

# eCommerce Shopping **Trends in South Africa**

South African Shoppers, by Magento, an Adobe company

**How Retailers Can Win Over** 





competition than ever. So how do retailers win over shoppers?

- What makes customers want a retailer's offerings?
- What makes them come back?
- What are the usual pain points they experience?
- These are the questions Magento aimed to answer when

it commissioned a survey of consumers from South Africa.



Reasons shoppers will



Free returns

**Price** 

Delivery time under 5 days

Retailer has a good reputation



#### 46% **40% Debit card**

Preferred payment methods



# an online retailer over another?

Which of the following policies would

make you more likely to purchase from

the environment:

of shoppers will choose 37% a retailer who is transparent about where of South African products are sourced consumers believe online from over another shopping is better for the environment than in-store shopping

11%

of shoppers said there were no environmental policies that would make them choose one retailer over another

Shoppers have high expectations for eCommerce websites

Feel a website should

be easy to use

of consumers care that their

personal data is protected

by retailers

shoppers will abandon their cart if free returns are not offered

50%



41%

Care that a retailer tries to minimise its

use of packaging

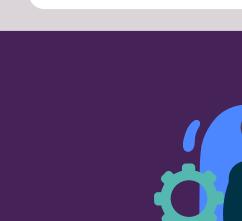
### Want an overall great Want voice-controlled online/in-app experience functionality compatible with Alexa/Google home, etc.

of consumers have completed a transaction in two minutes or less

Said items should

always be in stock





Personalisation is key:

24%

29%

of shoppers will stop using a retailer 31% that suggests the wrong items to them while shopping online. will unsubscribe from a mailing list if 30% they are sent irrelevant information.

**About Magento Commerce** 



### About the research

The research, completed in partnership with YouGov interviewed 18,037 respondents online, from 15 countries. This infographic focuses specifically on the 1,006 respondents from South Africa. Fieldwork was undertaken between 14th June and 3rd July 2019. All figures, unless otherwise stated, are from YouGov Plc. The survey was carried out online. The figures have been weighted and are representative of all adults (aged 18+) in South Africa.

Magento Commerce Magento, an Adobe company, is a global leader in cloud commerce innovation. Magento Commerce boasts a strong portfolio of cloud-based omnichannel solutions, integrating digital and physical shopping experiences and powering \$155 billion in gross merchandise.

want eCommerce websites

products they might like.

on purchase history.

to use their profile data to suggest

want product suggestions based