

Case Study – Open Web Research

In order to understand the competitive landscape and motivations of its consumers, a major **apparel and home furnishings retailer** worked with eVOC to conduct an Open Web Research study to understand consumers' online shopping behavior. Specifically, they wanted to determine why they were losing online market share to a competitor.

Key Insights

- Only 13% of shoppers start at a search engine when shopping for apparel online
- Only 48% were satisfied with the US retailer while 60% were satisfied with the leading competitor
- eVOC helped US retailer identify key areas of differentiation, specifically price and inventory
- 52% found US retailer trustworthy compared to only 37% for competitor

OPEN WEB RESEARCH

Apparel Shopping Statistics

Average browse time	5.8 minutes
Average number of sites visited	2.1
Average number of pages visited	16.0
Average number of pages per site	7.4
Average time per site	2.7 minutes

Objective

In an effort to regain market share lost to a key online competitor, the US retailer wanted to understand how its target consumers shop of products online including competitive sites. The key goals of this research:

- Understand how people shop for apparel and home furnishings online
- Profile the top sites people visit, how they got there and their shopping patterns
- Assess the strengths and weaknesses of competitive websites
- Determine what is driving increases in key competitor online market share
- Identify functionality and content desired by site visitors

Solution

In order to accomplish these objectives, eVOC Insights conducted an Open Web Research study. A panel of target consumers was used to solicit responses from shoppers who shopped at the retailer, their key competitor, or both. These shoppers were then asked to look for products they typically shop for online beginning at a blank Web page. As the users shopped, their behavior was tracked and they were asked questions about their likes, dislikes and frustrations on each site they visited, as well as their motivation for navigating to another site as they moved between sites. This helped the retailer understand the consumer thought process as they navigated the Web.

Impact

eVOC Insights determined that only 13% of shoppers start at a search engine when shopping for apparel online. While the majority of shoppers start at a specific retail Website with which they have prior familiarity. Shoppers made it clear that online, price is not just the cost of the item, but rather the total cost of the purchase, including shipping and tax. Only 48% of shoppers were satisfied with the US retailer site compared to 60% who were satisfied with the competitor site. Given its brand and reputation among shoppers, eVOC was able to use the findings to identify opportunities for the US retailer to better message price savings to consumers, highlight aspects of the brand more prominently and clarify the total cost of purchase to better address user needs leading to increased conversion and total transaction size.