

Connecting with the **emotional** millennial shopper

Many psychological factors influence the shopping behaviour of millennials. What can you do to create a better online experience?

SHOP

The **buzz** of the browse

3/4 of millennials indulge in **buzz browsing** with no intention of buying

76% of millennials use their basket as a wish list

4% purchase spontaneously if they feel they deserve a treat

Create conversion – Focus on 'positive browse' features such as advice from social influencers, product reviews and price comparisons

SELECT

BUSY buyers

Distraction prevents purchase completion

STRESSFUL online shopping experiences cause...

30% distracted by other messages on their mobile

33% just too busy

3/4 ...of millennials to abandon purchase

28% are more likely to make a spontaneous purchase if the website is simple and easy

30% have not completed a purchase because a website doesn't remember what they put in their basket

Help hurried shoppers – Suggest partner items, invest in UX, make checkout fast

REVIEW

Pre-purchase **uncertainty**

38% feel anxious they can't afford everything in their basket

89% use the basket as a tool to review the cost

Nearly half (48%) remove items when they review their basket to reduce the cost

86% make a final decision when they review their basket

Tap into the Fear Of Missing Out – Increase urgency with personalised offers and time-bound pricing; highlight pay later options to complete purchase

BUY

Convenience and **CONFIDENCE**

OVER HALF are more likely to purchase when they trust a retailer

28% **ANNOYED** they have to enter so many details

1/4 feel irritated at checkout that a retailer doesn't remember them, even though they are a regular customer

25% are more likely to complete the purchase if they can buy with one click

Reduce form frustration – pre-fill customer details and offer to complete with one click

PAY

Buy OR **bail**

52% **WORRY** they can't afford the purchase

32% of millennials like that they are in control of when and how they pay with a deferred payment option

33% would like to be presented with the option of instant financing

One in five millennial shoppers:

- ➔ **Feel less guilty** if offered deferred payments
- ➔ **More likely to complete a purchase** if they can spread the cost over time

Reduce financial anxiety – Let shoppers 'try before they buy' with pay after delivery, increase purchase power with consumer finance

How can you nudge shoppers to a better online journey? Download insight from Klarna and Reading University: klarna.com/uk/emotion

