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# How We Shop in 2010

Habits and motivations of US consumers

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<http://econsultancy.com/reports/habits-and-motivations-of-consumers>

# How We Shop in 2010



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## 1.1 About Econsultancy

Econsultancy is a [digital publishing and training group](#) that is used by more than 200,000 internet professionals every month.

The company publishes [practical and timesaving research](#) to help marketers make better decisions about the digital environment, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

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Some of Econsultancy's members include: Google, Yahoo, Dell, BBC, BT, Shell, Vodafone, Virgin Atlantic, Barclays, Deloitte, T-Mobile and Estée Lauder.

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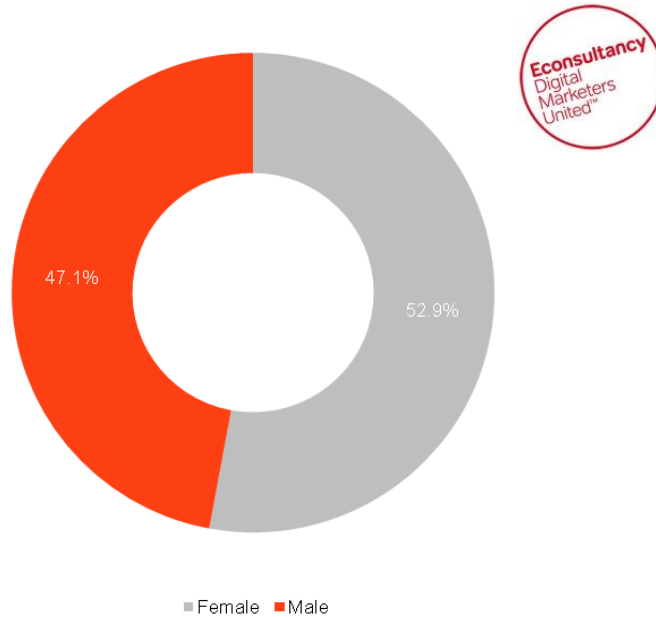
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## 2. Methodology and sample

This report is the product of a survey fielded to a consumer panel managed by Survey Sampling International in April of 2010. After the total audience was cleansed for age and location, 1,430 responses were included in the dataset. All respondents reside in the United States and are over 18 years of age. All respondents are Internet users, with email addresses, and have volunteered to participate in a consumer panel.

Figure 1: Male/Female Breakdown



Response: 1,430

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# 3. Communicating and selling to the social consumer

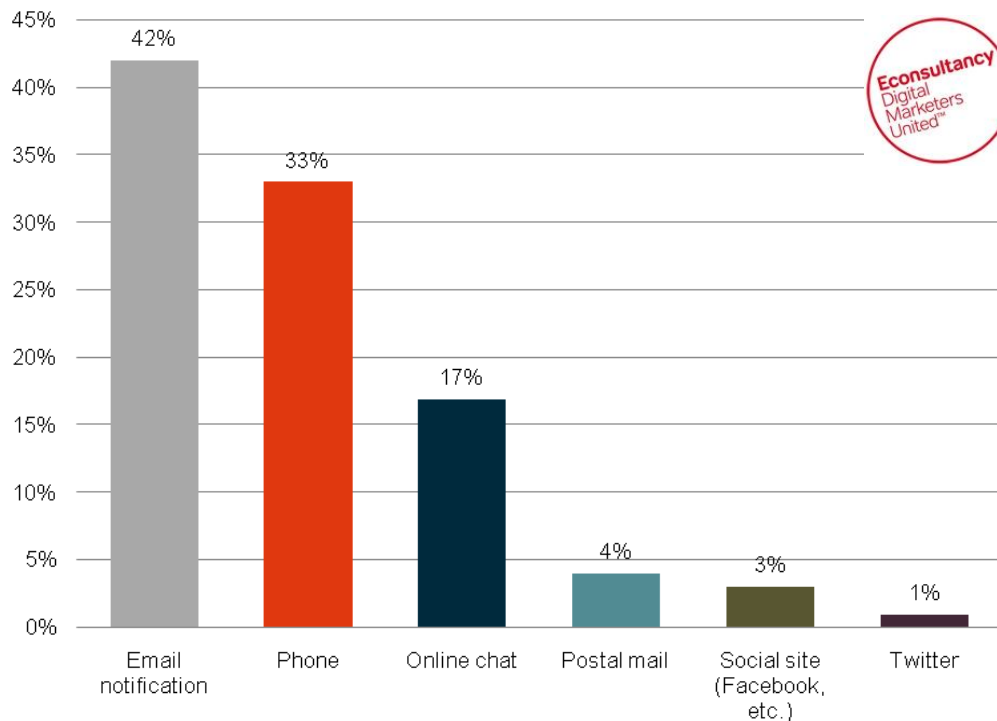
## 3.1 Preferred channels for communication and marketing

Over the last 15 years, marketers have been beset by a succession of new marketing channels. So have consumers. Remarkably, they've adapted, learning to take advantage of the unique characteristics of each new innovation. In these first pages, we see that consumers have strong and specific feelings about how they'd like to be communicated with.

At first glance it appears that postal mail and email are tied as the preferred method of delivery for sales materials, but Figure 5 shows preferences vary significantly by age. Email wins easily among those respondents under 39 years of age, even though a small but significant part of that same group (18-38) shows a preference for receiving sales info via their social profile sites.

All respondents

Figure 2: What is the best way to receive ads for sales and specials?



Response: 1,279

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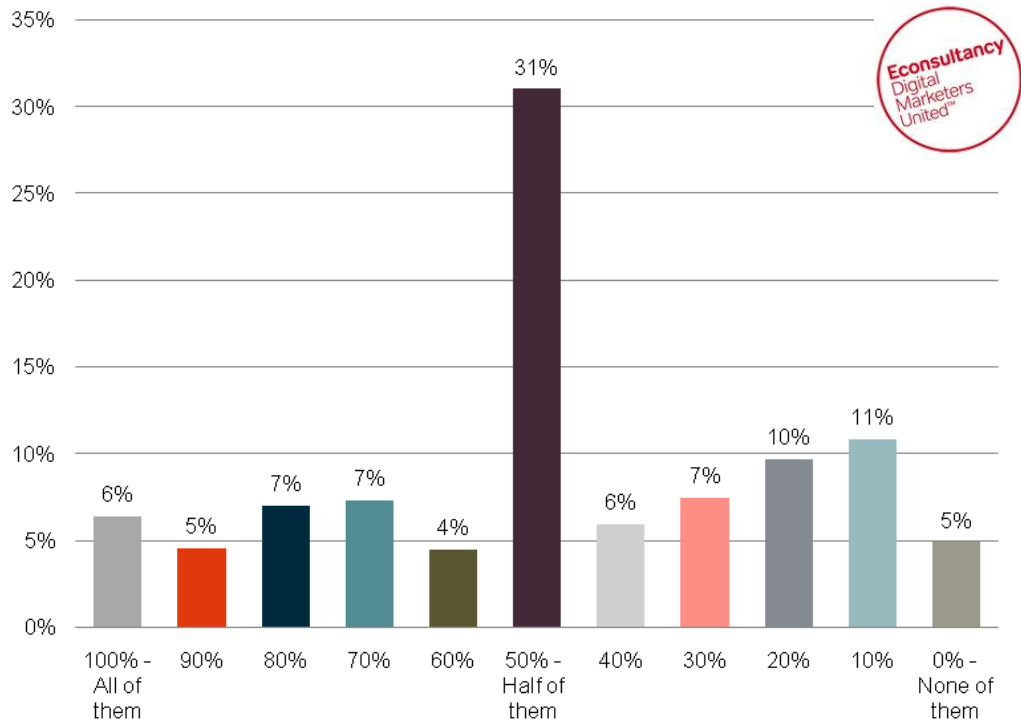


## 2.2

# Email Programs


Figures 18 and 19 chart responses to a question exploring the value of opt-in consumer email programs. Across ages and types, the most popular answer was that roughly half of the email programs respondents participate in are of value to them.

Figure 19: What percentage of companies sends you emails that are valuable to you? (All respondents)



Response: 1,278

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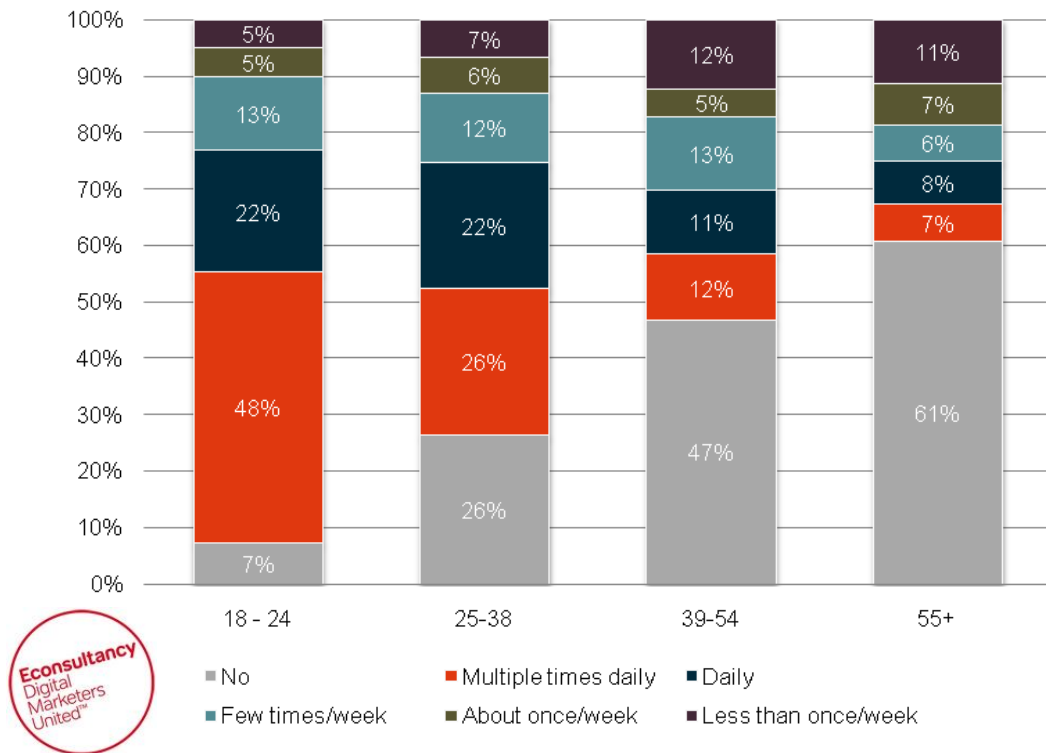


## 2.7 Social profile sites

The social phenomenon has already changed e-commerce. User-generated reviews were one of the first intersections between commerce and the online conversation. Moving forward, the permutations and implications of social networking and marketing will continue to change the ways in which we research, choose, negotiate for, and purchase products, both online and off-. There are trends just taking shape today that may become the new reality of e-commerce in years to come.

### Respondents by Age

Figure 59: Do you use Facebook, MySpace or another social profile site? If so, how often do you access it?



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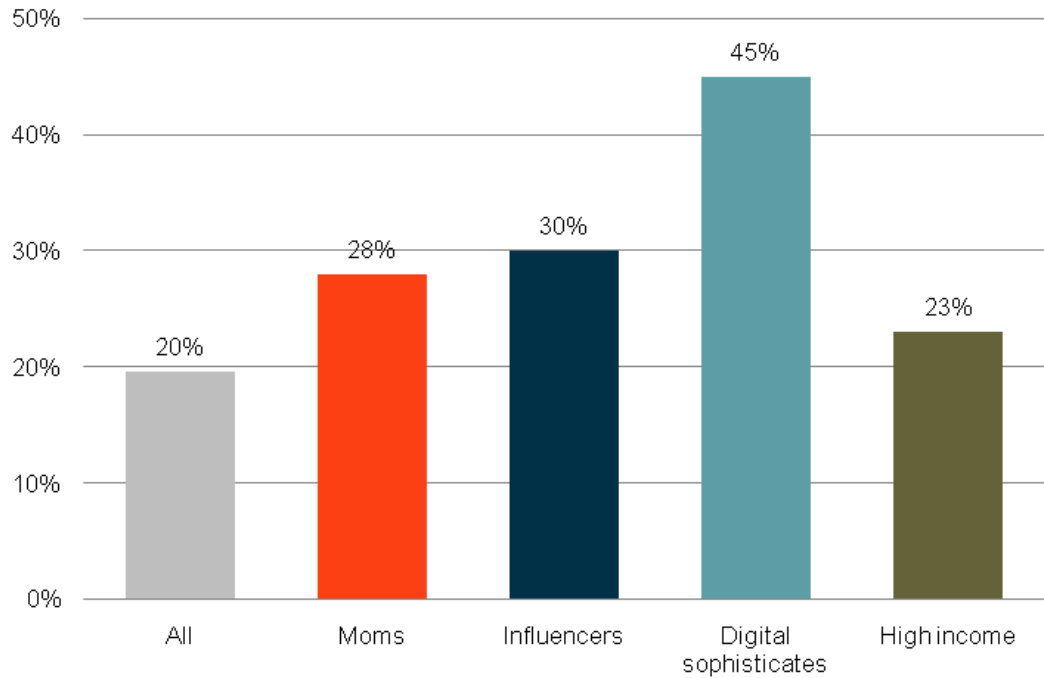


## 2.3 Impact of consumer reviews on additional purchases

One of many arguments for incorporating consumer reviews into e-commerce sites is that they are one of the few ways in which online purchases can expand beyond the item originally shopped for.

### Respondents by Type

Figure 85: In the past 12 months, have you purchased something online that you weren't planning on buying because of a consumer comment or review?



Respondents: 539

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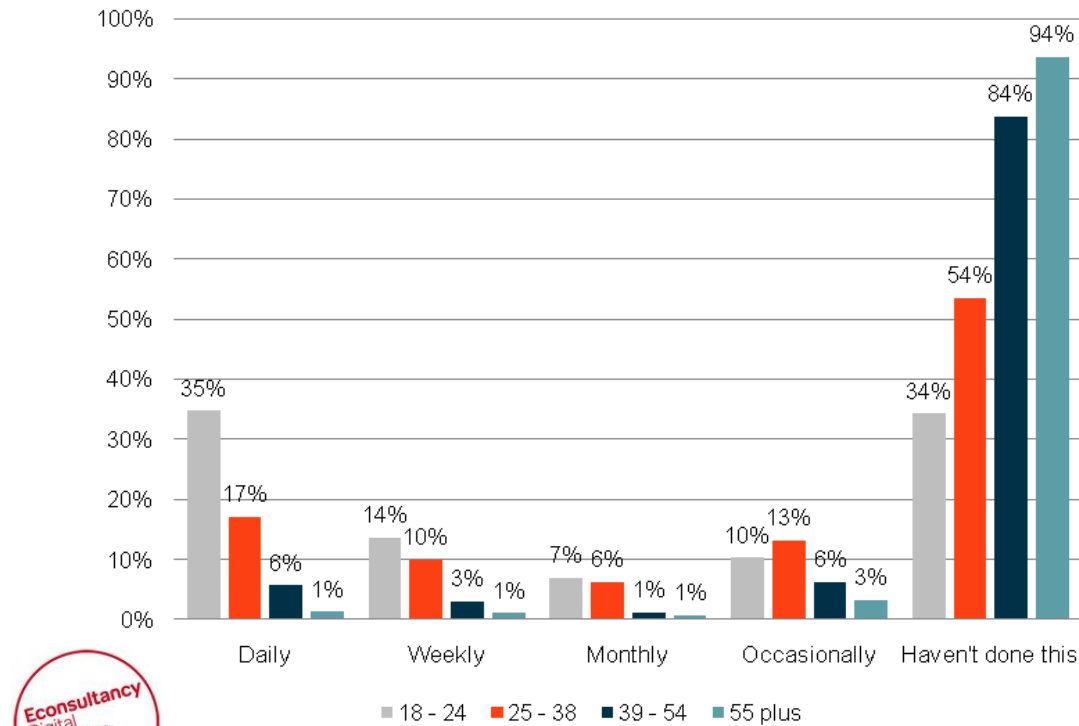


# 3 Motivations, attitudes and lifestyle factors

## 3.2 Mobile sophistication

Respondents by age

Figure 88: Have you accessed the Internet on a mobile device (smartphone or PDA) in the last 12 months?



Respondents: 1,430

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