

Consumers Fret Over Gift Deliveries

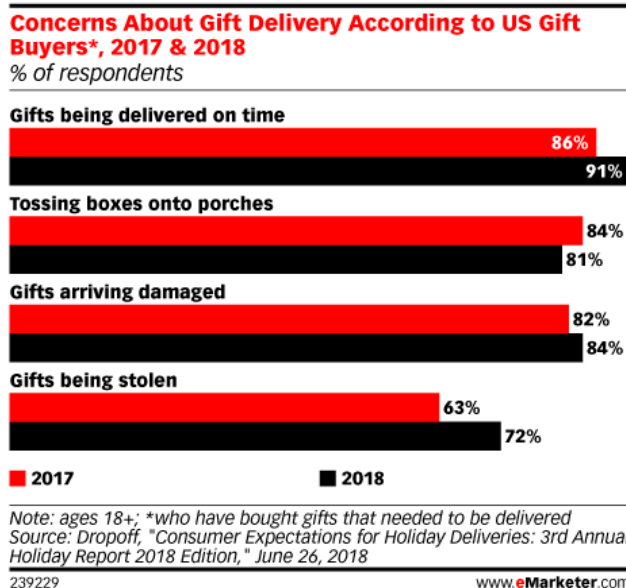
Speedy service can alleviate some worries

ARTICLE | JULY 20, 2018

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Gifts being tossed carelessly onto porches. Gifts being damaged in transit. Gifts being stolen. Customers have a lot of worries about gift deliveries, but the biggest one of all is that the gift won't arrive on time.

A 2018 survey by [Dropoff](#), a same-day and last-mile delivery service, found that 91% of US gift buyers who purchased gifts that needed to be delivered were worried about late delivery — surpassing all other concerns.



The study found that same-day delivery service helps alleviate consumer concerns about gifts arriving on time. Fully 51% of respondents said they're more likely to purchase a gift from a retailer that offers same-day service. Roughly one-third said they've done so within the past year.

Although there's extra cost involved with having a package delivered the same day, some don't mind paying more to guarantee on-the-day arrival. Indeed, younger consumers (ages 18 to 36) and luxury shoppers, defined in the study as those who shop at [Nordstrom](#) or [Neiman Marcus](#), were 118% and 115% more likely to pay extra for same-day shipping, respectively.

With [Amazon](#) and [Walmart](#) dueling to offer ever more comprehensive delivery options, other retailers have enhanced their own services. According to a [BRP \(Boston Retail Partners\)](#) study, 51% of retailers in North America offered same-day delivery in 2017, compared with just 16% in 2016.

Offering same-day shipping has also been found to inspire loyalty, a benefit that can last beyond the holiday rush. A survey conducted by [Forrester Consulting](#) for [American Express](#) found that same-day delivery was the top feature for driving loyalty.

Digital Shopping Features that Would Influence Internet Users in North America to Be Most Loyal to a Brand, Product or Service, by Age, March 2017

% of respondents in each group



Note: n=1,027 who have experience with customer service or have made a digital purchase; in the future
Source: American Express, "Raising the Bar: How Gen Z Expectations Are Reshaping Brand Experiences" conducted by Forrester Consulting, May 11, 2017

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