



Study Reveals Intriguing Statistics about Online Shopping

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A new study by online shopping sites now shows that consumers today have different reasons for shopping online than they had ten years ago. The research published in several major online retailers, shows that the number one reason people shop online is to find better services than they receive in physical stores.

“These days, people want more items than they need them. And because of that, price is no longer an issue when it comes to shopping. In fact, a recent study we did among our customers revealed that almost 70% of Americans who begun shopping online in the past five years ago had other reasons for their move other than less prices. Don’t get it wrong though. Almost everyone we interviewed did say that less prices were motivating factors for shopping online, but not more than getting more convenient services,” Dennis Scheffler, the founder of getyourcoupons.com noted.

The study however coincide with other studies done at the same period. In one research that focused on Amazon for instance, customers interviewed claimed that it was the site’s great services that attracted them to it. For instance, about 50% of the more than 1000 people who participated in the survey said they liked the customer support and quick delivery of goods experienced. Another 16% did say that free shipping on some

products was a major motivating factor for them to buy online through the retailer. However, only 18% of those interviewed that claimed low prices as the biggest reason for choosing Amazon over any other company.

Despite great services and low prices, the study commissioned by GetYourCouponCodes did reveal other intriguing news. For one, current consumers in the US now shop more than their counterparts before online. An increase in the middle class was also cited as a reason for the growing use of online shopping in the US. But as Vincent further notes, demographics also have a hand in the adoption of online shopping.

One thing that came clear in our study was the fact that today's online shoppers can be categorized into numerous groups. But the most common among them are families. In the past two years for instance, about 40% of consistent online shoppers have been people with children aged 20 and below in their house, Vincent said.

By contrast, senior citizens seldom shopped online during the time of our research. However, women in general have also been more frequent online shoppers, with about 38% of them being members of a reordering service, he added.

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For more information about GetYourCouponCodes, contact the company here: GetYourCouponCodesDennisSchefflersupport@getyourcouponcodes.com

GetYourCouponCodes

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