



# UNDERSTANDING DIGITAL COMMERCE IN THE **US & CHINA**

November 2016



# KEY TAKEAWAYS

**Digital commerce is highly prevalent among US and Chinese online adults; China is more robust on mobile.**

As the two largest economies in the world, US and China have reached nearly full adoption of digital commerce among online adults - 84% of US online adults have made an online purchase in the past 12 months; this is even higher in China at 89%.

The differentiation lies in the prevalence and volume of mobile commerce - China boasts a higher mobile commerce adoption rate with two-thirds (67%) of online adults having purchased on mobile in the past 12 months compared to one-third (34%) in the US. This lead occurs across all age groups.

Although US has a longer history of digital commerce on both computer and mobile, China is catching up quickly with more recent adopters and a higher intent to shop on mobile (78% US, 89% China).

Chinese shoppers purchase online more frequently, nearly a quarter shop on mobile daily (vs. 15% in US). More than half (59%) of total monthly purchases are now made online, compared to 42% in the US. Mobile is taking a greater share out of total online purchases in China (48%) than in the US (26%).



OVERVIEW

LANDSCAPE

MOTIVATIONS &  
BARRIERS

ONLINE PURCHASE  
PROCESS

SOCIAL MEDIA &  
EMERGING TECH

iab.

hypothesis

# KEY TAKEAWAYS

**Information safety concerns linger among online shoppers; fewer in China feel completely safe.**

Online shoppers in both countries recognize the benefits of digital commerce, including convenience, ease of use, price, and selection. Common barriers include information safety concerns, preference to a tangible experience, and complexity.

As security still presents a key concern and barrier to digital shopping, only 13% of Chinese shoppers and 30% US shoppers feel completely safe about shopping online. Interestingly, security carries different meanings in the two countries - in the US, security concerns center around information safety and privacy, whereas in China, they also involve online fraud and scam.

**Omnichannel opportunities abound in both countries; emerging platforms for mobile purchase and payment (messaging apps, mobile wallets) are more popular in China.**

US and Chinese online shoppers have turned to both online and offline channels along their purchase journey (29% US, 31% China).

Chinese shoppers are more likely to research and compare prices on mobile while in a store (showrooming 23% US, 38% China) and are more likely to use multiple digital devices throughout the purchase process (multiscreening 43% US, 67% China).

US shoppers rely more on multi-product retailers and auction sites to make online purchases, whereas discount, price-comparing sites/apps and messaging apps are more popular in China.

US shoppers pay with credit cards most often, Chinese shoppers prefer online payment services and mobile wallets.



OVERVIEW

LANDSCAPE

MOTIVATIONS & BARRIERS

ONLINE PURCHASE PROCESS

SOCIAL MEDIA & EMERGING TECH

# KEY TAKEAWAYS

**Online reviews have a great impact on purchase decisions; social posts matter more in China.**

Chinese shoppers are particularly vocal online to leave comments, reviews and share purchase experience - almost all Chinese shoppers (90%) have done so, compared to 69% of US shoppers.

Positive reviews go a long way - nearly two thirds of US shoppers (60%) and Chinese shoppers (63%) have purchased a product or service after seeing a positive review. Social media posts are 2 times more influential to Chinese shoppers on their purchase decisions (25% US, 50% China).

**Emerging technologies present a new opportunity to digital commerce with plenty of room to grow.**

Awareness of new technologies including virtual reality, augmented reality, and 360 video for digital shopping is higher in China; currently 360 video is most used in both countries (59% US, 58% China).

New technology integration on shopping sites/apps can influence shoppers' site/app choices, especially in China. US shoppers are most interested in 360 video on shopping sites/apps.



OVERVIEW

LANDSCAPE

MOTIVATIONS &  
BARRIERS

ONLINE PURCHASE  
PROCESS

SOCIAL MEDIA &  
EMERGING TECH

iab.

hypothesis



OVERVIEW

LANDSCAPE

MOTIVATIONS &  
BARRIERS

ONLINE PURCHASE  
PROCESS


SOCIAL MEDIA &  
EMERGING TECH

## BACKGROUND

IAB and IAB China have come together to conduct research comparing consumer behaviors and attitudes to Digital Commerce in two of the largest economies in the world.

The learnings from this study will provide current, up-to-date insights for use by all IAB members and generate content for a variety of thought leadership activities.



SPONSORED BY 

## OBJECTIVES

- 1 Scope the **market size** of digital commerce in the US and China (including scope by platform – PC, Mobile)
- 2 Compare digital shopping **behaviors and preferences** between US and China consumers
- 3 Understand the **motivations, influencing factors, and barriers** to digital commerce
- 4 Gauge attitudes and perceptions towards **trust, privacy and security** when it comes to digital shopping
- 5 Deep dive into the role of **social/messaging apps and emerging technologies** in digital shopping





OVERVIEW

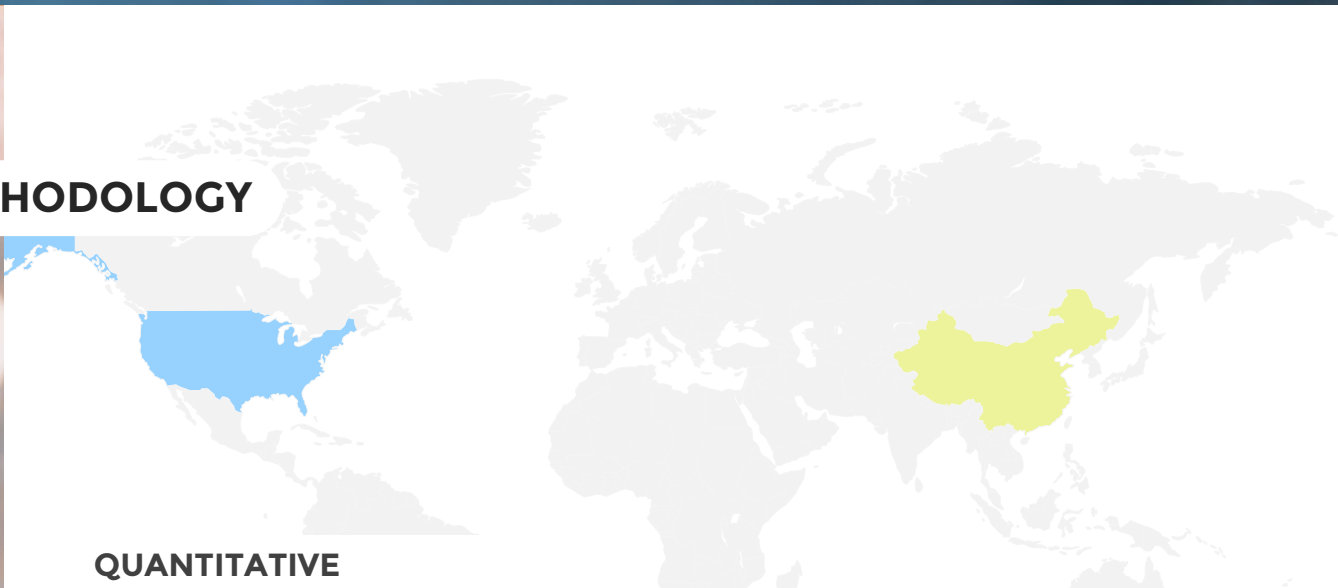
LANDSCAPE

MOTIVATIONS &  
BARRIERS

ONLINE PURCHASE  
PROCESS

SOCIAL MEDIA &  
EMERGING TECH

## METHODOLOGY



### QUANTITATIVE

#### Online Survey

**N=1,000 online adults,  
500 online shoppers in US**

**N=1,000 online adults,  
500 online shoppers in China**

20-minute online survey

A nationally representative sample of online adults ages 18+ were invited in each market to participate.

Within online adults, online shoppers were the target group to share their online purchase experience and perspectives.

Fieldwork was conducted between 9/19 and 10/12 in 2016.

### ONLINE SHOPPER DEFINITION

- Males and Females, 18+ years old
- Made an online purchase within last 12 months
- Representative of key demos (region, income, ethnicity, marital, education status, etc.)
  - China online sample is representative of Tier 1-3 cities
- Mix of device types people regularly shop on
  - PC: desktops, laptops
  - Mobile: tablets, smartphones





OVERVIEW

LANDSCAPE

MOTIVATIONS &  
BARRIERS

ONLINE PURCHASE  
PROCESS

SOCIAL MEDIA &  
EMERGING TECH

# DIGITAL COMMERCE LANDSCAPE





OVERVIEW

LANDSCAPE

MOTIVATIONS & BARRIERS

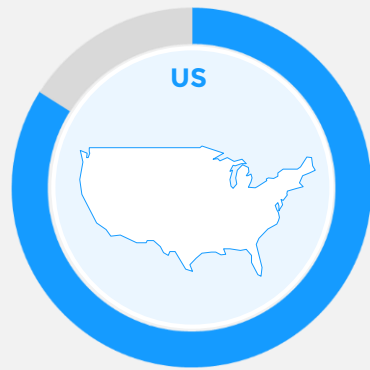
ONLINE PURCHASE PROCESS

SOCIAL MEDIA & EMERGING TECH

# The majority of online adults in the US and China have made an online purchase within the past 12 months

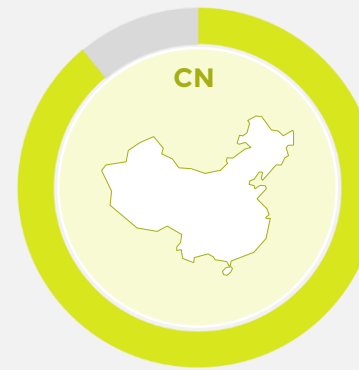
## DIGITAL COMMERCE PENETRATION

BASE: Online adults (US=1000, China=1000)



84%

Of adults 18+ in the US have used a computer or mobile device to purchase products or services online in the past 12 months



89%

Of adults 18+ in China have used a computer or mobile device to purchase products or services online in the past 12 months



# China has a considerably higher adoption rate of mobile Internet usage and mobile commerce



OVERVIEW

LANDSCAPE

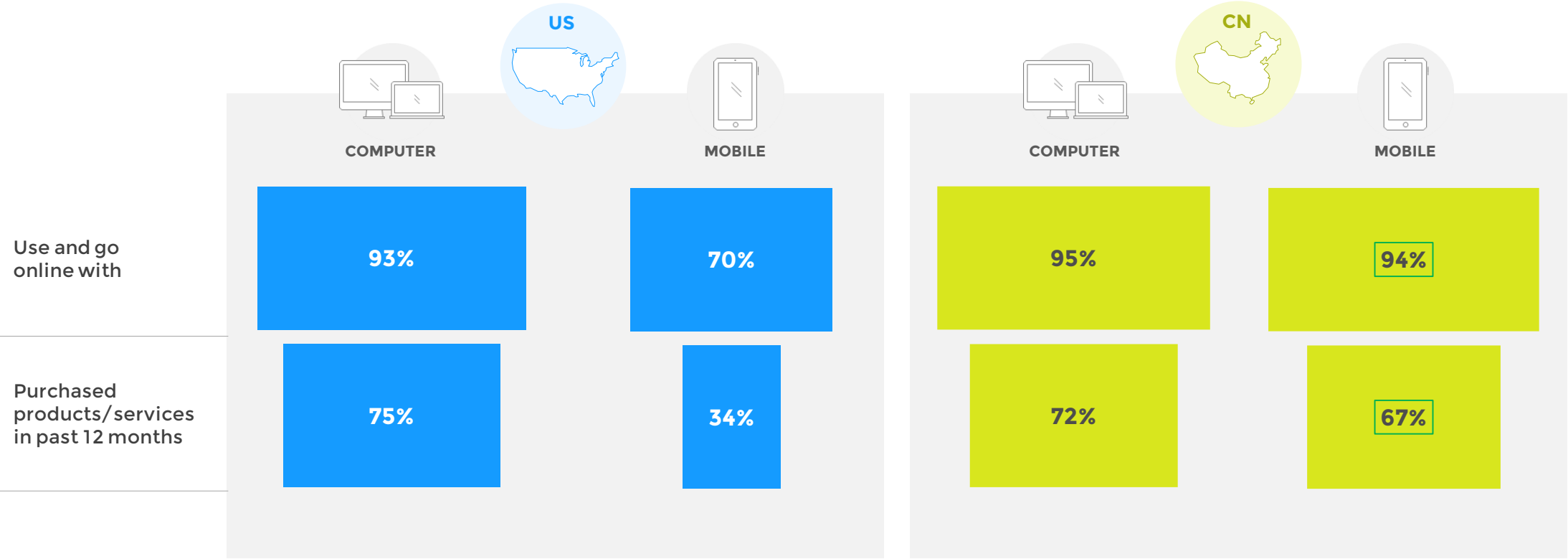
MOTIVATIONS & BARRIERS

ONLINE PURCHASE PROCESS

SOCIAL MEDIA & EMERGING TECH

## PLATFORMS FOR SHOPPING

BASE: Online Adults (US=1000, China=1000)



S5. Which of the following devices do you use to go online? S6. In the past 12 months, which of the following activities have you done online using each of these devices?



# China's lead on mobile commerce adoption occurs across all age groups; Millennials are most avid mobile shoppers in both countries



OVERVIEW

LANDSCAPE

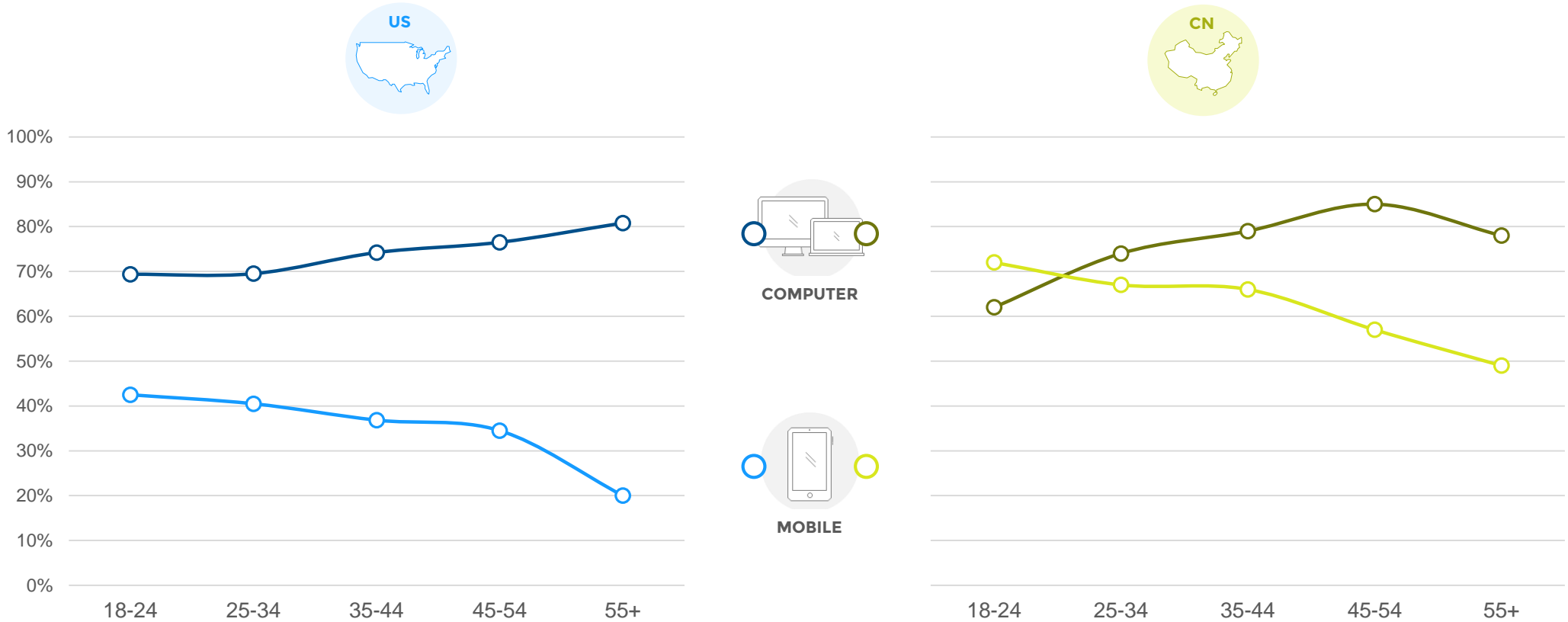
MOTIVATIONS & BARRIERS

ONLINE PURCHASE PROCESS

SOCIAL MEDIA & EMERGING TECH

## DIGITAL COMMERCE PENETRATION BY AGE/DEVICE | % SHOP ONLINE VIA EACH DEVICE

BASE: Online adults (US=1000, China=1000)



S6. In the past 12 months, which of the following activities have you done online using each of these devices?



US mobile shoppers skew slightly younger and spend more online than PC shoppers.

In China, online shoppers are similar across devices and are younger than US shoppers overall.

### DEMOGRAPHIC PROFILE OF ONLINE SHOPPERS

BASE: Online Shoppers (US=500, China=500)

	US		CN	
	COMPUTER	MOBILE	COMPUTER	MOBILE
Age (mean)	44	39	32	30
Gender (%m/%f)	49/51	50/50	57/43	53/47
HH Income (mean)	\$73k/yr	\$77k/yr	¥76k/mo	¥77k/mo
Total monthly online spend (median)	\$100	\$130	¥900	¥900

S2. How old are you? S1. Are you... D8. Which category below includes your total household income before tax? Q14. In a typical month, how much do you spend purchasing products/services online?



OVERVIEW

LANDSCAPE

MOTIVATIONS & BARRIERS

ONLINE PURCHASE PROCESS

SOCIAL MEDIA & EMERGING TECH





OVERVIEW

LANDSCAPE

MOTIVATIONS & BARRIERS

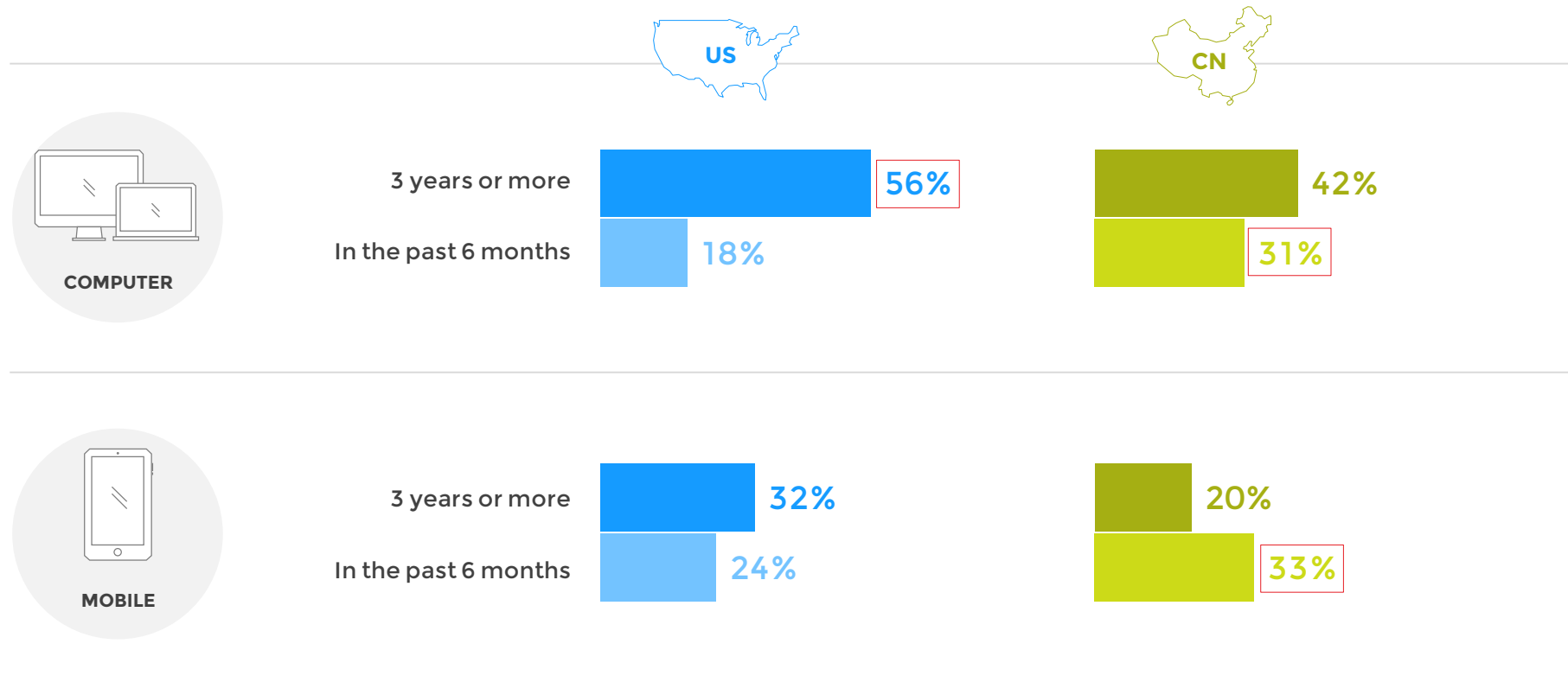
ONLINE PURCHASE PROCESS

SOCIAL MEDIA & EMERGING TECH

# Digital commerce is more established in the US with a longer history on PC and mobile; however China is experiencing a bigger volume of recent adopters

## WHEN STARTED SHOPPING ONLINE

BASE: Online Shoppers (US=500, China=500)



Q2. And for about how long have you been regularly purchasing any kind of products or services online?





OVERVIEW

LANDSCAPE

MOTIVATIONS & BARRIERS

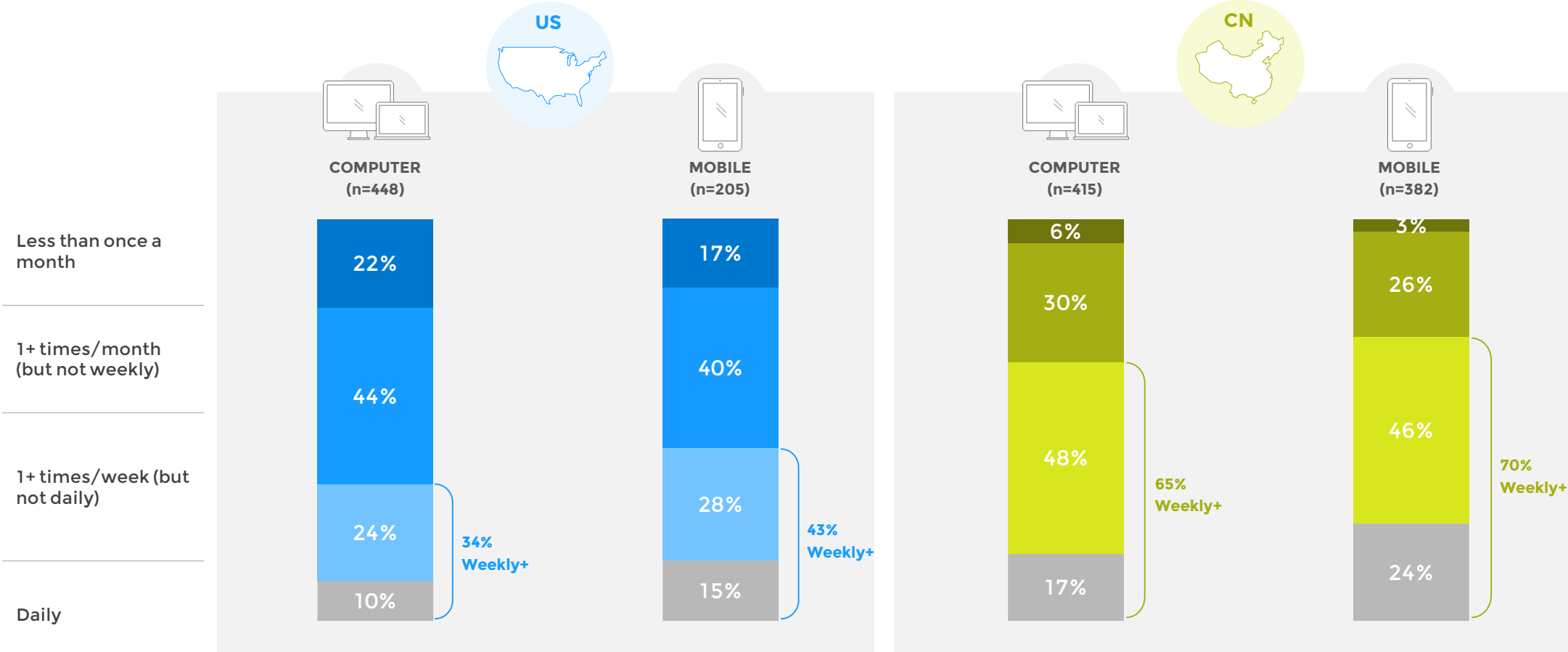
ONLINE PURCHASE PROCESS

SOCIAL MEDIA & EMERGING TECH

# More Chinese shoppers make digital purchases daily and weekly; in both countries, shoppers turn to mobile devices more often than PC

## ONLINE SHOPPING FREQUENCY

BASE: Those who have shopped online on a computer or mobile device



Q1. How often do you purchase any kind of products or services online?





OVERVIEW

LANDSCAPE

MOTIVATIONS & BARRIERS

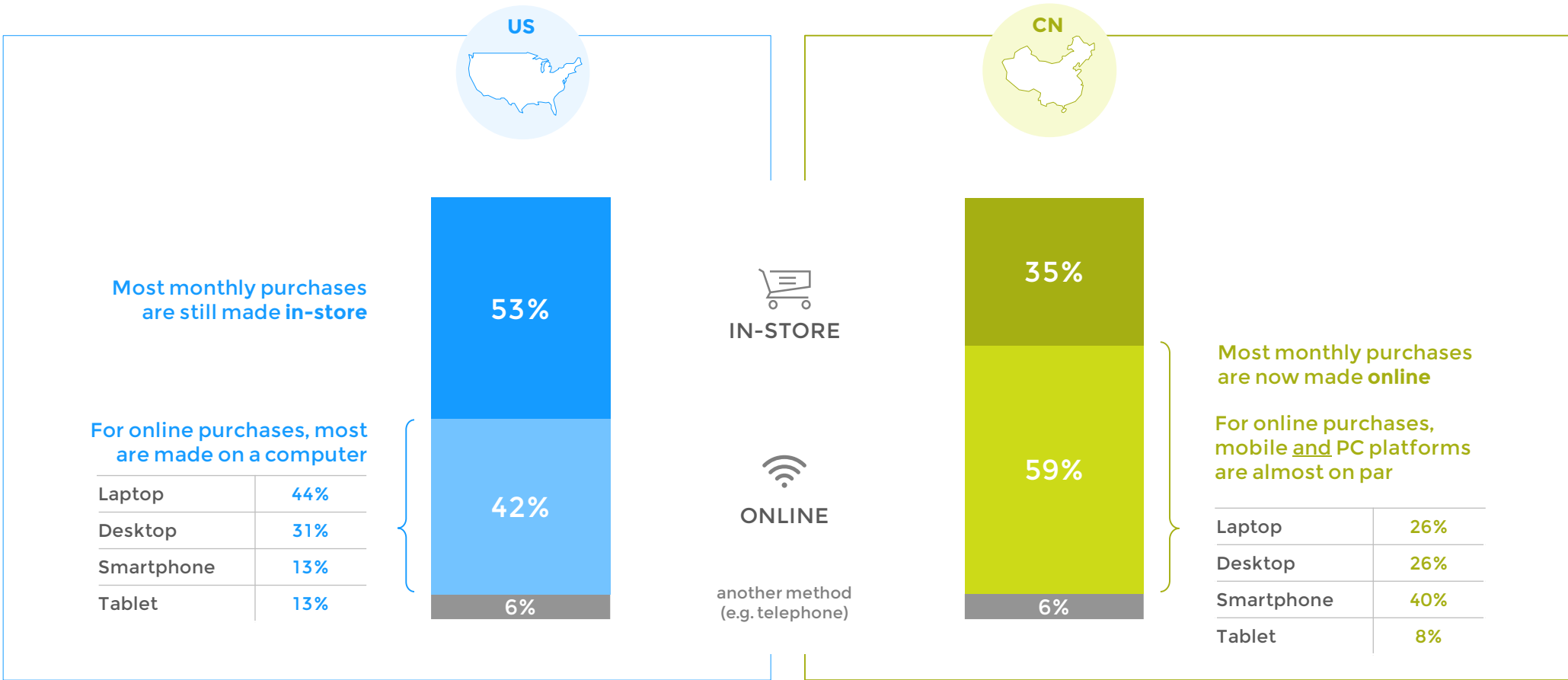
ONLINE PURCHASE PROCESS

SOCIAL MEDIA & EMERGING TECH

# Digital reaches a majority share of total monthly purchases in China vs. over one-third in US; within online purchases, share of mobile is nearly on par with PC in China

## SHARE OF PLATFORMS FOR MONTHLY PURCHASES

BASE: Online Shoppers (US=500, China=500)



Q19. Thinking about ALL of your purchases in a given month, what percentage of your total monthly purchases are made in the following ways? Q20. Thinking just about your monthly online purchases, what percentage of your online purchases are made using each of the following devices?





OVERVIEW

LANDSCAPE

MOTIVATIONS & BARRIERS

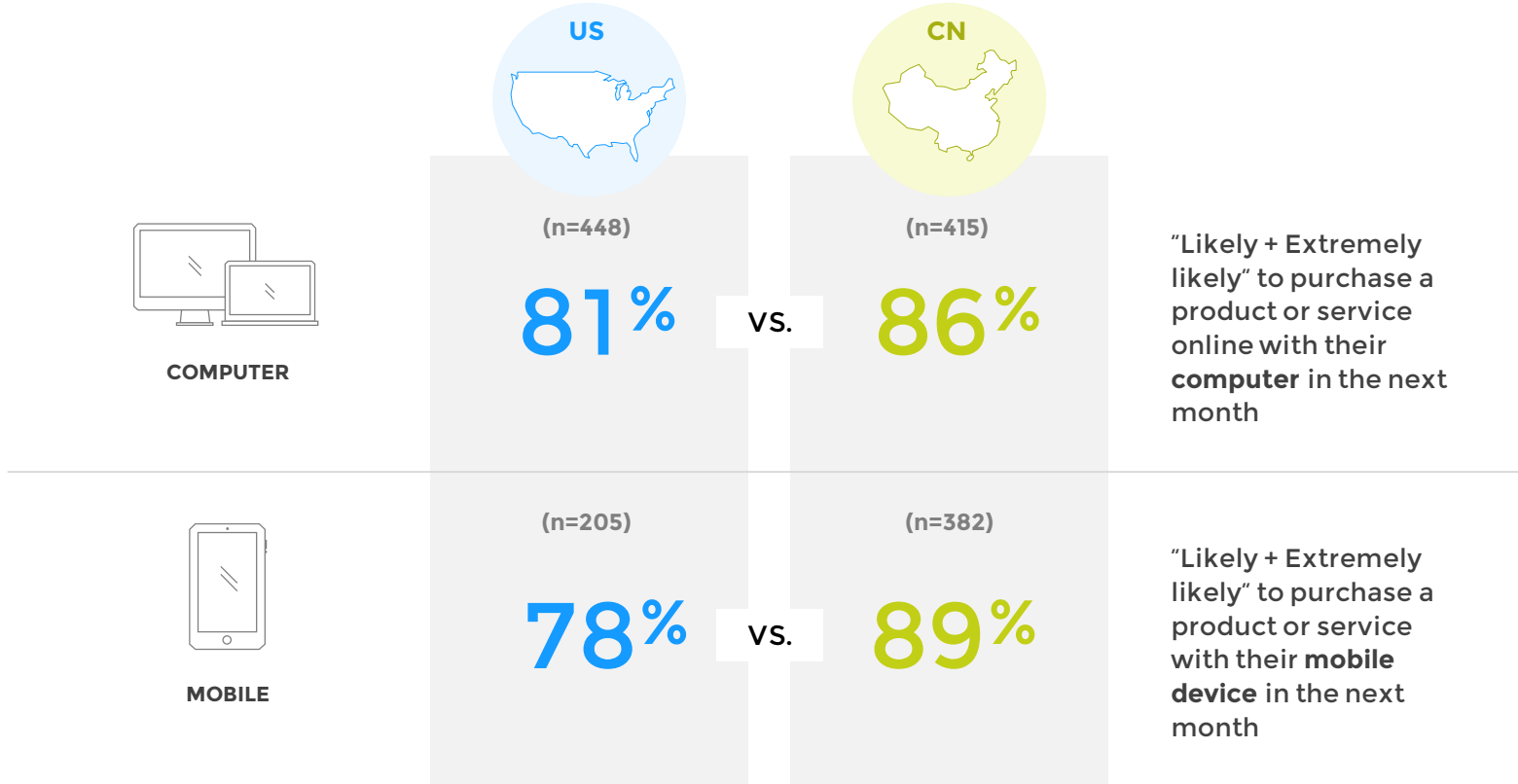
ONLINE PURCHASE PROCESS

SOCIAL MEDIA & EMERGING TECH

# Both countries exhibit a strong momentum of digital shopping; China is growing more rapidly on mobile

## PURCHASE MOMENTUM

BASE: Online shoppers using this device



Q9. How likely are you to purchase a product/service online in the next month?





OVERVIEW

LANDSCAPE

**MOTIVATIONS &  
BARRIERS**

ONLINE PURCHASE  
PROCESS

SOCIAL MEDIA &  
EMERGING TECH

# MOTIVATIONS & BARRIERS TO DIGITAL COMMERCE







OVERVIEW

LANDSCAPE

MOTIVATIONS & BARRIERS

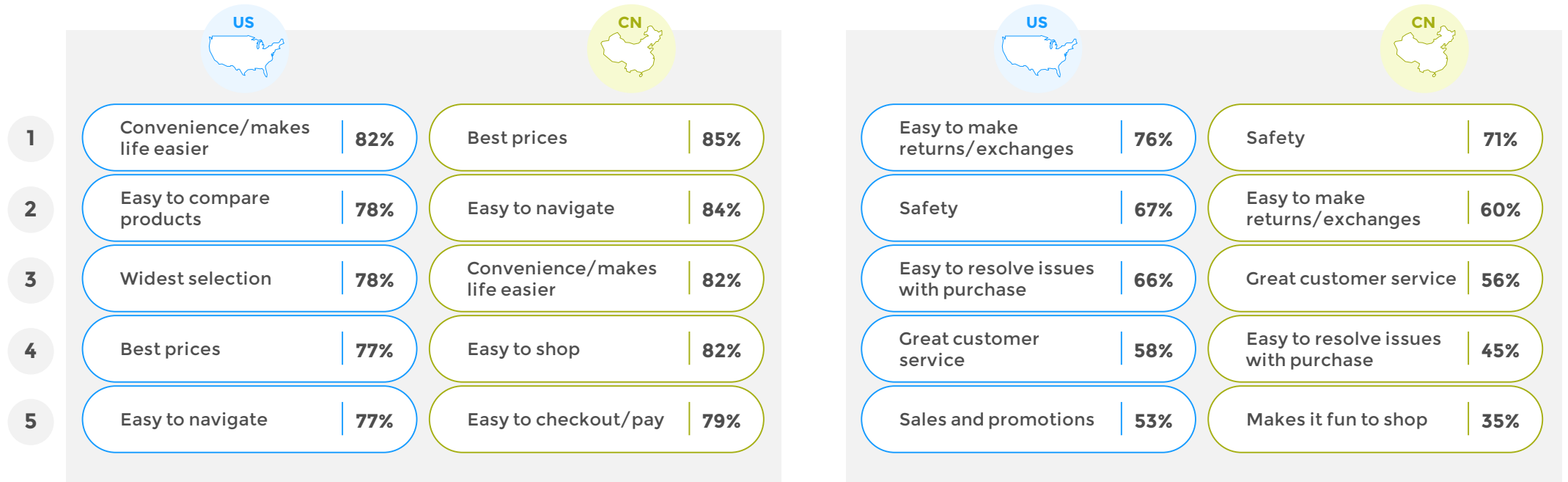
ONLINE PURCHASE PROCESS

SOCIAL MEDIA & EMERGING TECH

# The core benefits of digital commerce are convenience, price, and selection, while in-store wins on safety and post-purchase services

## TOP 5 MOTIVATIONS TO SHOP ONLINE VS. IN-STORE

BASE: Online Shoppers (US=500, China=500)



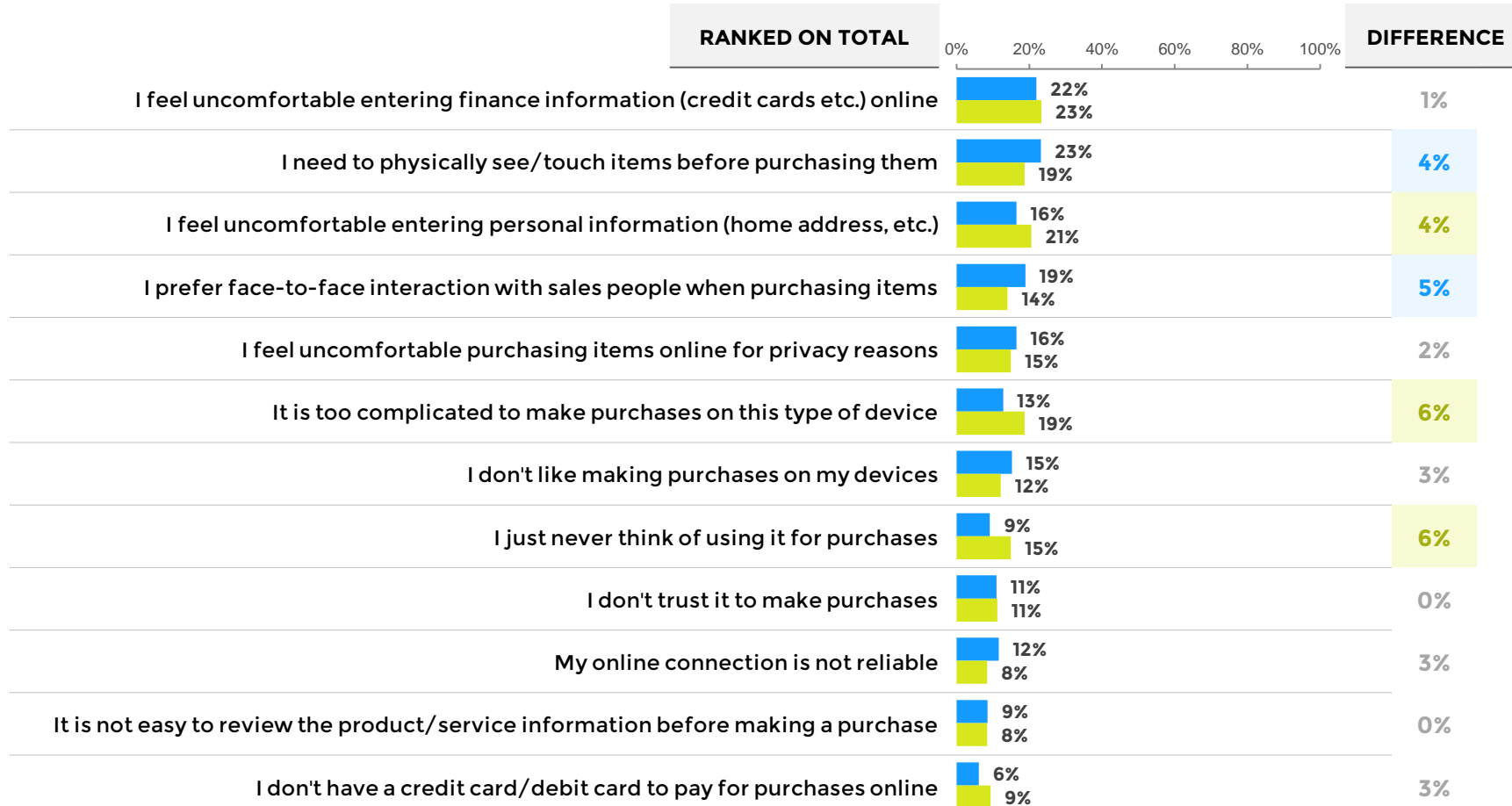
Q23a. Please read the statement below and tell us if it applies to purchasing online or in-store.



# Common barriers include security of financial and personal information, preference to a tangible experience, and complexity

## BARRIERS TO SHOPPING ONLINE

BASE: Non-Online Shoppers (US=164, CN=107)



US  
 Needing to physically see and touch items and interact face-to-face with a sales person are higher barriers to online shopping in the US



CN  
 In China, there is more of a perception that shopping online can be complicated and unsafe. Lack of history with online shopping can make in-store shopping more top-of-mind

Avg. # of barriers cited per market  
 2

S7. Previously, you did not select that you purchase products and/or services using a desktop/laptop, a mobile device. Which of the following best describe why?



OVERVIEW

LANDSCAPE

MOTIVATIONS & BARRIERS

ONLINE PURCHASE PROCESS

SOCIAL MEDIA & EMERGING TECH





OVERVIEW

LANDSCAPE

MOTIVATIONS & BARRIERS

ONLINE PURCHASE PROCESS

SOCIAL MEDIA & EMERGING TECH

# Majority of online shoppers are not feeling completely safe when shopping online, the sense of safety is lower in China

Besides information security and privacy, Chinese shoppers are also concerned about online fraud and scam.

**% OF PEOPLE WHO FEEL COMPLETELY SAFE SHOPPING ONLINE.**

BASE: Online Shoppers (US=500, CN=500)



30%



13%

Security/privacy is still the #1 barrier to online shopping, and is also the main motivation to make purchases in-store.

Primarily, people are concerned with:

The history of big companies being hacked

Lack of security technology to keep up with hackers

Personal history with identity theft a bigger issue in the US

Skepticism with a vendor's integrity/product authenticity a bigger issue in China

Lack of understanding the system also a bigger issue in China

## WHY DON'T YOU FEEL COMPLETELY SAFE WHEN SHOPPING ONLINE?



"Big named stores [are] constantly being hacked"  
- US Online Shopper

"As security gets better, criminal activity becomes more advanced in order to keep up"  
- US Online Shopper

"My information got stolen once, I'm scared it might happen again."  
- US Online Shopper



"[If you] do not understand the website, [you] can not guarantee the security of personal information"  
- China Online Shopper

"[You can] sometimes encounter scam sites"  
- China Online Shopper

"The presence of counterfeit products, substandard quality and so on"  
- China Online Shopper



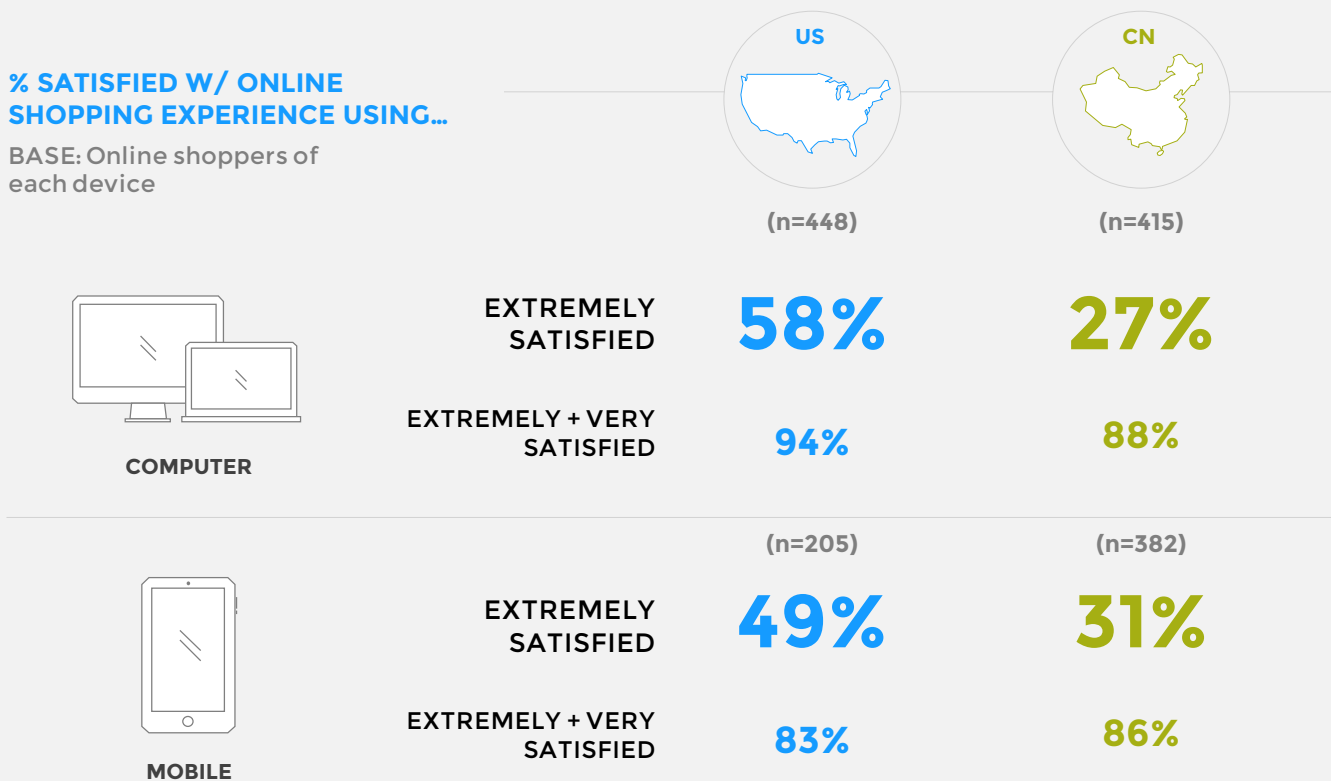
Q28. In general, how safe do you feel when you are purchasing products/services online? Q29. Why don't you feel completely safe when you are purchasing products/services online?

# Shoppers in both markets are satisfied with their online experiences, but US shoppers are much more likely to feel *extremely satisfied*.

In the US, satisfied shoppers shop with a purpose and take advantage of sales/promotions; in China it's about efficiency.

## % SATISFIED W/ ONLINE SHOPPING EXPERIENCE USING...

BASE: Online shoppers of each device



## WHAT MAKES A SHOPPER SATISFIED?

Looking at extremely satisfied shoppers vs. those who aren't

### In both US and China, satisfied shoppers...

Feel safe and secure:

56% US / 53% CN of satisfied shoppers say they feel completely secure vs. 7% / 3% of those who are not completely satisfied

### In the US, satisfied shoppers...

Shop with a purpose:

They are 54% more likely to shop online to 'make sure I get exactly what I'm looking for' and 37% more likely to regularly use auction sites

Take advantage of sales/promotions: They are 33% more likely to regularly use discount/promotion sites

### In China, satisfied shoppers...

Shop with efficiency: They are 13% more likely to shop on mobile because it 'makes me feel efficient'



Q25. And how satisfied are you with your online shopping experiences when shopping using the devices below?



OVERVIEW

LANDSCAPE

MOTIVATIONS &  
BARRIERS

**ONLINE PURCHASE  
PROCESS**

SOCIAL MEDIA &  
EMERGING TECH

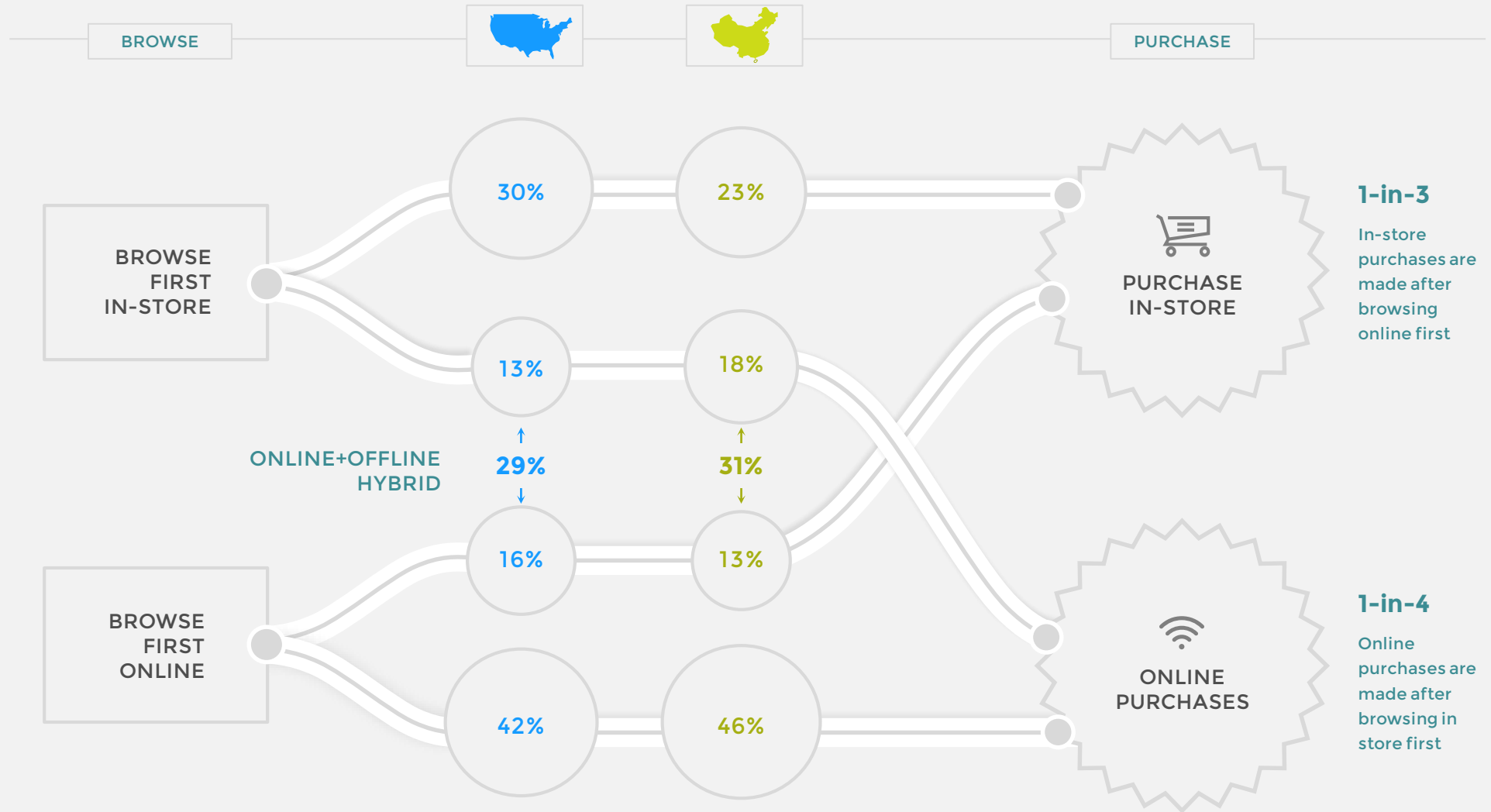
# THE ONLINE PURCHASE PROCESS



# Online + offline hybrid shopping experience exists, though most purchasing happens in the same channel along the purchase journey

## BROWSING AND BUYING: IN STORE VS. ONLINE

BASE: Online Shoppers (US=500, China=500)



Q16. When looking for products or services to purchase, approximately what percentage of time do you...?



OVERVIEW

LANDSCAPE

MOTIVATIONS & BARRIERS

ONLINE PURCHASE PROCESS

SOCIAL MEDIA & EMERGING TECH





OVERVIEW

LANDSCAPE

MOTIVATIONS & BARRIERS

ONLINE PURCHASE PROCESS

SOCIAL MEDIA & EMERGING TECH

# Showrooming activities such as using a mobile device to research and compare prices while in store are more common in China

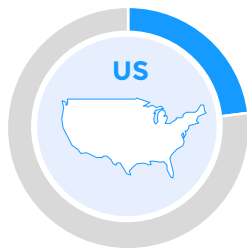
Almost a third of Americans never research or compare prices in-store.

## SHOWROOMING

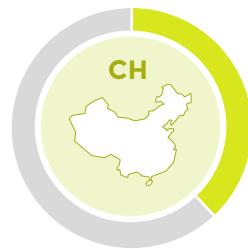
BASE: Online Shoppers (US=500, China=500)



ALL THE TIME/MOST OF THE TIME

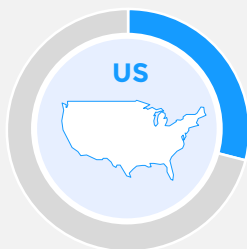


23%

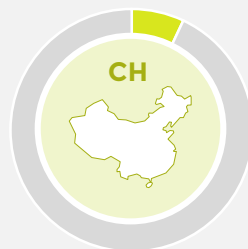


38%

NEVER



29%



7%

Q21. How often do you use your mobile device at a physical store to research a product/service or compare prices?





OVERVIEW

LANDSCAPE

MOTIVATIONS & BARRIERS

ONLINE PURCHASE PROCESS

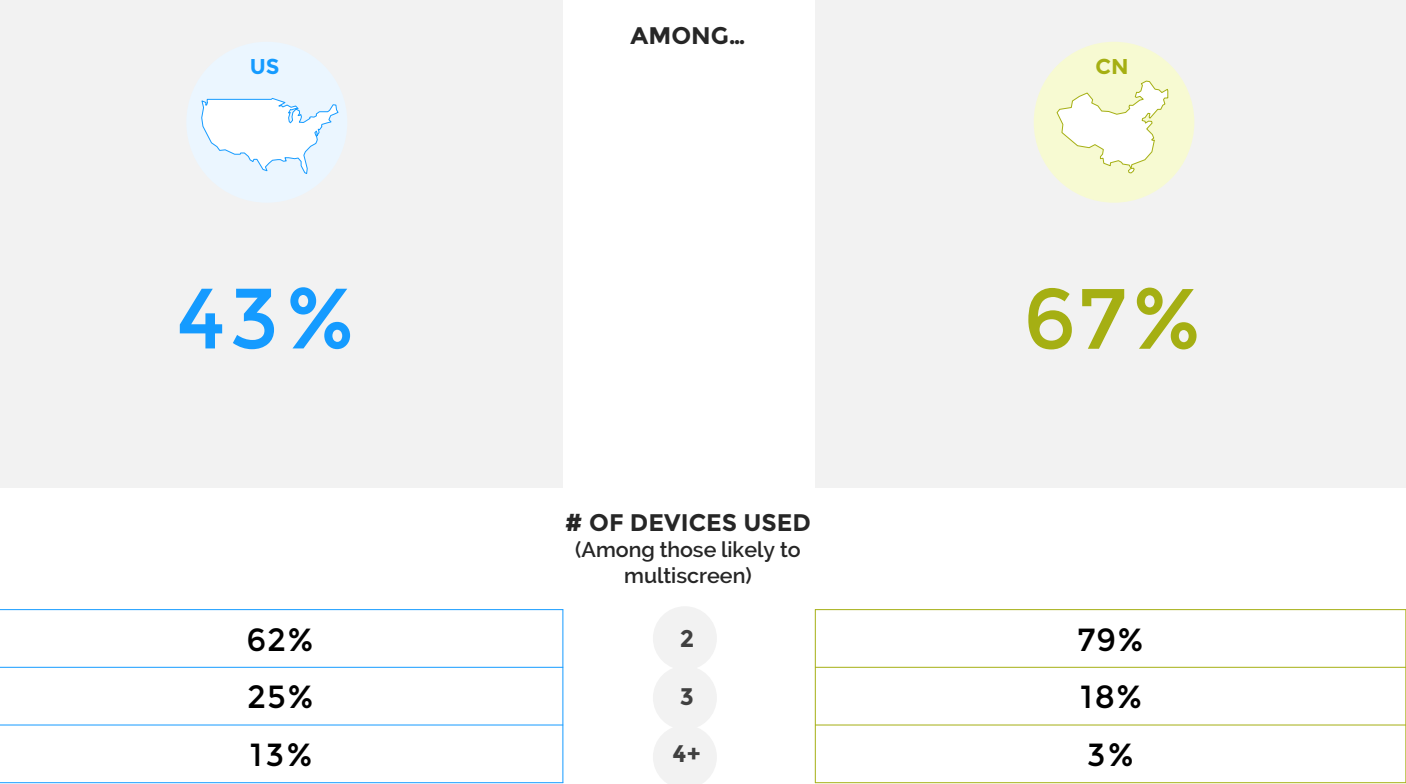
SOCIAL MEDIA & EMERGING TECH

# Online shoppers have also used multiple digital devices throughout their shopping process, especially in China

## MULTISCREENING AND # OF DEVICES USED

BASE: Online Shoppers (US=500, China=500)

**% LIKELY + EXTREMELY LIKELY TO USE MULTIPLE DEVICES FROM RESEARCH TO PURCHASE**



Q7. When you are looking to buy a product/service online, how likely are you to use multiple devices from research to purchase? Q8. On average, how many devices do you use in your process of researching and purchasing a product/service?



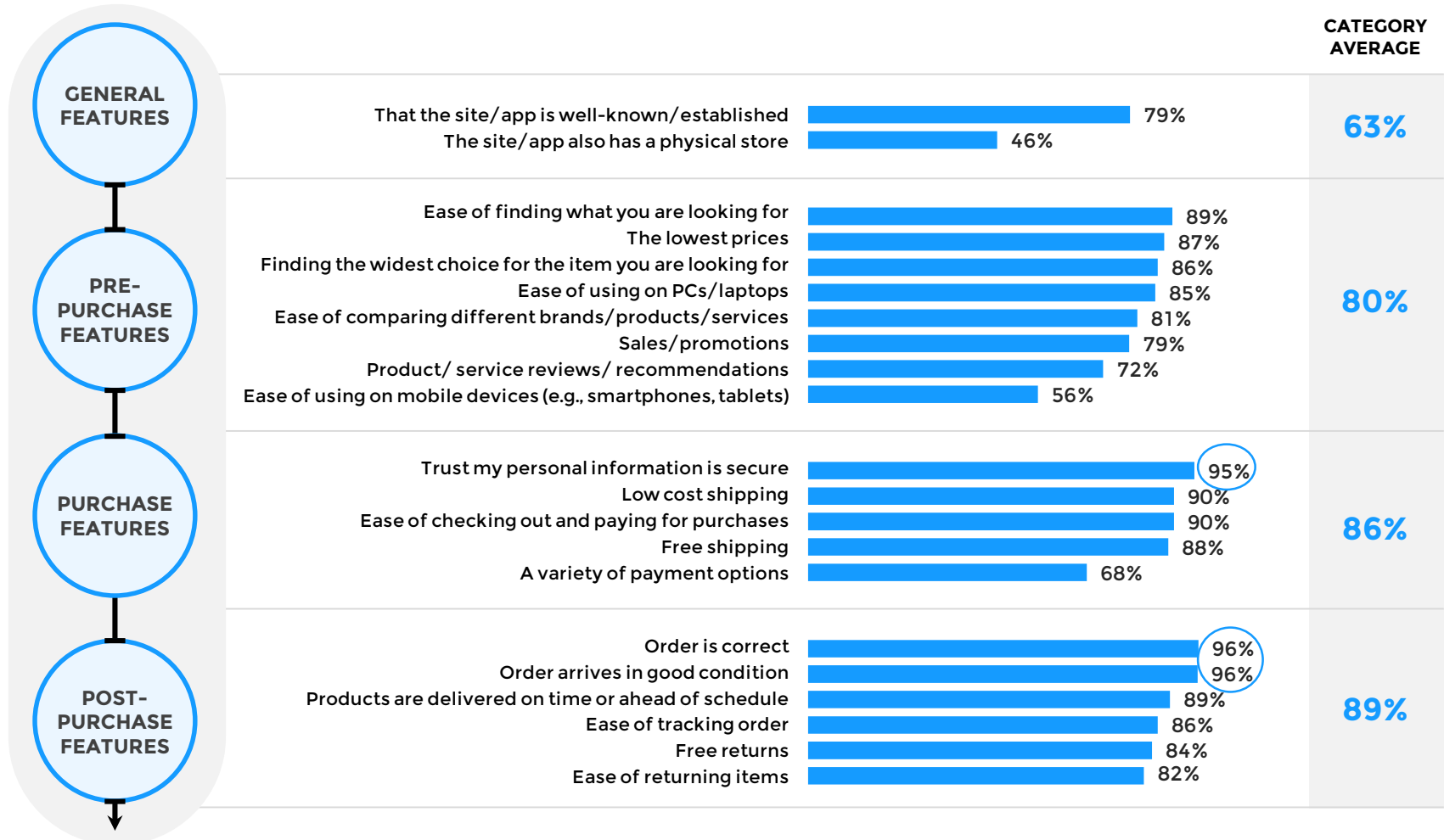




# In the US, trust that personal info is secure, order will be correct, and will arrive in good condition are critical decision criteria of shopping sites/apps

## IMPORTANCE OF FEATURES IN CHOOSING A SITE/APP TO SHOP FROM

BASE: US Online Shoppers (N=500)



Q27. When you are choosing an online site/app to shop, how important are each of the following?

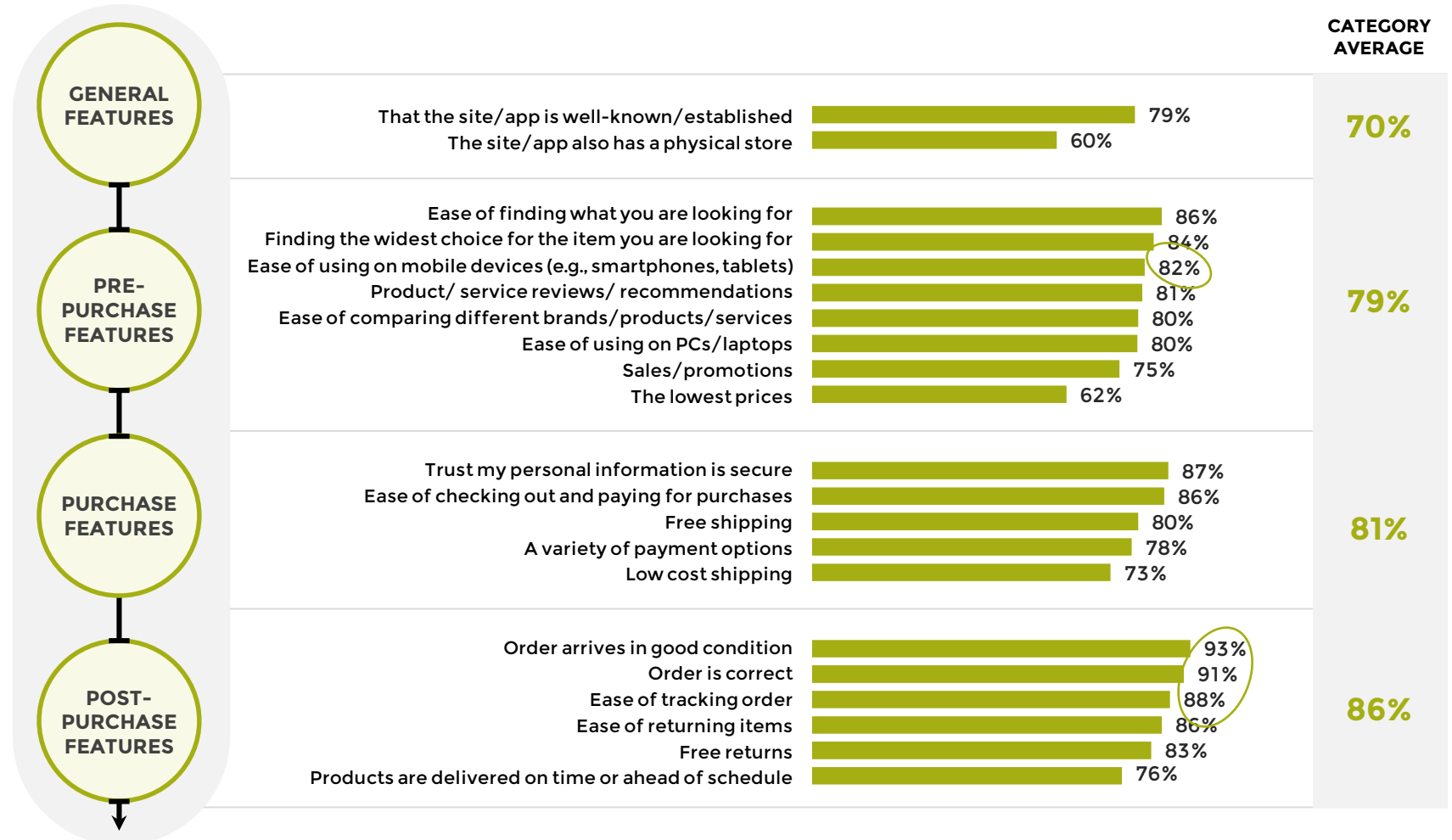
○ Top drivers



# The same top features lead the decision criteria in China, but ease of use on mobile has higher importance compared to the US

## IMPORTANCE OF FEATURES IN CHOOSING A SITE/APP TO SHOP FROM

BASE: Chinese Online Shoppers (N=500)



Q27. When you are choosing an online site/app to shop, how important are each of the following?

○ Top drivers

# B2C sellers are preferred in both markets, but Chinese shoppers are more likely to purchase from C2C vendors



OVERVIEW

LANDSCAPE

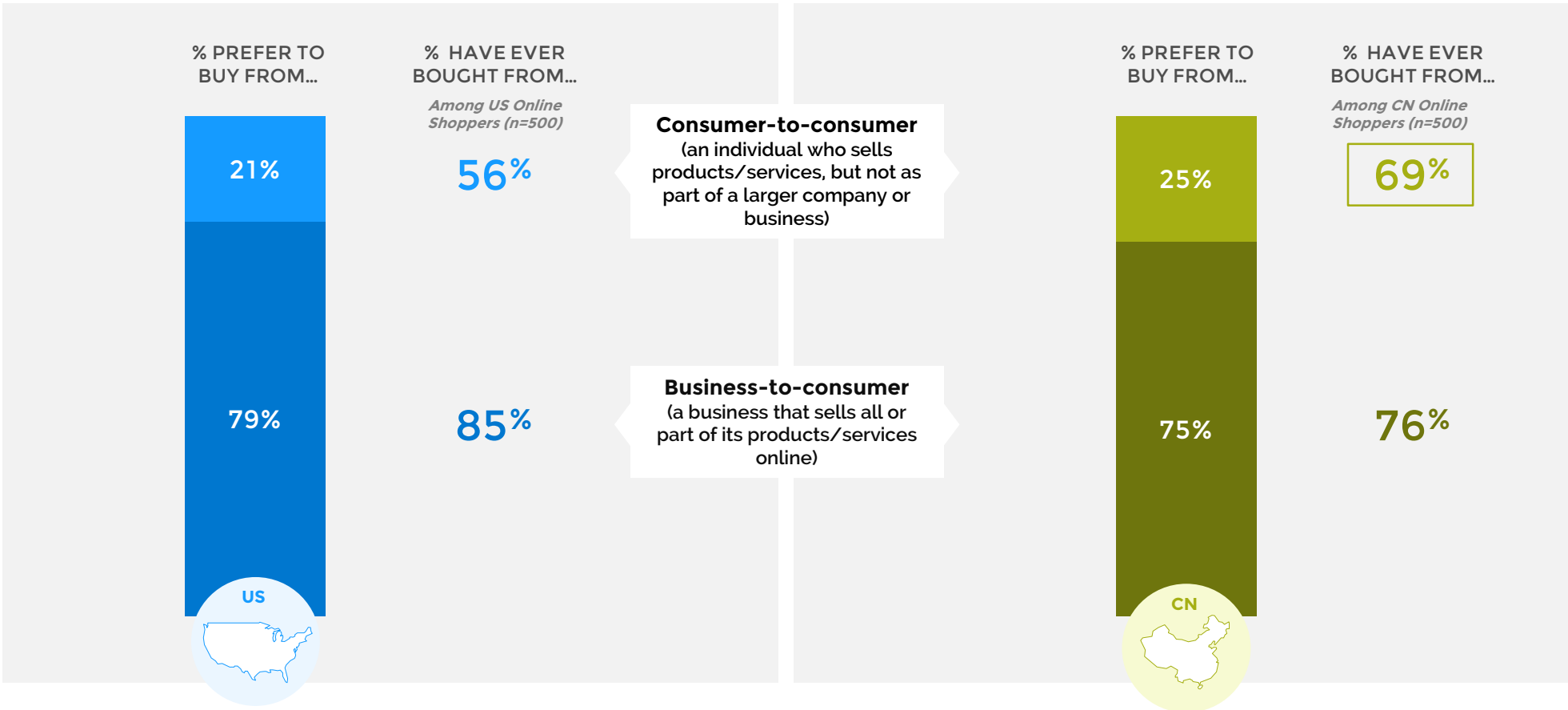
MOTIVATIONS & BARRIERS

ONLINE PURCHASE PROCESS

SOCIAL MEDIA & EMERGING TECH

## PREFERENCE FOR TYPES OF VENDORS (B2B VS. C2C)

BASE: Have bought from both C2C and B2C (US=205, CN=226)



Q11. Which of the following types of online sellers have you ever purchased products/services from?  
 Q12. And, which type of online seller do you prefer to purchase from?



# Discount, price-comparing sites/apps, and messaging apps are more popular in China, whereas US shoppers rely more on multi-product retailers and auction sites

## TYPE OF SITE/APP PURCHASE FROM

BASE: Online Shoppers (US=500, China=500)



A retailer site/app that carries many products, brands, and/or services	72%
A specific brand's site/app	57%
A site/app that offers discounts/coupons	37%
An auction site/app where you can bid on an item	33%
A site/app that helps you compare prices across multiple sites/apps	29%
A classifieds site/app	21%
A messaging app where you can also buy items	16%*
A work or school site/app	12%



A site/app that offers discounts/coupons	63%
A retailer site/app that carries many products, brands, and/or services	61%
A specific brand's site/app	55%
A site/app that helps you compare prices across multiple sites/apps	51%
A classifieds site/app	44%
A work or school site/app	30%
A messaging app where you can also buy items	29%*
An auction site/app where you can bid on an item	25%

\*Note: 'A messaging app...' data only shown among mobile purchasers

Q13. From which of the following types of websites/apps do you regularly purchase products or services?

# The top purchased verticals (e.g. clothing, shoes, accessories) are purchased both in-store and online, but there are also key differences by channel

## VERTICALS PURCHASED ONLINE VS. IN-STORE THAT OVERINDEX

BASE: Online Shoppers (US=500, China=500)



**PURCHASE IN-STORE**

- Home repair services
- Antiques or collectibles
- Pet supplies
- Health and beauty services
- Home and garden

**TOP CATEGORIES FOR BOTH ONLINE AND IN-STORE PURCHASE**

- Clothing, shoes, accessories
- Health and beauty products
- Infant/kids toys or gear
- Automotive products
- Sport, fitness, outdoor



**PURCHASE ONLINE**

- Digital entertainment
- Travel and lodging services
- Phone and internet services
- Insurance services
- Banking services
- Consumer electronics
- Books, CDs, BluRay, video games

Q. In the past 12 months, which of the following categories have you purchased online/ in store/ both online and in store?



OVERVIEW

LANDSCAPE

MOTIVATIONS & BARRIERS

ONLINE PURCHASE PROCESS

SOCIAL MEDIA & EMERGING TECH



# Chinese shoppers show a higher momentum to buy clothing, consumer electronics, and health/beauty products online


## VERTICALS PURCHASED ONLINE

BASE: Online Shoppers (US=500, China=500)

### RANKED ON TOTAL

	US	CN
Clothing, shoes, or accessories	42%	74%
Consumer electronics	19%	36%
Health and beauty products	18%	31%
Books, CDs, DVDs, Blu-rays or video games (not digital)	23%	22%
Travel and lodging services	18%	24%
Digital entertainment (e.g., e-books, music, movies)	21%	19%
Phone and Internet services	8%	19%
Banking services (e.g., credit cards, loans)	11%	13%
Sport, fitness or outdoor equipment	4%	18%
Home & garden (e.g., kitchenware, furniture, décor)	9%	10%
Health and beauty services (e.g., cosmetic services)	5%	8%
Infant/kids toys or gear	5%	8%
Pet supplies (e.g., pet food, pet grooming products)	7%	3%
Automotive products	5%	5%
Insurance services (e.g., home insurance, car insurance)	3%	4%
Home repair services	1%	1%
Antiques or collectibles	1%	0%


## PLATFORM DIFFERENTIATION



**COMPUTER**

- US**
  - Clothing, shoes, accessories
  - Travel and lodging services
  - Consumer electronics
- CN**
  - Consumer electronics
  - Home and garden

---



**MOBILE**

- US**
  - Digital entertainment
- CN**
  - Phone and internet services
  - Digital entertainment
  - Travel and lodging services

Q\_VERT. And in the past 12 months, which of the following categories have you purchased online?



OVERVIEW

LANDSCAPE

MOTIVATIONS & BARRIERS

ONLINE PURCHASE PROCESS

SOCIAL MEDIA & EMERGING TECH





OVERVIEW

LANDSCAPE

MOTIVATIONS & BARRIERS

ONLINE PURCHASE PROCESS


SOCIAL MEDIA & EMERGING TECH

# US shoppers pay with credit cards most often, where Chinese shoppers prefer online payment services and mobile wallet

## Mobile wallet adoption is 2X higher in China.


### MOST USED ONLINE PAYMENT METHOD BY DEVICE/MARKET

BASE: Online Shoppers of each device who ever used payment method (Bases vary)



**COMPUTER**

	US	CN
Credit card/debit card	63%	34%
Online payment service (e.g. PayPal, WePay)	15%	47%
Gift card	12%	3%
Pre-loaded value debit card	2%	3%
Loyalty card/program	2%	2%
Hybrid approach (order online, pay in-store)	2%	4%
Voucher/offer code	2%	6%
Bitcoin or other online currency	1%	1%



**MOBILE**

	US	CN
Credit card/debit card using store's website	37%	6%
Online payment service (e.g. PayPal, WePay)	17%	36%
Credit card/debit card using store's app	15%	4%
Gift card	13%	2%
Pre-loaded value debit card	5%	3%
Loyalty card/program	3%	2%
Voucher/offer code	2%	3%
Mobile wallet (e.g., Apple Pay, Samsung Pay)	2%	21%
Bitcoin or other online currency	1%	0
Hybrid approach (order online, pay in-store)	1%	4%
Pay via QR code	1%	10%
Pay direct to smartphone/tablet bill (e.g., a chargeable SMS message)	0%	7%

**NOTE:**  
 Mobile wallet penetration is **2x** higher in China  
 % Ever used Mobile Wallet  
**US: 31% | CN: 60%**

Q15a/b. Now, thinking about your online purchases using a mobile device/computer, which of the following methods of payment have you ever used, and which method of payment do you use most often?





OVERVIEW

LANDSCAPE

MOTIVATIONS & BARRIERS

ONLINE PURCHASE PROCESS

SOCIAL MEDIA & EMERGING TECH

# Mobile wallet users are more engaged mobile shoppers, and cite convenience, efficiency, and ease of use as key benefits

## MOBILE WALLET USER PROFILE

BASE: Mobile Wallet users (US=64, CN=229) vs. non-user mobile shoppers (US=141, CN=153)



	US		CN	
	NON-USER	USER	NON-USER	USER
Age (mean)	40	36	30	30
Gender (%m/%f)	42/58	66/34	52/48	55/45
% purchase on mobile weekly	34%	63%	57%	69%
Avg. monthly spend on mobile	\$110	\$288	¥707	¥906
% extremely satisfied w/ mobile online shopping experience	43%	61%	25%	34%
Benefits of mobile online shopping	Convenience/makes life easier (70%)	Checkout/payment process is easy (72%)	Prices (78%)	Convenience/makes life easier (77%)
	Prices (68%)	Convenience/makes life easier (70%)	Easy to shop (73%)	Prices (76%)
	Easy to shop (68%)	Easy to shop (67%)	Convenience/makes life easier (73%)	Checkout/payment process is easy (74%)
	Easy to find what I'm looking for (67%)	Efficiency (64%)	Checkout/payment process is easy (71%)	Easy to shop/navigate (72%)
	Easy to navigate (65%)	Easy to navigate (63%)	Sales/promotions (66%)	Sales/promotions (72%)

S2. How old are you? S1. Are you... Q1. How often do you purchase any kind of products or services online? Q14. In a typical month, how much do you spend purchasing products/services online? Q25. And how satisfied are you with your online shopping experiences when shopping using the devices below? Q23a. Please read the statement below and tell us if it applies to purchasing online or in-store.







OVERVIEW

LANDSCAPE

MOTIVATIONS &  
BARRIERS

ONLINE PURCHASE  
PROCESS

**SOCIAL MEDIA &  
EMERGING TECH**

# THE ROLE OF SOCIAL MEDIA & EMERGING TECHNOLOGIES

**iab.**

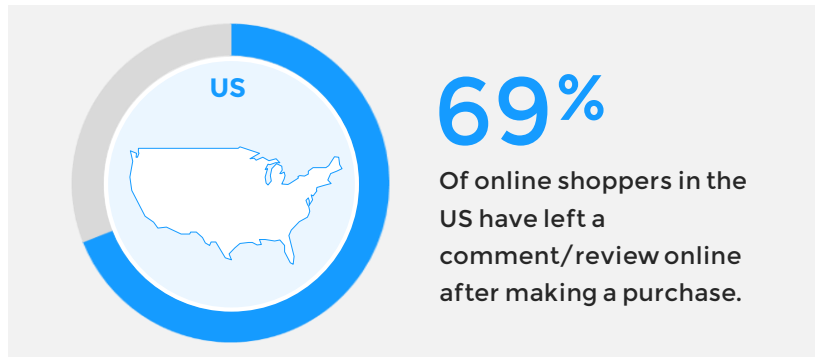
hypothesis

DIGITAL COMMERCE IN US & CHINA

# Chinese shoppers are highly vocal online and much more likely to leave comments/reviews after a purchase

## PRODUCT/SERVICE COMMENTS AND REVIEWS

BASE: Online Shoppers (US=500, China=500)



### REVIEW SITE

An online shopping site/app that carries many products and brands	44%
A specific brand or manufacturer's site/app	29%
A social networking site	27%
A product review site or blog	22%



### REVIEW SITE

An online shopping site/app that carries many products and brands	54%
A social networking site	52%
A product review site or blog	47%
A specific brand or manufacturer's site/app	34%

Q31. Have you ever left a product/service review or comment on any of the following after you've made a purchase?



OVERVIEW

LANDSCAPE

MOTIVATIONS & BARRIERS

ONLINE PURCHASE PROCESS

SOCIAL MEDIA & EMERGING TECH



OVERVIEW

LANDSCAPE

MOTIVATIONS & BARRIERS

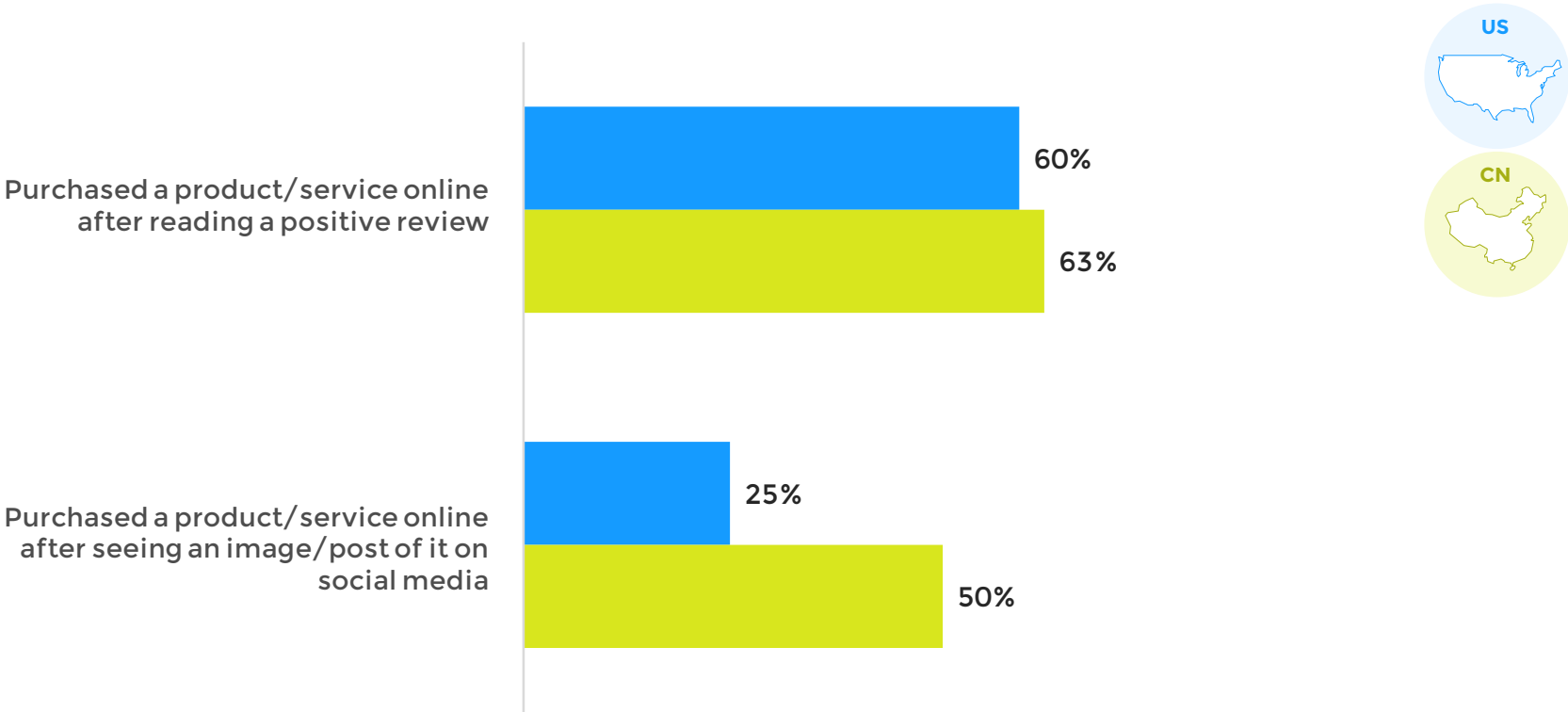
ONLINE PURCHASE PROCESS

SOCIAL MEDIA & EMERGING TECH

# Positive reviews go a long way to purchase in both markets; Social media posts are more influential to Chinese shoppers

## IMPACT OF SOCIAL MEDIA ON ONLINE PURCHASES

BASE: Online Shoppers (US=500, China=500)



Q30. Have you ever done any of the following?



# Awareness of new technologies in digital shopping is higher in China; 360 video is most used in both countries

## AWARENESS AND USERSHIP OF EMERGING TECHNOLOGIES

BASE: Online Shoppers (US=500, China=500)



	Augmented Reality (AR)	Virtual Reality (VR)	360 Product View
% AWARE	44%	63%	74%
% HAVE USED	22%	24%	59%
% USE FREQUENTLY	8%	8%	12%

	Augmented Reality (AR)	Virtual Reality (VR)	360 Product View
% AWARE	76%	84%	83%
% HAVE USED	39%	36%	58%
% USE FREQUENTLY	7%	6%	13%

Q32. How do you use each of the following online shopping features?



OVERVIEW

LANDSCAPE

MOTIVATIONS & BARRIERS

ONLINE PURCHASE PROCESS

SOCIAL MEDIA & EMERGING TECH



# New technologies available for digital shopping are more welcomed in China; 360 video has the highest promise in the US



OVERVIEW

LANDSCAPE

MOTIVATIONS & BARRIERS

ONLINE PURCHASE PROCESS

SOCIAL MEDIA & EMERGING TECH

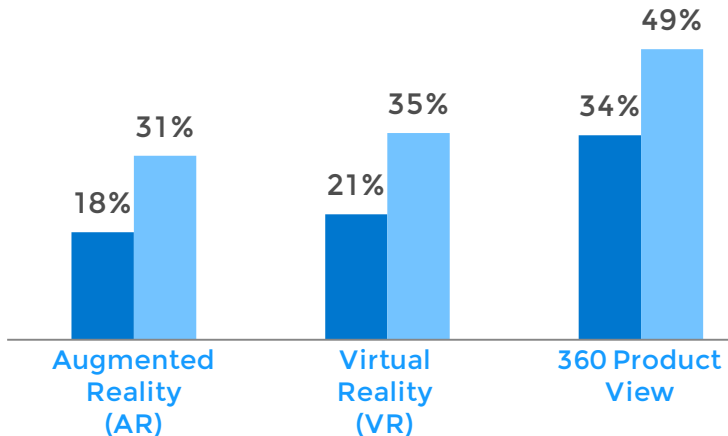
## IMPACT AND INTEREST IN EMERGING TECHNOLOGIES

BASE: Online Shoppers (US=500, China=500)



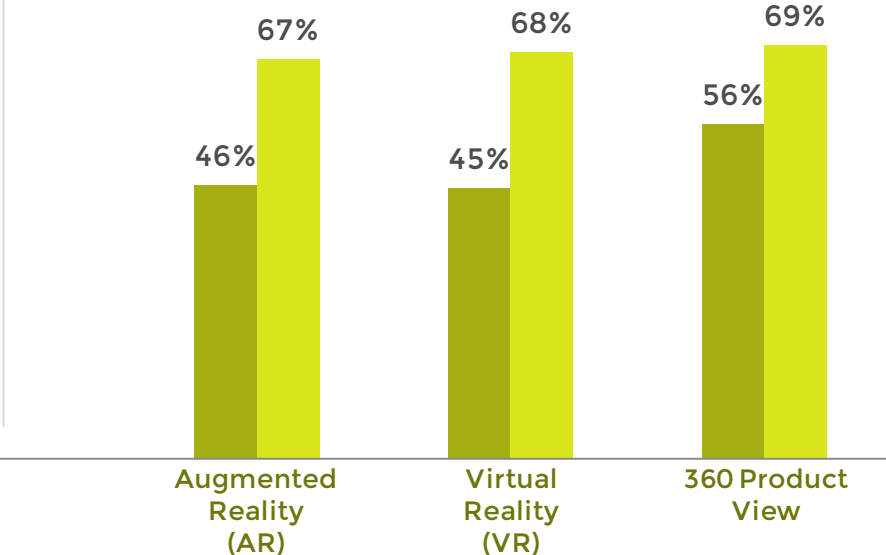
- Impact on choosing a site to purchase from (% important + extremely important)
- Interest in seeing available on more sites (% interested + extremely interested)

360 Product View is the most impactful and there is a high interest in seeing more of it in the US



- Impact on choosing a site to purchase from (% important + extremely important)
- Interest in seeing available on more sites (% interested + extremely interested)

360 Product View is the most impactful in China



Q34. How important is this feature when you are deciding what site/app to shop on? Q35. How interested are you in seeing this feature available on more shopping sites/apps?





OVERVIEW

LANDSCAPE

MOTIVATIONS &  
BARRIERS

ONLINE PURCHASE  
PROCESS

SOCIAL MEDIA &  
EMERGING TECH

## About IAB

The Interactive Advertising Bureau (IAB) empowers the media and marketing industries to thrive in the digital economy. It is comprised of more than 650 leading media and technology companies that are responsible for selling, delivering, and optimizing digital advertising or marketing campaigns. Together, they account for 86 percent of online advertising in the United States. Working with its member companies, the IAB develops technical standards and best practices and fields critical research on interactive advertising, while also educating brands, agencies, and the wider business community on the importance of digital marketing. The organization is committed to professional development and elevating the knowledge, skills, expertise, and diversity of the workforce across the industry. Through the work of its public policy office in Washington, D.C., the IAB advocates for its members and promotes the value of the interactive advertising industry to legislators and policymakers. There are licensed IABs in 43 nations around the world and one regional IAB in Europe. Founded in 1996, the IAB is headquartered in New York City and has a West Coast office in San Francisco.

## IAB Contacts

**IAB** Maggie Zhang, Ph.D. | Sr. Director [Maggie.Zhang@iab.com](mailto:Maggie.Zhang@iab.com)

**IAB** Alexandra Salomon | Sr. Director [Alexandra@iab.com](mailto:Alexandra@iab.com)

