

Covid-19 has changed the way consumers shop online and offline



Our 4th Annual Shopping Survey, being run for the first time in China, provides interesting trends and insights on consumers' shopping behavior for non-essentials (such as fashion items) in 2020. This infographic helps brands and retailers uncover the Covid-19 impact on consumers' shopping preferences, visual AI's role in solving product discovery, and the importance of visual recommendations in purchase decision-making.



**COVID
IMPACT**

CONSUMERS ARE SPENDING MORE \$\$ AND TIME SHOPPING ONLINE



79%
are spending
more \$\$ online



86%
are spending
more time
online



68%
prefer online
vs in-store



More Less No Change

Online In-store No preference

CONVENIENCE DRIVES THE SHIFT TOWARDS ONLINE



1st

Recommendations and reviews
is the top reason consumers shop online

2nd



Better choice
of products

3rd



Do it from
anywhere, anytime

4th



Finding items
quickly

5th



Finding the
best price

6th



No need to carry
shopping bags

Visual Recommendations is the most desired feature

1st



Size and fit
recommendations

2nd



Best price
recommendations

3rd



AR
and VR

4th



Smarter
recommendations



IN-STORE

HOWEVER, IN-STORE STILL HAS A ROLE TO PLAY

1st

Trying products before buying
is the top reason consumers shop in-store

2nd



Easy to
browse

3rd



Inspired from
what's in the mall

4th



Assistance from
store staff

Digital experience is the most desired enhancement

1st



Smart
fitting rooms

2nd



Online offer
while shopping
in-store

3rd



Latest fashion
trends

4th



Buy out-of-stock
items online

5th



Virtual
try-on

6th



Find product
info on mobile

VIDEO ENTERTAINMENT IS THE BIGGEST SOURCE OF SHOPPING INSPIRATION



INSPIRATION

1st



**TV shows/
movies**

2nd



Social
media

3rd



Print (Magazines,
Newspapers, Posters)

4th



Outdoor
inspiration

5th



Friends' style and
recommendations



SEARCH

TEXT SEARCH ALONE IS NOT ENOUGH FOR PRODUCT DISCOVERY



Text search
must be specific



Get too many
search results



Often leads to
images anyway



VISUAL AI

TOP 3 WAYS VISUAL AI ENABLES PRODUCT DISCOVERY



Search by image
on retailer website



Search by image
on smartphone



Directly buy from
social media



RECOMMENDATION

RECOMMENDATIONS REMAIN THE MOST INFLUENTIAL WAY FOR CONSUMERS TO DISCOVER AND BUY PRODUCTS

1st



Visually similar
recommendations

2nd



Style
recommendations

3rd



Complementary
recommendations

4th



Others who also
brought this

5th



What's
trending



93%
purchase
frequently
using product
recommendations



77%
want product
recommendations
for items that are
out-of-stock

[Get the full report here](#)

ViSenze 4th Annual Shopping Survey, 2020 (China)

Over 600 consumers from China participated in the survey. They shared how Covid-19 has impacted their shopping behavior for non-essentials, such as fashion items, and expectations from their shopping experiences. They also shared their inspiration, discovery, search, and buying process for products online and offline.

About ViSenze

ViSenze is the global Visual AI solutions provider for retailers, brands, and marketplaces. We power visual commerce at scale for retailers and publishers. We deliver intelligent image recognition solutions that shorten the path to conversion as consumers search and discover in-store and online. We have helped +900 global brands and retailers such as Rakuten, TOD'S, Uniqlo and Urban Outfitters to improve their conversion rates and grow revenues.

For more information please visit: www.visenze.com