



2020 eCommerce trends: **The online buying habits of the Mexican Market following the COVID-19 outbreak**

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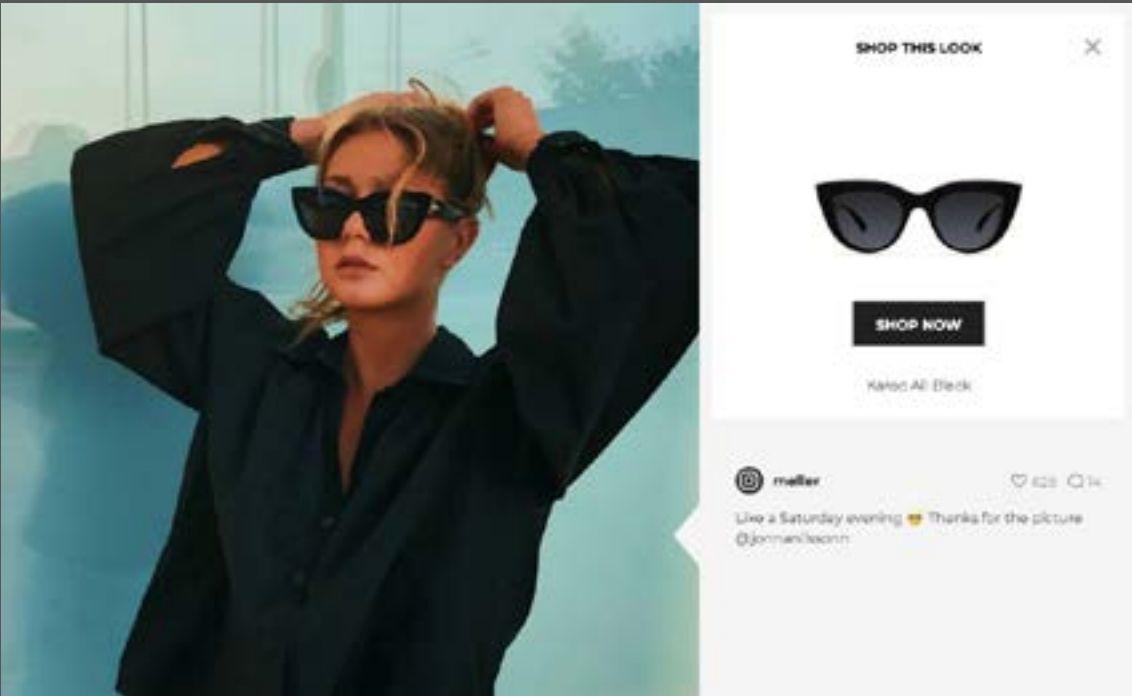
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Photoslurp is a marketing and visual eCommerce platform.

We help brands increase their eCommerce conversions with the collection and publication of User Generated Content, which has been posted on social media by customers. Photoslurp integrates this media into the websites and product pages of clients to give shoppers the opportunity to view products being used by real consumers with the ability to click and shop directly.



Introduction

According to an [eCommerce market analysis by eCommerceDB](#), Mexico is the 19th largest market for eCommerce with a total revenue of \$9 billion in 2019. At the same time, it also contributed to the worldwide growth rate of 13% with [an increase of 11%](#) and it's forecasted to generate [\\$16.9 billion in eCommerce retail revenue](#) in 2020. This is only expected to continue growing, especially following the COVID-19 outbreak.

With [half of the population](#) shopping online thanks to [growing trust and confidence](#) in eCommerce within the country, this strong forecast should have brands around the world drawing their attention to Mexico and learning the best practices for entering the online landscape in this market, particularly post-pandemic.

For this reason, Photoslurp put together this market research on the online buying practices of Mexican people. With the insights from our report, online brands from various industries and countries will have the information they need to not only enter the Mexican market but improve their eCommerce performances in this promising online space.



This data was collected in July 2020 in the midst of the COVID outbreak. Back in May 2020, Mexico began [reopening some areas](#) of the country but [will likely experience further lockdowns](#) throughout the year. This only fuels the need for online brands that wish to enter this market to gain a comprehensive understanding of how the eCommerce landscape is changing throughout the pandemic.

Mexico saw a [40% increase of online sales](#) following the COVID outbreak with the public making more everyday purchases online than ever before. We explore this further in the report, investigating what products people started buying online at the beginning of the pandemic and which online buying habits will stick post-pandemic. This includes a closer look into the strategies that are inspiring online purchases, so that eCommerce brands can make more informed decisions following the COVID outbreak.

With this report, we offer a valuable piece of market research that presents a comprehensive snapshot of the actual eCommerce situation in Mexico following the COVID-19 quarantine.

Our research takes into account age, gender, and income level to give readers comprehensive and statistically significant data for each variable to better understand the online buying habits of the whole of Mexico following the COVID outbreak. While the data is not nationally representative in regards to population distribution, we represent each group within the report. Our intention was to provide an optimized report that enables brands to find their own specific target audiences within the data.





CHAPTER 1

The current eCommerce market in Mexico

Mexico is [high up on the list](#) of Latin American countries that have grown their eCommerce presence, inspiring many international companies to look towards this fertile market. The COVID outbreak has also brought on a lot of welcome change for the eCommerce landscape of Mexico including a [33% increase of free deliveries](#) and a cultural switch towards debit/credit card use (over the past year credit card use [has increased by 53%](#)).

However, it's important to note that [30% of the population](#) does not have a bank account, meaning that cash purchases remain a prominent need even for online shopping. Practical eCommerce claims that accepting cash is [crucial for eCommerce businesses to succeed](#) in Mexico, which can be carried out with the convenience-store method or payment on delivery.

In terms of product demand, RetailX found that Mexican consumers generally [buy more services online](#) than physical goods, however this appears to be changing thanks to COVID-19. Now, [food supplies and health care](#) are overtaking the purchase of services online, something that we also see within our data.

As the Mexican online retail sector has grown rapidly over the course of the COVID outbreak, this market has a lot of potential for brands looking to enter it. This is why we've taken the time to investigate the online buying habits of Mexican people.

In order to provide a comprehensive snapshot of this eCommerce market, we put together this report on the online buying behavior of Mexican people. It addresses the entirety of the Mexican eCommerce market by answering these 4 key questions:

1

What are the online buying habits of Mexican people?

This section is broken up into two parts. The first looks at what Mexican people were purchasing online before the pandemic, during the pandemic, and what they plan to continue purchasing online post pandemic.

Second, we look at how often Mexican people tend to purchase online and the amount that they spend. This includes a look at how this has been affected by the COVID outbreak.



2

What inspires Mexican people to shop online from specific brands?

Then, we look at what inspires the Mexican market to shop online from specific brands, which includes a look at the way that Mexican people interact on social media in relation to online purchases for a better idea of the relationships between them.

To further explore what eCommerce brands can do to stand out against competitors within the Mexican market, we look at brand values like price, sustainability, and ethical treatment of workers to see what inspires the people of Mexico.

3

What eCommerce services and features help or encourage Mexican consumers to buy online?

To help brands improve their eCommerce user experience, in this section we explore the services and features that lead to conversions within the Mexican market, especially during the COVID situation. From User Generated Content to customer service options, brands will leave with a better idea of the best ways to get customers to convert.

4

What post-purchase habits do Mexican consumers follow?

Finally, we look at how Mexican consumers react after purchasing a product to get a better idea of how to engage with customers within this market post-purchase particularly during the COVID-19 era.

By looking at consumer behavior based on these 4 key questions, we have a comprehensive idea of how the people of Mexico buy online in the wake of the COVID outbreak, including the types of products, the frequency, and what gets them interested in converting.

This research will greatly help brands around the world improve eCommerce performance in this region following the pandemic.



CHAPTER 2

Research Results

What are the online buying habits of Mexican people since the start of the COVID outbreak?

PART 1

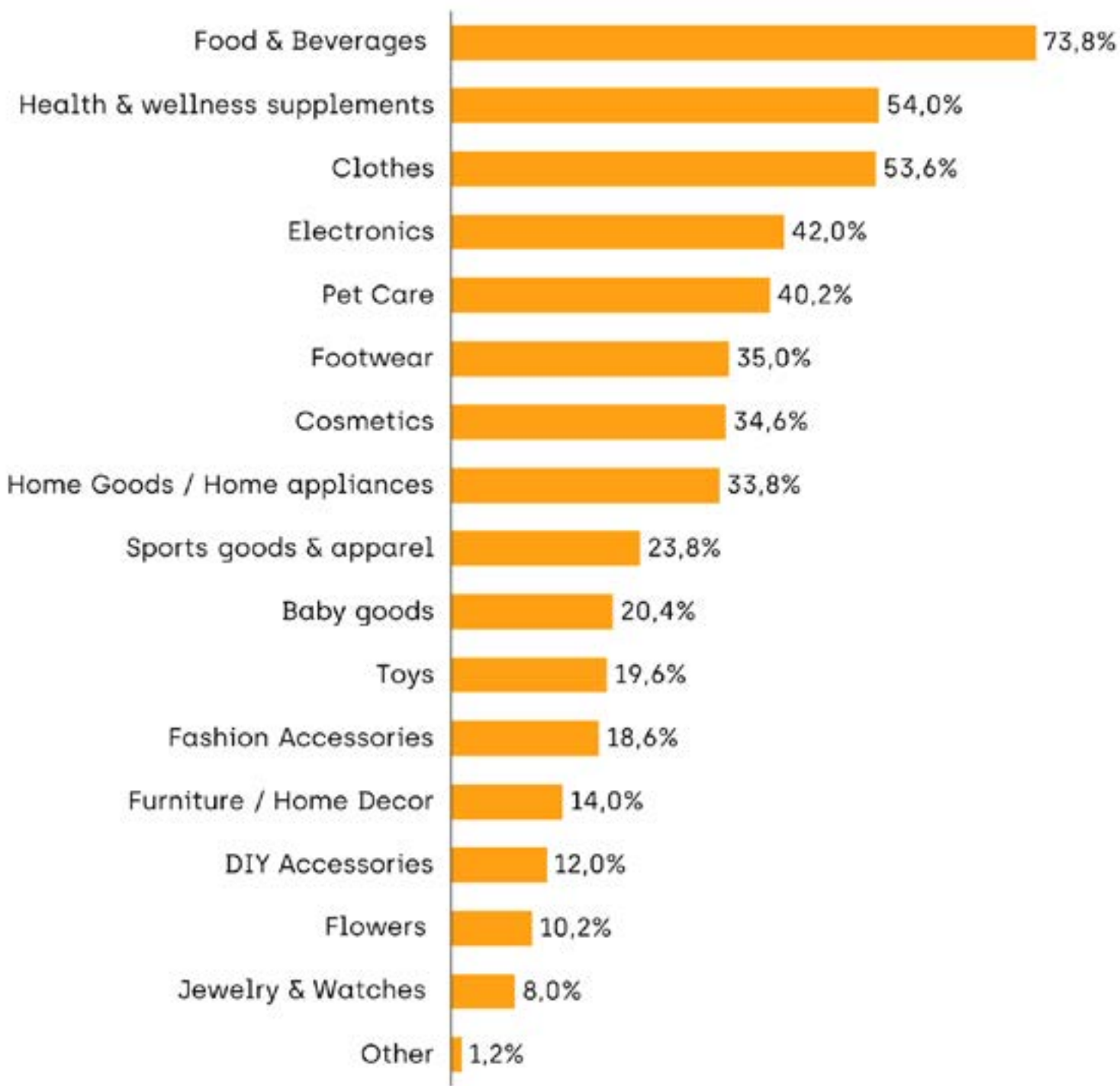
What are Mexican people buying online?

What did Mexican people buy during the COVID outbreak?

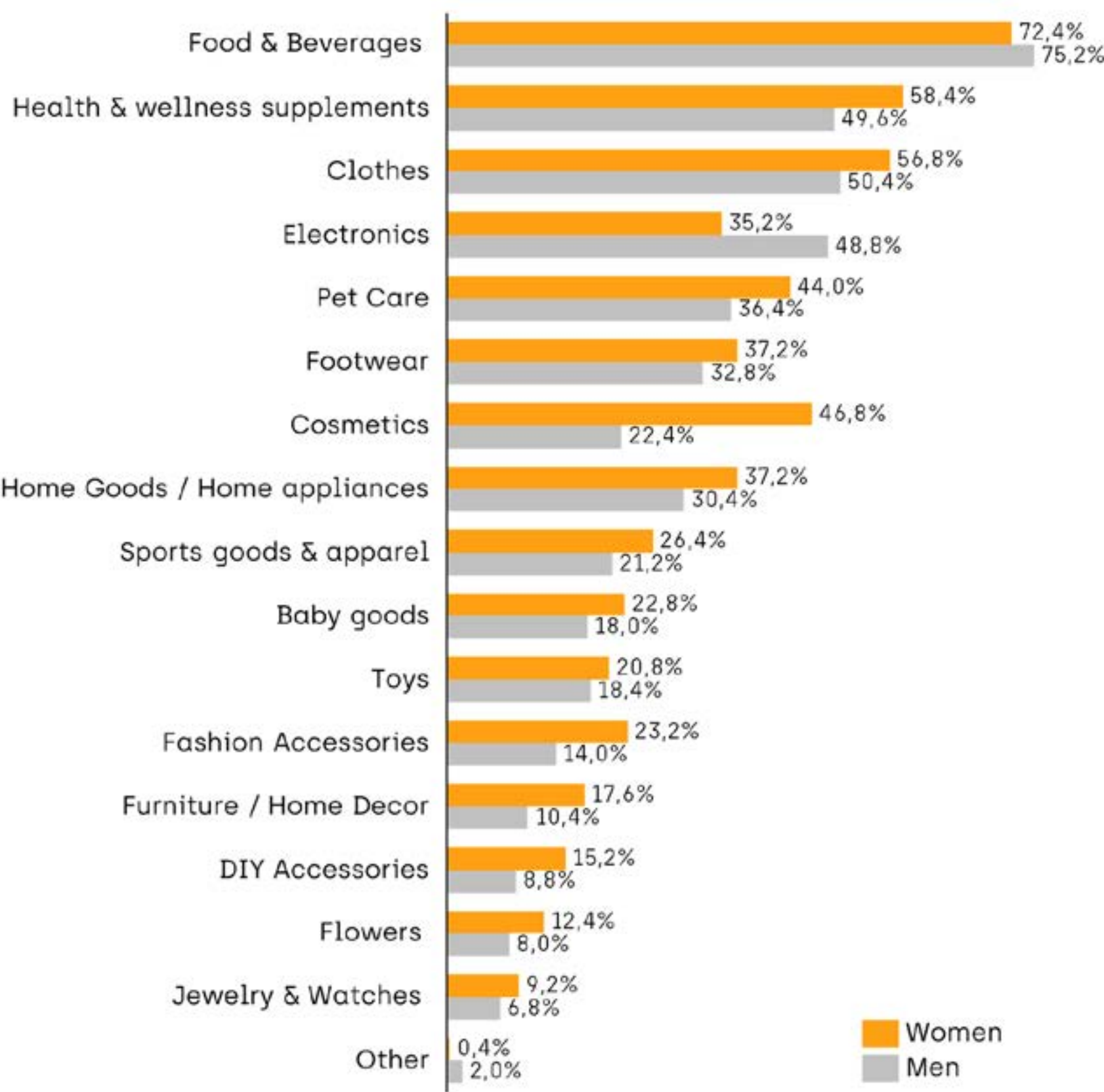
Key summary: On average, Mexican people bought from 5 main categories during the COVID outbreak: Food & Beverages, Clothing, Health & Wellness Supplements, Electronics, and Pet Care.

Key statistic: 74% of Mexican people bought Food & Beverages online during the COVID outbreak.

Among the following items, what have you bought during the COVID outbreak?



Among the following items, what have you bought during the COVID outbreak? [by gender]



Key learnings

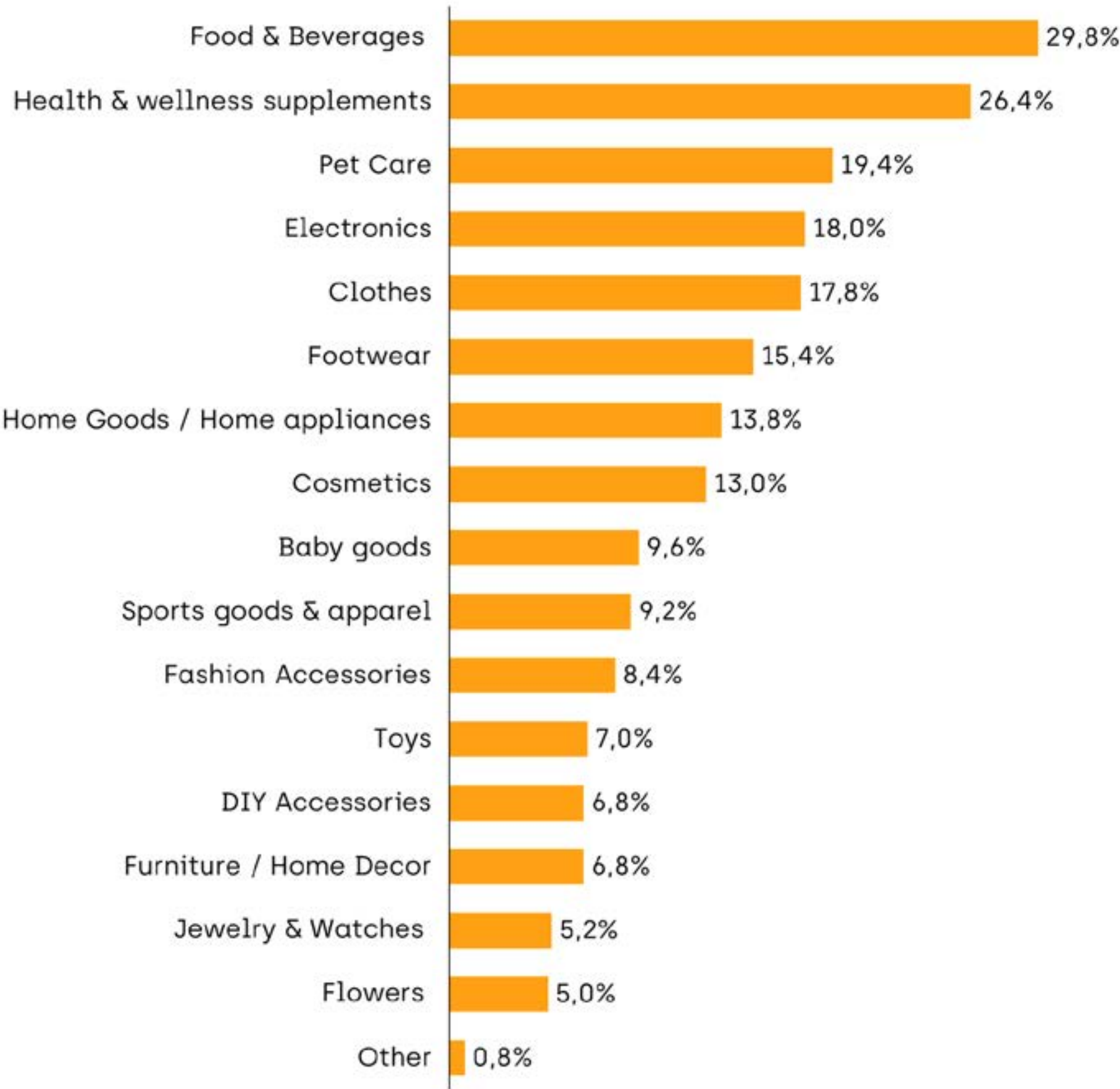
- The most popular categories among women were Food & Beverages (72%), Health & Wellness Supplements, (58%), and Clothing (57%).
- The most popular categories among men were Food & Beverages (75%), Clothing (50%), Health & Wellness Supplements (50%), and Electronics (49%).
- In all categories, the percentage of women buying from that category of products exceeded the percentage of men, except for in Food & Beverages and Electronics.
- The proportion of Mexican people buying cosmetics during the COVID outbreak was 109% higher among women than men and the proportion of people buying electronics was 39% higher among men than women.
- Food & Beverages was the number one category for all the age groups except for Mexican people aged 18-24 (number 2).
- Food & Beverages was the number one category for all income groups.

Out of the things purchased online during the COVID outbreak, what were Mexican people buying for the first time?

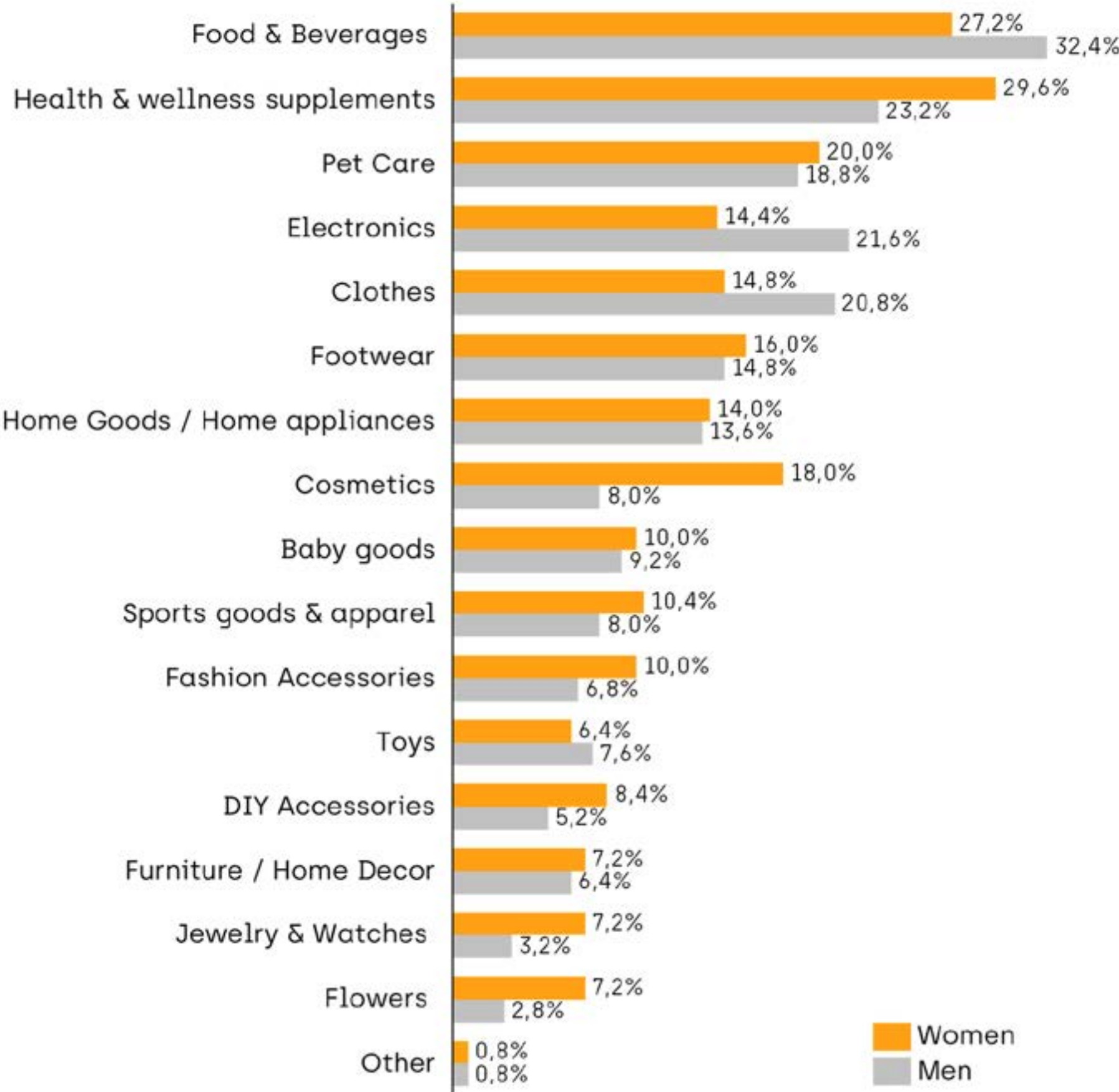
Key summary: Food & Beverages and Health & Wellness Supplements were the top products that Mexican people were purchasing for the first time online.

Key statistic: 24% of young Mexican people purchased clothing online for the first time during the COVID outbreak.

Out of the things that you have purchased online during the COVID outbreak, what have you bought for the first time?



Out of the things that you have purchased online during the COVID outbreak, what have you bought for the first time? [by gender]



Key learnings

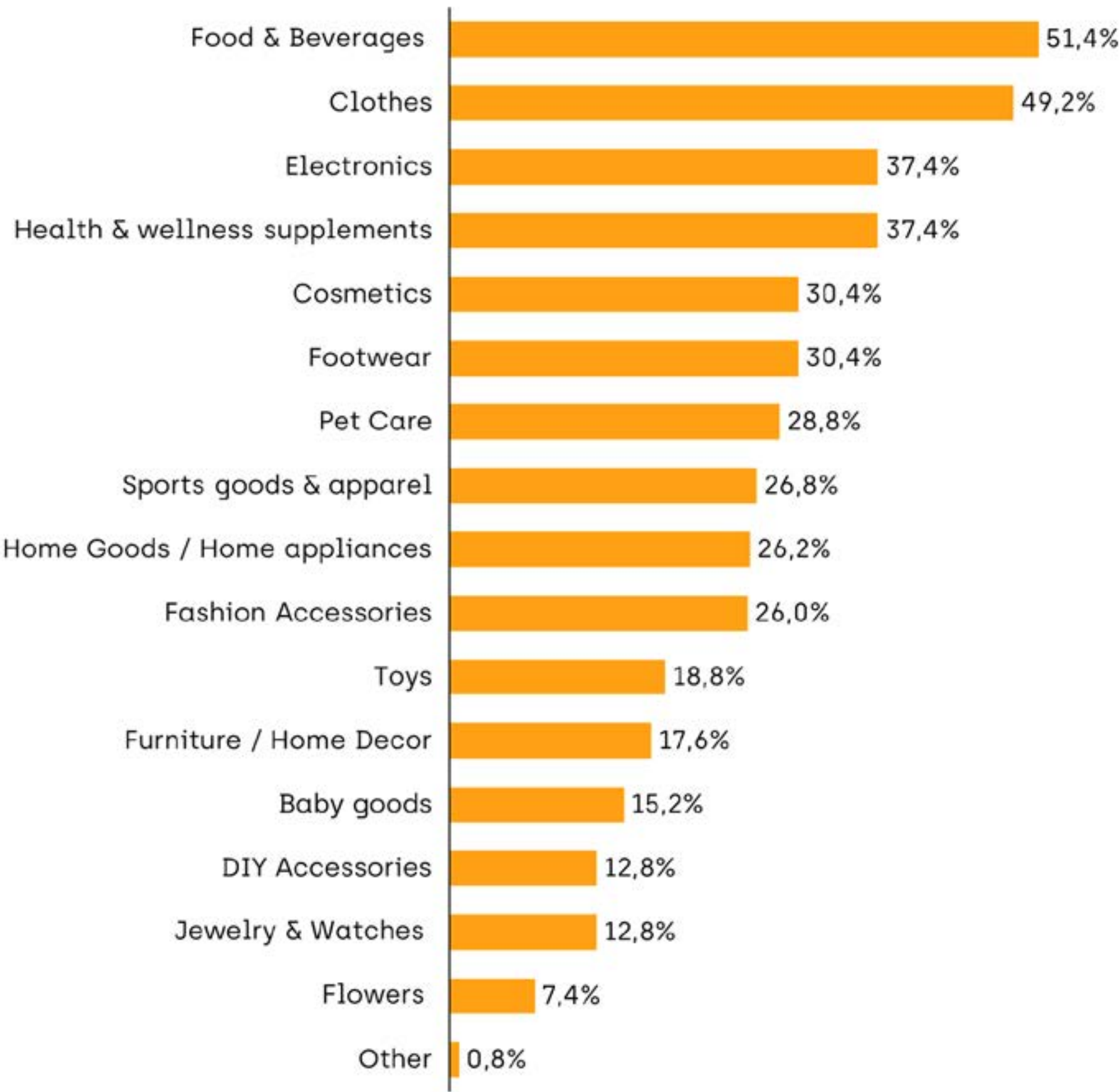
- The most popular categories among women were Health & Wellness Supplements (30%) and Food & Beverages (27%).
- The most popular categories among men were Food & Beverages (32%), Health & Wellness Supplements (23%), Electronics (22%) and Clothing (21%).
- There’s only one category where men and women have the same percentage, which is Home Goods (14%).
- For 3 out of the 5 age groups, Food & Beverages ranked as the top products that Mexican people bought online for the first time. Only ages 18-24 (Clothing) and 45-54 (Health and wellness supplements).
- Food & Beverages ranked as the top group in all three income brackets.

Out of the things purchased during the COVID outbreak, what will Mexican people continue buying online moving forward?

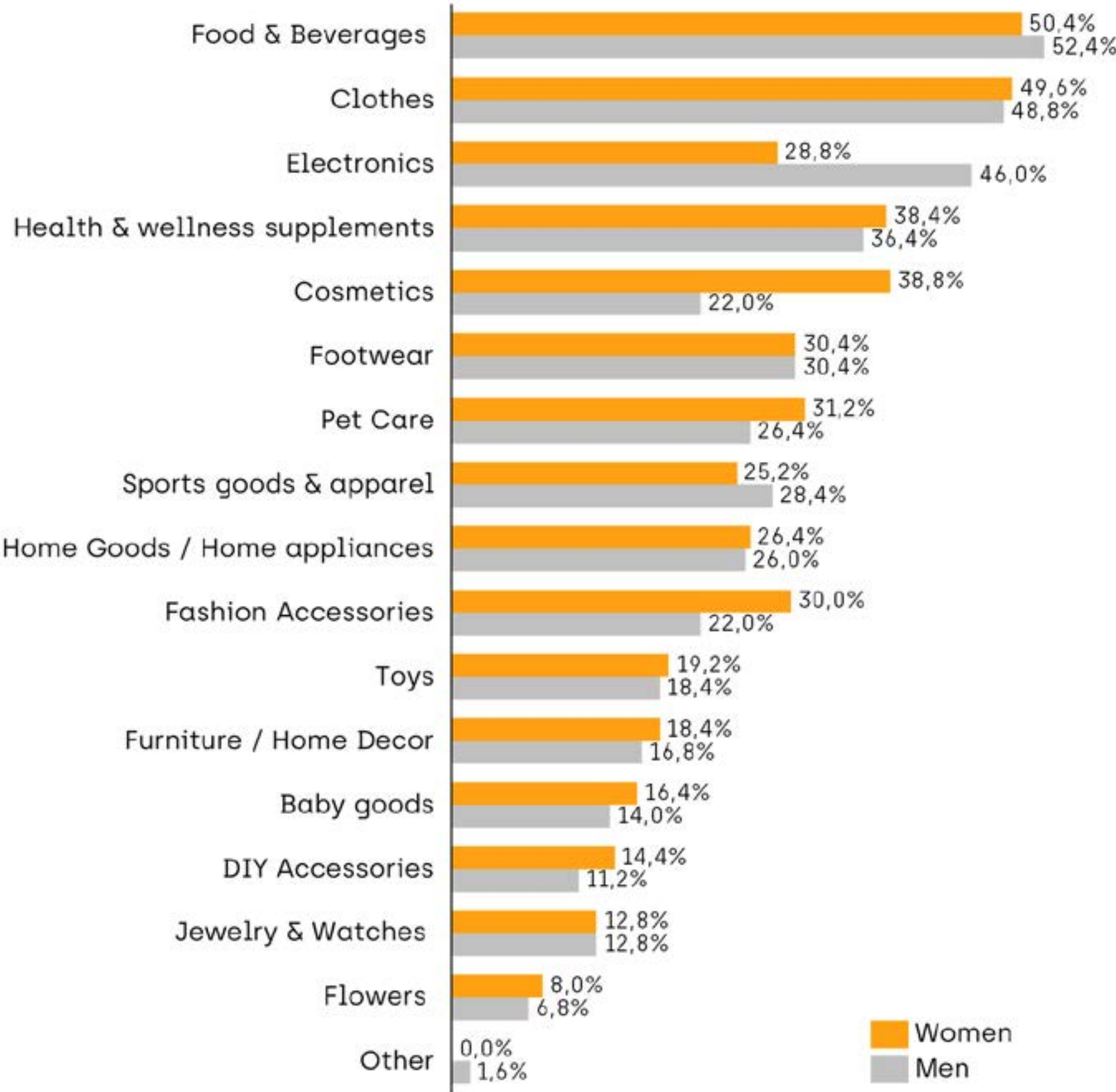
Key summary: On average, there are two main product groups that Mexican people will continue to purchase online moving forward: Food & Beverages and Clothing.

Key statistic: 57% of Mexican people in the High and Middle income bracket will continue to purchase Food & Beverages online following the COVID outbreak.

Out of the things that you have purchased online during the COVID outbreak, what do you think you will continue buying online moving forward?



Out of the things that you have purchased online during the COVID outbreak, what do you think you will continue buying online moving forward? (by gender)



Key learnings

- The most popular categories among women were Food & Beverages (50%), followed closely by Clothing (50%).
- The most popular categories among men were Food & Beverages (51%), followed closely by Clothing (49%).
- In all categories, the percentage of women and men that will continue buying products online is very similar except for Electronics where the percentage of men is 50% higher than women.
- Clothing was the most popular for younger age groups (ages 18-34), with Food & Beverages ranking at the top for older age groups (ages 35 and above).
- Both the High and Middle income brackets chose Food & Beverages as their top choice (57%), while Low income chose Clothing (51%).

PART 2
How frequently are Mexican people shopping online and how much do they spend?

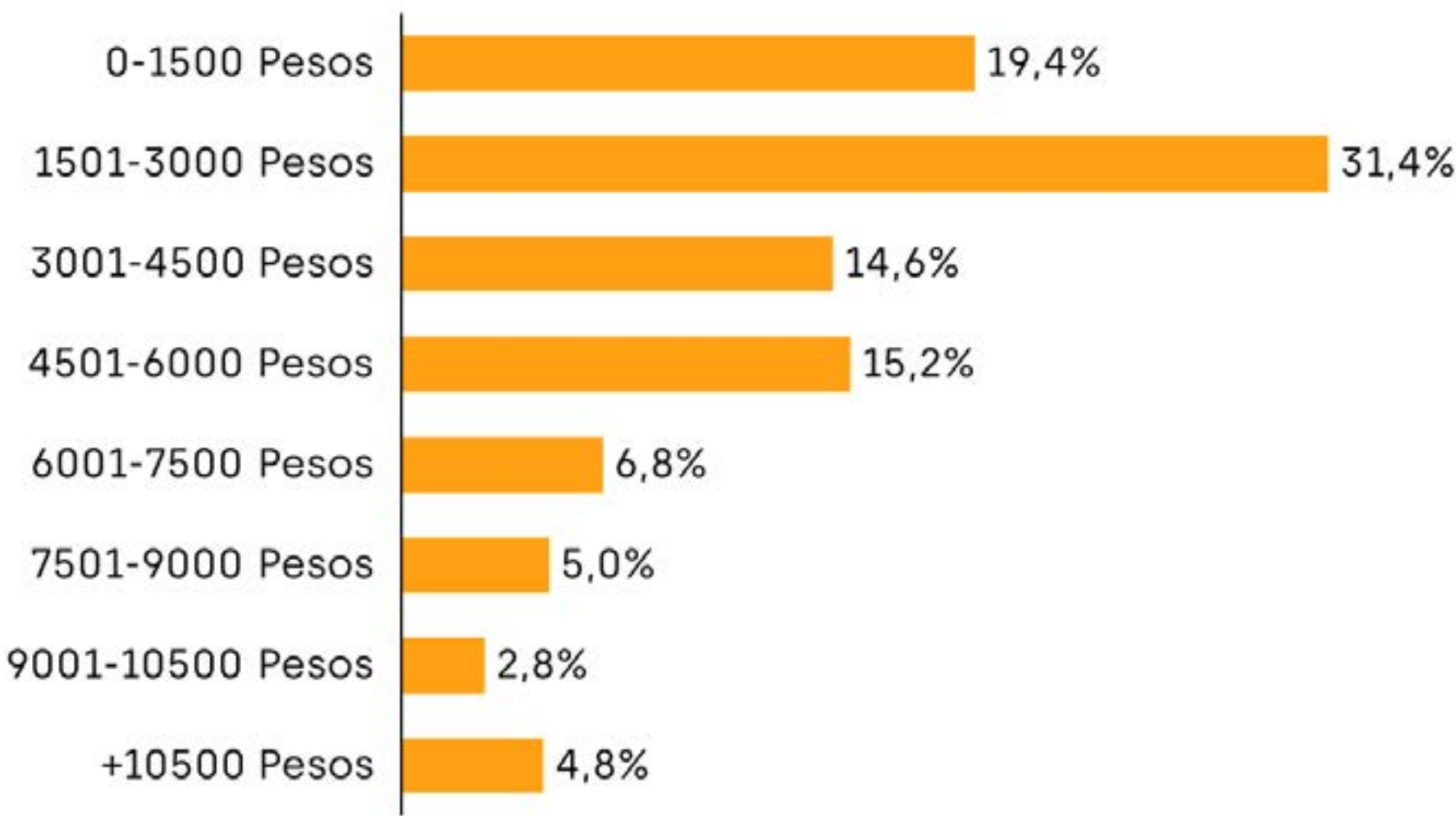
How frequently are Mexican people shopping online and how much do they spend?

How much have Mexican people spent online since the COVID outbreak?

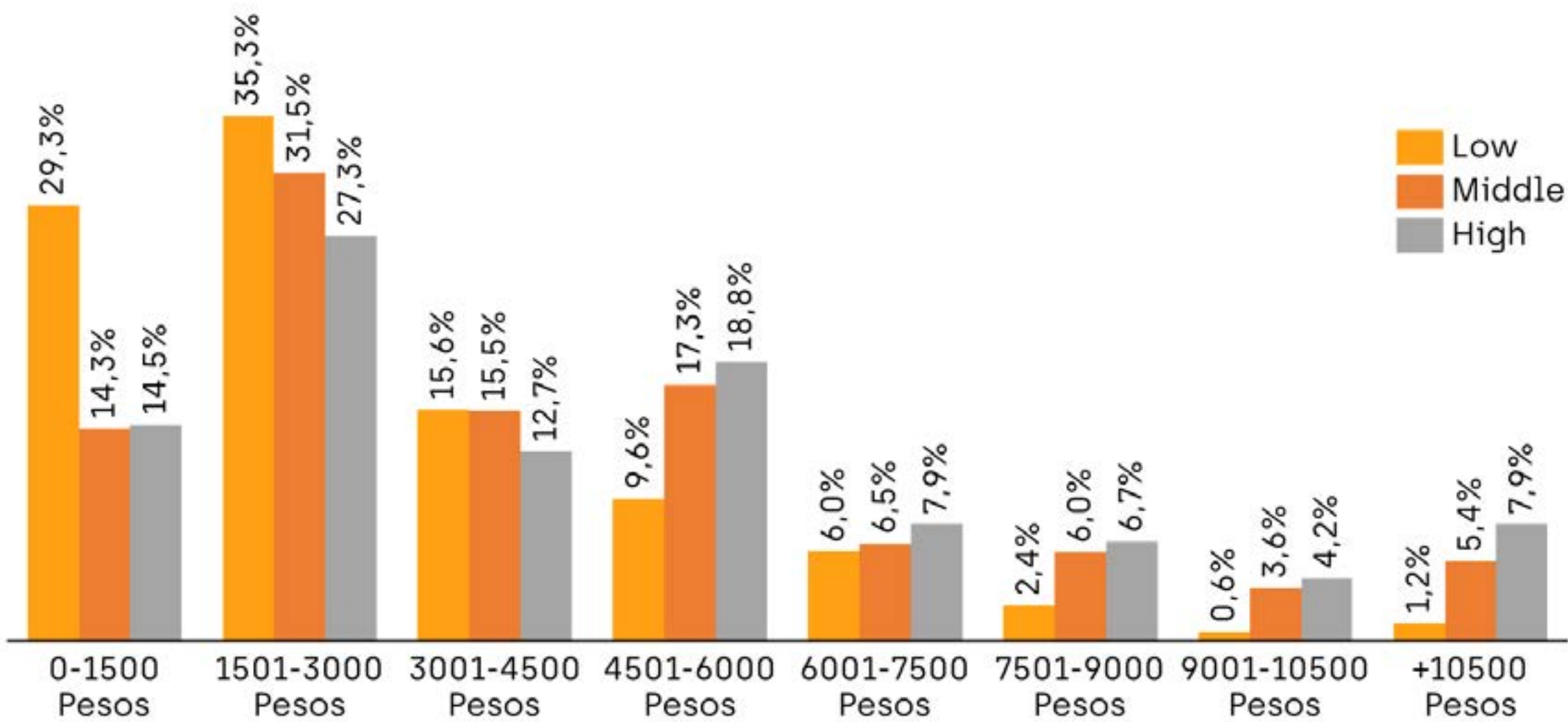
Key summary: On average, Mexican people spent 3,846 MXN (around 147 Euros) online in one month.

Key statistic: Mexican people ages 34-55 have spent the most online since the COVID outbreak at 6.6% over the average.

How much have you spent online since the COVID outbreak?



How much have you spent online since the COVID outbreak?
[by household income]



Key learnings

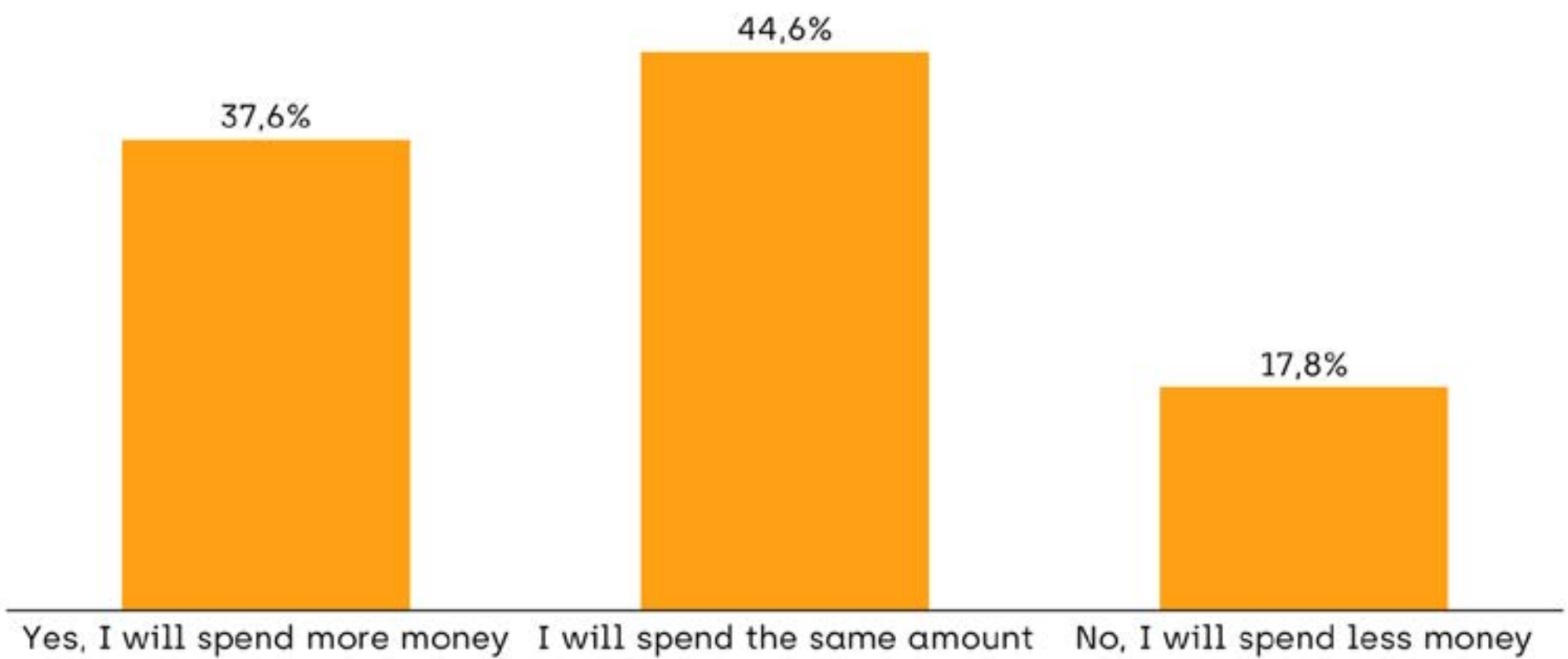
- An average woman spent 3622 MXN (or around 139 Euros) on online shopping.
- An average man spent 4072 MXN (or around 154 Euros) on online shopping.
- Men spent on average 12.4% more than women.
- People in the age group 35-44 spent the most online with 4148 MXN (around 4148 Euros) on average. That's 6,6% over the average.
- People in the age group 18-24 spent the least online with 3631 MXN (around 138 Euros) on average. That's 12,2% less than the average.
- The High income bracket spent the most online with 4510 MXN (around 157 Euros) on average. That's 16% over the average.
- Middle income people spent slightly more than the average
- Lower income people spent 25% less than the average.

Once the outbreak has fully passed, will Mexican people spend more money online than before the pandemic?

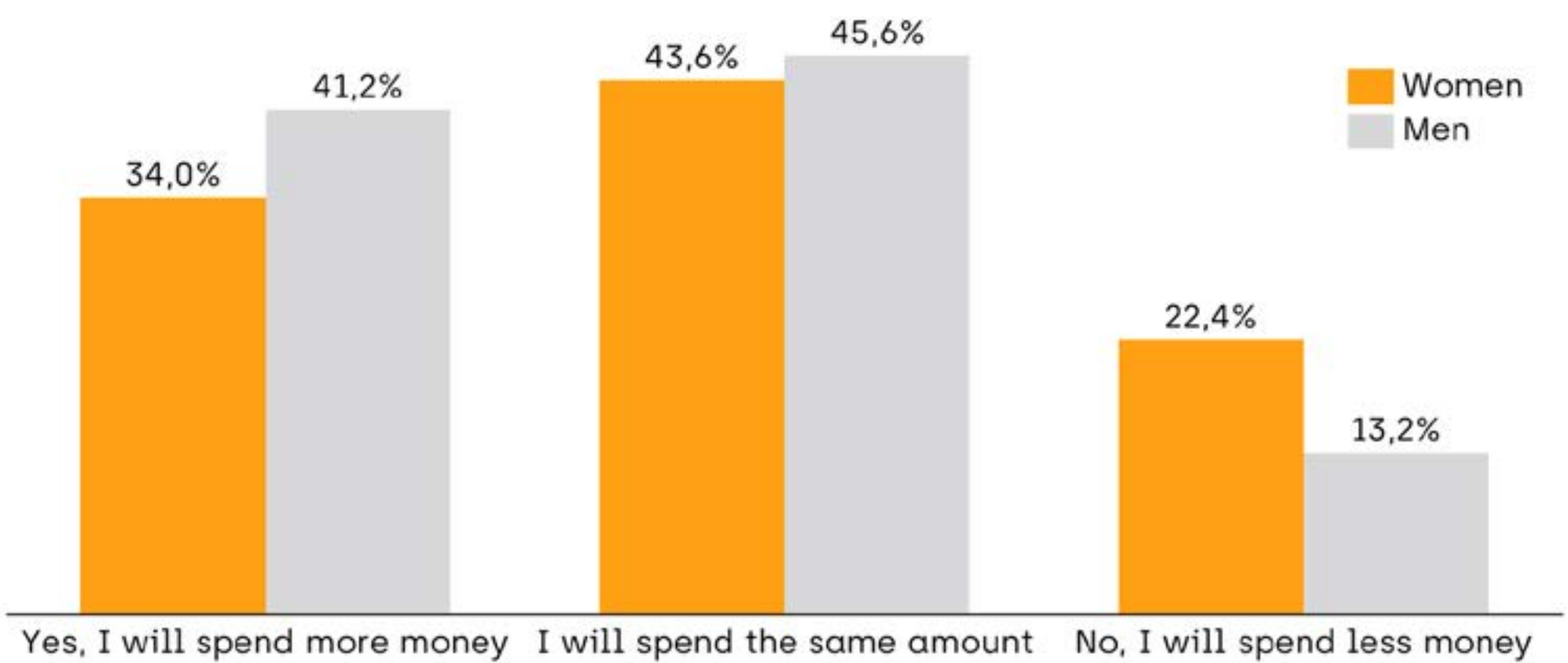
Key summary: Mexican people expect to spend the same or more after the pandemic.

Key statistic: Mexican men expect to spend more than women following the pandemic by 24%.

Once the outbreak has passed, do you think you will spend more money online than before the pandemic?



Once the outbreak has passed, do you think you will spend more money online than before the pandemic? [by gender]





Key learnings

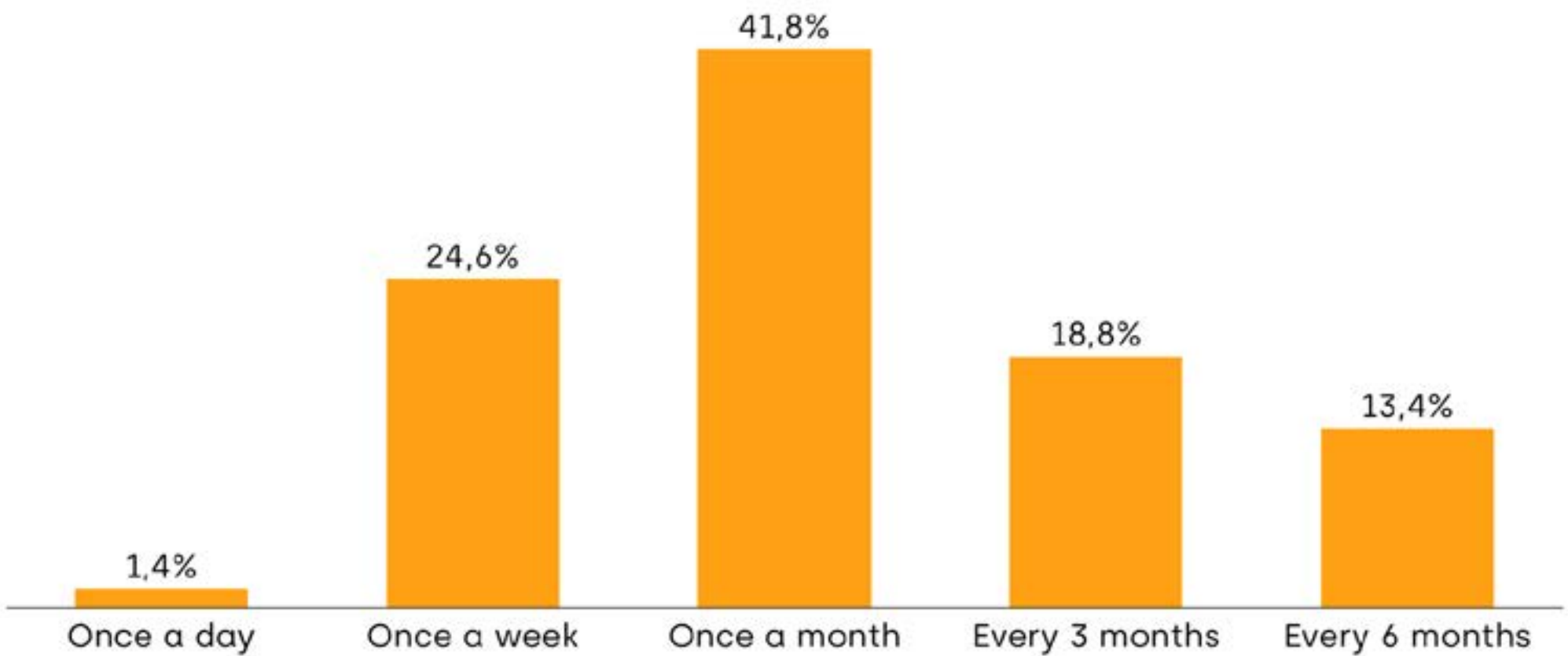
- 83% of Mexican people expect to spend the same or more after the pandemic.
- Overall, all of the age groups expect to spend the same or more by at least 75%.
- Mexican people aged 18-24 expect to spend the same (42% said the same).
- Mexican people ages 35-44 expect to spend more (49% said more).
- The High income bracket said they are more likely to spend more (only 9% said they will spend less).
- The Middle and Low income brackets also expect to spend the same or more.

Before the outbreak, how frequently were Mexican people making purchases online?

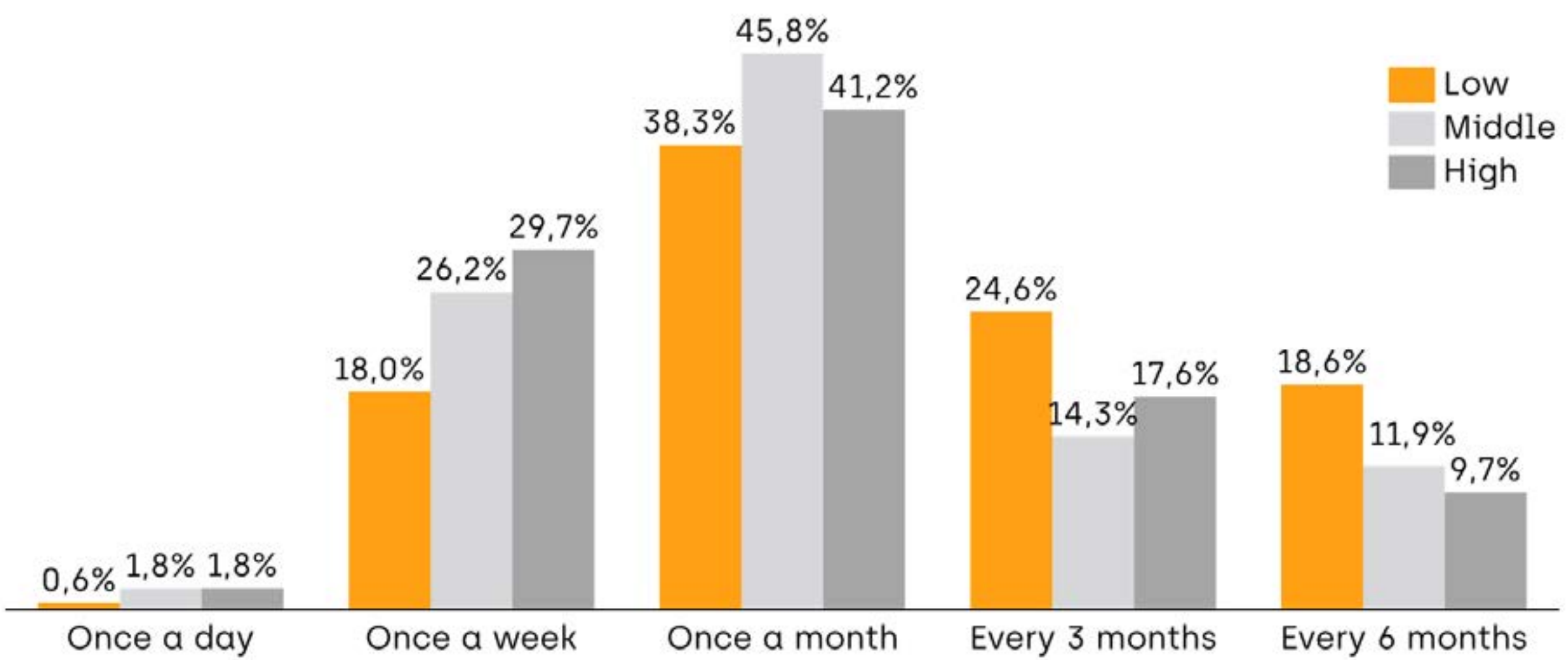
Key summary: Before the COVID outbreak, most Mexican people were making purchases online once a month.

Key statistic: 42% of respondents were making purchases online once a month, with 25% making purchases online once a week and 19% every 3 months.

Before the outbreak, how frequently were you making purchases online?



Before the outbreak, how frequently were you making purchases online?
[by household income]



Key learnings

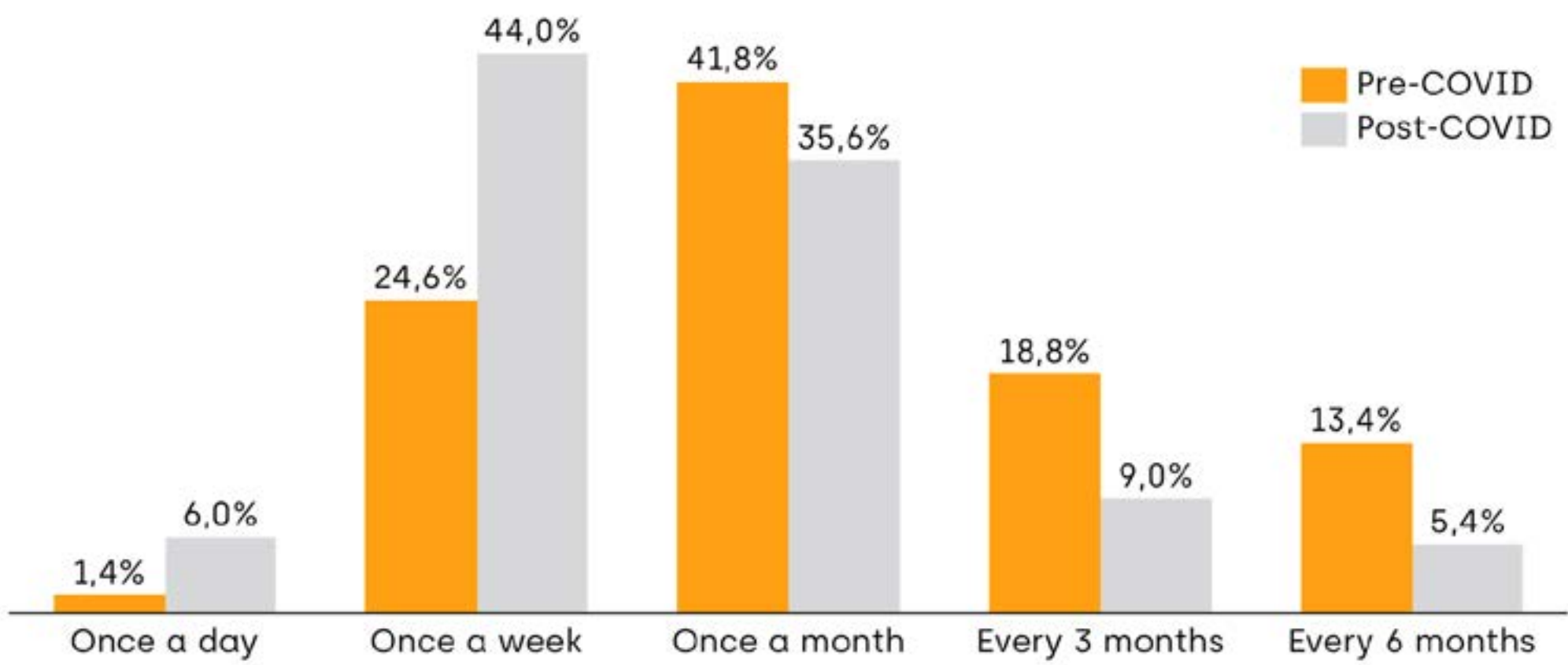
- Both men and women bought mainly once a month.
- The second highest frequency for men was once a week.
- Before the outbreak, there were no major differences between how frequently the different age groups made purchases online. They all bought mainly once a month, and the second highest frequencies were once a week and once every 3 months.
- The Middle and High income brackets bought mainly once a month or once a week.
- The Low income bracket bought mainly once a month or once every 3 months.

Once the outbreak has passed, how frequently do Mexican people expect to be making purchases online?

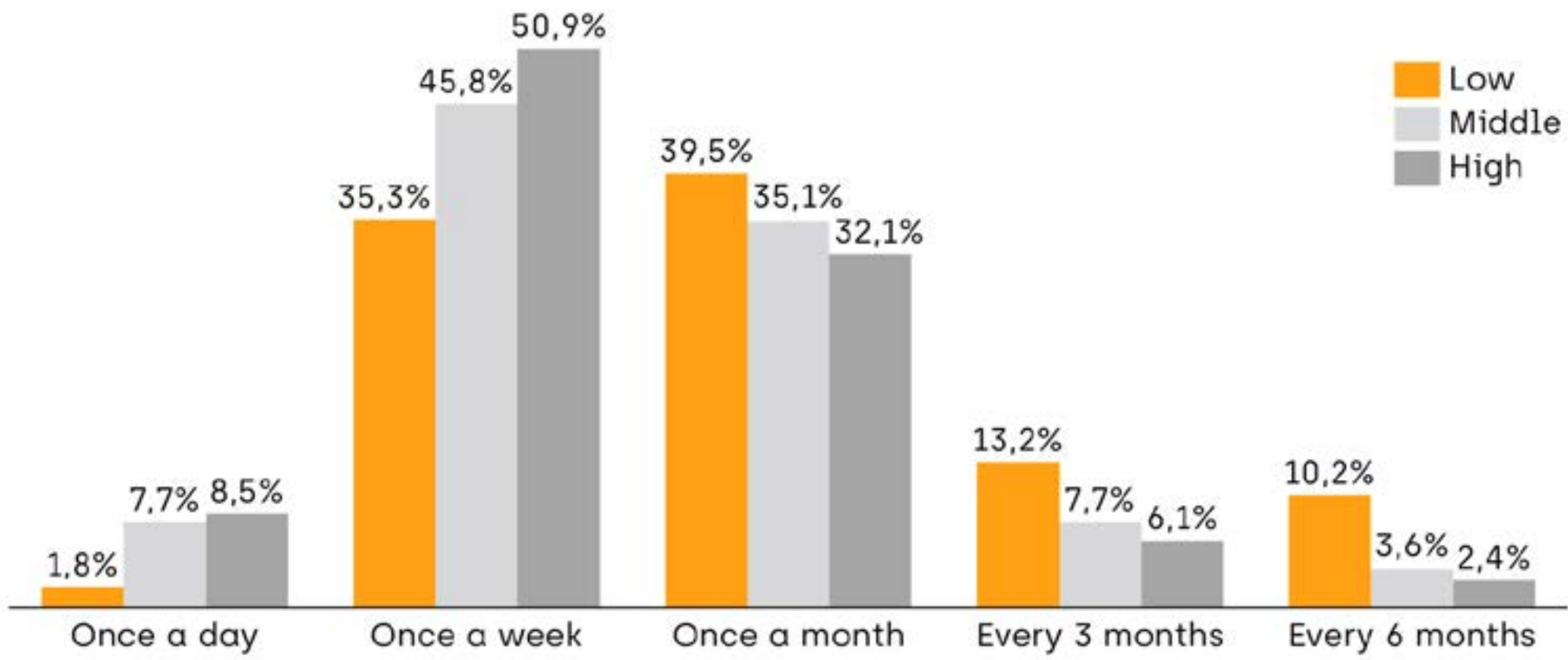
Key summary: There is a clear increase towards Mexican people purchasing online more frequently following the COVID outbreak.

Key statistic: The number of Mexican people who make purchases once a week increased by 25% following the COVID outbreak.

Once the outbreak has passed, how frequently do you expect to be making purchases online?



Once the outbreak has passed, how frequently do you expect to be making purchases online? (by household income)





Key learnings

- 52% of men will buy at least once a week.
- There is almost the same percentage of women expecting to buy every week than women expecting to buy every month (36% and 39%).
- After the outbreak, Mexican people aged 18-24 are still more likely to buy once a month.
- All of the other age groups expect to buy once a week instead of once a month.
- Although the Lower income bracket shifts towards buying online more frequently, the main expectation is still to buy once a month.
- The Middle and High income brackets will also shift their expectations towards more frequent online purchases with purchases once a week selected as the highest frequency for both groups.



Insight Analysis:

The two biggest takeaways from this section of the report are:

1. The COVID outbreak incited a move to eCommerce within the Mexican market particularly for products like Food & Beverages, Clothing, and Health & Wellness Supplements.
2. This new wave of shopping online following COVID is expected to continue and grow well-past the pandemic.

What we can see is that COVID-19 has had a huge impact on the online buying behavior of the Mexican market in terms of the kinds of products that are being purchased and how frequently.

Starting with the products, the industries that saw the most action during the pandemic are Food & Beverages, Clothing, Health & Wellness Supplements, Electronics, and Pet Care. But of these products, **Food & Beverages** and **Health & Wellness Supplements** were the ones that Mexican people started buying for the first time because of the COVID outbreak.

What we discovered in our report is that Mexican people expect to continue purchasing **Food**

& Beverages and **Clothing** post-COVID, meaning that particularly the brands within these industries must be doing their best to stand out amongst competitors. We'll get into how they can do this further on in the report.

The average amount spent by Mexican shoppers per month during the COVID outbreak was **3,867 MXN** or around **147 Euros** and 83% of respondents said that they would be **spending the same or more** online following the pandemic.

Our data also indicates a clear push towards Mexican people shopping online more frequently, as the number of respondents saying that they'll shop once a week grows from 25% during the pandemic to 45% post-pandemic. This makes a lot of sense as Mexican people are purchasing more Food & Beverages online, something that is bought on a weekly basis. We see similar positive results across almost all of the age groups and income brackets.

These long lasting effects on the habits of Mexican purchasing behavior is very promising for eCommerce brands. Based on this data, we can see that the potential for finding new customers within the Mexican market is only growing, no matter your target audience. The next step is discovering and employing the best methods for getting Mexican people to choose your brand.



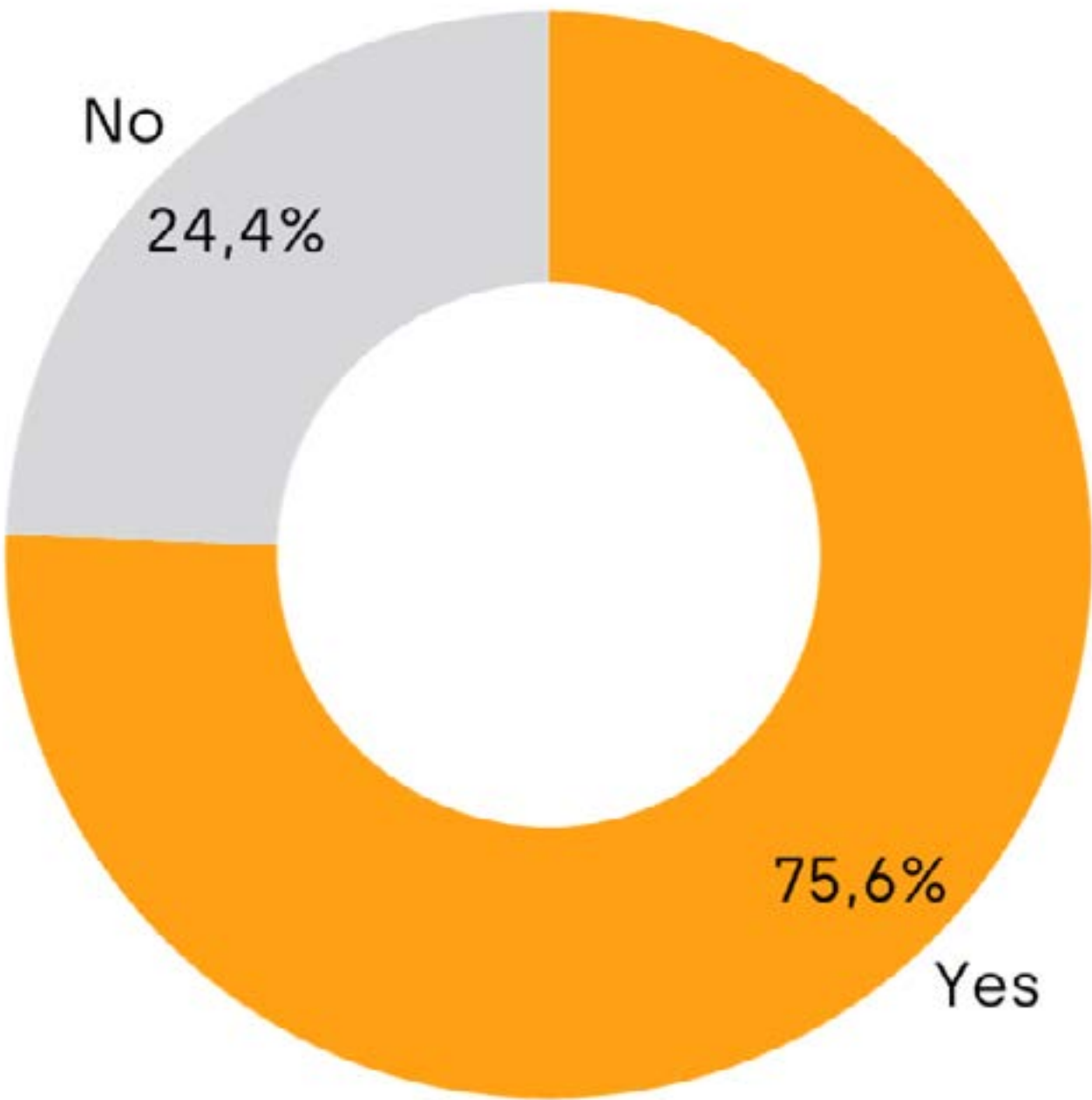
What inspires Mexican people to shop online from specific brands following the COVID outbreak?

Do Mexican people search for other customers on social media before purchasing products online?

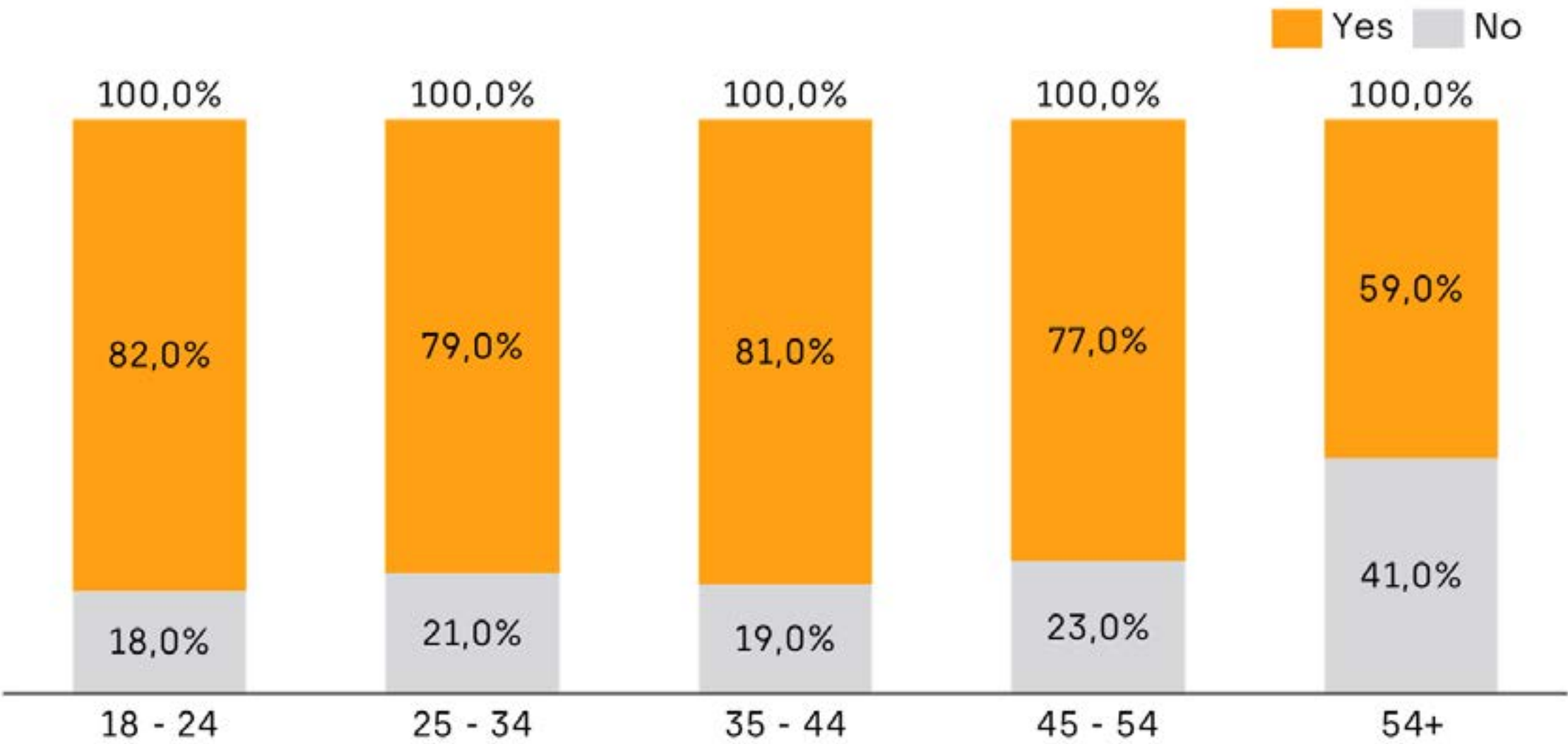
Key summary: Most Mexican people search on social media before purchasing products online.

Key statistic: 82% of young Mexican people search online before purchasing online.

Do you search for photos of other customers on social media before purchasing products online?



Do you search for photos of other customers on social media before purchasing products online? [by age]



Key learnings

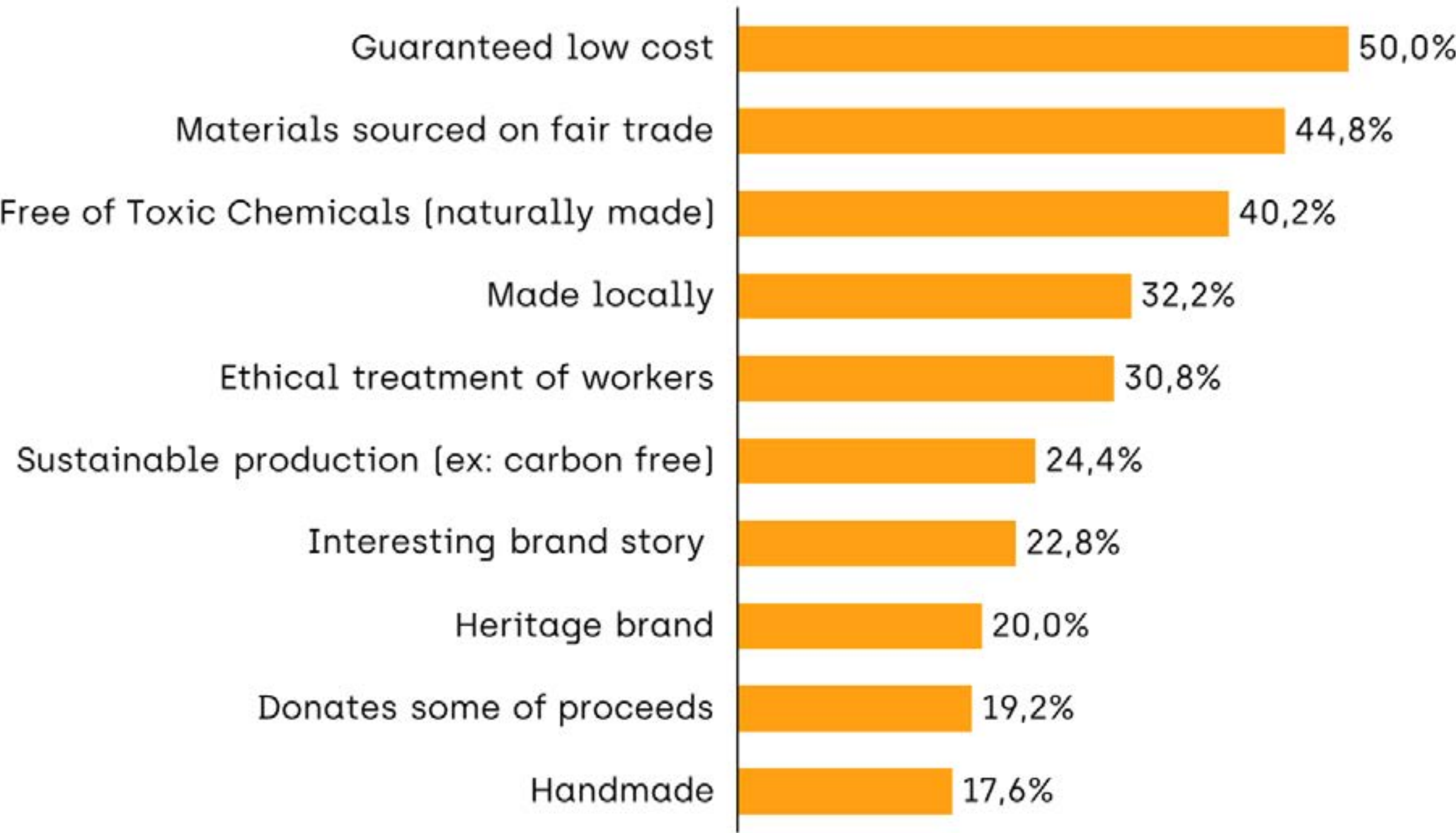
- Women are more likely to check social media before making a purchase (78%) over men (74%).
- The most likely age group to check social media before purchasing is aged 18-24 (82%).
- The least likely age group to check social media before purchasing is Mexican people older than 54 (58%).
- The most likely income brackets to check social media before purchasing are Low and Middle income (77%).
- The least likely income bracket to check social media before purchasing is High income (73%).

What kind of brand values inspire you to purchase from a specific brand?

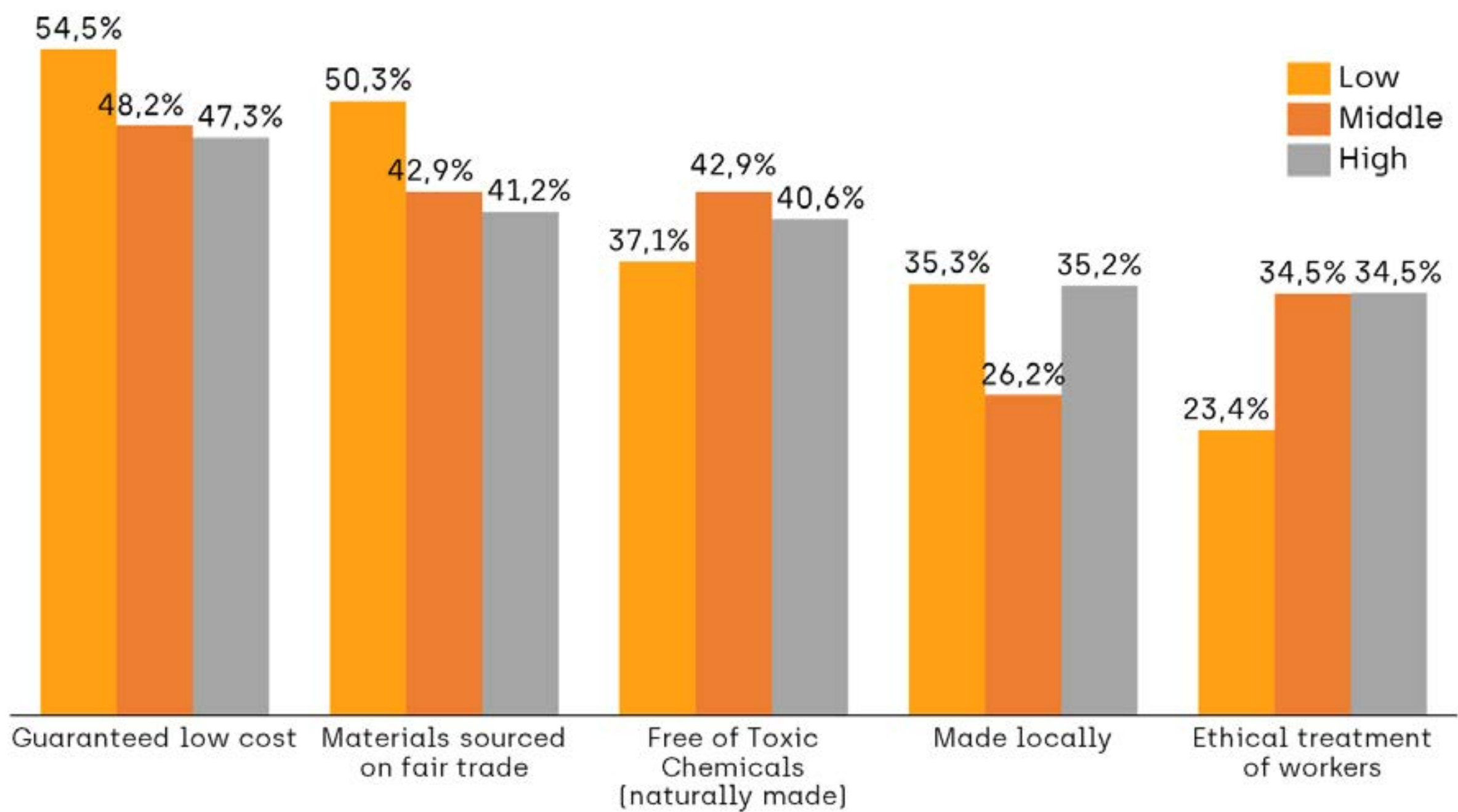
Key summary: Guaranteed Low Cost is the most important brand value for Mexican people.

Key statistic: 45% of Mexican people want products that are made by materials that are Free Trade and 40% value products that are Naturally Made.

What kind of brand values inspire you to purchase from a specific brand?



What kind of brand values inspire you to purchase from a specific brand?
[by household income]



Key learnings

- The top values for women are Guaranteed Low Cost (48%), Materials that are Free Trade (42%), and Naturally Made Products (44%).
- The top values for men are Guaranteed Low Cost (52%), Materials that are Free Trade 47%), and Naturally Made Products (37%).
- There was no major difference between men and women except for the value of Handmade Products, which are valued by women 46% more, and heritage brands, which are valued by men 50% more.
- The proportion of men that care about the price factor is 15% higher than the proportion of women.
- Guaranteed Low Cost is the top pick for 3 of the 5 age groups (18-24, 35-44, and 45-54).
- Guaranteed Low Cost is the main value that each income bracket takes into consideration but with different proportions: Low income (54%), Middle income (48%), and High income (47%).
- People of all of the income groups share the same priorities when it comes to brand values, in the same order: Guaranteed Low Price, Materials that are Free Trade, and Naturally Made Products.

Insight Analysis:

The most important aspect of creating a successful eCommerce store in a crowded market is standing out against your competition. This section gives brands an advantage when it comes to understanding what contributes to Mexican people's interest in buying from specific brands.

We first looked towards social media, one of the main modes of communication between brands and the public in our post-COVID world. By asking if Mexican people search on social media before making a purchase online, we can understand what role these kinds of social networks have on making an impact in the market.

Our research found that **76% of Mexican people search on social media** before making a purchase online, validating the need for a strong social presence. What this data indicates is that your customers are starting on social before even reaching your eCommerce store, meaning that you need to stand out on these platforms to outperform competitors.

Now that we know how impactful social media is to the online shopping journey, we'd like to take a look at what else inspires Mexican people to choose specific brands. More often than not, brand values play a contributing role in how customers choose which eCommerce store to land on, and this is something that we saw reflected back in our study.

On average, **guaranteed low price** was the most important brand value for Mexican people. But this is closely tailed by Materials that are Free Trade and Naturally Made products. All three of these brand values stand out amongst all income groups, as well as with both men and women, meaning that you should definitely keep them in mind when building up your brand in the Mexican market.

What we can see is that the materials used to create products are important to Mexican people. They want to see that they're ethically sourced and naturally made - but without sacrificing a good deal.

There are no major differences between the values of men and women except for Handmade Products, which are valued by women 46% more, and heritage brands, which are valued by men 50% more. This is important to keep in mind depending on your target audience, and again we encourage you to find your target within our data to discover the best information for your market segment.

Now that we have an idea of how brands can be competitive within their industries in Mexico, we're eager to learn how brands can improve their eCommerce stores for converting Mexican customers. Our next section will enable us to learn the best optimization tools for increasing conversion rates once customers land on your website.

What eCommerce services and features help or encourage Mexican consumers to buy online following the COVID outbreak?

When comparing multiple brands with similar products online, what helps Mexican people make their final decision?

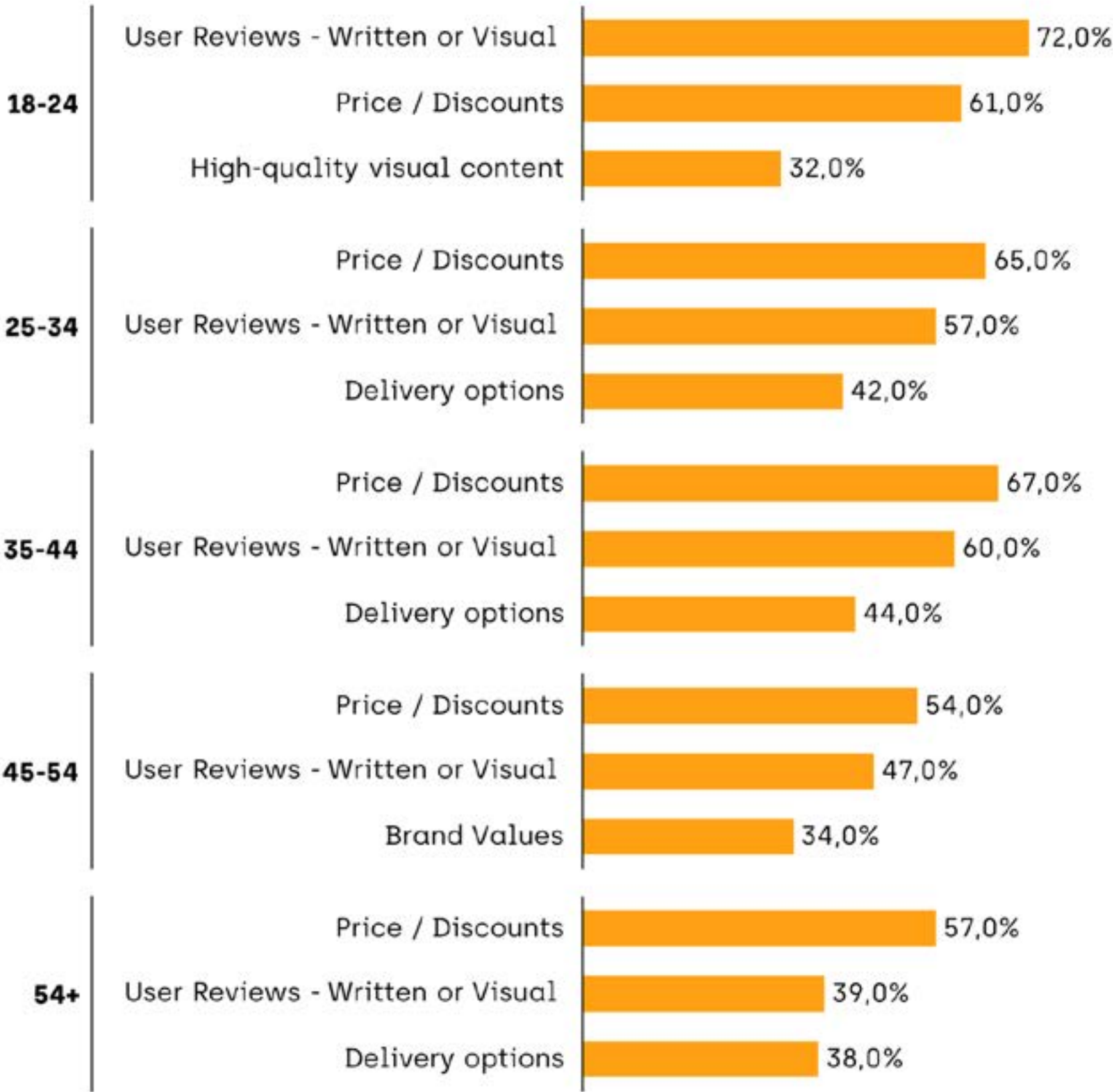
Key summary: User Reviews (written and visual) are almost as important to Mexican people as Price/Discounts, which is the most valued feature that helps Mexican people make buying decisions.

Key statistic: 72% of young Mexican people care about seeing User Reviews when making a final purchase decision.

When comparing multiple brands with similar products online, what helps you make your final decision?



When comparing multiple brands with similar products online, what helps you make your final decision? [TOP 3 by age]



Key learnings

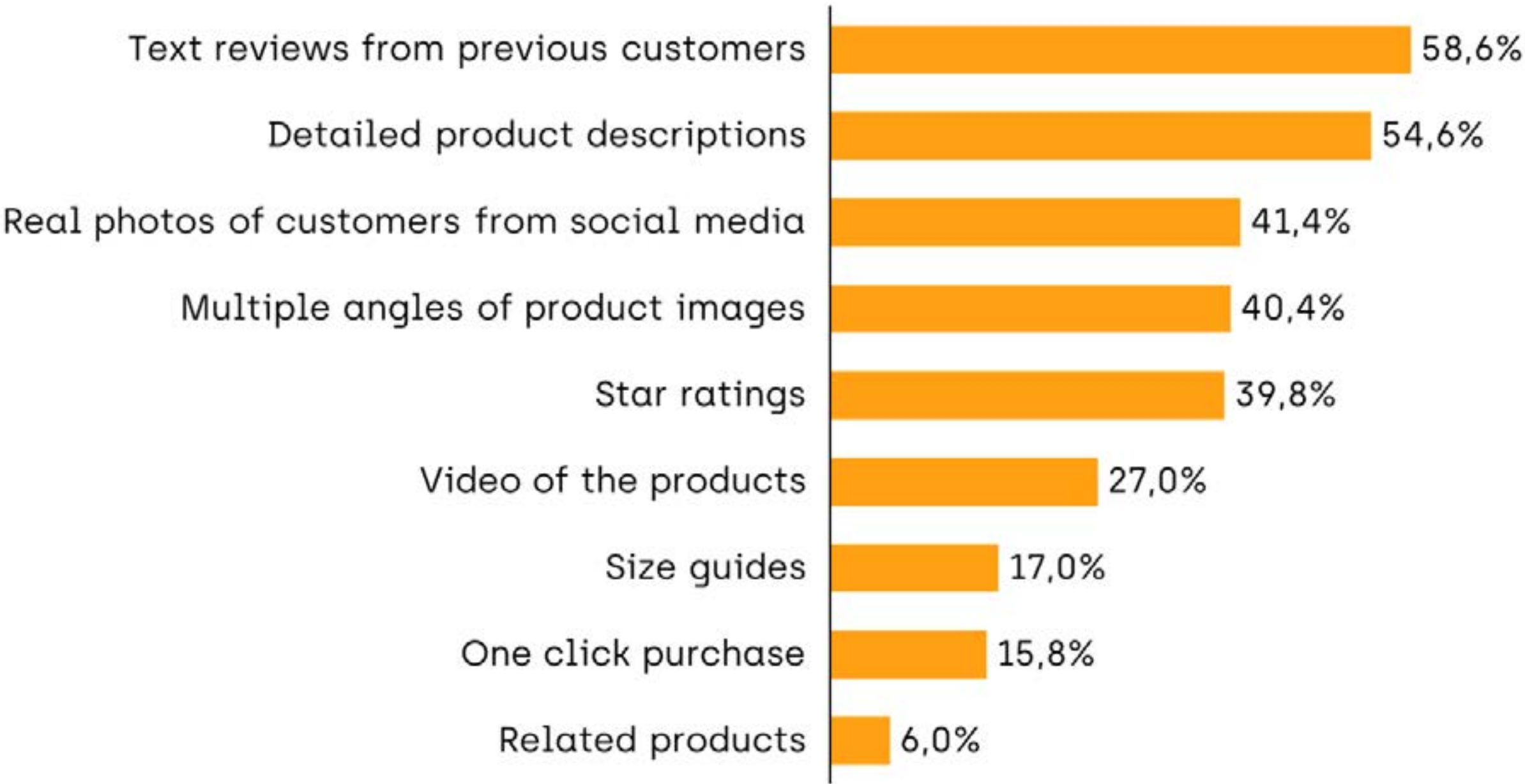
- Men and women share the same opinion regarding what helps them make decisions when buying online.
- For both men and women, User Reviews (written and visual) are the second most important factor making them an important asset to have within eCommerce.
- Women (58%) gave more importance to User Reviews than men (52%).
- Mexican people ages 18-24 care the most about User Reviews (72%).
- User Reviews are almost as important as Price/Discounts for the age groups 25-34, 35-44 and 45-54.
- People from the Low and Middle income give almost the same importance to Price/Discounts (average 65%) as to User Reviews (average 60%).
- The High income bracket also has the same top pick (Price/Discounts), followed by User Reviews.
- The Low and Middle income brackets clearly prefer their top 2 choices over the rest, while the High income bracket has more evenly distributed preferences.

Once on the product page of an eCommerce, what features help Mexican people purchase the product?

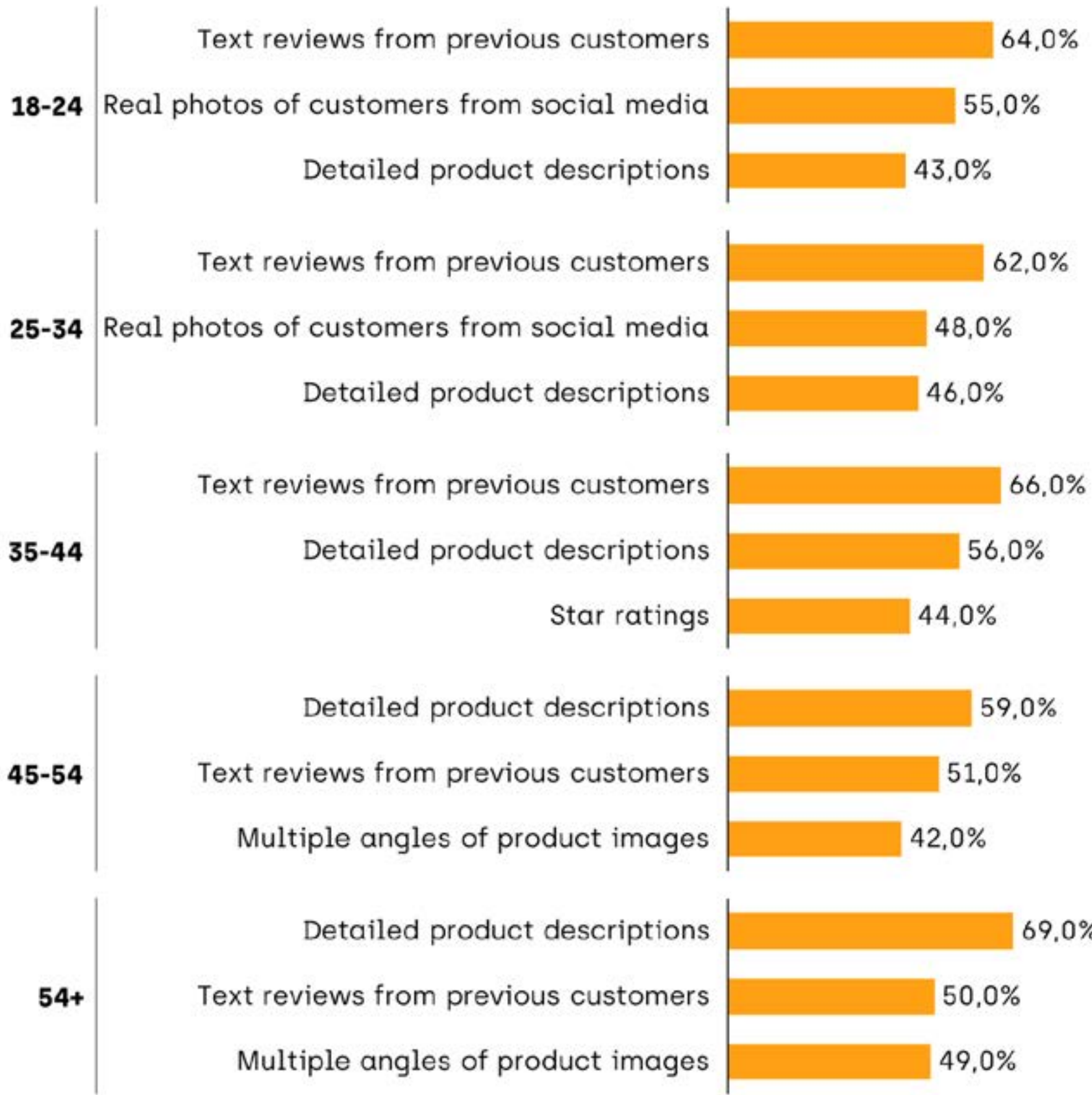
Key summary: User recommendations (social media pictures, star rankings, user reviews) are the most valued features.

Key statistic: 59% of respondents look for written customer reviews to help make their final decision, followed closely by detailed product descriptions (55%) photos of real clients using the product (41%), images/videos from different angles and star rankings (40%).

Once you're on the product page of an eCommerce, what features help you to purchase the product?



Once you're on the product page of an eCommerce, what features help you to purchase the product? (TOP 3 by age)



Key learnings

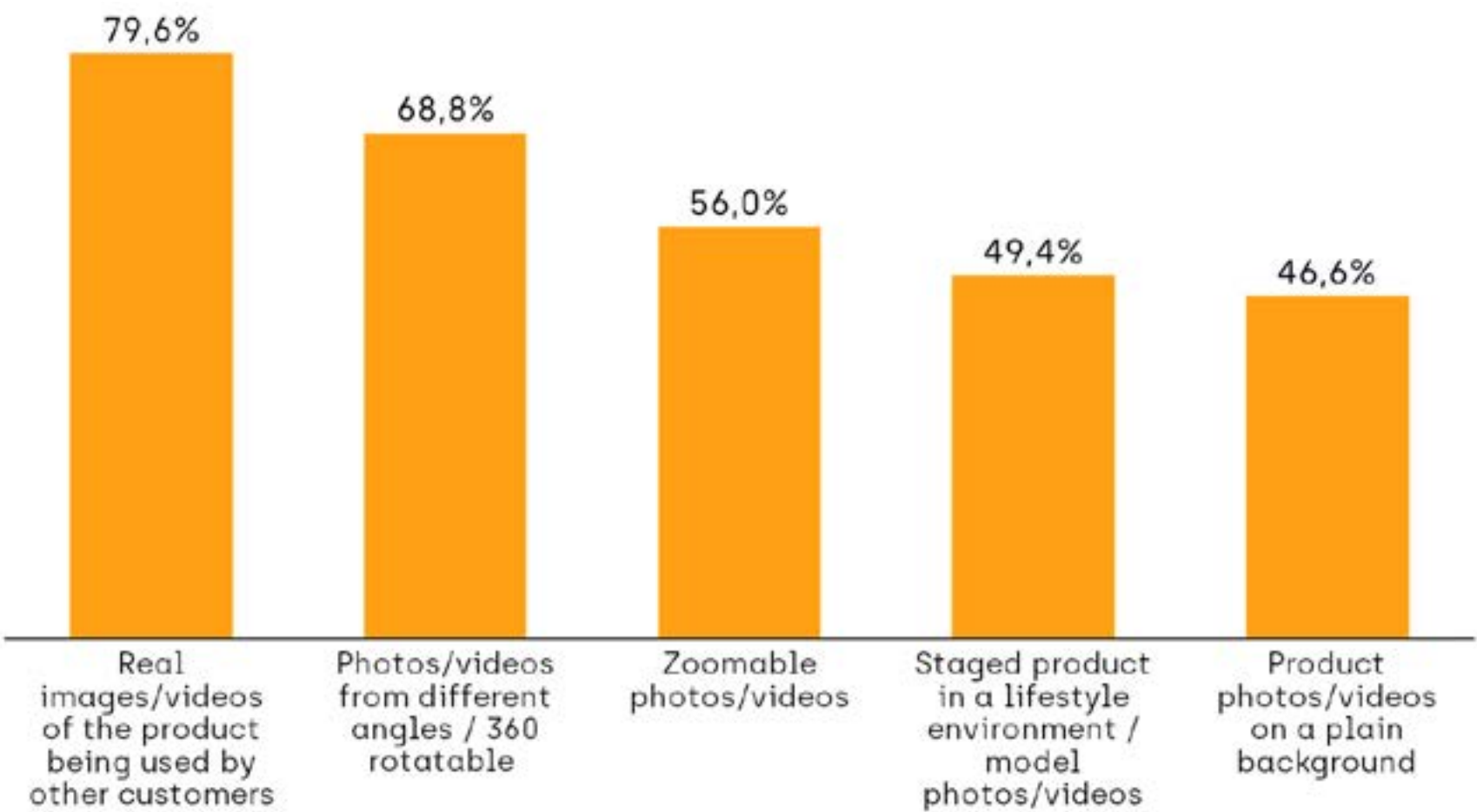
- The top features for women are written customer reviews (59%), detailed product descriptions (55%), and photos of real people using the product (49%).
- The top features for men are written customer reviews (58%), detailed product descriptions (54%), and star rankings (43%).
- Men and women have almost the same preferences on features that help them buy the product. However, women prefer real pictures of clients using the product 44% more than men.
- Size guides are the other feature where women have a preference of 170% more than men.
- On the other hand, men prefer product videos 76% more than women.
- Written customer reviews were the top feature for the younger age groups (younger than 44), with detailed product descriptions as the top for the older age groups (above 45).
- The younger in age, the more Mexican people prefer real pictures of clients using the product.
- All of the answers are equally distributed by income, though client reviews are still the top feature.

When looking at images/videos of products online, which visuals help make the purchase decision easier in the Mexican market?

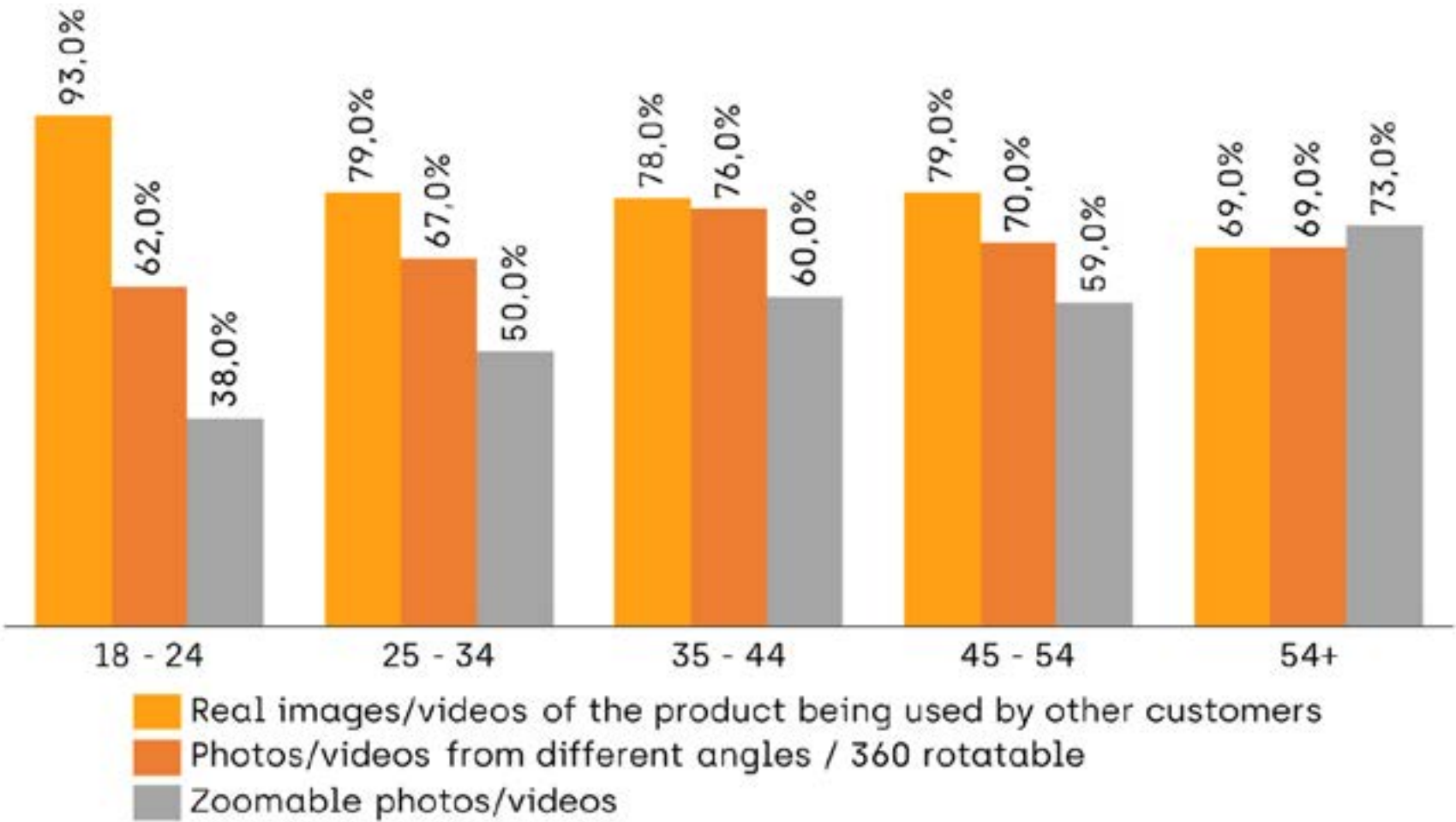
Key summary: Real images/videos of the product being used by other clients are the most helpful visuals when making the decision to buy.

Key statistic: 93% of young Mexicans look for real images/videos of the product being used by other clients when shopping online.

When looking at images/videos of products online, which visuals help you to make the purchase decision earlier?



When looking at images/videos of products online, which visuals help you to make the purchase decision earlier? (by age)





Key learnings

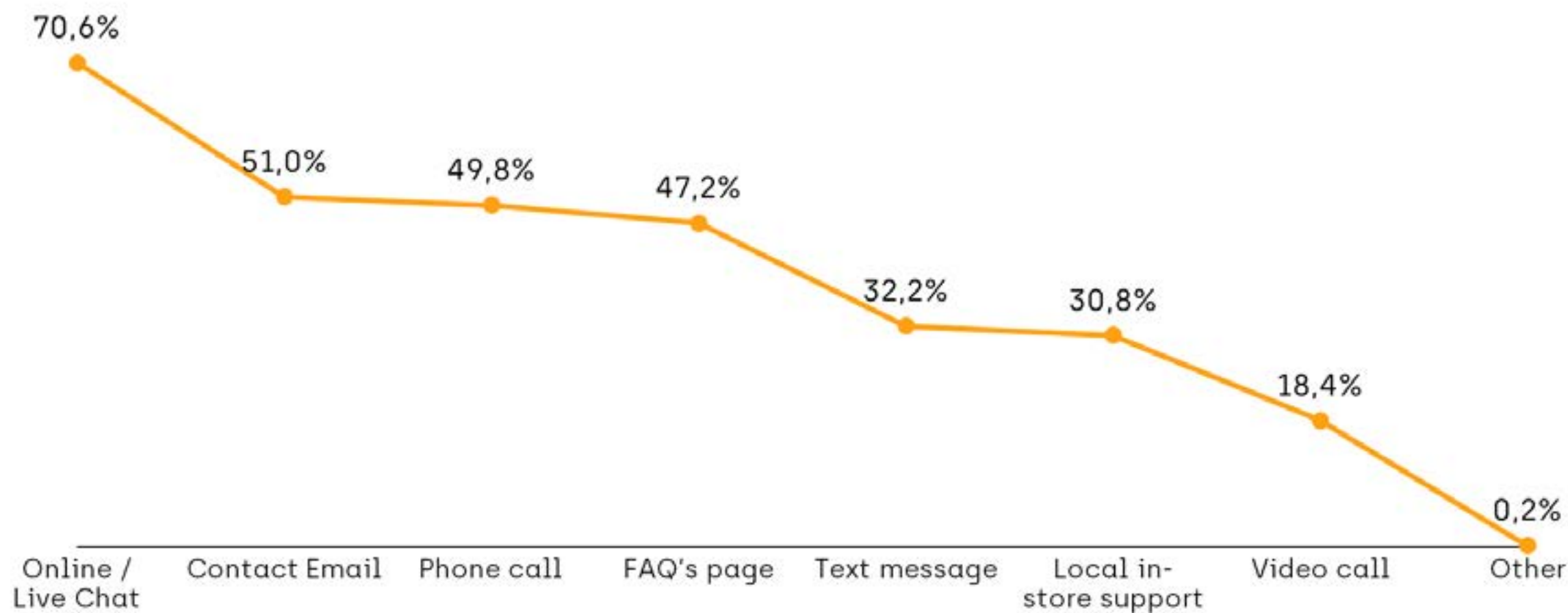
- Pictures on a plain background and staged pictures are the least helpful when making the purchase decision.
- Both men and women state that the most useful visuals are real images/videos of the product being used by other clients. However, women prefer real images/videos of the product being used by other clients 7% as compared to men.
- The second most helpful visual for both genders is images/videos from different angles, although men prefer it 5% as compared to women.
- Real images/videos of the product being used by other clients are considered to be the most useful visual for all age groups except for Mexican people over 54.
- 93% of Mexican people ages 18-24 have chosen real images/videos of the product being used by other clients as the most helpful visual.
- Real images/videos of the product being used by other clients are the most helpful visual selected by people at every income level, while the second choice is pictures and videos of the product from different angles

At support level, what options should be offered in an online store in the Mexican market?

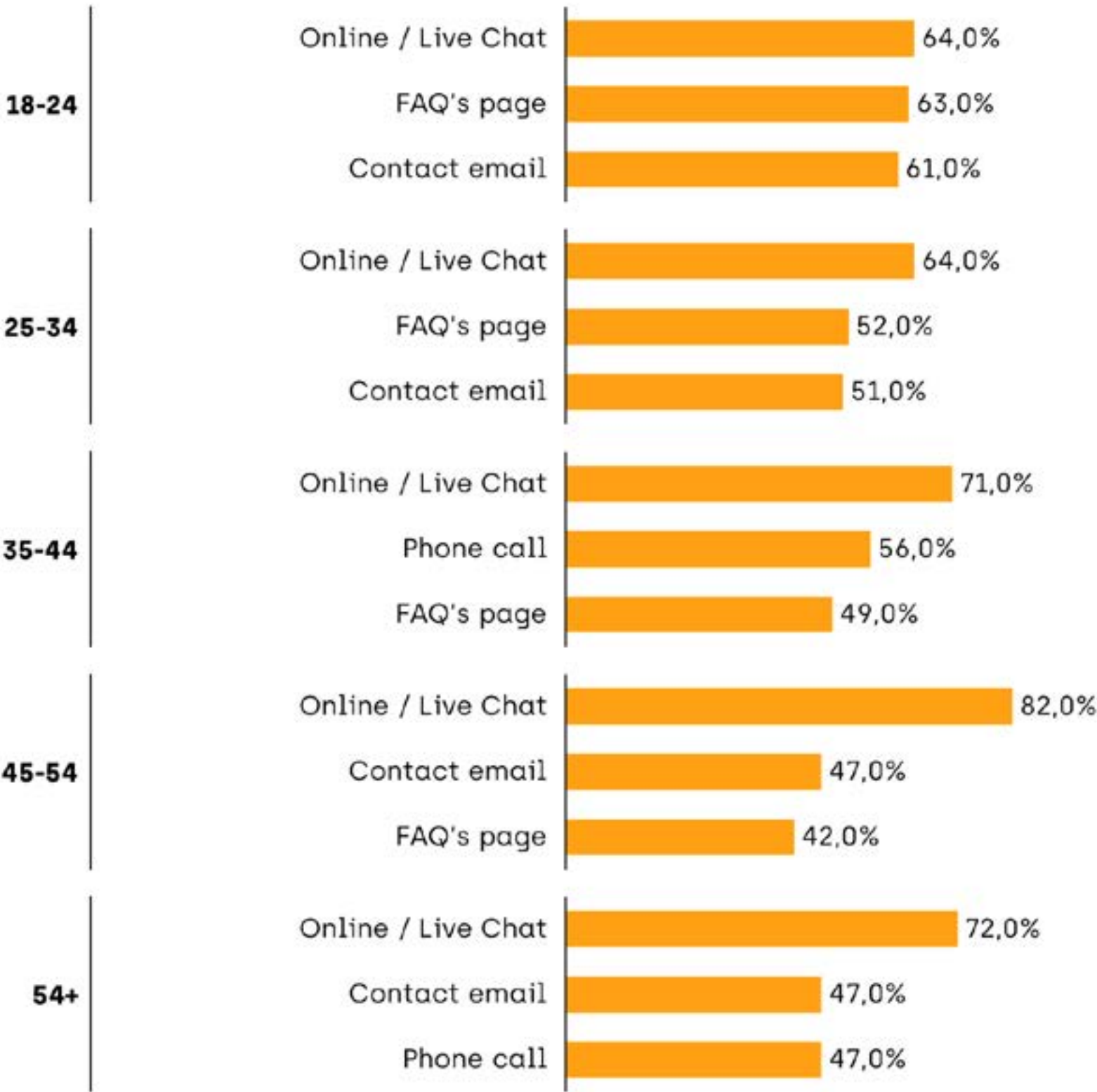
Key summary: Online chat is the most important customer service feature in the Mexican market.

Key statistic: Though 71% of respondents chose the Online Chat as the top service feature for eCommerce in Mexico, 51% are interested in seeing email as an option and 50% want Frequently Asked Questions as a customer service feature.

At support level, what options should be offered in an online store?



At support level, what options should be offered in an online store?
[TOP 3 by age]



Key learnings

- Video Call is the least popular customer service feature in the Mexican market.
- Both men and women have picked online chat as the first option, and there are no remarkable differences between the choices of men and women.
- Amongst all age groups, online chat is very clearly the preferred customer service feature in the Mexican market.
- Amongst all income brackets, online chat is the preferred customer service feature in the Mexican market.

Insight Analysis:

From Customer Support to User Generated Content, this section is about conversions and, specifically, what helps eCommerce brands in Mexico convert customers.

Once customers land on the page, there are many ways to get them interested enough in your products to convert. But our research shows that some features are worth their weight in gold within the Mexican eCommerce market.

For one, our research clearly shows the significance of user reviews (both written and visual) to an eCommerce store in the Mexican market. User reviews ranked in the top two factors, right below Price/Discounts, that helps Mexican people make purchase decisions across income, age, and gender. This is especially true for Mexican people aged 18-24 who care the most about seeing User Reviews when making purchase decisions.

We saw the same results when Mexican customers land on the product page, with the most valued features being user recommendations (social media pictures, star rankings, user reviews).

The top three features in the Mexican market that help convert are written customer reviews, detailed product descriptions, and photos of real clients using the product - these three land in the top across income, age, and gender. What this tells us is that customers want to see a product page rich in information, not only provided by the brand itself, but also by previous customers sharing their recommendations in the form of written reviews and visual imagery.

This point is also validated in the following question, where we see that real images/videos of the product being used by other clients are the most important visuals when making a final purchase decision. Again, this is particularly true for the youngest age group (93%).

Both written and visual reviews are converting tools that can be easily implemented into an eCommerce strategy, and we can see here that this would have a positive effect within the Mexican market. Especially considering that our research shows that staged product images and pictures on a plain background are the least inspiring for Mexican consumers.





What we can really see from this data is that brands who are entering the Mexican market, specifically with a young target audience, will benefit greatly from a User Generated Content strategy. This means that including images from social media taken by real life customers, written reviews, or both together throughout the online shopping journey will help brands in this market increase their conversion rates.

Finally, our research shows that the most important support option for Mexican people is hands-down an online chat option. This is the same no matter the age, income, or gender so if you're not using a chat option on your website - don't wait!

While this section may help us get more customers to convert, there's still a little bit of work left in the process.

Our final section takes a look at how your brand can leverage each sale you make into future sales. Let's take a look at the post-purchasing habits of Mexican consumers, so that you can turn them into strategies that will increase eCommerce revenue.

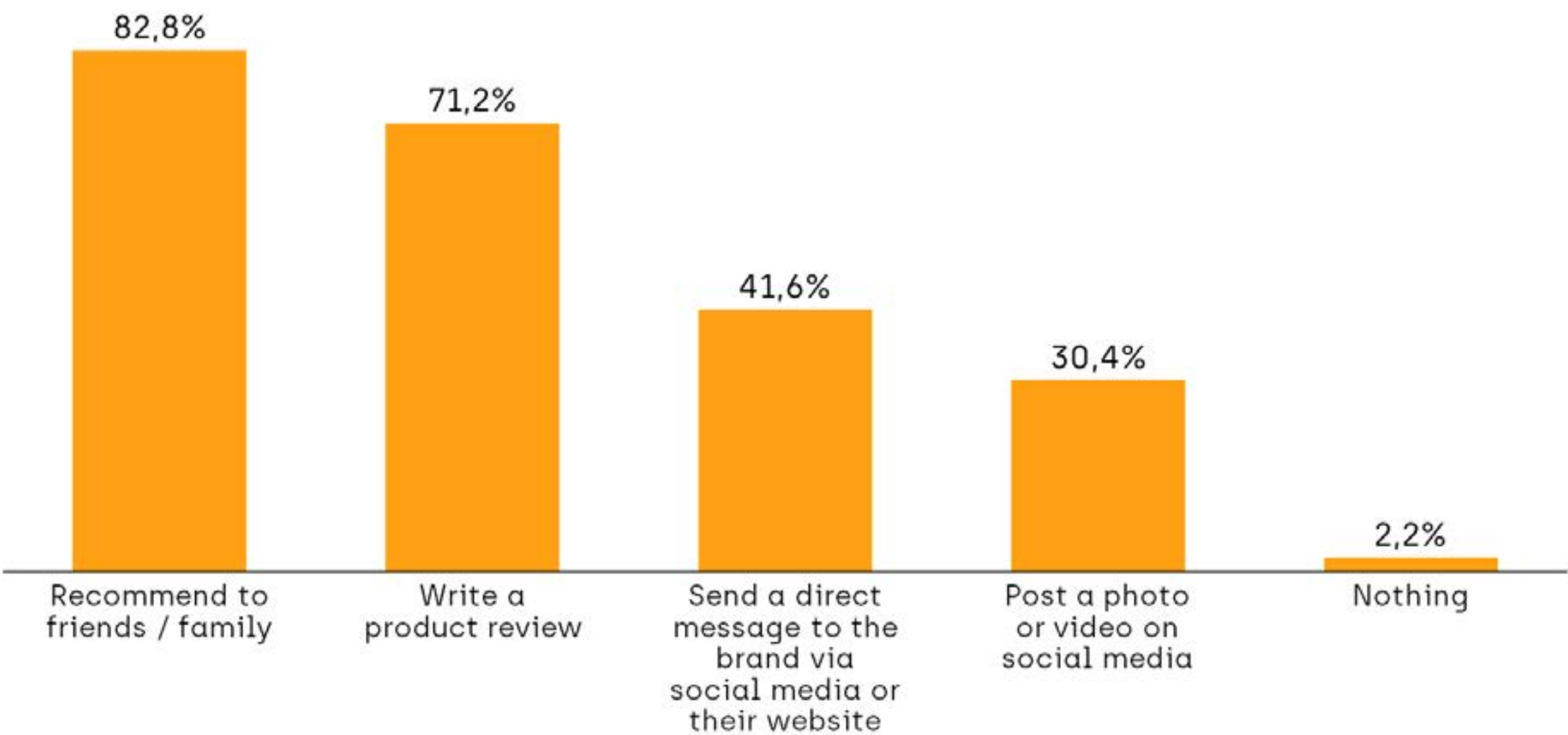
What post-purchase habits do Mexican consumers follow?

If happy with the product, what kind of post-purchase habits do Mexican people follow?

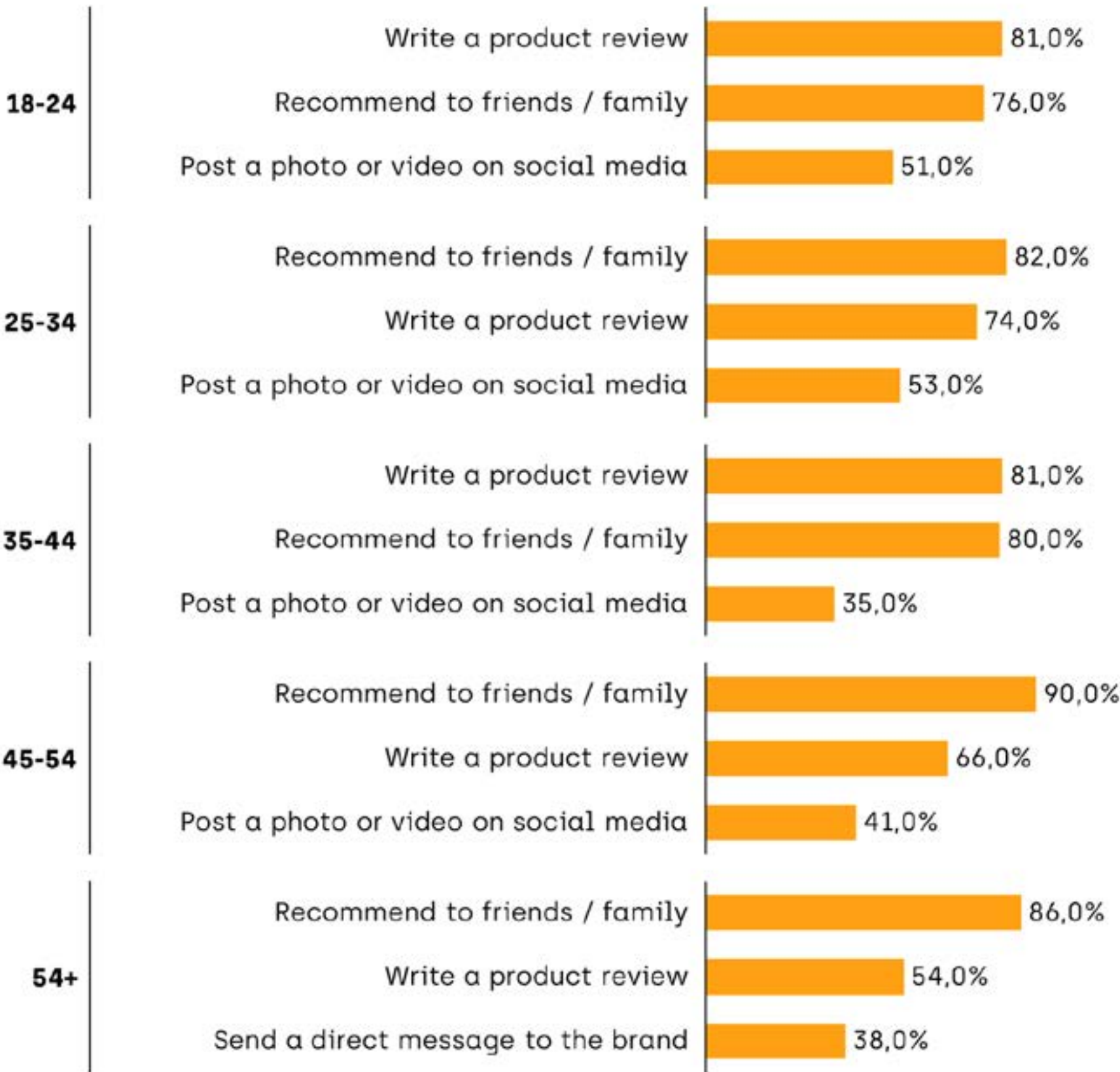
Key summary: The top 3 post-purchase habits for Mexican people if they're happy with the product are recommending to friends and family, writing a product review, and posting a photo or video with the product on social media.

Key statistic: 98% of respondents take some action after buying a product online if they're happy with it.

If you are happy with the product, what kind of post-purchase habits do you follow?

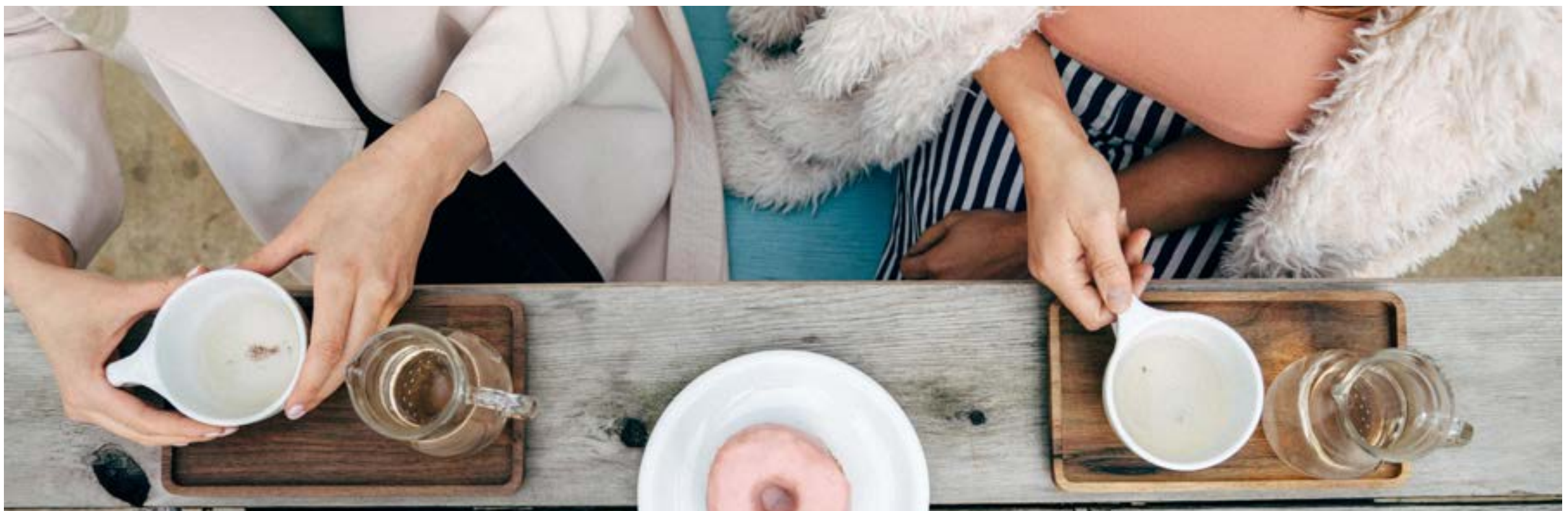


If you are happy with the product, what kind of post-purchase habits do you follow? (TOP 3 by age)



Key learnings

- Both women and men have the same top 3 post-purchase habits: recommending to friends and family, writing a product review, and posting a photo or video with the product on social media.
- While younger generations are almost equally likely to write a review than to recommend to a friend/family, the two oldest age groups are over 50% more likely to recommend than to write a review.
- The younger the age the more likely they are to post a photo or video on social media.
- The High income bracket is over 40% more likely to post a picture or video on social media than the Low and Middle income brackets.
- The High income bracket is the most likely to take action, while middle income people are the least likely to do so.



Insight Analysis:

The intention of this section of the research report is to give brands a better idea of the actions that Mexican people are most likely to take after they make a purchase that they are happy with. This information can help brands understand the best post-purchase strategies to follow and learn how to leverage these practices into future purchases.

What our analysis tells us is that the Mexican market is eager to follow post-purchasing processes with **98% of respondents** saying that they'll take some action if they're happy with the product. This basically means that if you're not asking customers to take action after purchase - then you're missing out on a crucial avenue for improving brand engagement and sales.

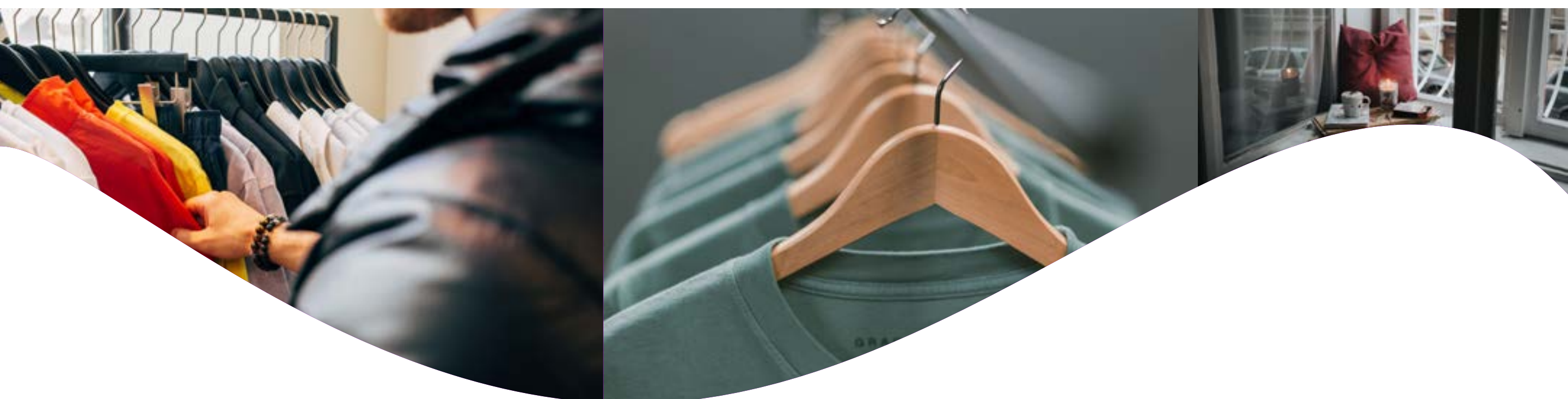
Of course, it's always positive for users to share with friends and family that they're happy with a product, as there's no better way to market to customers than **word-of-mouth**. But that doesn't mean that you have to sit back and wait for the job to be done for you.

We already know that **user reviews** are a hugely important factor for Mexican people when shopping online (it's second only to Prices/Discounts). And 71% of respondents said that they would take the action of leaving a product review if they're happy with the product.

This means that if you encourage customers to leave reviews on your eCommerce, the Mexican market will not only take this action - but will be much more likely to convert because of it.

Plus, 42% of respondents also said that they would **post an image on social media** if they were happy with a purchase. This is a great opportunity for brands in the Mexican market to leverage this interest into their **User Generated Content strategy**, which we already learned before would be a successful way to stand out in Mexico.

So it becomes a self-generating cycle: the brand would be providing useful **user reviews** and images of customers over staged images - while also keeping in mind their customers' desire to take action after happily purchasing a product. Meaning more material to encourage future customers to purchase, more engagement - and the cycle continues.



CHAPTER 3

Using the results to improve eCommerce strategies

Now that we've seen the results, let's look at the best tactics for using these insights to improve our eCommerce revenue. This section explores how our insights from the data can be integrated across the sales funnel to ultimately increase online conversions in the Mexican market.

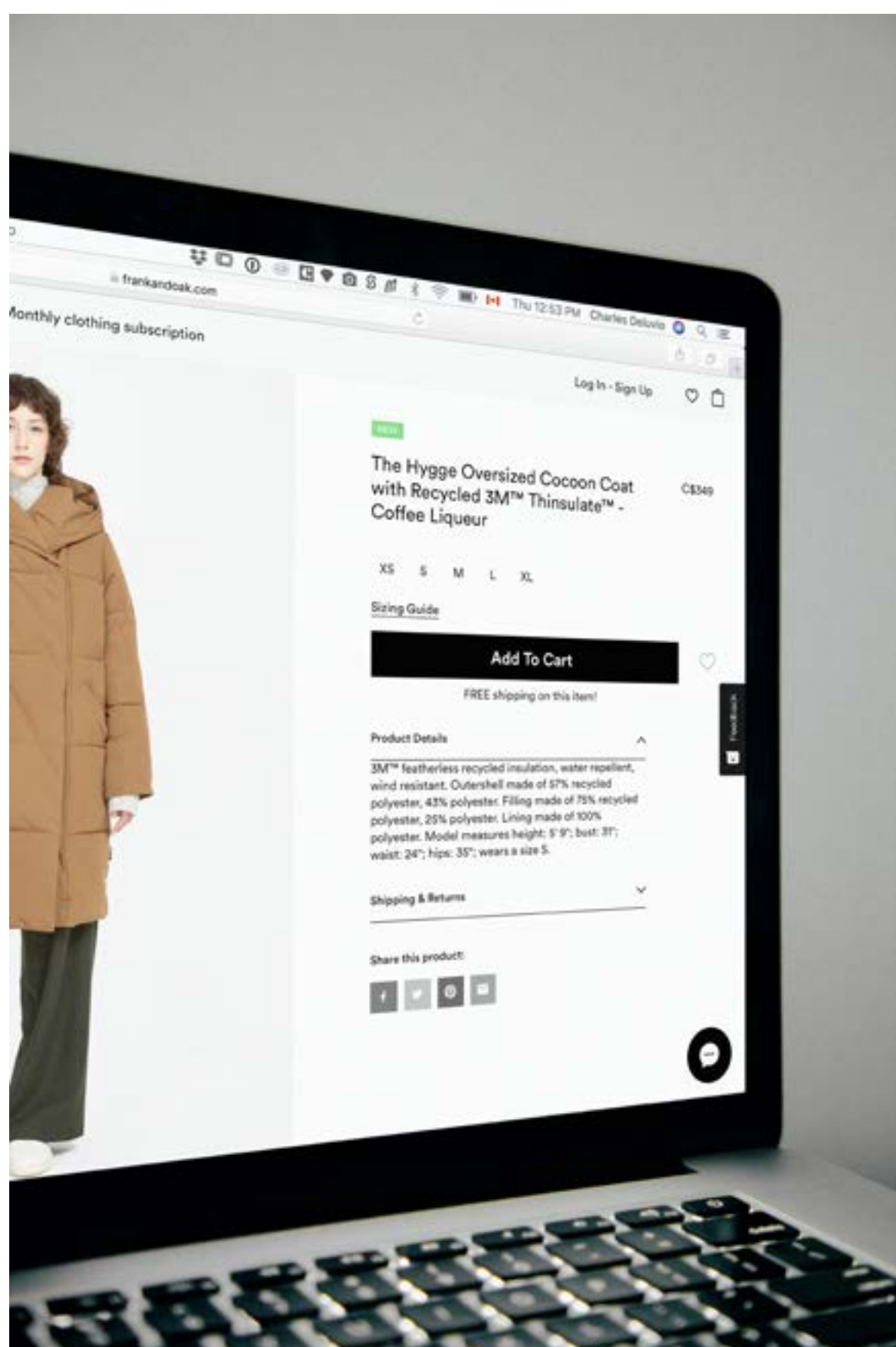
Before the customer lands on the page

The most important insight to understand before configuring your eCommerce strategy in the Mexican market is that Mexican people are planning on spending more of their money online this year and next year. Especially with the uncertainty of the COVID situation catapulting eCommerce into the forefront of daily life, we can expect to see online buying remaining a main channel for making purchases based on our research.

Brands interested in entering the Mexican market, or who are already there, have the potential to convert more customers - it's just a matter of discovering new ways to encourage them to do so.

It's also crucial to note before customers land on your page that the Mexican market values price above all. This is an important consideration for brands to keep in mind when marketing in this country.

People in this market want to know that when they're buying your products, they're getting good value for their money. This insight can help you in how you market to the Mexican market, including discounts and promotions, and could be something that you bring into the design of your eCommerce store.



It's equally important to note that the materials used to create products are also on the brain of the Mexican market. Use the brand values of Fair Trade and Naturally Made products to leverage your marketing campaigns and inspire more people to follow your brand.

Once the customer is on the page

Now that more customers in the Mexican market are landing on your page, it's a good moment to optimize it for the tastes of Mexico

When it comes to converting customers, we can see from our results that authenticity is a good way to win them over. And what's more authentic than reviews from actual customers?

You can talk your heart out about how good your products are, but it always goes

down much smoother through the eyes of a real buyer. That's why **customer reviews** are an important converting tool in your eCommerce store.

This can be Written Reviews, Five Star Reviews, or Visual Reviews. They all help for different purposes and are usually most effective when implemented together. What we can see from our results is that **User Generated Content** is an effective way to connect the social shopping aspect of social media with your eCommerce - meaning an increase in conversions.

All of these tactics are easy to implement into your eCommerce store with tools like [Photoslurp](#) for UGC and Trusted Shops for written reviews. They make collecting and integrating customer reviews of all kinds easy and effective.

Finally, the last point we'd like to discuss about on page optimization is your customer service options. From the survey, we can see that online chats are the most important feature to have in your eCommerce.

So if you don't already work with a company like Drift that provides online chat services to eCommerce brands, then you better get to it! Because without it, you'll likely be missing out on crucial conversions that will move onto a store that's easier to reach according to the tastes of Mexico.

With all of these points configured into your eCommerce, your brand will have a handle on online conversions in the Mexican market.



After the customer has made a purchase

Once your customers convert, thanks to your freshly optimized eCommerce store, our study shows that there are a few tricks you can use to get your customers coming back.

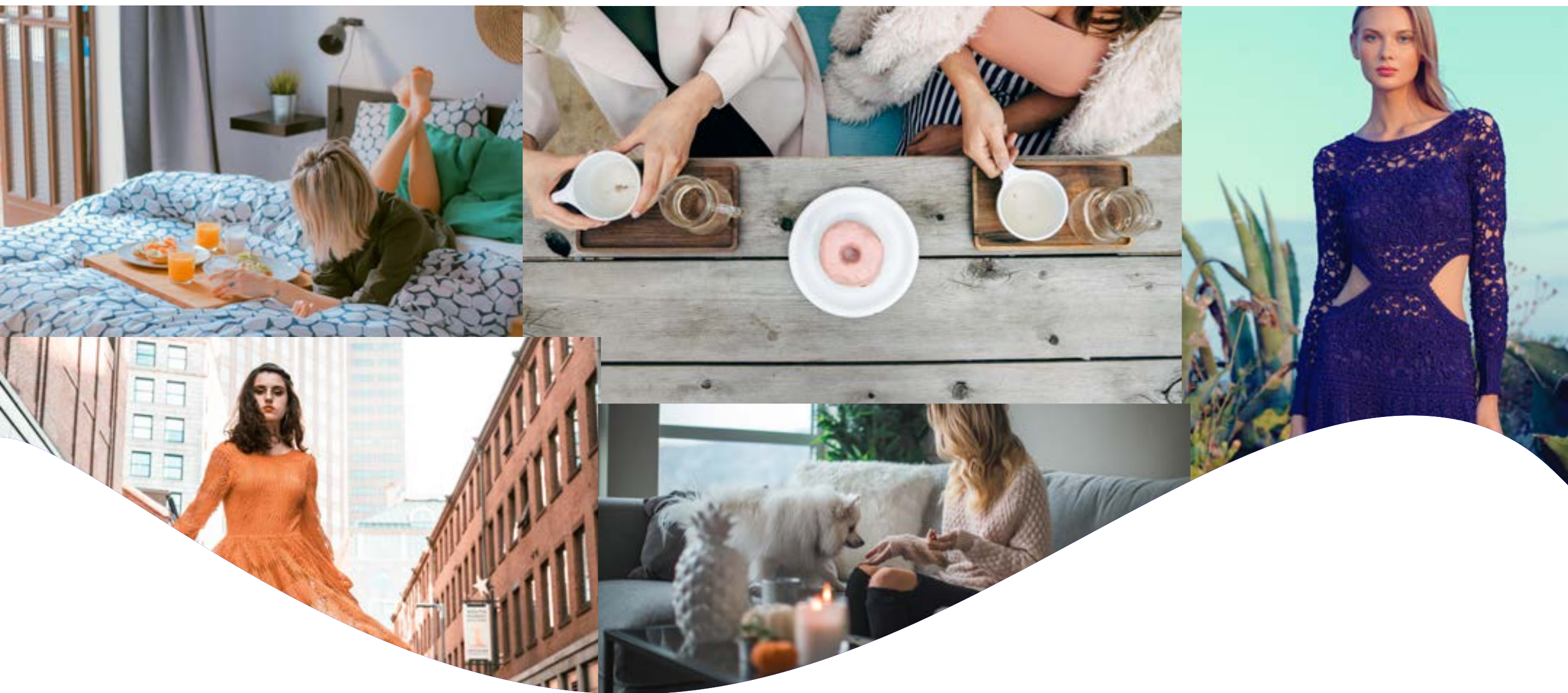
98% of respondents said that they would take action if they are happy with a product. That's basically all of the Mexican market! This means the large majority of your customers would happily help your brand market to future customers.

If you're not following any post-purchase processes, then you're missing out on future sales. Period. But luckily, our research shows us exactly what brands can do to leverage this kind of engagement into more revenue.

As discussed before and shown throughout our research, customer reviews are gold to a brand in the Mexican market. The most important thing you can do is ask your customers to leave a written review on your site or post an image with your product on social media.

Both of these actions will help you convert customers in the future - just think of all of the customer images and videos you'll be collecting to integrate into your store! That means more smiling faces from social media within your online page showing shoppers just how well your products work.

This is a crucial step if you truly want to optimize your eCommerce, so don't forget to take the insights from this study and implement them into your strategy based on your own target audience.



CHAPTER 4

Methodology

This research was conducted in the Mexican market through Pollfish. It surveyed 500 people - women (250) and men (250) 18 years and older. A 15 question survey asked consumers about their purchasing habits online.



Details

- Country: Mexico
- Number of respondents: 500
- Women and Men Aged 18+
- Surveyed on a mix of iOS, Android, and Web
- Fieldwork date July 2020
- Statistically significant for Sex, Age and Income



Annex

Número de respuestas totales Total number of responses											
By Sex Male			by Age			Total			By Income_Age group		
Female			18-24	25-34	35-44	45-54	55-64	Total	Lower	Middle	High
200			80	80	80	80	80	400	167	168	165
Total											
1500											
Q1: Among the following items, what have you bought (more than COVID-related)?											
Female			by Age			Total			By Income_Age group		
Male			18-24	25-34	35-44	45-54	55-64	Total	Lower	Middle	High
140			56	56	56	56	56	280	125	126	129
Total											
1400											
Alimentos y bebidas Food & Beverages											
12%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Suplementos de salud y bienestar Health & Wellness supplements											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Ropa Clothing											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Electrónica (televisión, celular, etc.) Electronics											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Cuidado de mascotas (comida, accesorios, etc.) Pet Care											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Cosméticos (maquillaje, productos para el cabello, perfumes, etc.) Cosmetics											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Productos del hogar (muebles, aparatos, etc.) Home Goods / Home appliances											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Joyería y productos deportivos (bicicletas, ropa deportiva, mochilas, etc.) Sports goods & apparel											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Productos para bebés (pañales, cuna, etc.) Baby goods											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Accesorios de moda (gloves, lentes de sol, cinturones, etc.) Fashion Accessories											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Muebles o decorador (sillon, cortinas, etc.) Furniture / Home Decor											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Accesorios DIF (jardineria, caceria, accesorios, etc.) DIF Accessories											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Joyería y Relojes Jewelry & Watches											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Otro Other											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Q2: Out of the things that you have purchased online during the COVID outbreak, what have you bought for yourself?											
Female			by Age			Total			By Income_Age group		
Male			18-24	25-34	35-44	45-54	55-64	Total	Lower	Middle	High
140			56	56	56	56	56	280	125	126	129
Total											
1400											
Alimentos y bebidas Food & Beverages											
12%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Suplementos de salud y bienestar Health & Wellness supplements											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Ropa Clothing											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Electrónica (televisión, celular, etc.) Electronics											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Cuidado de mascotas (comida, accesorios, etc.) Pet Care											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Cosméticos (maquillaje, productos para el cabello, perfumes, etc.) Cosmetics											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Productos del hogar (muebles, aparatos, etc.) Home Goods / Home appliances											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Joyería y productos deportivos (bicicletas, ropa deportiva, mochilas, etc.) Sports goods & apparel											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Productos para bebés (pañales, cuna, etc.) Baby goods											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Accesorios de moda (gloves, lentes de sol, cinturones, etc.) Fashion Accessories											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Muebles o decorador (sillon, cortinas, etc.) Furniture / Home Decor											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Accesorios DIF (jardineria, caceria, accesorios, etc.) DIF Accessories											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Joyería y Relojes Jewelry & Watches											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Otro Other											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Q3: Out of the things that you have purchased online during the COVID outbreak, what do you think you will continue buying even the month forward?											
Female			by Age			Total			By Income_Age group		
Male			18-24	25-34	35-44	45-54	55-64	Total	Lower	Middle	High
140			56	56	56	56	56	280	125	126	129
Total											
1400											
Alimentos y bebidas Food & Beverages											
12%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Suplementos de salud y bienestar Health & Wellness supplements											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Ropa Clothing											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Electrónica (televisión, celular, etc.) Electronics											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Cuidado de mascotas (comida, accesorios, etc.) Pet Care											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Cosméticos (maquillaje, productos para el cabello, perfumes, etc.) Cosmetics											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Productos del hogar (muebles, aparatos, etc.) Home Goods / Home appliances											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Joyería y productos deportivos (bicicletas, ropa deportiva, mochilas, etc.) Sports goods & apparel											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Productos para bebés (pañales, cuna, etc.) Baby goods											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Accesorios de moda (gloves, lentes de sol, cinturones, etc.) Fashion Accessories											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Muebles o decorador (sillon, cortinas, etc.) Furniture / Home Decor											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Accesorios DIF (jardineria, caceria, accesorios, etc.) DIF Accessories											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Joyería y Relojes Jewelry & Watches											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%
Otro Other											
14%			14%	14%	14%	14%	14%	56%	42%	43%	44%



Q4. ¿Cuánto has gastado online al mes?											
Q4. How much have you spent online since the COVID outbreak?											
	By Sex		by Age					By Income_Aggregated			
	female	Male	Total	18 - 24	25 - 34	35 - 44	45 - 54	Plus 54	Lower	Middle	High
0-1500 Pesos	22%	17%	19%	29%	21%	14%	18%	15%	29%	14%	15%
1501-3000 Pesos	34%	29%	31%	31%	28%	31%	26%	39%	35%	32%	27%
3001-4500 Pesos	15%	14%	15%	9%	22%	12%	19%	11%	16%	15%	13%
4501-6000 Pesos	12%	10%	13%	12%	12%	21%	19%	12%	10%	17%	19%
6001-7500 Pesos	5%	9%	7%	10%	7%	6%	4%	7%	6%	7%	8%
7501-9000 Pesos	5%	5%	5%	1%	5%	5%	7%	7%	2%	6%	7%
9001-10500 Pesos	3%	2%	3%	4%	3%	2%	1%	4%	1%	4%	3%
+10500 Pesos	4%	5%	5%	4%	2%	7%	6%	5%	1%	5%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q5. Una vez que hayas pasado la pandemia, ¿crees que gastarás más dinero online que antes de la pandemia?											
Q5. Once the outbreak has passed, do think you will spend more money online than before the par											
3446,768											
	By Sex		by Age					By Income_Aggregated			
	female	Male	Total	18 - 24	25 - 34	35 - 44	45 - 54	Plus 54	Lower	Middle	High
Si, gastaré más dinero	34%	41%	38%	33%	41%	49%	30%	40%	32%	38%	42%
Yes, I will spend more money	44%	46%	45%	42%	45%	41%	58%	37%	46%	40%	48%
Gastaré la misma cantidad I will spend the same amount	22%	13%	18%	25%	19%	10%	12%	23%	22%	22%	9%
No, gastaré menos dinero No, I will spend less money	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q6. Antes del inicio, ¿Con qué frecuencia hacías compras online?											
Q6. Before the outbreak, how frequently were you making purchases online?											
	By Sex		by Age					By Income_Aggregated			
	female	Male	Total	18 - 24	25 - 34	35 - 44	45 - 54	Plus 54	Lower	Middle	High
Una vez al día Once a day	2%	1%	1%	5%	1%	1%	0%	0%	1%	2%	1%
Una vez a la semana Once a week	20%	30%	25%	27%	30%	21%	22%	23%	18%	26%	25%
Una vez al mes Once a month	44%	46%	42%	33%	43%	46%	47%	46%	38%	46%	41%
Cada 3 meses Every 3 months	18%	20%	19%	22%	15%	23%	14%	20%	25%	14%	18%
Cada 6 meses Every 6 months	17%	10%	13%	13%	11%	9%	17%	17%	19%	12%	13%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q7. Una vez haya pasado la pandemia, ¿Con qué frecuencia creas que harás compras online?											
Q7. Once the outbreak has passed, how frequently do you expect to be making purchases online?											
	By Sex		by Age					By Income_Aggregated			
	female	Male	Total	18 - 24	25 - 34	35 - 44	45 - 54	Plus 54	Lower	Middle	High
Una vez al día Once a day	6%	6%	6%	5%	6%	12%	0%	7%	2%	8%	8%
Una vez a la semana Once a week	36%	52%	44%	32%	53%	45%	46%	44%	35%	46%	51%
Una vez al mes Once a month	39%	32%	36%	41%	29%	34%	39%	35%	40%	35%	32%
Cada 3 meses Every 3 months	11%	7%	9%	16%	7%	8%	9%	5%	13%	8%	6%
Cada 6 meses Every 6 months	8%	3%	5%	6%	5%	1%	6%	6%	10%	4%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q8. ¿Qué valores de marca te inspiran para comprar una marca en concreto?											
Q8. What kind of brand values inspire you to purchase from a specific brand?											
	By Sex		by Age					By Income_Aggregated			
	female	Male	Total	18 - 24	25 - 34	35 - 44	45 - 54	Plus 54	Lower	Middle	High
Bajo costo garantizado Guaranteed low cost	48%	52%	50%	54%	50%	52%	47%	47%	54%	48%	47%
Materiales de comercio justo Materials sourced on fair trade	42%	47%	45%	42%	53%	43%	45%	41%	50%	43%	41%
Libre de químicos tóxicos (fabricación natural) Free of Toxic Chemicals (naturally made)	44%	37%	40%	37%	43%	36%	37%	48%	37%	43%	41%
Fabricación local Made locally	34%	30%	32%	27%	28%	33%	43%	30%	35%	26%	35%
Trato ético de trabajadores Ethical treatment of workers	34%	28%	31%	31%	32%	27%	30%	34%	23%	35%	35%
Producción sostenible (ej.: libre de carbono) Sustainable production (ex: carbon free)	26%	23%	24%	18%	20%	25%	29%	30%	20%	27%	25%
Historia interesante sobre la marca interesting brand story	22%	24%	23%	30%	25%	21%	17%	21%	26%	21%	22%
Marca con legado histórico Heritage brand	15%	25%	20%	18%	18%	29%	18%	17%	21%	21%	18%
Dono algunas de las ganancias Donates some of proceeds	18%	20%	19%	23%	16%	19%	14%	22%	16%	21%	21%
Hecho a mano Handmade	20%	15%	18%	18%	17%	19%	20%	14%	18%	17%	18%



Q9. When comparing multiple brands with similar products online, what helps you make your final decision?																				
	By Sex		by Age								By Income_Aggregated									
	Female	Male	Total	18 - 24	25 - 34	35 - 44	45 - 54	Plus 54	Total	Lower	Middle	High	Total							
Precio / Descuentos	64%	58%	61%	61%	65%	67%	54%	57%	61%	61%	65%	56%	61%							
Reseñas de usuarios / User Reviews - Written or Visual	58%	52%	55%	72%	57%	60%	47%	39%	55%	55%	60%	48%	55%							
Opciones de entrega / Delivery options	34%	40%	37%	30%	42%	44%	31%	38%	37%	40%	35%	36%	37%							
Contenido visual de alta calidad / High-quality visual content	22%	26%	24%	32%	19%	19%	21%	30%	24%	19%	27%	27%	24%							
Métodos de pago / Payment methods	24%	30%	27%	23%	27%	25%	28%	27%	21%	20%	20%	25%	21%							
Valores de marca / Brand Values	20%	22%	21%	12%	16%	19%	34%	26%	21%	21%	20%	22%	24%							
Servicio al cliente / Customer service	24%	23%	24%	25%	20%	24%	23%	26%	24%	22%	26%	27%	22%							
La facilidad de usar un sitio web / The ease of using a website	16%	12%	14%	9%	9%	14%	19%	22%	14%	11%	13%	16%	14%							
Recomendaciones de boca en boca / Word-of-Mouth Recommendations	21%	18%	20%	21%	18%	16%	23%	20%	20%	14%	20%	24%	20%							
Política de devoluciones / Return Policy	18%	18%	18%	15%	20%	19%	20%	16%	18%	21%	15%	18%	18%							
Q10. Once you're on the product page of an eCommerce, what features help you to purchase the product?																				
	By Sex		by Age								By Income_Aggregated									
	Female	Male	Total	18 - 24	25 - 34	35 - 44	45 - 54	Plus 54	Total	Lower	Middle	High	Total							
Reseñas escritas por clientes / Text reviews from previous customers	60%	58%	59%	64%	62%	66%	51%	50%	59%	64%	60%	52%	59%							
Descripciones detalladas del producto / Detailed product descriptions	55%	54%	55%	43%	46%	56%	59%	69%	41%	55%	50%	55%	55%							
Fotos reales de clientes usando el producto / Real photos of customers from social media	49%	34%	41%	55%	48%	37%	38%	29%	41%	41%	48%	36%	41%							
Fotos del producto en múltiples ángulos / Multiple angles of product images	40%	41%	40%	33%	39%	39%	42%	49%	40%	41%	40%	41%	40%							
Puntuaciones con estrellas / Star ratings	36%	43%	40%	40%	42%	44%	41%	32%	40%	42%	36%	41%	40%							
Video del producto / Video of the products	20%	34%	27%	28%	28%	22%	33%	24%	27%	24%	27%	31%	27%							
Guías de tallas / Size guides	25%	9%	17%	16%	13%	16%	17%	25%	12%	15%	21%	18%	17%							
Compra a un solo clic / One click purchase	12%	20%	16%	20%	14%	16%	14%	15%	16%	13%	15%	20%	16%							
Productos relacionados / Related products	6%	6%	6%	2%	8%	6%	7%	7%	6%	5%	5%	8%	6%							
Q11. When looking at images/videos of products online, which visuals help you to make the purchase decision easier?																				
	By Sex		by Age								By Income_Aggregated									
	Female	Male	Total	18 - 24	25 - 34	35 - 44	45 - 54	Plus 54	Total	Lower	Middle	High	Total							
Imágenes/Videos reales del producto siendo usado por otros clientes / Real Images/Videos of the product being used by other customers	83%	76%	80%	93%	79%	76%	79%	69%	80%	81%	77%	81%	80%							
Fotos/Videos desde diferentes ángulos/con giros de 360 grados / Photos/Videos from different angles / 360 rotatable	66%	71%	69%	62%	67%	70%	70%	69%	69%	71%	66%	69%	69%							
Fotos/Videos con zoom / Zoomable photos/videos	57%	55%	56%	38%	50%	60%	59%	73%	56%	52%	62%	54%	56%							
Escena del producto en un entorno/fotos de modelo/Videos Staged product in a lifestyle environment / model photos/videos	48%	51%	49%	55%	53%	47%	47%	45%	49%	49%	50%	49%	49%							
Fotos/Videos del producto con un fondo liso / Product photos/videos on a plain background	47%	46%	47%	52%	51%	41%	45%	44%	47%	46%	45%	48%	47%							
Q12. At support level, what options should be offered in an online store?																				
	By Sex		by Age								By Income_Aggregated									
	Female	Male	Total	18 - 24	25 - 34	35 - 44	45 - 54	Plus 54	Total	Lower	Middle	High	Total							
Chat online/en vivo / Online / Live Chat	72%	69%	71%	64%	64%	71%	82%	72%	71%	74%	71%	67%	71%							
Correo electrónico de contacto / Contact Email	50%	52%	51%	61%	51%	49%	47%	47%	51%	50%	52%	51%	51%							
Llamadas telefónicas / Phone call	45%	50%	47%	45%	49%	56%	39%	47%	47%	46%	51%	45%	47%							
Página de preguntas frecuentes / FAQ's page	48%	51%	50%	63%	52%	49%	42%	43%	50%	53%	47%	49%	50%							
Mensajes de texto / Text message	30%	32%	31%	22%	34%	30%	29%	39%	31%	26%	32%	34%	31%							
Atención al cliente en tienda física / Local in-store support	37%	27%	32%	30%	35%	28%	35%	33%	32%	37%	27%	33%	32%							
Videollamada / Video call	18%	19%	18%	16%	14%	17%	26%	19%	18%	14%	20%	21%	18%							
Otro / Other	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%							
Q13. Si estás contento/a con el producto, ¿qué tipo de hábitos de post-purchase te ayudan a comprar productos online?																				
	By Sex		by Age								By Income_Aggregated									
	Female	Male	Total	18 - 24	25 - 34	35 - 44	45 - 54	Plus 54	Total	Lower	Middle	High	Total							
Recomendar a amigos/familia / Recommend to friends / family	80%	79%	83%	76%	82%	80%	66%	86%	83%	82%	79%	84%	83%							
Escribir una reseña del producto / Write a product review	73%	69%	71%	81%	74%	81%	66%	54%	71%	72%	69%	71%	72%							
Enviar un mensaje directo a la marca a través de redes sociales o de su web / Send a direct message to the brand via social media or their website	27%	34%	30%	21%	28%	28%	38%	28%	30%	26%	30%	35%	30%							
Publicar una foto o video en redes sociales / Post a photo or video on social media	44%	39%	42%	51%	53%	35%	41%	28%	42%	37%	37%	52%	42%							
Nothing	2%	2%	2%	3%	1%	3%	0%	4%	2%	2%	4%	1%	2%							
Q14. ¿Buscas fotos de otros clientes en redes sociales antes de comprar productos online?																				
	By Sex		by Age								By Income_Aggregated									
	Female	Male	Total	18 - 24	25 - 34	35 - 44	45 - 54	Plus 54	Total	Lower	Middle	High	Total							
Si / Yes	78%	74%	76%	82%	79%	81%	77%	59%	76%	77%	77%	73%	76%							
No / No	20%	26%	24%	18%	21%	19%	23%	41%	23%	24%	23%	27%	24%							
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%							



Photoslurp

If you want to find out more about how Photoslurp can help brands like yours increase the conversion and engagement with customers photos, contact us to setup a free demo.

info@photoslurp.com