

# Brandbank 2010 Retail Media Report

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## **EXECUTIVE SUMMARY**

The following report delivers an analysis of consumer attitudes towards eCommerce platforms, looking specifically at what types of online features and content consumers use to help them make purchasing decisions across a range of retail sectors.

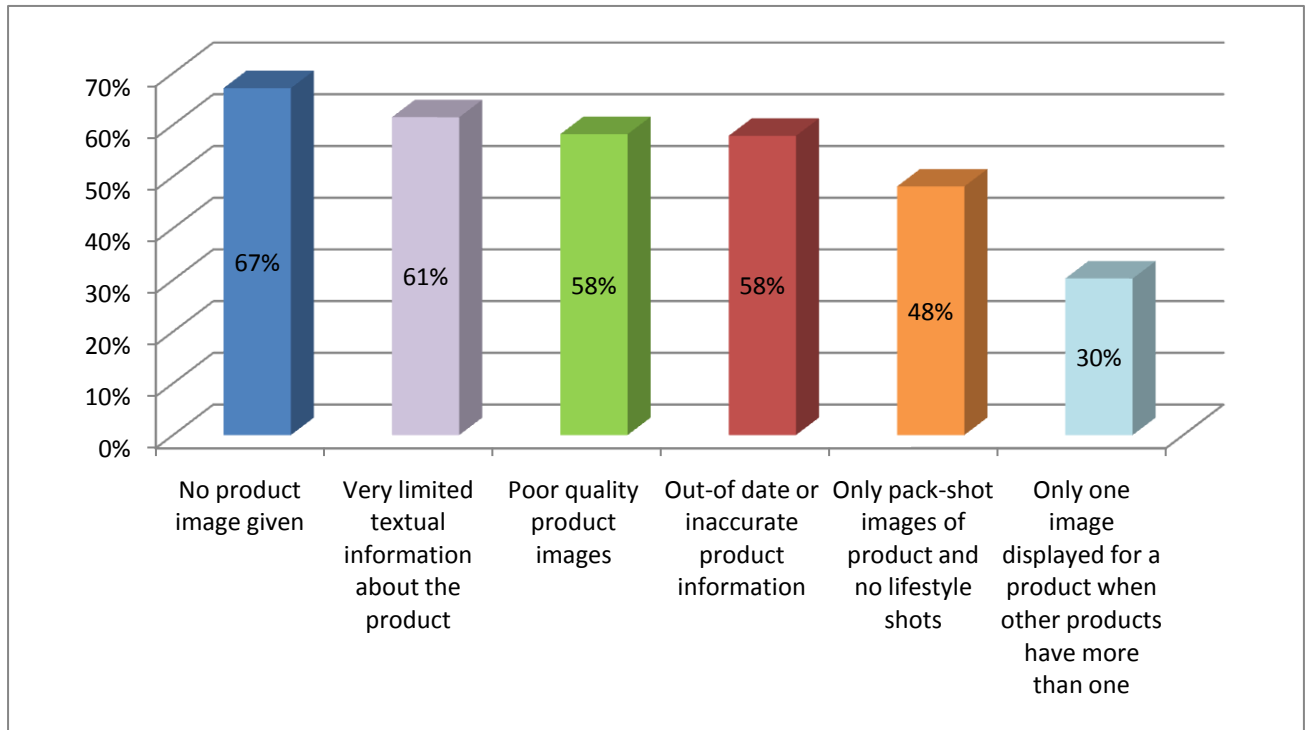
Through an analysis of consumer requirements, this report assesses consumer preferences and expectations for rich media functionality when purchasing different types of products online – such as zoom capability, quick-view and video. This report finds that consumers demand a much more media rich experience when purchasing technology products and entertainment products (such as DVDs and CDs) online. There is less demand for these types of functions when purchasing pharmaceutical, cosmetic and grocery products.

Having multiple images of a product and having accurate product information are two of the most important features that consumers use to help them make a purchasing decision online, across a range of retail sectors. Consumers are least likely to use audio commentary about a product to help them make a purchasing decision.

Consumers are often put off buying a product online when there is poor quality or no product images or when there is inaccurate product data. Consumers are also put off using an eCommerce site where they have to download additional software or plug-ins to view a product.

## THE IMPORTANCE OF PRODUCT DATA ON ONLINE SALES

### Negative causes of purchase abandonment

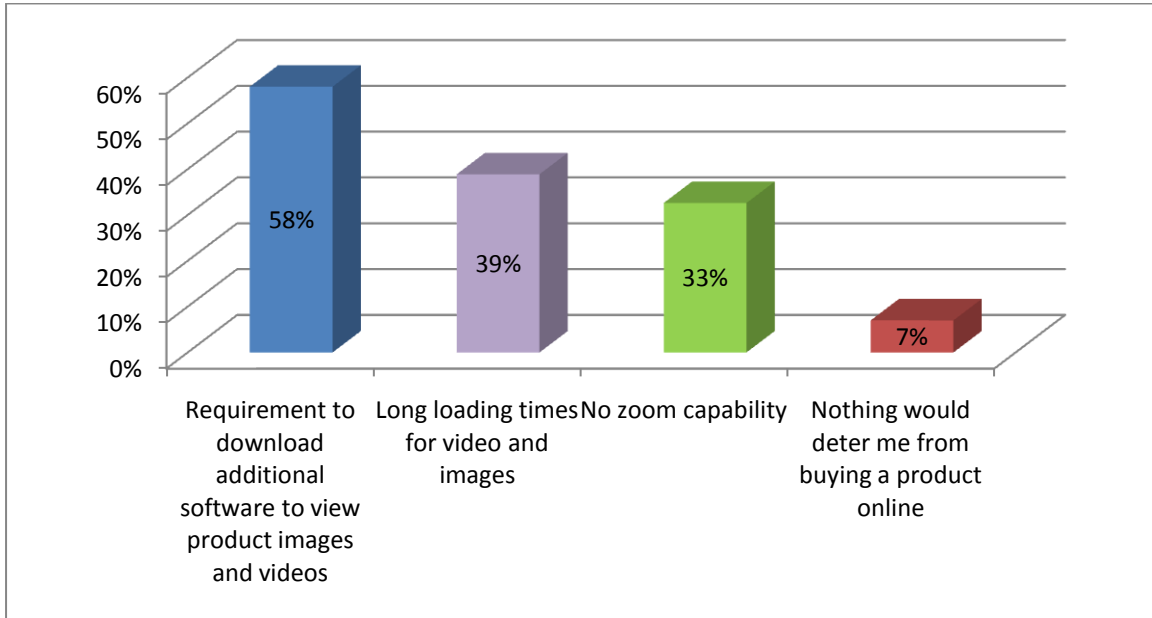


The research demonstrates the importance of up-to-date and relevant product data and images. Over two thirds (67 percent) of consumers claim they are put off buying a product online when there is no picture to accompany the product, while almost a third (30 percent) are put off when only one image is displayed for a product when other products have more than one.

Similarly, 61 percent would abandon a sale if there was only a limited amount of product information available. 58 percent of respondents are also deterred by poor quality images and out-of-date or inaccurate data. Having a lifestyle image to accompany a pack-shot is also important with almost one in two consumers saying that they would not buy a product without seeing images of it being used in a real-life setting.

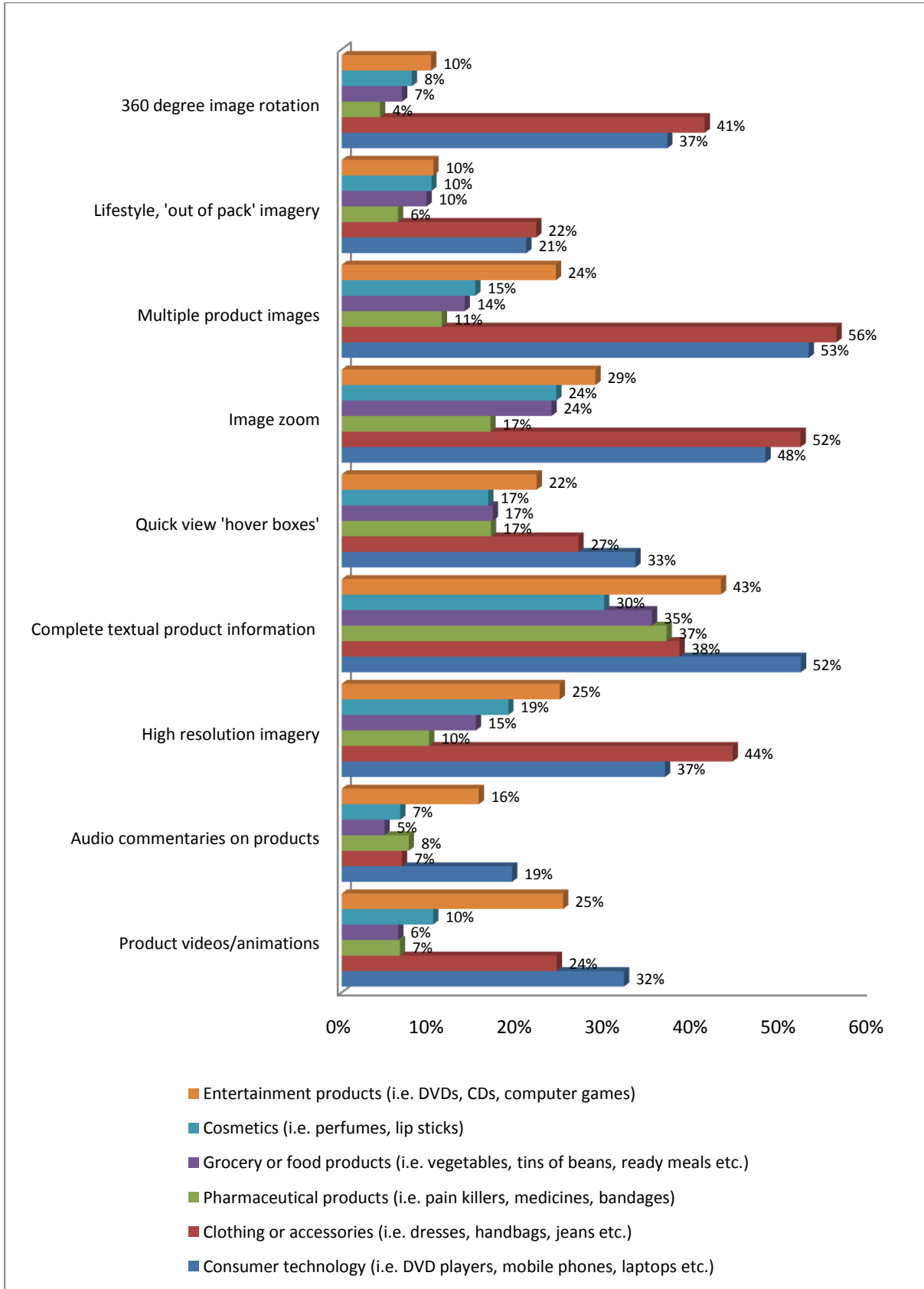
## CASES OF NEGATIVE ONLINE BROWSING EXPERIENCES

Sources of irritation for eCommerce customers



Only seven percent of people who shop online say that nothing would deter them from buying a product on a website. After considering product imagery and product data issues (see page three) more than one in two consumers (58 percent) are put off making a purchase online if they have to download additional software or plug-ins to view product images or videos. 39 percent of consumers are deterred by having to wait a long time for product videos or images to load, and 33 percent cite not being able to zoom in on a product image.

## WEB FEATURE DEMAND BY VERTICAL



### **Web feature demand by vertical**

The demand for rich media features differs significantly across retail sectors. Clothing and Accessories and Consumer Technology are the two sectors for which consumers demand a more sophisticated online shopping experience. Over half of consumers expect multiple product images to make an informed purchasing decision for these products and around one in two consumers state that they use image zoom when buying clothing (52 percent) and consumer technology (48 percent).

Consumers demand less of a media rich experience when purchasing pharmaceutical products and groceries online. Less than one in ten consumers cite 360-degree image rotation, lifestyle 'out of pack' imagery, audio commentary and product videos as useful when purchasing these types of products. In comparison, 41 percent of consumers said that they would like to see 360-degree image rotation of fashion products when making an online purchase, and 37 percent when buying consumer technology.

The biggest difference in consumer expectations between sectors is the demand for multiple images of a product. Whilst only one in ten (11 percent) consumers claim that they would use multiple images when buying pharmaceutical products, a significant 56 percent would like to see multiple images of a product when purchasing clothing and accessories online and 55 percent for consumer technology.

### **The call for information**

Across all sectors, the most popular aspect used by consumers when making online purchases is complete, textual product information. Over one in three (35 percent) consumers demand this when buying grocery products and 37 percent require this when buying pharmaceutical products. This is by far the biggest consumer requirement when buying products in these sectors. There is also a big demand for this quality when buying entertainment products (such as CDs and DVDs) with 43 percent of consumers saying that they use complete, textual product information to help make a purchasing decision in this area, more so than any of the other features listed.

Interestingly, but not surprisingly, textual product information is less important for consumers when buying clothing and accessories, than high res, multi-images with zoom and 360-degree spin capabilities.

### **Low demand for audio**

Of all features listed, consumers have the least demand for audio commentaries about products, with less than eight percent of consumers stating that they would find this useful when buying products across the majority of the sectors - cosmetics (seven percent), groceries (five percent), pharmaceutical products (eight percent) or clothing and accessories (seven percent). Only 19 percent stated that they would find audio commentary useful when buying consumer technology products, which is the lowest demand for an online feature in this retail sector.

There is also a relatively low demand for the inclusion of life-style shots to compliment the pack-shot imagery of products. Only one in ten consumers said that this type of imagery

would be useful for cosmetics, grocery and entertainment products, and only six percent feel that this is helpful when purchasing pharmaceutical products.

Whilst 360-degree image rotation is useful for consumers when purchasing fashion products or consumer technology, there is a much smaller demand for this in all of the other retail sectors. With less than one in ten consumers saying that they would find this helpful when buying entertainment products, cosmetics and groceries, with only 4 percent saying that they would find 360-degree image rotation useful when purchasing pharmaceutical products.

## INDEX DATA METHODOLOGY

The statistics and data quoted in this report are based on responses from Brandbank's eCommerce Content Report conducted by You Gov. Data collection took place between the 25<sup>th</sup> and 27<sup>th</sup> May. The voluntary sample of respondents comprises of 2255 consumers with a demographically representative sample as follows:

### Gender

Male – 1,082

Female – 1,173

### Age Group

18 to 24 – 271

25 to 34 – 407

35 to 44 – 360

45 to 54 – 428

55+ – 789

### Social Grade

ABC1 – 1240

C2DE – 1015

### Regions

North of England - 555

Midlands – 370

East of England – 216

London – 289

South of England - 516

Wales – 113

Scotland – 196