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Consumer Expectations for the Post-Purchase Experience

Conducted on behalf of Flowspace by

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About Flowspace

Flowspace powers independent fulfillment.

With best-in-class fulfillment software and services, Flowspace provides brands with the visibility and insight needed to orchestrate and optimize fulfillment, from any location, to any end customer.

Research Objective

Gain insights into customer expectations surrounding the the post-purchase experience of e-commerce.

Analyze the various aspects of the post-purchase experience that contribute to building brand loyalty and driving repurchase behavior.

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Approach

Survey participants

At least **1x/month** shopping
28% in-app purchase 1x to 2-3x/week
1126 responses gathered

- 950 respondents after data cleaning
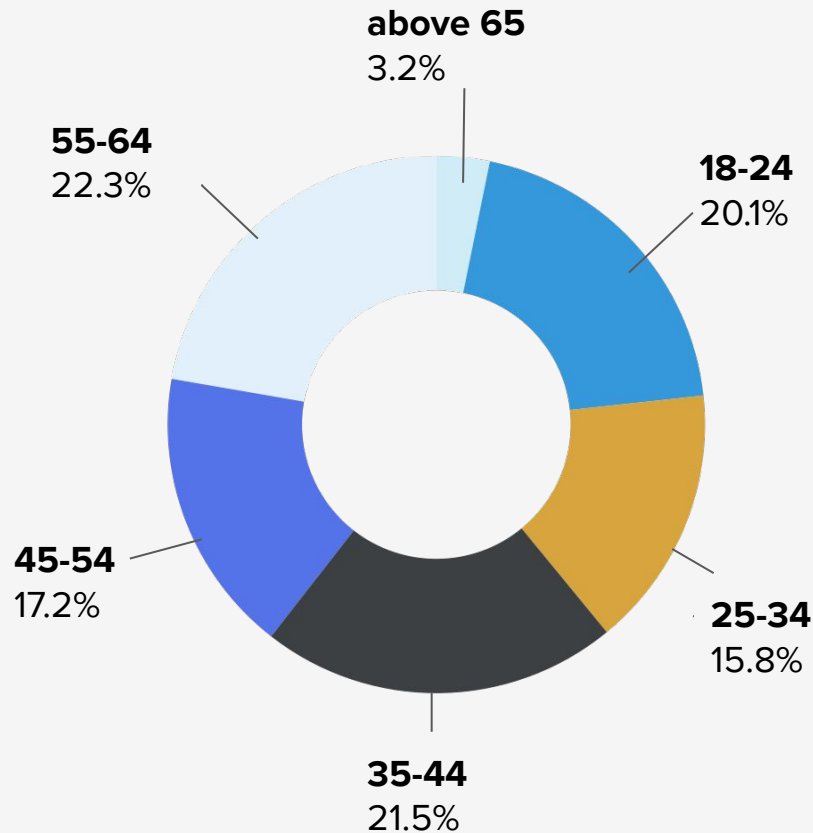- 55% Female 44% Male 1% Other
- Ages: 18-65

Focus group participants

2 sessions: centered around in-app experiences and expectations

Age: 22-25
4 women, 2 men
2 in-app purchasers

above 65
3.2%

18-24
20.1%

25-34
15.8%

35-44
21.5%

45-54
17.2%

55-64
22.3%

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Executive Summary

1. More than 80% of customers expect regular updates about the status of their products throughout the order fulfillment process, from purchase confirmation to delivery.

2. The majority of customers are unlikely to repurchase if they experience poor customer service, receive the wrong product, or if their item arrives damaged or late.

3. Post-purchase brand attributes that increase trust and drive repurchase behavior include free shipping, quick and effective customer service, fast shipping, and communication/updates about shipping timeline.

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Majority of consumers believe it is important for companies to communicate during the order fulfillment process.

From the time an order is created until it's received in their hands, more than 80% of consumers expect to receive regular updates about the status of their products.

When to communicate:

83% Shipping updates

82% Initial shipment notification

81% Upon delivery

76% Purchase confirmation

Consumers also wish to be notified about the following events:

- Change in expected arrival time (both early or late)
- Damaged or missing items
- Cancellation of orders
- Out-of-stock items

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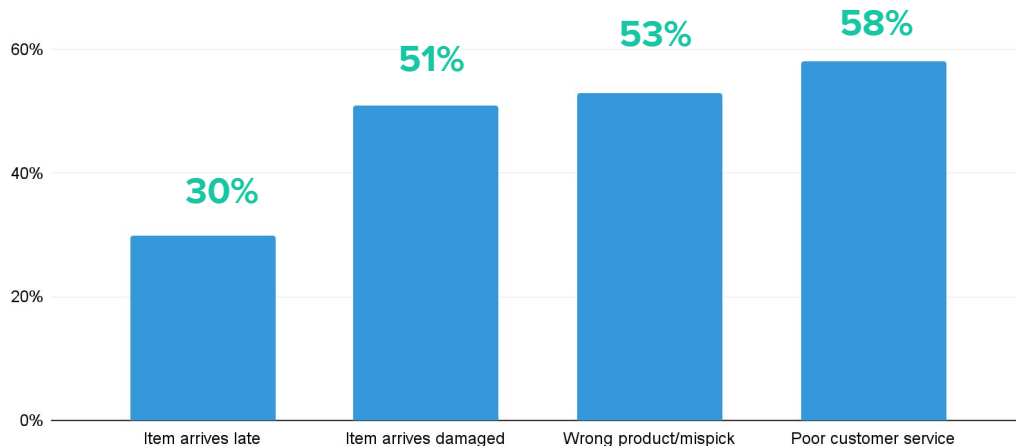# A bad post-purchase experience impacts brand engagement and trust.

Shipping and delivery:

Delayed shipping decreases brand loyalty and repurchasing behavior.

Items arriving late raised concerns about trust and security.

Quality of packaging and carrier have an impact on the post-purchase experience.

The majority are unlikely to repurchase for the following events:

Event	Percentage
Item arrives late	30%
Item arrives damaged	51%
Wrong product/mispick	53%
Poor customer service	58%

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Attributes that Impact Brand Trust and Engagement

Consumers expectations for the post-purchase experience are high.

They expect fast shipping, at little to no cost to them.

They also expect efficient customer service, and regular updates on the status of their ecommerce orders.

According to majority of consumers, the following brand attributes increase their trust:

Attribute	Percentage
Free shipping	73%
Quick and effective customer service	70%
Consistent quality of the product	69%
Fast shipping	69%
Communication/updates about shipping timeline	62%

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Order fulfillment performance becomes a key differentiator for online retailers in generating customer loyalty.

Exceeding customer expectations

Exceeding customer expectations is key to **customer satisfaction, delight, and loyalty (Kotler, 2000).**

Longer lead times could reduce customers' channel acceptance and loyalty (Gawor & Hoberg, 2018).

- Consumers are becoming less understanding of delayed shipping & delivery (Gramling et al., 2021).

Unless expectations are met in the total shopping, purchase, or service experience, there is less likelihood that customers will feel satisfied or lean towards building loyalty to an e-retailer (Anderson & Srinivasan, 2011).

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Get in touch with Flowspace here.