

Podcast | Online Returns, Apparel Discounts and New Year's Resolutions

eMarketer's 'Do You Have a Second?' Podcast

AUDIO |

eMarketer Editors

eMarketer's "Do You Have a Second?" is a mini-podcast that offers a quick hit of the latest digital data. Today, we're talking about online returns for the holiday season, apparel discounting over the Thanksgiving shopping period and consumers' resolutions for the New Year.

What Features Do US Value Shoppers Expect from Discount Retailers*?

% of respondents, July 2018

	Expect this feature	Do not expect this feature
Buy online, pick up in-store	18%	82%
Free two-day shipping	18%	82%
Product reviews	22%	78%
Entertaining shopping experience	23%	77%
Ability to buy online	28%	72%
Free standard shipping	33%	67%
Quality customer service	34%	66%
Easy to find things	36%	64%
Flexible returns	36%	64%
Simple checkout	37%	63%

*Note: ages 18+ who shop at discount retailers; *such as dollar stores, off-price stores, etc.*

Source: National Retail Federation (NRF), "Fall 2018 Consumer View: Beyond the Bargain Bin: The Rise of the Value-Conscious Shopper" conducted by Toluna Analytics, Oct 11, 2018

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