

I'VE BEEN INFLUENCED: THE STUDY OF CUSTOMER BEHAVIOR

Customer buying habits
have dramatically shifted.
Here's your 2024 e-commerce playbook.

Presented by
NextSmartShip



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About Us



NextSmartShip is a tech-driven GLOBAL logistics 4PL that aims to assist DTC brands in growing their eCommerce business.

Since 2019, NextSmartShip has served thousands of global DTC brands, including many startups, in achieving outstanding growth through its professional, stable, and affordable fulfillment services. It now ships over millions of shipments every year to destinations all over the world.

NextSmartShip's Core Capabilities:

1

Advanced
Logistics
Technology

2

Logistics Advisory
& Account
Management

3

Global Network of
Warehouse &
Carriers

NextSmartShip's Cross-border Logistics Approach consists of:

Solutions

- D2C fulfillment
- Crowdfunding fulfillment
- FBA Prep & FBM
- B2B order fulfillment
- Subscription box management

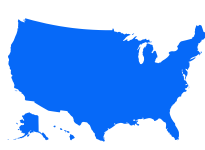
Technology

- Cutting-edge warehouse automation
- Own OMS



China

10,000m²



USA

545,000m²



Spain

1,500m²



Czech

95,000m²



Netherlands

2,000m²



Italy

4,500m²



UK

200,000m²



Canada

10,000m²



Australia

19,000m²



Japan

6,000m²

Introduction

In today's digital age, the phrase "I've been influenced" has become a common part of our lexicon, reflecting the pervasive impact of social media on consumer behavior.

This statement encapsulates the essence of modern marketing, where influencers and digital platforms shape purchasing decisions. As users scroll through their feeds, they encounter a myriad of endorsements and advertisements that subtly, yet powerfully, guide their choices.

This phenomenon underscores the growing relevance of social media in our daily lives and its significant role in driving e-commerce.



Historical Context

To grasp the current e-commerce landscape, it's crucial to revisit its beginnings.

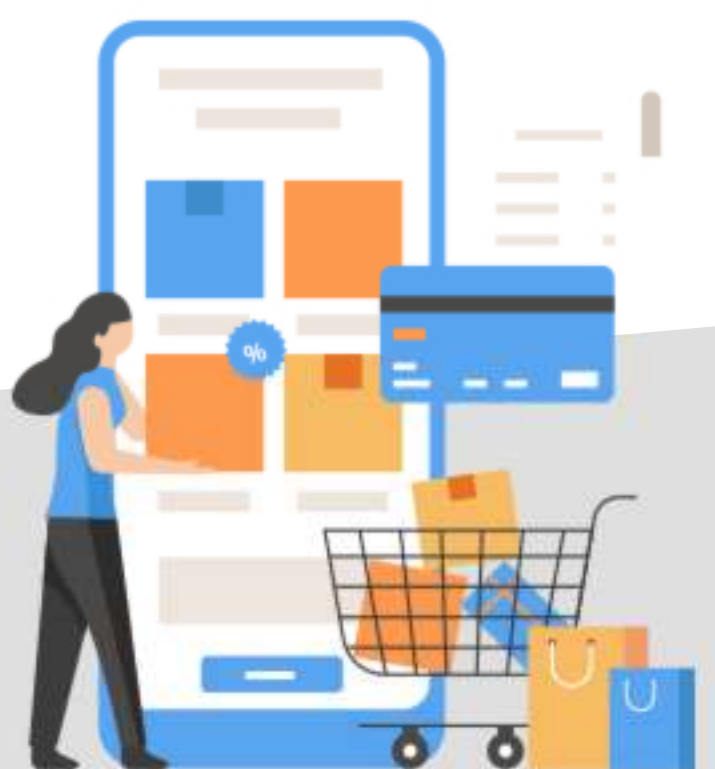
The term "e-commerce" was introduced in California's Electronic Commerce Act of 1984, heralding a new era in retail.

This legislation established the groundwork for online transactions, enabling businesses to operate over the internet.

Over the past four decades, e-commerce has grown exponentially, becoming an integral part of the global economy.

Today, with digital shopping available at the touch of a button on everyone's device, e-commerce is accessible to everyone.

This widespread accessibility underscores the lucrative potential for those who know how to effectively navigate and capitalize on this dynamic market.



How Technology Transformed eCommerce



Personalized Shopping Experiences:

AI analyzes customer data to offer personalized product recommendations and marketing campaigns, boosting engagement and conversion rates.



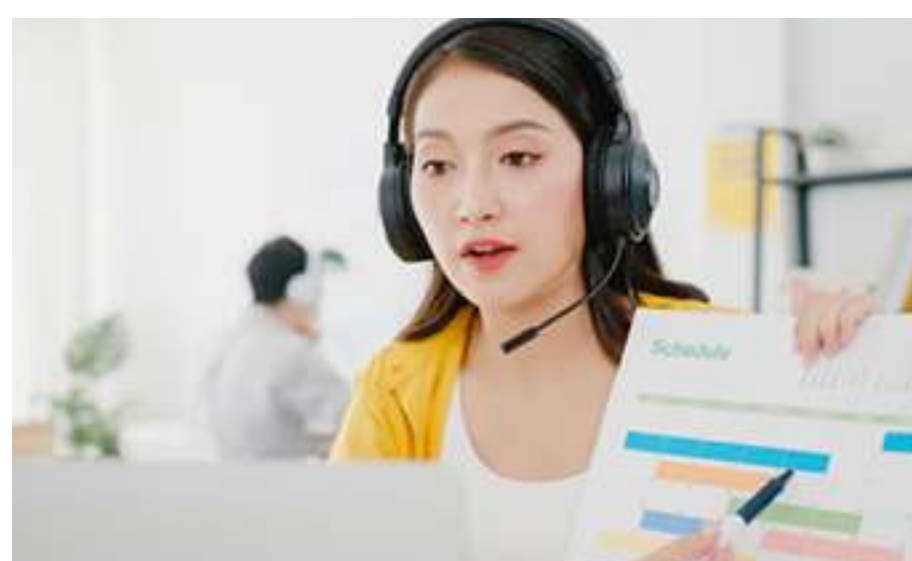
Secure Transactions with Blockchain

Blockchain ensures transparent, secure transactions by recording every transaction in an immutable ledger, reducing fraud and enhancing mobile payment security.



Immersive Shopping

Virtual reality and augmented reality allow customers to virtually try on products, transforming online shopping experiences.



Enhanced Customer Service:

Chatbots and virtual assistants provide 24/7 customer service, while AI and ML (Machine Learning) enable more tailored interactions, improving client connections

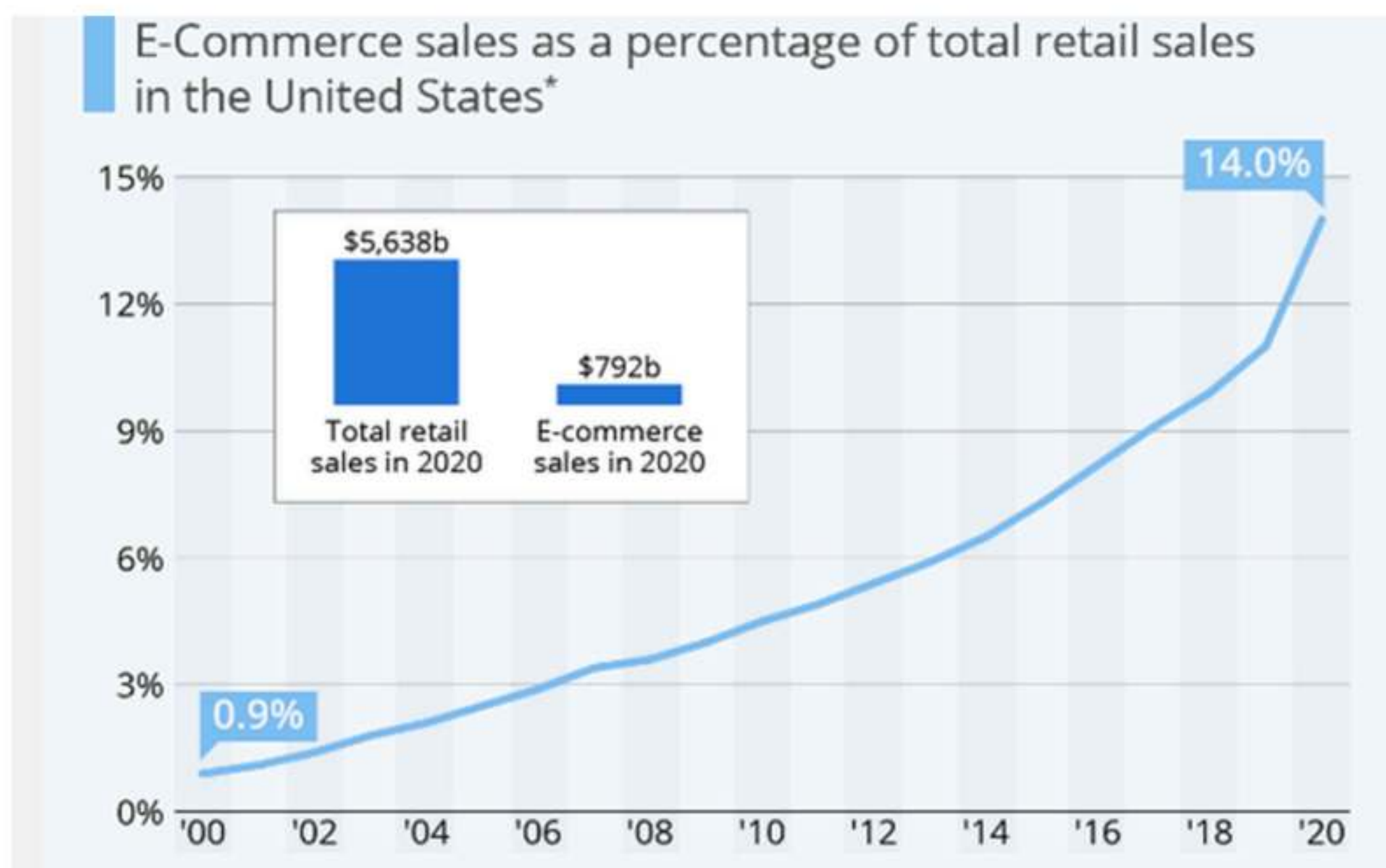
Top 6 Reasons Shoppers Don't Click The Buy Button

- **Shoppers Shy Away From High Prices**
Salsify research found that 58% of shoppers abandoned a purchase due to high prices.
- **Shoppers Avoid Products With No or Negative Reviews**
Customers avoid products with no ratings or reviews, feeling uncertain about quality. Negative reviews also deter them, indicating potential issues.
- **Shoppers Skip Products With No or Low-Quality Images**
They want to see what they're getting. That's why product images have a strong draw online, with 45% pointing to no or low-quality images as a top reason for abandoning a sale.
- **Poorly Written Product Titles or Descriptions**
Shoppers care about details— and for 42% of them, bad product titles and typos are enough to abandon their shopping carts in search of something better.
- **Inconsistent Product Content Across Channels**
When shoppers see different or even conflicting product information on different channels, it breaks trust – and it breaks the sale for 41% of shoppers.
- **Shoppers Keep Away from irrelevant brands**
Invest in your brand by assembling a skilled team or at least dependable individuals who understand current trends.

Study of Customer Behavior and Strategies for Success

Consumer behaviour have changed drastically over the last few years thanks to the explosion of ecommerce. Where shopping in a store was once the predominant way to shop, online shopping was already becoming a preferred way to shop for consumers around the globe and the trend only accelerated during the global pandemic.

Ecommerce has brought the shopping experience to their fingertips via desktop and mobile devices, completely changing the way consumers shop.



Mobile Shopping's Impact and Future Growth

Mobile shopping allows consumers to shop anytime, anywhere.

By 2025, mobile commerce sales are projected to reach \$728.28 billion, making up 44.2% of US retail sales. Companies must create seamless experiences between online and physical stores to succeed.

Personalized Shopping Expectations

Customers expect personalized, seamless shopping experiences across all devices.

Apps like GOAT enhance customer engagement by notifying users of price drops on wish-listed items.

Shoppers are the new salespeople

Shopping has turned shopping into a social activity where reviews are crucial. With 95% of shoppers consulting reviews before purchasing, positive feedback significantly influences brand perception. Offering incentives for reviews can boost your brand's reputation.

Global Access and Expectations

Ecommerce provides access to global products, with cross-border sales expected to exceed \$4 trillion by 2027. Shoppers expect websites in their native languages and local payment methods, reflecting their high standards for online shopping experiences.



Ecommerce continues to grow as the preferred shopping method. Companies must adapt to evolving technology and consumer expectations to stay relevant.

NextSmartShip

offers simple and reliable order fulfillment services for eCommerce businesses and crowdfunding campaigns.

For all your fulfillment needs, get in touch with us.

Contact Us



www.nextsmartship.com



support@nextsmartship.com



[@nextsmartship_official](https://www.instagram.com/nextsmartship_official)

Grow with our community by subscribing to our newsletter and following us on social media for free eCommerce tips and insights.
