



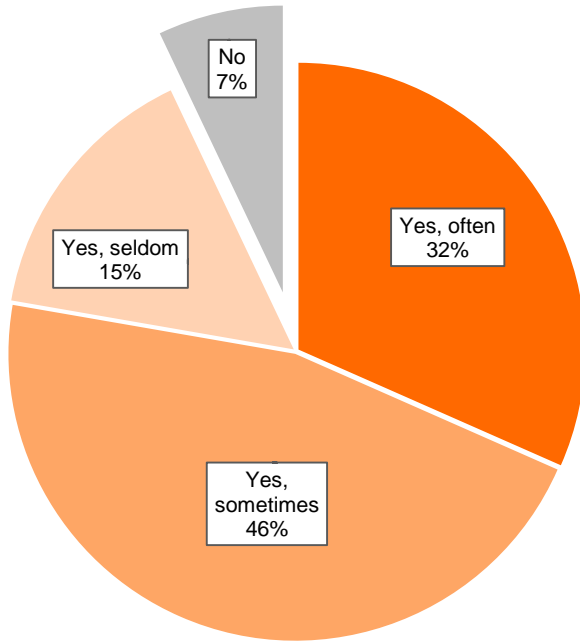
 zalando

ITALIAN CONSUMER SURVEY

A STUDY ON THE HABITS
OF ITALIAN ONLINE
FASHION SHOPPERS

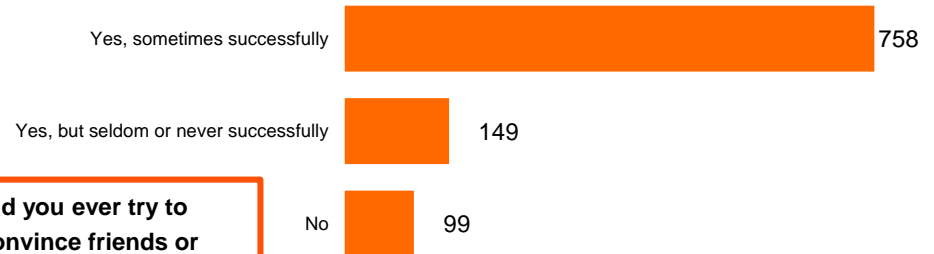
SOCIAL SHOPPING

Do you ever shop for others



What is the main reason for buying for other people?

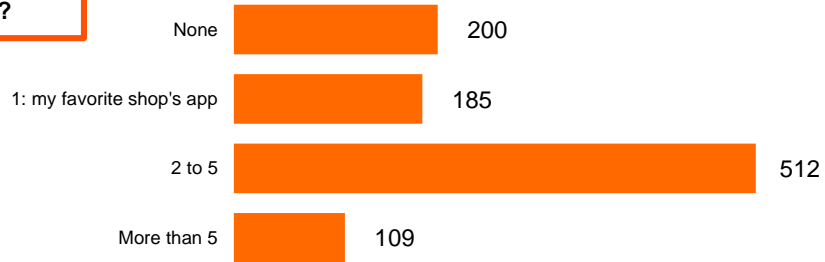
I also do their traditional shopping	222	24 %
They are not used to buying online	575	61 %
It is my own initiative: I like shopping online	85	9 %
It is my own initiative: I want to minimize auxiliary costs (i.e. delivery costs)	34	4 %
Other reasons	19	2 %



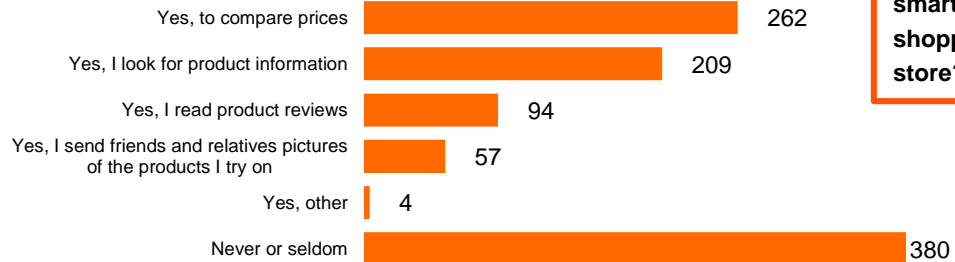
Did you ever try to convince friends or relatives to buy online?

APPS AND MOBILE SHOPPING

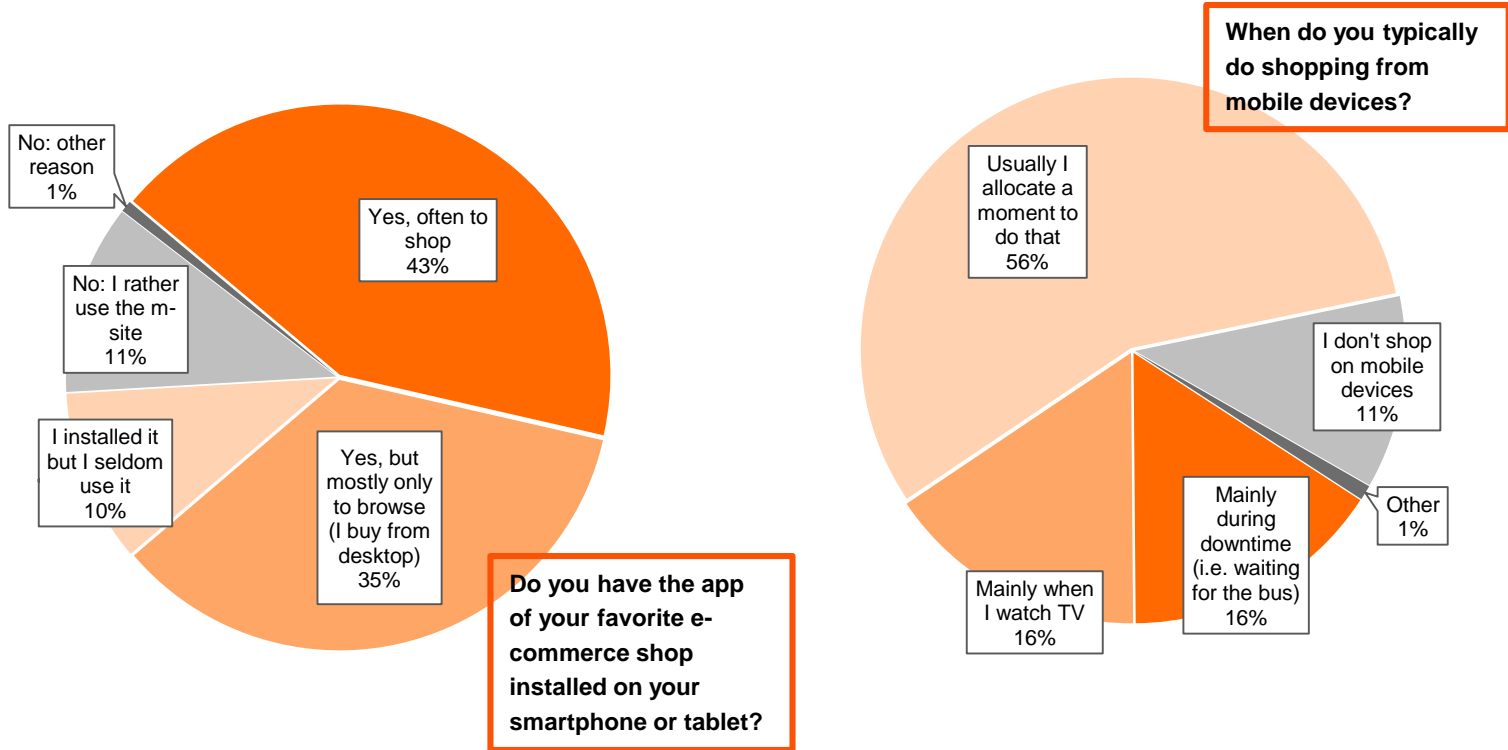
How many shopping apps are installed on your smartphone?



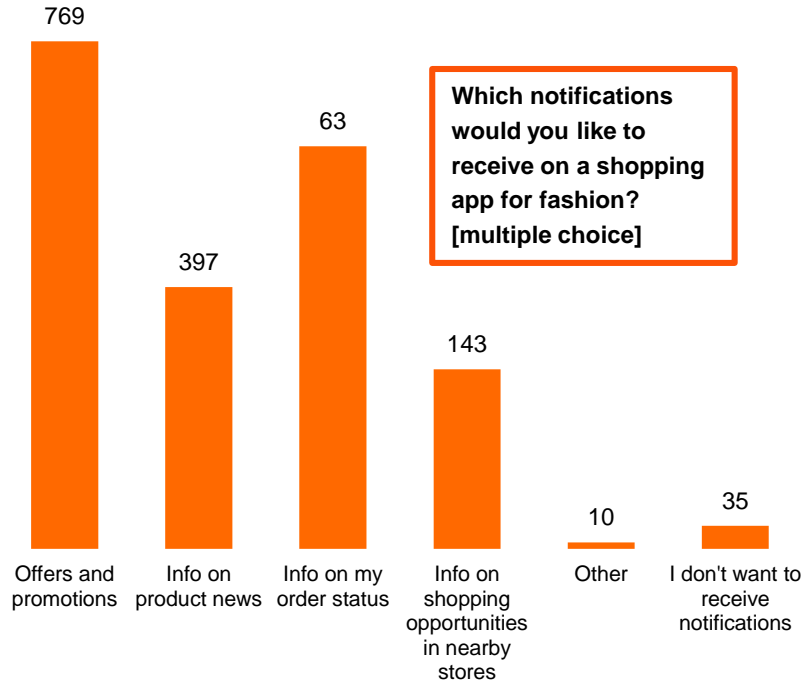
Do you ever use your smartphone when shopping in a physical store?



APPS AND MOBILE SHOPPING



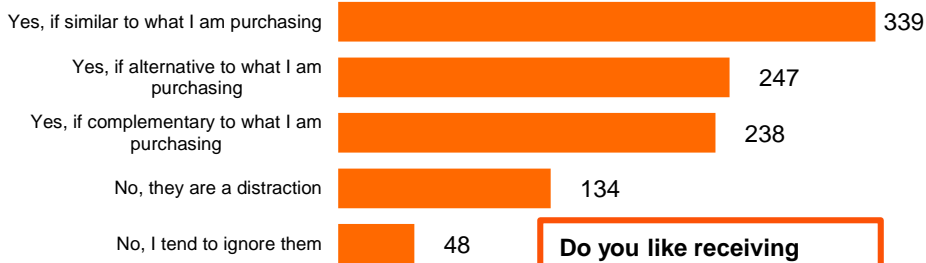
APPS: FEATURES AND NOTIFICATIONS



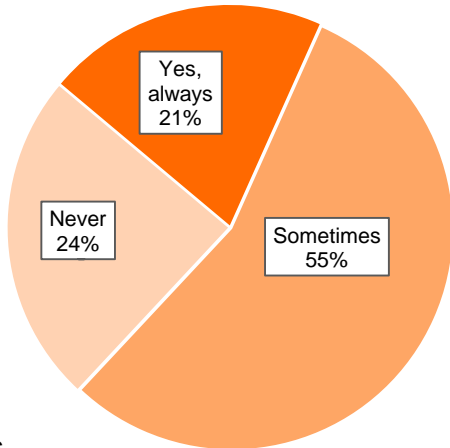
Which of the following features do you consider most relevant in a shopping app? Please rank in order of relevance (#1 most relevant; #5 least relevant)

	Ranked #1	Ranked #2	Ranked #3	Ranked #4	Ranked #5
Inspiration: I want to read editorial content on the latest trends	114 (11%)	96 (10%)	123 (12%)	242 (24%)	431 (43%)
Inspiration: I want to receive recommendations based on my preferences and previous purchases	228 (23%)	152 (15%)	183 (18%)	294 (29%)	149 (15%)
Easy to use research features	389 (39%)	239 (24%)	188 (19%)	115 (11%)	75 (7%)
Product description pages that help me understand clearly the characteristics of the products I want to purchase	192 (19%)	396 (39%)	219 (22%)	130 (13%)	69 (7%)
An easy and intuitive check-out process	83 (8%)	123 (12%)	293 (29%)	225 (22%)	282 (28%)

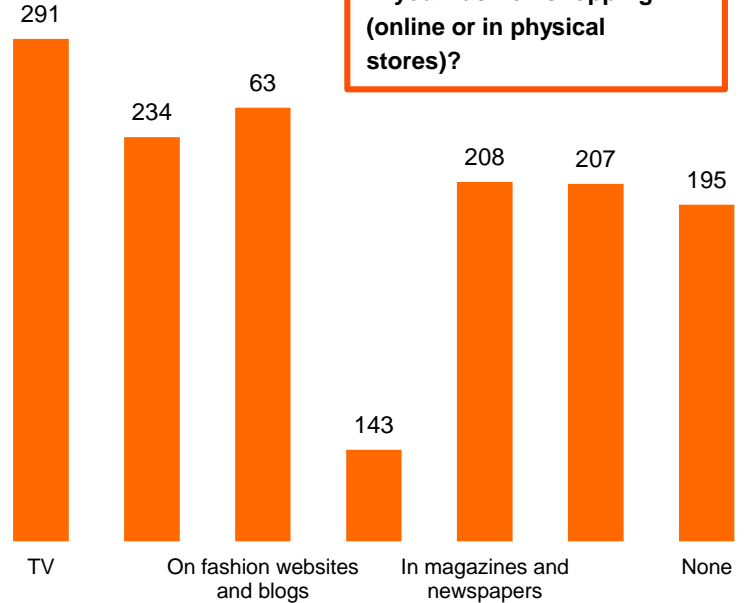
INSPIRATION AND RECOMMENDATIONS



Do you like receiving onsite suggestions while purchasing online, in the form of recommended products?

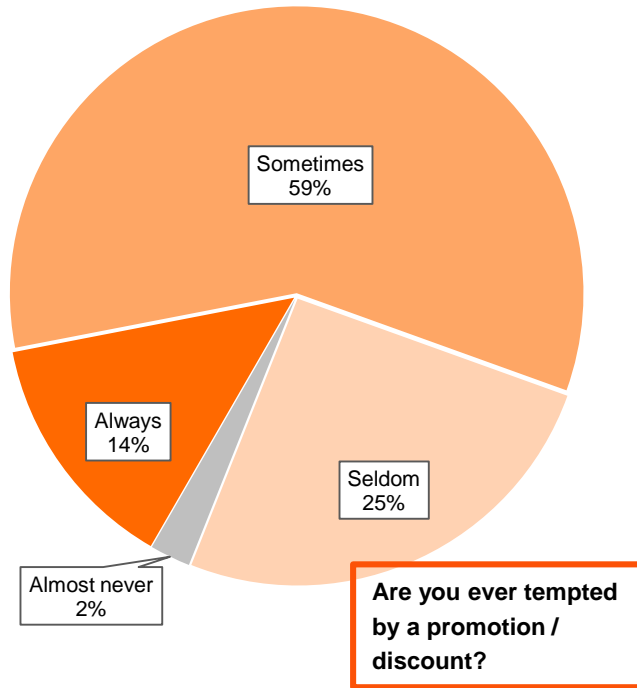


Do you ever ask for recommendations from friends and family before buying something online?

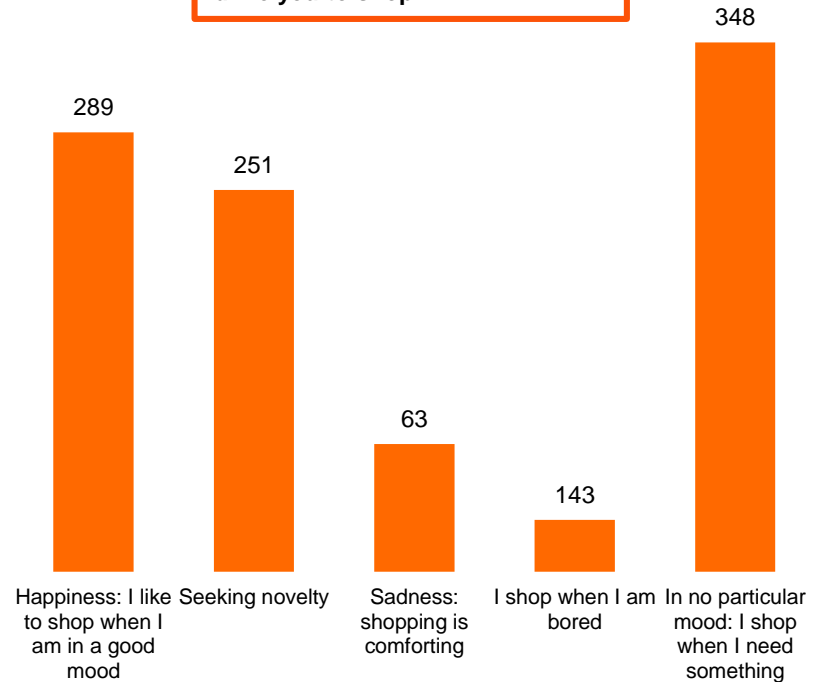


Which adv or marketing is more likely to influence you in your fashion shopping (online or in physical stores)?

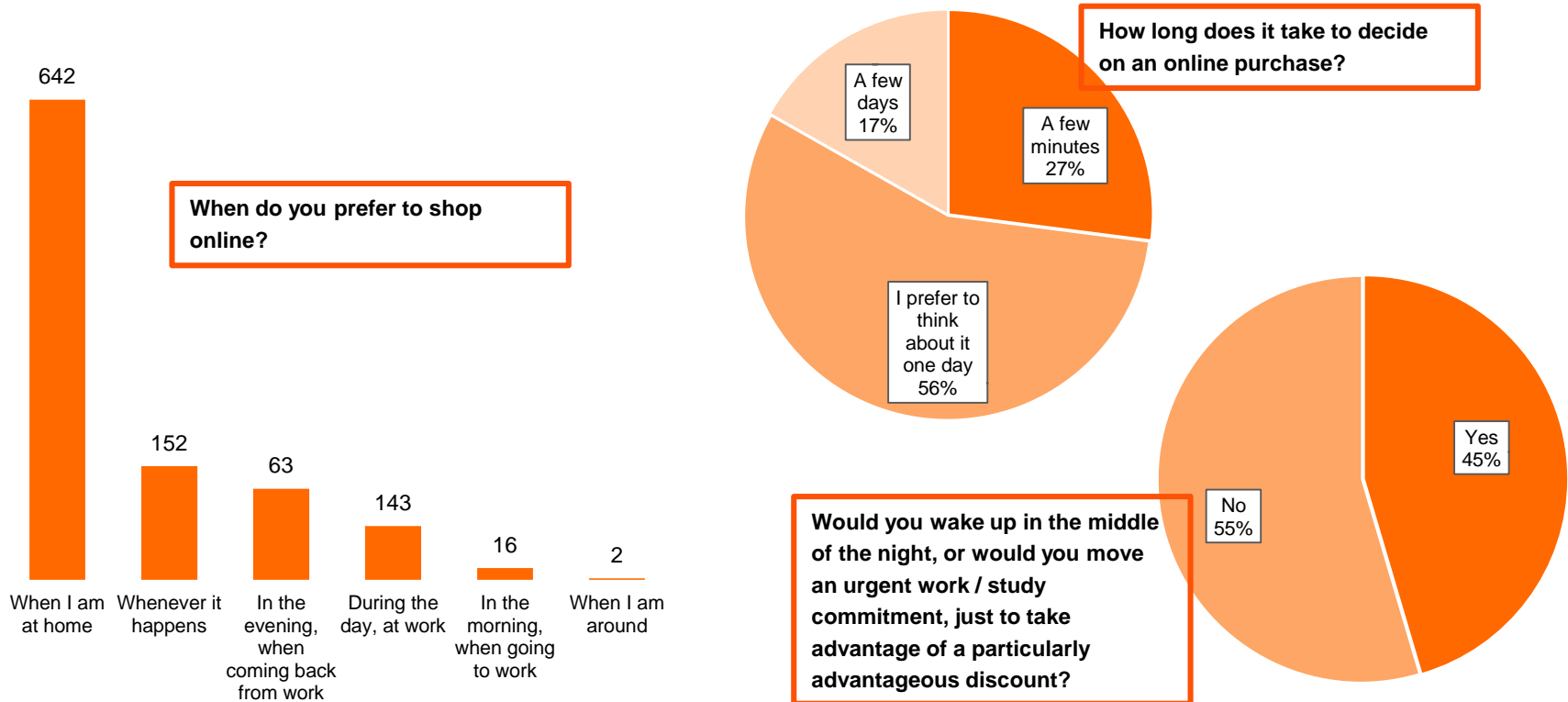
IMPULSE FOR SHOPPING



Which mood is more likely to drive you to shop?

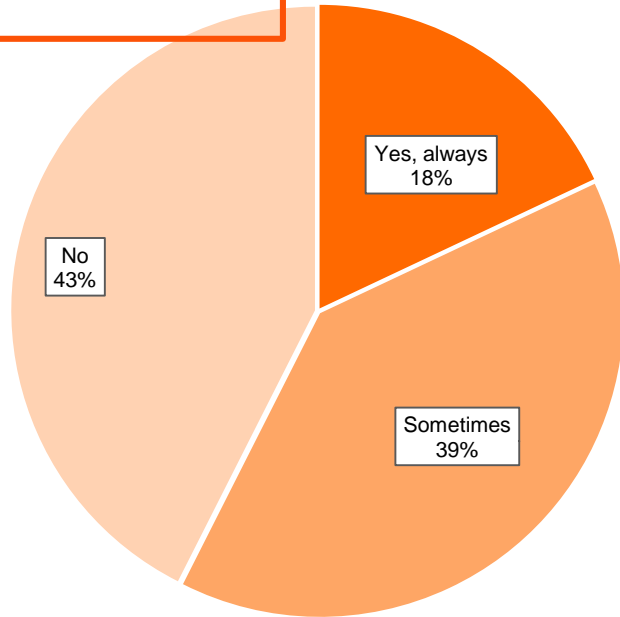


SHOPPING: TIME AND DURATION

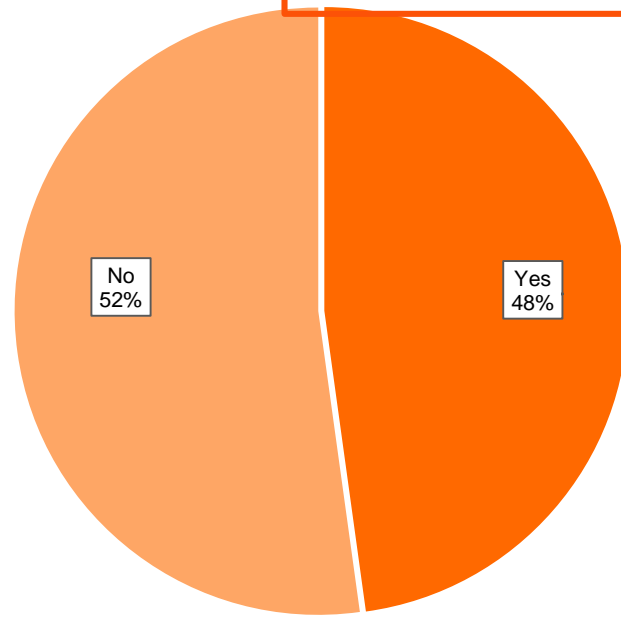


RETURNING PRODUCTS

When you receive a product that you don't like, do you ever feel guilty or uneasy about sending it back?

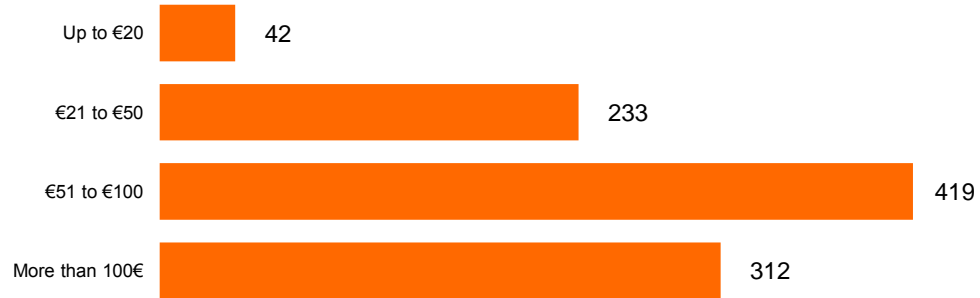


Have you ever kept a product for the only reason that you either had no time to send it back, or you were too uneasy to return it?

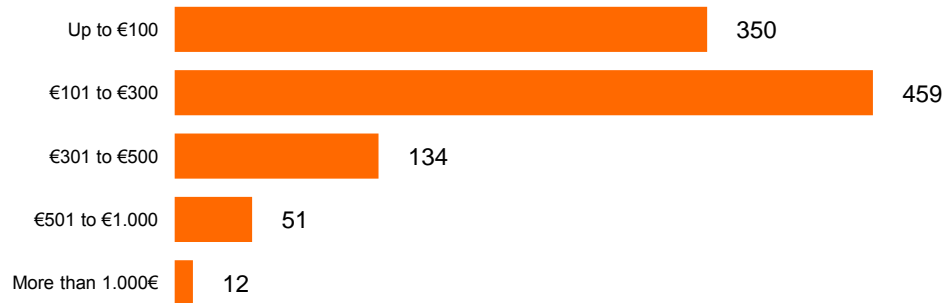


BASKET SIZES

What is the most you spent for one fashion item when buying online?



What is the most you spent for one purchase when buying online?



DEMOGRAPHIC AND METHODOLOGY

GENDER BREAKDOWN		
Men	475	47%
Women	531	53%

AGE BREAKDOWN		
18-24	112	11%
25-34	202	20%
35-44	271	27%
45-54	194	19%
55-64	146	15%
65+	81	8%

AREA BREAKDOWN		
North-West	287	29%
North-East	213	21%
Center	138	14%
South and islands	368	37%

ONLINE PURCHASES FREQUENCY		
Often	809	80%
Sometimes	170	17%
Seldom	27	3%
Never	0	0%

ONLINE PURCHASES: CATEGORIES		
Food products	485	48 %
Holidays and travel tickets	794	79 %
Fashion	1006	100 %
Cinema, music, events, museums tickets	665	66 %
Other	246	24 %

The study has been conducted on a panel of 1.006 Italian shoppers who buy fashion online. The survey has been commissioned to Research Now, and has been conducted using CAWI methodology.