

Signed, sealed, delivered: What drives millennials to buy?

Article

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For nearly half of millennials, free shipping turns a maybe purchase into a must. For retailers, it pays off to offer free shipping up front so customers faced with exorbitant delivery fees at checkout don't decide to cancel altogether.

Leading Digital Purchase Drivers Among Adults* Worldwide, Q3 2020

% of respondents



Note: n=66,466; *ages 24-37

Source: GlobalWebIndex, "Millennials," Feb 2, 2020

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