



## The Case for E-commerce Web Design

Media Marketers  
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REVOLUTION

mediamarketers.com

WEB DEVELOPMENT

GRAPHIC DESIGN

VIDEO & 3D ANIMATION

SIGNS

SEO MARKETING

## 1. Millions Buy Online.

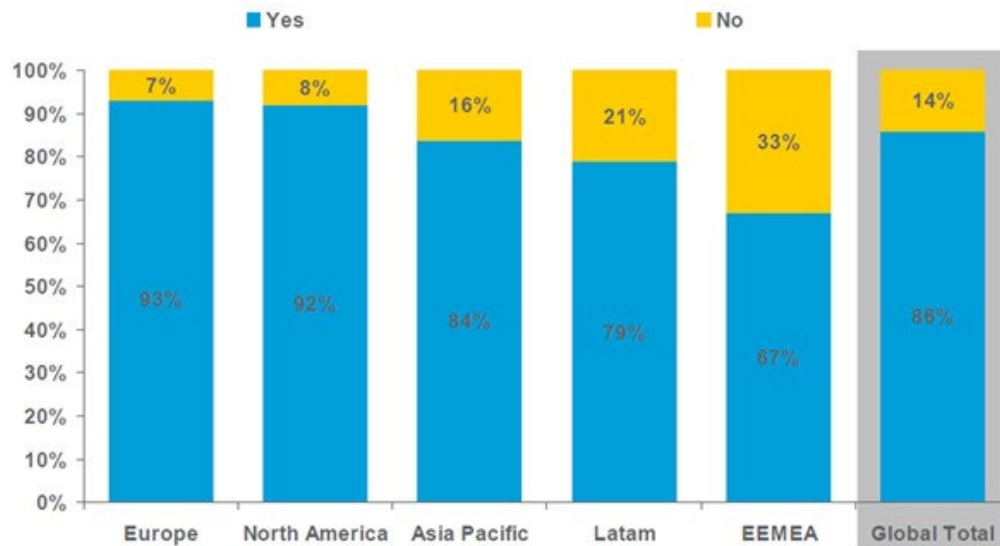
"More than 85% of the world's online population has used the internet to make a purchase - increasing the market for online shopping by 40% in the past two years - according to the latest Nielsen Global Online Survey on internet shopping habits."

- "875MM Consumers Have Shopped Online - Up 40% in Two Years"  
published by MarketingCharts.com on Jan 29-08

<http://www.marketingcharts.com/direct/online-shoppers-expect-more-retailers-have-one-chance-to-impress-3291/>

### Chart 1: Internet users who have purchased online

Have you ever made a purchase over the Internet?



Base: All respondents

Confidential & Proprietary

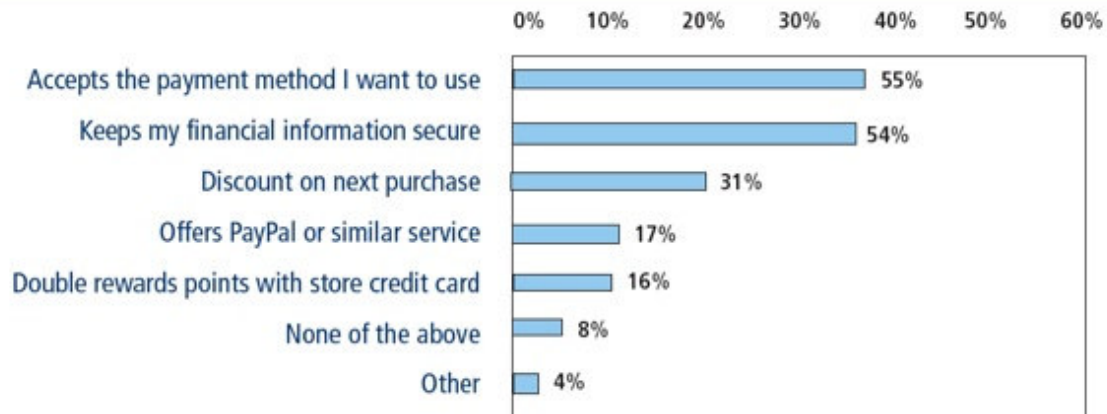
Copyright © 2007 The Nielsen Company

## 2. Shoppers Value Security.

"When making purchases online, consumers value payment security and payment choice more than typical merchant incentives like rewards and discounts, according to a PayPal-sponsored study conducted by JupiterResearch."

- "Security, Payment Choice Vital to Online-Purchase Decisions"  
study by JupiterResearch for PayPal published by MarketingCharts on Mar 6-08  
<http://www.marketingcharts.com/direct/security-payment-choice-vital-to-online-purchase-decisions-3732/>

**If you had to choose between two websites that offered the same product at the same price, which of the reasons below would influence your choice of where to buy? (Select all that apply.)**



Source: JupiterResearch/PayPal survey, Jan. 2008, 2,140 respondents to this question.

### 3. Shoppers Respond to Quality.

"...about nine out of 10 consumers conducting transactions online (87%)

say they have experienced problems - and 42% of those have switched to a competitor

or abandoned the transaction entirely, according to a Tealeaf survey

conducted by Harris Interactive."

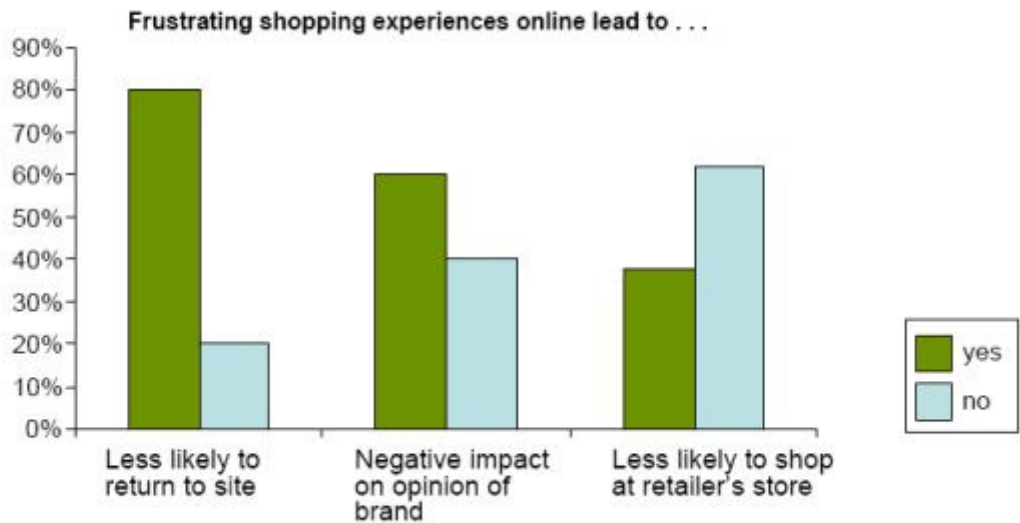
*- "Consumers Remain Intolerant toward Ecommerce Site Failures"  
study by Harris Interactive for Tealeaf published by MarketingCharts.com on Sep 19-07  
<http://www.marketingcharts.com/direct/consumers-remain-intolerant-toward-ecommerce-site-failures-1693/>*

"An overwhelming 80% said they would be less likely to return to a site  
after having a negative online shopping experience there  
- i.e., with most customers, retailers have one chance to make a great impression."

*- "Online Shoppers Expect More, Retailers Have One Chance to Impress"  
survey by Allurent published by MarketinCharts.com on Feb 1-08  
<http://www.marketingcharts.com/direct/online-shoppers-expect-more-retailers-have-one-chance-to-impress-3291/>*

## Ramifications of Failed Expectations

- Consumer attitudes are essentially unchanged from last year



e-tailing  
group

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### 4. Shoppers Expect More.

"Some 67% of consumers say their expectations about the quality of their online shopping experience had increased from the previous year..."

- "Online Shoppers Expect More, Retailers Have One Chance to Impress" survey by Allurent published by MarketinCharts.com on Feb 1-08

<http://www.marketingcharts.com/direct/online-shoppers-expect-more-retailers-have-one-chance-to-impress-3291/>

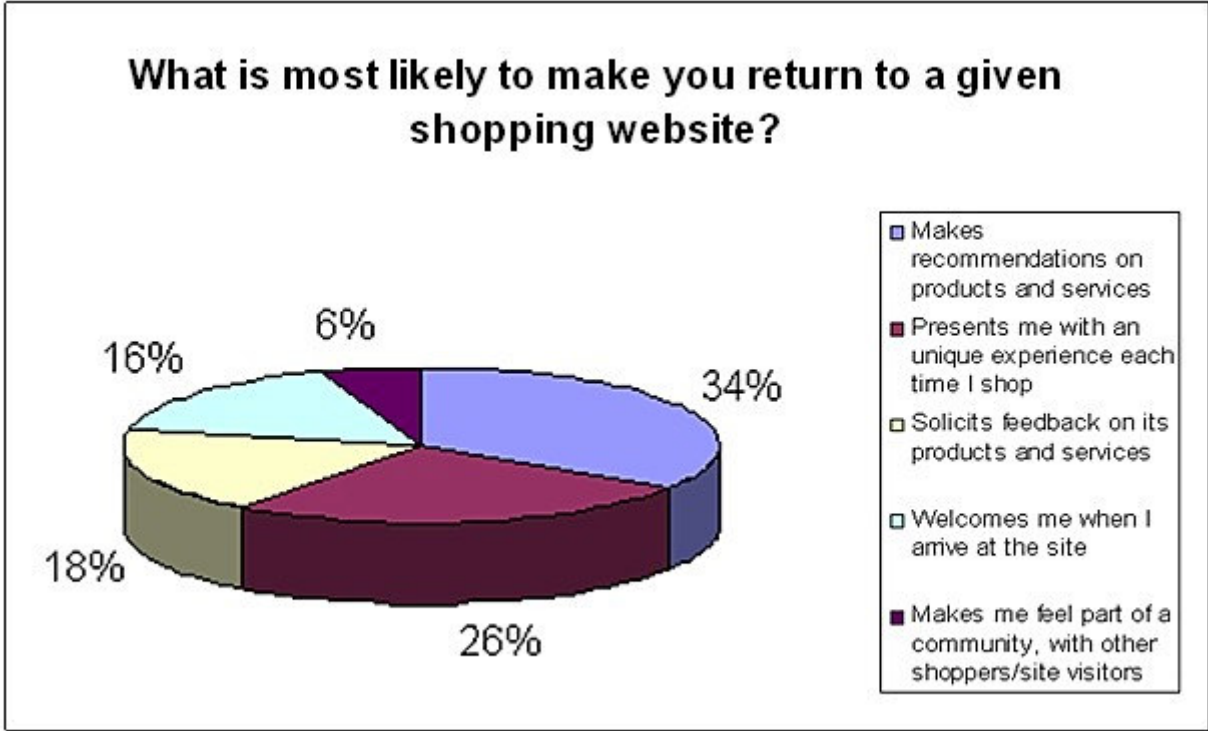
"Freshness and innovation topped the list of online shopper demands,  
indicating a growing need for retailers to update their sites  
with new shopping features and merchandise."

- *"Increasingly Sophisticated Online Shoppers Seek Freshness, Innovation"*  
data from Allurent Holiday Online Shopping Survey published by MarketingCharts.com on Jan 28-09  
<http://www.marketingcharts.com/interactive/online-shoppers-seek-freshness-innovation-7622/>

## **5. Web 2.0 Retains Shoppers.**

"In the new survey, more than 60% of respondents report being  
drawn to online retailers that employ Web 2.0 tools and techniques."

"Consumers Return to Online Shopping Sites That Embrace Web 2.0"  
by Guidance and Synovate pub in MarketingCharts.com on Apr 17-08  
<http://www.marketingcharts.com/direct/consumers-return-to-online-shopping-sites-that-embrace-web-20-4265/>



Source: *Symovate/Guidance Solutions, Inc.*

Source: <http://www.marketingcharts.com/direct/consumers-return-to-online-shopping-sites-that-embrace-web-20-4265/>

**6. Many Stores Are Investing in New Technology.**

"Leading online merchants are optimizing features to get sales - rethinking promotions, refining search, retooling content/information, and reinventing community - according to merchandising results from the [e-tailing group](#)'s 11th Annual Mystery Shopping Survey, [writes](#) Retailer Daily."

- "Online Merchandisers Retool Tactics to Drive Sales"  
 survey by the e-tailing group published by MarketingCharts.com on Feb 2-09  
<http://www.marketingcharts.com/interactive/online-merchandisers-retool-tactics-to-drive-sales-7710/>

## Use of Rich Media by Leading Online Merchants

<b>Rich Media</b>	<b>e-tailing 100 4Q 2008</b>	<b>e-tailing 100 4Q 2007</b>
<b>Zoom</b>	<b>90%</b>	<b>86%</b>
<b>Alternate Views</b>	<b>68%</b>	<b>66%</b>
<b>Streaming Video</b>	<b>62%</b>	<b>45%</b>
<b>Color Change</b>	<b>60%</b>	<b>57%</b>
<b>Audio</b>	<b>61%</b>	<b>47%</b>
<b>View in a Room</b>	<b>27%*</b>	<b>5%*</b>

*Source: the e-tailing group Mystery Shopping Surveys 2008 & 2007 \*subset of survey*

"The survey on e-commerce technology spending intentions finds that 72% of merchants plan to purchase some new application or service this year."

- "Internet Retailer Survey: Hold the line;  
Internet retailers are running leaner operations and plan  
to spend only slightly more on new e-commerce technology and services"  
by Mark Brohan for Internet Retailer in July 2008  
<http://www.internetretailer.com/article.asp?id=26901>