

## PRESS RELEASE

### Content Square unveils its study “E-Commerce and behavioural differences”

**Content Square, the international leader in Web and mobile optimization, in collaboration with SSI’s panel, reveals the results of its study about behavioural differences on E-Commerce websites. The study exposes, among others, the main differences between men and women, left and right handers, digital natives and seniors.**

Paris, Wednesday December 10th 2014. Content Square carried out its study about behavioral differences, in collaboration with SSI’s panel, in November 2014, from a representative sample of 4000 French people, observing INSEE’s quota. This multi-sectorial study consisted in a segmentation survey and in browsing recordings, on about 20 E-Commerce sites.

Content Square used a in-depth methodology, analyzing the following indicators: number of sessions, number of clicks, display time, active time, inactive time, interaction rate (active time / display time), scroll rate, last displayed line on screen, viewed pages, viewed product pages rate, average hesitation before click.

#### Men versus Women:

##### **Women interact more and are faster than men**

- Women click 30% more on the website than men
- Women’s activity rate\* is 11% higher than men’s one
- Women view 12% more pages than men
- They hesitate\*\* 10% less than men before clicking on an element of the page
- They purchase 7% faster than men

On average , women are more active than men on E-Commerce websites. They interact more, display more pages and purchase in a shorter time.

\* Ratio between interaction time and display time / \*\*Average hesitation time before click

##### **Women are picture-oriented while men are detail-oriented**

Women’s path differ from men’s one on the product pages of E-Commerce websites. They display much more pictures, while men are interested in product descriptions and read them.

#### Left handers versus right handers:

##### **Left handers’ browsing behaviour is slower than right handers’ one**

- Right handers click 8% more than left handers
- Left handers take 20% more time to click than right handers
- To purchase, left handers are 30% slower than right handers

##### **Compared to right handers, left handers mostly use the left part of the menu**

- A left hander has 29% less chances to hover over the menu’s right tabs. The menu, key browsing element, isn’t wholly used by left handers. Pages and menus aren’t yet adapted to left handers.

#### Young people versus seniors:

##### **Few differences remain between digital natives’ and seniors’ browsing behaviour**

Young people interrogated: 18-34 years old

Seniors interrogated: 45-64 years old

- Between young people and seniors, click rate and display time are almost similar. Seniors are equally active.
- Seniors view 4% less pages than digital natives
- Notable difference : hesitation time is 30% higher for seniors. They spend more time before clicking.

Seniors have equivalent click rate to digital natives and are equally active. That doesn’t seem necessary to adapt your E-Commerce website depending on generations.

### The buzz by Content Square:

- Internet users display 20% more pages when it is raining than when the weather is sunny
- Blondes take 30% more time to click than brunettes.
  - Brunettes average hesitation time before click: 0,49 seconds
  - Men average hesitation time before click is 13% higher than brunettes
  - Blondes average hesitation time before click is 30% higher than brunettes
- People who declared being under the influence of alcohol clicked 20% less than sober people.
- Blue-eyed people hesitate 9% more before clicking than brown-eyed people.

“ We remain convinced that behavioral patterns are different from one web user to another, depending on structural variables (culture, gender, period of time...). Already working on intercultural aspects of users from France, Germany, US and China, this study was an opportunity to deepen our knowledge of E-Commerce ergonomics. However, many other aspects are yet to be discovered as the web has many secrets to reveal. We had an intuition that there was a difference of behavior between women and men, right-handed and left-handed people when shopping online, but this intuition has yet had to be proven. The study allowed us to validate that theory as it implies that customizing customer journey is more than ever relevant and efficient ! ”

Jonathan Cherki, Content Square's CEO



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## ABOUT CONTENT SQUARE

Content Square is the international leader for web and mobile sites optimization. E-merchants' ultimate weapon, the company provides an auditing, testing, and optimization digital platform that increases Internet sites' conversion rate by around 50%.

Content Square was named one of the 4 most innovative E-Commerce technologies in the world by Gartner. It has major groups such as Orange, Cdiscount, Vente-Privée, Yves Rocher, Canal Plus, L'Oreal, LVMH, Printemps... among its clients.



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## ABOUT SSI

SSI is the premier global provider of data solutions and technology for consumer and business-to-business survey research, reaching respondents in 86 countries via Internet, telephone, mobile/wireless and mixed-access offerings. SSI staff operates from 25 offices in 18 countries, offering CATI, questionnaire design consultation, programming and hosting, online custom reporting and data processing. SSI's 3,300 employees serve more than 3,000 clients worldwide.