

ECOMMERCE IN LEVANT

This report is collated from 2,669 respondents who completed Effective Measure's eCommerce survey online in Levant from November 30, 2016 until January 5, 2017.

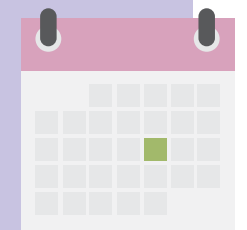
The Levant countries include Iraq, Jordan, Lebanon, Palestine, and Syria.

For more information about Effective Measure's methodology or products, please contact mena@effectivemeasure.com.

HOW OFTEN DO YOU TYPICALLY MAKE AN ONLINE PURCHASE? (EXCL. RESTAURANT DELIVERY SERVICES)

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48%



Very regularly - at least once a week.



Somewhat regularly - 2-4 times a month.



Occasionally - about once a month.



Infrequently - once every 3 months.



Rarely - less frequently than once every 3 months.

30%

PLAN TO SHOP ONLINE IN THE NEXT YEAR.



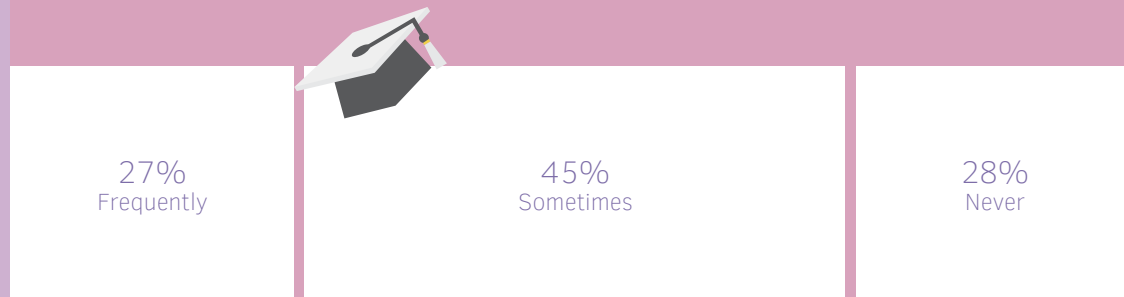
PEOPLE ARE MOST LIKELY TO PURCHASE:

- 01 Fashion and clothes
- 02 Electronics and technology
- 03 Homewares and furniture
- 04 Health and beauty
- 05 Entertainment (books, movies, and music)

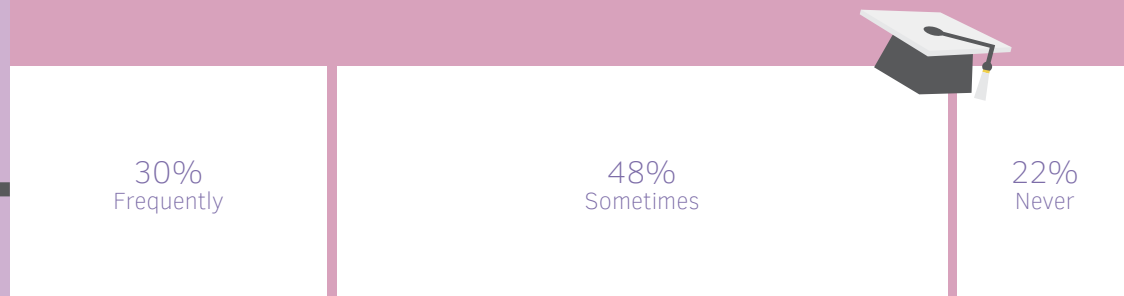
Consider leveraging the rise of eCommerce with digital marketing and enjoyable online shopping experiences.



BROWSE & RESEARCH ONLINE BEFORE IN-STORE PURCHASE:



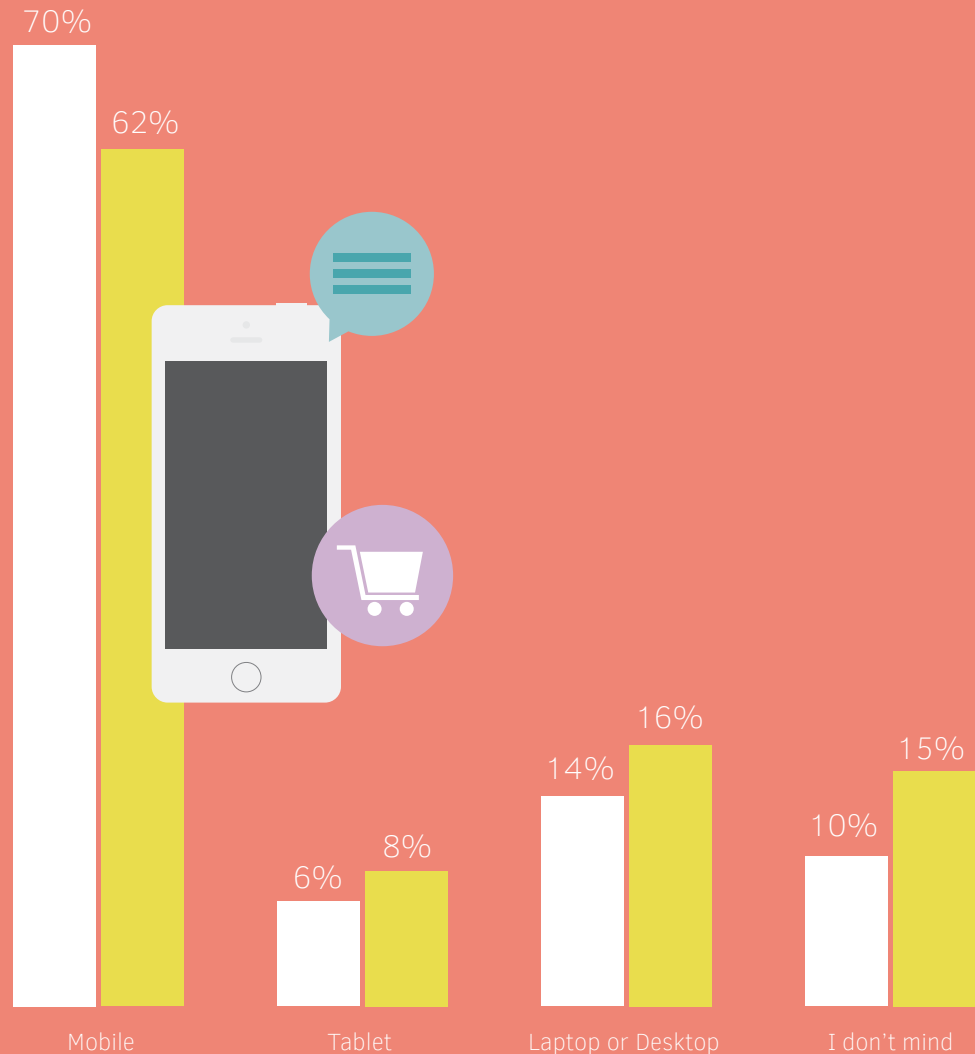
BROWSE & RESEARCH IN-STORE BEFORE ONLINE PURCHASE:



Ensure the online and in-store shopping experience is consistent, from your brand style to customer service.

PREFERRED DEVICES

■ browsing & researching ■ purchasing & checkout



Focus on where your shoppers are - is your website optimised for mobile?

TOP REASONS TO SHOP ONLINE

- 01 I can shop any time, anywhere.
- 02 Lower prices or online-only offers.
- 03 More information available, easier to compare products.
- 04 Easier or more pleasant than visiting a store.
- 05 Better range of products online than in store.



Encourage the final purchase with timely flash sales, promotions, and personalised offers.

KEY ISSUES PREVENTING ONLINE SHOPPING

01 I prefer to touch and see a product before purchase.

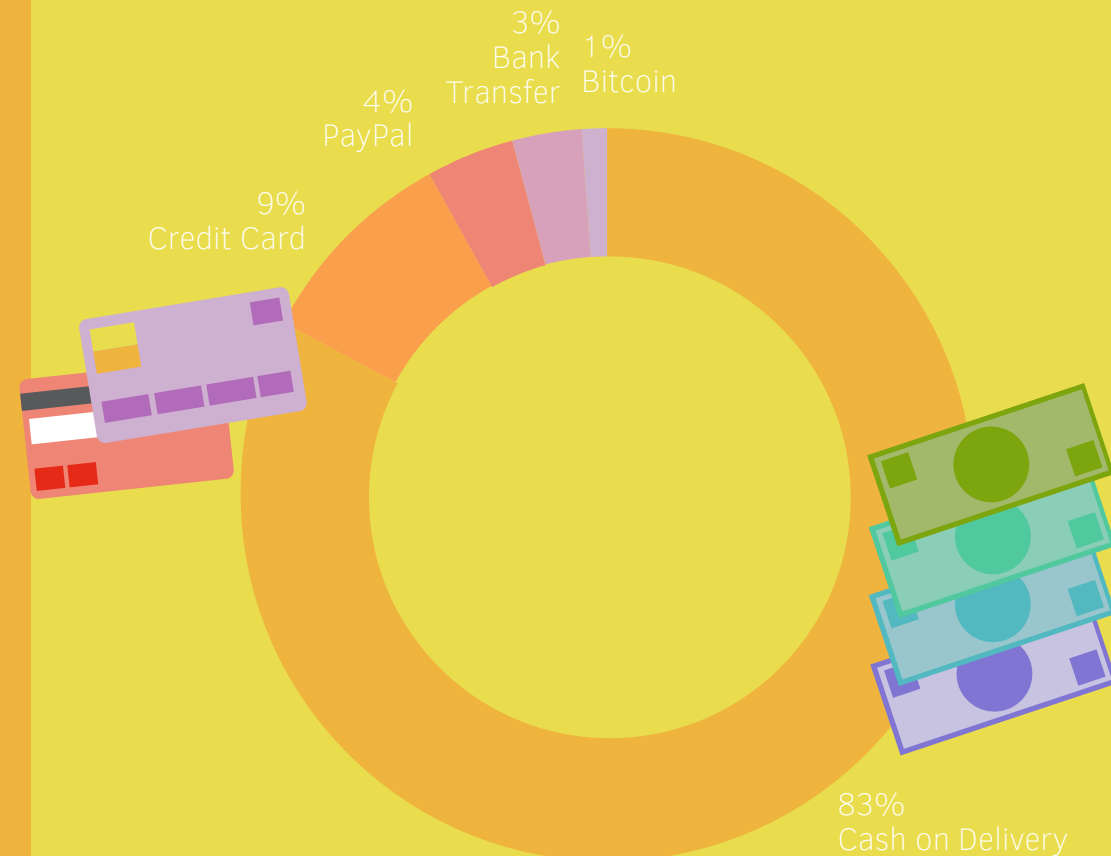
02 I'm worried about credit card fraud.

03 Delivery issues.

Overcome customer concerns with useful product information and reliable tracking information.



PREFERRED METHOD OF PAYMENT ONLINE



Build trust with online shoppers with strong security processes and clear communication throughout the buying process.