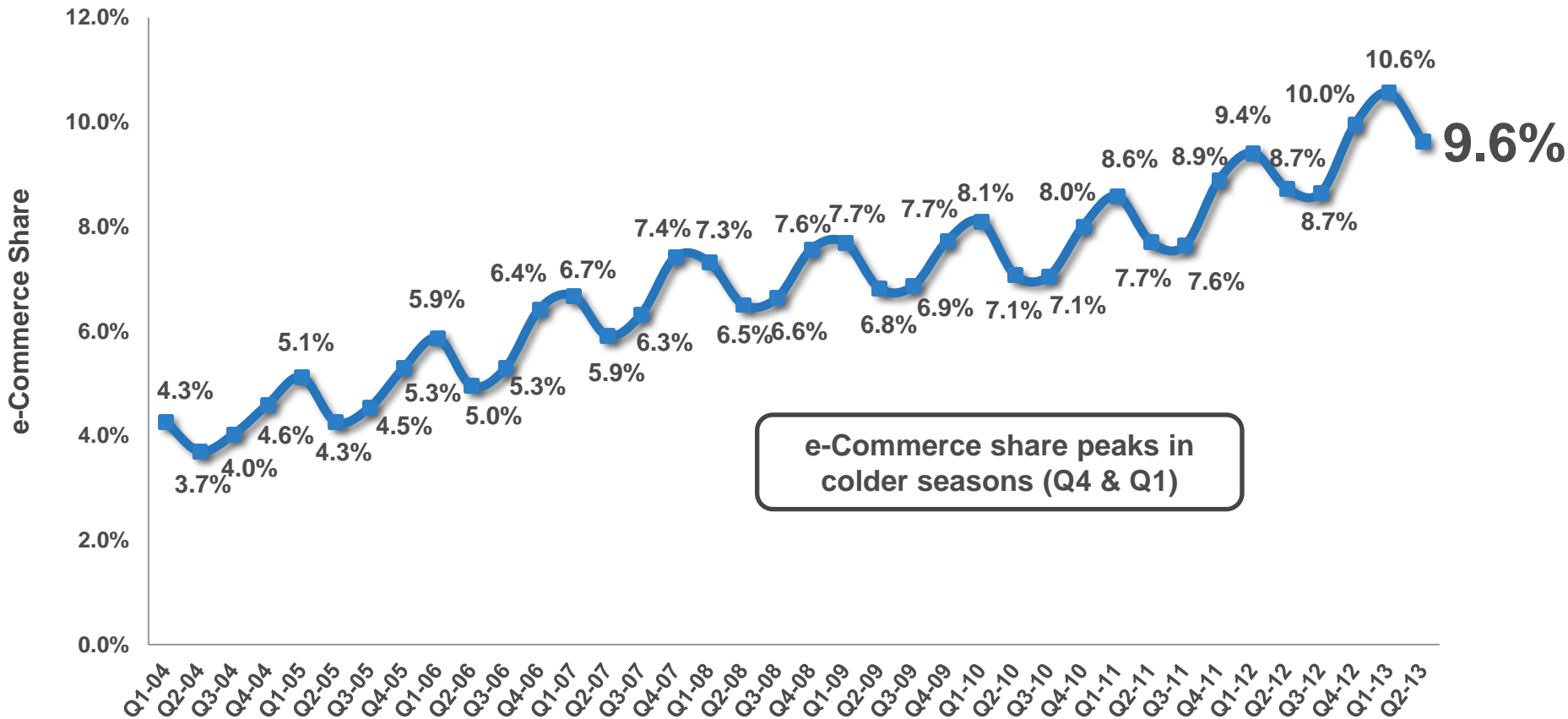
Desktop e-Commerce Dollar Sales ($ Billions)
Source: comScore e-Commerce Measurement

■ Retail □ Travel

Billions ($)

Year	Retail	Travel	Total	Growth
2002	$42	$30	$72	
2003	$53 +26%	$40 +33%	$93	+29%
2004	$67 +26%	$51 +28%	$117	+26%
2005	$82 +24%	$61 +20%	$143	+22%
2006	$102 +24%	$69 +13%	$171	+19%
2007	$123 +20%	$77 +12%	$200	+17%
2008	$130 +6%	$84 +9%	$214	+7%
2009	$130 0%	$80 -5%	$209	-2%
2010	$142 +10%	$85 +6%	$228	+9%
2011	$162 +14%	$94 +11%	$256	+12%
2012	$186 +15%	$103 +9%	$289	+13%
2013 (Q1-Q2)	$100 +14%	$58 +8%	$158	+12%

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e-Commerce share of total consumer discretionary spending in Q2 2013 shows nearly a full point increase vs Y/A

Desktop e-Commerce Share of Corresponding Consumer Spending*
Source: comScore for e-Commerce & U.S. Department of Commerce (DOC) for Retail

e-Commerce share peaks in colder seasons (Q4 & Q1)

y-axis: e-Commerce Share (0.0% – 12.0%)

Data values: 4.3%, 3.7%, 4.0%, 4.6%, 5.1%, 4.3%, 4.5%, 5.3%, 5.9%, 5.0%, 5.3%, 6.4%, 6.7%, 5.9%, 6.3%, 7.4%, 7.3%, 6.5%, 6.6%, 7.6%, 7.7%, 6.8%, 6.9%, 7.7%, 8.1%, 7.1%, 7.1%, 8.0%, 8.6%, 7.7%, 7.6%, 8.9%, 9.4%, 8.7%, 8.7%, 10.0%, 10.6%, 9.6%

x-axis: Q1-04, Q2-04, Q3-04, Q4-04, Q1-05, Q2-05, Q3-05, Q4-05, Q1-06, Q2-06, Q3-06, Q4-06, Q1-07, Q2-07, Q3-07, Q4-07, Q1-08, Q2-08, Q3-08, Q4-08, Q1-09, Q2-09, Q3-09, Q4-09, Q1-10, Q2-10, Q3-10, Q4-10, Q1-11, Q2-11, Q3-11, Q4-11, Q1-12, Q2-12, Q3-12, Q4-12, Q1-13, Q2-13

Over half of retail categories showed very strong growth of +15% or more versus a year ago, led by apparel/accessories and digital content

Q2 2013 Desktop e-Commerce Sales Growth vs. YA by Retail Category
Source: comScore e-Commerce Measurement

Product Category	Q2 2013 Growth vs. YA
Apparel & Accessories	Very Strong
Digital Content & Subscriptions	Very Strong
Sport & Fitness	Very Strong
Consumer Packaged Goods	Very Strong
Home & Garden	Very Strong
Furniture, Appliances & Equipment	Very Strong
Event Tickets	Very Strong
Consumer Electronics (x PC Peripherals)	**Very Strong**
Computers/Peripherals/PDAs	**Strong**
Jewelry & Watches	Strong
Flowers, Greetings & Misc. Gifts	Moderate
Office Supplies	Moderate
Video Games, Consoles & Accessories	Moderate
Books & Magazines	*No growth*

Mobile phones and plans
+25%

Cameras and equipment
+11%

Portable devices (e.g. tablets)
+22%

Desktop computers
+0%

Growth rate definitions:
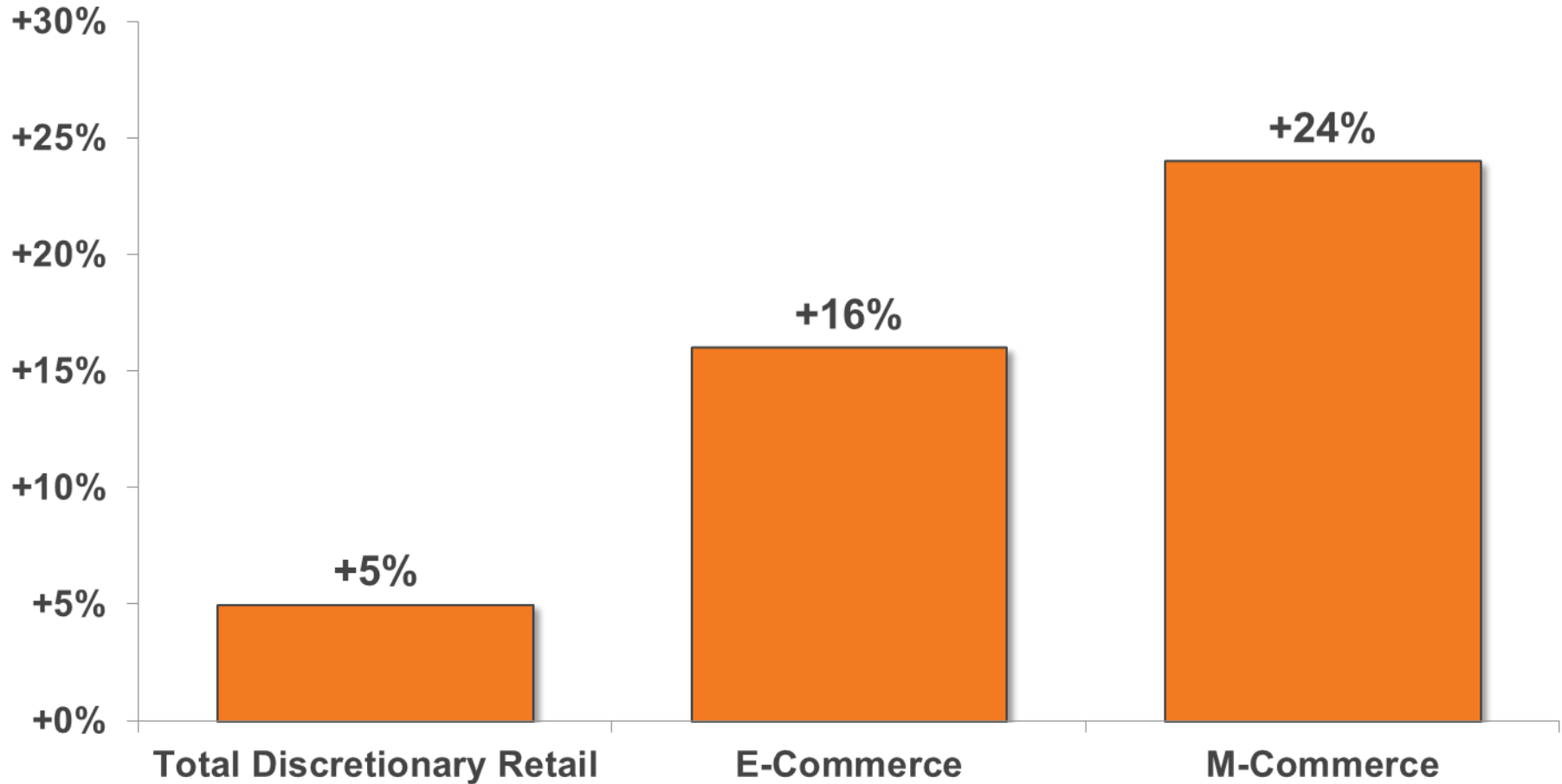*Very Strong: +15% or higher*
Strong: +10-14%
Moderate: +5%-9%
Low: +1%-4%

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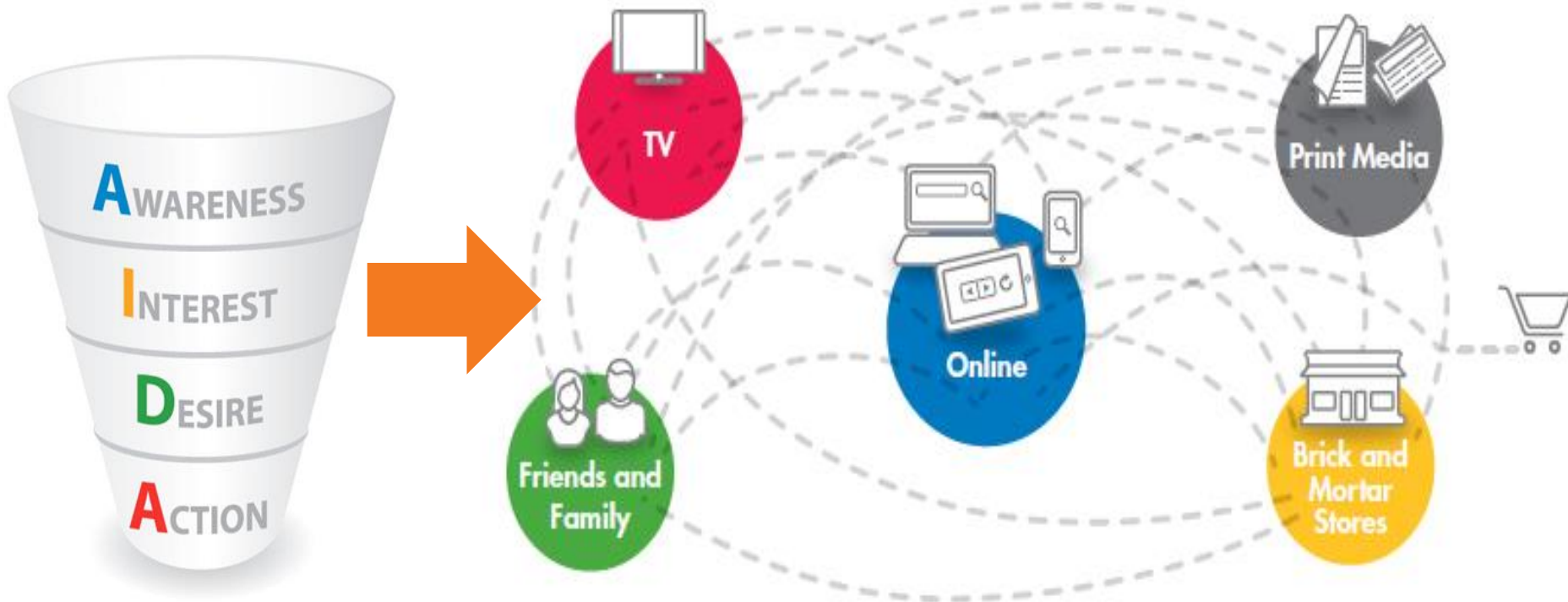
In terms of discretionary spending, m-Commerce growth is significantly outpacing e-Commerce & Bricks-and-Mortar

Q2 2013 Y/Y Retail Spending Growth by Channel
Source: Dept. of Commerce, comScore e-Commerce & m-Commerce Measurement

Research Study Findings

Research Objectives

- To gain insights into consumers' online shopping preferences and understand what pre-purchase, purchase and post-purchase services enhance the customer experience

    — What do consumers want in an online shopping experience?

    — What are category-specific (e.g., clothes, books, medications, etc.) preferences?

    — How are mobile and social media channels changing consumers' shopping habits and expectations?

    — What do consumers want to see from retailers in the online check-out and delivery experience?

    — What do consumers want in returns options and how important are returns?

    — What drives repeat customers and retailer recommendations?

Research Methodologies
Quantitative — Online Survey

- comScore panelists were sent emails inviting them to participate in a survey

- The email link re-directed participants to a 20-25 minute custom online survey designed by comScore in conjunction with UPS

  - Data collection occurred between 5-12 February, 2013

- A total of 3,043 respondents were surveyed and the following quota groups were observed:

  - 2-3 online purchases in a typical 3 months: 1,237

  - 4-6 online purchases in a typical 3 months: 992

  - 7+ online purchases in a typical 3 months: 814

- Data were balanced to reflect the age/gender distribution of the total online population

Online Shopping
Experience and Satisfaction

Nearly 7 of 10 Online Shoppers Prefer to Access Multi-Channel Retailers via Online Channels

Preferred Method of Access to Multi-Channel Retailers
(n=3,043)
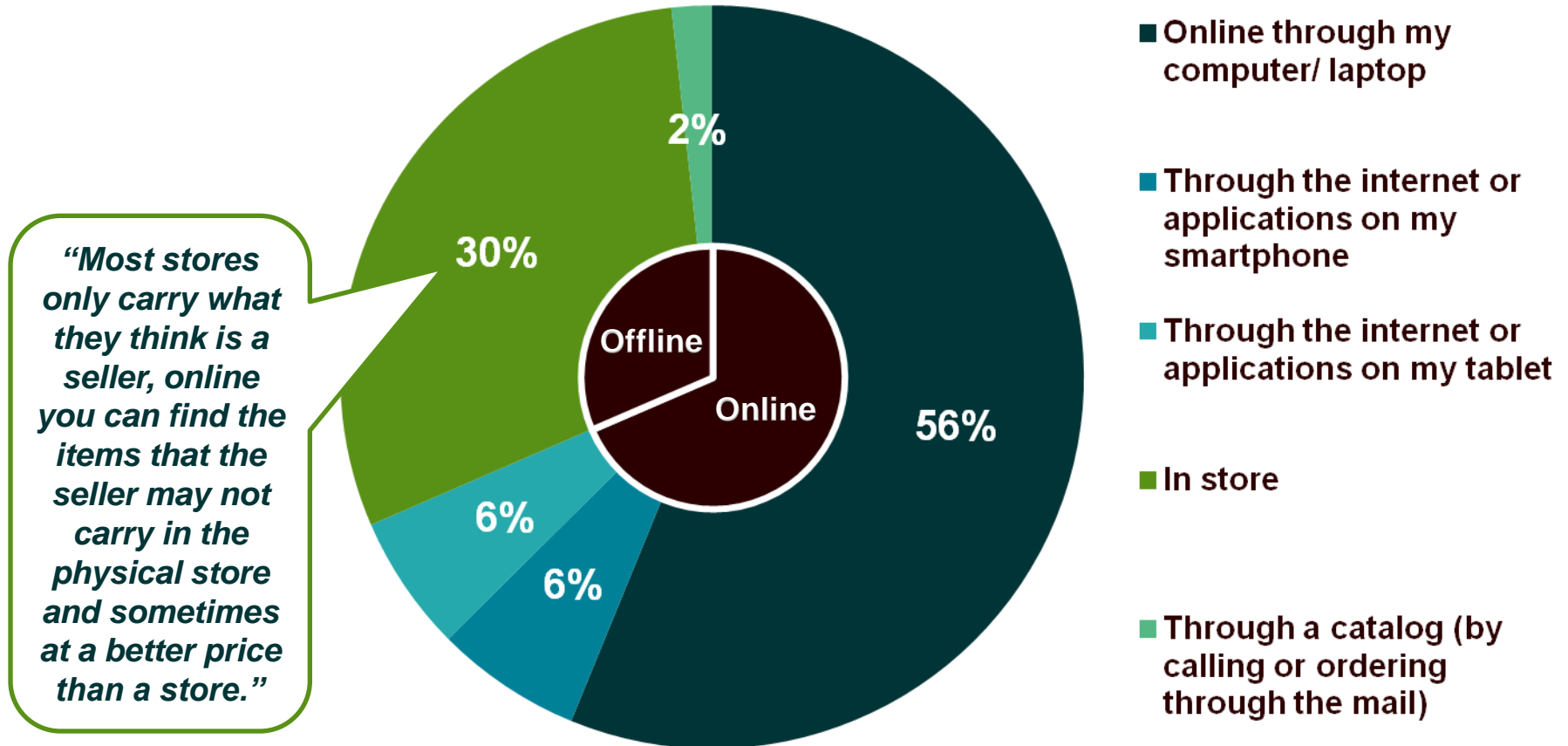
"Most stores only carry what they think is a seller, online you can find the items that the seller may not carry in the physical store and sometimes at a better price than a store."

- Online through my computer/ laptop
- Through the internet or applications on my smartphone
- Through the internet or applications on my tablet
- In store
- Through a catalog (by calling or ordering through the mail)

Offline

Online

2%

30%

6%

6%

56%

NEWQ_OC1. Thinking of your favorite retailer that has physical stores and an online presence (website/app), how do you prefer to access them? Please select your preferred method.

Omni-channel shoppers are looking for a convenient cross-channel experience.

Aspects Driving Likelihood to Shop with a Retailer
7-point scale (n=3,043)

Aspect	Top 2 Box
The ability to buy online and then make returns at the store	62%
The push of a coupon/promotion to my smartphone because the retailer knows I'm in the store or close by	47%
The ability to buy online and pickup in store	44%
The availability of an application designed specifically for a tablet	41%
The option to conduct one-click checkout online	40%
The ability to complete a purchase in store using mobile device	37%
The availability of a mobile application for a smartphone	36%
The availability of an in-store kiosk to browse products	25%
The ability to start a purchase online and then complete the purchase in the store or through the retailer's smartphone/tablet app	23%
The ability to make an appointment for an in-store consult after researching online	18%

■ Top 2 Box

> Shoppers who use location-based social/deal services are much more interested in a cross-channel experience with significantly higher Top 2 Box agreement across the board.

NEWQ_OC3. On a scale of 1 to 7, how likely would you be to shop with a retailer if the following were made available to you?
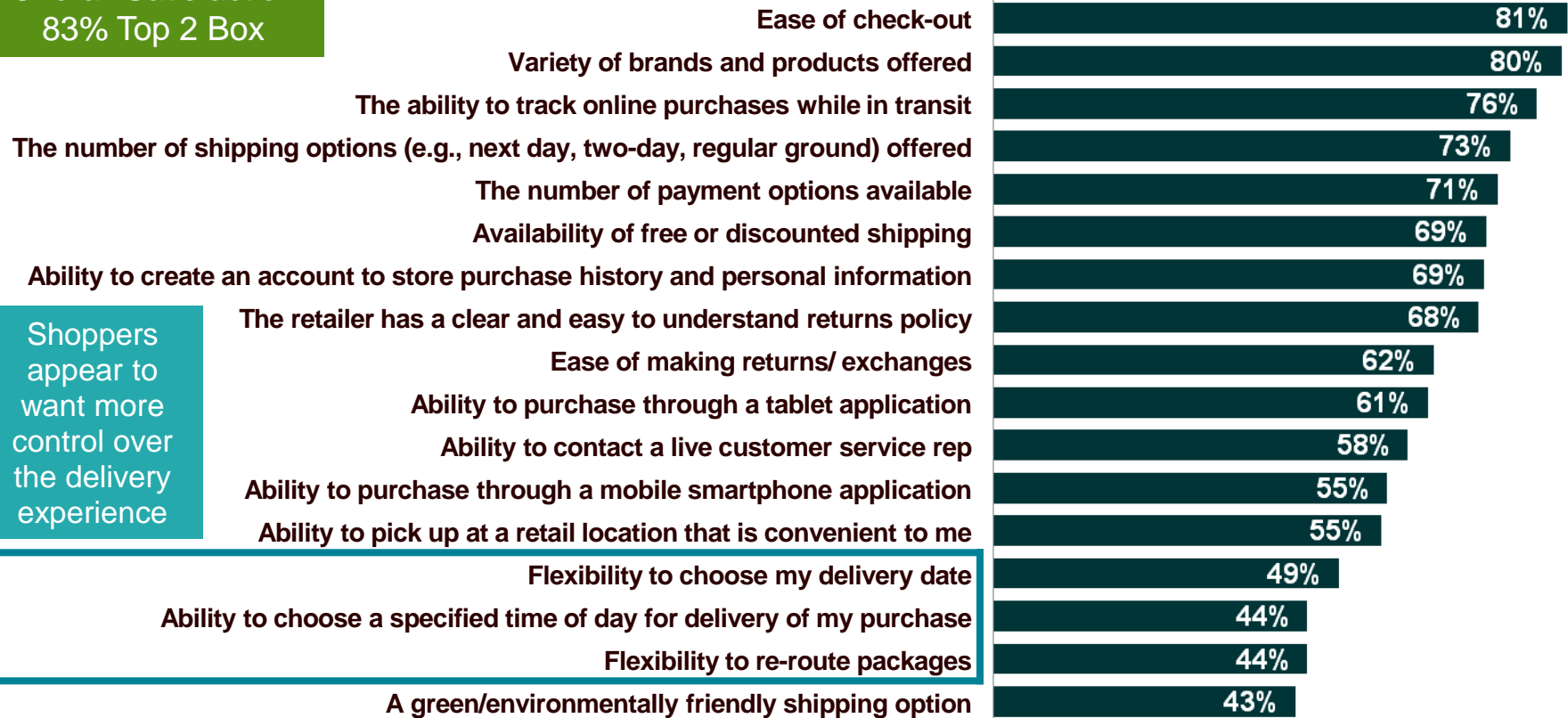
Overall Satisfaction with Online Shopping Is 83%
Options Around Delivery Flexibility Are an Opportunity

Satisfaction With Aspects of Online Shopping
7-point scale (n=2,532)

Overall Satisfaction 83% Top 2 Box

Shoppers appear to want more control over the delivery experience

Aspect	%
Ease of check-out	81%
Variety of brands and products offered	80%
The ability to track online purchases while in transit	76%
The number of shipping options (e.g., next day, two-day, regular ground) offered	73%
The number of payment options available	71%
Availability of free or discounted shipping	69%
Ability to create an account to store purchase history and personal information	69%
The retailer has a clear and easy to understand returns policy	68%
Ease of making returns/ exchanges	62%
Ability to purchase through a tablet application	61%
Ability to contact a live customer service rep	58%
Ability to purchase through a mobile smartphone application	55%
Ability to pick up at a retail location that is convenient to me	55%
Flexibility to choose my delivery date	49%
Ability to choose a specified time of day for delivery of my purchase	44%
Flexibility to re-route packages	44%
A green/environmentally friendly shipping option	43%

Q10. Overall, how satisfied are you with your previous online purchasing experiences in the past three months?
Q11. Based upon your previous experience, how satisfied are you with each of the following aspects of online purchasing?

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Shipping Costs Are Taken into Consideration Almost as Much as Product Price

Considerations When Comparison Shopping
~ Avg. Chip Allocation Out of 100 ~ (n=3,043)

- Product price
- Shipping charges
- Product selection
- Retailer reputation
- Returns policy
- How quickly I can receive the product
- Consumer/ peer reviews
- Number of shipping options offered
- Ability to pick up at a retail delivery location that is convenient to me
- Delivery time flexibility
- Friends' reviews through social media sites (Facebook, Pinterest, etc.)

Pie chart values: 26, 21, 12, 8, 7, 7, 6, 4, 4, 4, 2
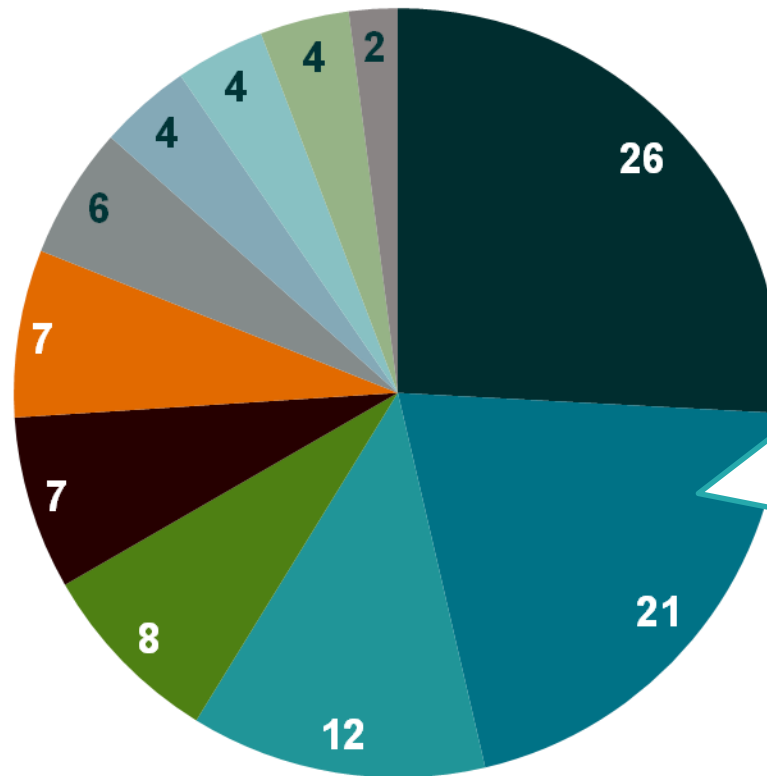
"The cost of the shipping itself is the biggest influencer of how, when, where and why I am going to purchase the item."
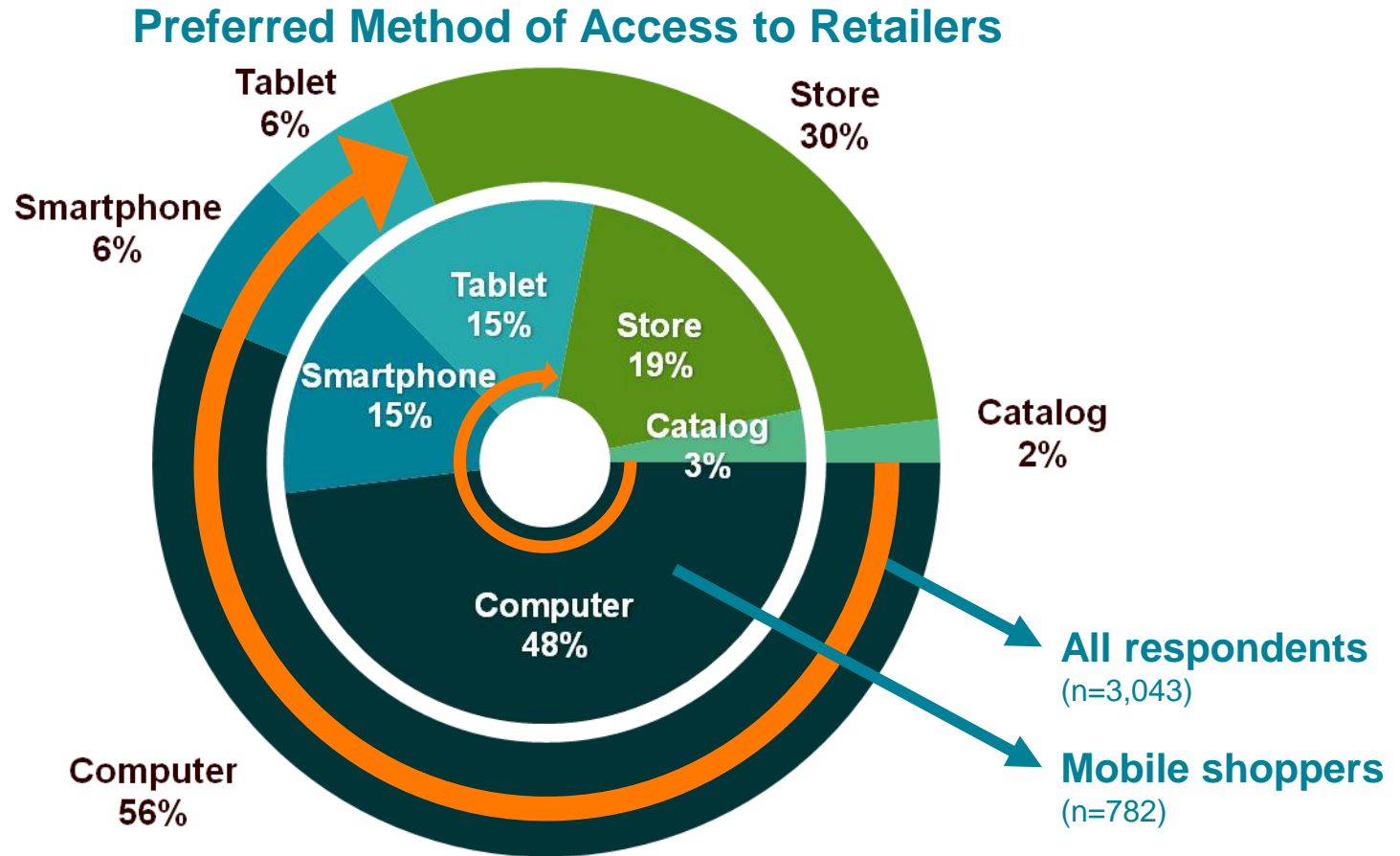
Q34. Thinking of factors that you take into consideration when comparison shopping, how likely are you to consider each of the following factors? Please distribute 100 points across these factors.

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Online Shopping via Mobile Devices

Consumers That Adopt Mobile and Tablets Are Less Likely to Prefer In-Store Shopping (30% vs. 19%)

Preferred Method of Access to Retailers

- Tablet 6%
- Store 30%
- Smartphone 6%
- Tablet 15%
- Store 19%
- Smartphone 15%
- Catalog 3%
- Catalog 2%
- Computer 48%
- Computer 56%

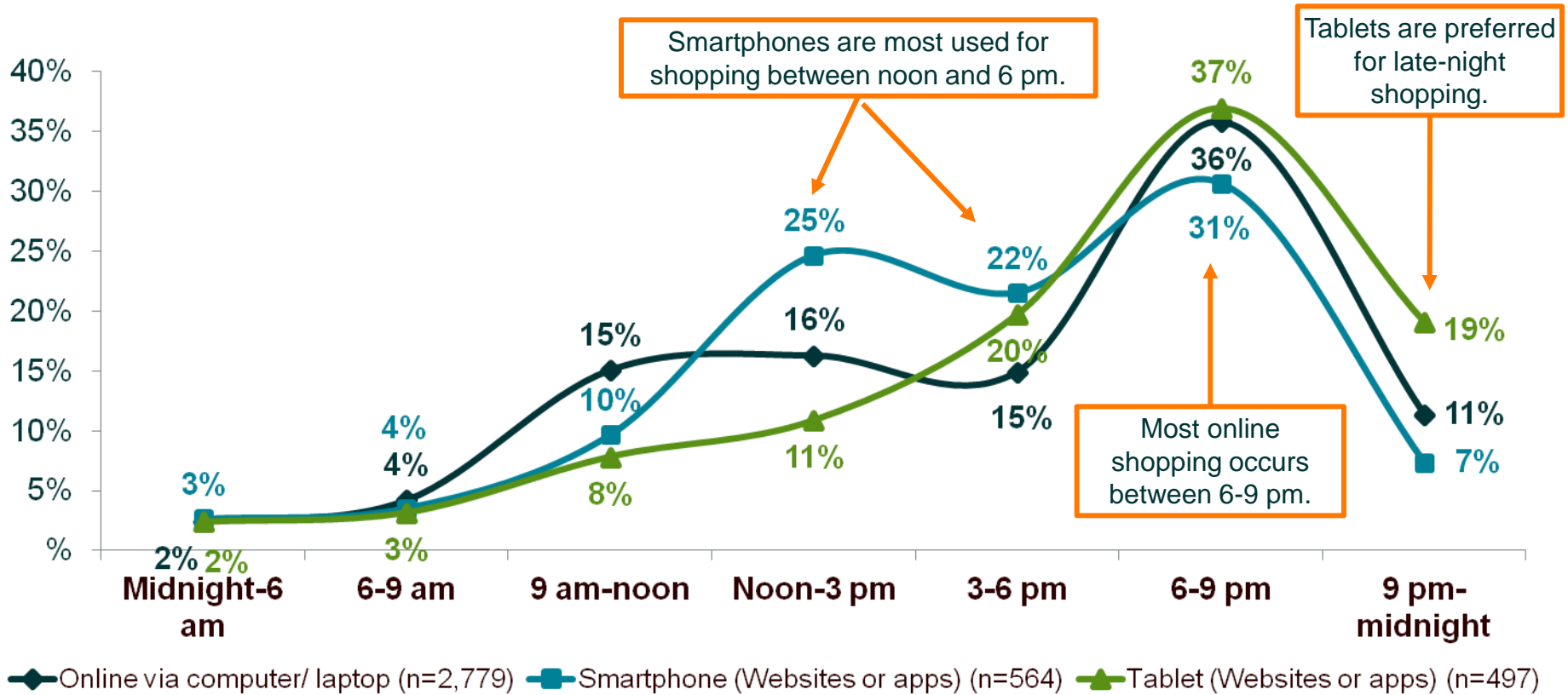**All respondents** (n=3,043)

Mobile shoppers (n=782)

NEWQ_OC1. Thinking of your favorite retailer that has physical stores and an online presence (website/app), how do you prefer to access them? Please select your preferred method.
NEWQ_MOB3. Since you indicated that you do not currently shop with a retailer using your tablet or smartphone (either on their website or their app), what is your likelihood to do so in the next 6 months?

Shoppers Tend to Use Their Smartphones Earlier in the Day and then Switch to Tablets at Night
It Is Likely that Phones Are Used While at Work or Away from Home

Online Shopping by Time of Day and Device

Smartphones are most used for shopping between noon and 6 pm.

Tablets are preferred for late-night shopping.

Most online shopping occurs between 6-9 pm.

	Midnight-6 am	6-9 am	9 am-noon	Noon-3 pm	3-6 pm	6-9 pm	9 pm-midnight
Online via computer/ laptop (n=2,779)	2%	4%	15%	16%	15%	36%	11%
Smartphone (Websites or apps) (n=564)	3%	4%	10%	25%	22%	31%	7%
Tablet (Websites or apps) (n=497)	2%	3%	8%	11%	20%	37%	19%

━━◆━━ Online via computer/ laptop (n=2,779)   ━━■━━ Smartphone (Websites or apps) (n=564)   ━━▲━━ Tablet (Websites or apps) (n=497)
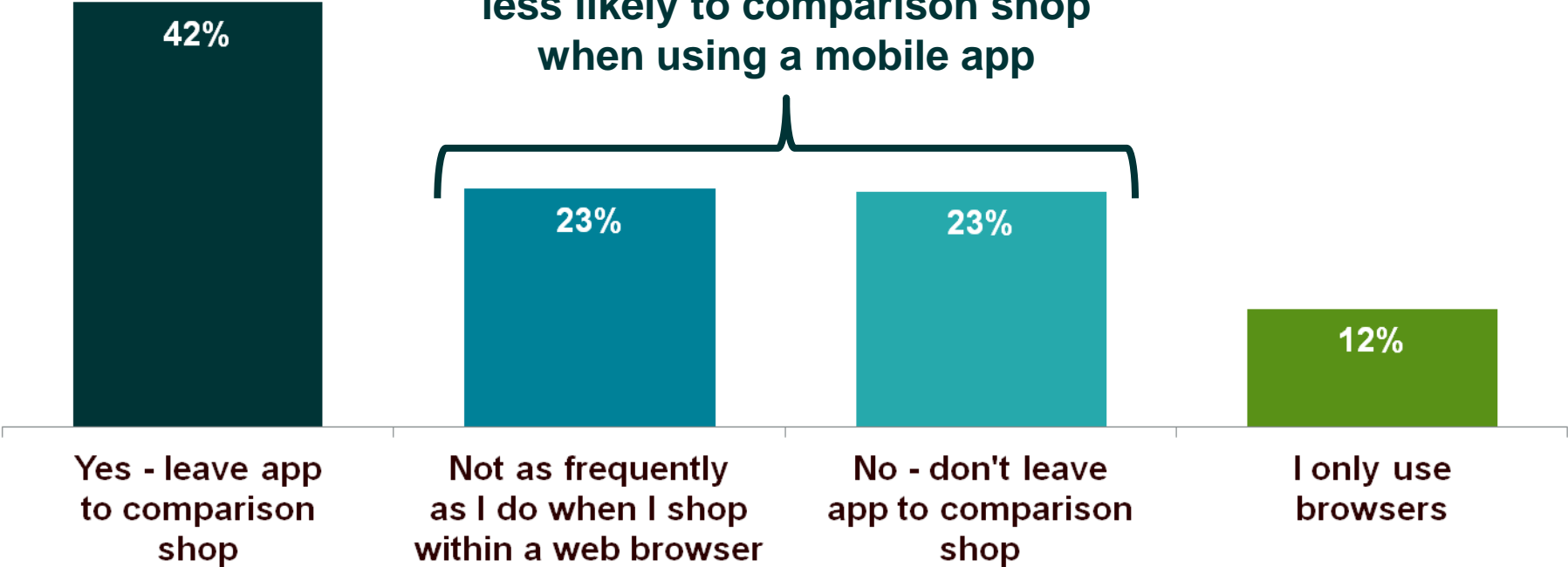
NEWQ3A. In general, when you are making purchases online (whether through your computer/ laptop, smartphone or tablet), at what time of day do you make the majority of your purchases?

Access to Mobile Applications Reduces Cross-Shopping and Drives Loyalty

App-Based Mobile Comparison Shopping
(n=782)

46% of shoppers say they are less likely to comparison shop when using a mobile app

42%	23%	23%	12%
Yes - leave app to comparison shop	Not as frequently as I do when I shop within a web browser	No - don't leave app to comparison shop	I only use browsers

NEWQ_MOB1. When you shop within a retailer's mobile app, do you leave that app to comparison shop across other retailers?
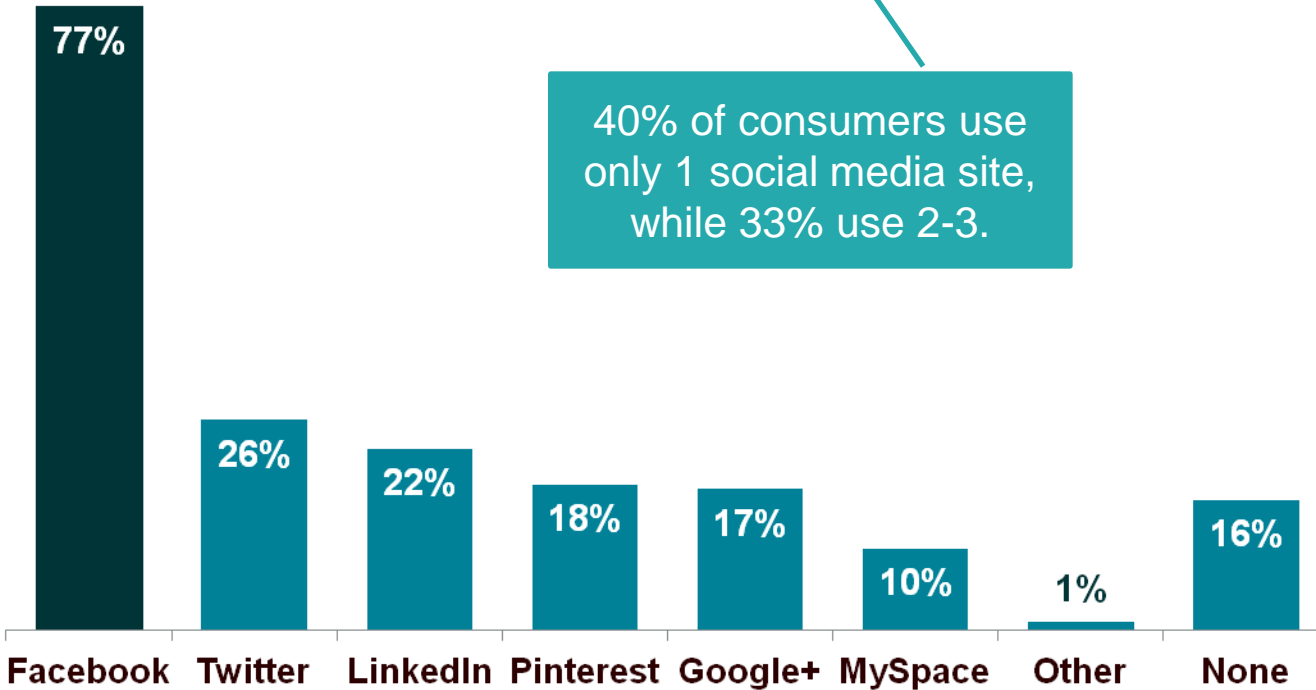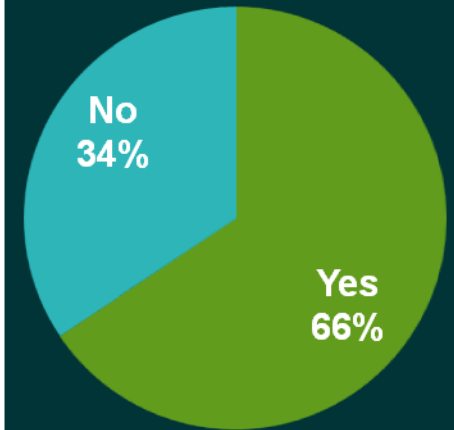
Social Media

84% of Online Shoppers Use at Least One Social Media Site with Facebook Being by Far the Most Popular

Use of Social Media Sites
(n=3,043)

40% of consumers use only 1 social media site, while 33% use 2-3.

Site	Percentage
Facebook	77%
Twitter	26%
LinkedIn	22%
Pinterest	18%
Google+	17%
MySpace	10%
Other	1%
None	16%

Facebook Users Who "Like" a Brand
(n=2,327)

- No 34%
- Yes 66%

SM1. Do you use any of the following social networking sites? Please select all that apply.
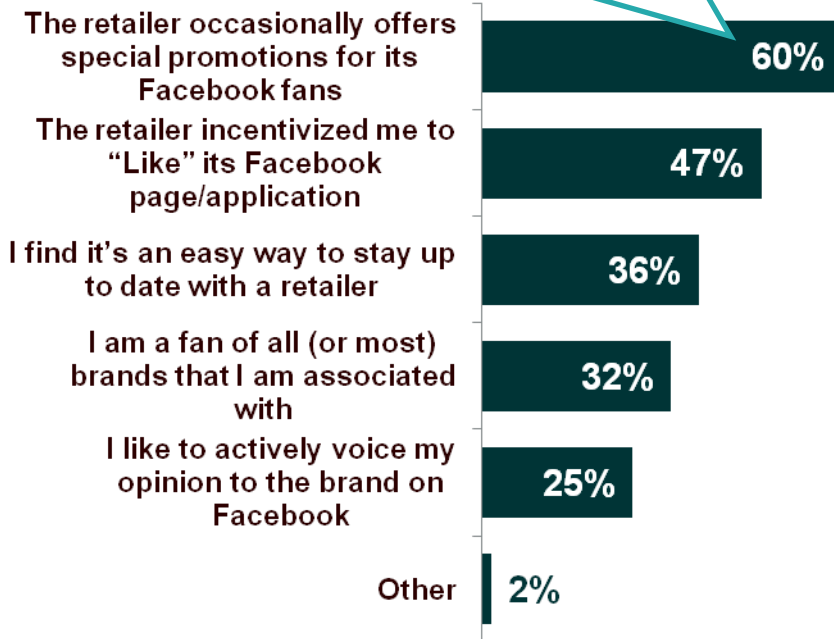SM2. Do you `Like` any retailers on Facebook?

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The Majority of the 66% of Facebook Users Who "Like" a Brand do so to Receive a Promo/Incentive

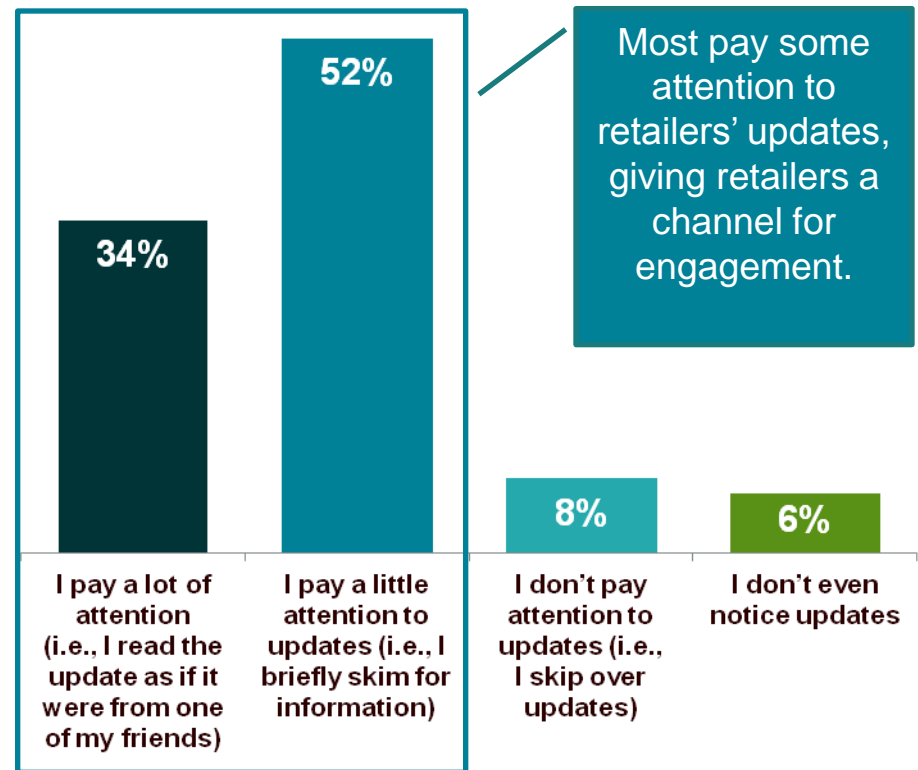## Reasons for "Liking" a Retailer/ Brand on Facebook
(n=1,493)

"I am friends/ liked with various retailers so I can see their latest offerings, deals, etc."

Reason	%
The retailer occasionally offers special promotions for its Facebook fans	60%
The retailer incentivized me to "Like" its Facebook page/application	47%
I find it's an easy way to stay up to date with a retailer	36%
I am a fan of all (or most) brands that I am associated with	32%
I like to actively voice my opinion to the brand on Facebook	25%
Other	2%

Amount of Attention Paid to Retailer's Updates
(n=1,493)

Most pay some attention to retailers' updates, giving retailers a channel for engagement.

Attention level	%
I pay a lot of attention (i.e., I read the update as if it were from one of my friends)	34%
I pay a little attention to updates (i.e., I briefly skim for information)	52%
I don't pay attention to updates (i.e., I skip over updates)	8%
I don't even notice updates	6%

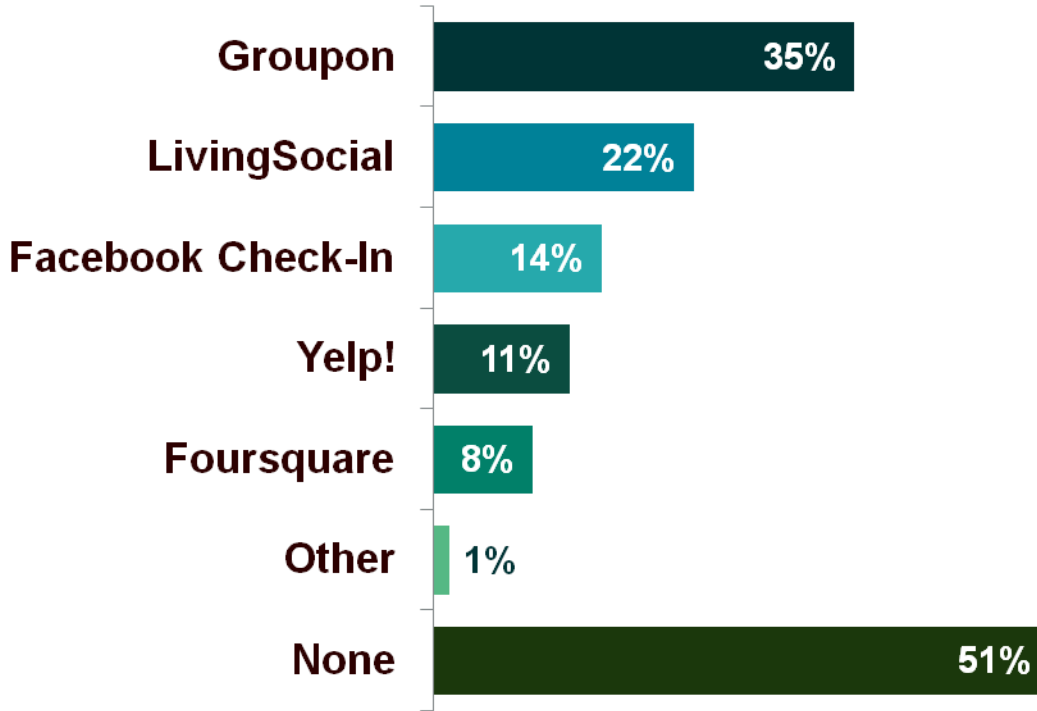SM3. Why did you decide to "Like" a retailer/ brand on Facebook? Please select all that apply.
SM4. When you see updates from the retailer on your Facebook newsfeed, how much attention do you generally devote to the update?

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Half of Shoppers Use a Location-Based Deal Service
Of These, Most Would Like to Be Served Deals and Promos
by Retailers

Use of Location-Based Social/ Deal Services
(n=3,043)

Service	Percentage
Groupon	35%
LivingSocial	22%
Facebook Check-In	14%
Yelp!	11%
Foursquare	8%
Other	1%
None	51%

Interest in Having Deals/ Promos Sent by Retailer
~ Using Location & Transaction History ~
(n=1,300)

- ■ I would like this
- ■ I would neither like nor dislike this
- ■ I would dislike this

- 60% — I would like this
- 8% — I would neither like nor dislike this
- 31% — I would dislike this
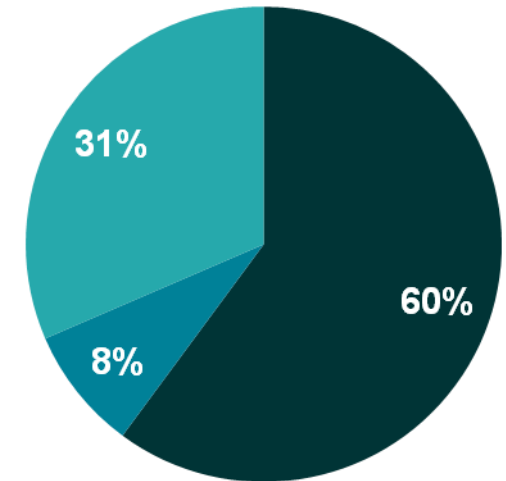
SM6. Do you use any of the following location-based social/deal services? Please select all that apply.
SM7. You indicated having used a location-based social/deal service. How would you feel if your retailer were to use your location and/or transaction history to serve you relevant deals and promotions suited to your interests?

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Check-Out and
General Shipping Preferences

In Addition to Free Shipping, Consumers Want to Know Their Estimated Delivery Date and Shipping Costs Early in the Process

Options Considered Important in Check-Out Process (n=3,043)

Option	Percentage
Free shipping options	76%
Provide estimated delivery date and shipping costs early in the process so I don't have to enter all my information before finding out the shipping cost and delivery date	53%
Estimated or guaranteed delivery date	49%
Having a variety of payment options, like PayPal or Google Checkout, in addition to a credit card	49%
Remember me so I don't have to re-key in information if I already started an order (no log-in required)	42%
Order history, so I can see everything I've bought	42%
A login so the site can remember my purchasing preferences (e.g., credit card number, shipping address)	41%
Ability to select delivery location that is convenient to me	29%
Expedited shipping options so I can get my purchase faster	26%
Showing me other items I might be interested in	23%

More than half of shoppers prefer to see estimated shipping costs and delivery dates early in the process.
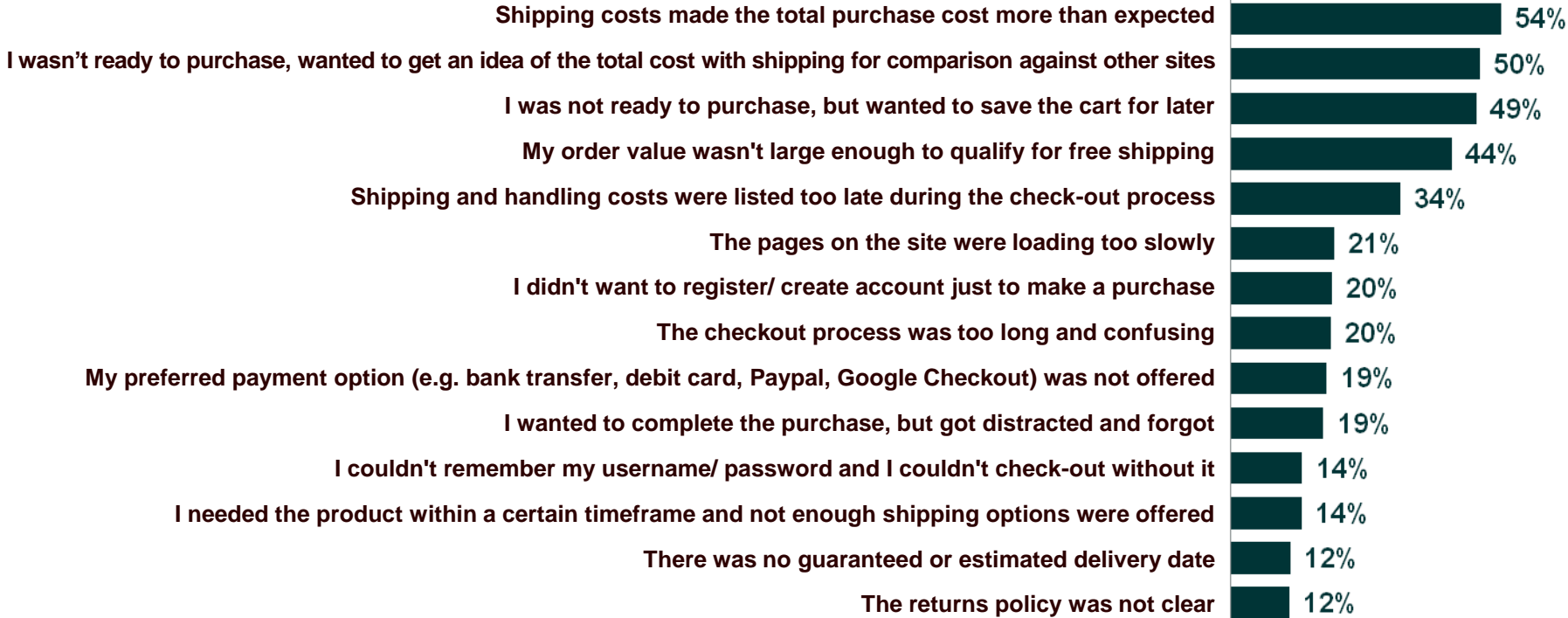
Q23. What information or options are most important to you when going through an online check-out process?

Higher than Expected Shipping Costs and Wanting to See the Total Cost for Comparison Shopping Are Among Most Common Reasons for Cart Abandonment

Reasons for Abandonment of Cart
(n=2,713)

In 2013, 88% of online shoppers claim to have abandoned a cart in the past vs. 81% in 2012

| Reason	%
Shipping costs made the total purchase cost more than expected	54%
I wasn't ready to purchase, wanted to get an idea of the total cost with shipping for comparison against other sites	50%
I was not ready to purchase, but wanted to save the cart for later	49%
My order value wasn't large enough to qualify for free shipping	44%
Shipping and handling costs were listed too late during the check-out process	34%
The pages on the site were loading too slowly	21%
I didn't want to register/ create account just to make a purchase	20%
The checkout process was too long and confusing	20%
My preferred payment option (e.g. bank transfer, debit card, Paypal, Google Checkout) was not offered	19%
I wanted to complete the purchase, but got distracted and forgot	19%
I couldn't remember my username/ password and I couldn't check-out without it	14%
I needed the product within a certain timeframe and not enough shipping options were offered	14%
There was no guaranteed or estimated delivery date	12%
The returns policy was not clear	12%

Q24. When shopping online, have you ever placed items in the online cart or basket but then left the site without making a purchase?
Q25. What are some of the reasons that you have abandoned a shopping cart with items you've added for purchase?

Free Shipping Thresholds Are an Effective Way to Get Retailers a Higher Average Order Value

Added to Cart to Qualify for Free Shipping

**76%**

70%

2013
(n=3,043)

2012
(n=3,128)
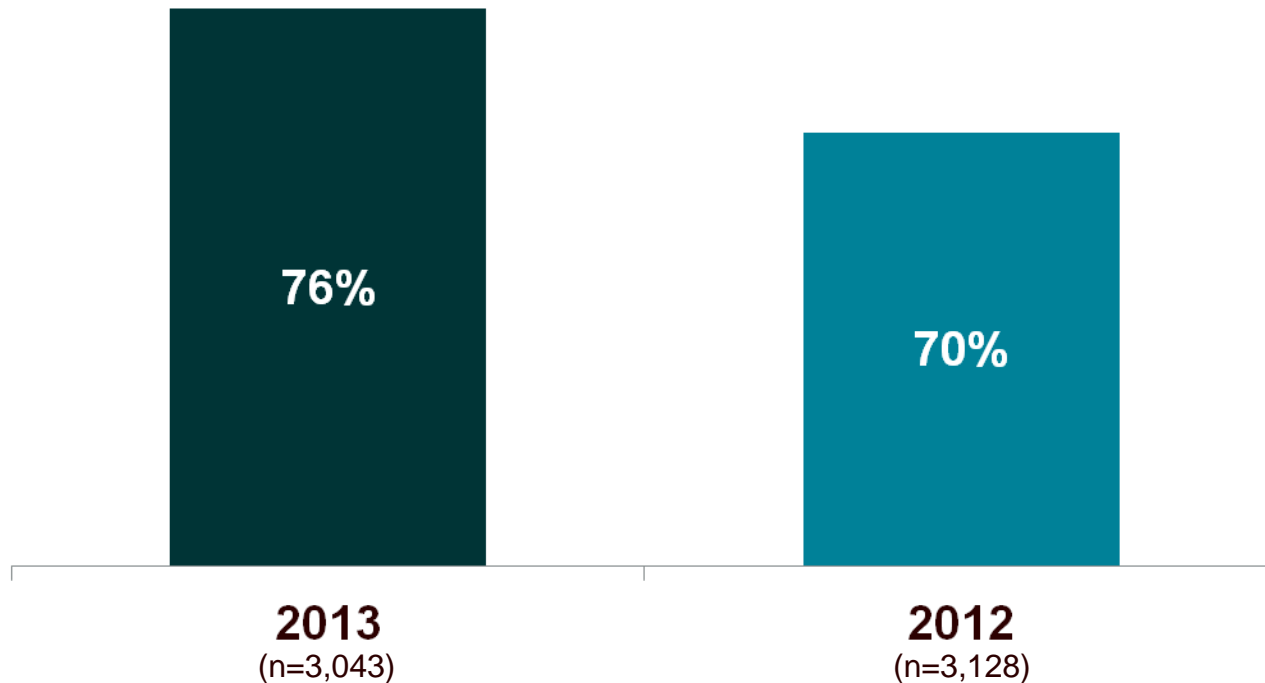
Q35. Have you ever added items to your shopping cart just to qualify for free/discounted shipping offers?
A box around a score indicates statistical significance at the 95% confidence level.

Half of Shoppers Say Tracking Services Are "Essential," and Only 3% Say They Are Not Important
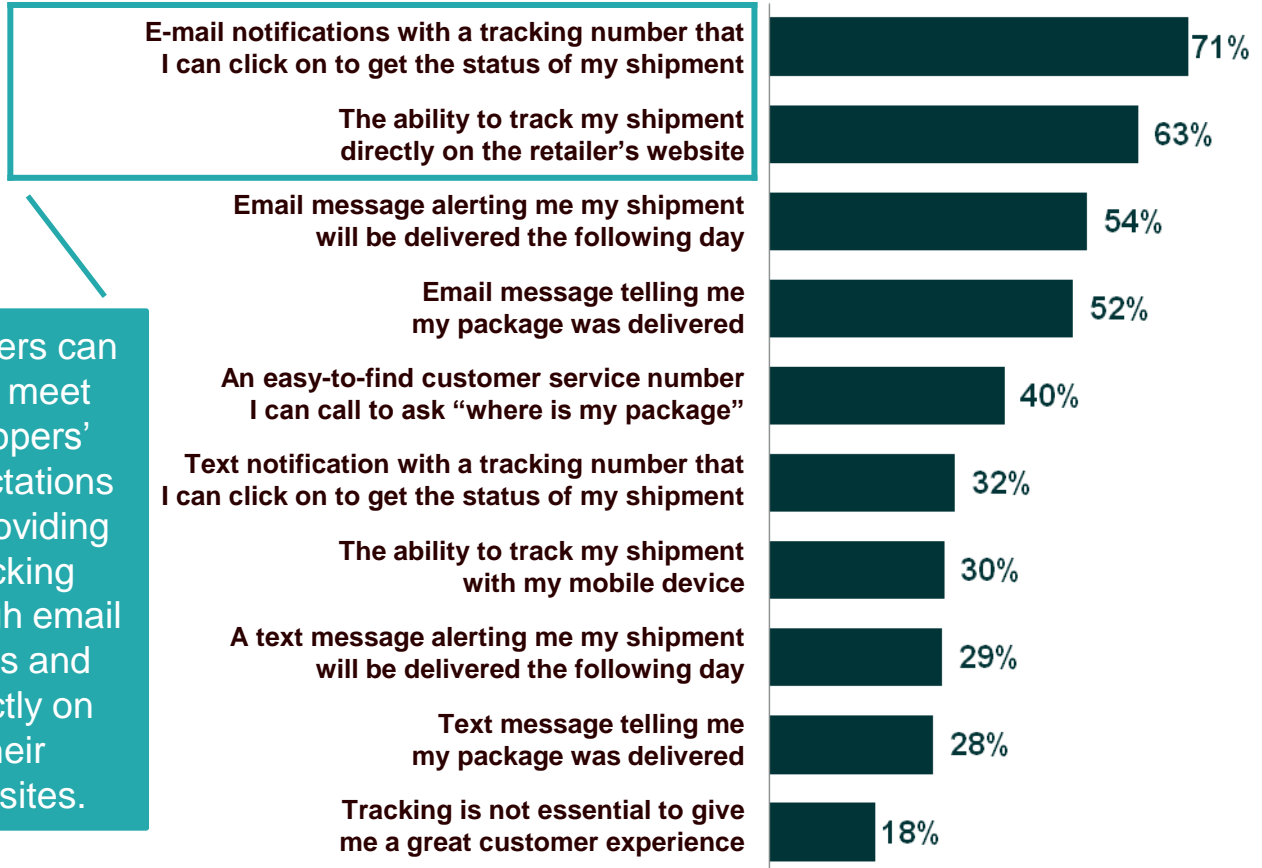
Relevance of Tracking Services (n=3,043)

- ■ It's essential
- ■ It's nice to have
- ■ It's not important

Segment	Value
It's essential	50%
It's nice to have	47%
It's not important	3%
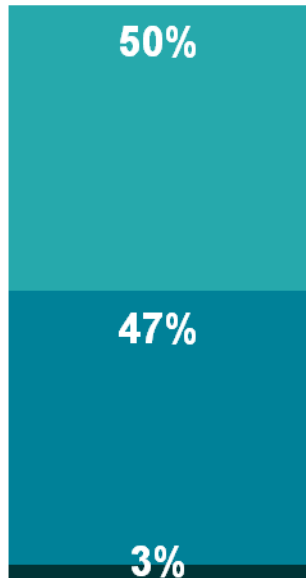
Retailers can help meet shoppers' expectations by providing tracking through email alerts and directly on their websites.

Most Important Tracking Services (n=3,043)

Service	Value
E-mail notifications with a tracking number that I can click on to get the status of my shipment	71%
The ability to track my shipment directly on the retailer's website	63%
Email message alerting me my shipment will be delivered the following day	54%
Email message telling me my package was delivered	52%
An easy-to-find customer service number I can call to ask "where is my package"	40%
Text notification with a tracking number that I can click on to get the status of my shipment	32%
The ability to track my shipment with my mobile device	30%
A text message alerting me my shipment will be delivered the following day	29%
Text message telling me my package was delivered	28%
Tracking is not essential to give me a great customer experience	18%

Q49. *Giving me tracking information for my packages is an important service every retailer should offer.* Which of the below best describes how you feel about the above statement?
Q50. What is the most important shipment tracking service that a retailer should offer?
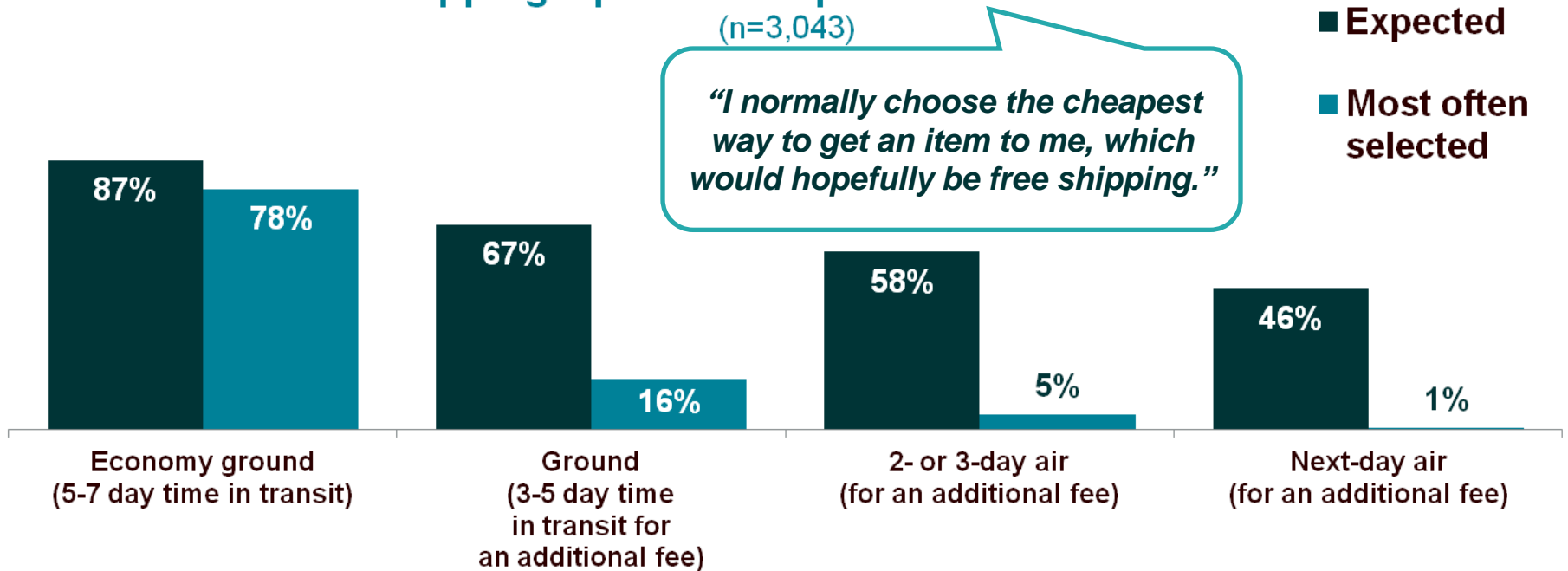
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The Delivery Experience

Shoppers Most Often Choose the Most Inexpensive Shipping Option, but They Expect to A Variety Choices

Shipping Options – Expected vs. Selected
(n=3,043)

Legend: ■ Expected ■ Most often selected

> "I normally choose the cheapest way to get an item to me, which would hopefully be free shipping."

Category	Expected	Most often selected
Economy ground (5-7 day time in transit)	87%	78%
Ground (3-5 day time in transit for an additional fee)	67%	16%
2- or 3-day air (for an additional fee)	58%	5%
Next-day air (for an additional fee)	46%	1%

Consumers for whom Computers, Mobile Devices and Gaming Devices are among the most frequently-purchased categories are most likely to select 2-3 or Next-Day Air.

Q38. When shopping online, which of the following shipping options do you expect online retailers to offer? Choose all that apply.
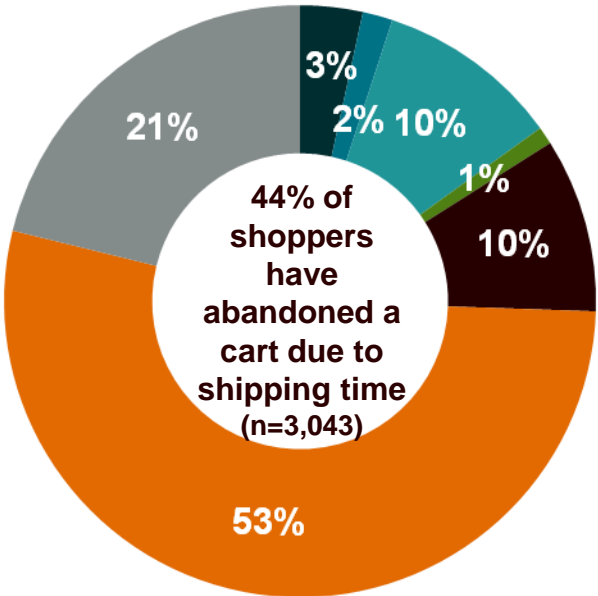Q39. When shopping online, which shipping option do you choose most often?
A box around a score indicates statistical significance at the 95% confidence level.

44% of Shoppers in 2013 Abandoned Carts Due to Excessive Shipping Time, but in More than Half of These Cases the Estimated Time Was More than 8 Days

Length of Time Resulting in Abandonment – 2013 (n=1,273)

44% of shoppers have abandoned a cart due to shipping time (n=3,043)

- 3% <=3 days
- 2% 4 days
- 10% 5 days
- 1% 6 days
- 10% 7 days
- 53% >=8 days
- 21% No date provided
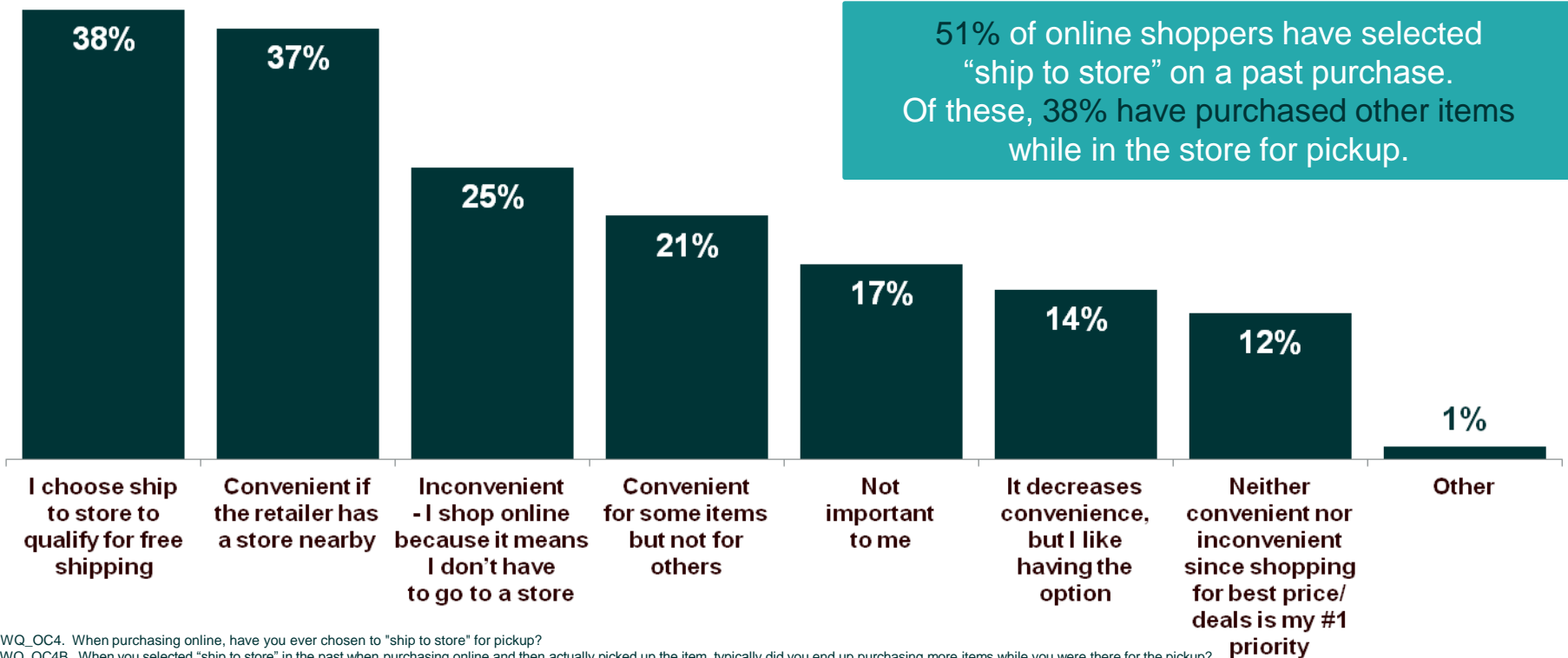
■ <=3 days   ■ 4 days   ■ 5 days   ■ 6 days   ■ 7 days   ■ >=8 days   ■ No date provided

Q41. Have you ever decided not to make a purchase because the estimated time when you would receive your item(s) was too long or not provided?
Q42. What was the estimated delivery time from purchase (in days) that caused you not to make your purchase?
Note: 2013 study was digit entry while 2012 study was a selection from a list of options
A box around a score indicates statistical significance at the 95% confidence level.

"Ship to Store" Services Are Viewed by the Consumer as a Means to Avoid Paying Shipping Costs, but Can Lead to Incremental Sales Gains for the Retailer

Attitudes Toward "Ship to Store" Service
(n=1,494)

51% of online shoppers have selected "ship to store" on a past purchase.
Of these, 38% have purchased other items while in the store for pickup.

38%	37%	25%	21%	17%	14%	12%	1%
I choose ship to store to qualify for free shipping	Convenient if the retailer has a store nearby	Inconvenient - I shop online because it means I don't have to go to a store	Convenient for some items but not for others	Not important to me	It decreases convenience, but I like having the option	Neither convenient nor inconvenient since shopping for best price/ deals is my #1 priority	Other

NEWQ_OC4. When purchasing online, have you ever chosen to "ship to store" for pickup?
NEWQ_OC4B. When you selected "ship to store" in the past when purchasing online and then actually picked up the item, typically did you end up purchasing more items while you were there for the pickup?
Q48. Of the choices below, which do you find best match your attitude toward buying online and picking up at a store? Please select top 2 choices only.
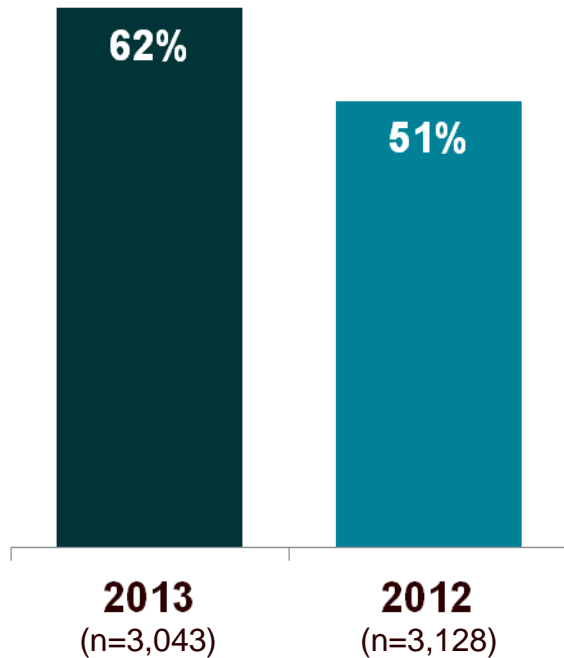
Returns

Versus Last Year, a Higher Percentage of Shoppers are Returning/Exchanging Items Bought Online
More Are Also Looking into the Retailer's Policy Prior to Purchasing

Have Returned an Online Purchase

62%
2013
(n=3,043)

51%
2012
(n=3,128)

Review of Retailers' Returns Policies

- Before I purchase an item
- Both
- After, if I need to return an item
- Not at all

2013 pie chart:
- 38%
- 28%
- 20%
- 14%

2013
(n=3,043)

2012 pie chart:
- 33%
- 30%
- 20%
- 17%

2012
(n=3,128)
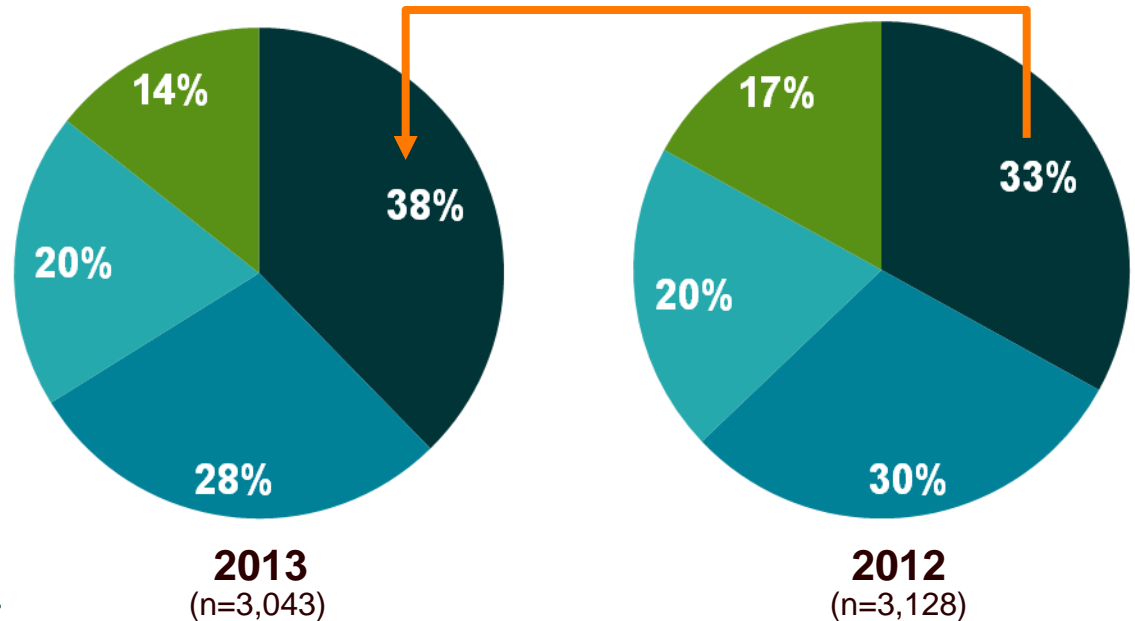
Q55. Have you ever returned a product you purchased online for a refund or exchange?
Q56. Do you look for an online retailer's returns policy before or after purchasing an item?
A box around a score indicates statistical significance at the 95% confidence level.

UPS

Shoppers Are Least Likely to Make a Purchase if They Have to Pay a Restocking Fee, Even if the Actual Returns Shipping Is "Free"

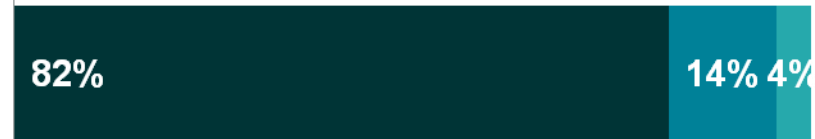## Returns Policies' Impact on Likelihood to Purchase
5-point Scale (n=2,058)

"Very seldom willing to pay for returns, worse is a restocking fee, never would order from that type of place."

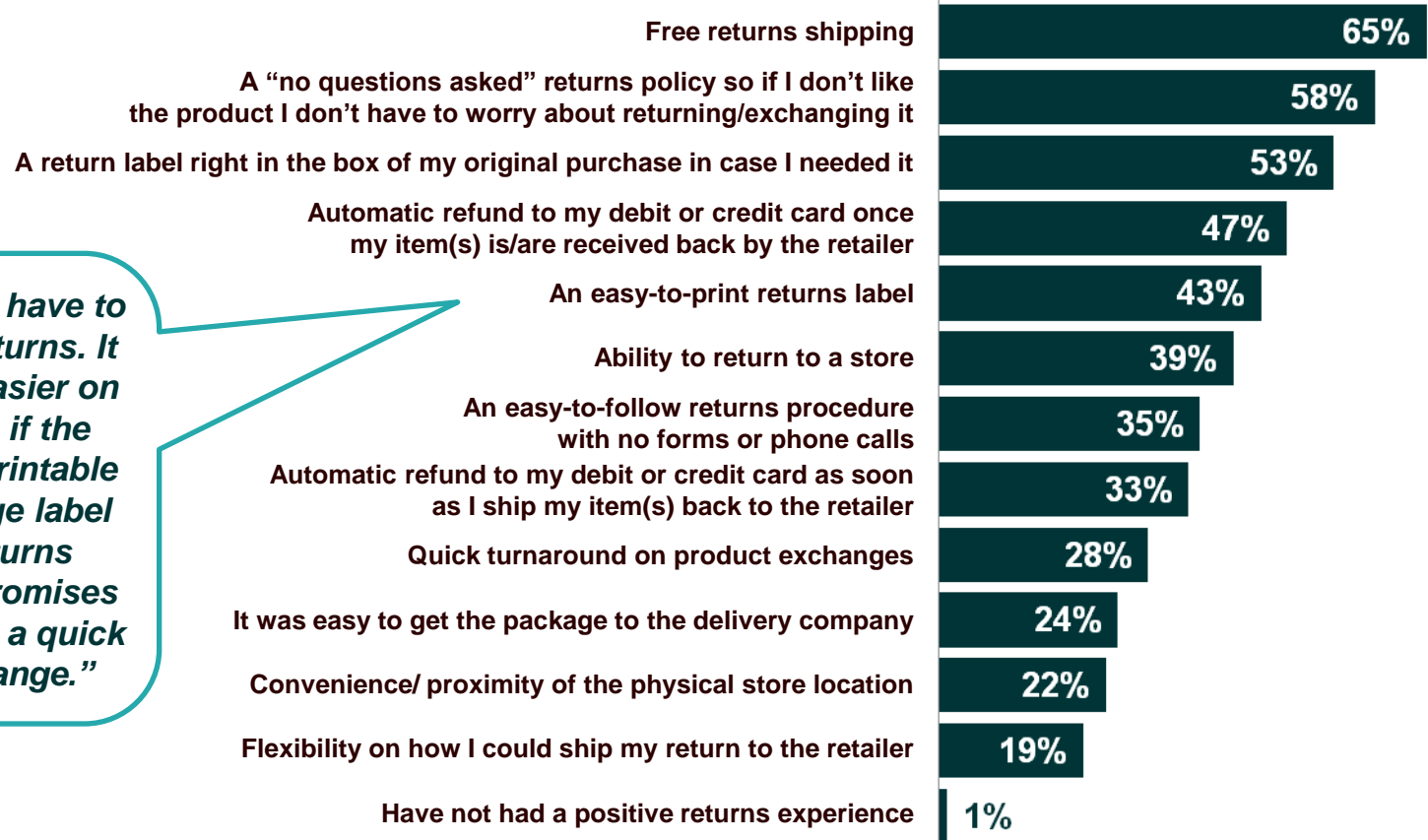| Policy	Likely to complete sale (Top 2 Box)	Neutral (Middle Box)	Unlikely to complete sale (Bottom 2 Box)
You can return to the store for free OR you can ship it back to the retailer for free using a pre-paid label provided by the retailer	82%	14%	4%
You **cannot** return it to the store, but you can ship it back to the retailer for free using a pre-paid label provided by the retailer	65%	22%	12%
You can return to the store for free OR you can ship it back to the retailer but you have to pay for the return shipping	44%	33%	23%
You can return to the store for free OR ship it back to the retailer for free using a pre-paid shipping label provided by the retailer, but you have to pay a restocking fee	34%	33%	32%

■ Likely to complete sale (Top 2 Box)　■ Neutral (Middle Box)　■ Unlikely to complete sale (Bottom 2 Box)

Q56a. You indicated that you look at an online retailer's return policy before purchasing an item. Thinking of what you look for in a retailer's returns policy, would you complete the sale online if the retailer's "returns policy" stated the following?

Free Returns Shipping, a Hassle-Free Policy and a Return Label in the Box Are Most Frequently Cited as Being Part of the Best Returns Experience

Elements Included as Part of Best Returns Experience (n=1,827)

Element	Percentage
Free returns shipping	65%
A "no questions asked" returns policy so if I don't like the product I don't have to worry about returning/exchanging it	58%
A return label right in the box of my original purchase in case I needed it	53%
Automatic refund to my debit or credit card once my item(s) is/are received back by the retailer	47%
An easy-to-print returns label	43%
Ability to return to a store	39%
An easy-to-follow returns procedure with no forms or phone calls	35%
Automatic refund to my debit or credit card as soon as I ship my item(s) back to the retailer	33%
Quick turnaround on product exchanges	28%
It was easy to get the package to the delivery company	24%
Convenience/ proximity of the physical store location	22%
Flexibility on how I could ship my return to the retailer	19%
Have not had a positive returns experience	1%

"I don't want to have to worry about returns. It can be made easier on smaller items if the retailer has a printable prepaid postage label and easy returns process that promises and delivers on a quick refund / exchange."

Q58. Thinking of the best returns experience that you have had, what elements were included as a part of this experience? Select all that apply.

Recommendations and Word-of-Mouth

Consumers Are Most Likely to Recommend Retailers Who Provide Free Shipping and/or Deliver Purchases When Expected

Drivers of Positive Recommendations (n=3,043)

> *"My orders come on time, good packaging and on time or faster delivery."*

Driver	Percentage
Free shipping	68%
Receiving my product when expected	47%
Free returns	34%
Easy returns and exchanges	34%
Services that help me track the delivery status of my purchases	29%
Fast credits/refunds if I return products	25%
Access to order history so I can see everything I've ever purchased (login required)	24%
Easy-to-reach customer service representatives via phone or live chat	22%
Ability to submit product reviews on their site	18%
Ability to pick up my purchase at a delivery location that is convenient to me	16%
A green/environmentally friendly shipping option	8%
Ability to purchase through a mobile smartphone application	7%
Ability to purchase through a tablet application	5%
Other	3%
I have never recommended a retailer	9%

More than 90% of respondents have recommended an online retailer to others

Q17. Assuming you are happy with the product you purchased, what service features have actually led you to recommend an online retailer? Select all that apply.
A box around a score indicates statistical significance at the 95% confidence level.

UPS

High Shipping Costs Relative to the Product Price Are Most Likely to Lead to a Negative Recommendation

Drivers of Negative Recommendations (n=3,043)

Driver	Percentage
Shipping costs too high based on product price	59%
Shipping costs were too high based on expected delivery date	45%
Products arrived damaged due to shipping/ packaging	43%
The delivery took longer than I was told	40%
I could not get a refund, only credits	37%
Bombarded with e-mail offers I didn't want	35%
Getting a refund/credit took too long	34%
Unreliable shipping made it hard to anticipate delivery dates	31%
Could not find a phone number to contact customer service	31%
Dealing with the retailer on returns was too cumbersome	29%
Difficulty getting the package because I am not at home to sign for it	27%
Check-out process was way too long	24%
Inability to select express 1- or 2-day shipping options	12%

"I have a hard time paying for shipping when the item I want costs the same amount as [the shipping]."

Q19. What experiences (not including price or the product itself) would most likely lead to a negative recommendation to friends/family?

Thank you!

Download the full study at
www.ups.com/comscore2013

Questions? learnmore@comscore.com