

Report



Confirmation #DQF17586
Thank you!

Food & Beverage

You earned up to 16 free meals from FreshEats!

That's up to 16 free meals, free breakfast every week, and first box ships free! It's easier and cheaper than grocery shopping.

Yes Please

No Thanks

Powered by ROKT - Privacy Policy

The Joy of Checking Out

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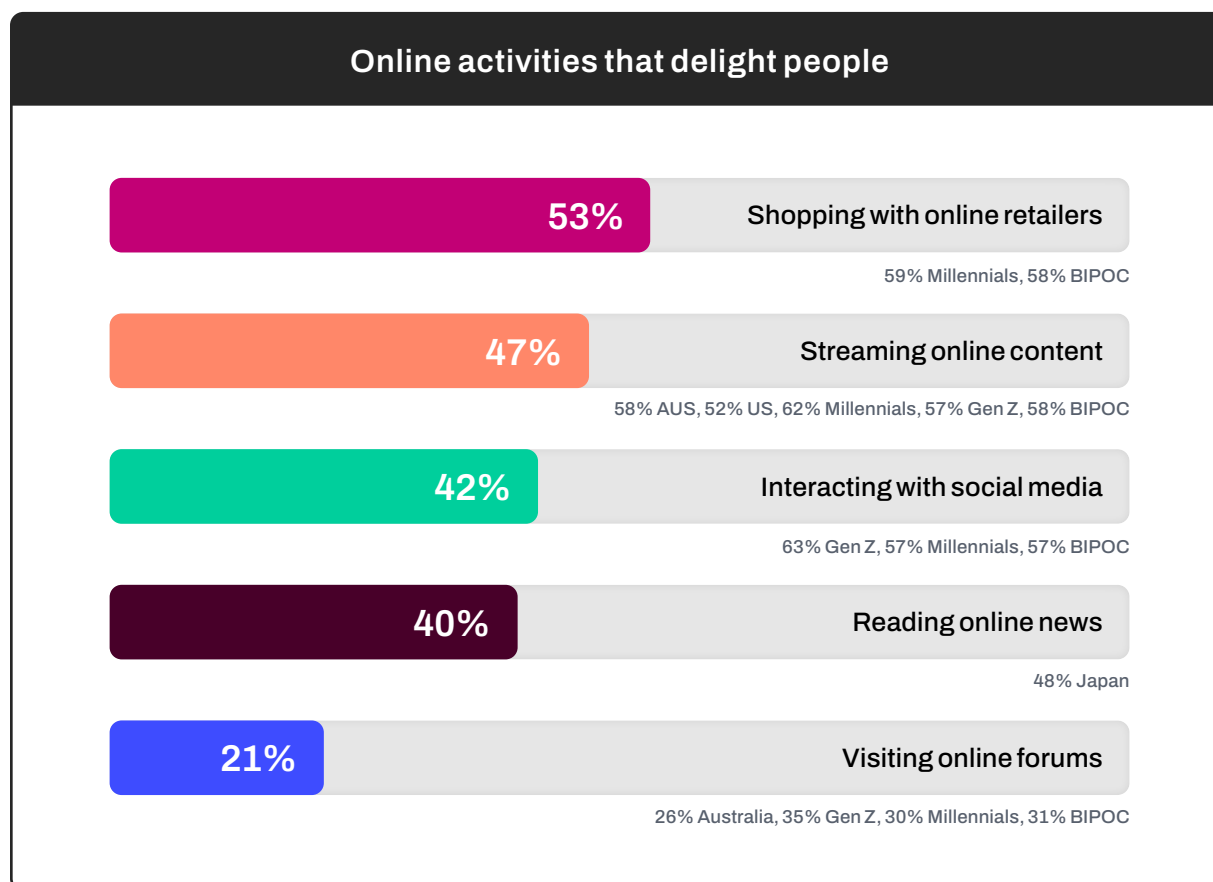
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PART 1

Digital is destination delight

The internet: It's an ocean of information, a sea of chaos, and an inescapable jungle of clickbait. And yet, in spite of this – or perhaps because of it – consumers are seeking comfort in the madness, turning to online shopping as a retail retreat where they can escape and find joy.



Roughly 70% of consumers say they look forward to online shopping — a figure that's even higher among younger generations (80% for millennials and 79% for Gen Z). What's more, they say they find online shopping even more delightful than streaming content. It's still a multi-tasking, multi-screen world, yes — but online shopping leads as entertainment.

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Part of the joy is in the search: **80% of Gen Z and Millennials agree, “I enjoy the online shopping hunt for the perfect item,”** an endeavor made easier by tools like Google Lens, which allow users to search by image for similar items.

And while retailers and shopping apps have rolled out AI technology to improve the hybrid shopping experience — that is, shopping done in-store while using one's phone to get product information — consumer preference still overwhelmingly favors online shopping. **72% of Gen Z & Millennials agree that “shopping online is usually a more enjoyable experience than shopping in-store.”** (For many Millennials and Gen Z consumers, in-store shopping is an acute pain point. 51% say “I dread going to a store to shop.”)

Whereas in-store shopping is more likely to be finite — *I came, I saw, I purchased* — online shopping is a long game. **57% of consumers say “I’m always making a mental list of what to shop for next online.”** Online, there's always more to be found.

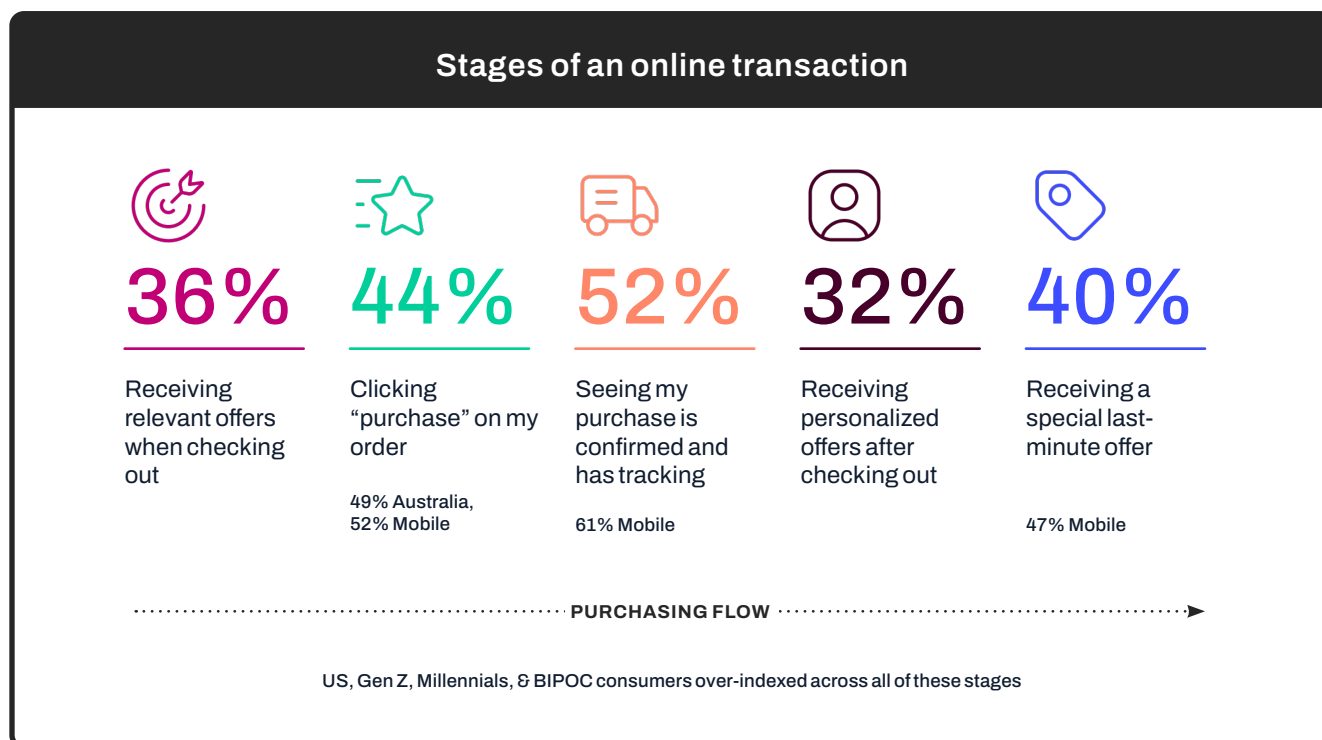


PART 2

Checking out is the
happiest place on
the internet

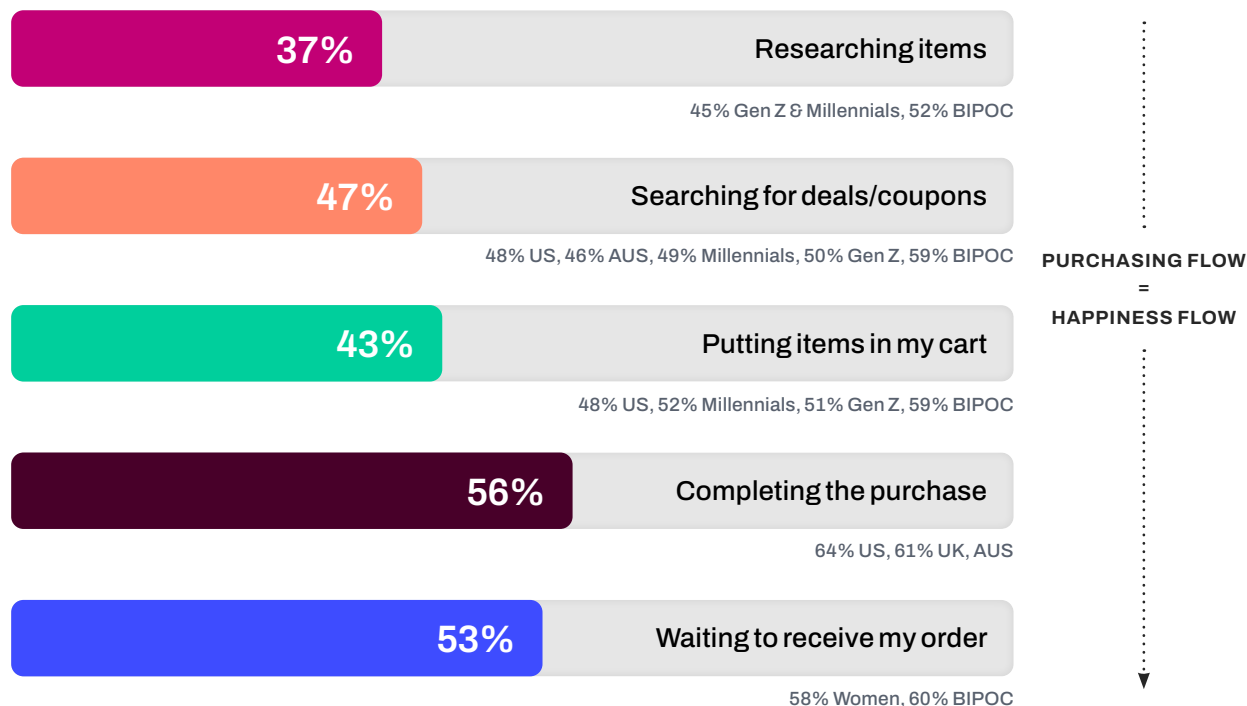


While online shopping enjoyment is fueled by the hunt for the perfect item and the best price, the purchase is peak satisfaction. 73% of consumers agree that “There is joy in checking out online”—and more than half (52%) say that seeing their purchase confirmed is the happiest stage of the transaction process.



Within the Transaction Moment™, excitement peaks at clicking “purchase” and seeing a tracking number. In this way, online shopping is not unlike planning a vacation: the confirmation of the trip—and the anticipation of it—is often the best part of the experience.

Stages of online purchasing that make consumers happiest



In particular, completing long-desired purchases is a win for consumers. 89% of consumers say they find delight in making long-desired purchases: It comes with the relief of being done with research, the satisfaction of checking something off the to-do list, and the excitement of the impending arrival.

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A smooth checkout process is crucial to a joyful purchase experience — and done right, it can fuel loyalty for future purchases: **41% of consumers say they want to shop again with the brand that delivered a delightful checkout experience.** Here, brands must distinguish between satisfying needs (that is, making the checkout experience easy and efficient) and adding delight through discounts and extra convenience.



PART 3

Relevance
brings joy and
repeat revenue

The right time and the right promotion are critical to maximizing happiness in the check out moment. Brands have a significant opportunity to engage with consumers by including pertinent special offers that are relevant to the consumer. For example, a consumer might buy a product from an electronics company and depending on what's known about them, they could be shared a first-party offer like insurance on their purchase or a third-party offer like a donation to charity.

One maxim in the retail world is “Always Add Value” — and pertinent and relevant offers at checkout are especially effective in doing so. **79% of consumers agree, “I feel excited when I receive a promotion that is delivered the moment I need it,”** and **70% agree, “I love being surprised by a last-minute online deal.”** How the deal is delivered matters too – if a discount code is automatically added to a cart, that’s an especially desirable convenience. (On the flip side, a consumer who is shown a discount code but forgets to add it to their cart is more likely to feel like they’ve lost money. Where there’s an expectation of savings, there must be follow-through.)

42% of consumers say they want to shop again with the brand that delivered the relevant experience

There’s a simpatico aspect to these offers, too. Roughly two-thirds of consumers agree that “When online shopping recommendations are spot-on, it feels like the website is reading my mind,” and 68% of consumers agree, “I am more delighted by shopping experiences when it feels like brands ‘get’ me.”

Here's a big win for brands: Relevancy drives repeat revenue. **42% of consumers say they want to shop again with the brand that delivered the relevant experience, and 63% agree, "I will spend more money with businesses that understand me and my preferences."** There's splurge potential, too: Roughly one-third of Gen Z consumers say they would splurge on a special product or experience as a result of relevancy.

But be warned: The reverse is also true. *Ir*relevancy drives customers away. **62% of consumers agree, "I'd rather abandon my cart than deal with irrelevant offers during checkout."** Moreover, a poorly executed offer is worse than no offer at all: **74% of consumers agree, "While online shopping, I'd rather receive no offer than one that's not relevant to me."**

79% of consumers agree, "I feel excited when I receive a promotion that is delivered the moment I need it."

When it comes to relevance — and the joy that comes with it — AI is seen as an accelerator. Shoppers largely say they find AI more delightful than creepy in their online shopping experiences, and nearly half (48%) assume that AI is already being used in their shopping experience. In particular, customers appreciate AI's ability to serve up personalized deals/coupons (38%), provide product reviews (30%), optimize the payment process (30%), and provide search assistance (30%).

Done right, AI can significantly enhance what we at Rokt call the Transaction Moment—a pivotal phase that unfolds across four critical touchpoints: the cart, payment, thank you, and confirmation pages. This can be a highly effective way to introduce customers to additional relevant products, services, or buying opportunities – and keep consumers coming back, again and again.

CONCLUSION

With every transaction, customers are already primed for delight, citing that **online shopping is the happiest internet activity they engage in.**

In fact, their excitement reaches its peak while completing the purchase. That makes the moment following that transaction critical for drawing out that delight rather than letting it fizzle out—think less hard sell and more thoughtful gesture, with offers so perfectly tailored it feels serendipitous. Brands get it wrong when they lack these curated choices, rendering shoppers exhausted and indecisive as a result. Bringing relevance to online shopping experiences, especially at those key touchpoints, not only drives value for customers but fuels joy. With the right tools and timing, **Rokt sparks the joy of checking out.**

METHODOLOGY

This study was conducted by The Harris Poll on behalf of Rokt among 7,061 adults from September 27 to October 7, 2024. Respondents were across the following markets: United States, UK, France, Germany, Australia, and Japan.

Data are weighted where necessary to bring them in line with their actual proportions in the population for a nationally representative sample. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.