

GROWERTALKS

Consumer Buzz

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Did You Say Free?

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What sways a consumer's decision when it comes to choosing online retailers? Certainly value and selection attract some shoppers, but more than three-quarters of online consumers say free shipping increases the likelihood they will buy from a certain merchant, according to a recent Forrester Research Inc. report.

While free shipping can attract shoppers, shipping prices that are too steep can drive them away. More than one-half of consumers, 58%, say shipping prices often deter them from buying online, and 55% complain it's a hassle to return items ordered online, according to Forrester, a market-research company. Consumers also have expectations when it comes to shipping times: 67% of survey respondents expect standard shipping to deliver in 3-5 days, and 27% expect standard shipping to deliver within 6-7 days.