

How have online buying patterns evolved following COVID-19?



We surveyed 200 people within the UK to understand how their online buying habits have changed following the COVID-19 crisis and to determine how we can support and enable businesses to be successful in the 'new normal'.

Percentage of purchases made online compared to in-store

THE BREAKDOWN COMPARISON

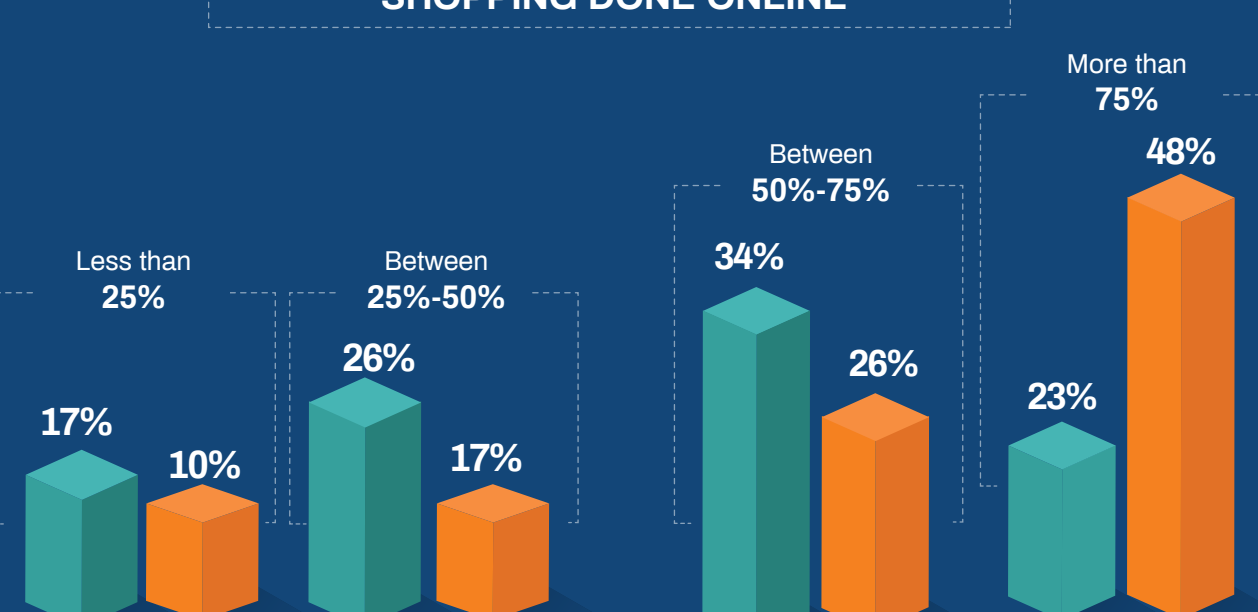
PRE-LOCKDOWN

57% of people purchased most of their goods online before the lockdown.

POST-LOCKDOWN

After the lockdown, this jumps to 74% which emphasises the importance of providing an effective and efficient online customer experience.

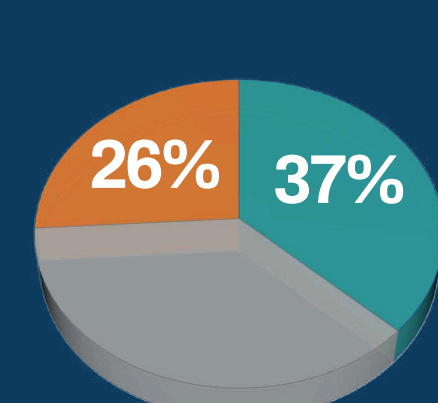
SHOPPING DONE ONLINE



Attitudes towards pricing has changed: 10% increase in people willing to pay more

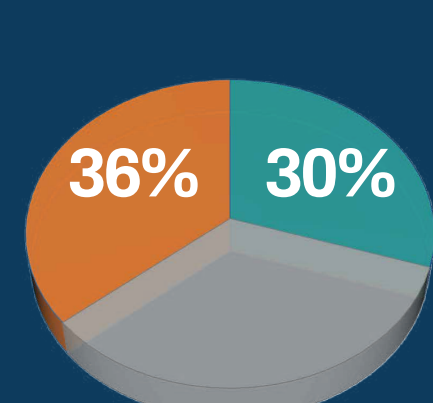
Attitudes towards pricing changed post-lockdown. People will become more open to the idea of paying more for an item if it's something they want and the quality meets their expectations.

PRE-LOCKDOWN



37% have a price in mind and want to stick to it.
26% don't mind paying a bit more if the item is what they want.

POST-LOCKDOWN



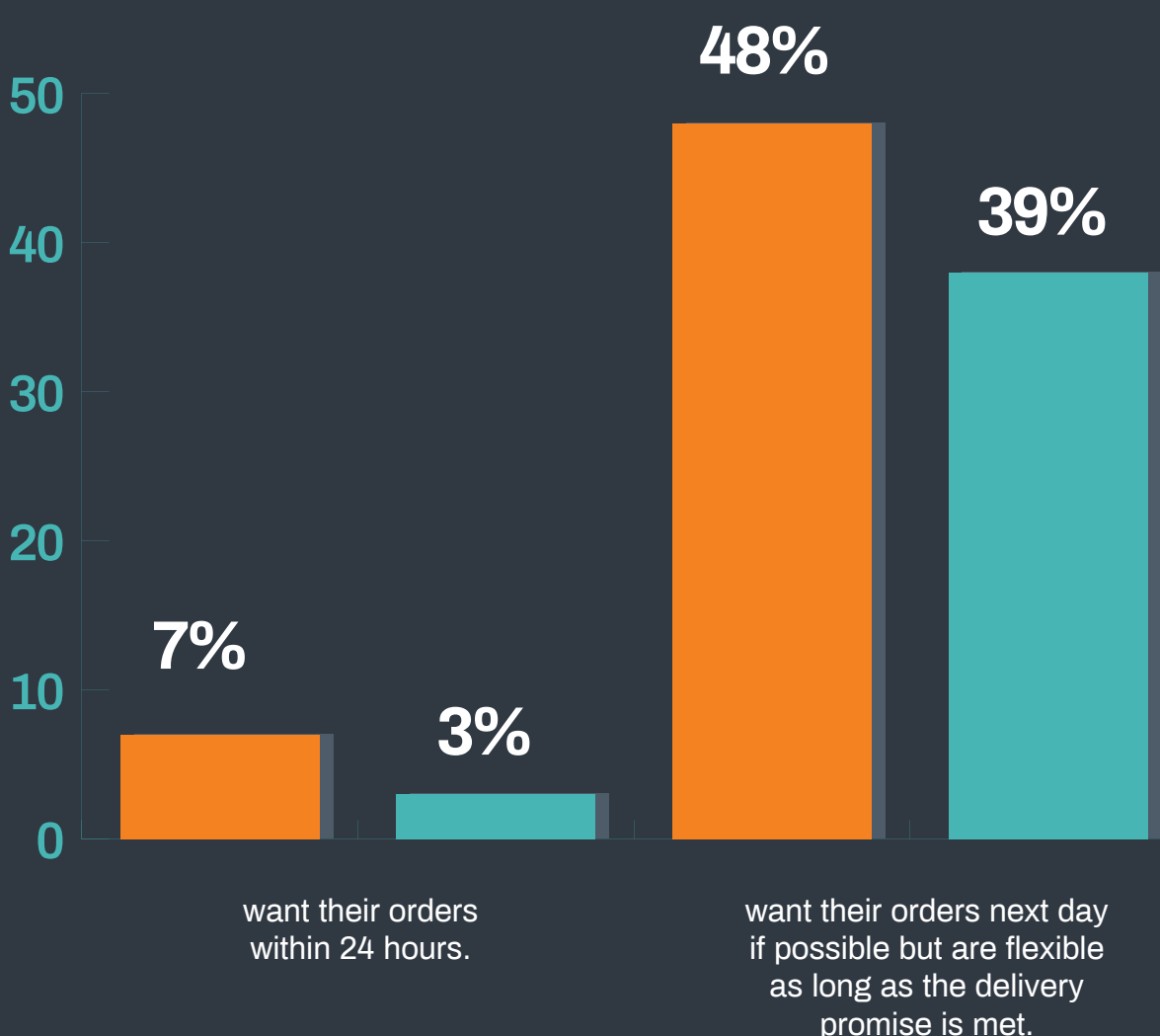
30% expect they will stick with a price they have in mind.
36% expect they will pay more for an item if it's what they want.

Attitudes towards delivery promises will become more relaxed

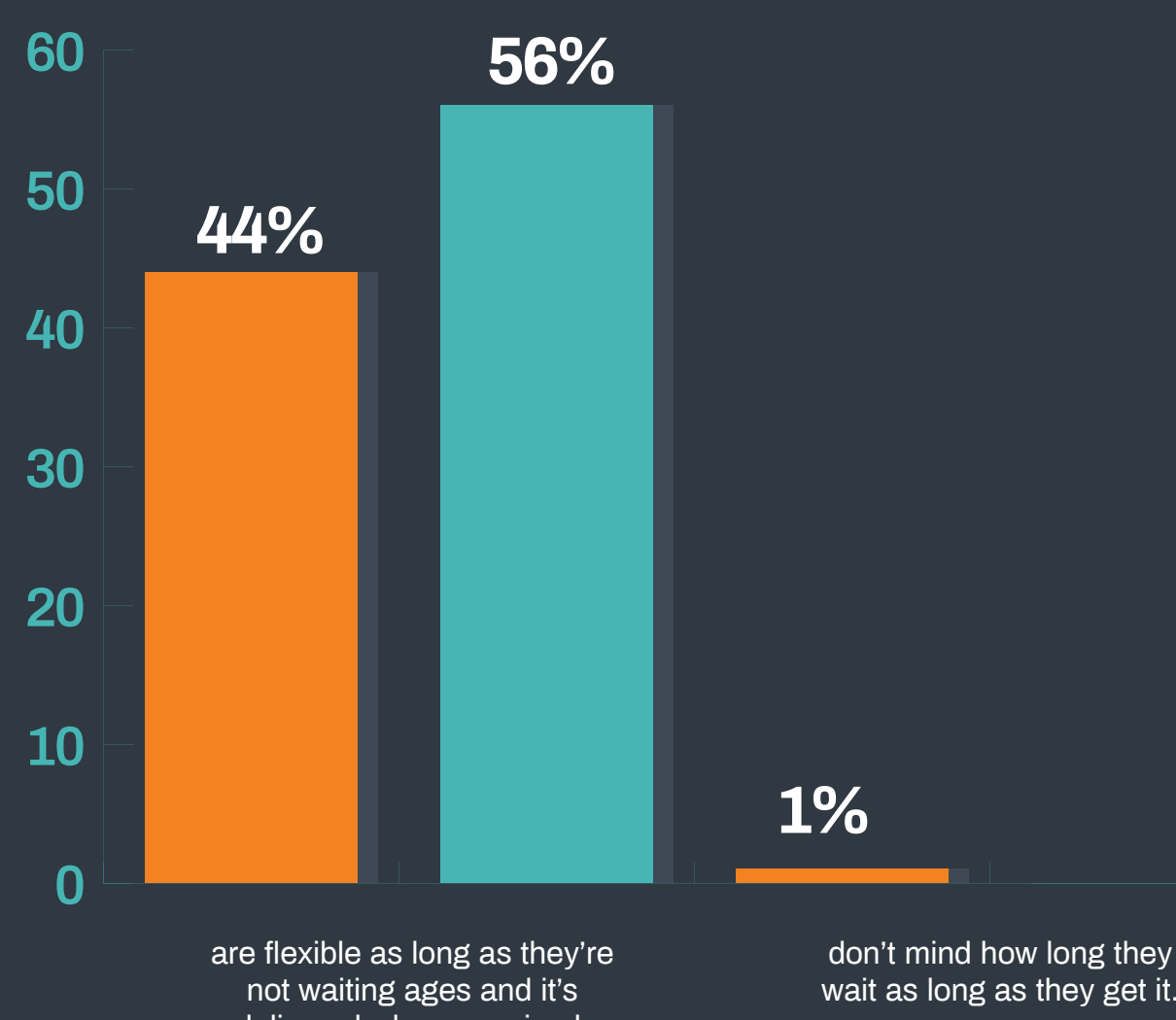
Before the lockdown, nearly half of consumers wanted their orders as soon as possible (either within 24 hours or next day delivery). Our research suggests consumers will become more flexible to delivery dates – as long as they are met and they're kept in the loop.

Pre-lockdown Post-lockdown

I WANT MY ORDER TOMORROW OR SOONER



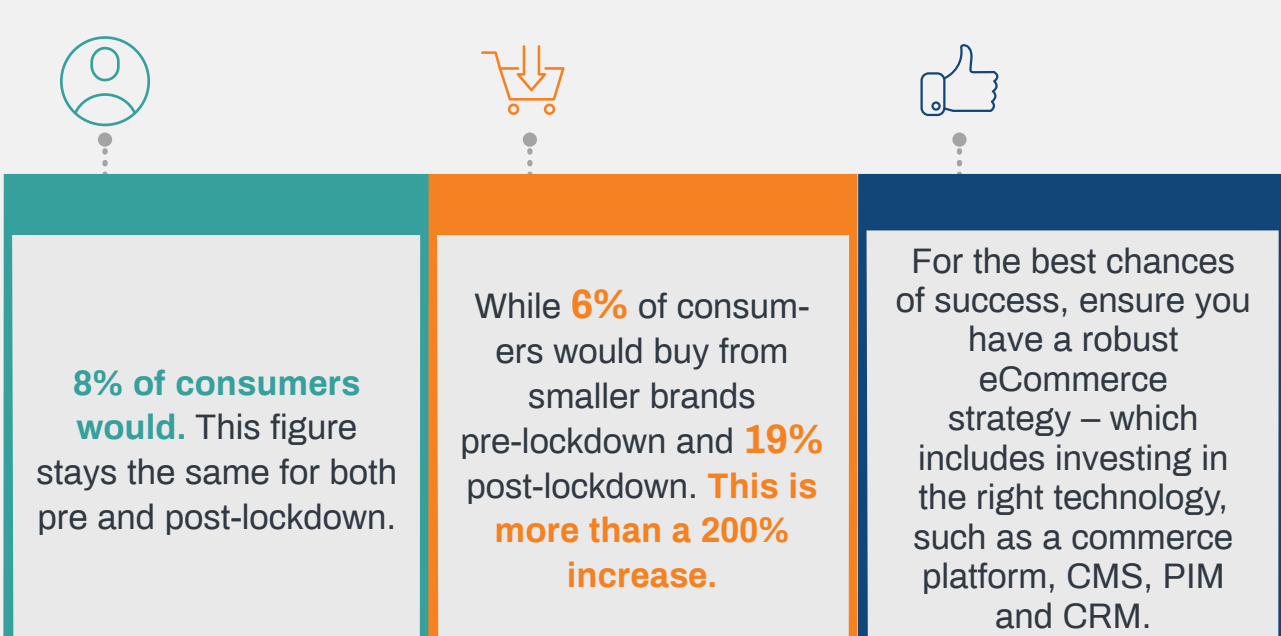
I DON'T MIND WAITING A LITTLE LONGER FOR MY ORDER



200% increase in those who would prefer to buy from a smaller brand

The percentages of people who would choose the retail giants (such as Amazon and Ocado) over the smaller companies stays the same at pre and post-crisis. But the preference towards smaller brands rockets upwards.

WOULD YOU BUY FROM A BIG RETAILER INSTEAD OF A SMALLER BRAND?



A rise of 6% in those who want to make more ethical buying decisions

Perhaps in line with the decision to buy from smaller brands, more consumers care about where their products come from post-lockdown in comparison to before.

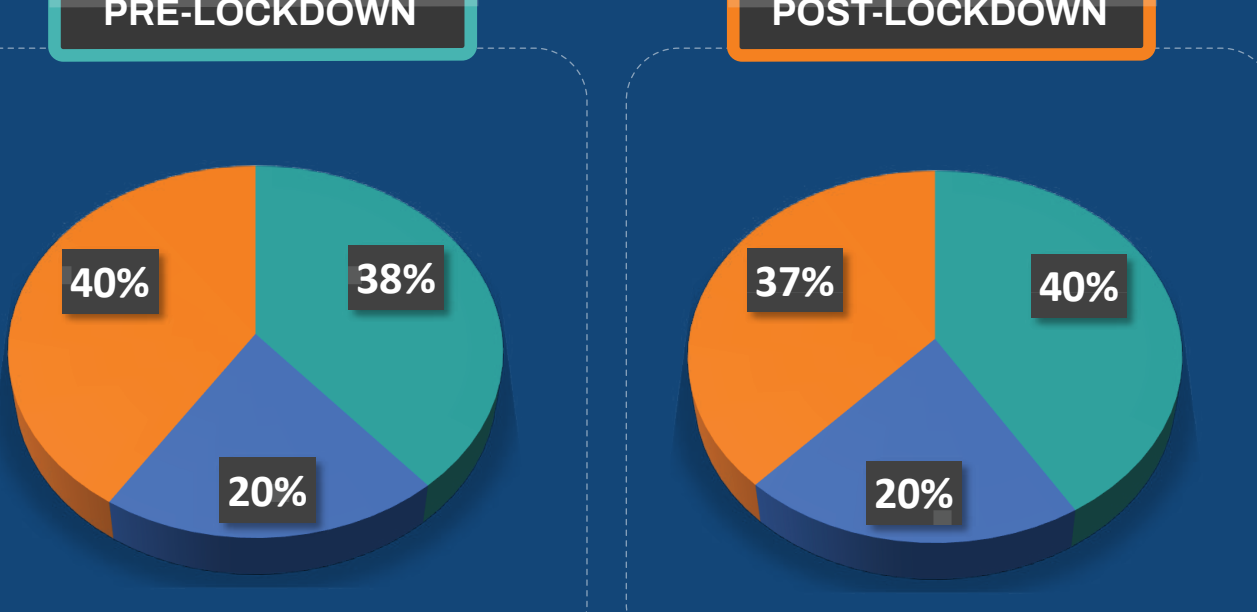


A personalised website experience remains important

Before lockdown, most consumers liked personalisation, such as prompts to pick up a basket where you left it and purchase recommendations. After lockdown, the tables turned slightly.

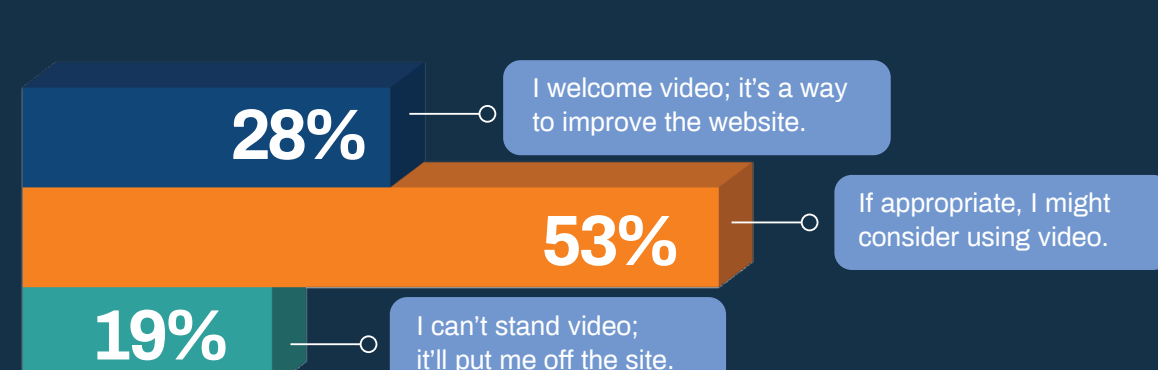
PRE-LOCKDOWN

POST-LOCKDOWN



Attitudes towards video consultations during this time

The COVID-19 lockdown has meant that we can't attend in-person consultations unless it's absolutely essential. As a response to this, more and more video consultations have had to be conducted. But what do the public actually think of them?



Online buying patterns have changed. What can you do to adapt?

A main takeaway is more people will be shopping online than before. That means ensuring your customers receive as seamless and enjoyable a brand experience as possible, starting from the moment they visit your website and all the way through to receiving their order (and if they need to return it or contact customer service for any reason).

Investing in the right digital commerce solution and reliable partner can help you create a robust, successful eCommerce strategy. Make sure you're ready for the 'new norm' with our SWIFT eCommerce, the service that ensures you have the appropriate steps in place for digital success.



Discover what's included in SWIFT eCommerce and how you can benefit.