



eCommerce Shopping Trends in South Africa

How Retailers Can Win Over South African Shoppers, by Magento, an Adobe company



The eCommerce industry is booming but there is more competition than ever.

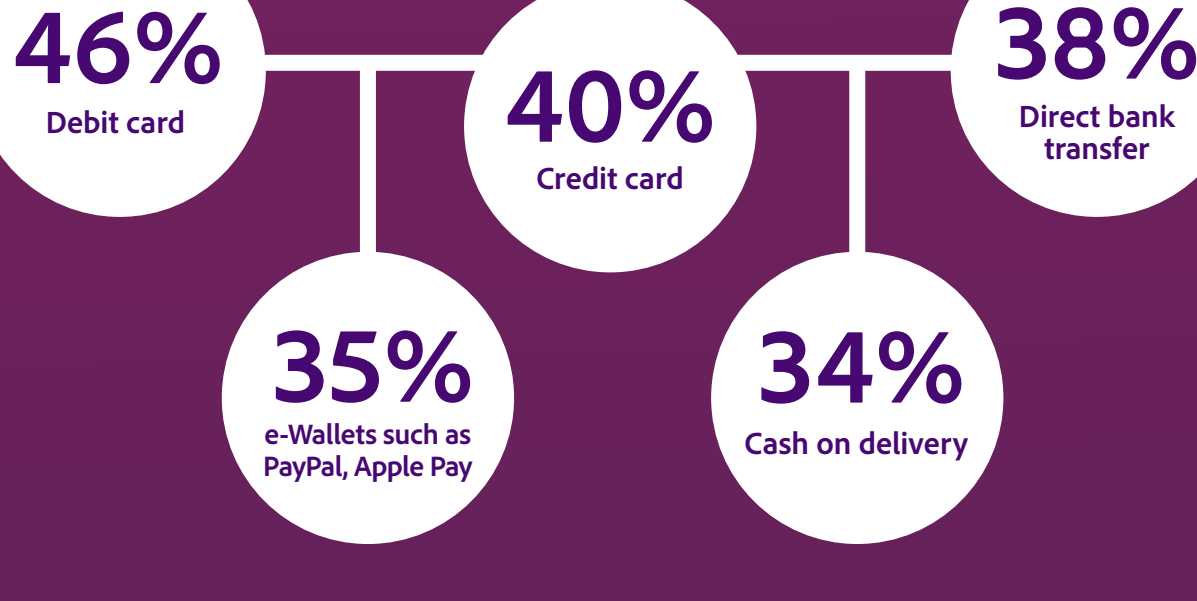
- So how do retailers win over shoppers?
- What makes customers want a retailer's offerings?
- What makes them come back?
- What are the usual pain points they experience?

These are the questions Magento aimed to answer when it commissioned a survey of consumers from South Africa.

Reasons shoppers will become repeat customers:



Preferred payment methods



Consumers care about the environment:

Which of the following policies would make you more likely to purchase from an online retailer over another?



Shoppers have high expectations for eCommerce websites




58% 


Feel a website should be easy to use

51% 

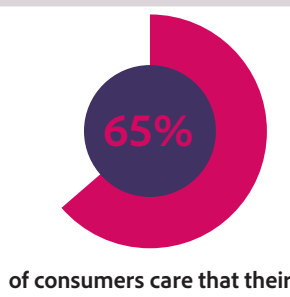
Said items should always be in stock

49% 

Want an overall great online/in-app experience

12% 

Want voice-controlled functionality compatible with Alexa/Google home, etc.



of consumers care that their personal data is protected by retailers



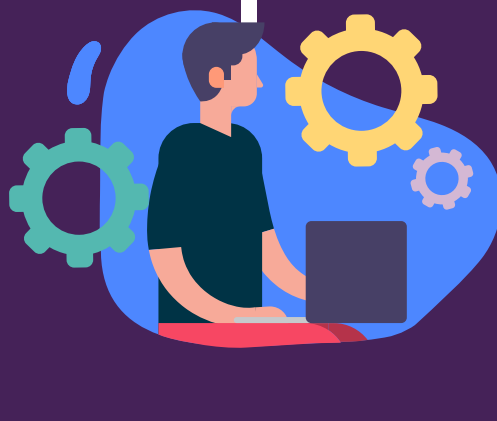
of consumers have completed a transaction in two minutes or less

1 IN 3

shoppers will abandon their cart if free returns are not offered



of consumers are comfortable with a retailer using AI to increase profits



Personalisation is key:



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.

About Magento Commerce

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.