MikMak

Closing the Gap on Consumer Relevance

Looking at the shopper behind eCommerce purchases

Get to know the shopper behind eCommerce decisions

Who we are impacts how we make decisions, including what we buy and how we do it. To win, brands must understand who their shoppers are and how they shop, and also keep a pulse on ongoing shifts.

How to do that? By tying first party eCommerce data with demographic and psychographic information.

This guide provides an overview of the purchasing preferences of consumers and how it correlates with their demographics, generation, and life stage.

The basics of eComm data

eCommerce is a leading indicator for all commerce, and eCommerce data is the first step toward understanding commerce trends. The anchoring metric to make apples-to-apples comparisons is called **purchase intent rate**.

Purchase intent rate measures how likely a population of in-market shoppers will try to make a purchase and proceed to cart.

Once calculated, purchase intent rates can be compared to answer questions such as:

- When does demand surge for special shopping event dates?

- What channels drive shoppers most likely to make a purchase?

- Which shoppers are most likely to make purchases and why?

Purchase Intent Clicks

Total Page Views

Gen Z shoppers online are diverse and female.

The purchase intent rate in Q1 2022 across categories and generations is 5.4 percent. Gen Z shoppers, with a purchase intent rate of 7.0 percent, are 1.3x more likely to buy online. This trend is expected to continue with more and more younger consumers with higher discretionary income.

A closer look shows us that these Gen Z shoppers tend to be female. In fact, there are 2.2x more in-market Gen Z female shoppers than male shoppers on the MikMak Platform. This isn't just for beauty either! Take a closer look at your brand's Gen Z purchase intent clicks and purchase intent rate. Do they trend female too?

Meanwhile, Gen Z focused brands should also pay attention to diverse representation and inclusive marketing practices. In fact, Hispanic-identifying and African American-identifying Gen Z shoppers have a purchase intent rate of 7.3 percent and 7.6 percent respectively, which is 1.35x and 1.4x the current average.

Want to reach female shoppers? Time to get on TikTok, where eCommerce is predominantly driven by female shoppers, at 3.4x more page views, 5x more purchase intent clicks, and 1.5x higher purchase intent rate than male shoppers.

Female shoppers closed the gender gap for alcohol.

Did you know that alcohol eCommerce long trended male, with male shoppers seeing higher purchase intent rate relative to female shoppers as recently as 2021. This changed in Q1 2022, with female alcohol shoppers seeing purchase intent rate finally overtaking that of male shoppers, and reaching 1.3x that of category average. What's more, there are twice as many female in-market shoppers for alcohol online than men on the MikMak Platform.

Brands should expect this trend to sustain over time, and not just for alcohol shopping. Meanwhile in other categories, female shoppers also see higher purchase intent rate for beauty, and are equally likely to shop online when it comes to personal care and grocery.
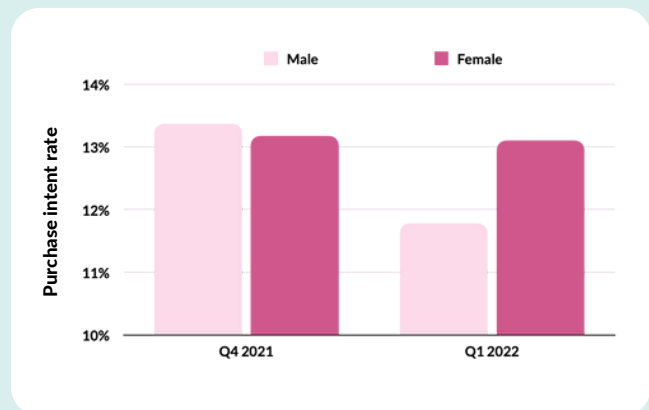
Childless households are more likely to shop online.

Regardless of marital status and generation, households without children have the highest likelihood of shopping online. This trend holds true across categories. What's more, purchase intent rates decrease as the number of children in the household increase.

How will this trend change over time? If households without children are more likely to purchase online due to them being single, then this trend is likely to continue over time. If it is due to the age of the consumers, then we can expect to see households with children with growing purchase intent over time as couples enter new life stages while retaining their shopping preferences. Look closely at how your brand's consumers' purchase intent rate change over time and how this overlaps with other aspects of their shopping behavior to predict how this trend may evolve.

The more children in a household, the less likely the household will make purchases online (except for three-children households).

Purchase Intent Rate

| No Children | Children | 1 Child | 2 Children | 3 Children | 4+ Children |
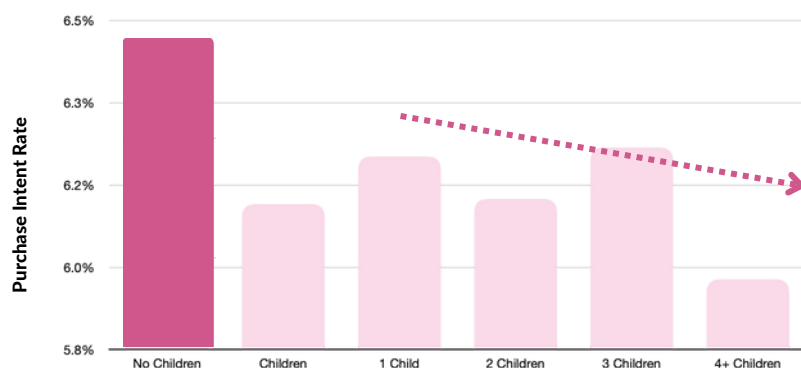
Key Takeaways

1. **The future of eCommerce is increasingly diverse and female.**
Already, shopper intelligence data across categories are showing that not only will this trend continue, but it is happening quickly. Make sure your marketing strategy and initiatives reflect your changing shopper demographics.

2. **Identify the drivers of these buyer habits for your brand to understand how they may change over time.**
Many demographic and psychographic dimensions are subject to change over time, such as marital status and the number of children in the household. Determine why certain ones have high purchase intent for your brand's products so that their life stages change, your brand can keep your strategy relevant.

3. **Incorporate key eCommerce metrics into your marketing strategy and tie to demographic and psychographic analysis.**
Now that you understand Purchase Intent Rate, get more granular. Incorporate channel data, retailer data, and basket data into your analysis.

Gain real-time, 24/7 access to insights like the ones in this guide and more with MikMak.
Visit us at **mikmak.com** to schedule a demo today.

The MikMak Shopping Index was developed to provide a standardized set of metrics, methodology, and benchmarks to help drive brands' business results and strategy. It is a collection of key eCommerce KPIs collected across hundreds of brands and over 250 channels and over 2000 retailer integrations to understand consumer online shopping behavior. The Index also includes data from MikMak Shopper Intelligence, which ties first party eCommerce data to 1000+ of demographic and psychographic data points, and can be segmented by product, retailer, and more. Shopper Intelligence is available through an industry exclusive partnership with LiveRamp.

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