



More and more of today's high-tech shoppers are making their purchases online; shipping to alternative delivery locations and picking up online purchases in-store.

## Mobile trends

Percent of high-tech shoppers:



76% Tracked delivery on a mobile device



70% Used a retailer's mobile app



69% Purchased products on mobile devices



69% Researched products on a mobile device while in store

## Demographics

### INSIGHT:

High-tech purchasers are diverse with generational differences.

- Millennials (18-34)
- Non-Millennials (35+)



## Free vs. paid shipping

**INSIGHT:** High-tech purchasers will choose multiple options to get free shipping



FREE SHIPPING

5 in 10

will add items they plan to keep to qualify for free shipping



FREE SHIPPING

almost 4 in 10

will select ship to store or pick up in store to qualify for free shipping

**INSIGHT:** High-tech purchasers will pay for shipping to get the products they want or faster delivery



PAID SHIPPING

59%

wanted the product and free shipping not offered



PAID SHIPPING

35%\*

needed it faster than the free shipping service offered

## Delivery options

**INSIGHT:** High-tech purchasers use alternative delivery options more

37%\*

prefer shipping to alternative location other than home



56%\*

prefer shipping to alternative location with extended hours and lower fees

**INSIGHT:** High-tech purchasers use ship-to-store more



52%\* have shipped to store for pick-up. Of those, 45% plan to ship-to-store more often

## Returns

### INSIGHT:

High-tech purchasers prefer to return online purchases to a store; however more returns are shipped back

47% have returned an item purchased online in the past year for return/exchange

61%

prefer to return to a store, but 68% shipped item back to retailer

## Best returns experience

**INSIGHT:** High-tech purchasers list easy-to-print return labels, quick product exchanges and nearby store locations as best returns practices



47%

easy-to-print return label



28%\*

quick product exchanges



27%\*

proximity of the physical store location

## In-store shopping

### INSIGHT:

High-tech purchasers made additional in-store purchases when returning or picking up online orders

74%

make an additional purchase while returning online purchase in store

50%

make an additional purchase while picking up online purchase in store

High-tech online purchaser defined as individual who purchased a computer, consumer electronic device or mobile phone online within the last 3 months

The Pulse of the High-Tech Online Shopper encompasses data gathered from 2133 survey panelists in February 2015.

\* indicates that the data point referenced is significantly higher than the non-high tech online purchasers at a 95% significance level.

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