



Ecommerce Still An Emerging Trend, According To eCultures Europe

G2 EMEA uncovers online shopping trends

London, UK, 01 October 2012 ... G2, a top-five global marketing services agency, has conducted a study into the online habits of shoppers across Europe – eCultures Europe. The study finds ecommerce to be one of the main benefits associated with the online world, yet for the majority of EU consumers it is still not a frequent online activity.

Despite the report finding that over 90 per cent of consumers shop online on a yearly basis, and that almost 100 per cent have bought products on the internet at some point in their lives, just 5 per cent of Europeans use the channel daily. For many, online shopping is still a novelty. UK shoppers have adopted ecommerce more rapidly than the other five countries surveyed, with 10 per cent of British consumers shopping online daily. In contrast, the French shop online least frequently with a daily rate of almost 3 per cent.

Privacy and online security are seen as the key barriers for shopping online. Nearly half of all respondents browse and research brands, products and services online frequently, but much fewer go on to make a purchase. For example, within the travel industry alone, 65 per cent of people feel comfortable researching online, but nearly 40 per cent of those who claim privacy to be a concern stop the process before making a purchase – a dropout rate 13 per cent higher than seen among those less concerned.

“Throughout our research we were able to split consumers into three key categories: analog users, digital migrants, and digital lovers. It is the analog users that are more wary about their safety online and who see little value in shopping via the internet. More digitally advanced consumers are more likely to embrace ecommerce.”, added Pietro Leone, CEO, G2 EMEA.

The significant gap these results reveal between online research and purchase, adds up to millions in deferred or even lost sales that could be solved, or at least improved, through transparent and believable communications of the protection policies already in place. Only one out of three respondents believe they have enough information and adequate control over their personal data from brands online.

Almost half of Europeans claim they are looking to increase their level of online shopping. The challenge then for any brand communication online is to ensure that all on and offline touch points are joined up to deliver a consistent and useful experience. Those shoppers that have a positive online experience with a brand are more likely to translate this positivity into a purchase, whether that's on or offline.

The research shows shoppers would like to see more helpful tools from brands to guide them and make them feel comfortable online. This is particularly important as 41 per cent of Europeans surveyed state that they will increase their use of digital channels to make purchases.

“Europeans clearly need to be more convinced to purchase online. During a less than ideal economic situation, enticing them with offers and deals is one of the best solutions. In addition,

consumers use the internet for managing their lives and pursuing hobbies. Brands need to harness this by engaging meaningfully with customers.”, commented Pietro Leone.

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About G2

G2 worldwide is a global brand activation agency network that helps marketers Maximize Brand CommitmentSM. Ranked number five among the top global marketing services agencies, G2's multifaceted service offering brings together direct marketing, data analytics, shopper marketing, branding & design, promotional marketing, communications planning and digital/interactive marketing, to create innovative and compelling marketing programs for our clients. G2 utilizes unique and proprietary tools to gain insight into the consumer's Purchase Decision JourneySM, from consideration to brand selection. The G2 network operates 40 offices in 28 countries, and clients include Adobe, Aetna, Campbell Soup Company, The Coca-Cola Company, GlaxoSmithKline, Heineken, Kraft, Procter & Gamble and Pfizer. G2 is part of the WPP group (NASDAQ: WPPGY). For more information, visit www.g2.com

For more information:

Jessica Bayat | G2 EMEA Headquarters

T: +44 (0) 7824 694469 | E: Jessica.Bayat@g2.com