



CUSTOMER BEHAVIOUR BY SHOPPING SURVEY

Introduction to Customer Behavior by Shopping Survey

Purpose of the Report:

This report explores customer shopping behaviors across various channels, analyzing how consumers engage with online platforms and in-store experiences to fulfill their purchasing needs.

Scope of the Analysis

Using data from a recent survey, the analysis covers:

- Channel Preferences – Factors influencing customer choices between online and in-store shopping.
- Purchase Motivators – Key drivers such as convenience, discounts, loyalty programs, and product availability.
- Customer Segmentation – Demographic and lifestyle-based segments that illustrate varied shopping patterns.

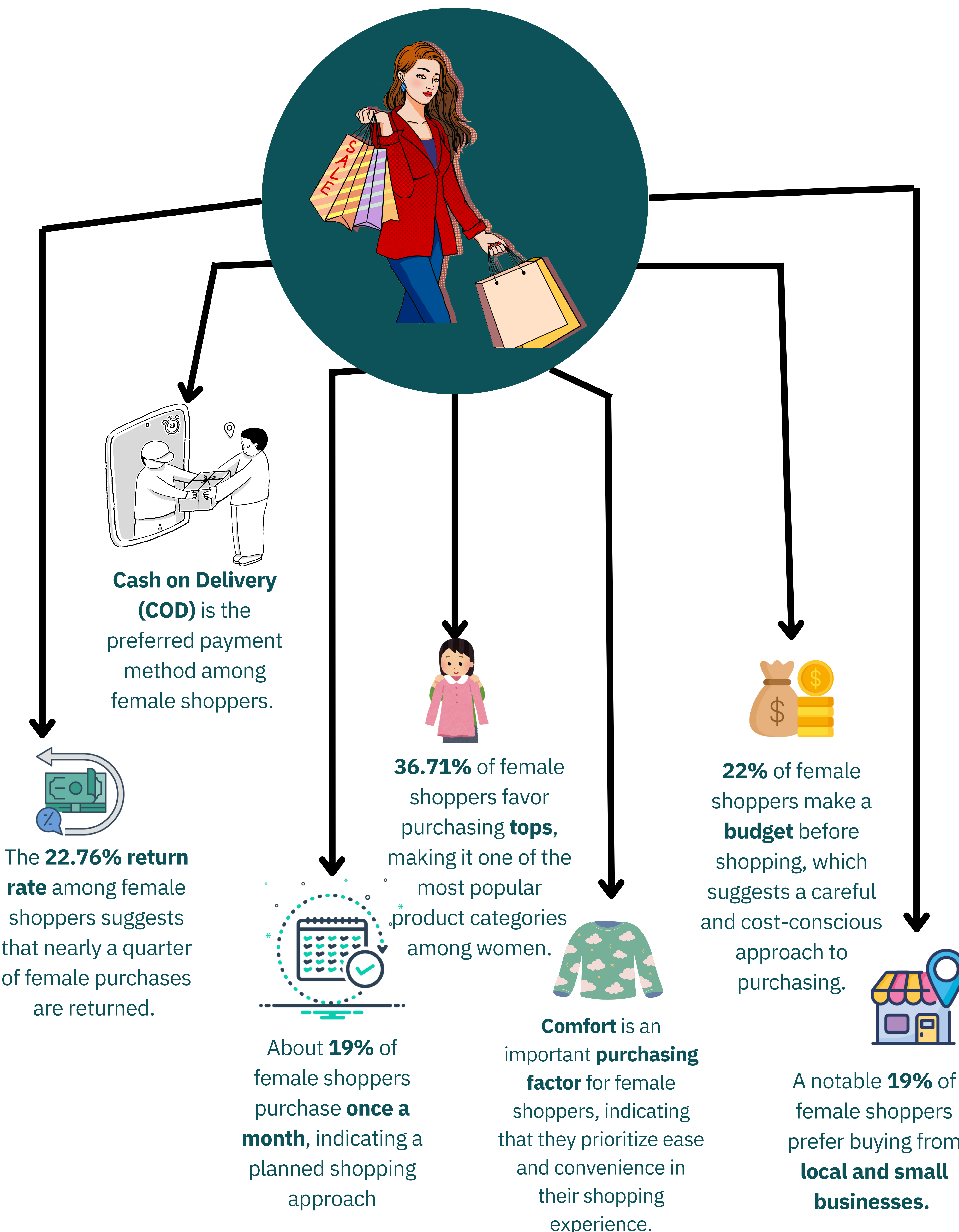
Key Focus Areas

- Omnichannel Shopping – How customers blend online and offline channels, revealing trends such as online research followed by in-store purchases (ROPO) and vice versa.
- Channel-Specific Behavior – Unique purchasing behaviors and customer preferences in online vs. in-store environments.
- Cross-Channel Drivers – Factors influencing why customers switch between channels based on promotions, inventory, and other conditions.

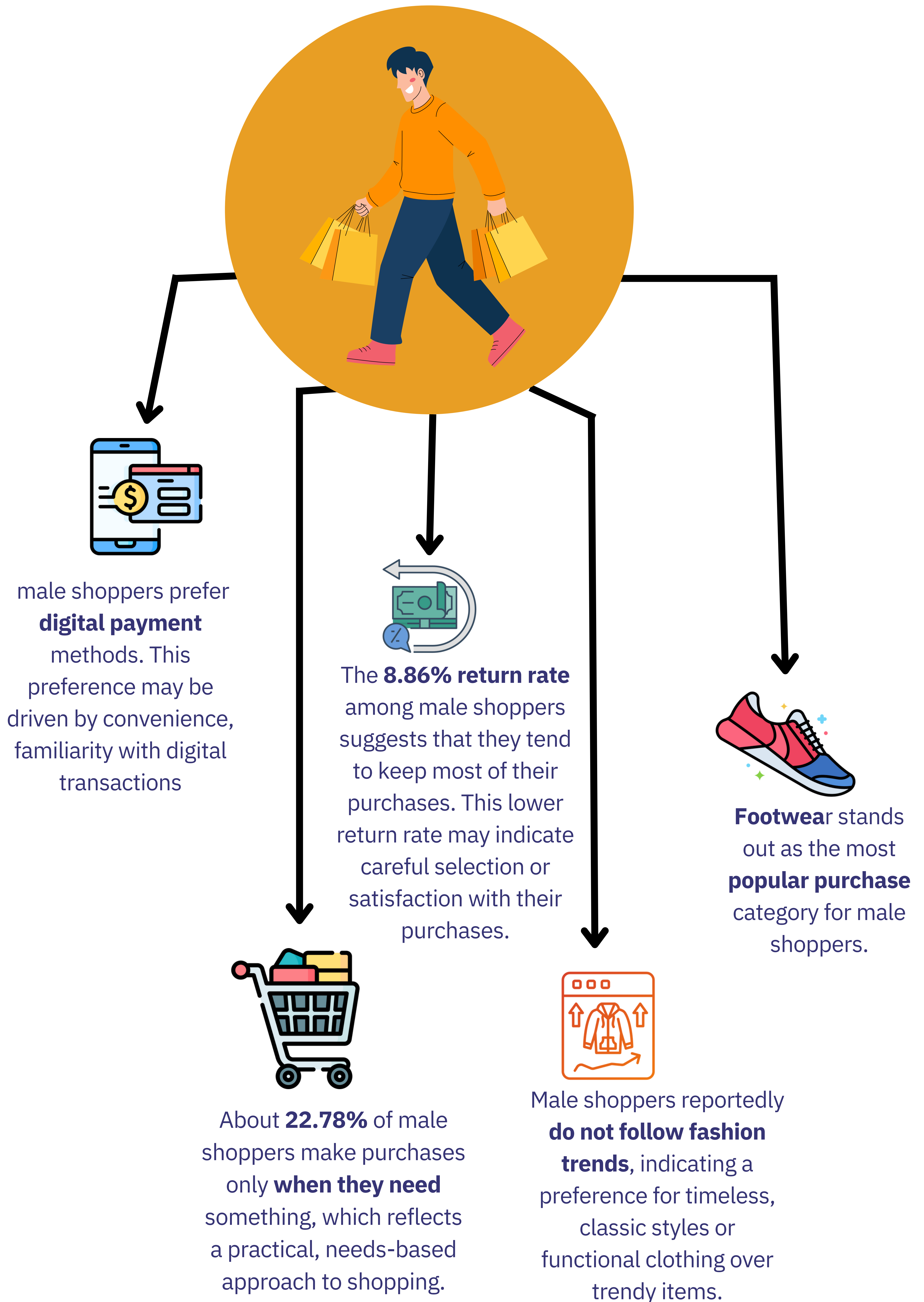
Objective

The insights provided in this report aim to help businesses develop targeted marketing strategies, improve channel engagement, and deliver personalized shopping experiences that align with the unique behaviors and expectations of different customer segments.

Female Behavior by Shopping Survey



Male Behavior by Shopping Survey

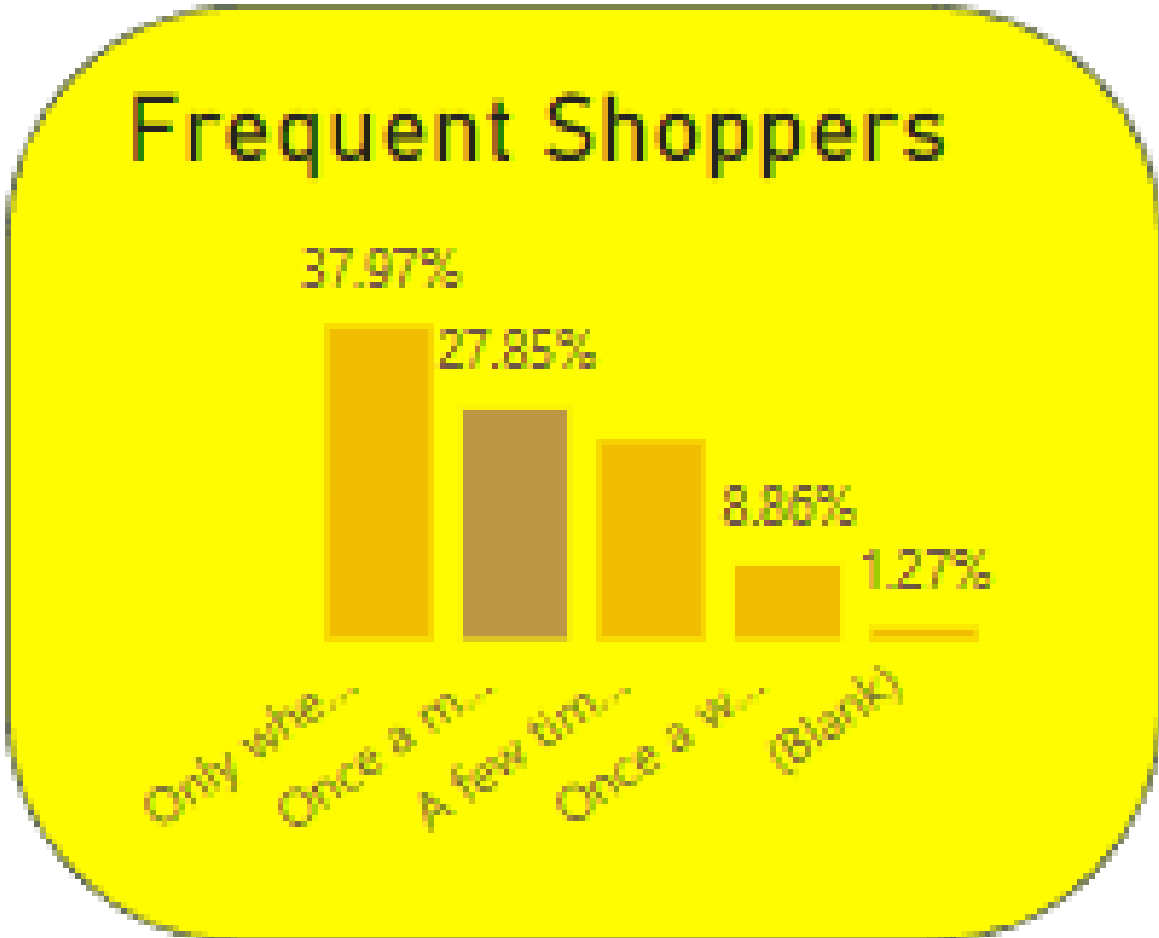




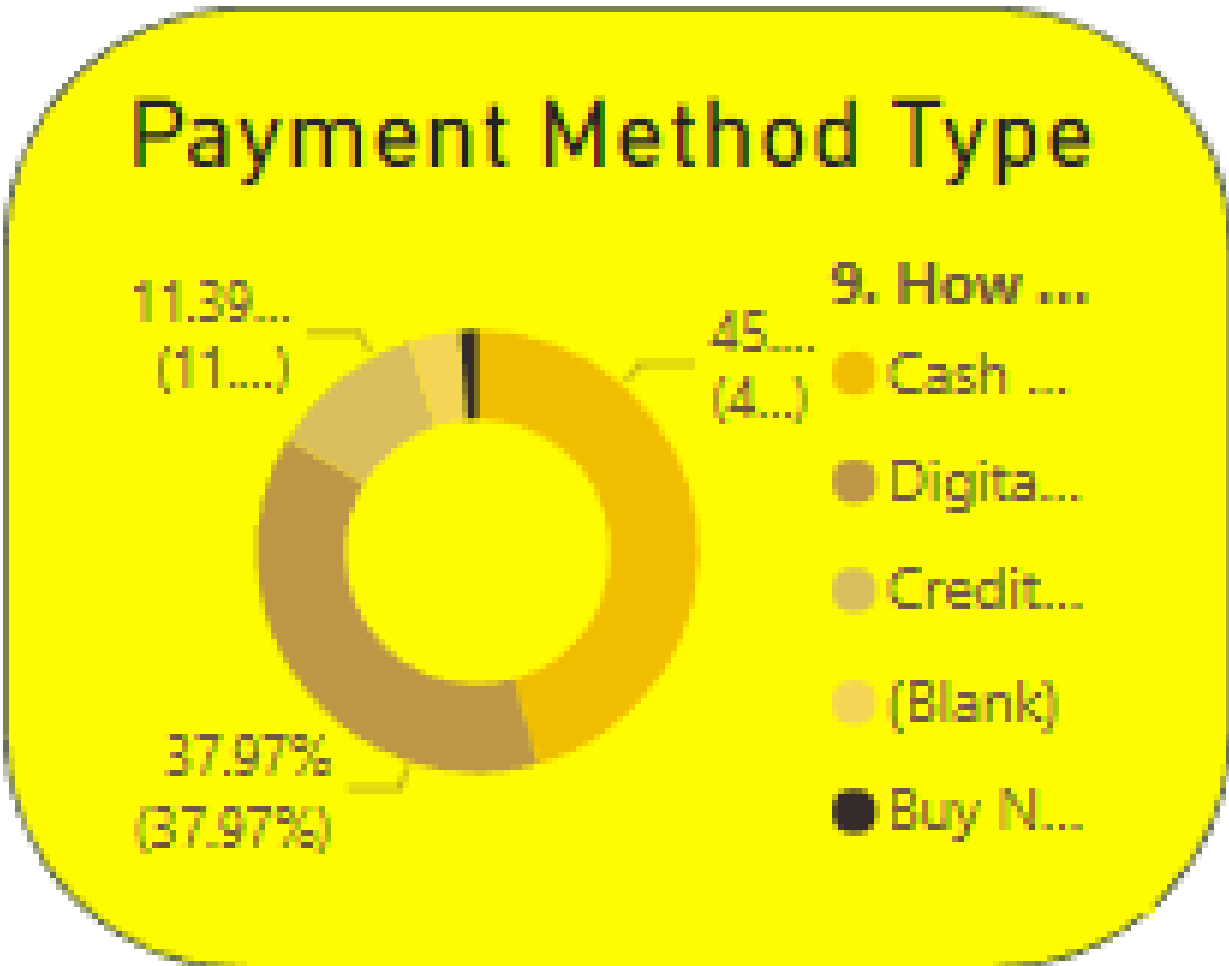
Overall Behaviour of Customers



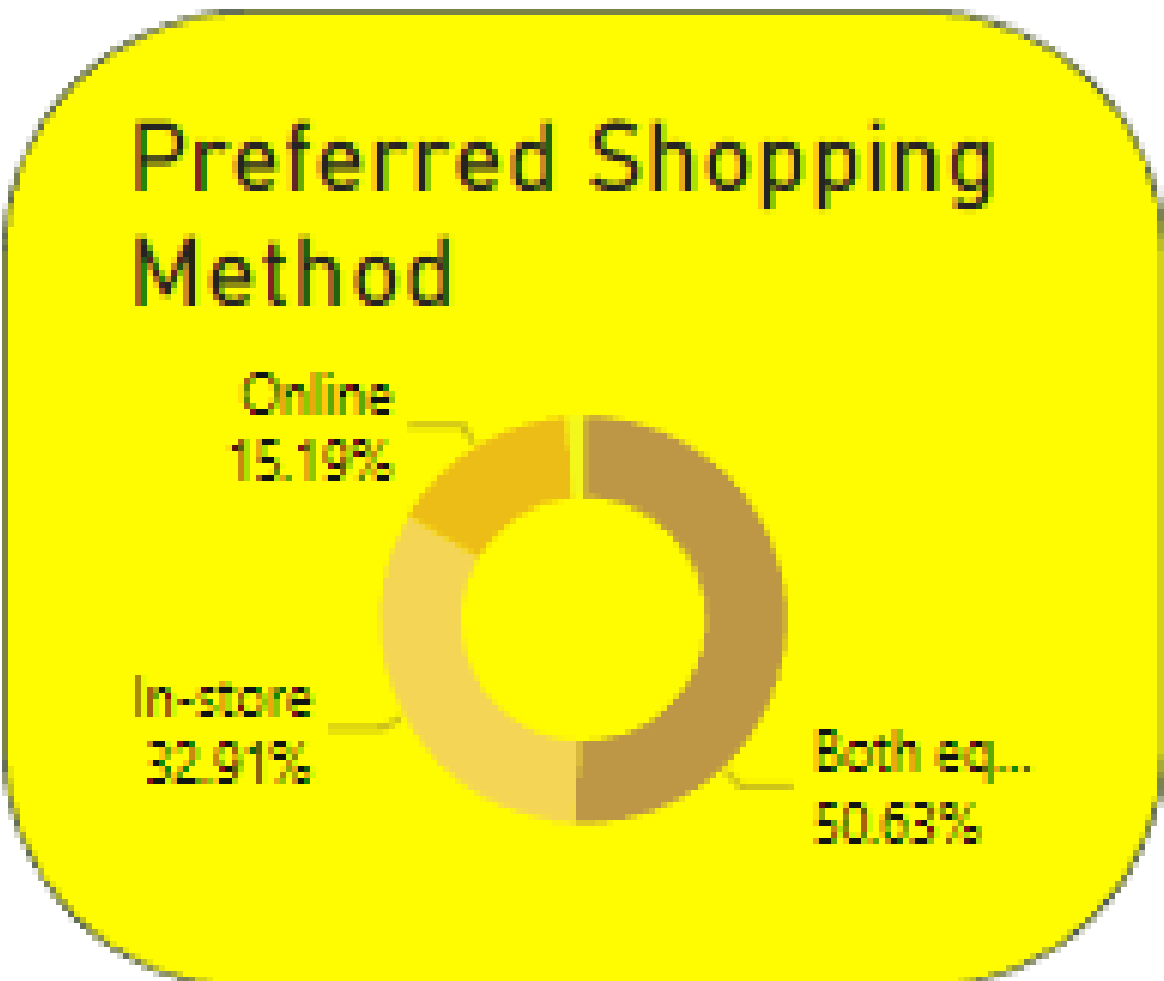
The largest shopper segment (**37.97%**) visits "**Once a month,**" suggesting a preference for **planned**, bulk purchases, likely driven by **budgeting** and convenience. This group presents an opportunity for retailers to boost engagement through targeted promotions that encourage mid-month visits or larger basket sizes.



The largest proportion of respondents, **37.97%**, prefer using **cash on delivery**. This suggests that cash remains a popular payment method, possibly due to ease of use, avoidance of fees, or **trust** in cash over digital methods. **Credit card** usage is notably **low** at **4.43%**. This may imply that credit cards are not widely accessible or preferred among this customer base.



The majority of respondents, **50.63%**, prefer using both **online and in-store** options equally. This hybrid approach suggests that many shoppers value the flexibility of choosing between physical and digital shopping experiences based on convenience, product type, or situation.



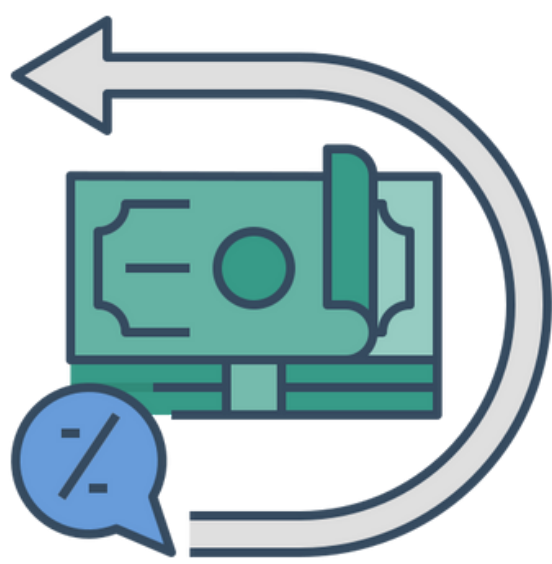
With **comfort** being a key motivation for **over half of shoppers**, retailers should prioritize convenience and ease of use across their shopping channels. Emphasizing a stress-free, accessible experience could not only meet this demand but also improve customer satisfaction and loyalty.



Major KPI



36 People
Participated



8.86% Return
Rate



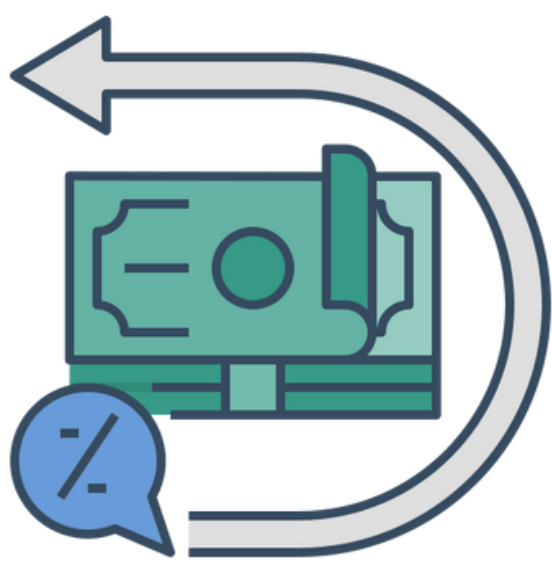
10.13%
Satisfaction
rate



Top Product



41 People
Participated



22.78%
Return Rate

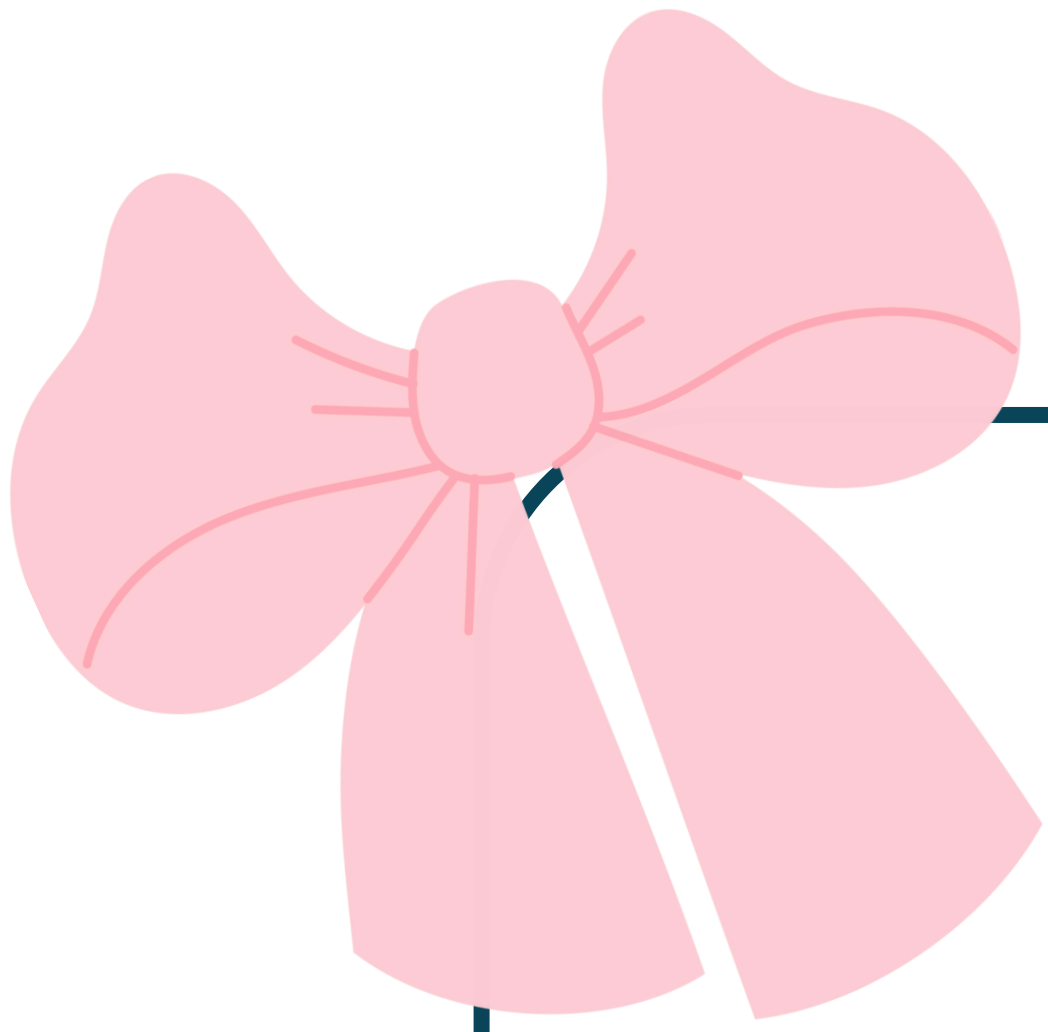


6.3%
Satisfaction
rate



Top Product

THANK YOU NOTE



I sincerely appreciate your time and input in my recent shopping survey. Your feedback is valuable and helps me understand your preferences and enhance our shopping experience.

Thank you for sharing your thoughts with me!