



When Web users window-shop

Survey carried out on desktop between November 2014 and April 2015

Fourth edition of the E-Commerce barometer

4th

The textile sector

1 PERFORMANCE OF THE TEXTILE SECTOR

A conversion rate on desktop higher than in the other sectors

2,03%

Conversion rate of textile sector

1,34%

Conversion rate of other sectors

Thanks to the sales and celebrations of the end of the year, the average conversion rate on desktop is higher.

Automotive equipment / part
3,42%

Clothes / Fashion
2,03%

Travel / Tourism
0,94%

Sport equipment
0,91%

Telecommunication
0,60%

Including sales and celebrations!

EXCLUDING SALES AND CELEBRATIONS

CHRISTMAS

SALES

RELATIVE INCREASE

Textile

1,88%

2,47%

2,67%

+41,5%

Other sectors

0,95%

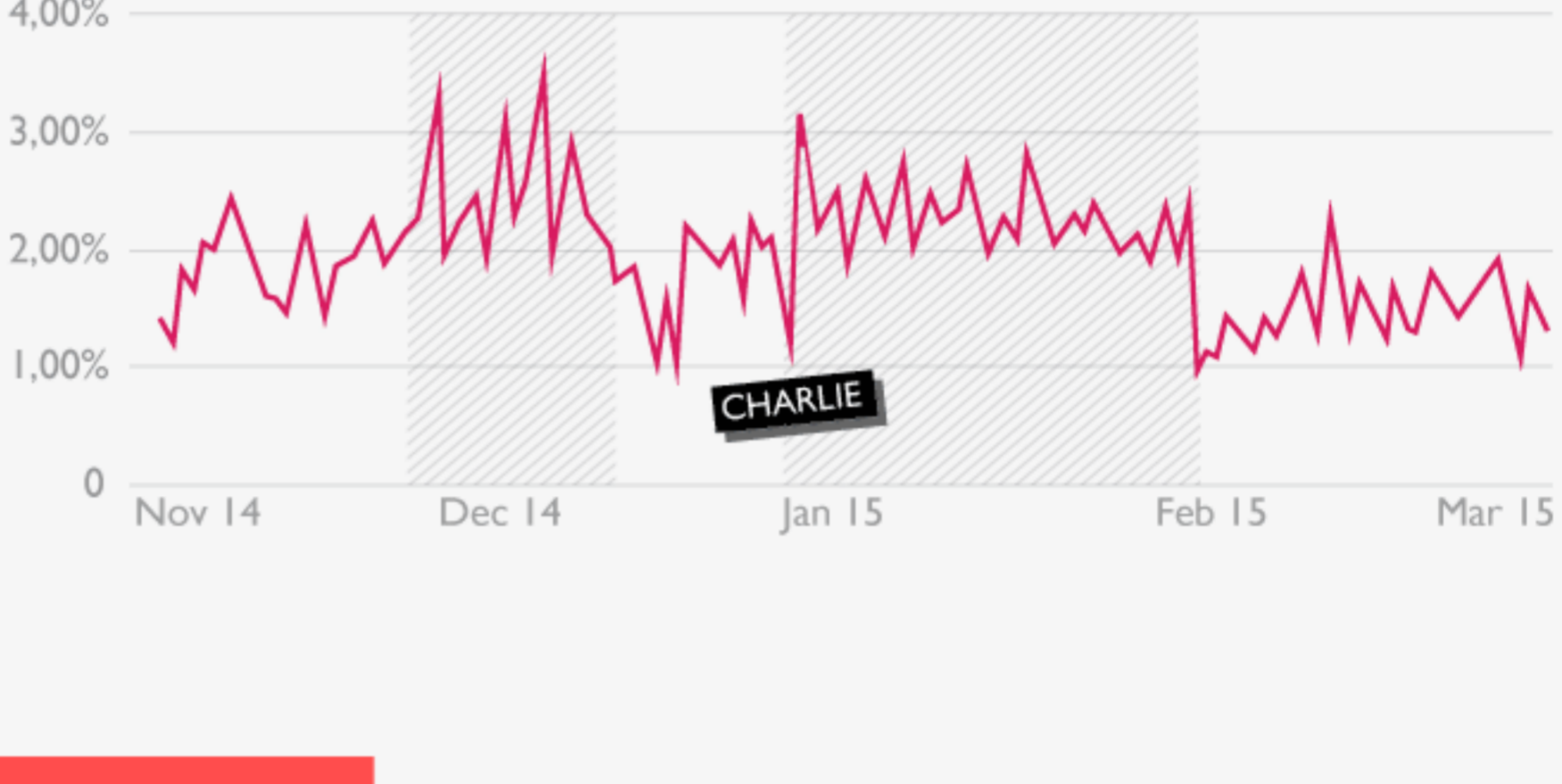
0,40%

0,99%

+4%

The textile sector is much more impacted by sales than the other sectors.

Conversion rate on desktop of textile sector by day



An equivalent average shopping cart

Textile sector's average cart
95,22 €

Other sectors' average cart
96,49 €

2 BROWSING BEHAVIOURS ON FASHION WEBSITES

The textile sector is the sector generating the most revisits before the purchase.

Amount of non-transactional sessions performed before first purchase

On average, more than one visit is necessary before the purchase decision.

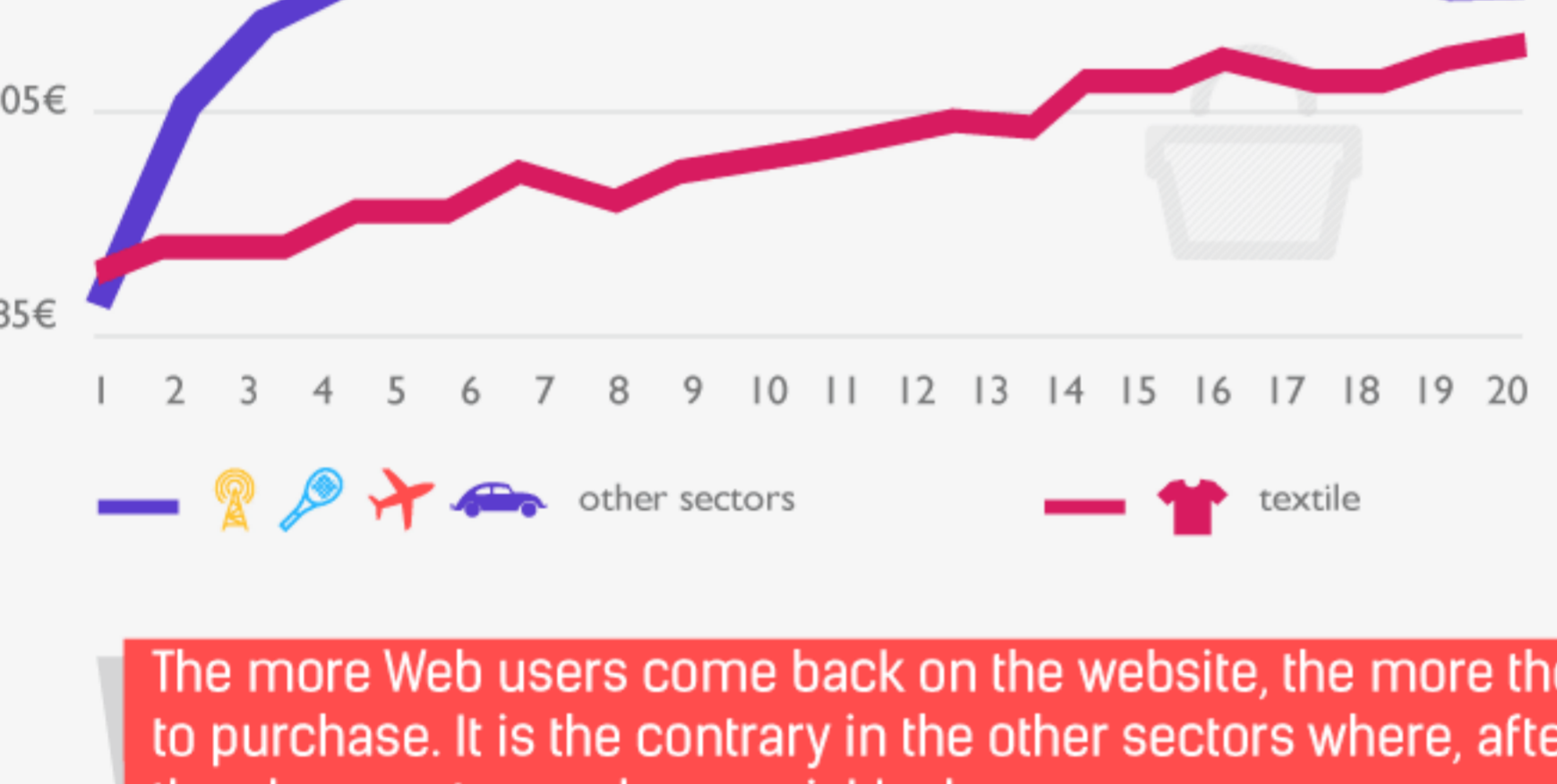


Revisits rate before purchase textile sector
3,8

Revisits rate before purchase other sectors
2,6

On fashion websites, the more Web users come back on the website before purchasing, the higher their average cart is.

Evolution of the average cart depending on the amount of visits



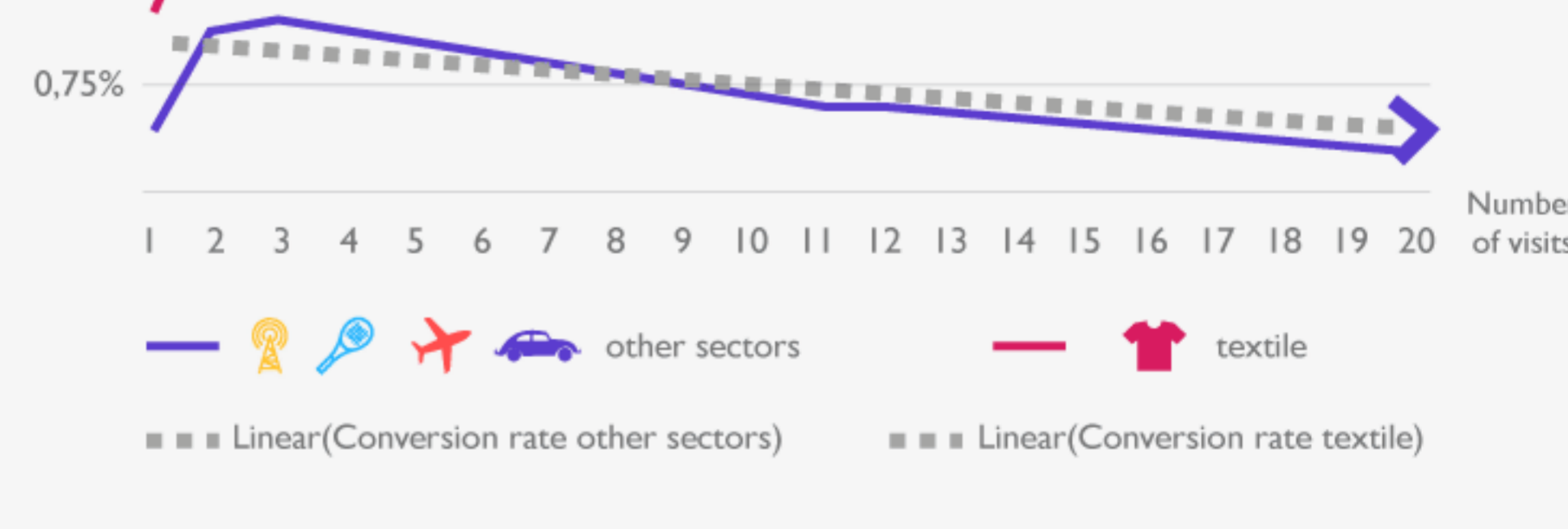
The trend is clearly growing for the textile. For the other sectors, after the 6th visit, the average cart stagnates.

The more Web users come back on the website, the more they are likely to purchase. It is the contrary in the other sectors where, after the 3rd visit, the chances to purchase quickly decrease.

Evolution of the conversion rate, depending on the amount of visits

The conversion rate of textile's sector is constant after the 5th visit.

The conversion rate of the other sectors quickly decrease after the 3rd visit.

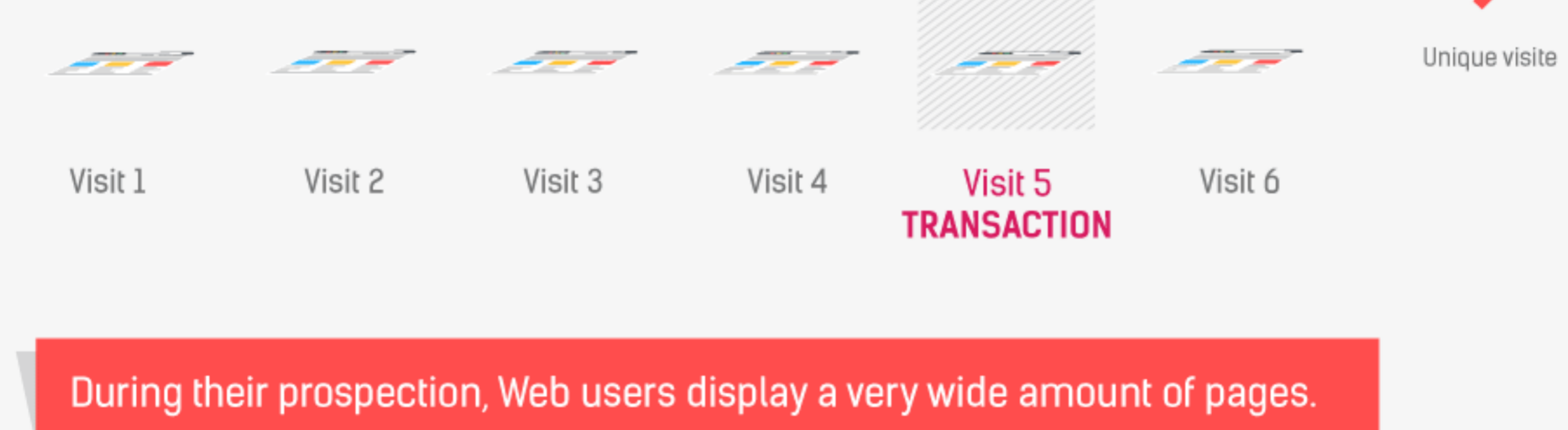


CONCLUSION

Web users of textile sector like to take their time. The more they take their time, the higher is their average cart.

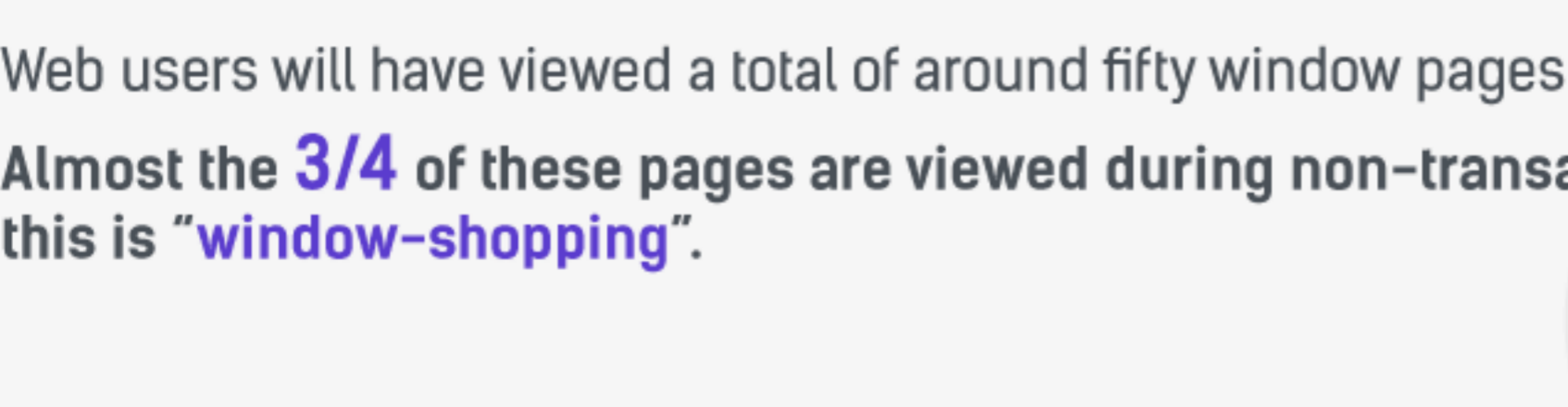
3 THE FASHION'S E-COMMERCE GENERATES MUCH WINDOW-SHOPPING

On average, visitors convert after 4 non-transactional visits. But what do those Web users do?



During their prospection, Web users display a very wide amount of pages.

Amount of viewed window pages by visit



We only focus here on « window » pages : lists and products pages

Web users will have viewed a total of around fifty window pages before purchasing. Almost the 3/4 of these pages are viewed during non-transactional sessions: this is "window-shopping".

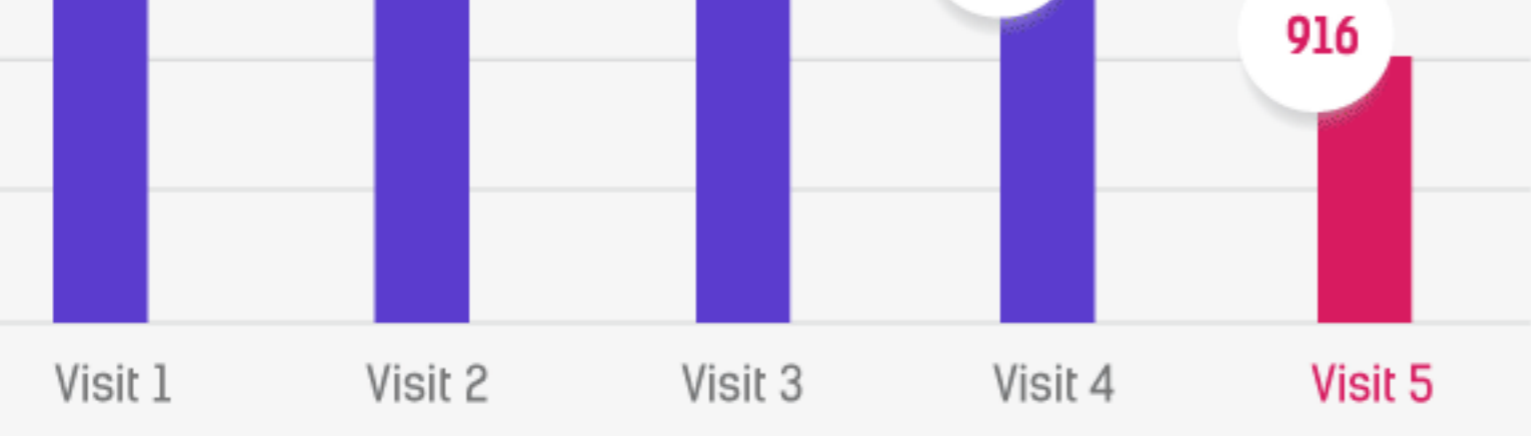
By dint of revisiting the website, Web users know it by heart

Average display time of window pages depending on the amount of visits (in seconds)

During their 5th visit, Web users will spend much less time to read the product's description: the prospection phase is over.



Last line of pixels displayed on screen * on window pages based on the number of visits (in pixels)



During their 5th visit, Web users scroll less than during their window-shopping phase: they consume less descriptive content.

*last line displayed on screen = scroll rate x page size
Are only taken into account here the product pages with a comparable format, and a description below the picture to scroll down in order to be viewed.

CONCLUSION

A lot of Web users will only purchase after an intensive phase of window-shopping, during which they display a very wide amount of pages. After 5 visits on the website, they are very fast while browsing: they know it by heart.

