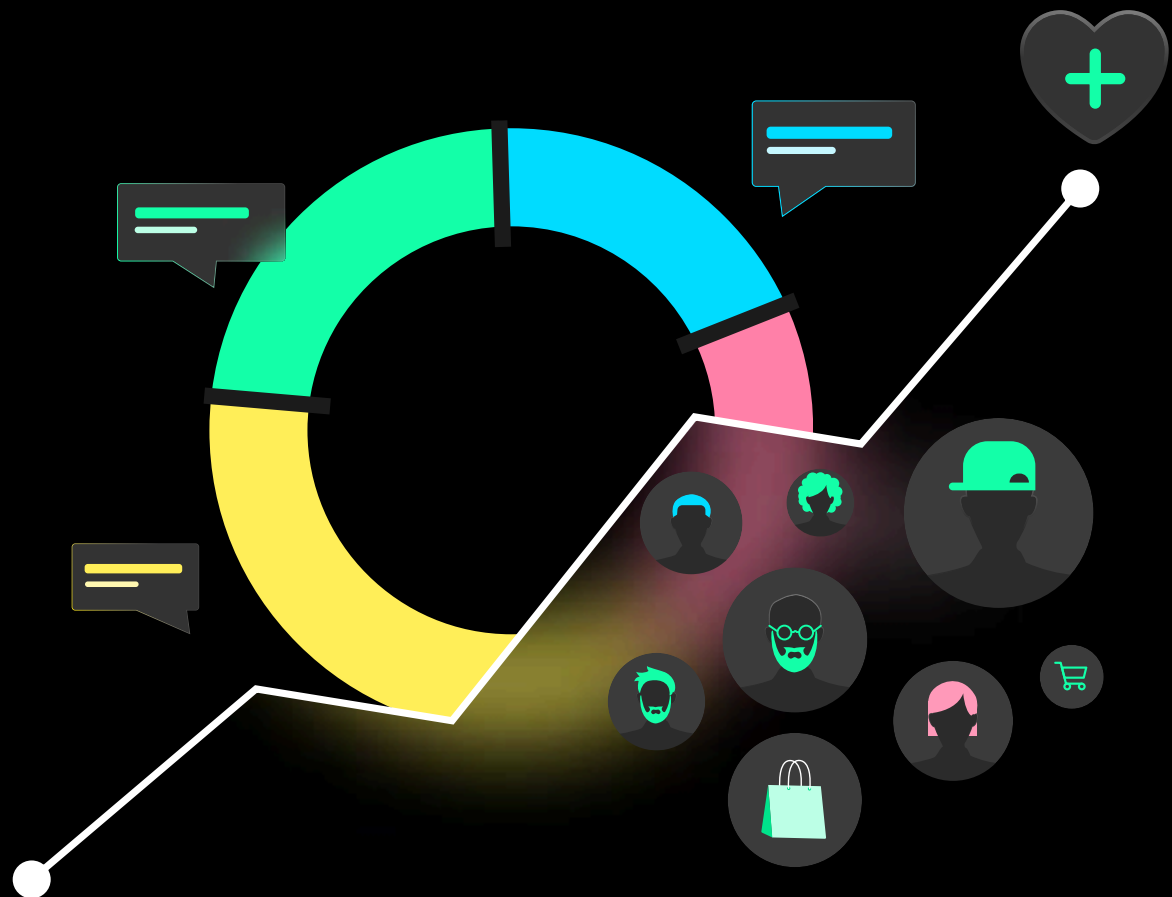


SCAYLE®

2025 US SHOPPER SURVEY:

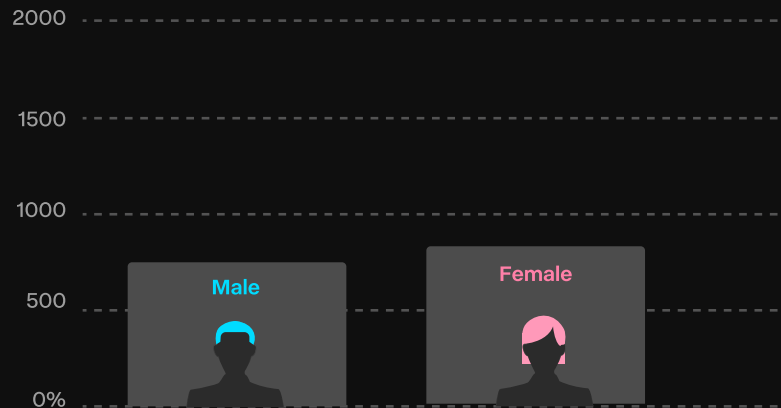
What's Killing Conversions for Enterprise Retailers? (and How You Can Cure It)



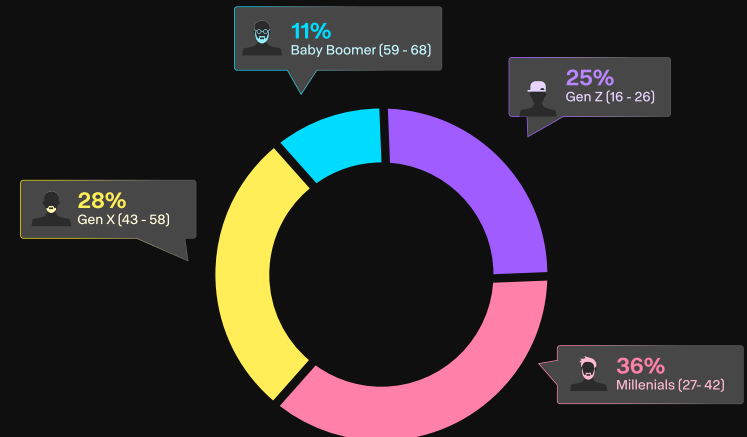
METHODOLOGY

Even the most successful enterprise brands are bleeding customers from hidden pain points in the shopping journey. And the issues plaguing your customers may not show up in your KPIs: missing payment options, rigid returns, misaligned values. These are the factors that frustrate shoppers enough to make them walk away – and never come back. So we set out to understand what they really think. As a leading eCommerce platform provider, we partnered with YouGov to survey shoppers in the United States about why they abandon brands – and what keeps them loyal. What we found wasn't just practical – it was eye-opening.

Male vs. female respondents



Respondents by generations



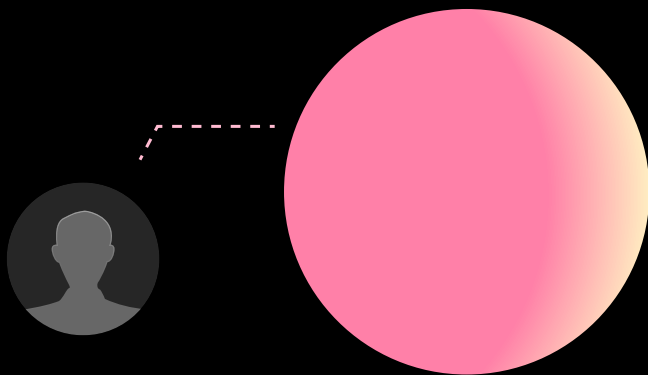
Sample size and data collection:

- Total respondents: 1,583 online shoppers in the US
- Survey conducted: January 21, 2025 to January 28, 2025
- Method: Online survey

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THE ABANDONMENT EPIDEMIC



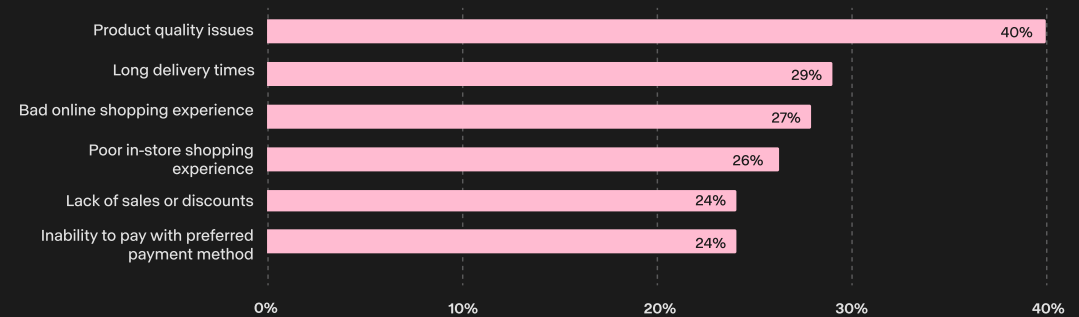
81% of US shoppers have abandoned brands in the last year

Product quality is the top driver for abandonment across all generations. Shoppers won't pay unless they see the value.

Price matters

30% of Baby Boomers will turn away from your brand if you fail to offer sales or discounts – more than any other generation.

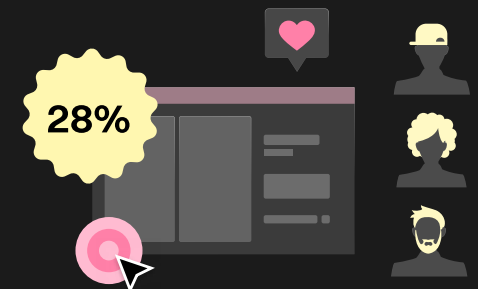
Top reasons for abandoning brands in the last 12 months



Over 1/4 of shoppers abandon brands over frustrating online and in-store shopping experiences, slow deliveries, or lack of discounts.

Shoppers today won't wait, won't struggle, and won't settle. One bad experience – a poorly designed website, a shipping delay, or a price jump – and your customers run straight to your competitor.

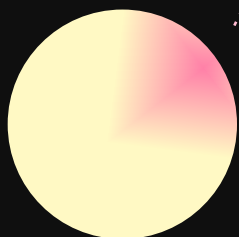
28% of Gen Z, Millennials, and Gen X demand seamless online shopping, while 30% of Baby Boomers demand outstanding customer service in-store.



DIAGNOSIS 1

THE ABANDONMENT EPIDEMIC

What do generations care about?

**Politics matter**

Over a quarter of Baby Boomers have abandoned brands over political affiliation.

**Ethics matter**

Gen Z is the most likely to to abandon brands due to ethical issues, like sustainability, working conditions for employees, and inclusivity.

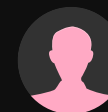
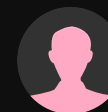
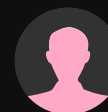
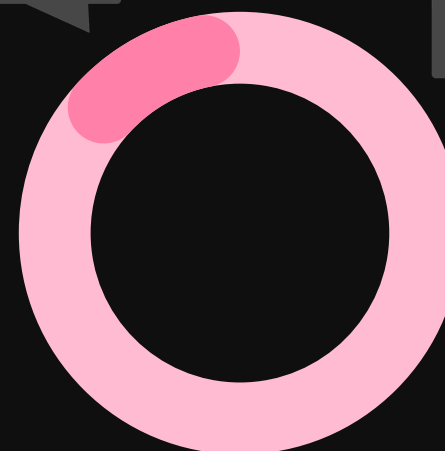
Association matters

Gen X (14%) and Baby Boomers (14%) are the most likely generation to abandon a brand due to their affiliation with celebrities, business people, or influencers they dislike.

How likely are you to abandon a cart when your preferred payment methods aren't available?

Unlikely
16.5%

Likely
83.5%

**Seamless checkout is invaluable**

4 in 5 customers will walk away from a purchase if they don't offer their preferred payment method.

PERFECT PRODUCTS. PERFECT PRICES.

When shoppers say they want quality but choose price, it's time to triage your product strategy.
Understand what your customers value and you'll create brand loyalists – even when budgets are tight.

How to avoid abandonment:



Product is king!

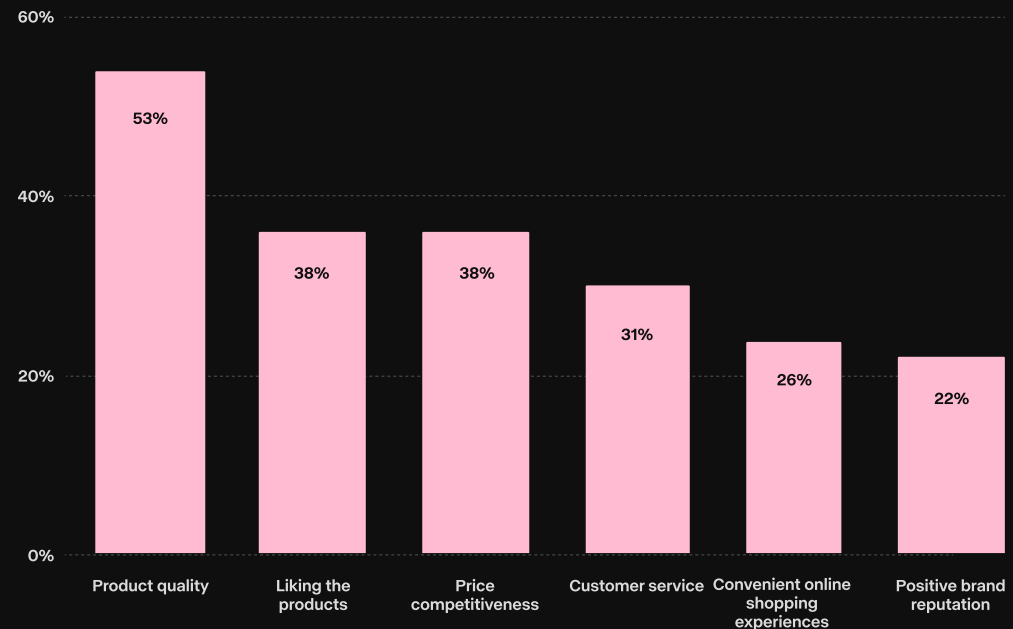
Product quality isn't just the biggest driver of abandonment – but also generating loyalty. But although shoppers have high standards, they want low prices. Getting the price to quality ratio right is essential to keep shoppers coming back.



Abandonment & loyalty drivers don't always match

Online shopping experiences only ranks 5th for loyalty – but it's the 3rd leading factor for brand abandonment. So what customers say doesn't always match what they do!

What makes you loyal to an enterprise brand?



Original question: "What makes you loyal to an enterprise brand? (Please select up to three options)"



HEAL YOUR CUSTOMER JOURNEY

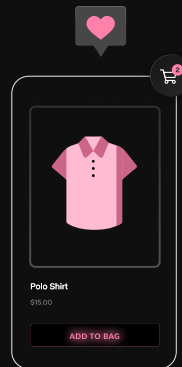
Customers don't abandon brands – they abandon bad experiences. You need to make every click count. Fix the cracks in your customer journey and watch your conversions boom.

Four treatments to avoid the epidemic:

Empower easy online shopping

Bad online shopping experiences scare customers away.

Is your UI intuitive enough? Have you tested your search feature lately? Make sure it's easy for shoppers to find – and buy – what they want.



Deliver a great experience

Shoppers aren't happy until their product is in their hands. Ensure fast delivery – and keep them happy with easy returns.



Make checkout fast and simple

Simplify every step, enable auto-fill, and offer preferred payment methods for seamless transactions.

Offer targeted deals, not blanket discounts

If customers don't feel they're getting a deal, they'll go elsewhere. Offer tailored promotions that drive sales and boost loyalty.



THE PRICE SENSITIVITY PANDEMIC

In tight economies, consumers tighten their belts. Brand loyalty is replaced by cost consciousness. Is your enterprise equipped to handle the symptoms of an uncertain economy?

An online shopping boom

Customers move online when there's economic uncertainty – it's the second biggest behavior change!

Disappearing customers

48% of Gen X and 37% of Baby Boomers prioritize price over loyalty – they're looking for the best deals.

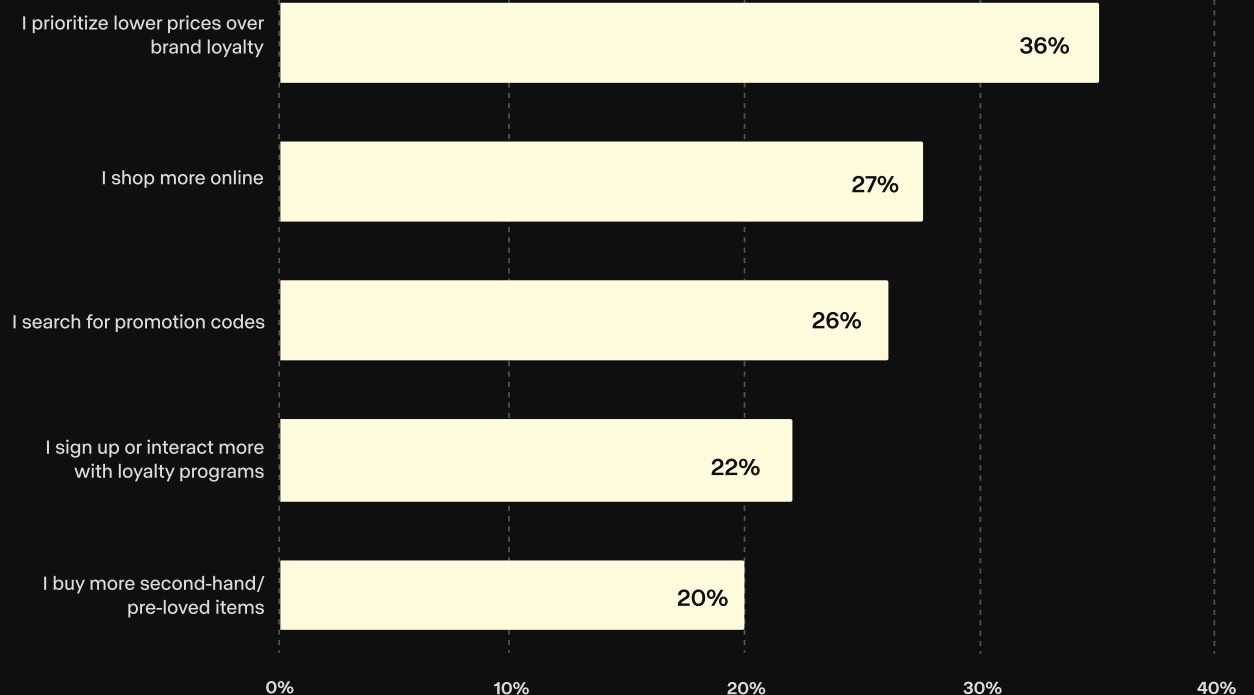
Baby boomers want points

Nearly 1 in 3 shoppers engage more with loyalty programs in economic downturns. Significantly more than the total average of 1 in 5 shoppers.

Secondhand steals market share

21% of Gen Z and 23% of Gen X are the most likely generations to thrift during economic downturns, choosing secondhand when budgets get tight.

How has the current uncertain economic climate changed your shopping behavior?



DELIVER VALUE, NOT JUST PRODUCTS

Economic pain demands pricing precision, not just permanent promotions. Here's how you can keep your customers' wallets open – even when their budgets shrink.

How to treat price sensitivity:

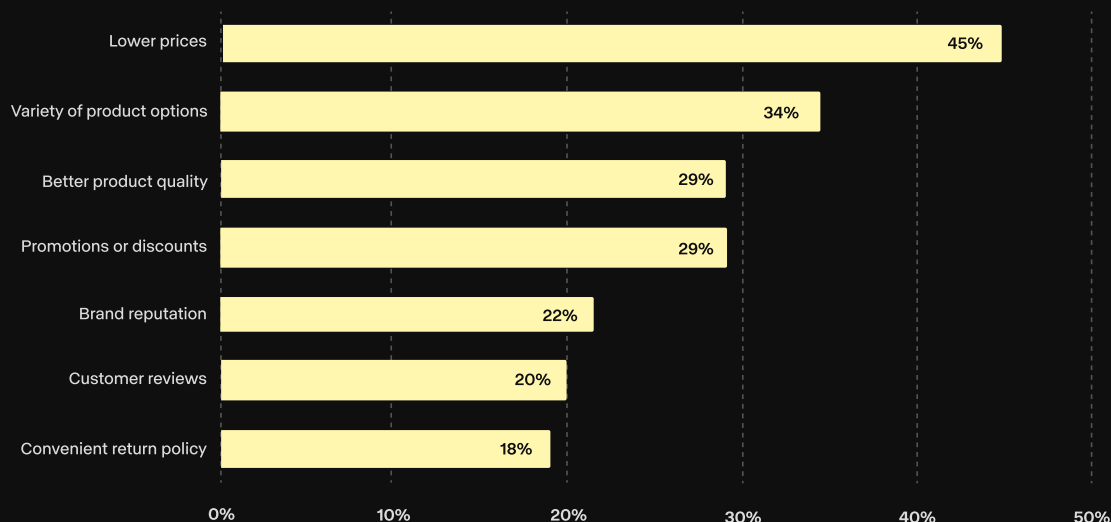
Good news for enterprise

Big brands have an edge in economic downturns as shoppers already consider them competitively priced.

Integrate flexible payment options

Shoppers are looking for ways to save. Flexible payments like BNPL and interest-free installments can increase conversions.

Top reasons for choosing enterprise brands



Original question: "In the last 12 months which of the following factors have made you choose large enterprise brands and retailers over local or medium-sized businesses? (Please select up to three answers)"

Offer secondhand or trade-in programs

If resale is pulling customers away, meet them where they are. Launch secondhand collections or trade-in incentives to win their loyalty. Learn about trade-in programs in our [2025 fashion guide](#).

Win price-driven shoppers with promotions

1 in 3 shoppers choose large enterprise brands over small or medium-sized ones because of their promotions or discounts. Use exclusive codes for loyal shoppers to boost retention, and time-sensitive codes to boost urgency.

Upgrade to dynamic pricing strategies

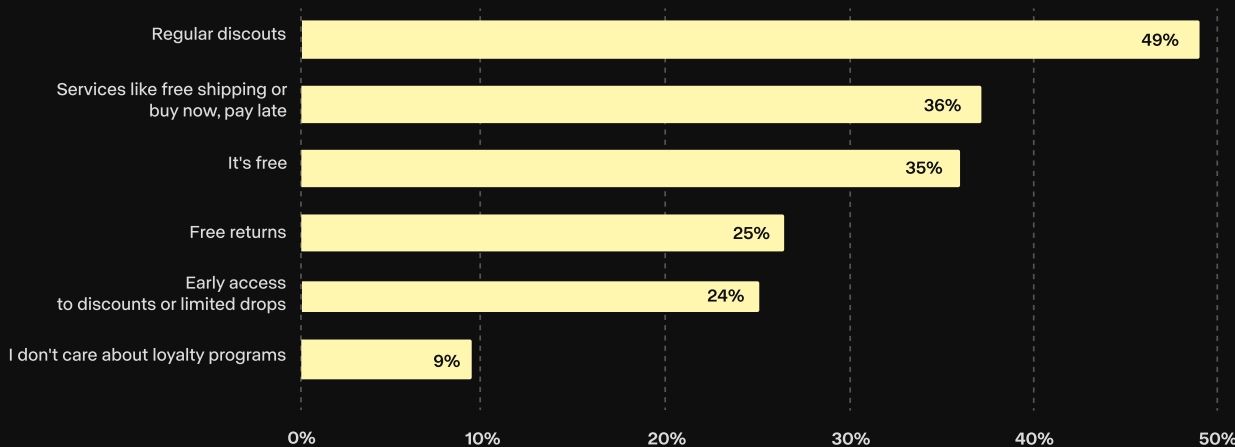
Use dynamic pricing to adjust to trends, competitor prices, and consumer behavior.

LOYALTY PROGRAMS

When economic conditions get tough, your loyalty program is your key to curing price sensitivity.

How loyalty can cure price sensitivity:

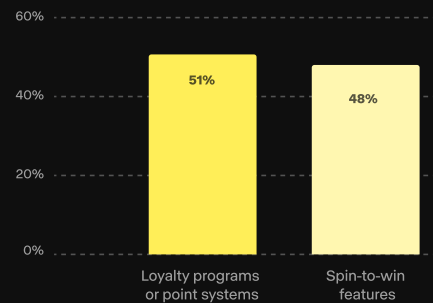
Most valued benefits of loyalty programs



Play the loyalty game

More than 50% of shoppers say loyalty programs are their favorite gamified shopping experience. Offer tiered loyalty programs with real benefits like early access to drops, instant savings, and personalized rewards.

What makes gamified experiences most engaging for you?



Give shoppers real perks – not just points

- 49% want regular discounts, with Baby Boomers valuing them the most (59%).
- 36% of shoppers value free shipping and BNPL (buy now, pay later), and 25% want free returns.

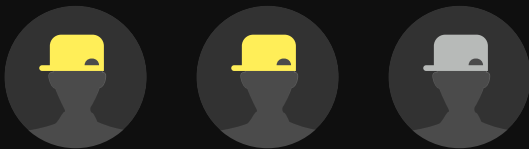
LOCK IN REVENUE

Recurring revenue isn't just nice to have in a downturn – it's your safety net. And subscriptions are the smartest way to get it.

Here's your subscription prescription:

Offer worthwhile subscriptions

3 in 5 shoppers would subscribe to products they buy on repeat, but only if it's worth it. Stop revenue flatlining by allowing customers to skip months, cancel anytime, and offer real value like subscriber-only discounts.



Capture the new generation of shoppers

Gen Z is the most likely generation to subscribe – 67%, or roughly 2 in 3, say they're "likely" or "very likely" to do so. Their preferences will shape the shopping trends of tomorrow. So build a subscription strategy they'll love – for products they can't resist – to future-proof your brand.

If an enterprise retailer you shop at offers a subscription service for products you frequently buy, how likely are you to sign up?

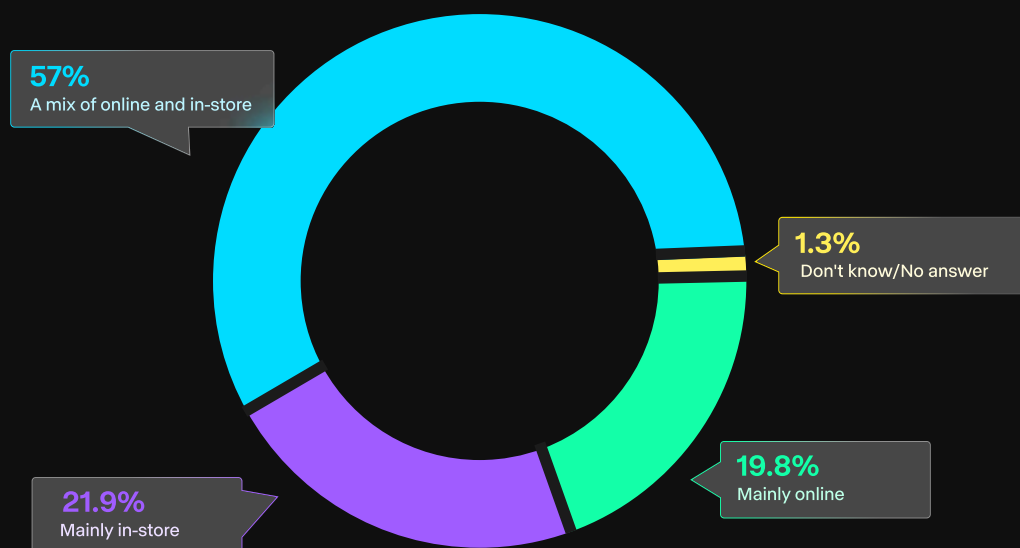
 Unlikely
37%

 Likely
63%



DISLOCATED OMNICHANNEL

How do you prefer to shop?



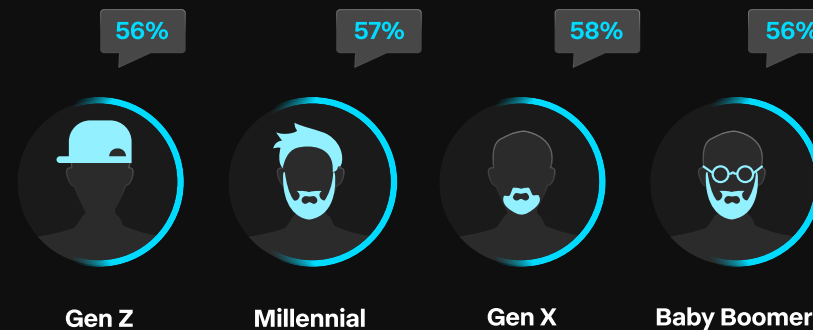
The majority of shoppers mix online & in-store shopping.
Are you delivering a consistent journey across both?

Shopping habits aren't generational

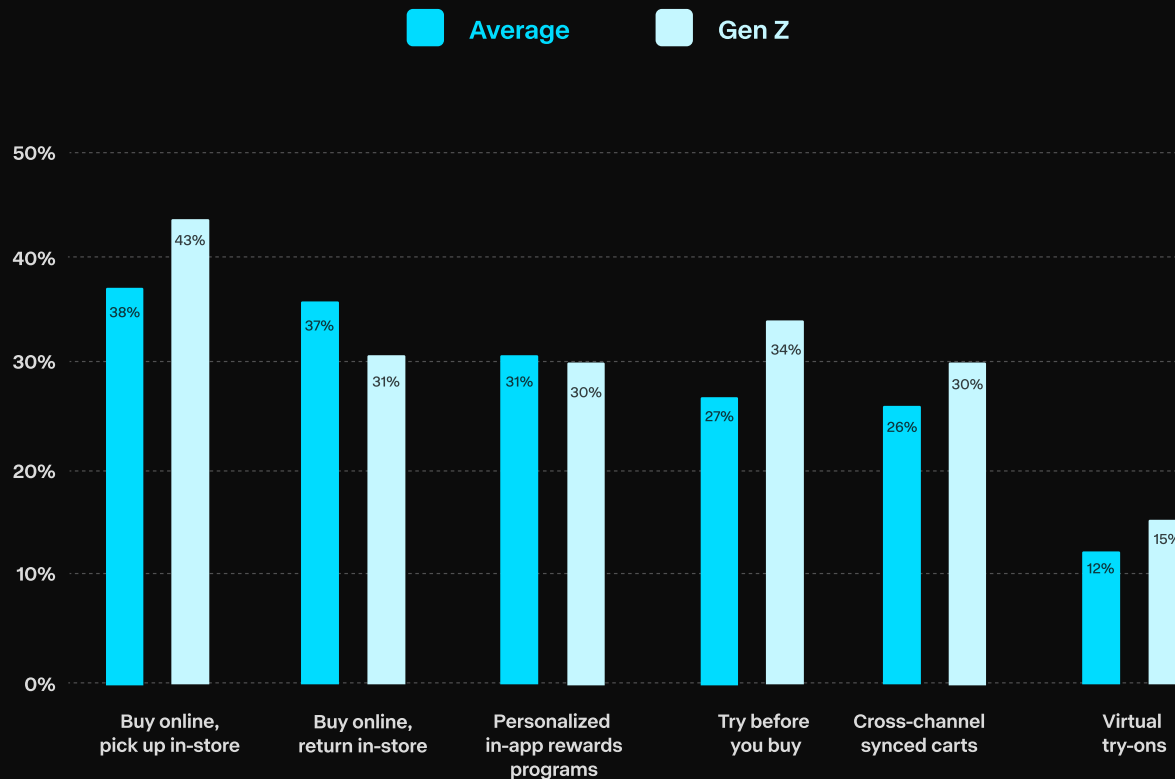
Think Gen Z only shops online? Or Boomers head straight to the mall?
Think again.

Customers across all generations want a mix of online and in-store shopping. So creating great experiences across every channel is your key to winning them over – regardless of age.

Respondents who prefer a mix of online and in-store shopping, by generation



Most valued omnichannel features



Original question: "Which omnichannel shopping features do you personally value? (Please select all that apply)"

Disconnected experiences make sales slip through the cracks

Customers want to pick up and return purchases in store – where impulse buys thrive. Offer these omnichannel services and watch your sales skyrocket.

Virtual try-ons haven't caught on, yet...

Even though only 12% of shoppers value it today, VR experiences are massive among Generation Alpha. Adopting this technology today could be the secret to winning tomorrow's consumers.

Gen Z's sets the standard

While all generations value BOPIS and BORIS, Gen Z wants more.

- 34% want try before you buy
- 30% expect cross-channel synced carts

They want to shop anywhere, pick up anywhere – and be able to pick up wherever they left off in their shopping journey.



CONNECT CHANNELS. CONVERT CUSTOMERS.

Omnichannel is no longer optional – it's the difference between conversions and lost customers. Here's how you can create a fluid shopping experience to keep your customers coming back:

How to cure dislocated channels:



Deliver desired omnichannel features

Don't just implement BOPIS and BORIS – master it. Let customers select their pickup time, update delivery preferences in real time, and return items in-store effortlessly.



Sync every cart

Ensure carts are saved across channels – mobile, desktop, and in-store. Use log-in syncing so no item gets left behind.

Future-proof with tech

AR and VR may not be mainstream just yet, but the tech is becoming more popular. Start experimenting with virtual try-ons now so you're ready when they become the norm.

PERSONALIZATION DEFICIENCY DISORDER

Shoppers today expect tailored experiences as standard. Anything less feels clinical – not personal. Gen Z and Millennials in particular are immune to generic recommendations. Brands that fail to tailor, fail to retain.

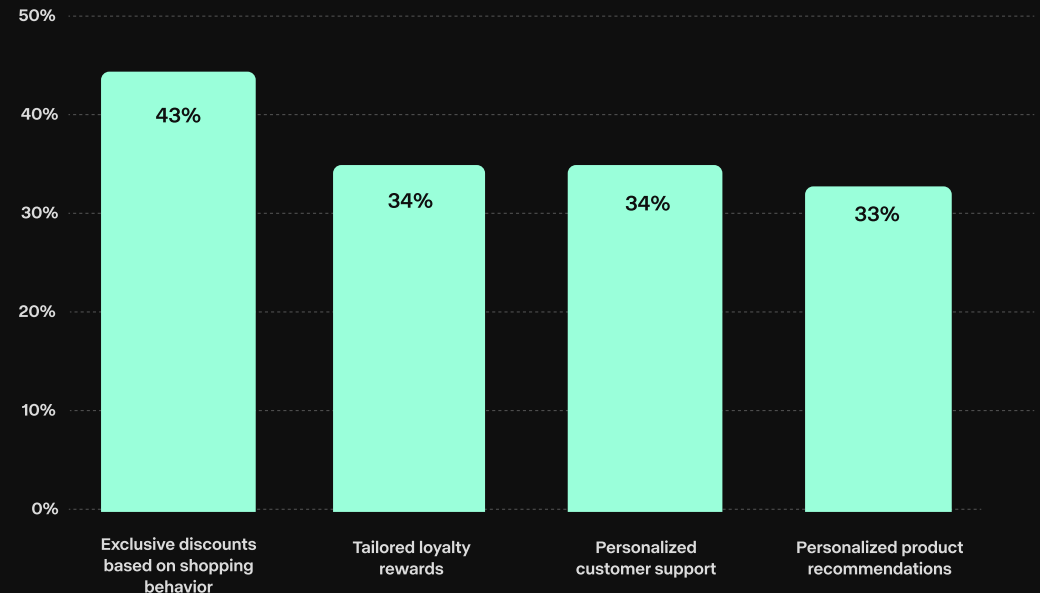
Personalized perks

Over a third of shoppers say they value personalized in-app rewards programs. And when done right, rewards don't just engage – they convert.

The end of mass marketing

43% of Gen Z and 39% of Millennials say personalized product recommendations keep them coming back. Show them things they'll love. They're bored of generalized suggestions.

Personalized features that make consumers feel more connected to brands



Original question: "Which of the following personalized features have made you feel more connected to an enterprise brand when shopping online? (Select all that apply)"

Customers seek connection

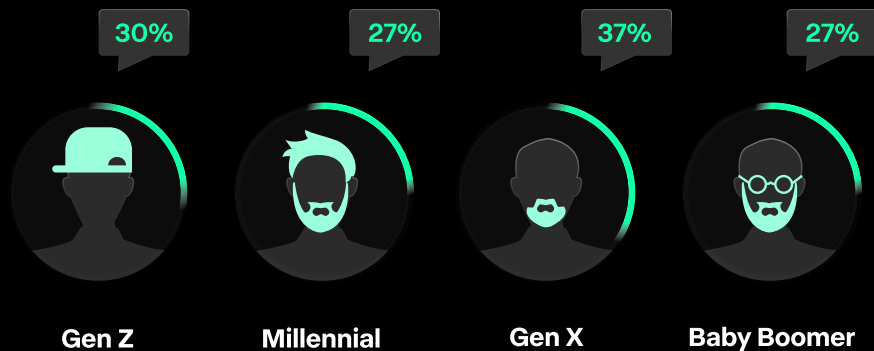
34% of consumers – with Millennials leading at 41% – say personalized customer support makes them feel closer to a brand. And that emotional edge is what drives retention.

Shoppers still scrutinize AI

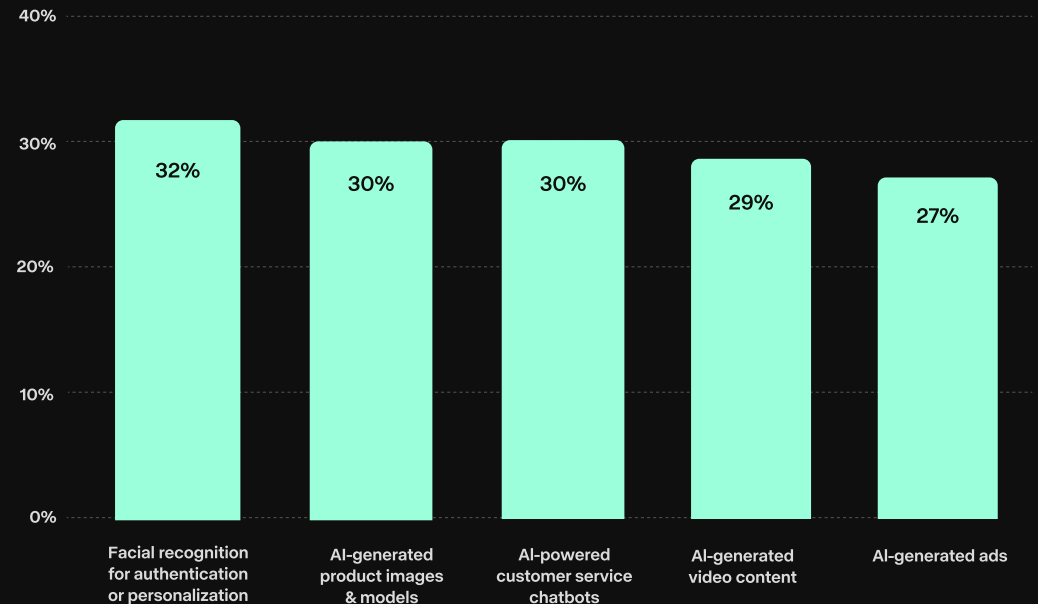
AI can enhance the shopping experience – but only if it respects customers' privacy. Shoppers say AI-driven facial recognition takes the cake for off-putting AI uses in retail.

AI-generated content earns mixed reviews

1 in 3 shoppers feel uneasy about brands using AI to create products image or content. And while we might expect older generations to be the most uncomfortable – Boomers and Millennials are less concerned than Gen Z.



AI-driven features consumers feel least comfortable with



Original question: "Which of the following AI-driven features are you hesitant to use or make you feel uncomfortable when shopping? (Select all that apply)"

PRESCRIBE PERSONALIZATION

Shoppers don't want invasive tracking or irrelevant recommendations – they want tailored experiences that make shopping more convenient and fun.

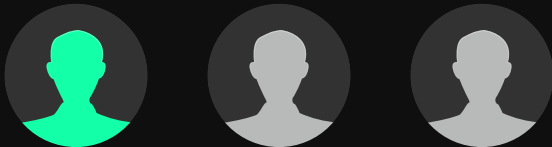
How to prescribe personalized experiences – without being creepy:

Leverage AI's prediction power

Go beyond “you might like this.” Use AI to predict preferences, bundle items, and personalize the entire shopping journey based real behavior.

Be intelligent about AI

70% of shoppers feel uncomfortable with brands using their data. Be transparent about how you use customer data and give them control over how it's used.



Offer chatbots that say more than “hi”

34% of shoppers want customer support to be personalized. So your AI-powered chatbot should do more than answer FAQs. It should solve customer problems and be intuitive enough to recommend and upsell items. Just be mindful, one third of shoppers aren't comfortable with AI chatbots just yet – especially Boomers and Gen X. So before it rolls out, assess your target audience's opinion and weigh up if it'll do more harm than good.

Tailor loyalty like you mean it

Reward behavior with perks like free shipping and early access to sales based on what they actually browse and buy.

Make shoppers feel like VIPs

Use data to create hyper-relevant marketing emails, texts, and push notifications that make shoppers feel like you're speaking directly to them – not just sending a mass promotion or generic product recommendations.

YOUR PRESCRIPTION FOR PAINFUL COMMERCE

Turn conversion killers into conversion drivers with SCAYLE's proven treatments for eCommerce pains:

Stop bleeding customers

SCAYLE helps you stand out from the competition and build loyalty with unforgettable shopping experiences.

Personalize with care

Make your shopping journey anything but generic with SCAYLE's tailored subscriptions.

Straighten dislocated journeys

Run every store, online and offline, on one seamless platform. With SCAYLE, your team can sell anything – from anywhere.

Ease price sensitivity

Turn price sensitivity into profit with SCAYLE's Advanced Promotion Engine. Build flexible, personalized promos that actually drive revenue.



eCommerce doesn't have to hurt. SCAYLE is here to cure enterprise-level commerce pain. Our platform is built to bring your business back to full health (and profitability) – fast.

[Talk to us](#)[Learn more](#)