

# Key findings from our latest consumer research

Consumers flock to retailers that offer big savings but are turned off by lackluster customer experiences



With Amazon moving its annual Prime Day to October, other major big-box retailers followed suit to drive critical Q4 sales and held rival shopping events. The result? Frustration with lack of product comparison, too many choices, and sold out products.

Zoovu survey 1,500 consumers in late October 2020 following the first-of-its-kind digital sales face-off ahead of the holiday season.

## The Biggest Pain Points for October Sale Shoppers

20%  
struggled with choice overload

28%  
wanted more personalization and more useful product recommendations

## Where they shopped this year

Shoppers had more options than ever this year to find deals. The top 3 retailers were:

amazon 42%

Walmart 23%

Target 19%

Millennials (24-34) were most likely to be disappointed with their customer experience:



more likely than any other age group to have a particular product in mind that sold out on their preferred retailer



more likely to cite lack of customer support was a significant painpoint

TIP

**Don't ignore non-Amazon channels to drive revenue & sales:** 2020 taught consumers to look beyond Amazon to fulfill their purchasing needs.

TIP

**Provide shoppers immediate guidance and support across their journey:** if a product is sold out, guide them to the next-best-option based on their individual needs.

## Shoppers want more context & visual components to guide their purchase journey



want better product comparison capabilities, including visual product components



want more relevant product recommendations and reviews

### TIP

Streamline comparison confusion by highlighting product benefits vs features to drive consumer confidence in their purchase decision.

## Returns will surge in Q4

Returns have always been common in ecommerce, but with an expected 38.5% increase in digital sales in Q4, it will only worsen. There will be nearly \$280 billion in returns this holiday season.

The most common reasons for returns:

- It was defective
- didn't live up to expectations
- regretted a spontaneous buying decision

## Top October Sales Categories



39%  
Home Goods



27%  
Consumer Electronics



22%  
Toys & Games

### TIP

Cut those return rates in half by offering more visual product information and ensuring your product features are consistent and easy-to-understand

Consumers have turned to “bracketing” to ensure they purchased the right product. Nearly 62% of consumers purchased multiple of the same item to avoid numerous exchanges and returns. This trend is up 50% year over year as a result of the pandemic.

## Learn more about how Zoovu delivers the customer experiences consumers deserve.

Zoovu is the market-leading AI Customer Experience platform that enables personalized and contextual recommendations across all digital channels. We help over 2,500 brands create engaging digital experiences that drive brand growth and loyalty across the world in over 70 languages.

Zoovu connects into major content data sources (eg. product catalog data, ratings, and reviews, etc.), and our most significant differentiator is that our platform turns product specs into semantically enriched information that enables contextual conversations in the form of click-based digital assistants, chat-bots for web and messaging apps, voice assistants, and intelligent site search.

Our platform is the solution for many areas including guided selling, service assistants, visual configurators, business intelligence and insights, and performance marketing.

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