

# Q2 2023 PACE Survey: E-commerce

## Americas: Shopping

### Shopping Attitudes

For which of these product categories, do each of the following statements apply to you?

*Please select all that apply. You are able to select multiple answers in each row.*

Alcohol / Groceries / Electronics / Personal care/beauty / Entertainment services / None of these

- I buy products / services to access the community built around them
- I feel represented in the advertising I see
- I tell my friends and family about new products
- I tend to buy brands I have seen advertised
- I am loyal to the brands I like
- I look for expert opinions before buying products
- I tend to buy the premium version of products
- I trust what online reviews say about products / services
- I use discount codes or coupons
- I use loyalty / reward programs

### Online Research Sources

Which of the following online sources do you mainly use when you are actively looking for more information about brands, products or services, in each of the following product categories?

*Please select all that apply. You are able to select multiple answers in each column*

Alcohol / Groceries / Electronics / Personal care/beauty / Entertainment services

- Consumer reviews
- Discount voucher / coupon sites
- Product / brand sites
- Social networks
- Messaging / live chat service
- Specialist / independent review sites
- None of these

### Path to Purchase: Online vs Offline dynamics

For each of these product categories, which of the following **best** describes the process you usually follow when **choosing a product to buy**?

Research and purchase **offline** / Research **online** and purchase **offline** / Research **offline** and purchase **online** / Research and purchase **online**

- Alcohol
- Groceries
- Electronics
- Personal care / beauty
- Entertainment services

### Online Brand Evaluation

To what extent do you think that **overall**, the following brands provide a **high quality shopping experience**?

Not at all 1 / 2 / 3 / 4 / 5 Extremely

### Online Brand Key Assets

Based on your navigation / shopping experience, which of the following do you consider the key assets of each of the following brands?

Trustworthiness / Variety / Reviews quality / Detailed product information / User friendliness / Don't know/I haven't shopped with this brand

- Amazon
- Mercadolibre *Select markets only*
- Ali Express *Chile and Mexico only*
- Yapo *Chile and Mexico only*
- Cornershop *Chile and Mexico only*
- Dafiti *Colombia only*
- Linio *Colombia only*
- OLX *Argentina and Colombia only*
- Americanas *Brazil only*
- Shopee *Brazil only*
- Ifood *Brazil only*
- Tiendamia *Argentina only*
- Ebay *Argentina, Canada and USA only*
- Walmart *USA only*
- Kijiji *Canada only*
- Shein *Canada and USA only*

# APAC: Shopping

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- Shopee *Select Markets only*
- Lazada *Select Markets only*
- eBay *Select Markets only*
- SHEIN *Select Markets only*
- AliExpress *Select Markets only*
- Taobao *China, Hong Kong and Vietnam only*
- Carousell *Select Markets only*
- OLX *India only*
- Zalora *Select Markets only*
- Tmall *China and Hong Kong only*
- Wish *Australia and Japan only*
- JD.com *China only*
- Flipkart *India only*
- Coupang *South Korea only*
- Gmarket *South Korea only*

- Momoshop *Taiwan only*
- Tokopedia *Indonesia only*
- Trade Me *New Zealand only*
- Bukalapak *Indonesia only*

## Purchase Behaviors in Last 6 Months

Which of the following describes any behavior of yours, during the last 6 months?

I bought the category for the first time / I tried/considered buying a new brand / I switched to a new brand / None of these

- Automotive
- Alcohol
- Luxury apparel and accessories
- Clothing
- Entertainment subscriptions
- Groceries
- Personal electronics (ie. smartwatch, smartphone)
- Home appliances
- Beauty / personal care products
- Healthcare products

## APAC: Life Events

### Life Events in Last 6 Months

Did any of these happen to you during the last 6 months?

- Started dating
- Got engaged
- Got married
- Had a child
- Got a new pet
- Had a child move away from home
- Had a child graduate from college
- Had a child get married
- Quit my job
- Retired from my job
- Had a grandchild
- Had a major medical procedure / treatment
- None of these

# EMEA: Shopping

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- Amazon
- Aliexpress
- Ebay *Select Markets only*
- Shein *Select Markets only*
- Wish *Select Markets only*
- Ozon *Russia only*
- Wallapop *Spain only*
- Trendyol *Turkey only*
- Noon *Egypt, Saudi Arabia, UAE only*
- Takealot *South Africa only*
- Jumia *Egypt only*
- Yad 2 *Israel only*
- Haraj *Saudi Arabia only*
- Dubizzle *UAE only*

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