Special Report: The state of the shopper in 2023 — imagery is key

Understanding shoppers’ non-negotiables
Consumers have an abundance of choice when it comes to e-commerce. Countless brands and retailers vie for consumer attention and share of wallet in the digital world.

So what are the deciding factors in consumers choosing one retailer over another? What information inspires consumers to click “add to cart”? We set out to find out with a survey of more than 1,000 consumers in the United States.¹

One thing is clear — product imagery matters, and as expectations continue to climb, consumers will reward those who meet them.

¹ Methodology: In April 2023, Nfinite surveyed 1,074 consumers in the United States (37.5% male vs 62.5% female), to ask their opinions on product visuals and online shopping. Respondents ages ranged from 18-77.
First, product imagery must engage shoppers. In addition, it must inform and educate shoppers so they feel comfortable making purchases. Retailers that provide a variety of imagery, including shots from different angles, context-rich imagery, and imagery that portrays all available product options, will not only stand out from the crowd — they’ll win business.
Consumers expect e-commerce images to accurately represent products

They won’t keep products that don’t match imagery

83% will return a product if the image online does not match the actual product they receive.

And won’t stick around if there are discrepancies

The vast majority of respondents (72%) told us they are less likely to shop on an e-commerce site again if the product they receive does not match the image depicted:
• 6% will not shop there again
• 26% are very unlikely to shop there again
• 40% are somewhat unlikely to shop there again

In fact, they’ll pay more for the guarantee that they receive what they expected

57% would be willing to pay more for a product if it were guaranteed that it would meet their expectations for quality and appearance, based on the online representation.

Our take:

Returns are a rising problem for retailers’ bottom lines, but the reason for this is more than meets the eye. Not only are retailers’ short-term profits affected by high return rates, but reputation and customer loyalty are also on the line. Customer lifetime value is at risk when product imagery is inaccurate. The solution? Retailers that offer accurate product imagery can secure lasting customer relationships while curbing return rates.
Why it matters

It’s clear that quality product imagery is non-negotiable for today’s consumers – even more so for certain generations. Want to learn more about how you can keep up with increasing visual expectations? With Nfinite, you can automate your product description page imagery so you can give customers the confidence they need to make purchases — and stay loyal to your brand.