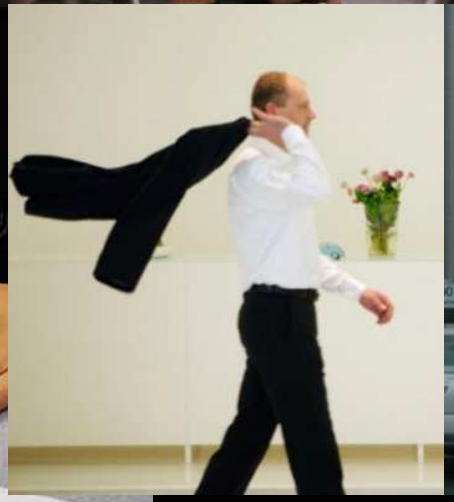
7 trends to influence e-commerce

the age of the super hero

shopping addiction & internet addiction – two of the most co
modern age habits – blend in a revolutionizing superpower:
shopping

a day in the life of the consume



now, he / she
akes up, eats,
works & lives
companied by
technology
or through it

the morning wake up call…

… from the mobile phone

eading the news is on the go
on phone or iPad

paper work has turned into computer work

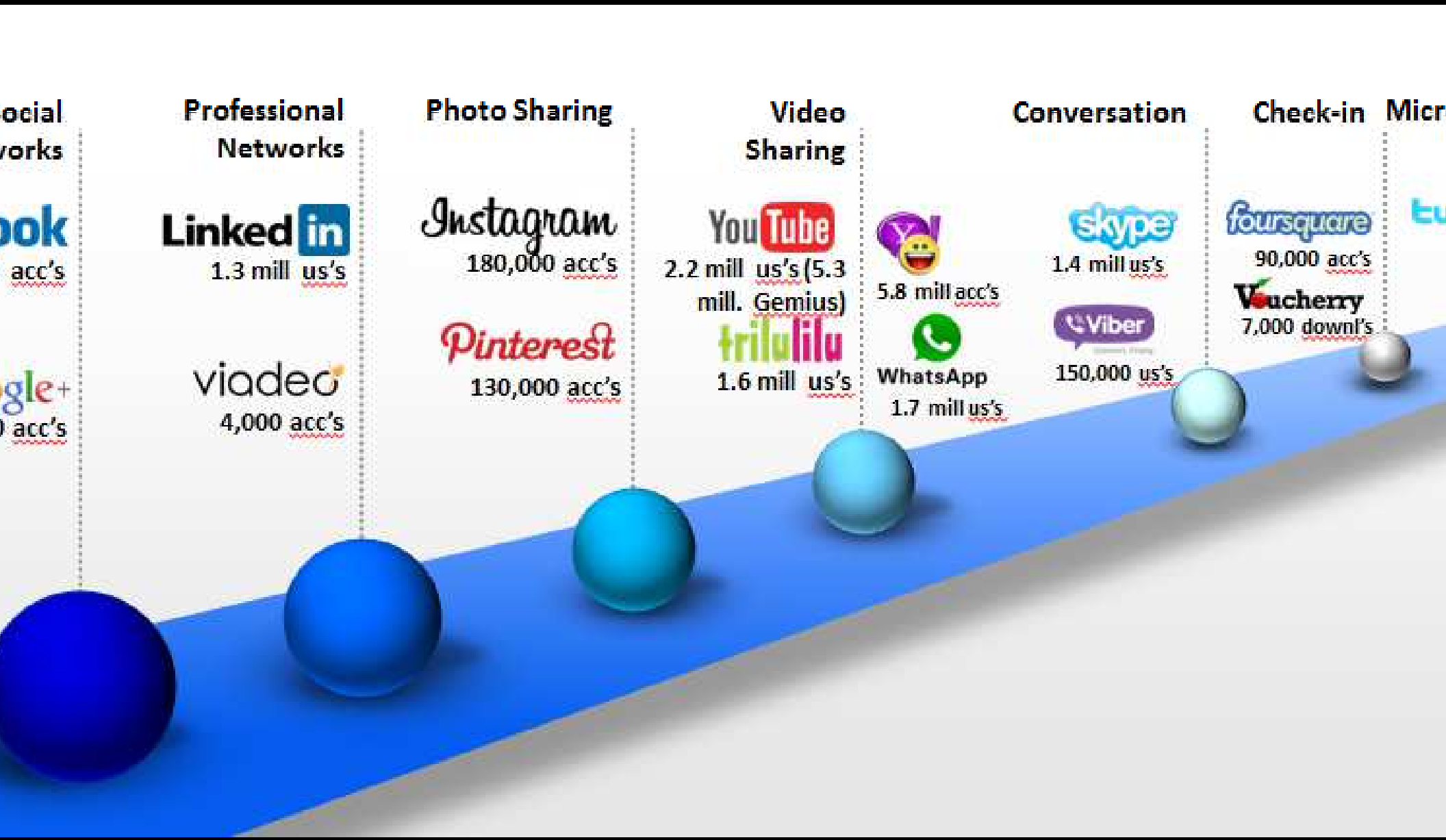
eating at the office often
means eating by the computer

shopping has a new dimension

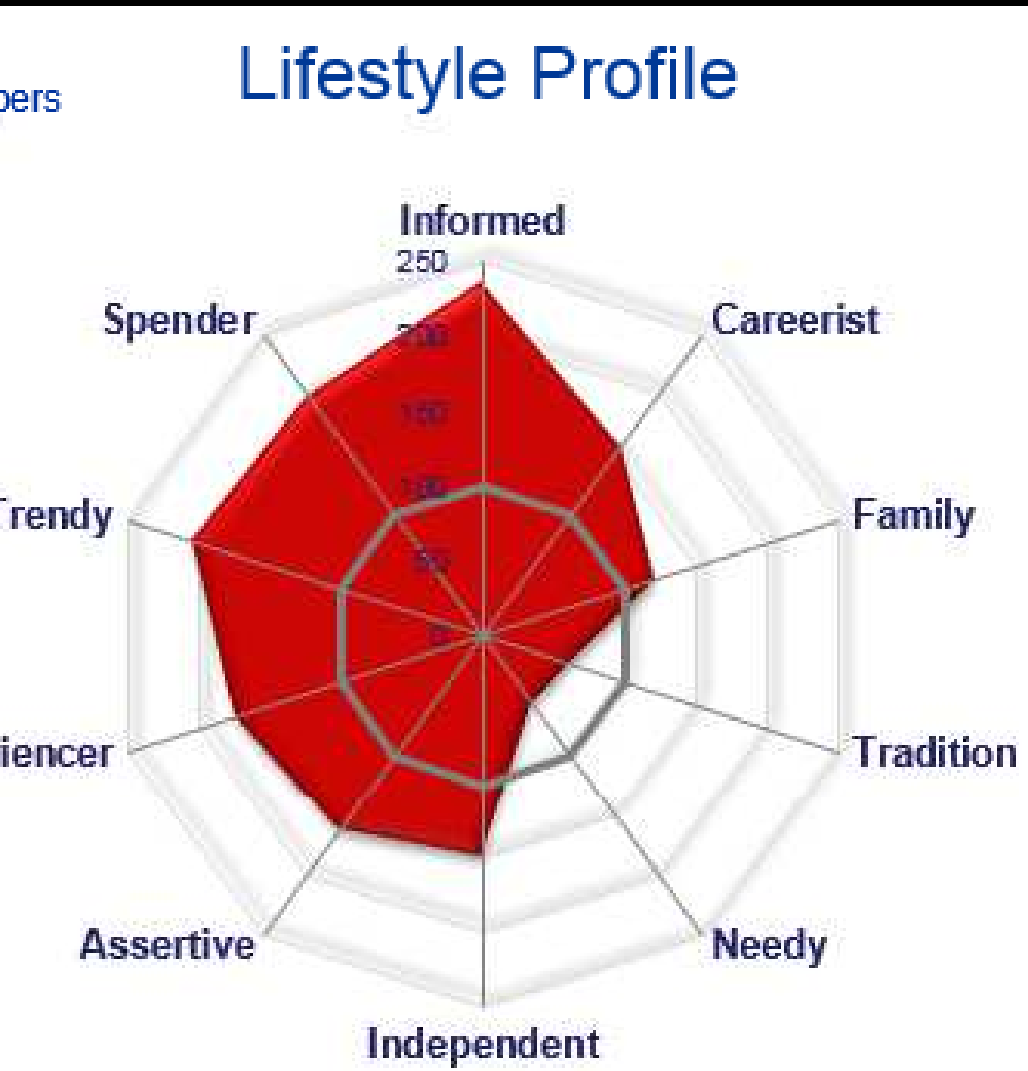
amily time looks like this
nowadays…

alling asleep means browsing the phone

ocial media (user accounts)



estyle profile of online shopper



estyle profile of e-shoppers/RO

g **spenders**. these viewers satisfy all their whishes by ac
thes/ accessories in **trends** or the latest gadgets and electro/IT

ey are informed and updated with the latest news & data; the
y well what, where and how to find information

fillers. they never hesitate to be the center of attention in thei
friends. also, enjoy living new experiences. try to balance a
nily life with a successful **career,** but the career is the primary

ive persons. they value their time: rather spend their time
rs/ clubs or **restaurants** with their friends or family. they are
d **books** fans. preoccupied to have a fresh, healthy look they p
orts, go **shopping** and indulge themselves by going to
nters.

edictions

age range expansion: young consumers getting older, while other young people add up to the cluster

transition from elite consumer to mass market (including rural areas)

not only high-educated consumers

different spending capability and consumption patterns

attention span decrease as becoming more and more exposed to advertising

relevant data: sum-up

the average time spent online by each active Romanian Inte
user is almost 3 hours/day and for all the internet users

that sums up to **30 million hours/day spent online**
Romanians, mainly the ones in urban areas

recreational and job-related online **activities** blend in a mix th
focused on e-mail sending / reading & online search, while o
banking and shopping online activities are the least freq
activities online; however, those two are the sectors expecte
grow in the near future.

the **time spent online** has increased significantly du
penetration of mobile devices (notebooks, tab
smartphones) and **affordable data packages from mo**
operators.

bile devices (laptop/ tablet/
bile)

other findings

last year **over 1.5 million Romanians have ordered o goods or services**, which accounts for 8.3% of all individ aged 16-74

although this may seem a small figure, if we compare it with 77% of the population e-commerce platforms users or even compare it with the 47% average for EU, the Romania commerce market has known **an unprecedented growth** w an year

the number of Romanians who have purchased online goo services in 2013 is **83% bigger than the one in 2012**

online / offline interconnectivit

online buying decision is very much influenced by offline experiences and traditional communication

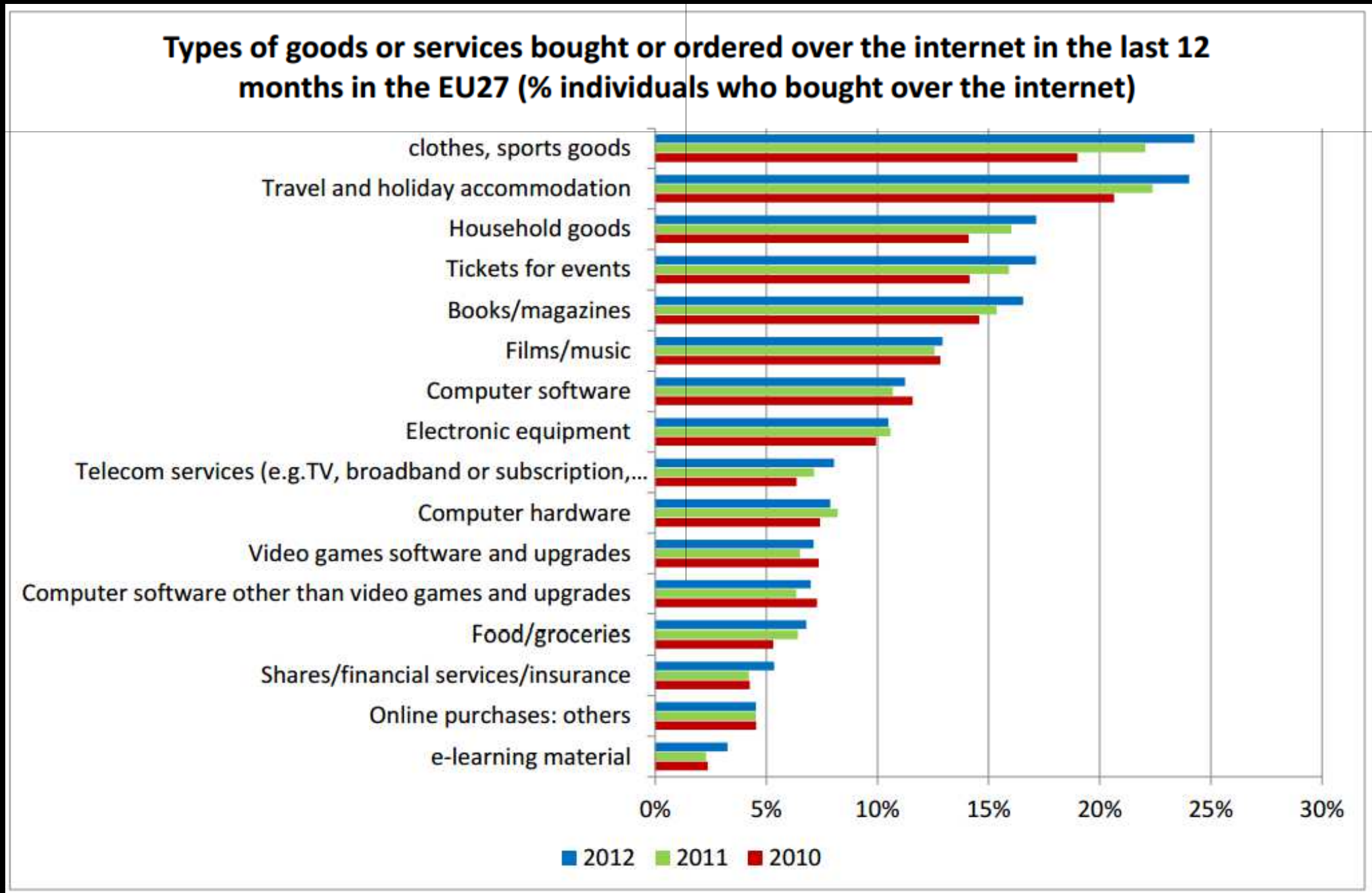
online shoppers do trust Brands

the largest online retailer in Romania became the secon traditional advertising spender in retail category in 2013

65% of its advertising budget went on TV spending, thus becoming the biggest TV advertising spender in retail category

Omnichannel ubiquity is the key

pes of goods & services bought / ordered online in EU



shopping online – barriers

online payment solutions not trustworthy in consu
perception (over **80% Romanian e-shoppers chose "payme
delivery" option**)

ack of "real shopping" experience specific to offline sho
feel and touch)

ack of the social dimension of shopping: interaction
merchandisers, other clients the friends that might come alon
shopping enjoyment

ack of control over the technical specs of the products
cannot be tried on or viewed before buying

delayed gratification versus offline purchase

ack of trust in receiving the exactly product or

7 extreme - trends

“me time”

even when we are “very social” we actually grow apart more and more

the simple act of standing one beside the other browsing our phones does not replace “togetherness”

however, it does **help increase online time spent / day**

and it does **help increase the need of “indulging ourselves”** along with a higher rate of self-pampering spending, including online spending

2. extreme integration

integration of platforms & devices

interconnectivity until they merge together

“An iPod, a phone, an internet mobile communicator… these are NOT three separate devices! And we are calling it iPhone! Today Apple is going to reinvent the phone. And here it is” (Steve Jobs)

Google Wallet – “Shop. Save. Pay. With your phone”

trading privacy concerns for

3. extreme upgrading

"Bill Gates is a very rich man today… and do you want to know why? The answer is one word: versions"

(Dave Barry, New York Times bestselling author)

the quest for the improved formula of everything there is, from software to furniture

we live by the temporary law of the constantly evolving science of performing better that producers use to make us buy more, and desperately desire the newer version

4. extreme "glammication"

tendency to “glam up” your life

the idea of adding a sparkle and stylish touch to your life in order to present it in a brighter light

this may lead to buying aspirational brands & can definitely affect buying decision when it comes to discount prices for designer fashion labels; some examples of online outlet stores that give access to high end goods at lower prices

3. extreme mobility

growing importance of **“on the go” factor**

highest appreciation for 7/7 – 24/24

instant communication, instant decision making, instant buying

time efficiency to its peak

5. extreme connectivity

- one screen lifestyle
- due to penetration of mobile connectivity solutions

7. extreme sociability

people tend to be more and more oriented towards sharing thoughts, opinions and emotions

they want to feel connected to the ones around them or build bridges towards the ones they don't know yet

the same it is with brands ☺

online socializing brought brands closer to people than ever before

human & brands are ready for the next level: cyber

thank you