Shopper trends to prioritize

Guide to Winning the 2022 Mega Sale Season:


According to Google Trends, shoppers across APAC have interacted with words containing “official,” “authentic” and “real”. Search interest in terms containing “official” has increased by more than 125% in Vietnam (chính thức), 70% in Thailand (จริง), and 15% in Singapore (authentic) over the same period in 2020. This shows that consumers are increasingly interested in products and sellers perceived as genuine and trustworthy.

One piece of information important to APAC shoppers is the authenticity of products and sellers. In Southeast Asia, search interest for “authentic” has increased by 125% in Vietnam (chính thức), 70% in Thailand (จริง), and 15% in Singapore (authentic) over the same period in 2020. This shows that consumers are increasingly interested in products and sellers perceived as genuine and trustworthy.

A frictionless start: Be easily ready to win shoppers over this mega sale season by providing them with all the information before making a purchase. This includes making sure your website or app loads quickly and has clear product descriptions and high-resolution product images to help customers find what they need effortlessly.

Another important way to provide a great shopping experience is to list your items, at no charge, on product results across Google Search, Shopping, and Google Express. This helps consumers find your products quickly and makes the shopping process easier.

A smooth web-to-app transition is also an important part of the e-commerce customer experience because it enables customers to go from an ad to the relevant app page directly and complete their checkouts by 126%.

Delivering a great shopping experience doesn’t just leave customers feeling good; it’s a powerful way to influence their purchase decisions and directly impacts bottom lines. For example, studies have shown that when customers have a positive experience, they are more likely to return and recommend your brand to others.

Above all, it’s important to remember that the online shopping experience must first understand the shoppers on their various platforms, including how they interact with your brand, website or app. Using this information help consumers find what they need faster and make decisions based on it.

Sources

CampaignAsia, How to up your personalization game during shopping festivals, Jan. 28, 2021.

For more information, visit google.com/about/business solucións/ecommerce.

Deliver relevant experiences: Unlock opportunities with first-party data

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