

# INMAR INTELLIGENCE CONSUMER E- COMMERCE RETURNS SURVEY OVERVIEW



**INMAR.**  
intelligence

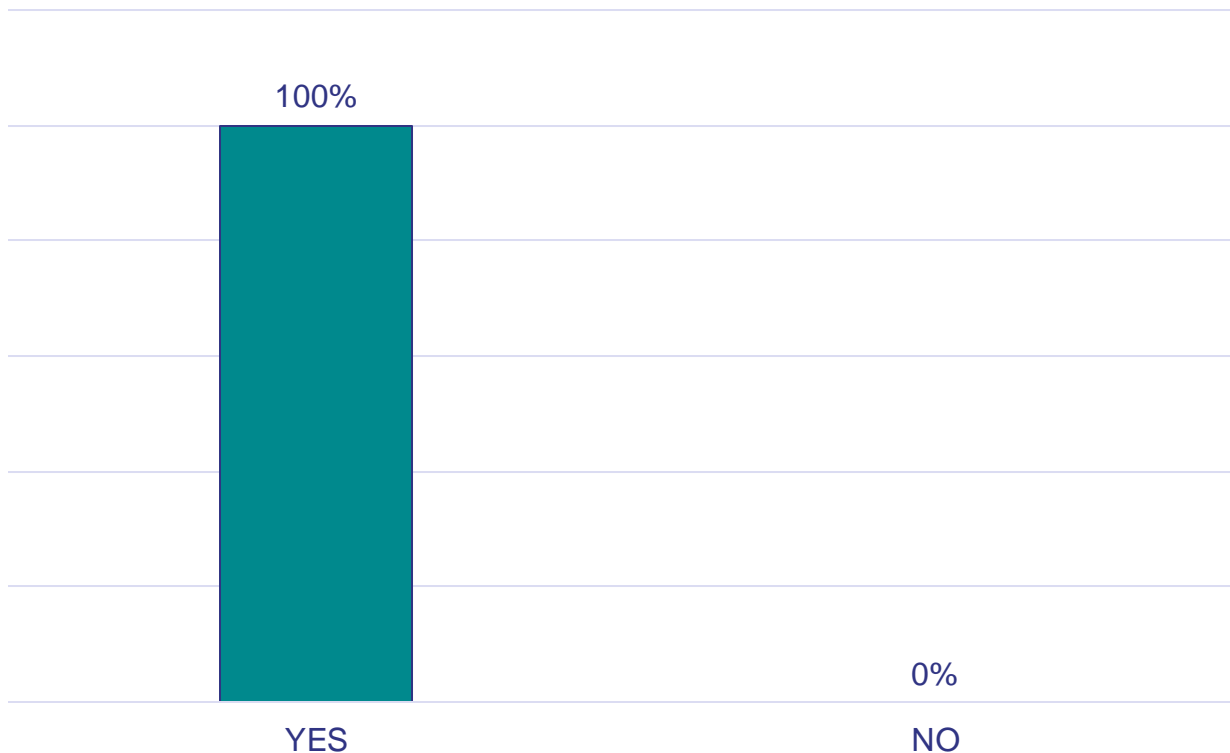
COMMERCE ACCELERATED.



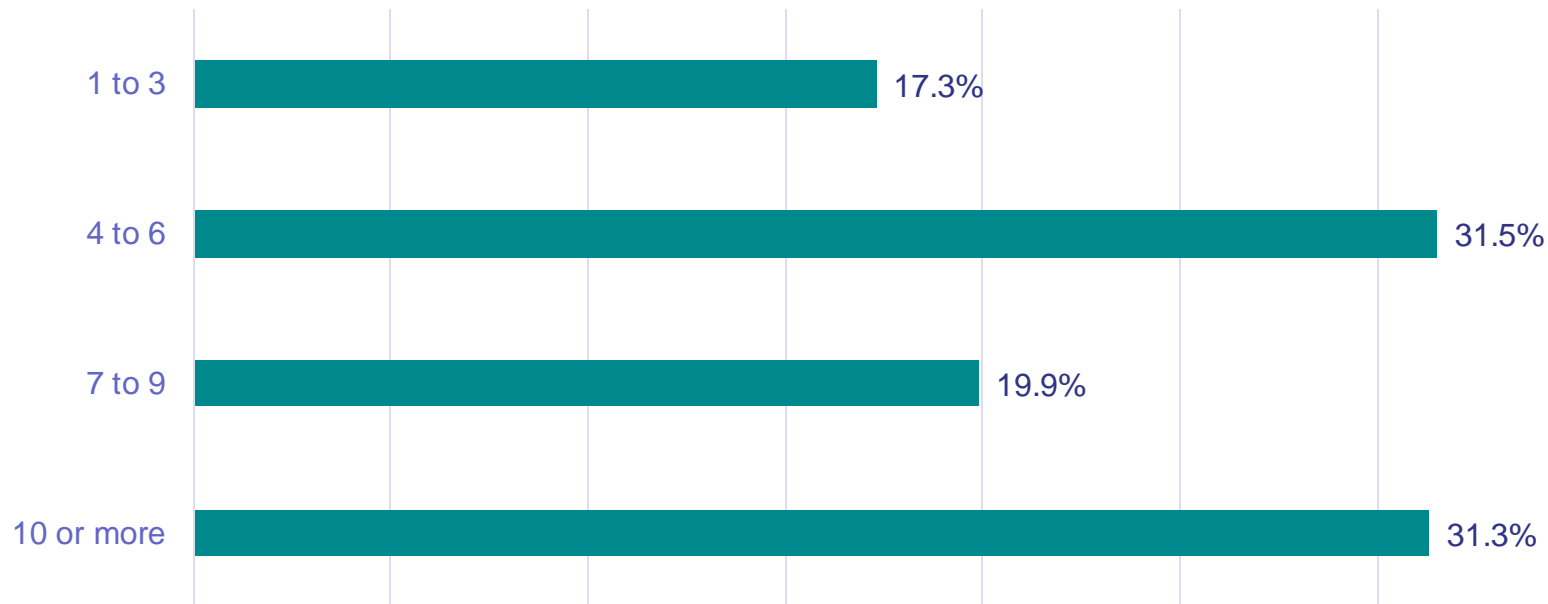
# **Inmar Intelligence Consumer E-Commerce Returns Survey**

- 1,000 US Adults**
- September 1, 2021**

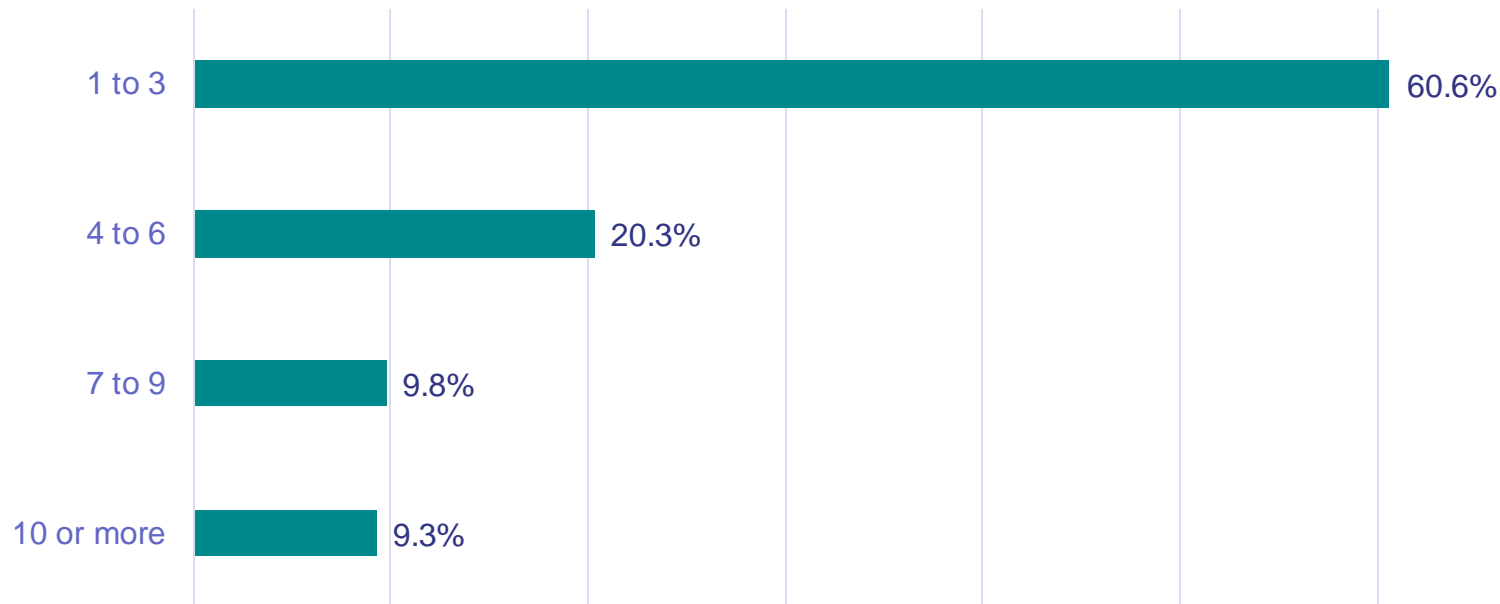
# SCREENER: HAVE YOU RETURNED AT LEAST ONE ONLINE PURCHASE DURING THE LAST THREE MONTHS?



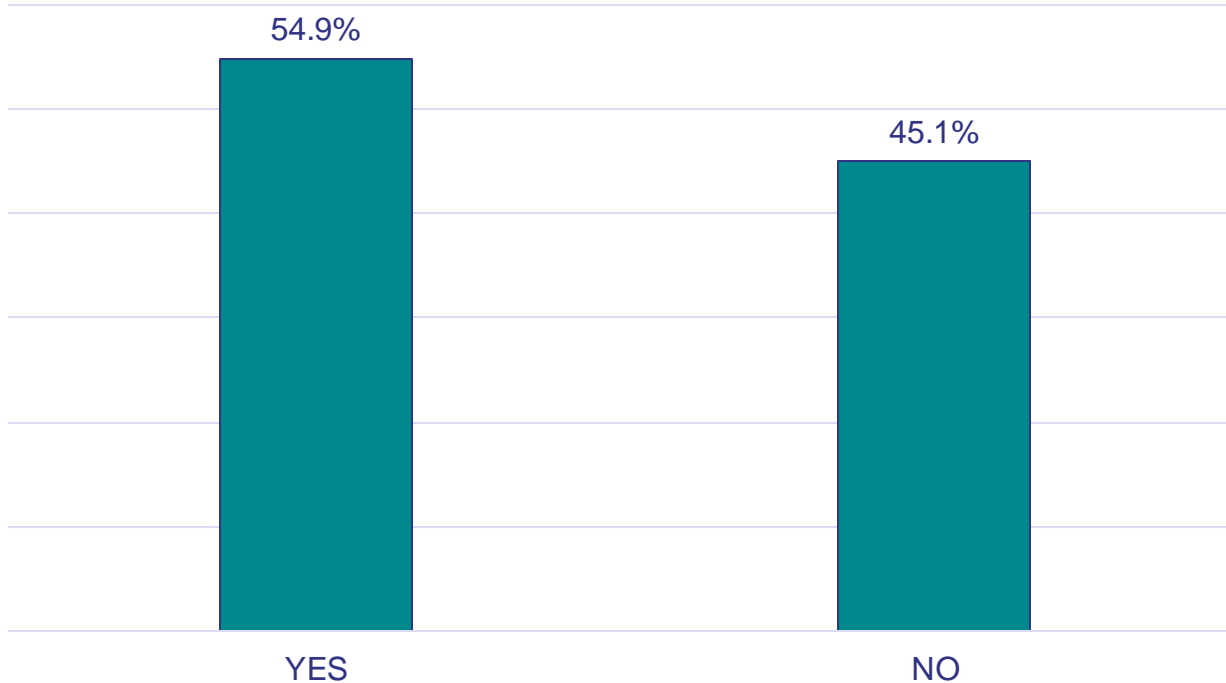
# HOW MANY ONLINE PURCHASES HAVE YOU MADE IN THE LAST THREE MONTHS?



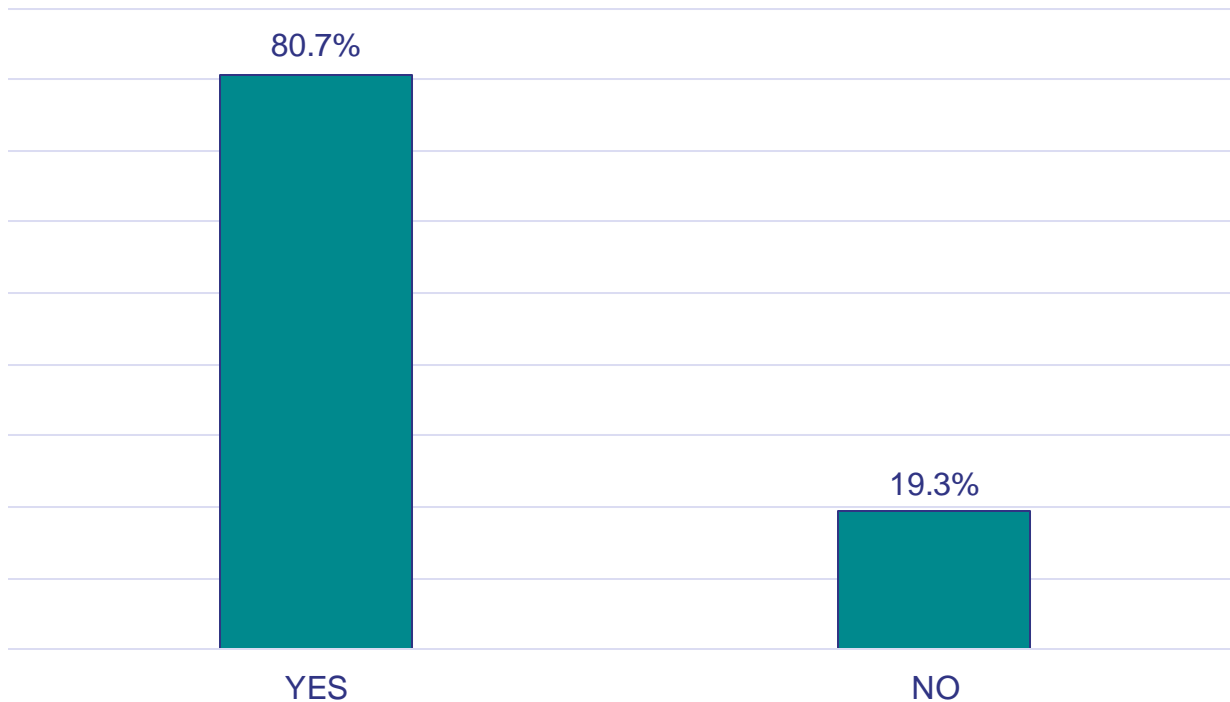
# HOW MANY ONLINE PURCHASES HAVE YOU RETURNED IN THE LAST THREE MONTHS?



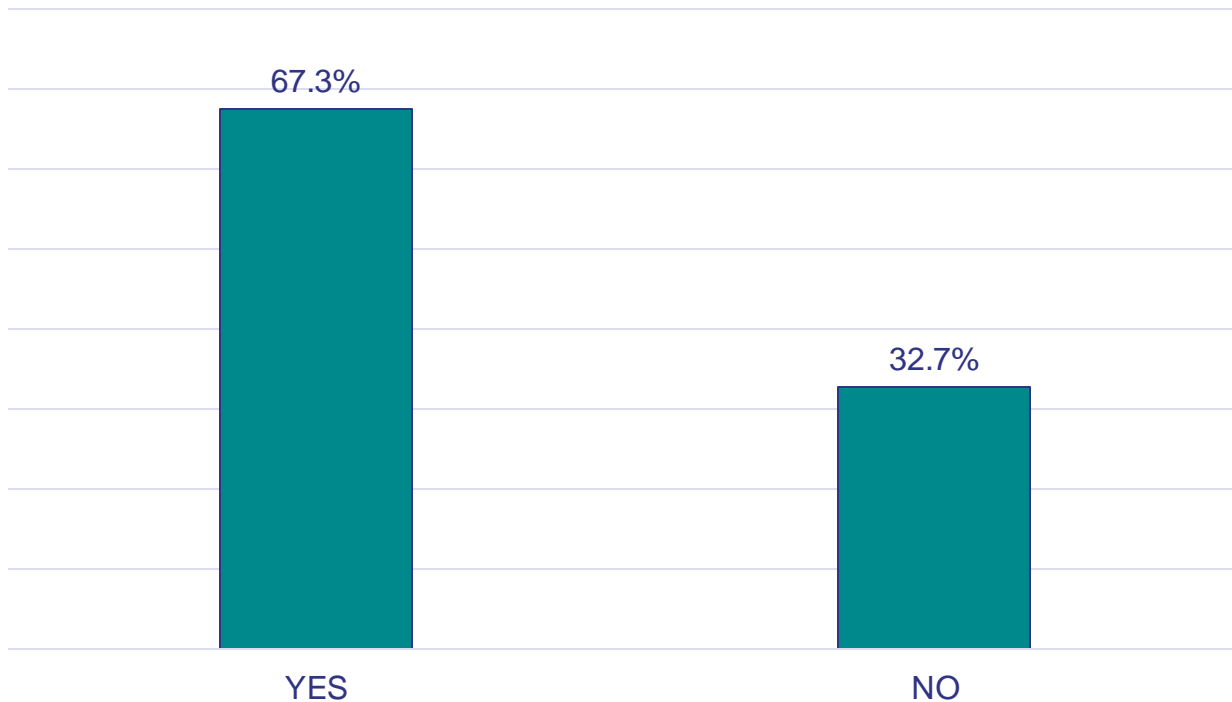
# DID YOU MAKE ANY ONLINE PURCHASES KNOWING THAT YOU WERE LIKELY TO RETURN AT LEAST SOME OF THE ITEMS PURCHASED?



# WHEN SHOPPING ONLINE, DO YOU READ THE MERCHANT'S RETURN POLICY BEFORE DECIDING WHETHER OR NOT TO PURCHASE?

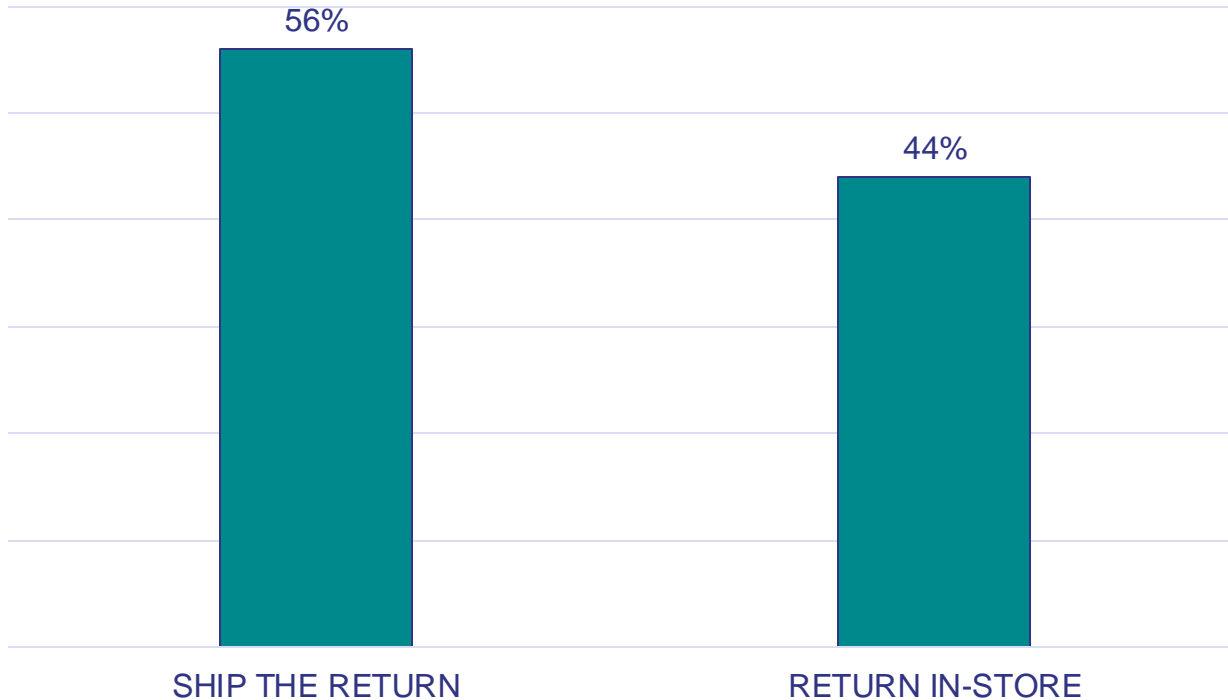


# WHEN SHOPPING IN A STORE, DO YOU EVER ASK ABOUT THE STORE'S RETURN POLICY BEFORE DECIDING WHETHER OR NOT TO MAKE A PURCHASE?





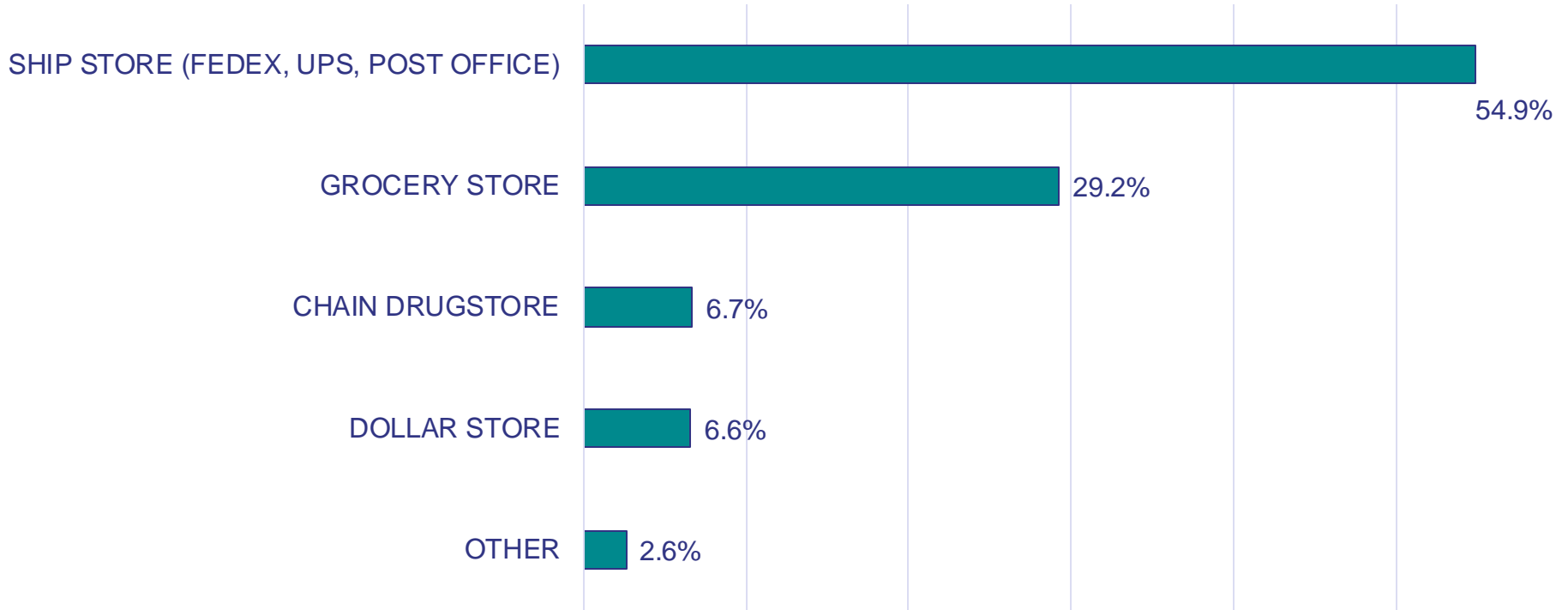
# IF RETURN SHIPPING IS FREE FOR AN ONLINE PURCHASE – AND YOU ALSO HAVE THE OPTION TO MAKE AN IN-STORE RETURN – WHICH DO YOU PREFER?



# WHAT WOULD MOST INCENTIVIZE YOU TO RETURN IN-STORE INSTEAD OF SHIPPING YOUR RETURN?

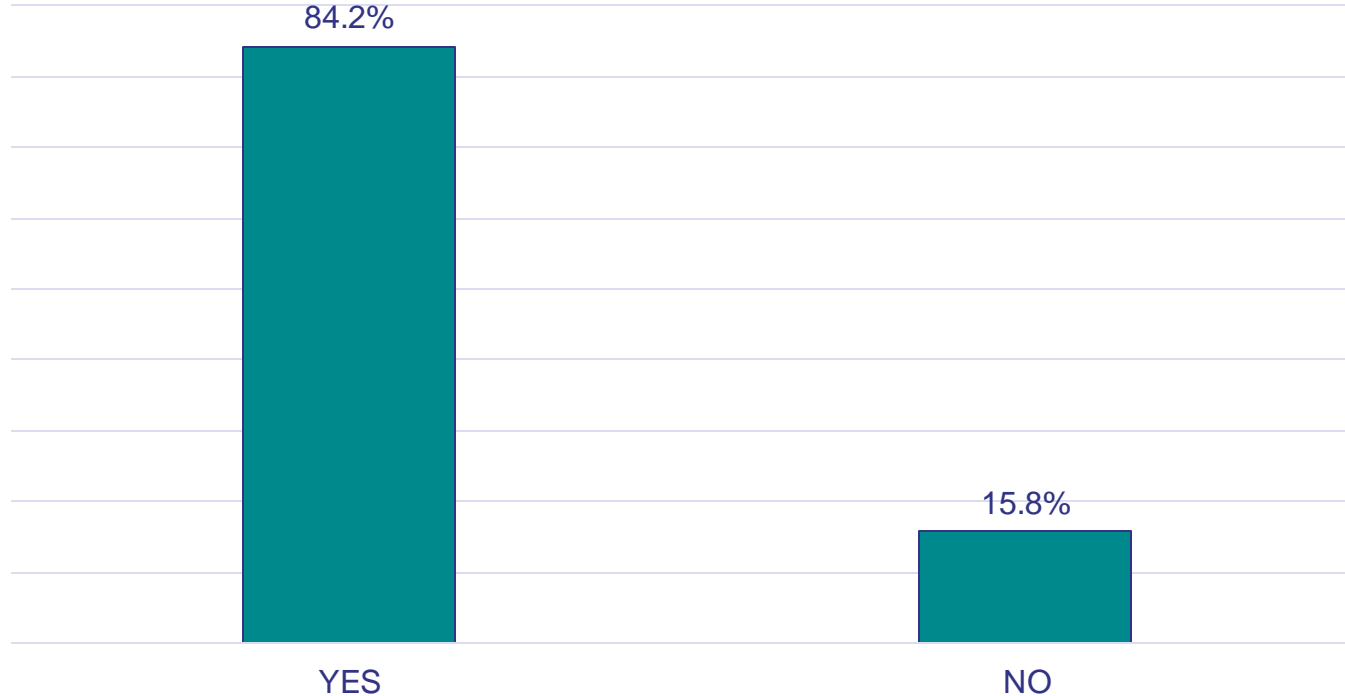
	1	2	3	4	MEAN
INSTANT CREDIT	475	205	174	146	2
IN-STORE OFFERS OR COUPONS	151	376	265	208	2.5
LABEL-LESS/BOXLESS RETURNS	129	231	348	292	2.8
CONVENIENT DROP-OFF LOCATION (GROCERY STORE, CHAIN DRUGSTORE, DOLLAR STORE)	245	188	213	354	2.7

# WHICH IS THE MOST CONVENIENT DROP-OFF LOCATION FOR YOUR RETURN?

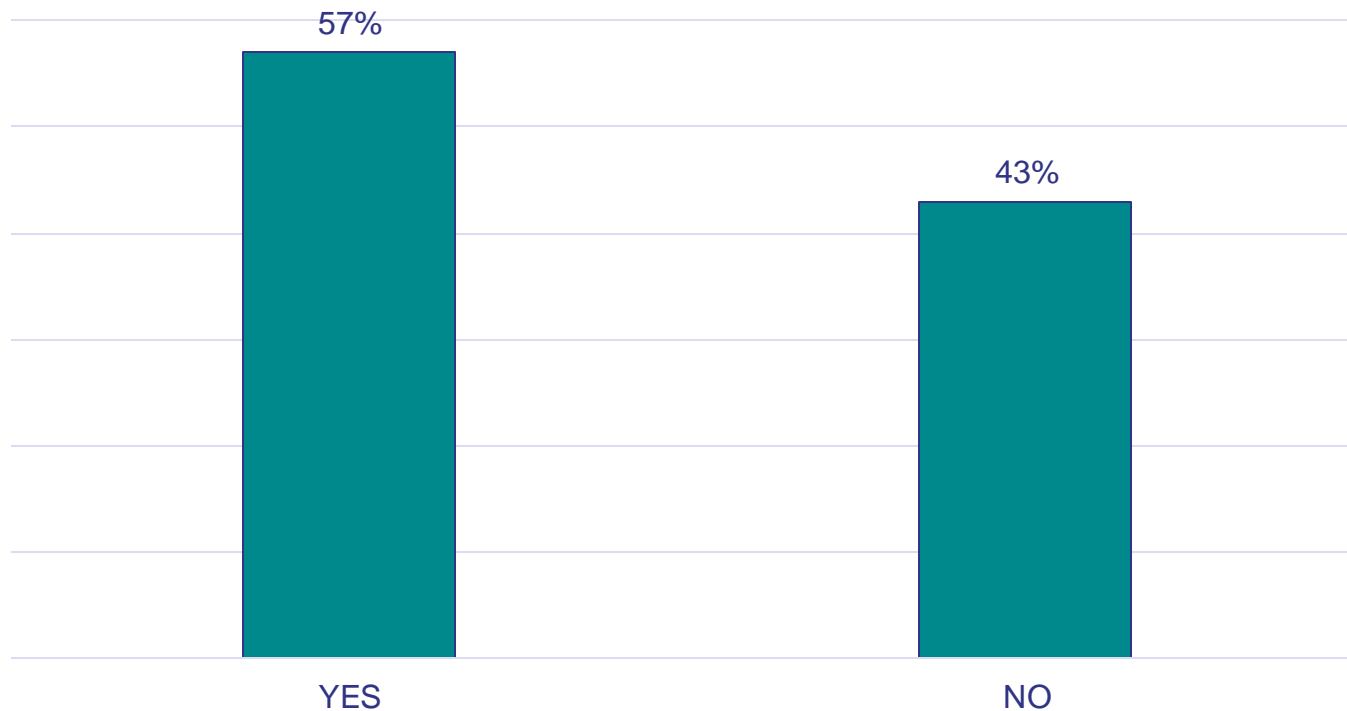


*Percentages above represent total respondents*

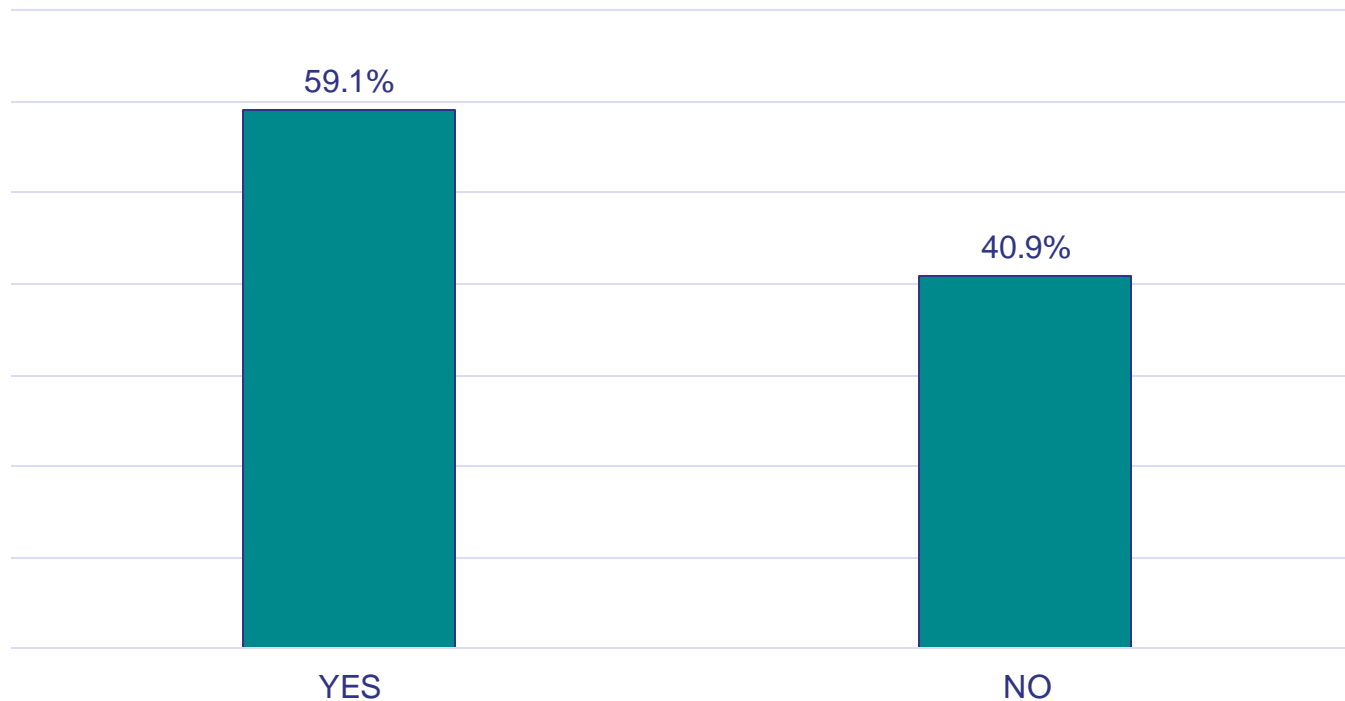
# IF A MERCHANT ALLOWS ONLINE PURCHASES TO BE RETURNED IN-STORE, DOES THAT INCREASE THE LIKELIHOOD THAT YOU WILL PURCHASE FROM THAT MERCHANT?



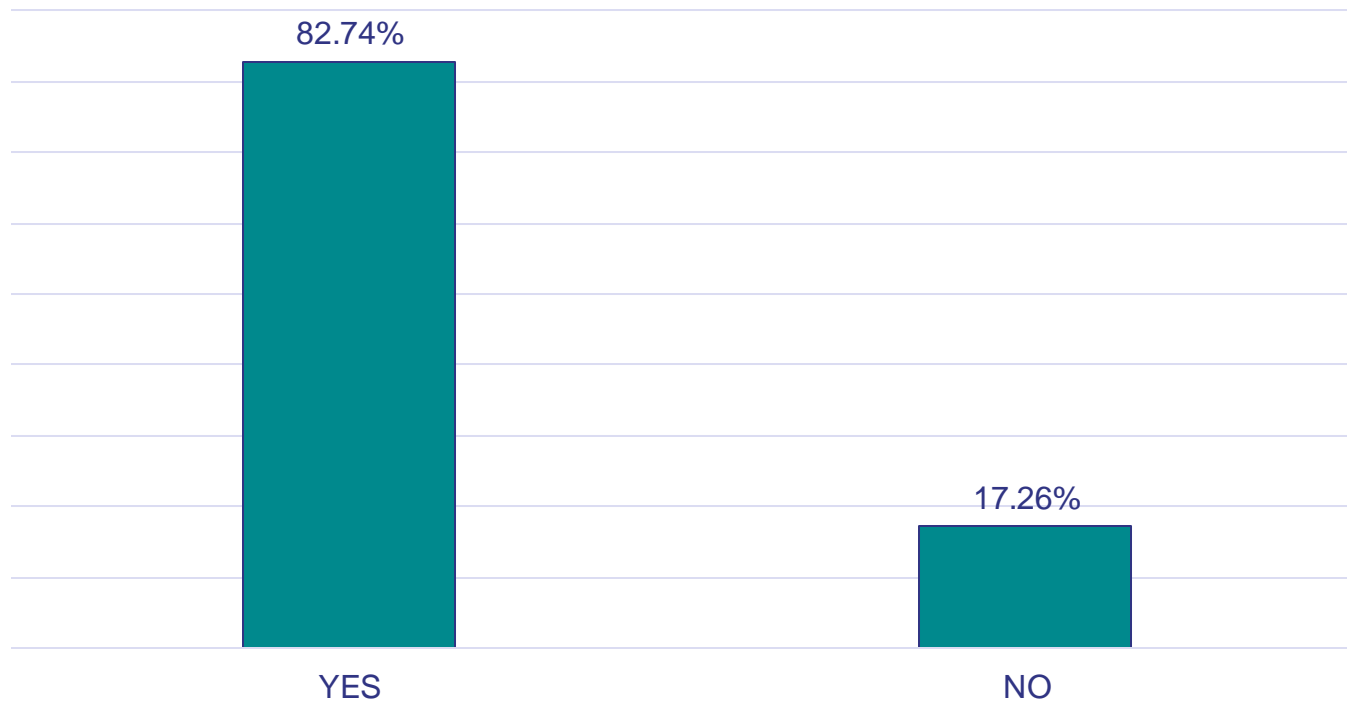
# IF A MERCHANT REQUIRES YOU TO PAY FOR SHIPPING ON RETURNS WILL YOU STILL SHOP WITH THAT MERCHANT?



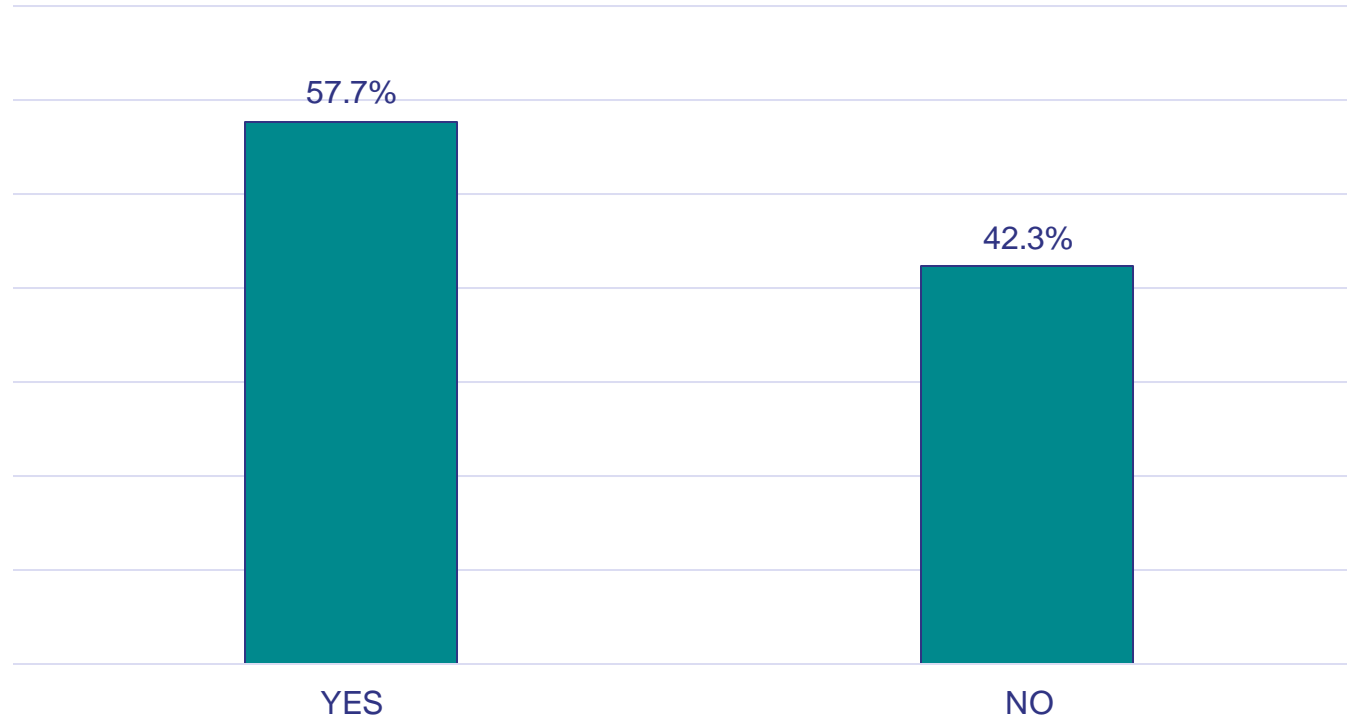
# HAVE YOU EVER HAD A BAD EXPERIENCE RETURNING A PRODUCT PURCHASED ONLINE?



# HAVE YOU EVER STOPPED SHOPPING WITH A MERCHANT BECAUSE OF A BAD RETURN EXPERIENCE?

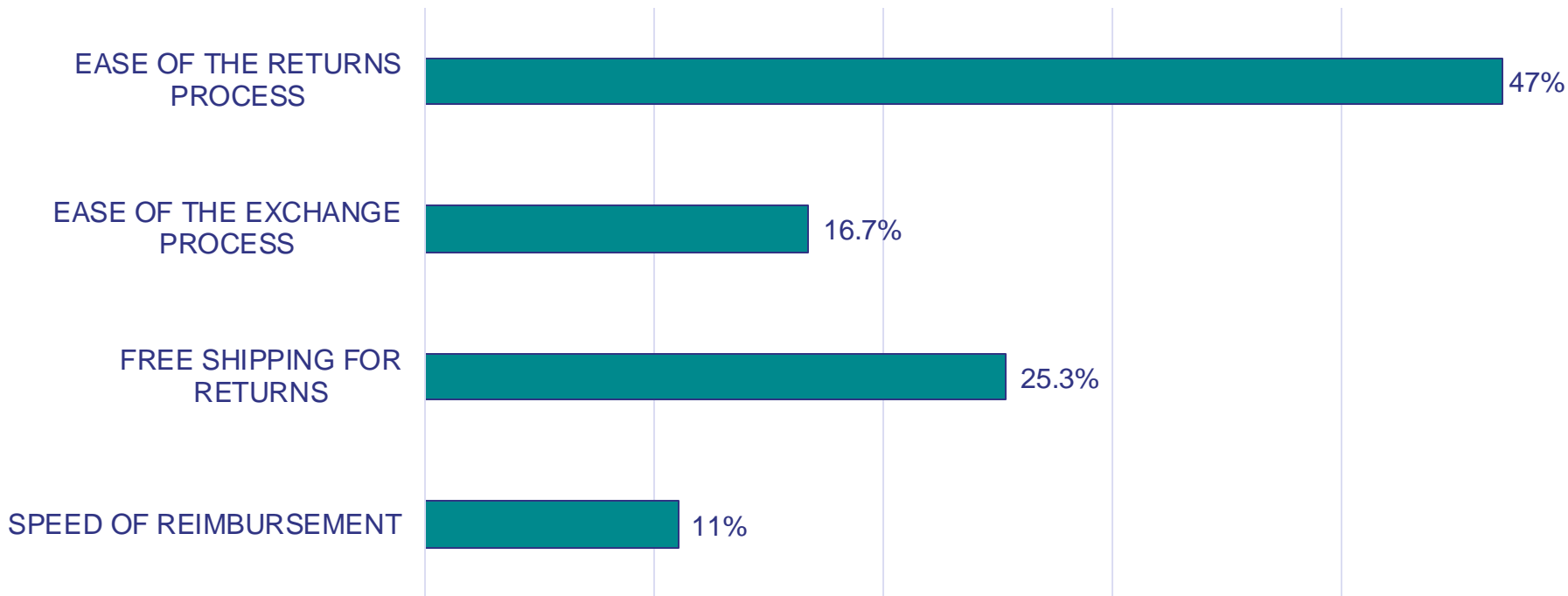


# HAVE YOU EVER RETURNED AN ONLINE PURCHASE BECAUSE DELIVERY TOOK LONGER THAN YOU EXPECTED?





# WHEN MAKING A RETURN, WHAT IS MOST IMPORTANT TO YOU?



# WHEN RECEIVING A CREDIT OR REFUND FOR A RETURN, WHICH DO YOU PREFER?

