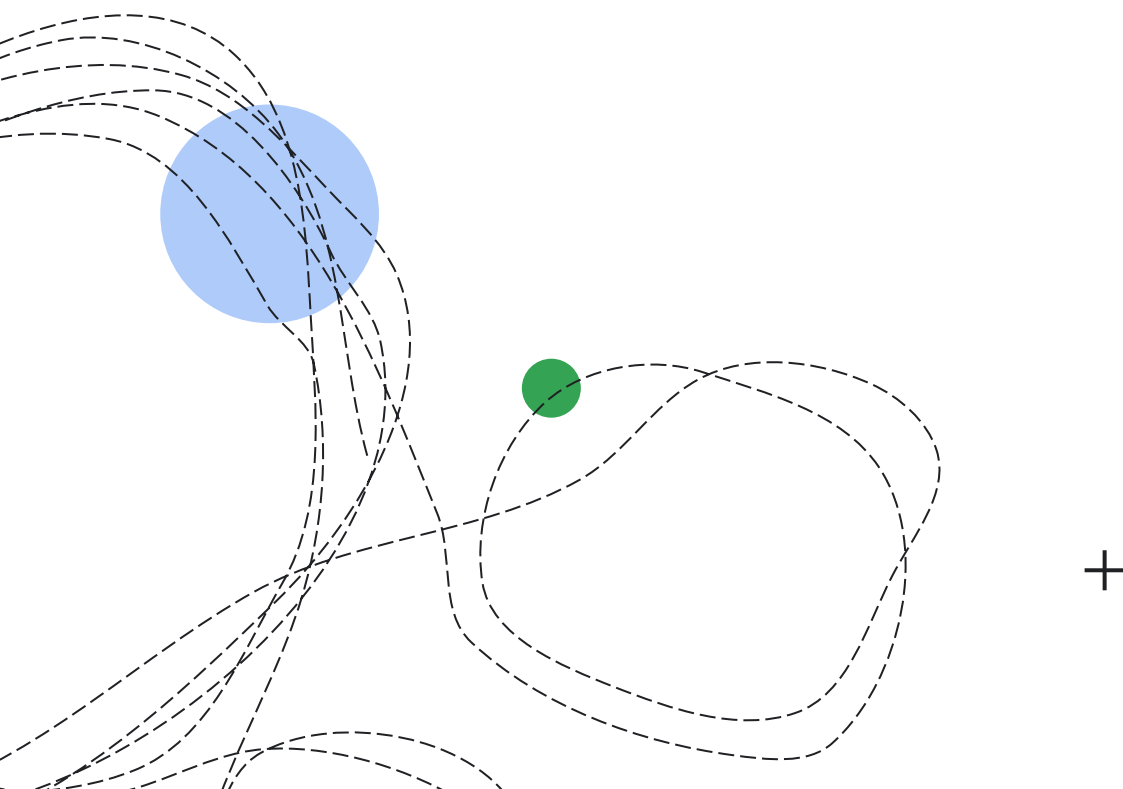


The Journey Reshaped

COVID-19's impact on the path to purchase





Context

COVID-19 has caused massive disruption around the globe, impacting what we choose to buy and how we get it.

While some of these changes may persist as consumers adapt, others may just be temporary adjustments that are abandoned at the first opportunity.

We wanted to deliver insights about how shopping behavior and motivations have changed as a result of the pandemic — and identify which of these behaviors are likely to be sticky in the future.

To help set context for future purchase behavior, study respondents were shown one of two different scenarios.*

1

FUTURE ONE
New Normal

Smaller outbreaks continue to impact the way we live, work, and spend our time, but the virus is contained and its impacts are less disruptive.

2

FUTURE TWO
Recurring Nightmare

Additional major outbreaks continue to strike, and while certain countries and regions may react differently, the feeling of chaos and uncertainty persists.



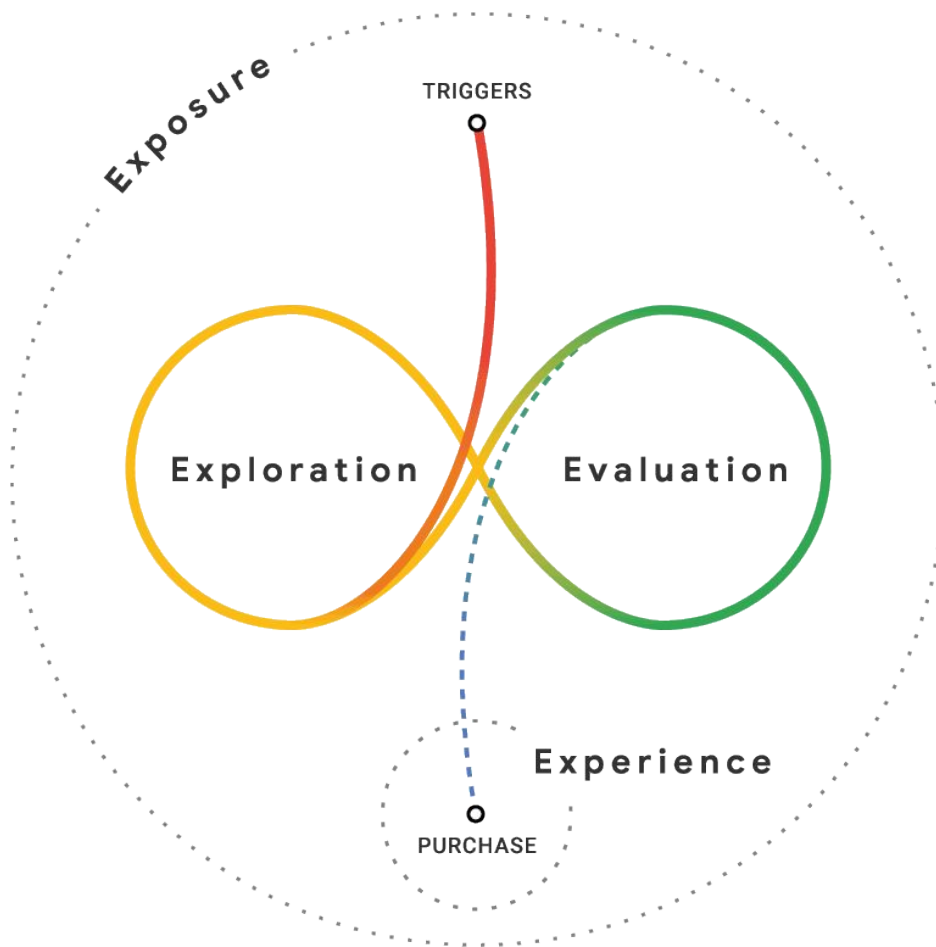
OUR KEY QUESTIONS

Will the changes brought on by Covid-19 **permanently alter the way consumers behave?**

Or will things **return to pre-pandemic patterns?**

To answer these questions, we contextualized the future in two different scenarios to help triangulate how the trajectory of the pandemic may influence those patterns.

*The future scenario titles were not shown to consumers.



We know the journey is not linear: Shoppers cycle through modes of exploration and evaluation known as the [“messy middle”](#) before making a purchase.

As shoppers explore and evaluate in the messy middle, they seek out inspiration, research product details, consider reviews, and compare prices.

Future stickiness “scoring”



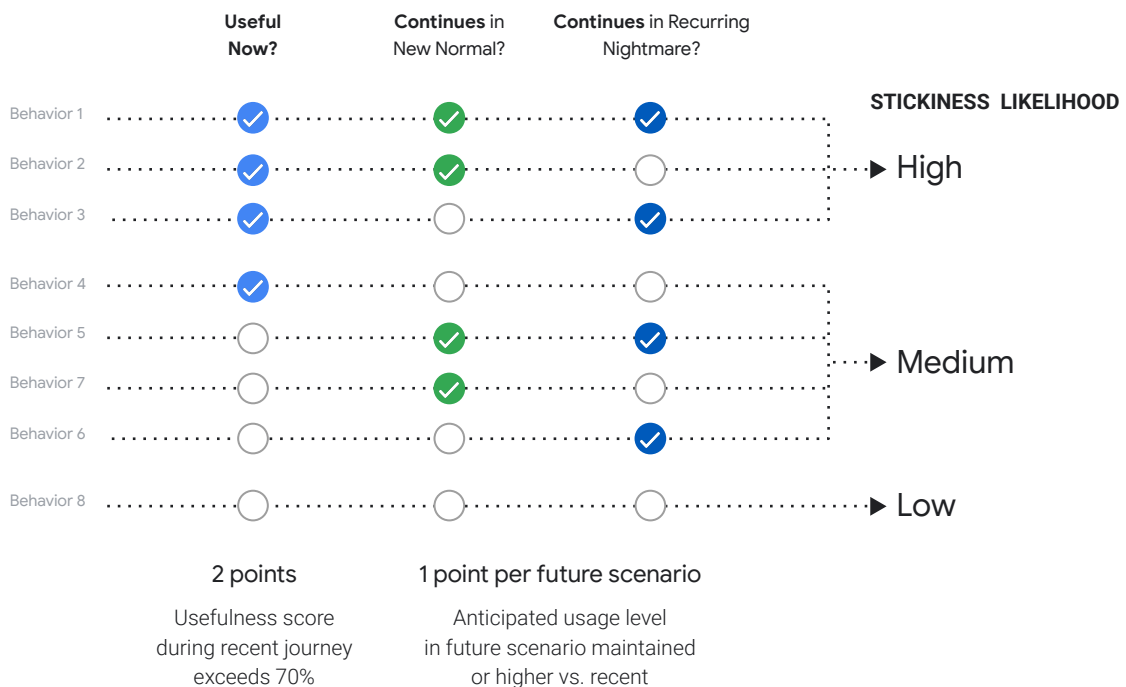
How do we identify behaviors that are likely to stick in the future?

While there are a variety of factors that contribute to determining whether or not a behavior will continue in the future, we chose to focus on two dimensions as primary indicators of stickiness in this study.

Perceived Utility: How **useful** was the behavior in the context of the purchase journey?

Motivation: Is there a **desire to continue** the behavior in the future?

The behaviors that provide greater utility and elicit greater desire to continue are more likely to be sticky.



Key Findings

- [Retail](#)
- [Travel](#)
- [Finance](#)

1 Retail



CPG

Grocery

(Food, Beverage, Household Essentials)

Beauty & Personal Care



Non-CPG

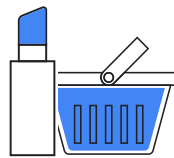
Apparel

(Clothing, Shoes, Accessories)

Home & Garden

(Home Appliances, Indoor & Outdoor Furniture,
Home Décor)

Stock up and replenishment are key purchase triggers, now and in the future, while more time spent at home also emerges as a future trigger.



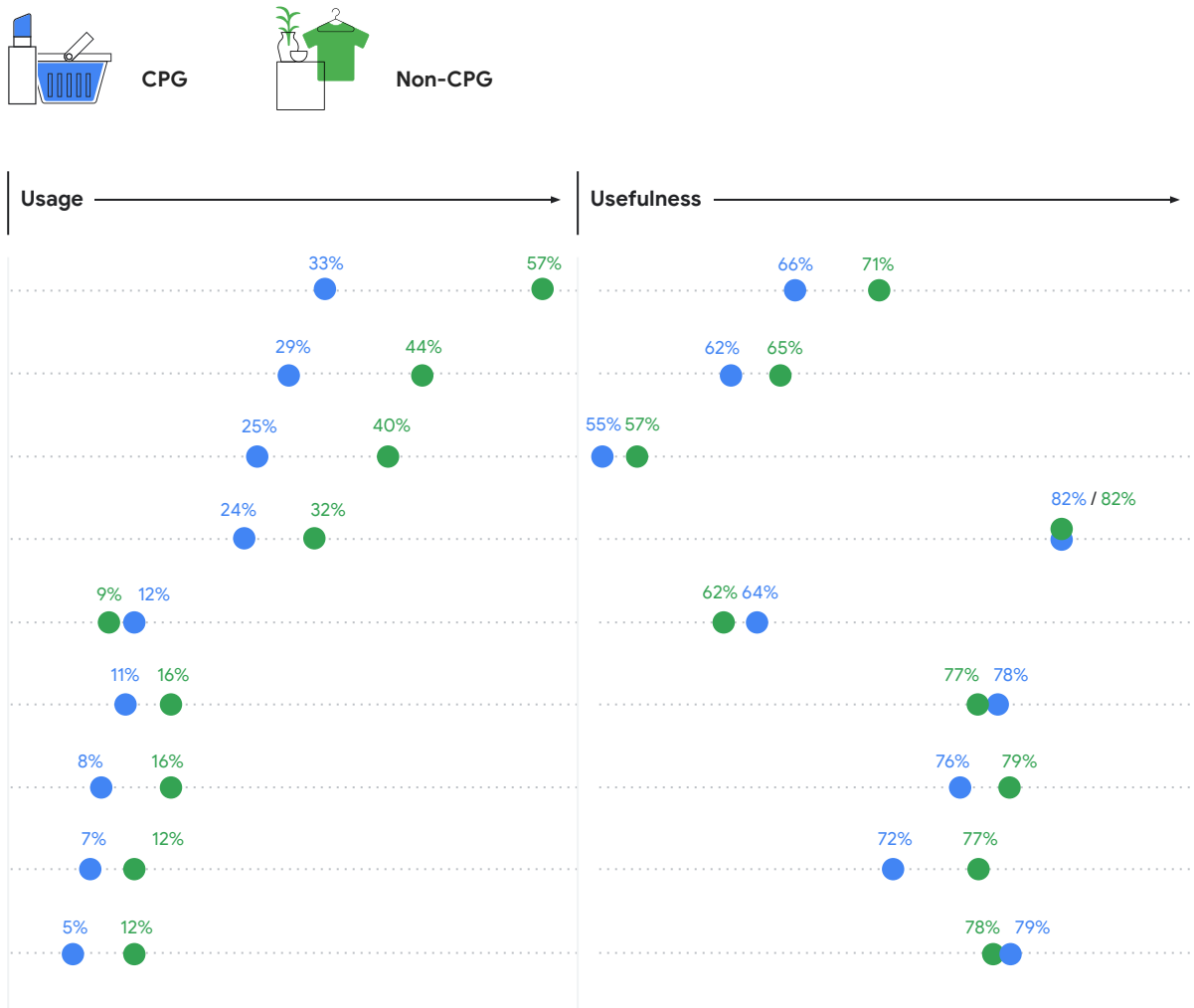
	During COVID	Total Future	During COVID	Total Future
Ran out/replacement/ routine purchase	41%	25%	36%	18%
Stock up	23%	11%	13%	-
Promotion/discount	19%	8%	24%	18%
More time at home	-	12%	-	15%
To treat	11%	6%	14%	13%

Source:

CPG: Google/Kantar, The Journey Reshaped, AR, AU, BR, CA, CL, CO, FR, IN, JP, MX, NL, PE, KR, U.S., During COVID-19 (past 1 month purchase): n=9,510; Total Future (next 1 month purchase): n=12,955, A18+, Sept. 2020–Dec. 2020.
 Non-CPG: Google/Kantar, The Journey Reshaped, AR, AU, BR, CA, CL, CO, FR, IN, JP, MX, NL, PE, KR, U.S., During COVID-19 (past 3 months purchase): n=8,656; Total Future (next 3 months purchase): n=10,692, A18+, Sept. 2020–Dec. 2020.

A search engine is the most used and most useful touchpoint throughout the journey.

While usage is lower, browsing in-store, brand website/app, and word of mouth are rated as highly useful.



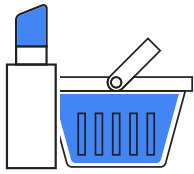
Offline touchpoint

Source: Google/Kantar, The Journey Reshaped, AR, AU, BR, CA, CL, CO, FR, IN, JP, MX, NL, PE, KR, U.S., A18+, Sept. 2020–Dec. 2020.

Usage
CPG: n=9,510; Non-CPG: n=8,656

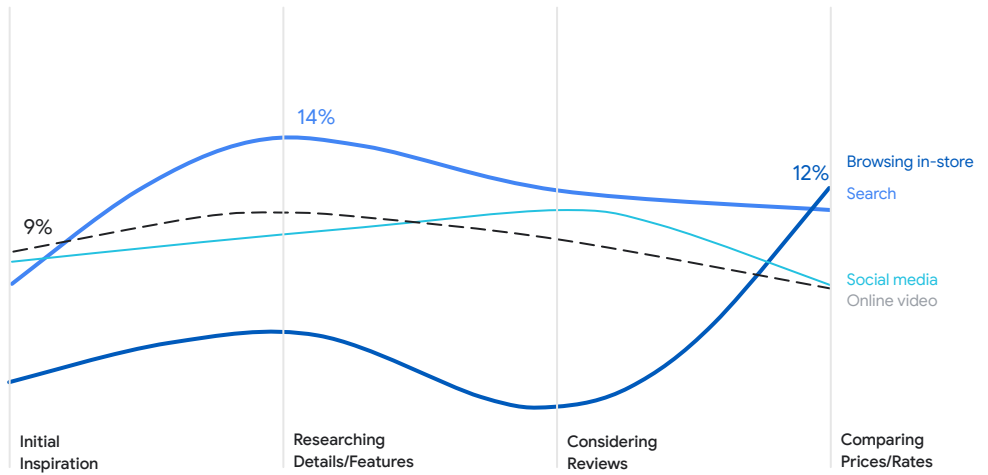
Usefulness
CPG: search: n=3,065; online video: n=2,180; social media: n=2,332; browsing in-store: n=2,222; TV ad: n=1,124; word of mouth: n=1,082; customer reviews: n=803; comparison site: n=669; brand site/app: n=486; Non-CPG: search: n=5,057; online video: n=3,125; social media: n=3,340; browsing in-store: n=2,743; TV ad: n=788; word of mouth: n=1,382; customer reviews: n=1,453; comparison site: n=1,164; brand site/app: n=1,063

Retail Touchpoint usage by journey phase



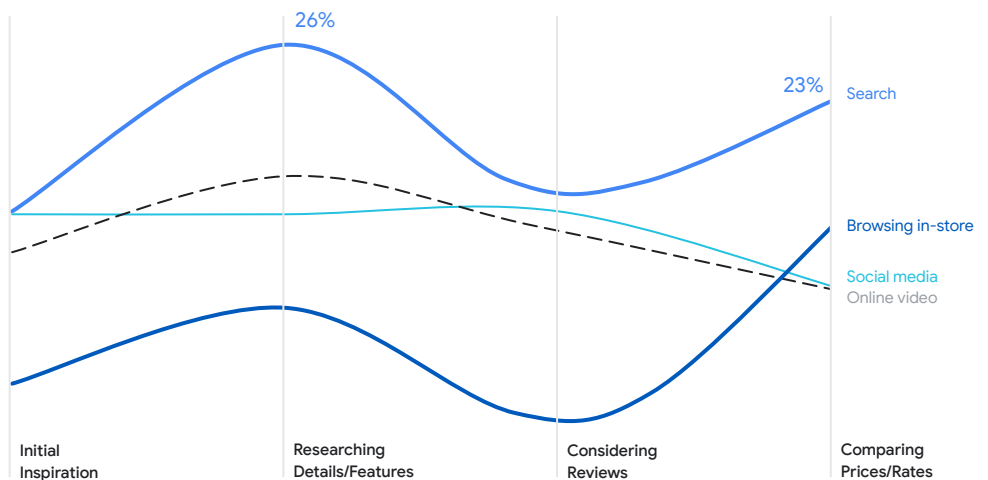
CPG

Search-engine usage peaks during the researching details/features phase, while video and social lead in the initial inspiration phase. Browsing in-store becomes important when comparing prices.



Non-CPG

Search-engine usage is dominant during all phases of the journey, particularly researching details/features and comparing prices.



Source:

CPG: Google/Kantar, The Journey Reshaped, AR, AU, BR, CA, CL, CO, FR, IN, JP, MX, NL, PE, KR, U.S., n=9,510, A18+, Sept. 2020–Dec. 2020.
 Non-CPG: Google/Kantar, The Journey Reshaped, AR, AU, BR, CA, CL, CO, FR, IN, JP, MX, NL, PE, KR, U.S., n=8,656, A18+, Sept. 2020–Dec. 2020.

Retail Purchase channel

PURCHASING ONLINE

The majority of people who made a purchase online had a positive experience overall, with key benefits being the convenience it offers as well as favorable pricing/deals.

Source:

CPG: Google/Kantar, The Journey Reshaped, AR, AU, BR, CA, CL, CO, FR, IN, JP, MX, NL, PE, KR, U.S., n=2,020, A18+, Sept. 2020–Dec. 2020.

Non-CPG: Google/Kantar, The Journey Reshaped, AR, AU, BR, CA, CL, CO, FR, IN, JP, MX, NL, PE, KR, U.S., n=4,374, A18+, Sept. 2020–Dec. 2020.

First-time **online** purchasers

(among online shoppers)

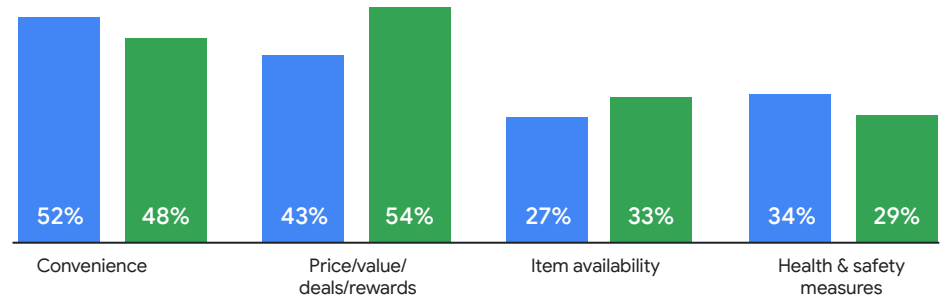
21% 30%

Online experience

(% excellent)

85% 85%

Reasons for purchasing **online**



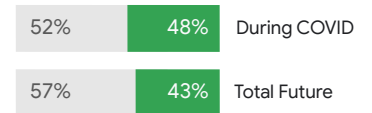
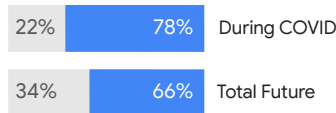
PURCHASING IN PERSON

While online shopping is on the rise, many people still intend to make purchases in-store — particularly in CPG. Key benefits include favorable pricing/deals, as well as a preference to see and feel products in person.

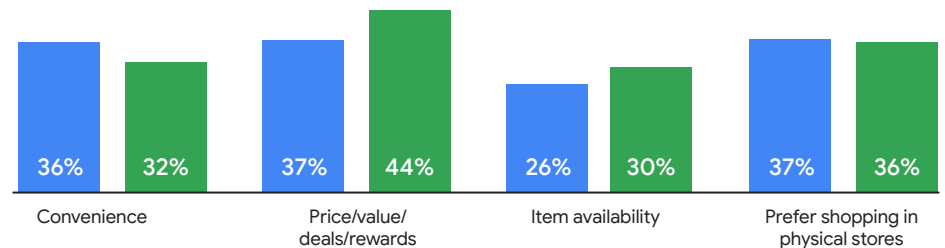
Purchase channel **used/likely to use**

Others

In person



Reasons for purchasing **in person**



Source: Google/Kantar, The Journey Reshaped, AR, AU, BR, CA, CL, CO, FR, IN, JP, MX, NL, PE, KR, U.S., A18+, Sept. 2020–Dec. 2020.

Channel used

CPG: During COVID-19 (past 1 month purchase): n=9,510; Total Future (next 1 month purchase): n=19,237

Non-CPG: During Covid (past 3 months purchase): n=8,656; Total Future (next 3 months purchase): n=17,307

Reason for purchasing in person
CPG: n=7,360; Non-CPG: n=4,150



PRICE/DEAL REASONS

Low prices
Great value for money
Good deals and discounts

PHYSICAL STORE REASONS

See/feel/touch product in person
Not comfortable buying online

While they may not be mainstream yet, payment and fulfillment methods that offer flexibility and convenience are rated highly.



*Buy online pickup in-store

Source: Google/Kantar, The Journey Reshaped, AR, AU, BR, CA, CL, CO, FR, IN, JP, MX, NL, PE, KR, U.S., A18+, Sept. 2020–Dec. 2020.

Usage
CPG: n=9,510; Non-CPG: n=8,656

Experience rating
CPG: credit: n=4,537; cash: n=3,785; contactless card: n=840; delivery: n=1,625; curbside pickup: n=223; BOPIS: n=217; Non-CPG: credit: n=4,844; cash: n=2,341; contactless card: n=391; delivery: n=3,644; curbside pickup: n=258; BOPIS: n=392.



CPG ONLINE VS. OFFLINE PAIN POINTS

More CPG consumers experienced issues shopping online than offline, with pain points related to product availability and delivery topping the list.

	23% Offline	39% Online
Experienced an issue		
Availability	9%	13%
Delivery	-	13%
Pricing Issues	6%	9%
Pandemic-related store issues	6%	-



NON-CPG ONLINE VS. OFFLINE PAIN POINTS

While the difference isn't as pronounced for non-CPG categories, shoppers still had issues online, experiencing the same primary pain points related to product availability and delivery.

	27% Offline	34% Online
Experienced an issue		
Availability	11%	10%
Delivery	-	13%
Pandemic-related store issues	7%	-
Pricing issues	6%	7%



CPG PREFERRED BRAND VS. NEW BRAND

The majority of consumers tend to stick with their preferred CPG brands based on favorable past experience, as well as good deals/price.

Type of brand purchased	57% Preferred brand	16% New brand
Past experience	62%	-
Price/value/deals/rewards	47%	39%
Ability to get it quickly	18%	16%
Try a different brand	-	19%



NON-CPG PREFERRED BRAND VS. NEW BRAND

Non-CPG shoppers appear more willing to experiment with new brands, swayed primarily by a good price or deal.

Type of brand purchased	35% Preferred brand	38% New brand
Past experience	58%	-
Price/value/deals/rewards	55%	60%
Ability to get it quickly	25%	22%
Reviews/recommendations	-	17%


Source:

CPG
 Brand purchased: Google/Kantar, The Journey Reshaped, AR, AU, BR, CA, CL, CO, FR, IN, JP, MX, NL, PE, KR, U.S., n=9,510, A18+, Sept. 2020–Dec. 2020.
 Preferred brand reasons: n=5,452.
 New brand reasons: n=1,556.
 Non-CPG
 Brand purchased: Google/Kantar, The Journey Reshaped, AR, AU, BR, CA, CL, CO, FR, IN, JP, MX, NL, PE, KR, U.S., n=8,656, A18+, Sept. 2020–Dec. 2020.
 Preferred brand reasons: n=2,946
 New brand reasons: n=3,507



According to our primary indicators of stickiness (see Slide 5), search, touchpoints that provide guidance/advice, and methods that blur the boundaries between online and offline are likely to be the stickiest.

HIGH LIKELIHOOD OF STICKING

Search engine 

Browsing in-store

Word of mouth

Customer reviews online

Comparison site

Brand or manufacturer website/app

Store/provider website/app 

Salesperson in-store

Expert/professional review

3D product view online 

Contactless card

Curbside pickup

Offline touchpoint

Touchpoints listed in order of size

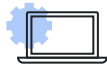


What to do next



Invest in omnichannel capabilities.

- For online shoppers, offer tools that can help replicate **in-store benefits**, including reviews and videos to replace or supplement the tactile experience.
- **Allow convenient and contactless payment options.** Offer people faster, more convenient ways to pay online in fewer clicks, and in-store where digital payments can reduce the need for physical contact.
- **Provide alternative fulfillment options.** Particularly for CPG, stores should communicate convenient capabilities for online ordering and fulfillment (such as curbside pickup and delivery), where shoppers can easily restock.



Maintain or increase Search presence. Ensure search strategy enables delivery of most relevant information to meet the consumer need as it is being expressed.



Address product availability issues. Optimize supply chain processes to ensure adequate stock or communicate alternatives.

2 Travel



Air

Domestic and international flights



Accommodation

Hotels and vacation homes



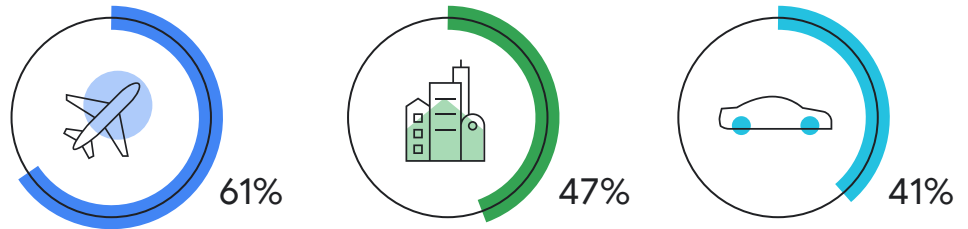
Non-air transport

Trains and car rentals

PENT-UP DEMAND

There appears to be pent-up demand — particularly for air travel. Many consumers have researched but not made bookings primarily due to pandemic-related concerns.

Researched but not booked



Reasons for not booking

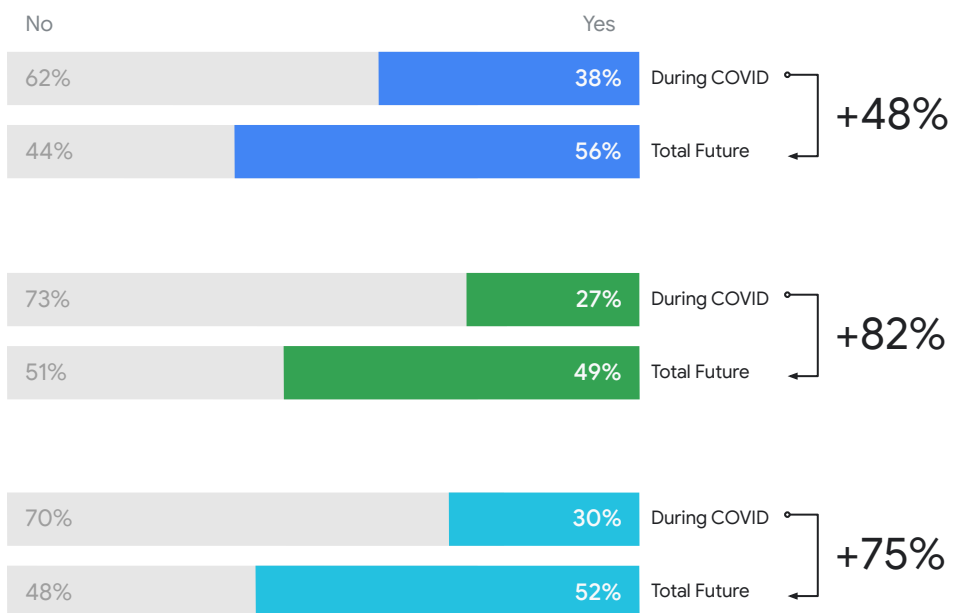


Source: Google/Kantar, The Journey Reshaped, AR, BR, CL, CO, ES, IT, MX, PE, UAE, U.S., A18+, Sept. 2020–Nov. 2020.
Researched but not booked
 Air: n=1,528; accommodation: n=1,933; ground: n=2,894.
Reasons for not booking
 Air: n=950; accommodation: n=920; ground: n=1,210.

DESIRE FOR PROTECTION

There is an increased desire for protection, with a notable increase in those who intend to purchase travel insurance in the future.

Purchased/intend to purchase travel insurance



Source:
 Air: Google/Kantar, The Journey Reshaped, AR, BR, CL, CO, ES, IT, MX, PE, UAE, U.S., During COVID-19: n=578; Total Future: n=3,167, A18+, Sept. 2020–Nov. 2020.
 Accommodation: Google/Kantar, The Journey Reshaped, AR, BR, CL, CO, ES, IT, MX, PE, UAE, U.S., During COVID-19: n=1,013; Total Future: n=4,121, A18+, Sept. 2020–Nov. 2020.
 Ground: Google/Kantar, The Journey Reshaped, AR, BR, CL, CO, ES, IT, MX, PE, UAE, U.S., During COVID-19: n=1,684; Total Future: n=5,513, A18+, Sept. 2020–Nov. 2020.

Seeing friends and family is a primary trigger for booking air/non-air transport now and in the future, whereas accommodation is driven more by the desire to get away and treat oneself.



	During COVID	Total Future	During COVID	Total Future	During COVID	Total Future
See family/friends	30%	42%	17%	25%	29%	40%
Treat self	13%	25%	24%	36%	15%	26%
Promotion/deal	19%	24%	19%	25%	13%	22%
Get away	-	23%	-	43%	-	28%

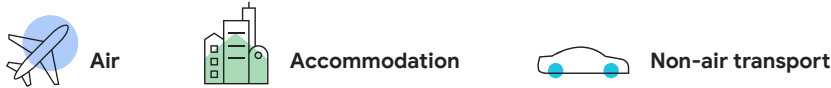
Source:

Air: Google/Kantar, The Journey Reshaped, AR, BR, CL, CO, ES, IT, MX, PE, UAE, U.S., During COVID-19: n=1,528; Total Future: n=1,056, A18+, Sept. 2020–Nov. 2020.

Accommodation: Google/Kantar, The Journey Reshaped, AR, BR, CL, CO, ES, IT, MX, PE, UAE, U.S., During COVID-19: n = 1,933; Total Future: n=1,051, A18+, Sept. 2020–Nov. 2020.

Ground: Google/Kantar, The Journey Reshaped, AR, BR, CL, CO, ES, IT, MX, PE, UAE, U.S., During COVID-19: n=2,894; Total Future: n=1,549, A18+, Sept. 2020–Nov. 2020.

Search is the most used and most useful touchpoint. While not as widely used, brand website/apps and touchpoints that provide assistance and guidance, like reviews and comparison sites, are highly useful.



Offline touchpoint

Source: Google/Kantar, The Journey Reshaped, AR, BR, CL, CO, ES, IT, MX, PE, UAE, U.S., A18+, Sept. 2020–Nov. 2020.

Usage
 Air: n=1,528; Accommodation: n=1,933; Ground: 2,894
 Usefulness

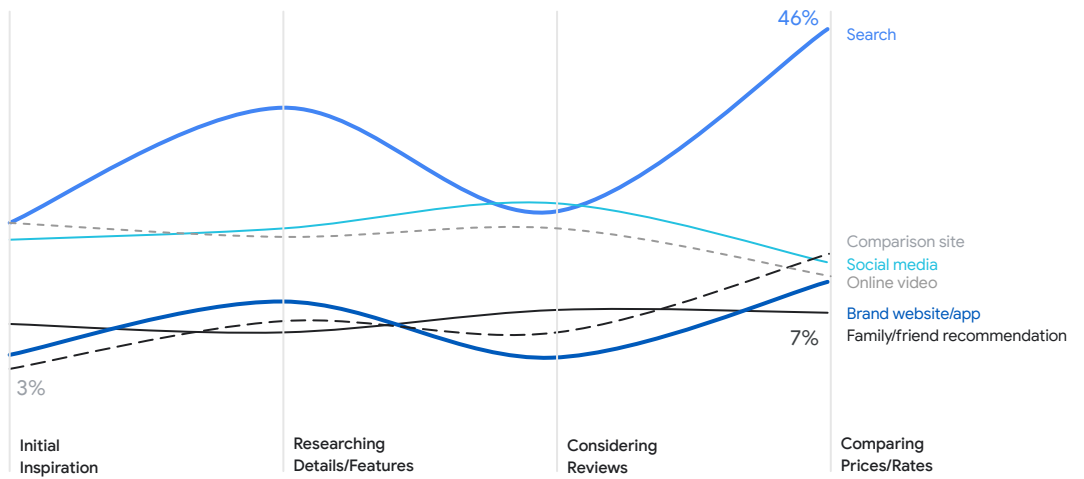
Air: search engine: n=1,283; online video: n=706; social media: n=725; word of mouth: n=400; comparison site: n=369; airline/service provider website: n=367; TV ad or feature: n=252; online customer reviews: n=220; Accommodation: search engine: n=1,565; online video: n=852; social media: n=1,042; word of mouth: n=654; comparison site: n=407; airline/service provider website: n=247; TV ad or feature: n=226; online customer reviews: n=569; Ground: search engine: n=2,354; online video: n=1,427; social media: n=1,594; word of mouth: n=945; comparison site: n=504; airline/service provider website: n=300; TV ad or feature: n=458; online customer reviews: n=561

Travel Touchpoint usage by journey phase



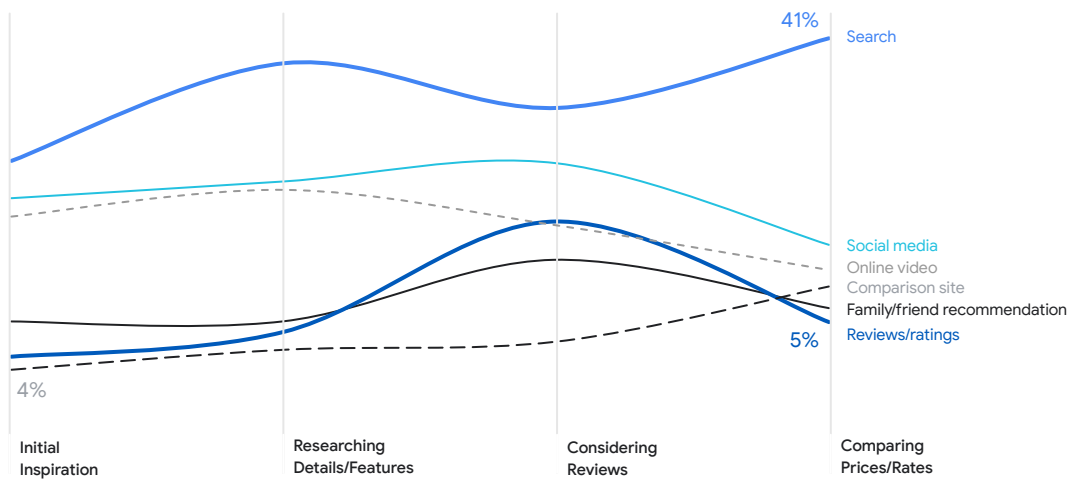
Air

The top touchpoint used across all phases of the air journey, Search peaks during the price-comparison phase. Video is most used for initial inspiration.



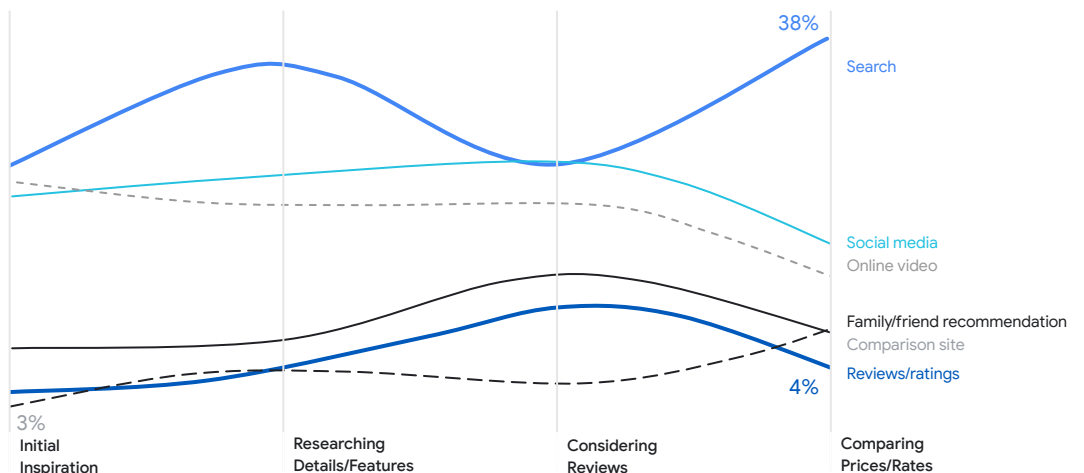
Accommodation

Compared to air, Search is more consistently used throughout the phases of the accommodation journey, with online customer reviews/ratings also playing a bigger role.



Ground transport

Again, Search is the most used touchpoint across the phases in the non-air transport journey, with social media and video playing secondary roles.



Source:

Air: Google/Kantar, The Journey Reshaped, AR, BR, CL, CO, ES, IT, MX, PE, UAE, U.S., n=1,528, A18+, Sept. 2020–Nov. 2020.
 Accommodation: Google/Kantar, The Journey Reshaped, AR, BR, CL, CO, ES, IT, MX, PE, UAE, U.S., n=1,933, A18+, Sept. 2020–Nov. 2020.
 Ground: Google/Kantar, The Journey Reshaped, AR, BR, CL, CO, ES, IT, MX, PE, UAE, U.S., n=2,894, A18+, Sept. 2020–Nov. 2020.

Travel Purchase channel and pain points

BOOKING TRAVEL ONLINE

Most people are used to completing their bookings online and have a positive experience doing so. As such, they intended to continue with this behavior in the future.

Source: Google/Kantar, The Journey Reshaped, AR, BR, CL, CO, IT, PE, UAE, U.S, A18+, Sept. 2020–Nov. 2020.

First time online purchasers & online experience: air: n=478; accommodation: n=744; ground: n=989.
Purchase channel used/likely to use: During COVID-19: air: n=578, accommodation: n=1,013, non-air: n=1,684; Future: air: n=3,167, accommodation: n=4,121, ground: n=5,513.

First time online purchasers

(among online shoppers)

12% 13% 28%

Online experience

(% excellent)

85% 85% 81%

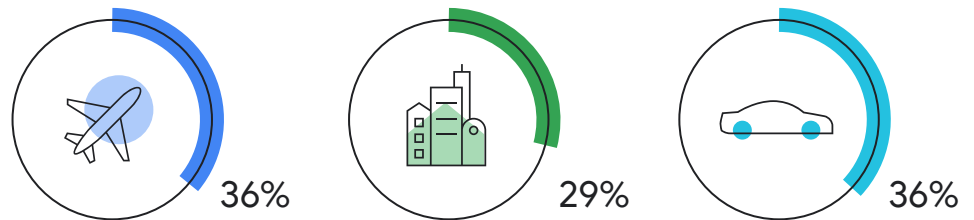
Booked/intend to book online



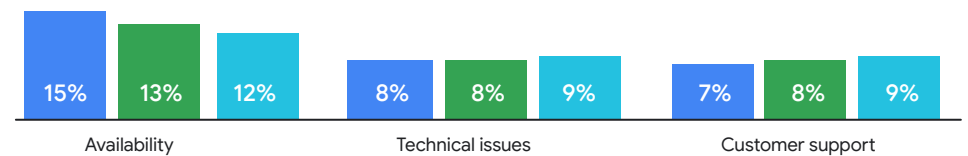
BOOKING PAIN POINTS

About a third of travelers experienced an issue while booking online, with the primary pain point having to do with availability.

Experienced an issue booking online



Pain points



AVAILABILITY ISSUES

The flight/hotel/ticket/rental I wanted wasn't available

CUSTOMER SUPPORT ISSUES

Couldn't get help when I needed it
Staff/customer support wasn't knowledgeable

Source: Google/Kantar, The Journey Reshaped, AR, BR, CL, CO, IT, PE, UAE, U.S, A18+, Sept. 2020–Nov. 2020. Air: n=478; accommodation: n=744; ground: n=989.



AIR PREFERRED BRAND VS. NEW BRAND

People tend to stick with their preferred carrier, with favorable airline pricing and rewards driving repeat purchases.

Type of brand purchased	40% Preferred brand	29% New brand
Price/value/deals/rewards	59%	58%
Past experience	53%	-
Convenient payment options	-	24%
Reviews/recommendations	-	19%
Hygiene practices and standards	28%	-



ACCOMMODATION PREFERRED BRAND VS. NEW BRAND

When it comes to places to stay, more people are willing to try a new brand, primarily because of a good price/deal.

Type of brand purchased	31% Preferred brand	41% New brand
Price/value/deals/rewards	60%	54%
Convenient payment options	-	32%
Reviews/recommendations	36%	31%
Past experience	60%	-

Source: Google/Kantar, The Journey Reshaped, AR, BR, CL, CO, IT, PE, UAE, U.S., A18+, Sept. 2020–Nov. 2020.

Air: Type of brand purchased: n=1,528; reasons for purchasing preferred brand: n=609; reasons for purchasing new brand n=433.

Accommodation: Type of brand purchased: n=1933; reasons for purchasing preferred brand: n=610; reasons for purchasing new brand: n=813.



GROUND TRANSPORT PREFERRED BRAND VS. NEW BRAND

Similar to accommodation, more brand switching occurs in non-air transport. Again, price/deals are a primary driver.

Type of brand purchased	30% Preferred brand	40% New brand
Price/value/deals/rewards	46%	39%
Convenient payment options	-	23%
Reviews/recommendations	-	23%
Past experience	52%	-
Ability to get it quickly	29%	-



According to our primary indicators of stickiness (see Slide 5), Search, a brand's website, and touchpoints that fulfill consumers' need for advice and assistance are likely to be the stickiest.

HIGH LIKELIHOOD OF STICKING

Search engine

Word of mouth

Comparison site



Airline or service provider website

Customer reviews online  

Travel agent/booking website

Expert professional review

Customer service via phone

Virtual reality experience  

Offline touchpoint

Touchpoints listed in order of size



What to do next



Stimulate demand.

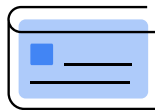
- **Promote clear and flexible travel insurance options and policies.** As more travelers are seeking out this protection, there may be a greater expectation of transparency in the category.
- **Appeal to the top emotional triggers.** Focus on fulfilling people's desire to get away for a treat as we emerge from a long and difficult pandemic, as well as the need to visit loved ones.
- **Lower barriers to purchase by offering great value.** People have always sought out deals and discounts, but that need is likely now even greater given the pandemic's impact on personal finances.



Adapt to the evolving consumer journey.

- **Maintain/increase presence on Search (particularly for non-air travel).** Ensure search strategy enables delivery of most relevant information to meet the consumer need as it is being expressed.
- **A brand's owned site/app is a key asset that should be leveraged.** Ensure content and UX are optimized to enable easy navigation and to address specific pain points like product availability, clunky check-out experiences, and access to post-purchase support.
- **Continue to leverage social media.** While usage is not as high as some of the other touchpoints, airlines in particular should continue to use it as a channel to gather consumer feedback and to provide support.
- **Explore ways to surface and highlight relevant ratings and reviews (particularly for non-air travel).** Provide opportunity for people to provide reviews in-person and online, as prospective travelers find them helpful in aiding their purchase decisions.

3 Finance



Personal Banking

Checking, Savings, Investment/
Retirement, Loans/Home Mortgages



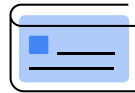
Credit Cards



Insurance

Auto, Life, Home/Renters

In addition to being swayed by deals, consumers will continue to open accounts and purchase policies to relieve their financial burden and improve their overall financial health.

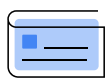


	During COVID	Total Future	During COVID	Total Future	During COVID	Total Future
Promotion/deal	10%	19%	20%	25%	14%	16%
Newer/better offerings	11%	21%	13%	24%	10%	11%
Relieve financial burden	11%	25%	17%	30%	8%	17%
Build/improve my credit	13%	25%	19%	25%	-	-
Protect self/family, regardless of the pandemic	-	-	-	-	-	48%
Improve financial situation	36%	56%	21%	29%	19%	19%

Source:

Banking: Google/Kantar, The Journey Reshaped, AR, BR, CL, CO, PE, U.S., During COVID-19: n=2,351; Total Future: n=1,559, A18+, Sept. 2020–Nov. 2020.
 Credit Cards: Google/Kantar, The Journey Reshaped, AR, BR, CL, CO, PE, U.S., During COVID-19: n=2,329; Total Future: n=1,583, A18+, Sept. 2020–Nov. 2020.
 Insurance: Google/Kantar, The Journey Reshaped, AR, BR, CL, CO, PE, U.S., During COVID-19: n=2,320; Total Future: n=1,665, A18+, Sept. 2020–Nov. 2020.

Search engines are the most used and most useful touchpoint. While not as widely used, brand website/app and touchpoints that provide assistance and guidance are highly useful.



Personal banking



Credit cards



Insurance



Source: Google/Kantar, The Journey Reshaped, AR, BR, CL, CO, MX, PE, U.S., A18+, Sept. 2020–Nov 2020.

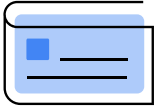
Usage

Banking: n=2,351; Credit cards: n=2,329; Insurance: n=2,320.

Usefulness

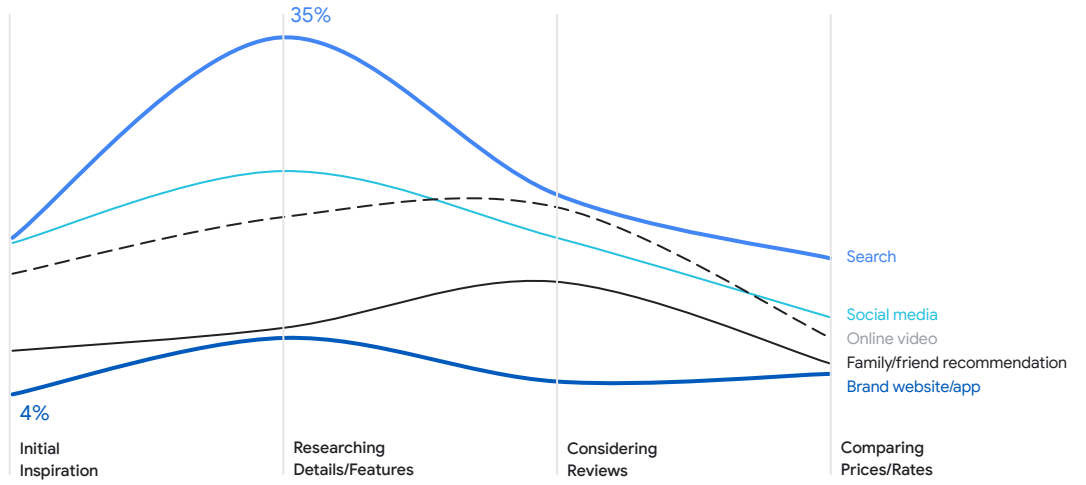
Banking: Search engine: n=1,472; online video: n=963; social media: n=946; word of mouth: n=706; online ad: n=334; TV ad/feature: n=427; customer reviews online n=313; financial institution/insurer website/app: n=359; email: n=274; customer service via phone: n=249; expert/professional review online: n=251; Credit cards: Search engine: n=1,597; online video: n=1,155; social media: n=1,186; word of mouth: n=657; online ad: n=463; TV ad/feature: n=484; customer reviews online n=382; financial institution/insurer website/app: n=375; email: n=422; customer service via phone: n=311; expert/professional review online: n=274; Insurance: Search engine: n=1,312; online video: n=747; social media: n=867; word of mouth: n=622; online ad: n=276; TV ad/feature: n=320; customer reviews online n=312; financial institution/insurer website/app: n=352; email: n=308; customer service via phone: n=354; expert/professional review online: n=286.

Finance Touchpoint usage by journey phase



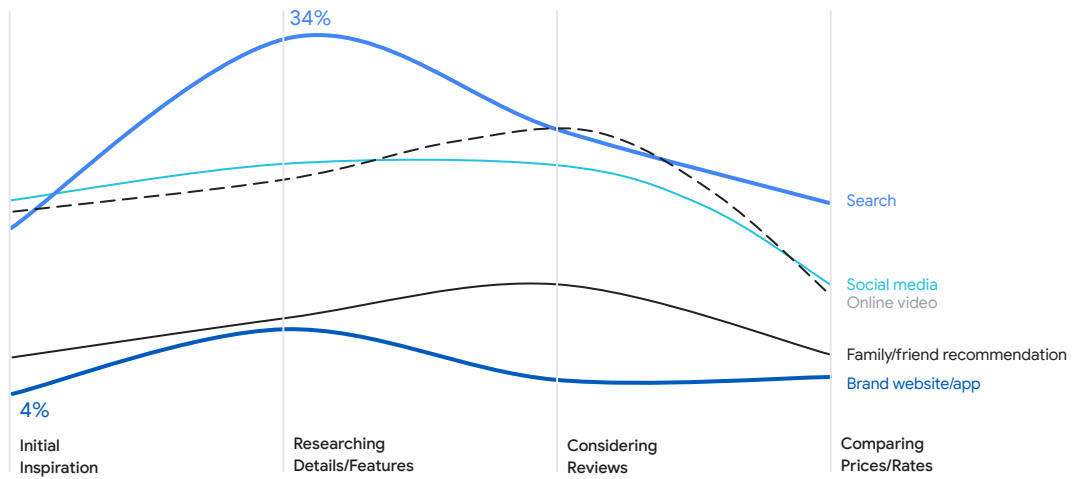
Personal banking

The top touchpoint used across all phases of the banking journey, Search peaks during the researching details/features phase. Online video is most used when considering reviews.



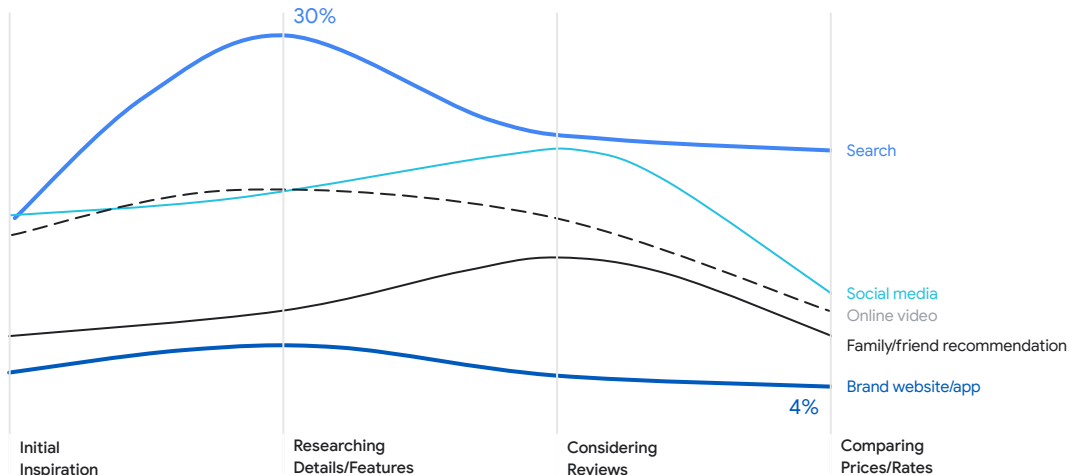
Credit cards

Touchpoint usage is largely similar across the credit card journey to that of banking, with Search leading the way.



Insurance

Again, Search is the most used touchpoint across the insurance journey phases. Social media appears to play a larger role in the journey, particularly when it comes to considering reviews.



Source:

Banking: Google/Kantar, The Journey Reshaped, AR, BR, CL, CO, PE, U.S., n=2,351, A18+, Sept. 2020–Nov. 2020.
 Credit cards: Google/Kantar, The Journey Reshaped, AR, BR, CL, CO, PE, U.S., n=2,329, A18+, Sept. 2020–Nov. 2020.
 Insurance: Google/Kantar, The Journey Reshaped, AR, BR, CL, CO, PE, U.S., n=2,320, A18+, Sept. 2020–Nov. 2020.

ONLINE TRANSACTIONS

Many people completed transactions online for the first time during the pandemic, with the majority of online users rating their experience as excellent. Looking ahead, online transactions will continue to increase.

Source: Google / Kantar, The Journey Reshaped, AR, BR, CL, CO, PE, U.S., A18+, Sept-Nov 2020.
 First time online purchasers & online experience
 Banking: n = 1,204, Credit cards: n = 1,166, Insurance: n = 1,005
 Purchase channel used/likely to use
 During Covid: Banking: n=2,351, Credit cards: n=2,329, Insurance: n=2,320, Future: Banking: n=4,441, Credit cards: n=4,402, Insurance: n=4,427

First-time online account openers

(among online shoppers)

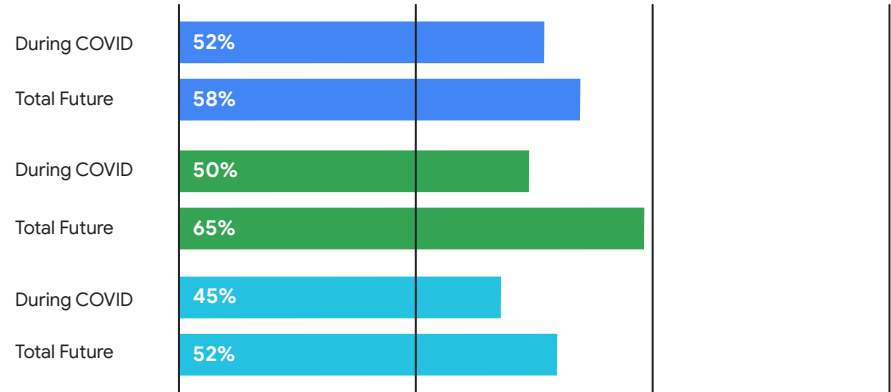


Online experience

(% excellent)



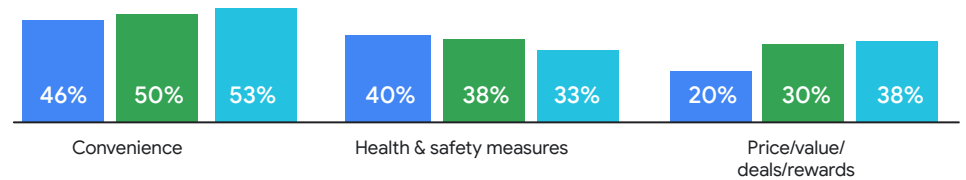
Purchased/likely to purchase online



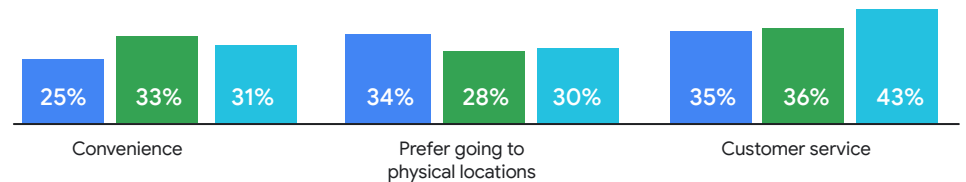
TOP DRIVERS

Primary benefits of transacting online include convenience, as well as health and safety considerations. For those completing transactions offline, top drivers are customer service and an overall preference for live interactions.

Online



In-person

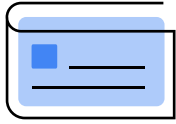


CONVENIENCE DRIVERS

- Easy to complete an application/sign-up
- Easy to explore new accounts/offerings/features
- Easy to find a specific account/offering/feature

PHYSICAL LOCATION DRIVERS

- Get information or advice from staff in person
- Don't trust giving my personal/financial information online



PERSONAL BANKING ONLINE VS. OFFLINE PAIN POINTS

In banking, while more consumers experienced an issue when transacting offline, customer support is a primary pain point regardless of channel.

	39% Offline	32% Online
Experienced an issue		
Customer support	14%	10%
Pandemic-related office issues	12%	-
Technical issues	-	11%
Lack of information	8%	8%



CREDIT CARDS ONLINE VS. OFFLINE PAIN POINTS

Even more people experienced an issue when signing up for credit cards offline; customer support remains a primary pain point regardless of channel.

	47% Offline	34% Online
Experienced an issue		
Customer support	14%	10%
Pandemic-related office issues	12%	-
Technical issues	-	11%
Lack of information	-	8%
Payment issues	12%	-

Source: Google/Kantar, The Journey Reshaped, AR, BR, CL, CO, IT, PE, U.S., A18+, Sept. 2020–Nov. 2020.

Banking: Online: n=1,204; offline: n=996
Credit cards: Online: n=1,166; offline: n=893



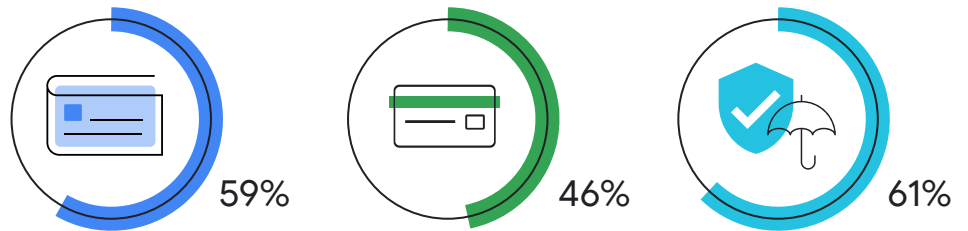
INSURANCE ONLINE VS. OFFLINE PAIN POINTS

In insurance, the difference between online and offline pain points isn't as stark. Compared to the categories, fewer people experienced issues related to customer support, with pandemic-related office issues being a top pain point.

Experienced an issue	35% Offline	28% Online
Customer support	7%	6%
Pandemic-related office issues	13%	-
Technical issues	-	7%
Lack of information	-	7%
Pricing issues	8%	-

Opened/purchased at a new financial institution

Barriers to switching brands are low, particularly in banking and insurance. Key drivers for choosing a new financial institution include great deals/discounts, along with the ability to quickly get what is needed.



Reasons for choosing a new financial institution

	Personal banking	Credit Cards	Insurance
Price/value/deals/rewards	25%	33%	48%
Ability to get it quickly	36%	33%	21%
Convenient payment options	-	30%	28%
Trust in their data protection	25%	-	-

Source: Google/Kantar, The Journey Reshaped, AR, BR, CL, CO, PE, U.S., A18+, Sept. 2020-Nov. 2020.

Banking: Type of financial institution chosen: n=2,351; reasons for choosing new financial institution: n=1,404.

Credit cards: Type of financial institution chosen n=2,329; reasons for choosing new financial institution: n=1,104.

Insurance: Type of financial institution chosen n=2,320; reasons for choosing new financial institution: n=1,415.



According to our primary indicators of stickiness (see Slide 5), Search, a brand's website, and touchpoints that fulfill consumers' need for advice and assistance are likely to be the stickiest.

HIGH LIKELIHOOD OF STICKING

Search engine

Word of mouth

Customer reviews online

Financial institution/insurer website/app

Customer service via phone

Expert/professional review

Agent recommendation

Visit to retail location

Offline touchpoint

Touchpoints listed in order of size



What to do next



Lower transaction barriers by offering great value. People have always sought out deals and rewards, but that need is likely now even greater given the pandemic's impact on personal finances.



Invest in omnichannel capabilities. While many people are embracing a more digital experience, some still seek the expertise and advice of a live representative. Provide benefits of both an online and in-person experience, especially for more complicated products in banking and insurance.



Maintain/increase presence on search. Ensure search strategy enables delivery of most relevant information to meet the consumer need as it is being expressed.



A brand's owned site/app is a key asset that should be leveraged. Ensure both content and UX is optimized to enable easy navigation, as well as to address specific pain points like data protection, pricing, account availability, and access to post-purchase support.



Explore ways to surface and highlight relevant ratings and reviews (particularly for banking and insurance). Prospective users find reviews very helpful in aiding their purchase decisions.

Appendix

Approach

Methodology

15-minute online survey with each market in local language

Fieldwork

Q4 2020

Sample

Representative population 18+ years old who either made a purchase/signed up for a service, or intend to do so in the included categories

Scope

	Retail	Travel	Finance
Look back/ look forward windows	Made a purchase or intend to make a purchase CPG: 1 month Non-CPG: 3 months	Made booking or researched in past 6 months; intend to make a booking in next 12 months	Each respondent assessed their most recent or next planned purchase/ transaction within a 6-month period.
Market coverage	AR, AU, BR, CA, CL, CO, FR, IN, JP, MX, NL, PE, KR, U.S.	AR, BR, CL, CO, ES, IT, MX, PE, UAE, U.S.	AR, BR, CL, CO, MX, PE, U.S.