

# FACES

2020

HUMANIZE EVERY CLICK™

## PET SUPPLIES

The landscape of online shopping behavior, spaces, and consumers is not the only thing that's changing. Today, nearly 70% of US households own a pet, with dogs the most popular animal (American Pet Products). Pets are part of the family, so consumers are willing to spend money on luxuries like beds, toys, clothing, travel accessories, gifts, and grooming services, along with the necessities of collars, leashes, bowls, medicine, and veterinary services. Nowadays, pet parents splurge on holiday gifts.

This paper discusses the behavior exhibited by the high-value consumer in the pet supply industry. Here, we'll see how certain factors interconnect during the purchase journey during the holiday season.

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# LATENCY

## PRE-HOLIDAY

**102**  
HOURS

....

TIME FROM FIRST WEBSITE  
LANDING TO PURCHASE

....

**81**  
HOURS

Urgency during the holiday season, created by time-limited deals and reduced prices, helps drive consumers to purchase. The data we collected shows that the latency period shrank by 26% during the holiday season.

Customers may be looking for offers on products they have already bookmarked to buy, having already performed the bulk of their research during the pre-holiday season so they can catch the best deal during the holiday season.

# WEBSITE LANDINGS

PRE-HOLIDAY

HOLIDAY

17 ..... PRIOR TO PURCHASE ..... 13

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According to Deloitte Insights, nearly 81% of consumers will be influenced by promotions. However, the thought of nabbing the best deal still prompts consumers to search for multiple options.

Consumers are aware of the wide range of offers retailers are providing, so research and the final purchase decision happens in a shorter amount of time. That is, the number of website landings consumers make during the holiday season is fewer compared to the visits made before the holidays. The data reveals that the landings consumers make have decreased during the holiday season in comparison with the pre-holiday season.

With the latency period and number of prior website visits decreasing, we can infer that consumers spend less time researching and more time waiting to claw the perfect deal.





# DEVICE LEVEL INSIGHTS

PRE-HOLIDAY

HOLIDAY

**35%** ..... FIRST VISITS ON MOBILE ..... **41%**

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Browsing, purchasing, and price comparison occur across all devices, though mobile devices foot the majority of traffic related to tracking orders and getting store locations. Buying via smartphone continues to climb every year: 70% of smartphone users say they expect to make a purchase from their device, up from 41% five years ago. The main factor is that it's easy and convenient for shoppers to browse through products and offers anytime, anywhere.

We thus hypothesized the percentage of mobile first visits would be greater during the holiday season compared to the pre-holiday season. Overall, the data shows an increase on first website visits and purchases made via a mobile phone from the pre-holiday season to the holiday season.

# CART SIZE AND COMPOSITION

PRE-HOLIDAY

HOLIDAY

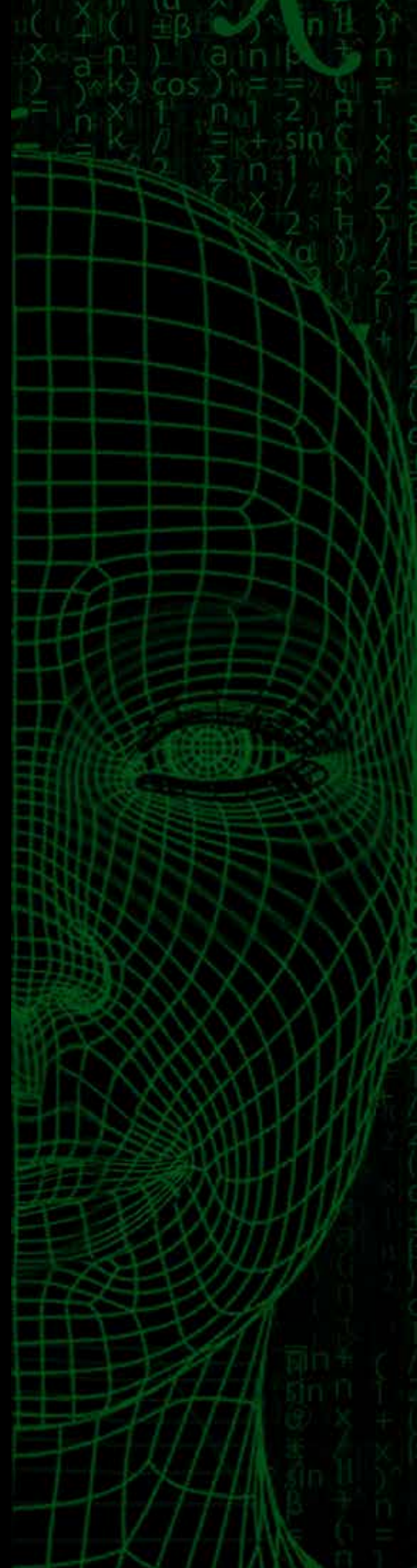
**\$183** ..... AVERAGE ORDER VALUE  
(AOV) OF CART ..... **\$170**

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Offers like free shipping capture the consumer's attention and entice them to buy, but they can also affect AOV. Usually to reach the cap of free delivery, shoppers tend to purchase multiple items. As expected, our data revealed that the items per order decreased by 12% from the pre-holiday to the holiday season, as a result of such offers that allow customers to buy exactly what they want.

According to Deloitte, 85% of people prefer free shipping over fast shipping. Convenience accounts for about 64% of their purchasing decision. Without needing supplementary items in their order to reach a free shipping minimum, buyers do not purchase impulsive add-ons.

When it comes to the pet supply industry, we see a shift in the behavior exhibited by consumers during the holiday season. Marketers can wolf down rewards if they create a sense of urgency to compel consumers to buy during this busy, competitive time.





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