

Online Shoppers Prefer In-Store Returns

Only 25% would rather mail back unwanted purchases

ARTICLE

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There's no denying that ecommerce is disrupting the retail industry. But when it comes to returning a digital purchase, most online shoppers favor visiting a physical store rather than shipping it back.

Indeed, 75% of US internet users surveyed by CGS in January 2018 said they prefer that course of action.

Female respondents—particularly those ages 25 to 34 and 55 to 64—were "five times more likely to return items in-store than shipping it back," according to the survey.

US Internet Users Who Prefer to Return Items In-Store vs. Ship Them Back, Jan 2018

% of respondents



Note: n=1,176 ages 18+

Source: CGS, "BlueCherry Retail Consumer Survey 2018," March 20, 2018

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CGS' findings are in line with other studies that focused on the returns process.

Take an April 2017 [Narvar](#) study, which revealed that more than half of [younger online shoppers consider](#) in-store returns the easier option compared with other return methods. Narvar found that many respondents said returning a package, which can involve printing a company-issued label and dropping off to a post office, was just too much trouble and altogether time-consuming.

Similarly, data from [TrendSource](#) showed that shoppers prefer to return items to a physical store because they're able [to get better customer service](#).