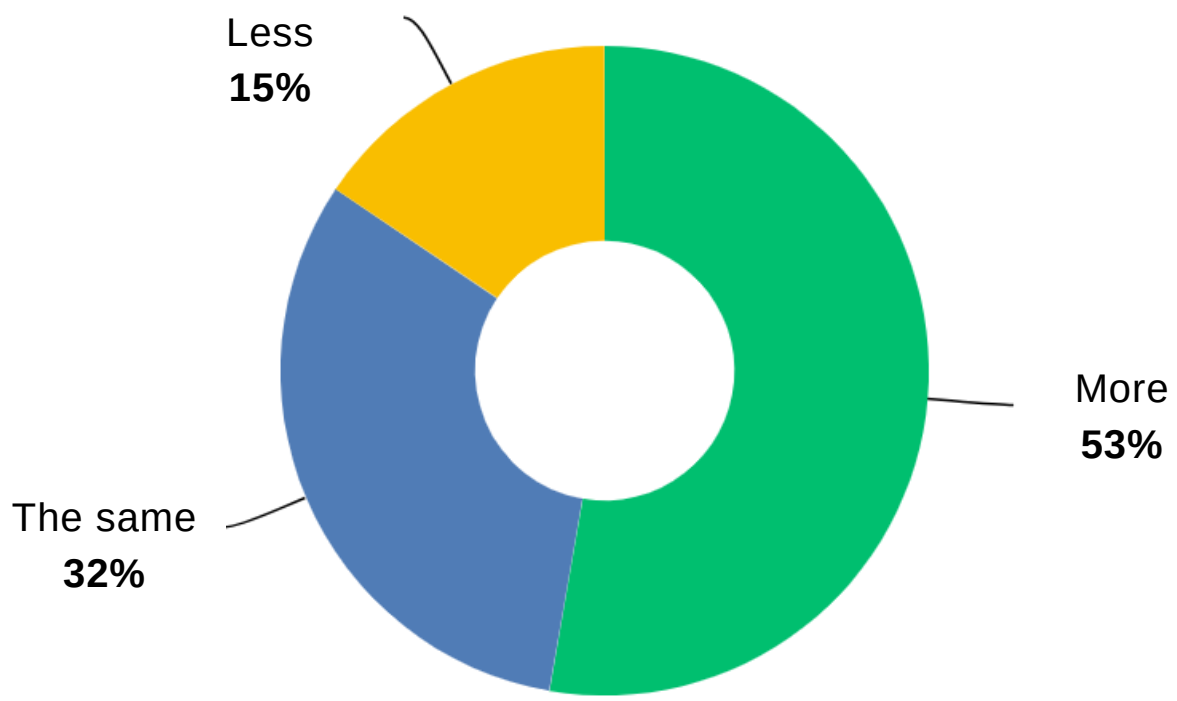


# ONLINE SHOPPING IN THE COVID-19 ERA

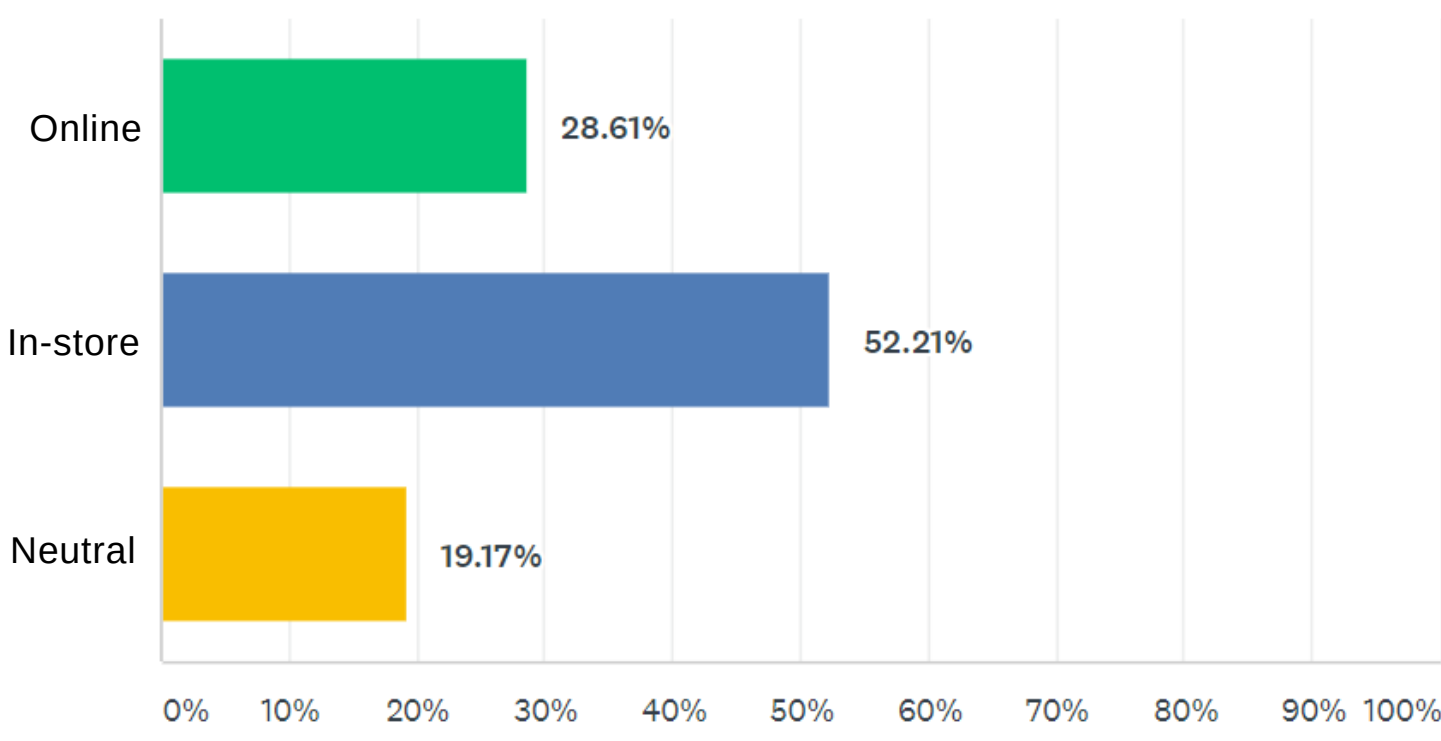
How consumers feel about online vs local shopping post-lockdown.



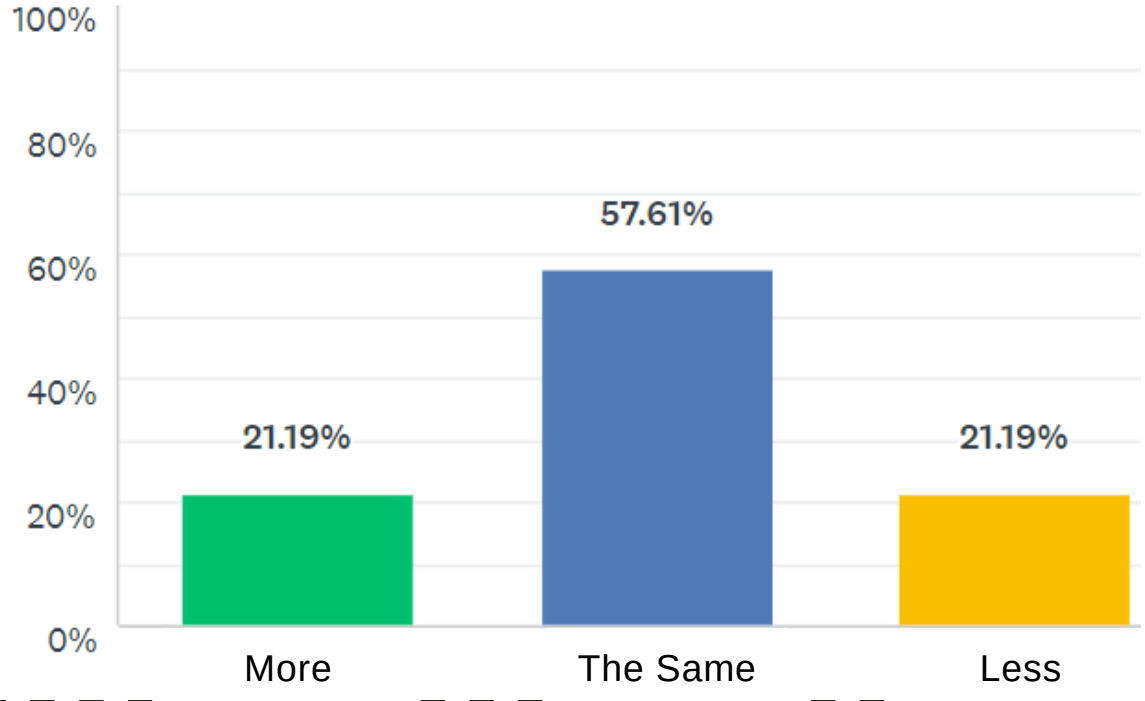
## During lockdown, did you do more or less online shopping?



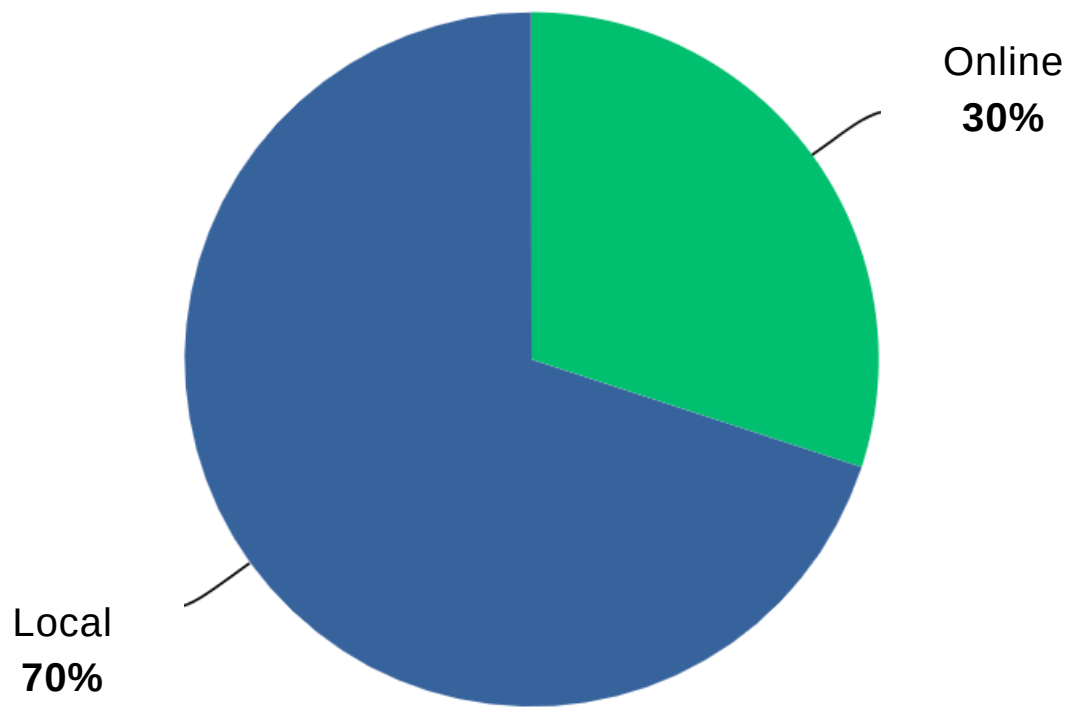
## Do you prefer browsing online or in-store?



## When shops reopen, will you do more or less shopping online than you did prior to lockdown?



## As shops reopen, will you choose to shop online or will you buy local?



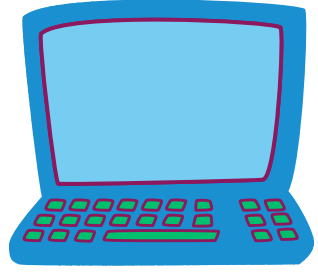
# ONLINE SHOPPING IN THE COVID-19 ERA

How consumers feel about online vs local shopping post-lockdown.



Which of the following has the biggest influence on purchasing products online instead of in-store?

1. Value for money/prices **(40%)**
2. Comfort of shopping at home **(16%)**
3. Selection of products **(13%)**
4. Ease of process **(12%)**
5. Time saving **(9%)**

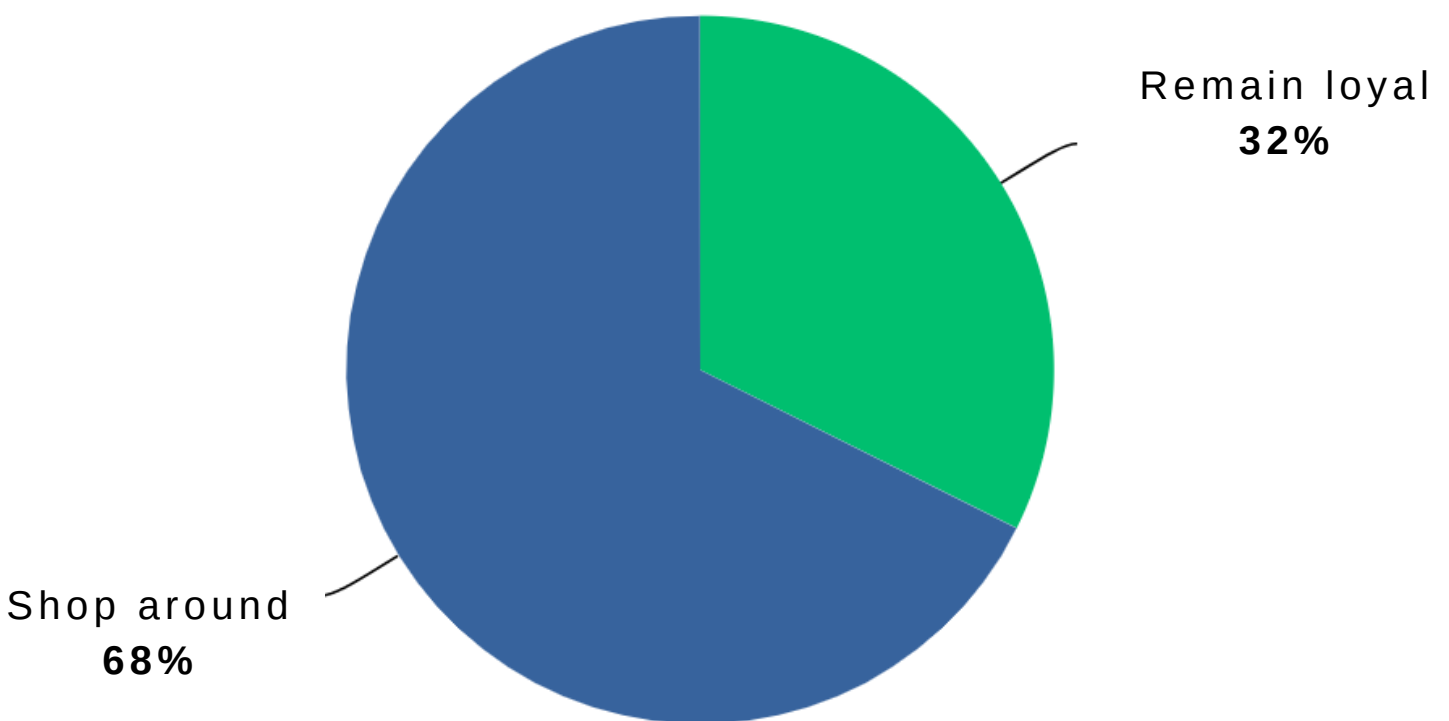


How important are the following to you in deciding whether/where to shop online?

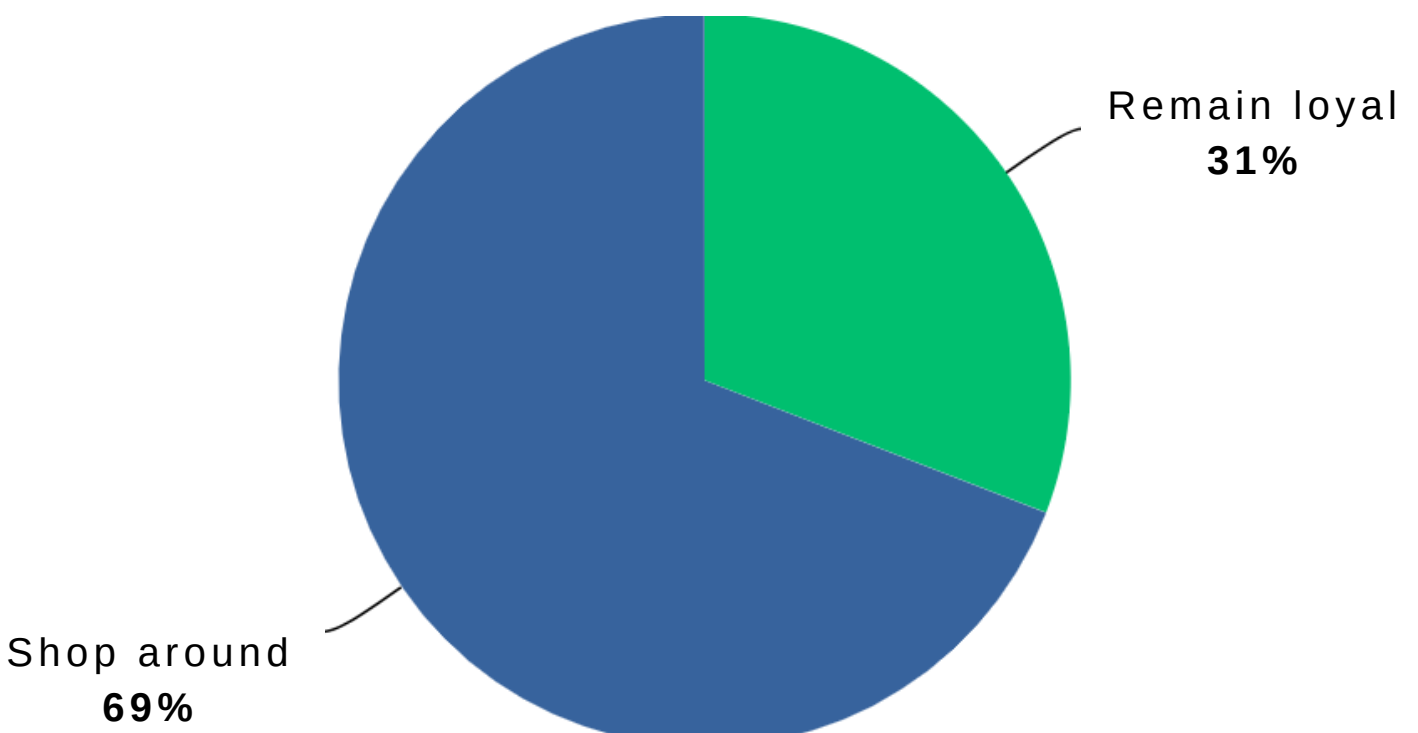
1. Prices **(97%)**
2. Delivery costs **(87%)**
3. Returns policy **(83%)**
4. Delivery schedule/timeline **(76%)**
5. Reputable delivery provider **(74%)**
6. Opinions of family/friends **(65%)**
7. Environmentally friendly **(60%)**
8. Discounts for loyalty/students **(59%)**



When shopping online, are you more likely to remain loyal to a particular business or shop around?



When shopping in store, are you more likely to remain loyal to a particular business or shop around?

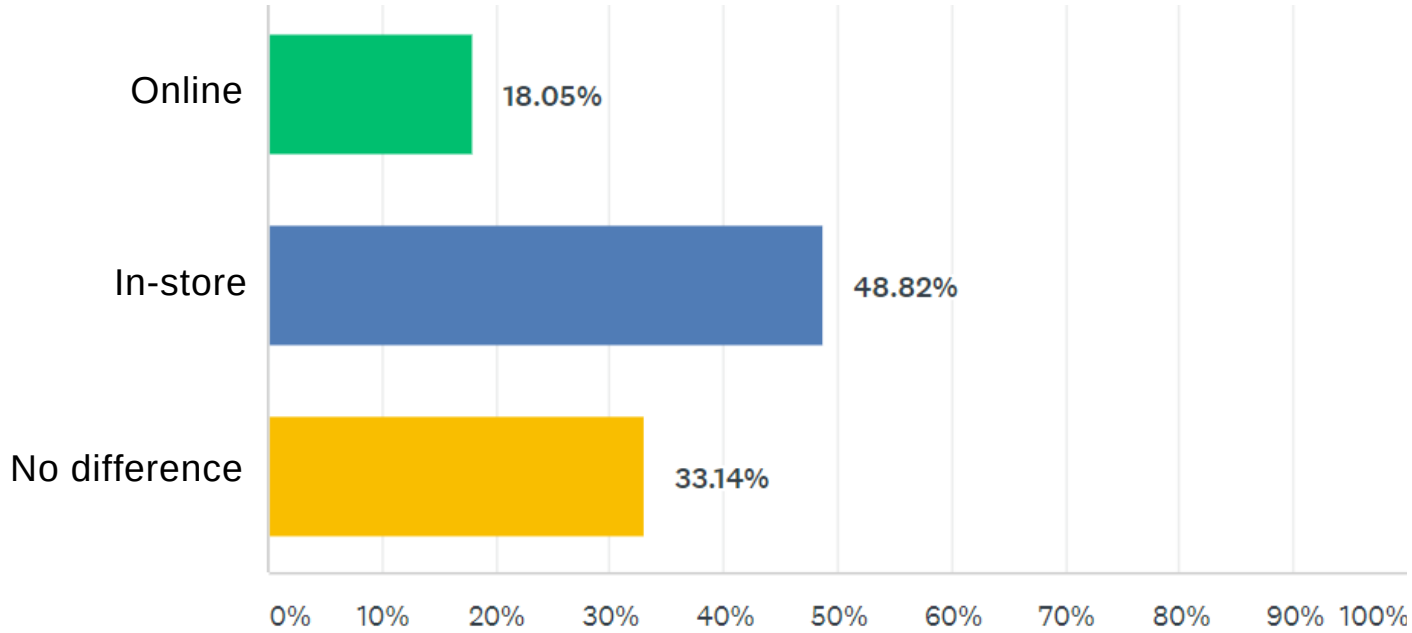


# ONLINE SHOPPING IN THE COVID-19 ERA

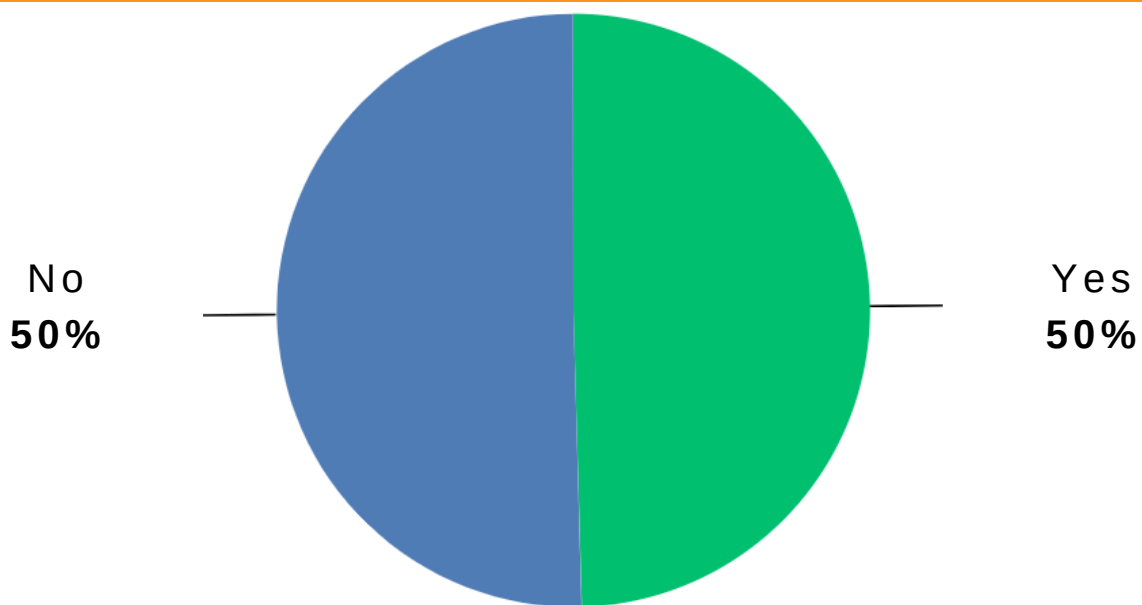
How consumers feel about online vs local shopping post-lockdown.



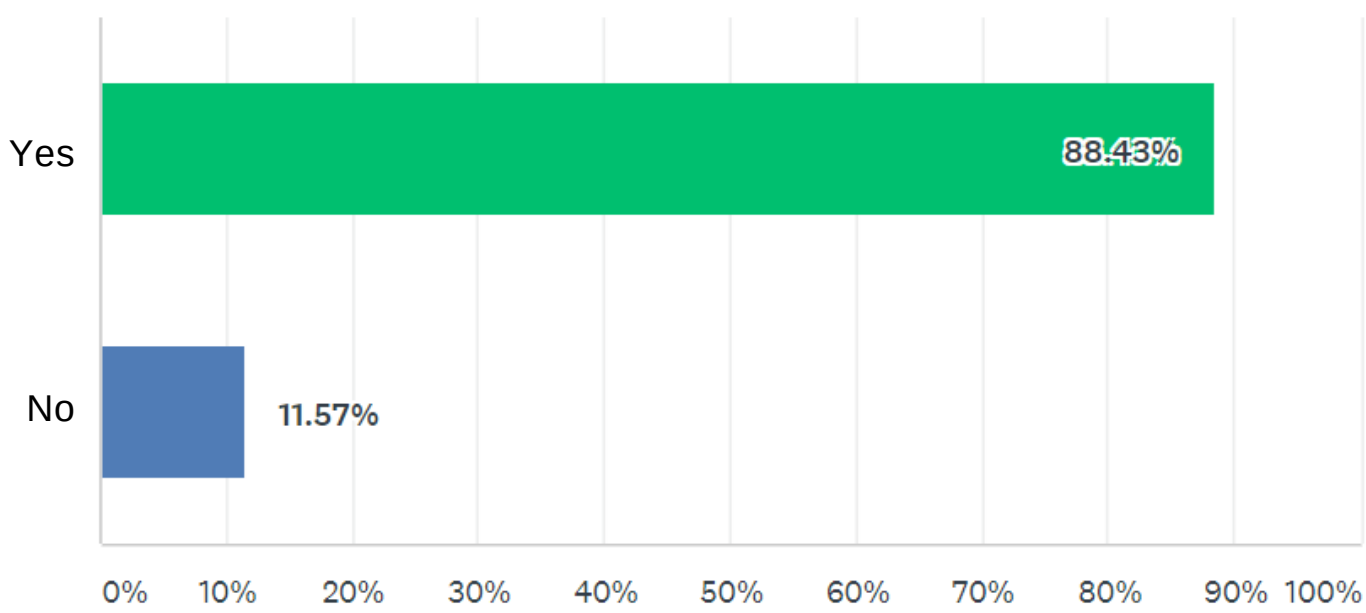
Would you tend to engage in impulse buying more when shopping online or in-store?



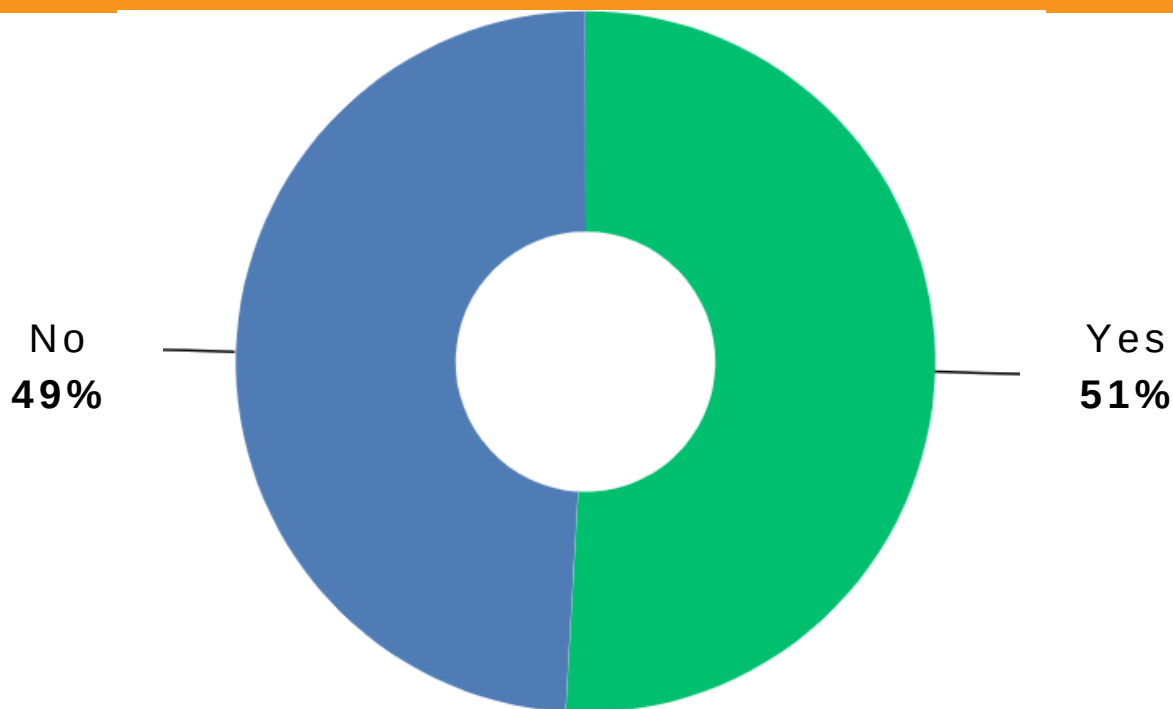
Would you be willing to pay a higher price to buy from local businesses instead of existing online retailers?



If local retailers were to offer an online service while restrictions are in place would you avail of this?



Have you bought any products online recently that you wouldn't have gotten online prior to lockdown?

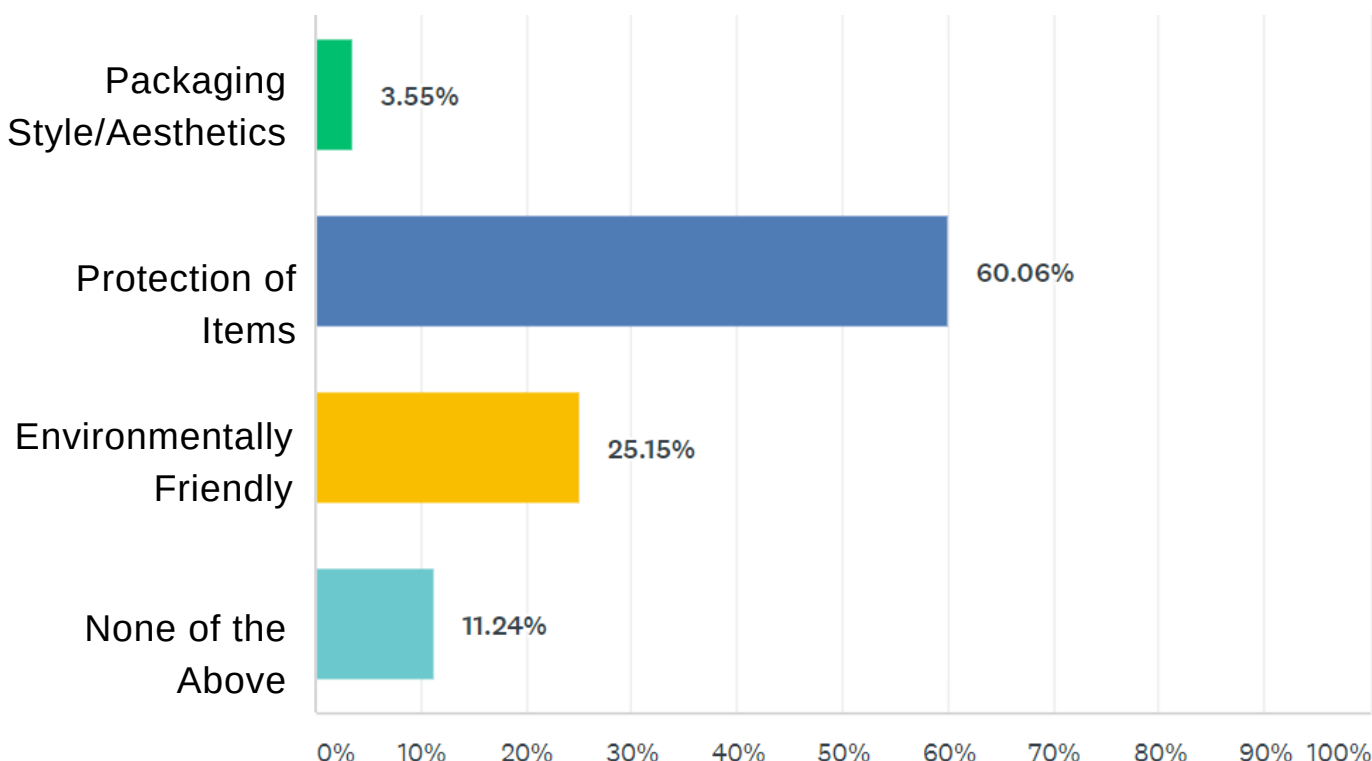


# ONLINE SHOPPING IN THE COVID-19 ERA

How consumers feel about online vs local shopping post-lockdown.



Which of the following matters most to you in terms of packaging for online purchases?



Finally, what retail store temporarily closed during lockdown do you miss the most?



\*This survey is based on 340 respondents across Ireland.

Founded in 1995, Customer Perceptions are leaders in mystery shopping & consumer research in Ireland. With over 100 years' combined experience & a consumer base of 8,000 field researchers, our mission is to improve the business performance of our clients.

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