

THE CONSUMER BUYING BEHAVIOR

SUBSCRIPTION ECONOMY



45% Consumers use Mobile as Shopping Channel

87% Shoppers Begin Product Searches Online

59% Consumers use Multiple Channels to get Questions Answered

73% Point to CX as an Important Factor in their Purchasing Decisions

82% Consumers Expect an Immediate Response to Questions

51% B2B Buyers Rely on Content to Research Buying Decisions

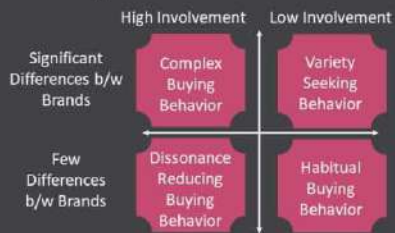


55% Willing to Shell Out More Cash for Better Customer Support

88% Stick with their Newly Discovered Brands

40% Customers don't have a Preference between a Human or a Bot

Types of Consumer Behavior



Important Attributes When Deciding Where to Buy



- 36%** Best Price
- 30%** Preferred Website
- 17%** Best Delivery Options
- 14%** Stock Availability
- 2%** Peer Advice
- 1%** Returns Policy

Online Shoppers Behavior



42%

Researching about Products



21%

Reading Expert & User Reviews



16%

Price Comparison Sites



14%

Searching Discount Coupons

Path to Purchase Journey



Awareness

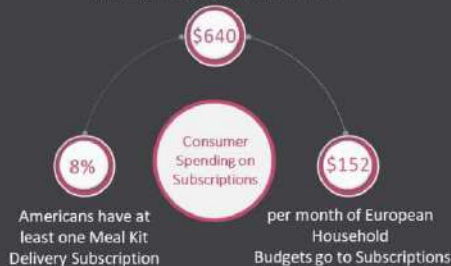
Consideration

Conversion

Evaluation

Subscription Economy

US Consumer Spend – average \$640 per month on Subscription Services



How Much Consumers are Willing to Spend on Video Streaming Services each Month



Our Predictions

