

# Online shoppers prefer e-retail sites to stores

Most online consumers enjoy shopping the web via a computer more than going to a store, according to a study of 1,035 online consumers last fall by research and advisory firm The E-Tailing Group Inc. With respondents free to name more than one channel, 68% said the web offers an excellent or very good shopping experience, compared to 45% who cited stores and 15%, mobile commerce. What leads them to buy? Free shipping and returns, consumers say. The web site features they view as important include good product images, alternate views, color swatches, zoom and ratings and reviews. Search engine results are most likely to drive consumers to retail sites, respondents say, as are retailers' e-mails, consumer reviews and group-buying deals, such as from Groupon and LivingSocial.

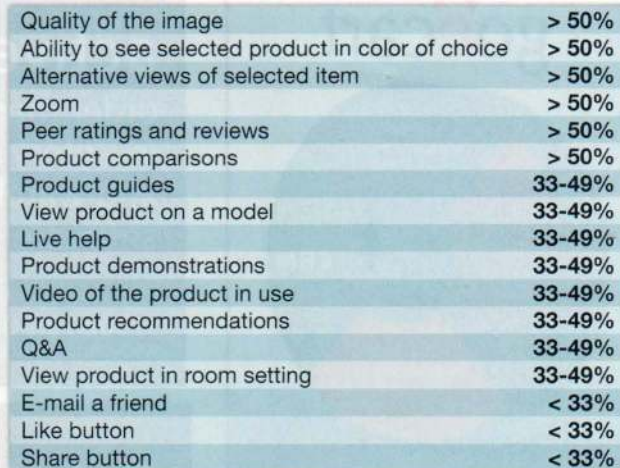
## The biggest influencers

(Percentage of online consumers who cite the following as influential in leading them to retail sites)



## Preferred shopping features on product pages

(Percentage of online consumers citing the following as critical or very important)



## Selecting a product

(Percentage of online consumers citing the following as critical or very important)



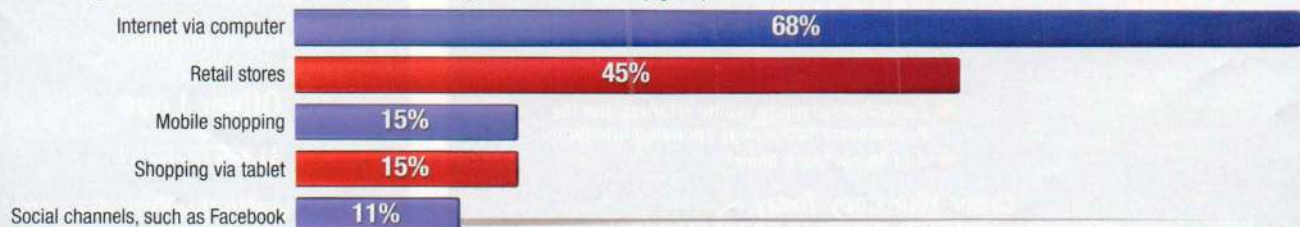
## Promotions leading to purchases

(Percentage of online consumers citing the following as effective online promotions)



## Best shopping experience by channel

(Percentage of online consumers citing the following as excellent or very good)



websellingstats

Source: The E-Tailing Group Inc.