

Adobe Study: Customer Experiences Key to Growth of Online Retailers in India

New Delhi – December 18, 2019: Customers in India are increasingly focused on experiences when it comes to online brand engagement, according to a new commerce report released by Adobe. The report also found that customers are willing to embrace new technologies like automation and artificial intelligence, and they expect brands to be environmentally responsible.

In partnership with YouGov, the research surveyed over 7,000 respondents from various markets in the JAPAC region including Australia, China, India, Malaysia, Thailand, and Singapore, providing online retailers with key insights around the purchasing preferences of modern-day customers. Titled '**Listen: A Magento Meaningful CX Series**', the report underpins the ever-increasing importance of customer experiences for brands looking to stay ahead in the hyper competitive online retail space.

Experience Matters

For online retailers, it's no longer a simple case of bricks vs. clicks anymore. While price remains a key determinant, the study suggests that online retailers need to focus on developing seamless, enriching customer experience strategies to engage modern customers. Signifying the importance of omni-channel presence and integrations, 51% of the surveyed customers said it's important for websites to work well on smartphones. Underscoring the importance of accessibility, half the consumers (50%) said they would choose to buy from a retailer if their website is easy to use and navigate while 47% would do so if it loads quickly. Almost half (46%) of Indian customers prefer engaging with a retailer online for the second time if loyalty schemes are extended- this is only behind Singapore (53%) in the entire APAC region

Nicholas Kontopoulos, Head of APAC Digital Experience Commercial Marketing, Adobe said, "*As personalisation becomes vital towards unlocking the customer experiences of the future, there is a growing need for brands to augment and deepen customers' end to end engagement journey across the spectrum, and make it more meaningful and appealing for long term engagement.*"

"Retailers, especially ones operating online, are required to go the extra mile today to appeal to today's increasingly digital savvy consumers. They also need to demonstrate clear brand utility for customers in return for their information, create relevant experiences and engender lasting relationships with customers," he further added.

Attitudes Towards Automation and AI

When it comes to technologies like automation and Artificial Intelligence, 67% responded positively to the prospect of AI being used to increase sales and profits by online retailers, if that use resulted in a better customer experience. Moreover, 56% of them are more likely to buy from retailers using AI capabilities so long as they offer low prices, excellent customer service and online experience. Further, almost one-third the consumers (31%) claimed they are happy to get product suggestions basis their search history- underlining the growing need for personalisation. However, this comes with the expectation of privacy as 48% say it's important that brands safeguard their data.

The Green Factor

Customers in India are increasingly becoming environmentally conscious and expect that the brands catering to them are environmentally responsible. More than one-third (34%) of customers surveyed prefer shopping online as they consider it to be less taxing on the environment. More and more customers are exhibiting receptivity towards purchasing from environmentally friendly retailers – 47% respondents said it's important for retailers to

be transparent about where their products are sourced. Almost half (46%) of customers in India are more receptive to retailers who minimise their use of packaging while 39% are more receptive to retailers who are donating towards environmental causes.

Experience Breakers

Irrelevant communication from brands is one of the biggest factors which contributes towards customer drop-offs during an online purchase cycle. Thirty-four percent (34%) of customers surveyed said they would be less likely to purchase from an online retailer if they were sent unrelated marketing communications. Further, if users experience friction when it comes to payments at checkout, it would lead to them avoiding engagement altogether – 42% would abandon purchase if their debit card transaction didn't go through while almost half the customers (48%) would avoid purchase if cash on delivery is not offered - highest amongst all countries surveyed across APAC. One-third of customers in India are likely to abandon a purchase at checkout if they discovered that free returns are not being offered.

For more insights on how online retailers can deliver exceptional customer experiences, see the full report [here](#).

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About Magento Commerce

Magento Commerce, part of Adobe Experience Cloud, is the leading commerce solution for merchants and brands across B2C and B2B industries and was recently named a leader in the 2019 Gartner Magic Quadrant for Digital Commerce. Magento Commerce boasts a strong portfolio of cloud-based omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences. Magento is the #1 provider to the Internet Retailer Top 1000, the B2B 300 and the Top 500 Guides for Europe and Latin America. Magento is supported by a vast global network of solution and technology partners, a highly active global developer community and the largest eCommerce marketplace for extensions available for download on the Magento Marketplace. More information can be found at www.magento.com.

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