



UPS Pulse of the Online Shopper™

Asia Pacific Study 2019





FOREWORD

By Sylvie Van den Kerkhof, Vice President Marketing, UPS Asia Pacific



The speed at which the global e-commerce industry has grown over the past few years is remarkable. As recently as 2014, the worldwide online shopping sector was valued at around US\$1.3 trillion; by 2021, that number is expected to top US\$4.5 trillion.

With over 50% of global online retail sales taking place in the region, Asia Pacific is the heartbeat of the e-commerce revolution. This presents huge opportunities for retailers, but as the popularity of shopping online soars, customer demands are becoming more refined, expectations are evolving, and businesses need to be agile and adapt quickly in order to stay relevant. This is without doubt easier said than done, which is exactly why UPS carries out this research to ensure that online retailers around the world can keep track of how customer habits are changing so they can stay ahead of the curve.

For every version of this study, we aim to focus on a diverse set of markets from each region, and the 2019 Asia Pacific edition narrows in on the purchasing behaviour of consumers in Australia, China, Hong Kong and South Korea. We're also excited – for the first time in the study's seven-year history – to include a section on the business purchaser. At UPS, we see on a daily basis how rapidly the B2B e-commerce sector is rising, and again there is huge potential for companies if they can expand in the way customers want.

The release of the UPS Pulse of the Online Shopper study is always a fun time of year for us at UPS; there are always new and interesting insights and this year's study is no different.

I hope the insights revealed will prove valuable, whether you're looking to expand your business or strengthen your position in the global marketplace.



Introduction

This year's study revealed three overarching factors that impact consumer and business purchasing behaviour and decisions:



01

Visibility

With so many e-commerce options across the internet, customer experience is key, and one thing customers seek across the entire path-to-purchase is visibility. This includes easy-to-see product details, prices, fees, shipping costs, delivery times, free shipping qualifications, international sourcing, and a clear returns policy – and they want to see it all up front or the result may be an abandoned cart.

02

Incentives

Shoppers are not necessarily only driven by a desire to purchase a specific product – there are countless ways in which various incentives, loyalty programs and reliable customer service can tip the scale toward a purchase. These purchase drivers are examined to increase understanding of buyer motivation.

03

Customisation

Consumers want control. With the stresses and packed schedules of modern life, the last thing they want to do is deal with additional complications – which is why more shoppers are now putting the onus on retailers to make online shopping and package delivery fit into their lives. This bears out at several points in the e-commerce customer journey in this report.

Visibility

The rise of e-commerce comes on the back of the information age, where almost anything can be found online. Buyers are empowered to seek out knowledge and make decisions like never before, and they hold businesses to high standards in this regard. Increasingly, buyers expect to have visibility and transparency across the entire purchase cycle.

Consumers research a variety of information prior to purchase

Research is an integral part of the shopping cycle, and the quality of a retailer's online presence can be the difference between a purchase and a pass. In order to connect with potential customers, it's important to understand what information they look for when they do their initial research.

In Asia Pacific, shoppers research a variety of factors such as product pricing, details, delivery costs and availability of promotions, in order to make an informed decision. For nearly all markets price is the most researched factor, but interestingly, Chinese shoppers research product details more often than price. South Korea appears to be the most price-conscious market, with a relatively high percentage of shoppers researching price as well as availability of discounts.

What are Asia Pacific shoppers researching online before they buy?

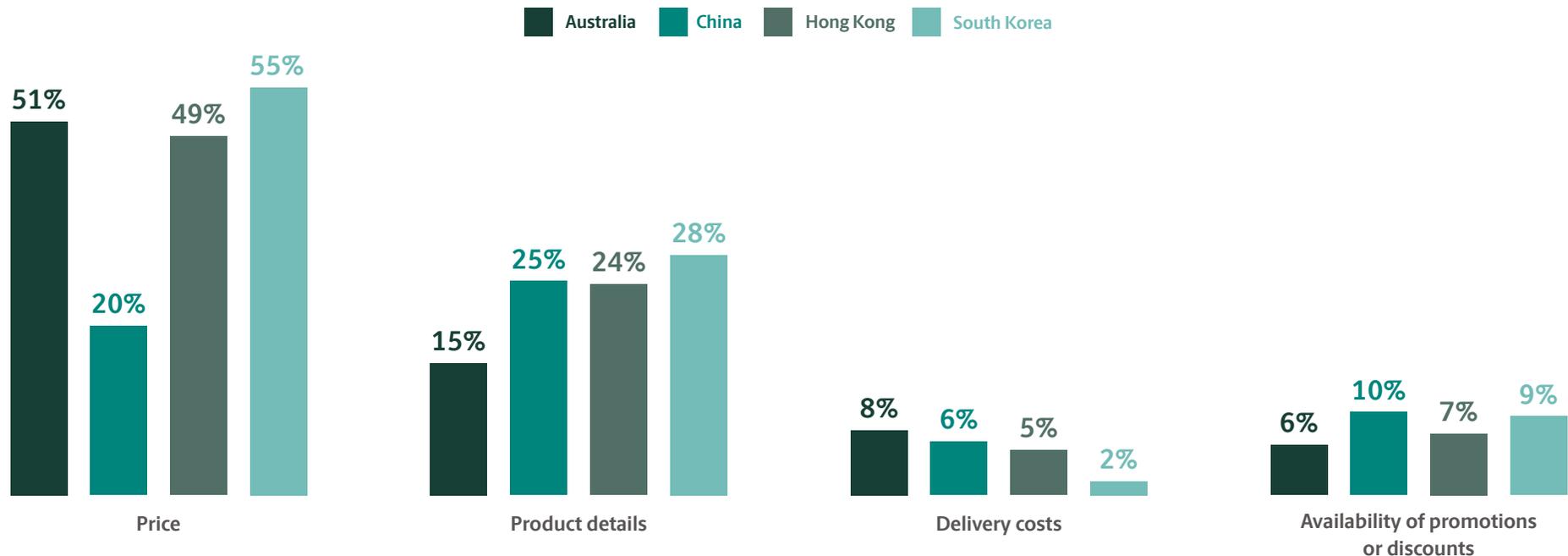


Figure 1: In general, which of the following factors are most important for you to research, before buying an item online?

In Asia Pacific, most product searches start with a search engine

An integral part of connecting with customers is knowing where they're looking for information about the products they need, and ensuring that the business is well represented there. Across the markets in Asia Pacific, an average of 48% of respondents research items they intend to buy through a search engine.

Interestingly, search engines have the least traction in China (22%). Aside from using search engines, shoppers here rely more heavily on alternative platforms like price comparison sites (37%) and consumer review websites (33%), compared to shoppers globally. South Korea has the highest use of price comparison websites globally (64%), further supporting the argument that this market is more motivated by price.

In comparison, the global results indicate that 29% of shoppers around the world use price comparison websites, and 26% of shoppers globally use consumer review websites. Even though only 23% of consumers across Asia Pacific list marketplaces as a top research tool for making online purchases (compared to 49% globally), the research also shows that marketplaces are getting a lot of traction when it comes to making end purchases, with 93% of shoppers in the region indicating that they've completed a transaction on a marketplace within three months of the study. This would seem to indicate that while the majority of shoppers are making purchases from marketplaces, they're not necessarily relying on the marketplaces themselves for information about what they're buying.

Furthermore, though Amazon is typically the dominant marketplace for purchasing elsewhere in the world, in Asia Pacific local platforms in each country tend to have the upper hand, such as Taobao in China, or 11STREET in South Korea.

Popular Research Tools in Asia Pacific

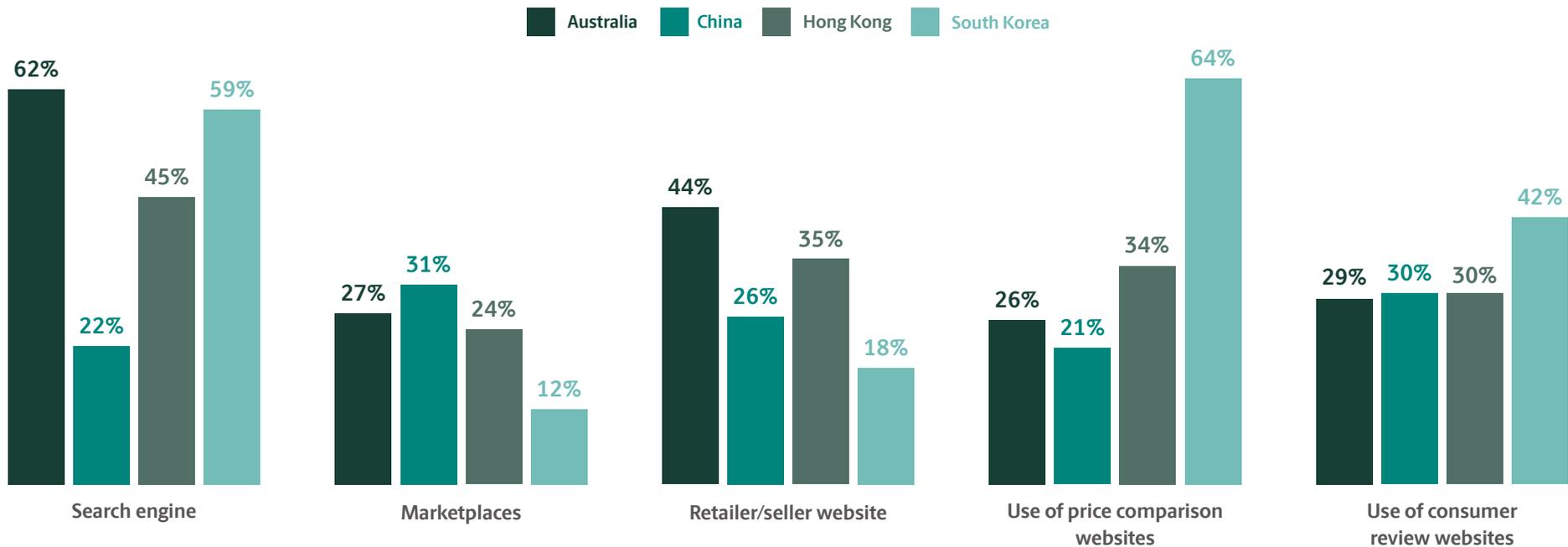


Figure 2: In general, where do you normally research items that you intend to buy?

Consumers want to know if they are purchasing from an international seller

75% of online shoppers surveyed had purchased products from an overseas retailer in the three months leading up to the study, yet 65% had also decided not to pursue a purchase if they didn't realise at first that the seller was based abroad.

This is particularly prevalent in China, where 85% of consumers have purchased internationally, though 77% of Chinese shoppers are also more likely to drop a purchase if they didn't realise it was from a seller overseas.

This suggests that shopping is highly situational for Chinese consumers, and that they are more likely to need full visibility over the purchase journey and where the package is coming from to make a successful international purchase. Those shopping internationally do so accounting for factors like extended delivery times, whereas these parameters may contrast with consumer needs when they believe they are making domestic purchases, such as expedited delivery.

In contrast, shoppers in Australia and Hong Kong are the least likely to abandon a cart when they find out the merchant is located outside their market. One of the reasons for this could be Hong Kong's status as a free trade zone and Australia's relatively high threshold for tariff-free imports compared to the rest of the region.

Percentage of online purchases made internationally within three months of the study



Figure 3: Out of all the online purchases you have made in the last three months, how many of them were delivered to you from a retailer not based in your country?

Cancelled international purchase because retailer was based overseas

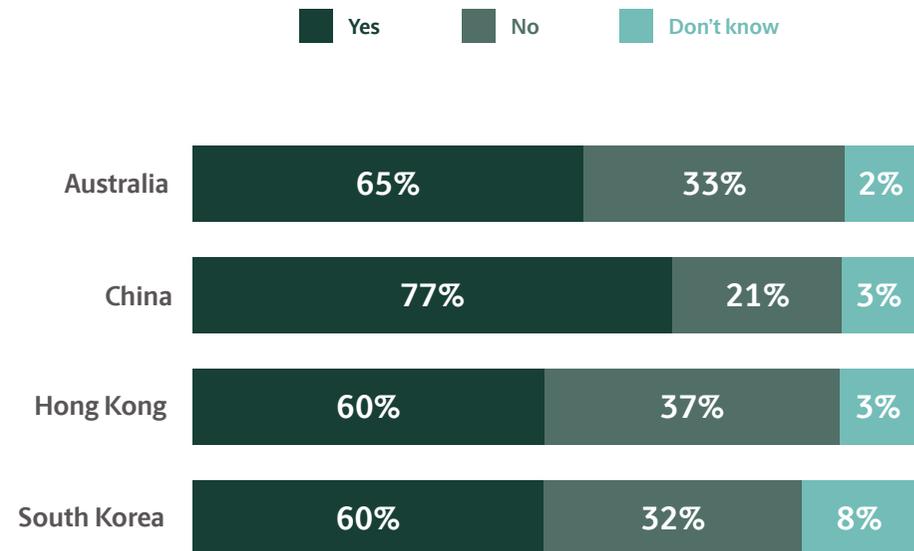


Figure 4: Have you ever decided to not make a purchase online because the retailer was not based in your country?

Retailers with a clear returns policy can expect a high return on investment

Consumers in Asia Pacific are the least likely worldwide to say they're satisfied with the returns process, with nearly one fifth indicating that they are dissatisfied. The retailer's returns policy is more important than some might think, with 69% of Asia Pacific shoppers agreeing that the returns experience impacts their overall perception of the business.

The study reveals that 42% of consumers in Asia Pacific look up a retailer's returns policy before even making a purchase, indicating that it's an opportunity for the business to win over customers and ease the doubts of any potential buyers.

In fact, for 36% of consumers in the Asia Pacific region, dissatisfaction with the returns experience stems from finding the returns policy unclear or restrictive, or simply not being able to find it at all. Retailers should therefore ensure that their returns policy is easily accessible and clearly outlines the returns procedure.

Among the markets, Australia is the most vigilant about checking the returns policy before purchase at 53%, whereas South Korea is the least likely not just in the region, but globally, to look for it before completing a purchase, at only 23%.



When do Asia Pacific shoppers look for the returns policy?

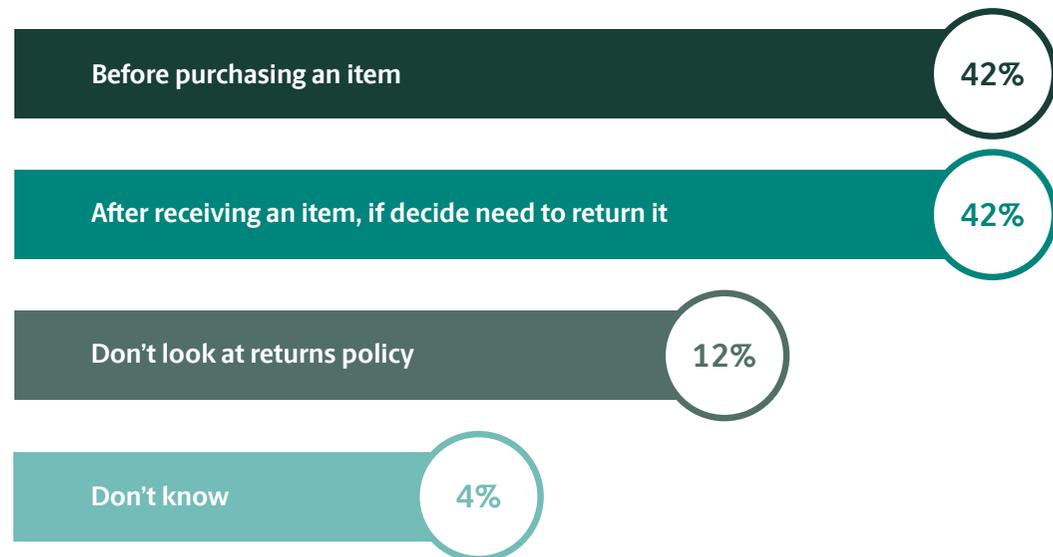


Figure 5: When do you look for a retailer's returns policy?

Visibility: Business

While buyers need to purchase goods for a range of purposes, suppliers must first meet vetting requirements

Globally, the research reveals that B2B buyers are most focused on sourcing for products that meet the day-to-day needs of their business, such as general office supplies, electronics, and cleaning products. Interestingly, businesses in Asia Pacific are more likely than other regions to shop online for products other than those which meet the day-to-day needs of their business, with 37% of Asia Pacific buyers doing so compared to the global average of 31%.

When asked if they purchased mostly goods for everyday use in their business, or other goods such as for resale or components for manufacturing, 50% of Asia Pacific buyers responded that they only purchase goods for the everyday needs of their business.

A certain amount of due diligence is required from B2B buyers before they commit to a transaction, and the research phase of their purchase cycle is vital, especially when doing business with buyers based overseas. The research reveals that buyers take a variety of steps to find the information they need in vetting international suppliers – from using a search engine to find out more about the company, to engaging an in-house procurement team to conduct checks on suppliers.

In Asia Pacific, buyers are more likely than the global average to use a third-party marketplace, such as Alibaba. Buyers in this region are also more likely to take out insurance on their first order with a supplier as a precaution. Suppliers should consider whether the right information about their company is readily available online so as to meet vetting requirements.

Key vetting processes for suppliers based internationally

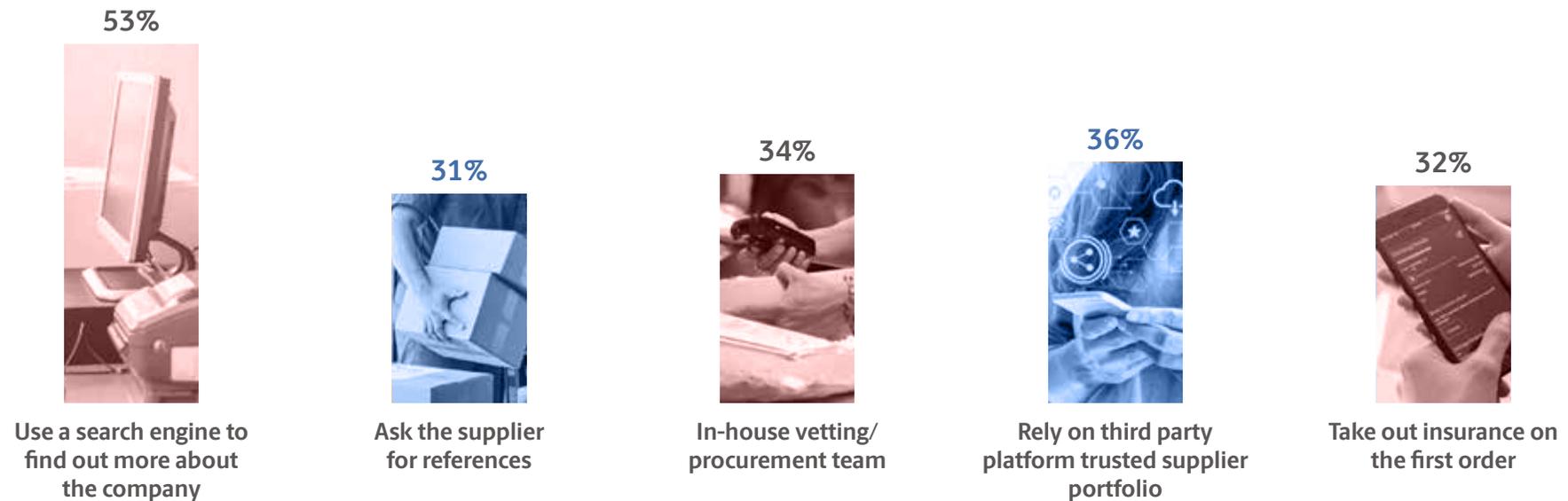


Figure 6: When thinking about vetting international suppliers, which of the following vetting processes do you use?

B2B buyers want to be fully informed

Once a new supplier has passed the vetting process, there are still several key pieces of information that buyers want in order to make an informed purchasing decision. For example, 94% of business purchasers in Asia Pacific want to know the fully-landed cost of a purchase up front, meaning the final cost after factoring in all duties and taxes. This is most apparent in Australia, where 98% of buyers deem knowing the fully-landed cost important.

Similar to consumers, many business purchasers will also check a supplier's returns policy even if they already have a contract in place with the supplier. Hong Kong buyers are the most likely to check the returns policy prior to purchase or signing a contract (78%), whereas Chinese buyers are the least likely (65%) – in fact, they are the least likely to check the returns policy at any point.

When do business purchasers look for the returns policy?

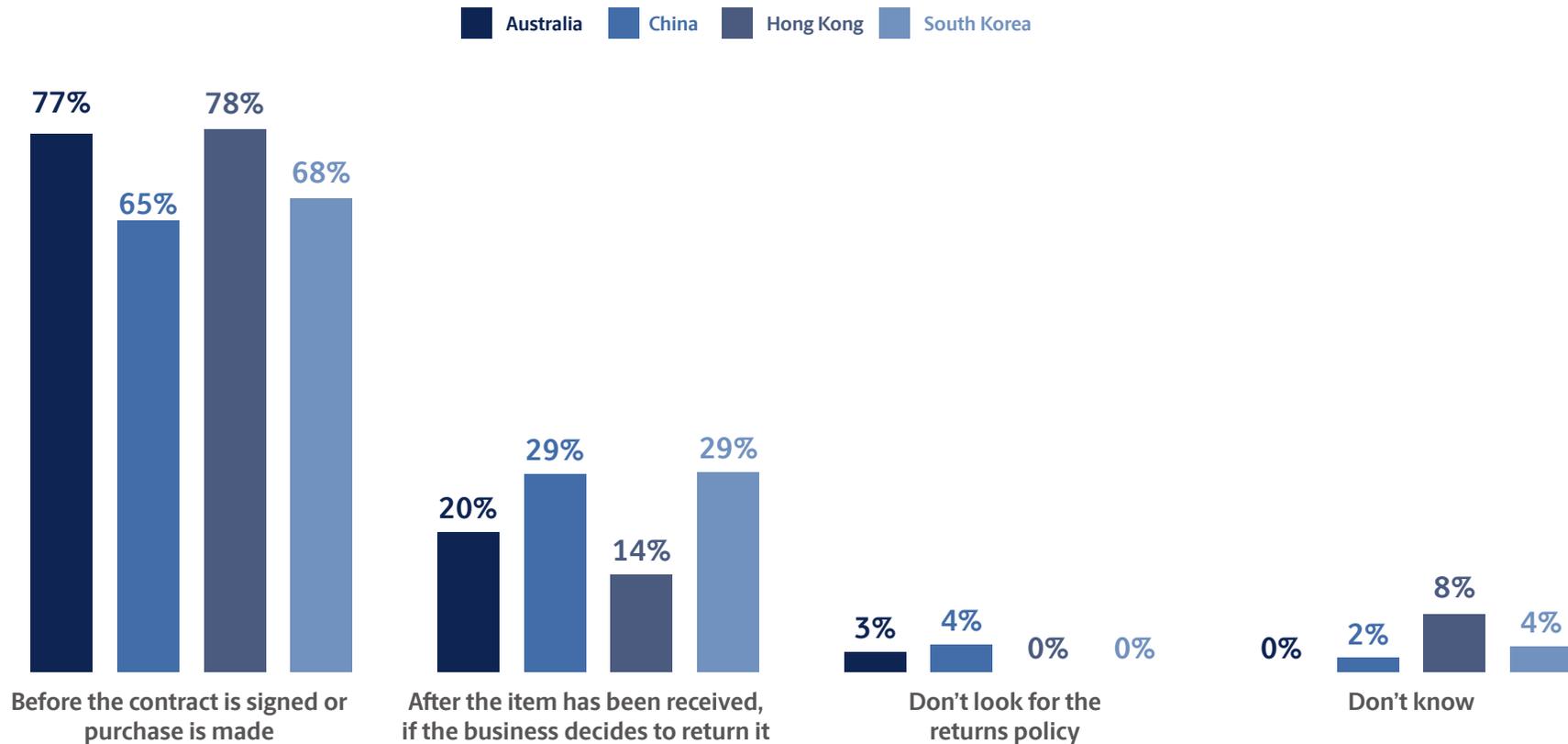


Figure 7: For the suppliers where your business has a contract in place, when does your business typically look for the supplier's returns policy?

Incentives

Buyers are facing a world of choices, and have the luxury to compare and contrast retailer offerings to their hearts' content – so sellers are continually evolving their business models to gain a competitive edge. Buyer motivation to choose one product or seller over another can be driven by a variety of factors, such as cost saving, loyalty programs and reliable customer service.

Price (usually) matters most

Though price is important for 74% of consumers in Asia Pacific, it's not quite as much of a focus as it is in other regions, with 81% of shoppers in both the Americas and Europe choosing price as the most sought after product information. That said, it is still the most commonly researched piece of product information in Asia Pacific. In terms of why buyers choose to make purchases online as opposed to in-store, the key differentiator for respondents in Asia Pacific across all categories researched was also the perception of a better price online. Convenience is another incentive which is high on shoppers' lists of considerations across product categories. Online shopping can be seen as a more convenient option where consumers need to expend less effort on acquiring their chosen products, and the ease of the e-commerce experience is often appealing in itself.

Conversely, while consumers driven by factors such as pricing may be less particular about the online shopping process, those motivated by convenience can potentially be discouraged from buying online if aspects of the shopping experience are perceived to be inconvenient, such as a non-user friendly website. Interestingly, shoppers who purchase heavy goods online are less likely to cite convenience as the reason for doing so, compared to other product categories. Furthermore, consumers in Asia Pacific are more likely to perceive online shopping as convenient across all product categories except for heavy goods, as compared to the global statistics, with 56% of apparel, footwear and accessories customers, 47% of automotive parts and accessories customers, and 49% of technology and electronics customers globally citing convenience as their reason for purchasing online.

Key factors why Asia Pacific shoppers choose to purchase online

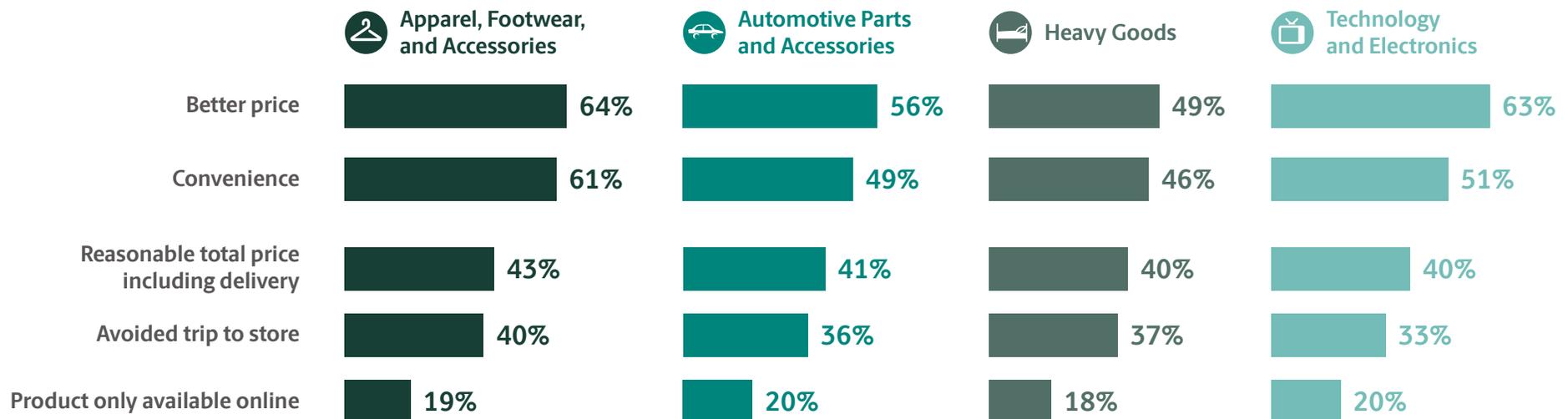


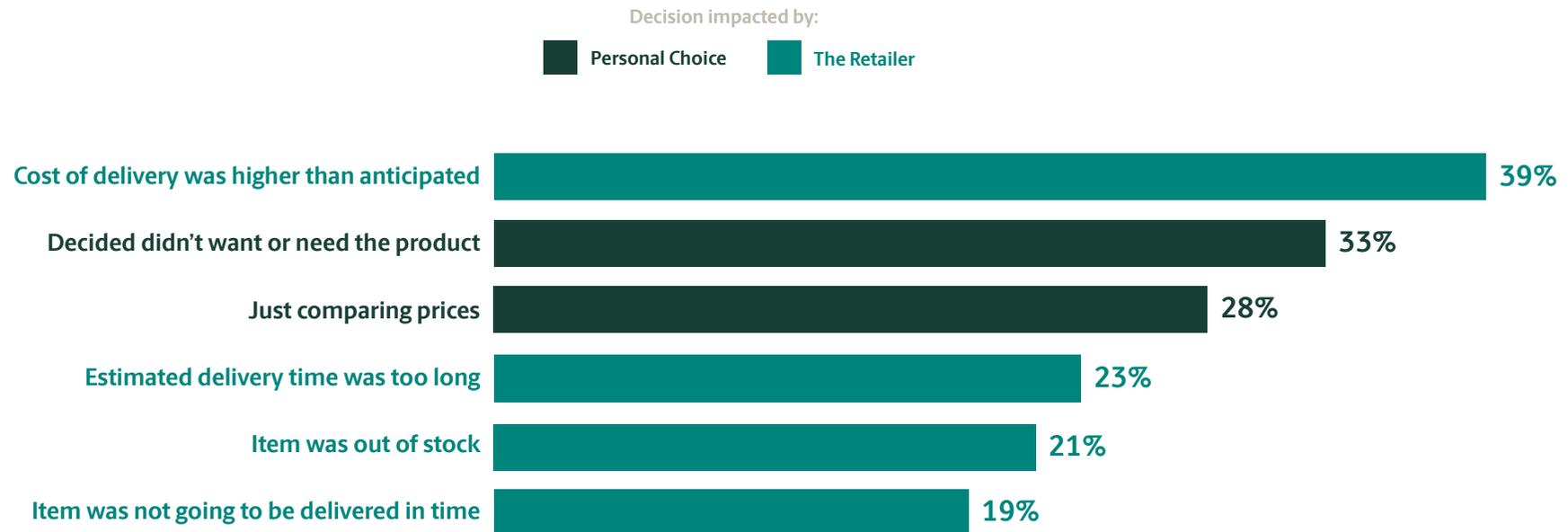
Figure 8: Considering your last online purchase in this category, why did you choose to buy online?

High cost of delivery is the most common reason for cart abandonment

Shopping cart abandonment is a common occurrence, but happens for a variety of reasons. Not all of them are within the retailer's control, but by understanding the motivating factors behind this behaviour, retailers are better equipped to understand how to incentivise their shoppers to commit to a purchase.

High delivery cost is the most common reason for cart abandonment, while other delivery factors such as the consumer comparing prices on several platforms or deciding they didn't want or need the product sit near the top of the list. While the latter are difficult to influence directly, retailers can consider how to offer their shoppers a way past high delivery costs.

Reasons online shoppers abandon their shopping carts



The research reveals that many consumers in Asia Pacific can be incentivised in some way to choose certain delivery options, but which ones they want most splits opinion across the region. Less than half of respondents said they were willing to go for a more cost efficient but slower alternative, and around four in ten are willing to wait longer for delivery either in return for an incentive such as credit in their account or to consolidate multiple items into one delivery.

Shoppers in Asia Pacific will also actively take a number of actions in order to qualify for free shipping if this is a possibility, including adding extra items to their cart (37%), using online promo codes (30%), or purchasing an alternative product priced above the retailer's free shipping threshold (27%). When required to pay for shipping, the study found that 47% of shoppers are willing to pay if their package arrives in two days or less. 8% are not willing to pay for delivery at all.

Figure 9: Thinking about a time when you have decided not to complete an online purchase (abandoned your cart), please indicate the reasons why you did this.

The returns experience makes a difference

While Asia Pacific consumers have really taken to e-commerce, there is one aspect of the experience that appears to fall flat for them: Returns.

Returns form part of the broader customer service experience, and a smooth and dependable returns policy is a crucial part of building a loyal customer base. The incentive shoppers seek is convenience, and this can be the difference between consumers choosing one retailer over another. Examining the top reasons why Asia Pacific online shoppers return items, the study found that respondents had most often returned items that were not as described (32%), of poor quality (30%), or faulty or damaged (30%). However, one misstep can mean the difference between loyalty and looking elsewhere. For example, 70% of South Korean shoppers will stop buying from a merchant altogether due to bad customer service – the highest percentage globally.

Examining the reasons behind customer dissatisfaction with the returns experience, the research reveals that markets across Asia Pacific were most discontent with delays with getting their refund deposited in their account, being required to pay for their return, and delays with receiving an exchange or replacement product. These are factors that either decreased the convenience or increased the price of their returns experience. South Korean shoppers are the most dissatisfied with delays in receiving their refund (47%), an issue which preoccupies Hong Kong shoppers the least (16%).

China's leading concern is paying for their own returns, which they are also more dissatisfied with than other markets, at 38%. Concerns such as these form an opportunity for businesses to differentiate themselves to consumers by addressing consumer pain points and highlighting the quality of their customer service.

Three most common reasons for dissatisfaction with the returns experience

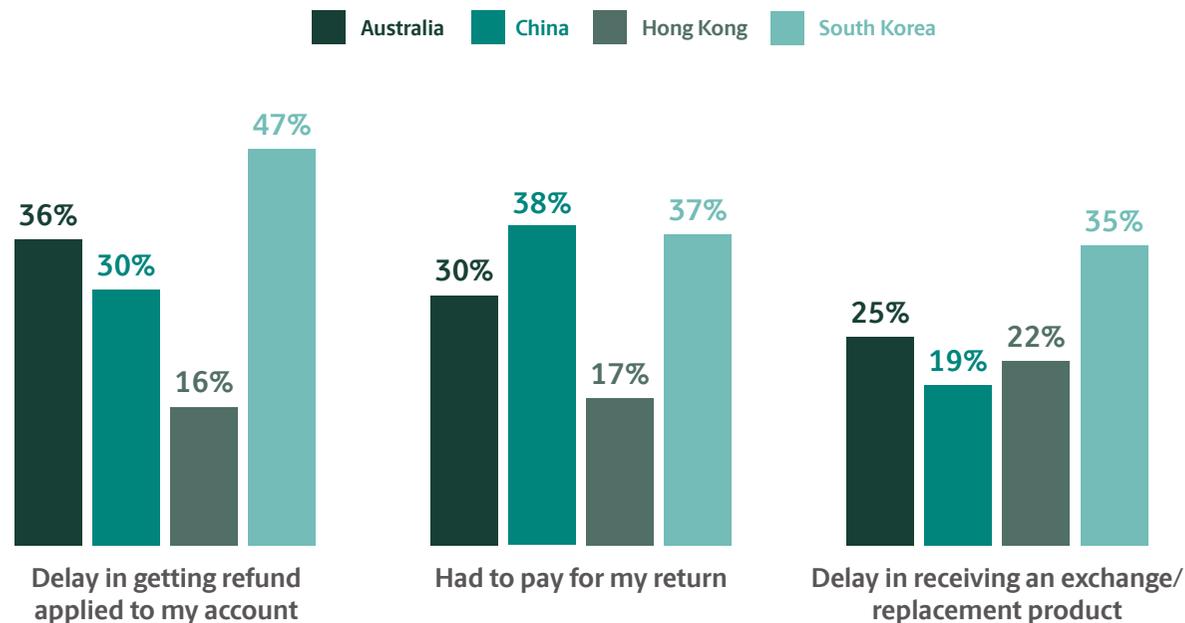


Figure 10: Why were you dissatisfied with the returns experience?



Incentives: Business

Asia Pacific buyers place quality above price

71% of all businesses in Asia Pacific are buying internationally, which is higher than the global average of 63%. This may be a reflection of the fact that 44% of businesses surveyed in the region are considered large-scale, with 500 employees or more, and 50% of businesses in Asia Pacific have a global network. Buyers in Asia Pacific therefore appear to have a wide reach and plenty of choice when sourcing for products, and it's important for suppliers to know what incentivises their potential customers to make a purchase. While the rest of the world is particularly focused on the price of the products they're purchasing internationally, in Asia Pacific it's a different story, where buyers are more interested in product quality.

In fact, in this region, price is the fourth most important incentive on average. Asia Pacific buyers are also much more likely to purchase internationally because they have trust in the international seller, with Australia, China and Hong Kong all listing this as a significant factor – which indicates that vendors displaying traits of dependability or security are valuable incentives to purchase for these buyers.

Interestingly, Australia and South Korea are most likely to purchase internationally when the product is only available abroad, suggesting that their international purchasing behaviour is more driven by necessity than choice. Conversely, China and Hong Kong are most likely to seek international purchases because they perceive the product quality to be higher.

Key factors that motivate businesses to purchase from an international supplier

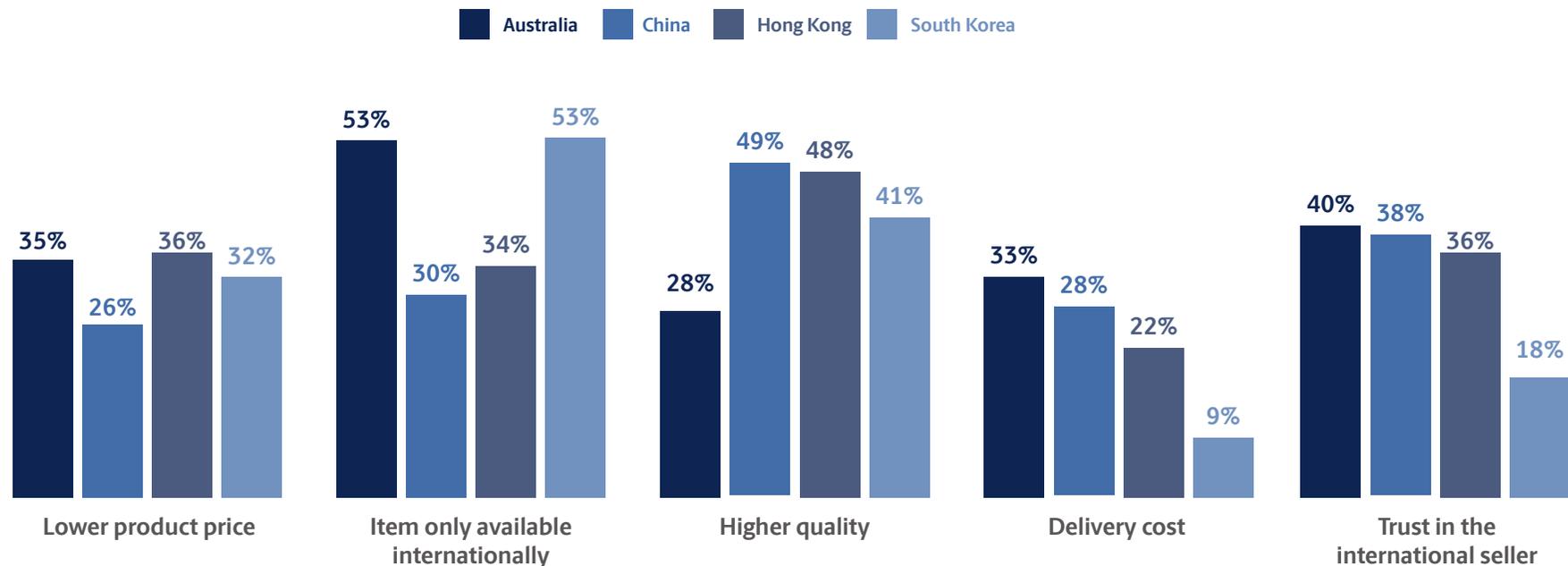


Figure 11: Why does your business choose to purchase from internationally based suppliers?

A seamless returns process – an integral incentive to commit to a supplier

B2B buyers make frequent purchases, and as they are likely to require the services of a returns policy from time to time, it is one of the factors that weighs into their decision to purchase from a particular supplier. Asia Pacific buyers want a smooth, hassle-free experience, with an average of 96% of respondents across the region deeming a simple returns process important; this is especially so in Hong Kong, where the buyers surveyed unanimously agree on its importance.

Interestingly, China lags slightly behind other markets in the region, with 13% of buyers not perceiving a simple returns policy as an important factor.

Hong Kong buyers also unanimously see a clear returns policy as being important, while this figure is 98% for South Korean buyers. This creates an opportunity for suppliers to demonstrate that they are reliable business partners who can meet the need for an easy returns experience, thus helping to incentivise buyers to commit to their business.

The availability of free returns can be significant for B2B customers who have a purchasing budget to balance, and 93% of buyers in Asia Pacific agree that this is an essential factor.



The extent to which buyers find returns factors important

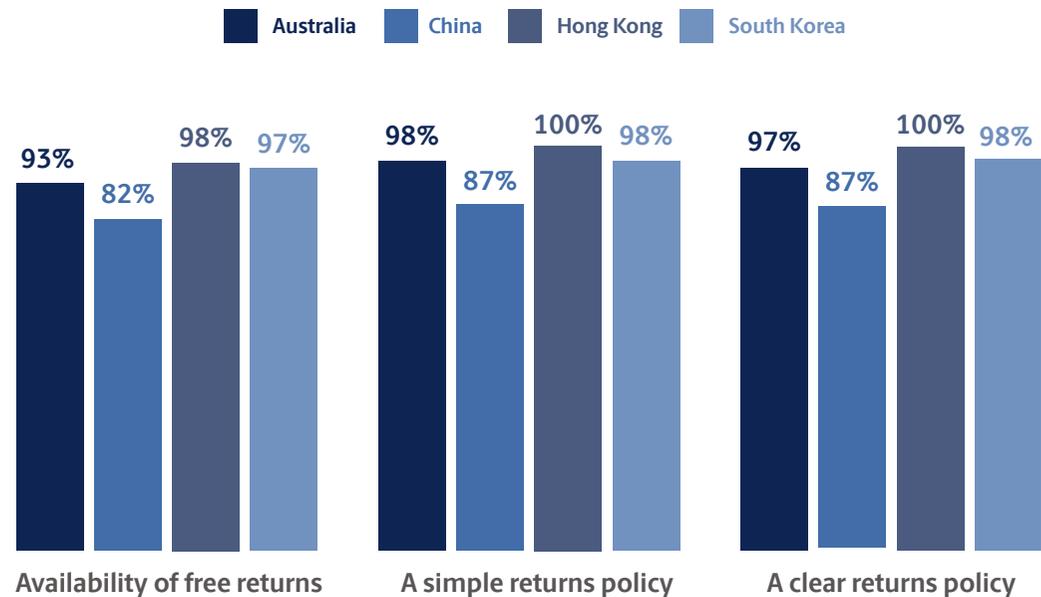


Figure 12: When you return an item that you purchased online for your business, how important are the following...?

Customisation

Shoppers of 2019 have myriad choices and little time to spare, and retailers who provide their customers with the flexibility to tailor their shopping experience to their needs set themselves apart from the rest. Whether this means establishing a presence on a variety of purchasing platforms to cater to different shopping habits, or offering flexible delivery options, retailers seeking a competitive edge are increasingly expected to meet the consumer on their terms.

Diverse use of marketplaces in Asia Pacific

The findings reveal that 93% of shoppers in Asia Pacific made a purchase from a marketplace in the three months leading up to the study. At one end of the spectrum, online shoppers in China are very heavy marketplace browsers and buyers – more so than anywhere else in the world, with almost all having made a purchase in the three months leading up to the study and 55% buying from one to a few times a week. Australia (14%) and Hong Kong (10%) have the highest proportion of shoppers globally that don't use marketplaces, so it's important to have a strategy for targeting buyers in Asia Pacific that takes these market-level variations into account.

Percentage of shoppers who have used a marketplace in the three months leading up to the study



Figure 13: Marketplace users



Shoppers want customised delivery options

Delivery factors play a deciding role in whether customers choose to complete a purchase or not, as shoppers are increasingly looking for delivery offerings flexible enough to cater to their busy schedules.

Consumers now expect a greater degree of control over the process, with many wanting to choose delivery times, dates and locations so it's important that merchants are proactive in offering these.

The most important delivery elements for consumers in Asia Pacific to have control over vary according to market. Australia finds the ability to choose between shipping prices of various delivery options the most vital, as does Hong Kong. China is most concerned with the ability to select a delivery date, and South Korea finds a guaranteed delivery date the most essential.

Interestingly, South Korea tends to find the various delivery elements less important than the other markets, especially within Asia, indicating that shoppers in South Korea may themselves be more flexible when it comes to online shopping.

Importance of being able to select various delivery elements

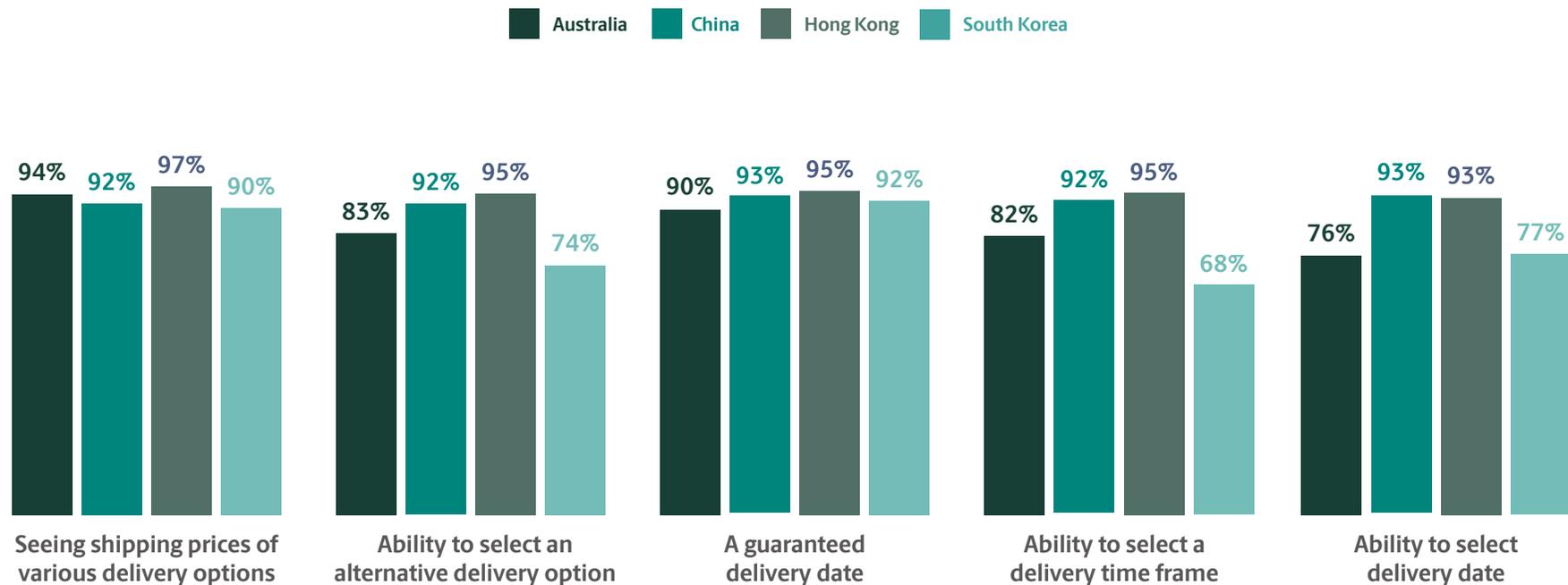


Figure 14: How important are the following options when choosing a delivery option online?

Flexibility in the delivery process is important to Asia Pacific shoppers

Many Asia Pacific consumers live in metropolitan areas and this affects how they view different delivery services and the level of customisation they expect. While home delivery is the most desirable option across the region for 72% of consumers, shoppers in Asia Pacific are also more likely than those in the Americas and Europe to be aware of and use specialised delivery services, like real-time package re-routing and having several different parcels delivered at once.

At the same time, Asia Pacific online shoppers are less likely than those in other regions to feel the need to receive their package at home and in person.

This is the preferred delivery option for only 36%, while the rest choose a variety of delivery options such as leaving the package at their residence or office, in-store or at an alternative pick-up point.

In China and Hong Kong, shoppers are much more willing to select alternative delivery locations (42% and 46% respectively) such as a public locker, or at their workplace, than those in other markets worldwide. By comparison, the United States and South Korea (both 10%) are the least likely markets in the world to choose an alternative delivery location.

Preference for delivery locations

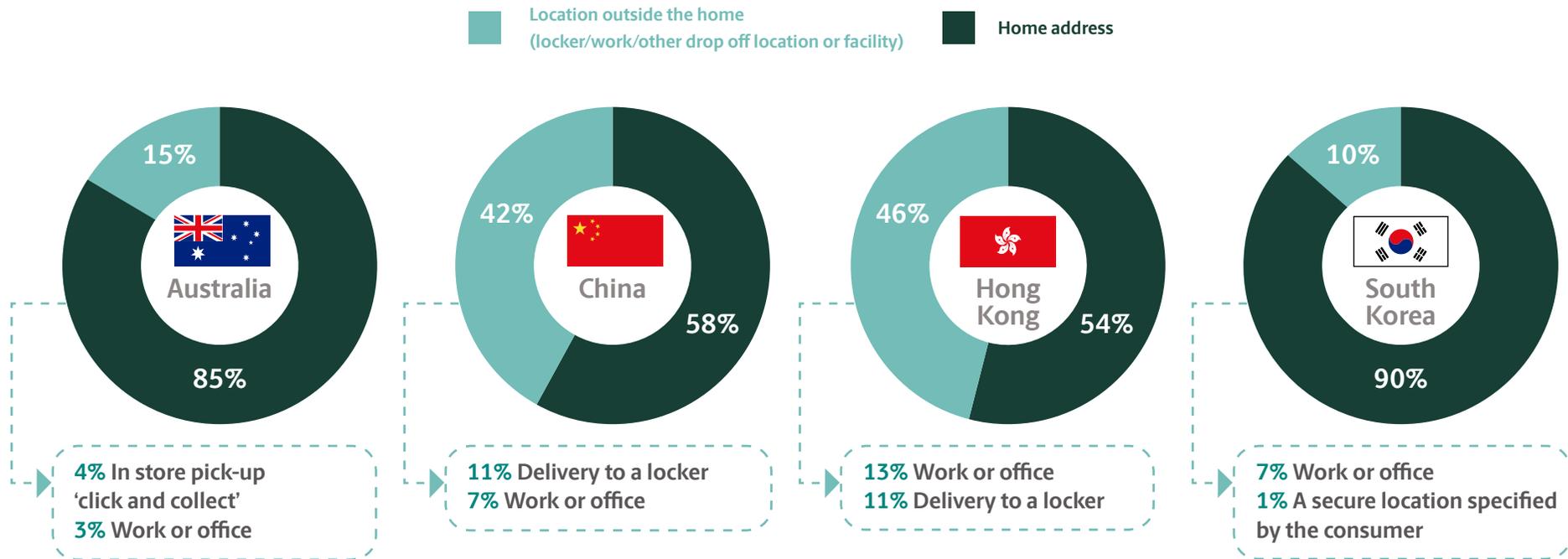


Figure 15: Out of the following options, which of these is your number one preferred method for delivery?

Customisation: Business

Marketplace purchases are prevalent amongst buyers in Asia Pacific

The research reveals that 84% of buyers surveyed in Asia Pacific purchase from marketplaces, while 59% of Asia Pacific businesses also sell products through an online marketplace. In examining the reasons why buyers might use an online marketplace, results reveal that both cost and convenience factors are at play. Market-level variations in motivation for purchasing on marketplaces are observed, such as buyers in China being less likely to find free or discounted shipping as a reason to use marketplaces, and South Korean buyers appreciating shopping efficiencies such as one-click purchasing or the ability to save payment details the most.

In addition, 93% of buyers also purchase directly from the supplier's website, indicating that business purchasers use a variety of purchasing avenues depending on the best fit for the situation.

Common factors that affect why marketplaces appeal to buyers

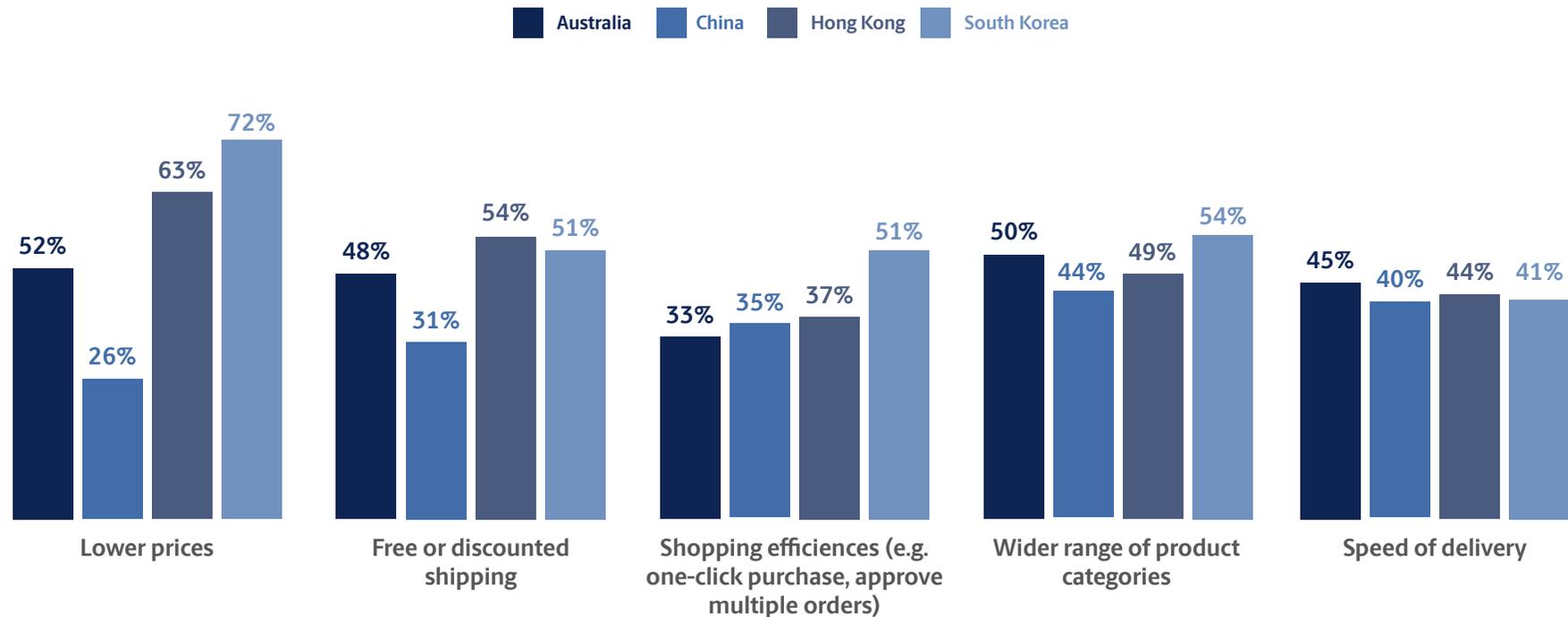


Figure 16: For what reasons are you likely to make a purchase from a marketplace website rather than going directly to the supplier website?

Business buyers in Asia Pacific seek flexible delivery options

Businesses need to keep track of their purchases and want suppliers to have an adaptable package delivery system in place. One of the most highly valued delivery elements that a supplier can offer purchasers in Asia Pacific is the ability to manage all aspects of the delivery on their behalf, with 92% of buyers surveyed in the region identifying this as important. Hong Kong in particular values this service, and generally finds all aspects of a supplier's delivery process more important than the other markets in the region, perhaps reflecting their geostrategic proximity to international trade.

Distributed deliveries, such as delivering to multiple offices or locations, is another delivery option a high proportion of business purchasers (74%) in Asia Pacific value, emphasising the region's appreciation for alternative delivery locations and methods.

Importance of the supplier providing various delivery elements

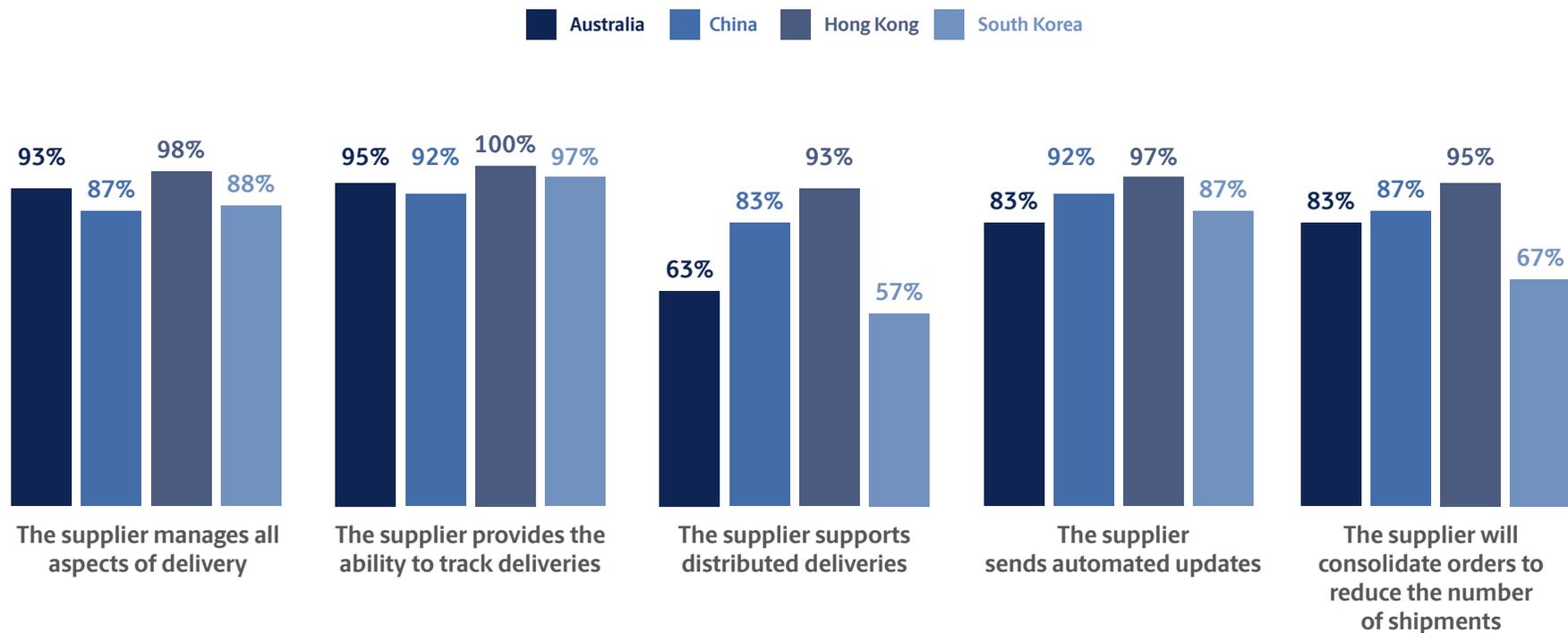


Figure 17: Thinking about how packages are delivered to your business, how important are the following?

Key Takeaways: Consumers



Visibility

Shoppers want transparency and information from the beginning to the end of the purchase journey

- Asia Pacific shoppers typically start their purchase journey by researching through a search engine, and are largely driven by product pricing during this phase. Price comparison sites and consumer review websites are also popular research resources.
- Though many Asia Pacific shoppers have purchased from international sellers, they want to know in advance of making the purchase that the merchant is located overseas, otherwise they may abandon a cart at checkout. Knowing this information before the final stages of the purchase allows them to better adjust their expectations regarding delivery times and shipping costs.
- Shoppers in Asia Pacific are the least satisfied with the returns experience of all markets surveyed, and it's an aspect of the purchase journey where they're vigilant; many will check a retailer's returns policy before making a purchase. Over two-thirds of respondents stated that the returns experience will dictate their overall perception of a merchant.



Incentives

Shoppers can be persuaded to buy – for the right price, service, or delivery speed

- Convenience is a major motivating factor for many buyers, and so it's important that all aspects of the purchase journey are as fuss-free as possible.
- Unexpectedly high shipping costs are the leading cause of cart abandonment, but buyers can be encouraged to keep a purchase through incentives such as store credit and consolidating multiple items into a single purchase in order to reduce or eliminate shipping costs.



Customisation

More shopping options puts the power in the hand of consumers

- Asia Pacific markets place varying importance on different delivery factors: Australian and Hong Kong buyers want a sliding scale of delivery speeds and prices, while Chinese and South Korean buyers are most focused on being able to select a delivery date. As such, it's important to maximise flexibility when it comes to delivery options in the Asia Pacific region.
- Asia Pacific shoppers are less likely than those in other regions to want to personally receive a package; many are comfortable having them dropped off at alternative locations, or having them sent to their workplace.

Meet tall orders with an array of solutions. [Find out more at UPS.com.](https://www.ups.com)

Key Takeaways: Business



Visibility

Clarity and simplicity in delivery are important drivers

- Business buyers in Asia Pacific are going online to purchase products that serve a variety of purposes for their business, and will go through a variety of vetting procedures in order to make sure the suppliers meet their requirements.
- Almost all Asia Pacific business buyers want to know the fully-landed cost (i.e. including shipping, duties, and taxes) of their purchase in advance of making the final decision to buy.
- Like consumers, many business purchases will check a merchant's returns policy prior to making a purchase.



Incentives

Buyers want more than just the products

- Business buyers are primarily looking for quality in their products, and will frequently look to international sellers in order to get it.
- Returns in a B2B context can often be cumbersome and complicated, and so nearly all buyers surveyed said that they are looking for merchants that offer a smooth, hassle-free experience in this department.



Customisation

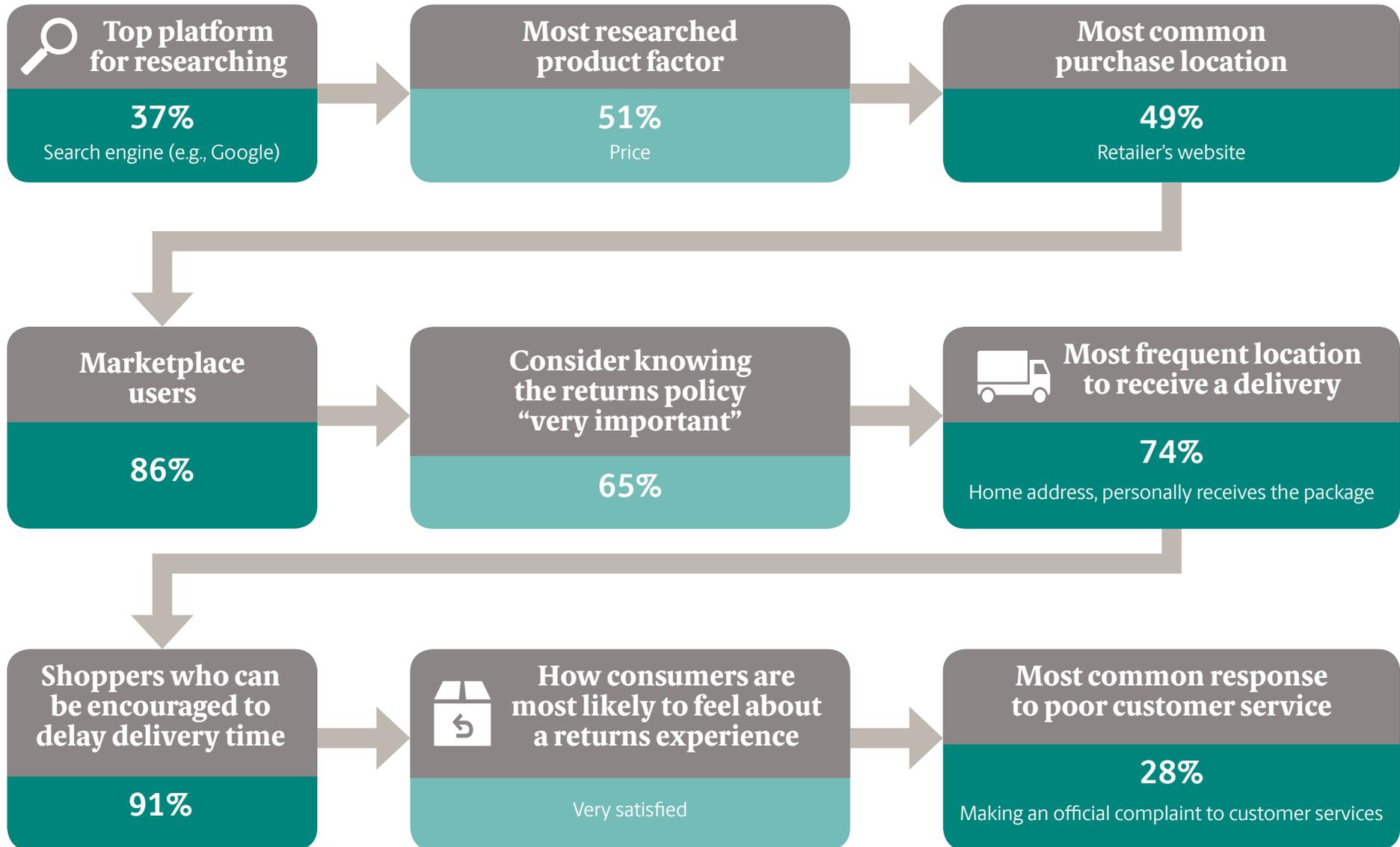
Purchasing internationally, APAC buyers have a world of choice

- Buyers purchase from multiple platforms including marketplaces and supplier websites, with market-level variations in purchasing behavior indicating a further need for suppliers to be flexible about how buyers can customise their purchase journey.
- Receiving shipments can often involve several complicated processes, so Asia Pacific business buyers are often on the lookout for sellers that will manage all aspects of the delivery for them.
- Three quarters of business buyers are looking for sellers that can handle deliveries to multiple offices or business locations.

Meet tall orders with an array of solutions. [Find out more at UPS.com.](https://www.ups.com)

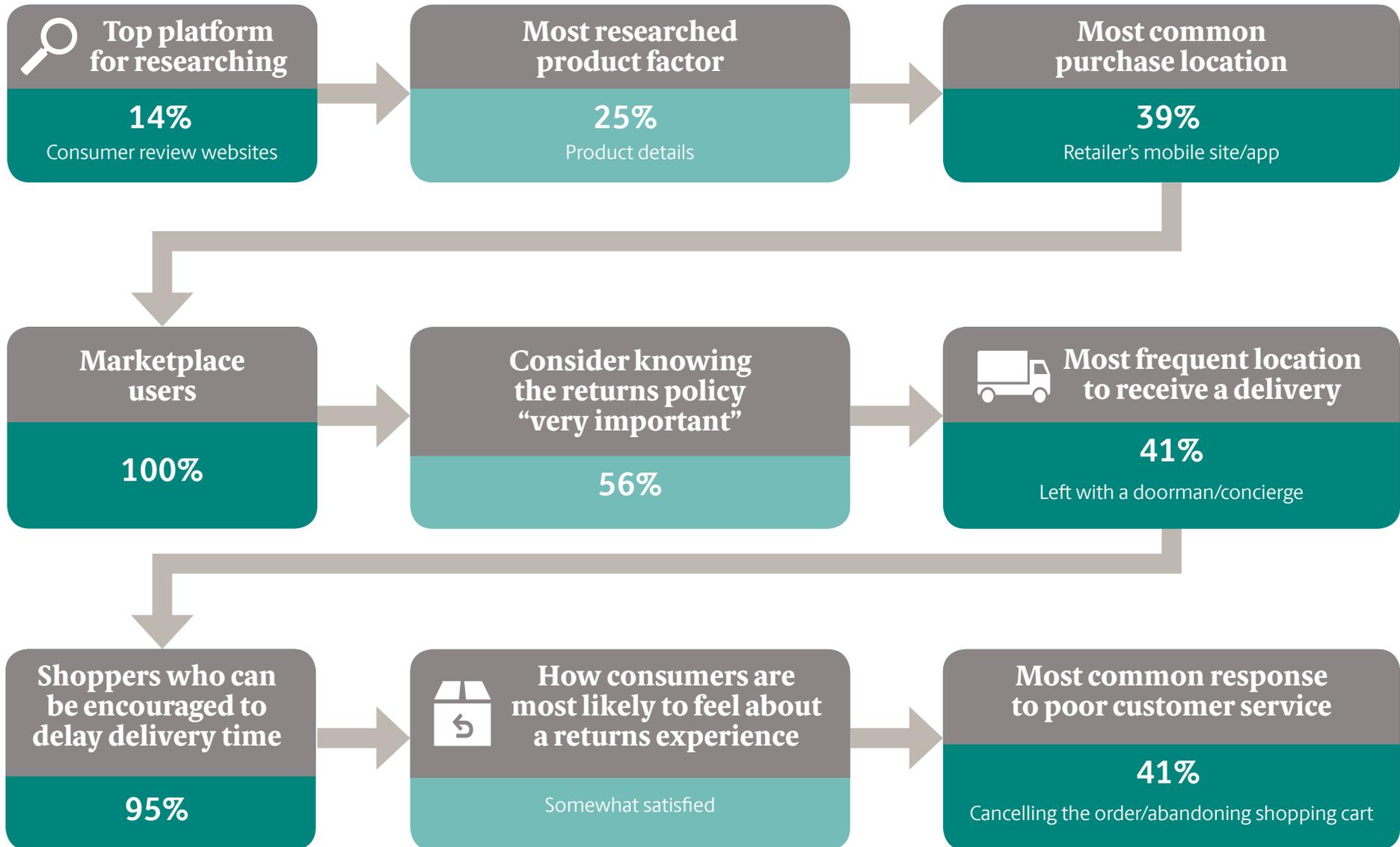


Australia: Consumer Purchase Journey



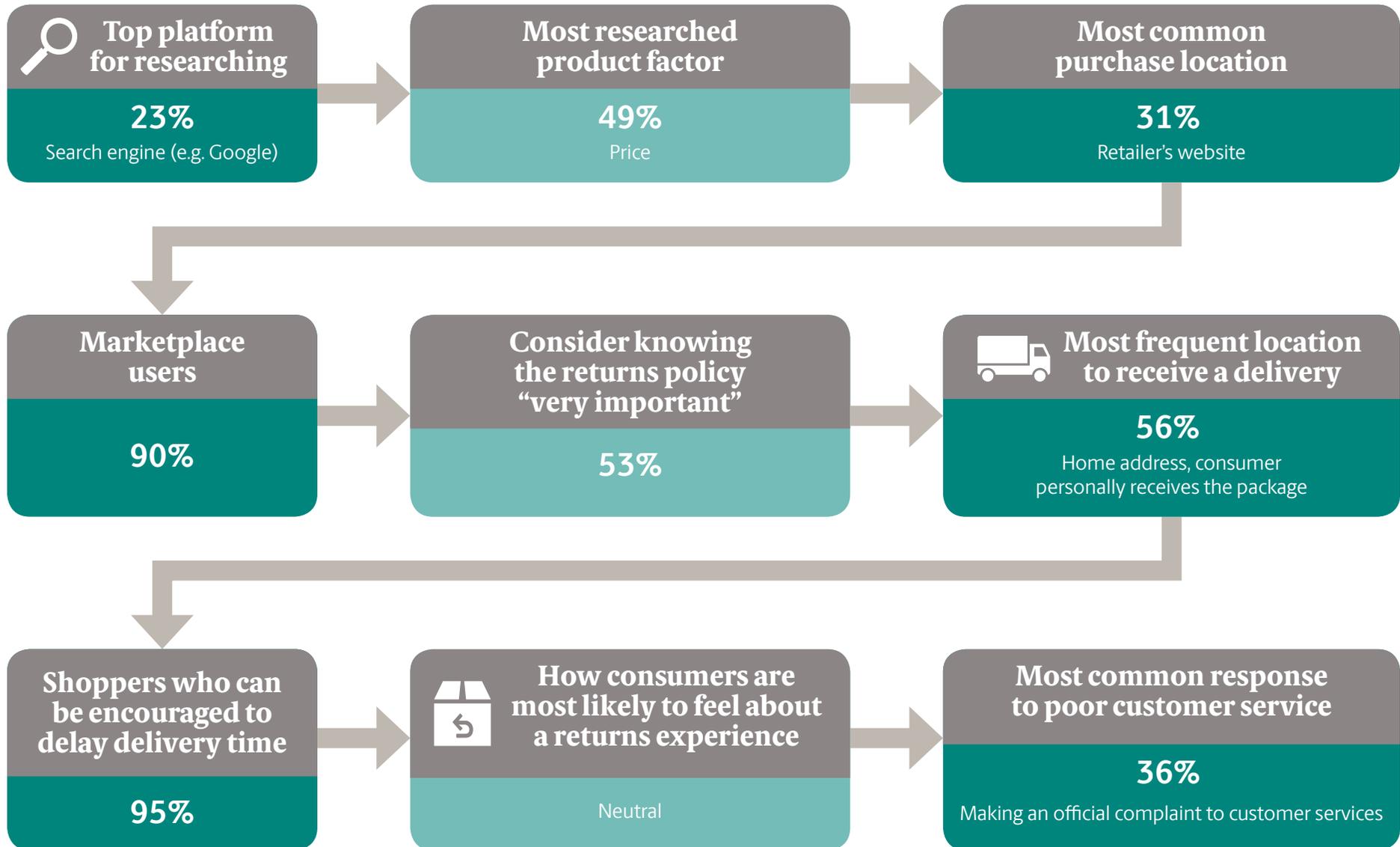


China: Consumer Purchase Journey



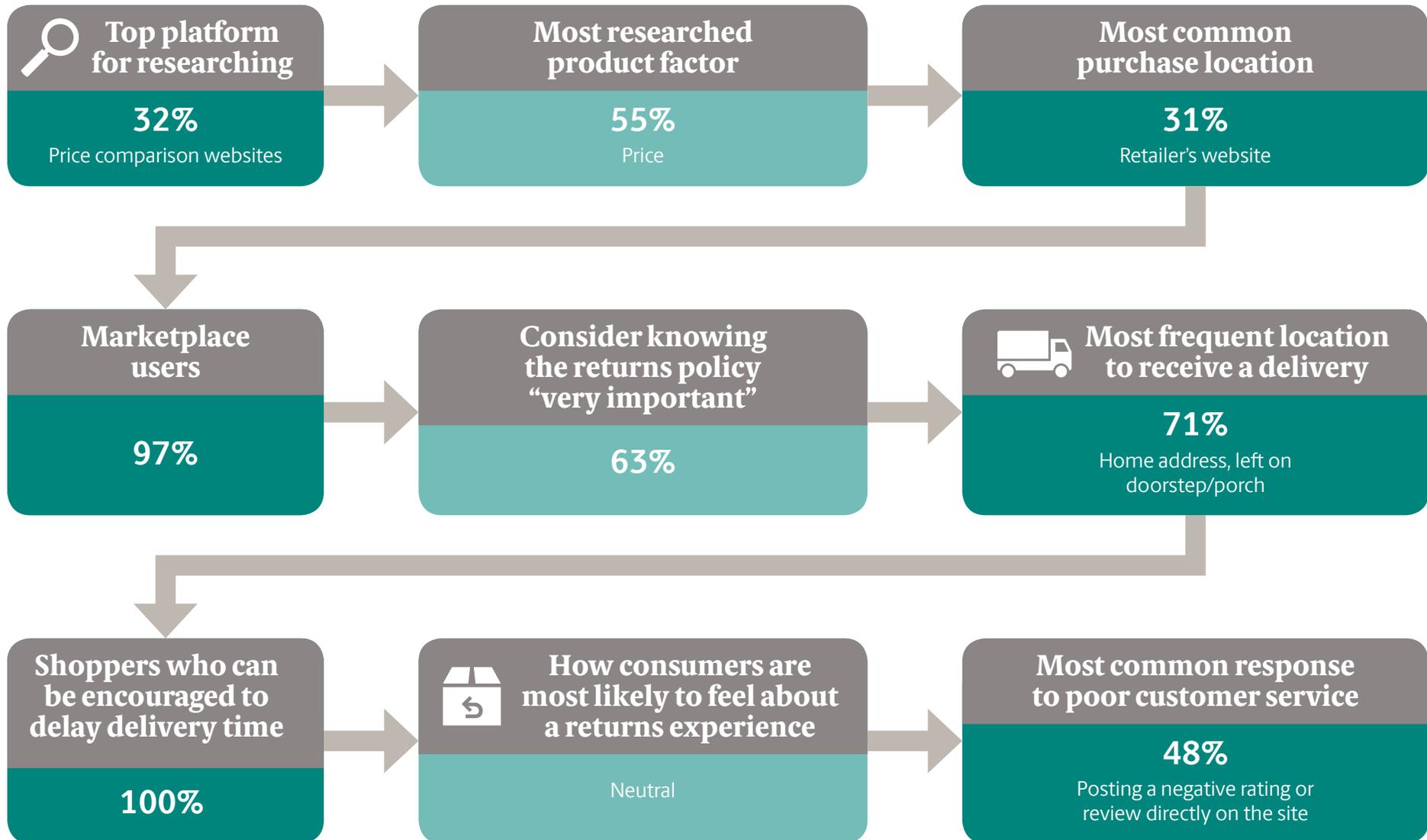


Hong Kong: Consumer Purchase Journey



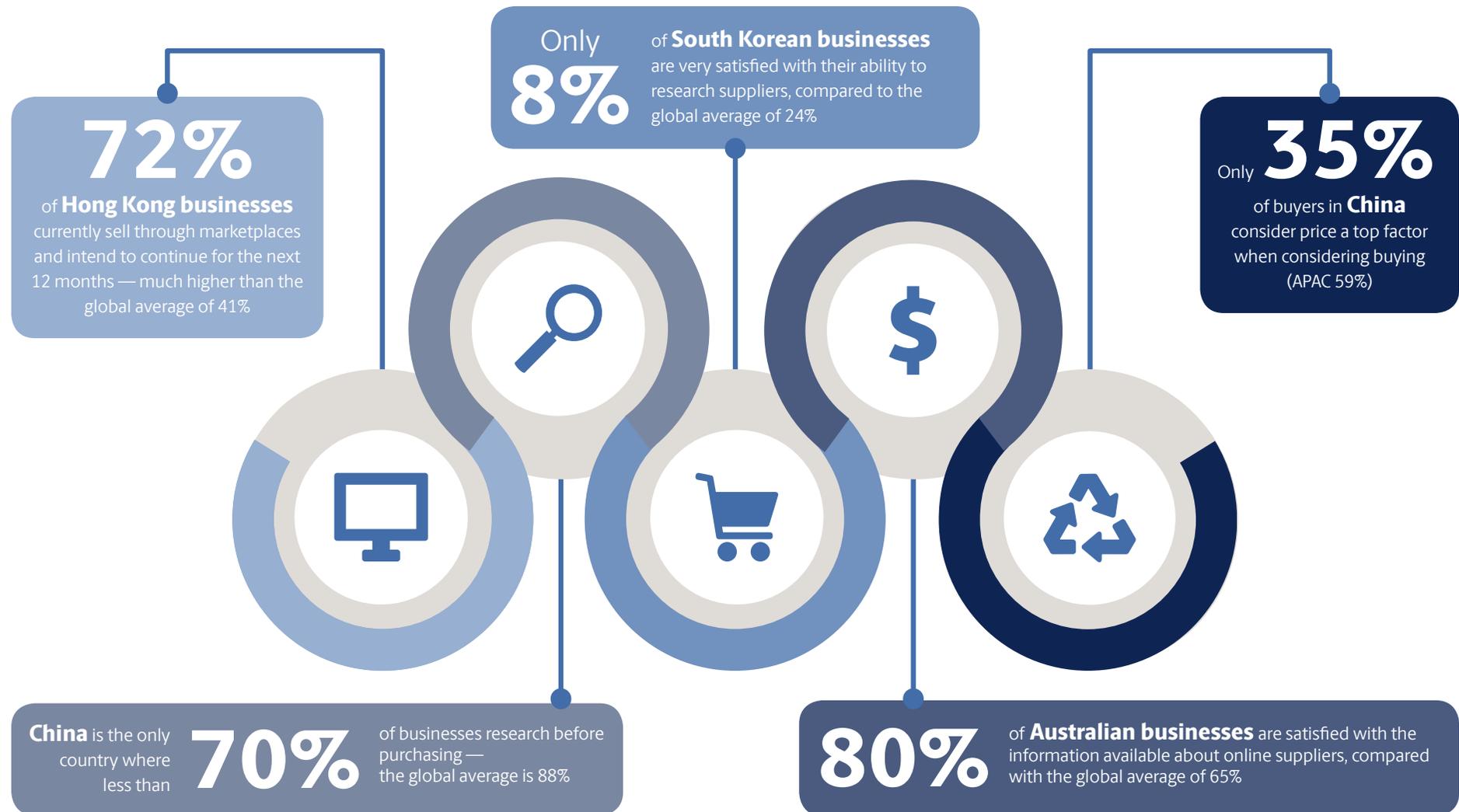


South Korea: Consumer Purchase Journey



Market Anomalies: Business

Australia, China, Hong Kong & South Korea



UPS Solutions

UPS eFulfillment

Combine the fast and reliable shipping consumers demand with the scalable inventory management your operation needs.

UPS Marketplace Shipping

A free solution helps you manage shipments across dozens of e-commerce platforms.

UPS Ready® Providers

Integrate ecommerce technology seamlessly with help from our partners.

UPS My Choice®

Help busy consumers get the details and flexible delivery options they expect.

UPS Returns®

Simplify returns for your customers with easy, low-cost pre-printed labels for online purchase returns.



Meet tall orders with an array of solutions. [Find out more at UPS.com.](https://www.ups.com)

Methodology and Demographics

Consumers

The participants

The survey was administered online in 10 languages to 18,000 consumers between December 2018 and January 2019. All participants made at least two online orders that required delivery in the three months prior to taking the survey.

In Asia Pacific, the B2C findings evaluated more than 4,000 responses from Australia, China, Hong Kong, and South Korea.

Where the shoppers live

Participants across Asia Pacific come from a variety of living situations that each have implications for the online shopping and delivery experience. 61% of respondents live in a metropolitan or large city, 25% in a suburban community of a city, 10% in a small town, and 3% in a rural or farming area. Respondents come from an assortment of living situations, from detached houses, to duplexes and apartments with or without doormen.



Meet the Respondents: Age Groups

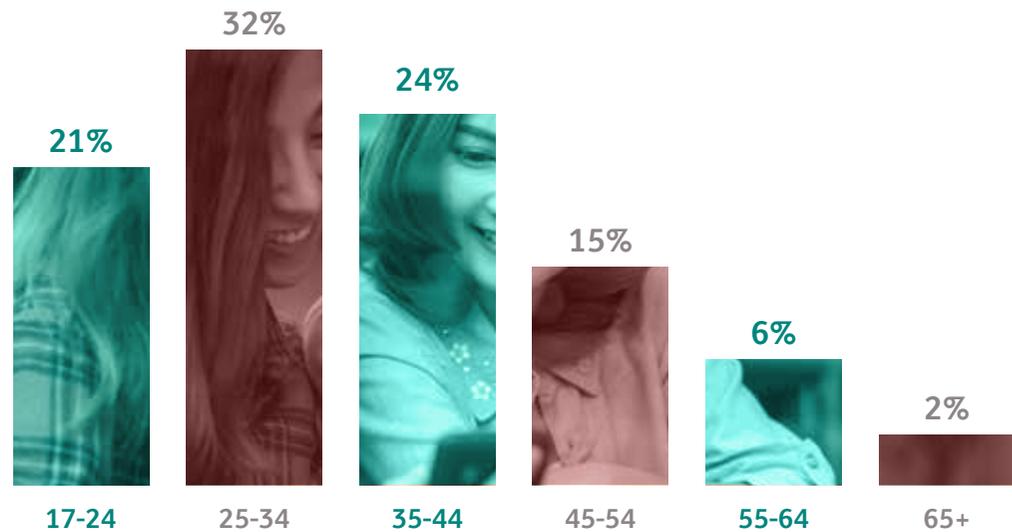


Figure 18: What is your age?

Methodology and Demographics

Business Purchasers

The participants

The B2B survey was administered online in 10 languages across 14 countries and territories. All participants were required to be involved in or decision makers for the online purchasing taking place in their business. Businesses represented a variety of industries but all made retail purchases.

In Asia Pacific, the B2B findings evaluated 240 responses from Australia, China, Hong Kong, and South Korea.

Business purchasers may vary in their buying priorities according to industry, therefore to encourage a more holistic representation of buying behaviour, respondents were sourced from a variety of disciplines and with an assortment of business focal points.



Business focus across the region



Figure 19: Is the primary focus of your business...?



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