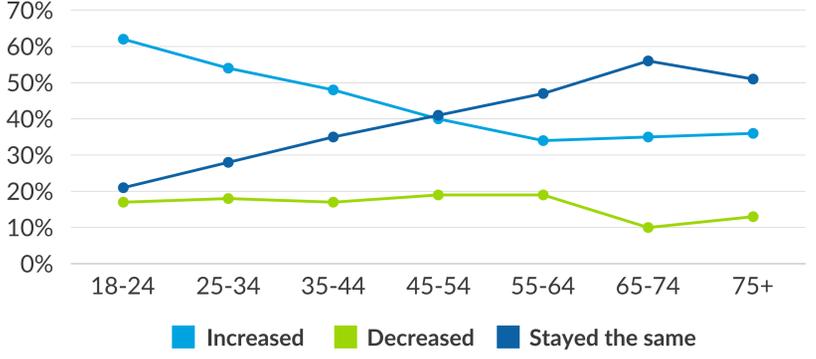


Unveiling Key Trends in Online Shopping for 2024

Explore the latest online shopping trends from our survey of North American consumers. With e-commerce spending projected to reach \$1.2 trillion in 2024, we explore differences in shopping habits by age, the rise of chatbots, ad impacts, and advancements in retail AI tech. Discover how these trends are shaping the future of online retail.



Since last year, has your frequency of online shopping *increased or decreased*?



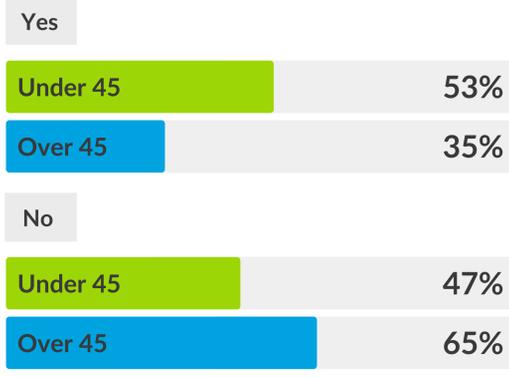
The top 3 *most important factors* rated by respondents when choosing to make a purchase online:

- #1 **Product Availability**
- #2 **Delivery Speed**
- #3 **Fees (delivery, duty, etc.)**

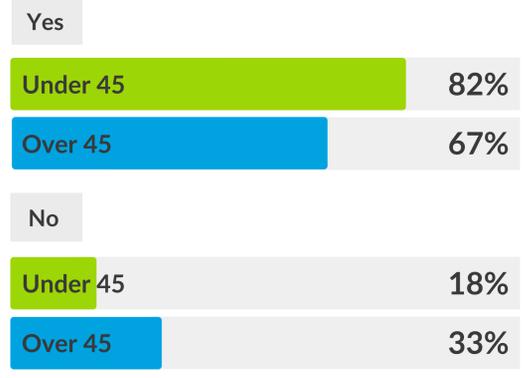
followed by Simple return policy at 9%, User-friendly website at 7%, Loyalty program/benefits at 7%, Accessibility of mobile shopping at 5%, Online reviews at 5%, and Other at 2%.

For consumers aged 18-34, **delivery speed is the top priority** when making an online purchase.

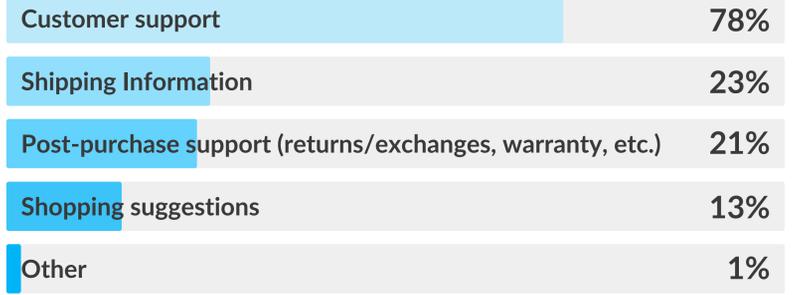
Have you ever used a *chatbot* on a retailer's website?



Overall, do you feel like a *chatbot can meet your needs*?



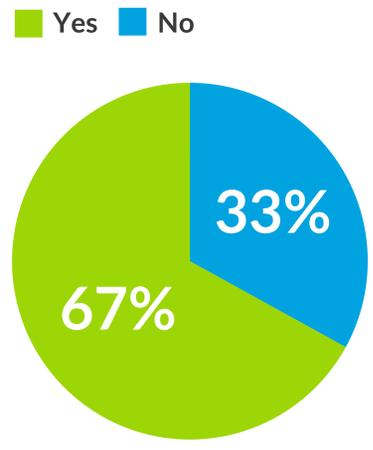
What did you *use the chatbot for*? Select all that apply.



How would you feel about receiving *personalized product recommendations powered by AI* when shopping online?



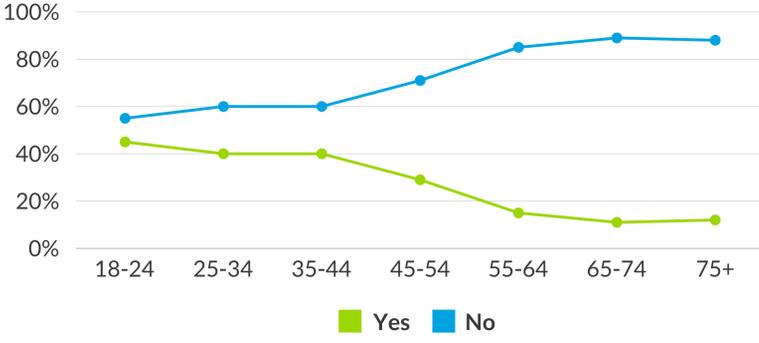
Have you ever received a *personalized ad*? (personalized email marketing, personalized product recs, etc.)



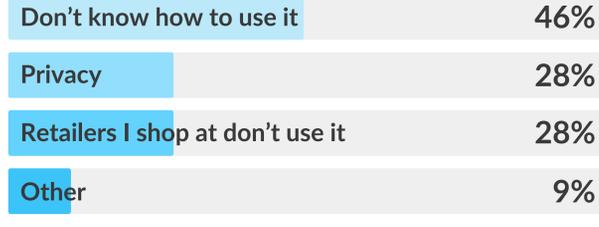
Have you noticed *online stores dynamically adjusting content* based on your interests?



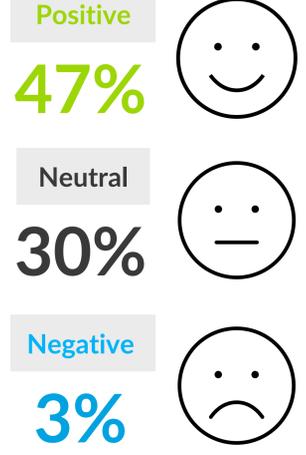
Have you used *AI technology* while shopping online for things such as virtual try-ons, virtual assistant, etc?



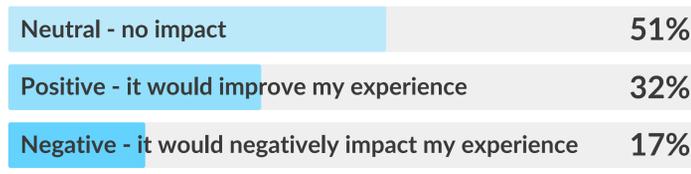
Why haven't you tried AI technology while online shopping? Check all that apply.



Was the experience with the AI technology while online shopping a *positive, negative, or neutral experience*?



How do you feel about using AI technology while online shopping for things such as virtual try-ons, virtual assistant, etc. in the future?



Why is this important?

Understanding these key trends is crucial for retailers aiming to meet consumer expectations and drive sales. Product availability, delivery speed, and fees are the top factors influencing purchase decisions, with delivery speed being especially critical for consumers aged 18-34. Additionally, the growing acceptance of chatbots, particularly among younger consumers, highlights the importance of integrating AI-driven customer service solutions.

By aligning strategies with these insights, retailers can enhance the online shopping experience and stay competitive in an evolving market.

If you want more insights on how your brand can better meet the needs of your customer, Intouch is here to help!

About Intouch Insight

At Intouch Insight, we specialize in helping multi-location brands achieve operational excellence, exceed customer expectations, and build long-term customer loyalty. As a North American company, we are proud to deliver growth solutions to over 300 of the continent's most beloved brands.

Our solutions are designed to streamline operations, maintain brand standards, and provide actionable insights to help our clients enhance their CX. With over 40 years of CX expertise, we excel in providing our clients with top-notch CX, customer surveys, mobile forms, mystery shopping, as well as operational and compliance audit solutions.

Contact our team today!
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[Find out more](#)