

Catering for 1ST TIME SHOPPERS



"The pandemic has brought forward changes in consumer shopping habits - what might have taken five years has happened in five months.."

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One positive to have come out of 2020 is the fast-tracked digital transformation of retailers, and the quick adoption of consumers. Britain has turned into a nation of online shoppers; 77% of consumers now do at least some of their grocery shopping online, compared to 61% a year ago. Over 55ers are leading the charge, with numbers almost tripling from 8% in 2019 to 23% in 2020. A quarter of the entire population is expected to permanently change the way they shop, redirecting their spend online.

First time shoppers may be hesitant, reluctant, and a little bit anxious. Retailers need to understand their concerns, and plan their customer journey accordingly. Here are some quick tips to help you help our newest disciples!

#1

Make it easy!

Make your products easy to find; ensure your product categorisation / taxonomy is correct and easy to navigate. This will help consumers filter down your product catalogue to the exact item they're after.

Give them a product experience that rivals an in-store experience.

Words need to substitute senses when buying online; even more so for first time shoppers. Retailers need to put consumers' minds at ease by ensuring product descriptions are accurate, robust and compelling.

Product reviews are also a fantastic way to help guide the consumer through their buying journey. Whether it be reviews on product quality, sizing, usage, etc, User Generated Content (USG) is a win win. 75% of shoppers turn to reviews as their first stop for help with buying decisions, and [Bizarvoice reports](#) that when shoppers engaged with reviews on best-in-class sites, they saw a 138% lift in conversion in 2019.



CHECKOUT
SHOPIFY'S TIPS ON
WRITING
COMPELLING
PRODUCT
DESCRIPTIONS

#3

Ensure your returns policy is visible and generous!

Relieve some of the anxiety of first time shoppers by letting them know that if they make a mistake or the product doesn't live up to their expectations, they can return it. According to UPS, 68% of shoppers check a website's return and exchange policy before making a purchase, and a negative returns experience can deter a consumer shopping with you again. Ensure your returns policy is easily found (your website's footer is the standard place), clear and straightforward.

In these uncertain times, generous return periods with contactless return options are essential. Not only will they help first time online shoppers mitigate the risk they envisage, but help with brand advocacy and repeat business.

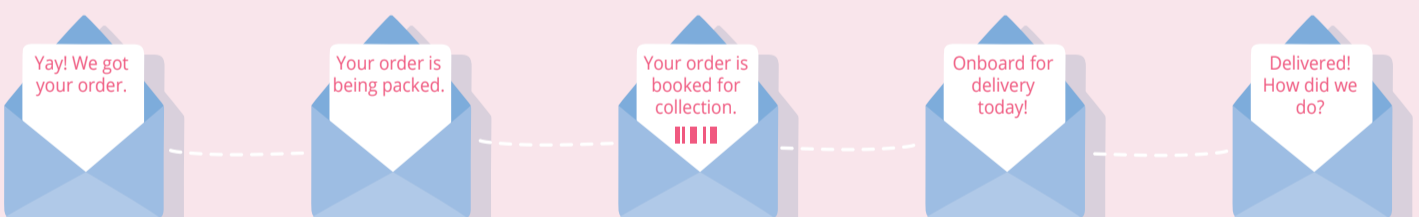
Does the overall returns experience impact the likelihood of purchasing again?



Offer delivery options

Put the power into the consumer's hand by offering delivery options. While 72% of Brits will add extra products to their cart to meet the free delivery threshold, 42% of them are willing to pay extra for next day shipping.

Offering delivery options that fit into first time shopper's life will help them over the line. Be sure to be clear on delivery timeframes (especially in the current environment) and keep communication delivery updates every step of the way.



HERE ARE SOME EXAMPLES OF THE BEST ORDER AND SHIPPING CONFIRMATION EMAILS, AS WELL AS SOME TIPS ON CREATING YOUR OWN.

WHY ARE BRITS ABANDONING THEIR CARTS?

[SOURCE]

61%

Delivery costs are too high

41%

Expected delivery time is too long

25%

Desired delivery method is not offered

#5

Help them check out with ease.

A frictionless checkout experience will help first time shoppers through the final step of their journey. A one-page, distraction-less checkout will keep the shopper focused on the task at hand. A great checkout experience contains:

- An option to check out as a guest
- Choice of payment options (debit/credit card, Paypal, Buy Now Pay Later (BNPL))
- Quick loading pages; we don't want our newbies worrying that there is an issue! Forms should also pre-populate as much as possible to keep the process moving forward.
- Help if needed. Live chat, or clear contact information is essential. This will also reinforce trust.



The digital transformation is here to stay. Consumers and retailers alike are navigating this new world; testing, learning, tweaking along the way. Successful retailers are listening to the concerns of their customers, and pivoting their business practices to accommodate.