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Thought Leadership Paper
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Shoppertainment Is Landing In Europe

European Consumers Are Embracing New
Formats Of Online Shopping Such As
Livestreaming Commerce

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Originating in China, livestreaming commerce is one of the most popular consumer-facing digital innovations.



Livestreaming commerce creates customer engagement and boosts impulse purchases.

Executive Summary

Livestreaming commerce is the next frontier of e-commerce. Originating in China, livestreaming commerce is one of the most popular forms of social commerce and consumer-facing digital innovations. It has caught the attention of global brands and retailers in recent months. It's a new format of e-commerce in which sellers use livestreaming sessions to: 1) introduce and showcase products; 2) engage with prospects and customers in real time; and 3) allow buyers to purchase products without leaving the livestreaming session.

According to Forrester's pre-pandemic research, livestreaming commerce was on pace to grow strongly in China at a compound annual growth rate (CAGR) of 45.7% to reach CNY 100 billion (about EUR 13 billion) by 2023.¹ But the impact of the pandemic means this market size be reached even sooner.² One of the major e-commerce platforms in China reported more than 150% year-over-year growth of livestreaming commerce for three years continuously.

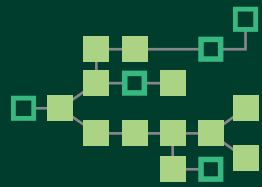
Besides livestreaming, retailers have also been using other forms of interactive content, such as pictures, videos, interactive games on social media and e-commerce platforms to interact with their customers and to ultimately drive transactions. These emerging forms of e-commerce incorporating social, entertainment, and shopping elements are commonly referred as shoppertainment.

We defined shoppertainment as an emerging form of e-commerce that provides consumers with a more personal, interactive, and engaging shopping experience by leveraging pictures, videos, interactive games, and/or livestream events to ultimately drive transactions.

Shoppertainment, especially livestreaming commerce, creates customer engagement, and it boosts impulse purchases. It successfully captures consumers' attention, and it helps them discover products in an interactive and direct way. Livestreaming commerce shortens the path to purchase, and it merges the discover, explore, and buy stages. Recommendations from influencers and real-time comments from peers help consumers make purchase decisions faster. And livestreaming sessions often include exclusive limited stock and limited-time offers that create an urgency to buy.

Livestreaming commerce isn't simply old wine in new bottles. While many compare livestreaming commerce with TV home shopping, the two formats have significant differences (see Figure 1).³

AliExpress commissioned Forrester Consulting to research European consumers' online shopping behaviors and perceptions around shoppertainment activities. Forrester conducted an online survey with 14,460 online adults in France, Poland, Spain, and the United Kingdom, and this included 8,635 weighted respondents who purchase products or services online at least quarterly and are interested in at least one form of shoppertainment. The study uncovered findings as below.



Across different shoppertainment forms, more viewership on e-commerce livestreaming has converted into purchase decisions.

Figure 1

Feature	TV home shopping	Livestreaming commerce
Communication method	One-way communication	Two-way/multiway communication
Timeliness	Prerecorded or live	Real time/live
Replay	On schedule	On demand
Purchase method	Call to buy	Click to buy
Host	Actors or broadcasters	Influencers or key opinion leaders, sometimes celebrities
Responsibility	The host is less likely to be responsible for recommended products.	A well-known host's personal credibility is linked to the recommended products.

Source: "Live-Streaming Commerce Gathers Momentum In China," Forrester Research, Inc., October 15, 2020.

KEY FINDINGS

- › **Surveyed consumers show a high interest in shoppertainment, especially in livestreaming on e-commerce platforms.** More than two-thirds of surveyed European consumers indicated an interest in shoppertainment. The consumer interest is because shoppertainment could address pain points about online shopping including trust, pricing, and immediacy.
- › **Consumers prefer purchasing electronics, fashion, and cosmetics products using shoppertainment, and being able to place an order — especially on a computer — is important.** Electronics, fashion, and cosmetics are top categories that draw consumers' attention to shoppertainment channels. When they buy these products through livestreaming, the ability to place orders, get vouchers, and see estimated delivery times are most important to them. Although consumers prefer watching e-commerce and social media livestreaming on their mobile devices, computers are still more popular when making purchases online.
- › **Consumers prefer short, trustworthy, relatable, and informative livestreaming content with hosts they like.** European consumers prefer livestreaming content that is less than 10-minutes long and shares important information, such as costs, shipping times, and return policies. Besides these functional reasons, it's crucial to select hosts who consumers can relate to and trust.

- › **European consumers have some distinct traits when it comes to shoppertainment.** Consumers from all surveyed countries would like to save time and get exclusive deals through these channels. Spanish consumers are relatively more price-conscious, and they prefer practical information provided by local product experts. Polish consumers put more value on interactions with hosts and other customers more than consumers from other countries. UK consumers need more trustworthy content that is mobile-friendly. French consumers are slightly more concerned about the time they spend on shoppertainment; most wouldn't want to spend more than 10 minutes continuously watching a livestream.
- › **There are six types of shoppertainment users, and organizations should engage them differently.** Based on the activities that consumers use to engage with content the most (watching short entertainment videos at least daily, watching TV shows and movies at least daily, viewing posts from influencers at least daily, and purchasing online at least weekly), consumers fit into six distinct segments: heavy online shoppers, short-video watchers, social champions, online dimmers, online always, and binge-watchers.
- › **Members of the “online always” segment have the most potential to become shoppertainment advocates.** The “online always” segment is the only segment that features consumers who are likely to become promoters and advocates of e-commerce livestreaming based on their Net Promoter Score (NPS).⁴ They are also the most likely to purchase through e-commerce livestreaming, and they are willing to spend more time on it. Social champions, binge watchers, and short-video watchers can be engaged with their preferred channels and contents. Online shoppers and online dimmers are more challenging to engage compared to those in the other segments.

Shoppertainment Is Emerging In Europe

Even as the COVID-19 pandemic forced consumers to change their shopping behaviors in 2020, in-store shopping still dominated the European market. Among surveyed consumers in France, Poland, Spain, and the UK, 64% purchased products or services in-store weekly. Meanwhile, 30% purchased online weekly. Although in-store shopping is still a more popular option for European consumers, two-thirds of surveyed European consumers have been buying more online, with 31% buying significantly more online.



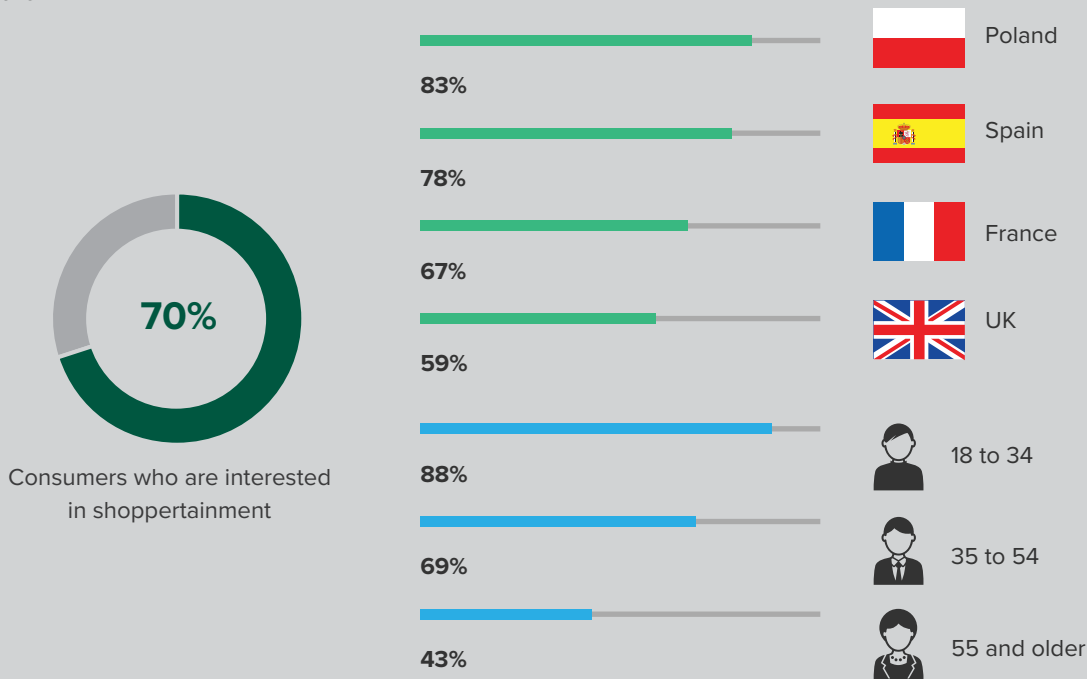
As a result of the COVID-19 pandemic, two-thirds of surveyed European consumers have been buying more online, and 31% have been buying significantly more online.

EUROPEAN CONSUMERS ARE OPEN TO EXPERIMENT WITH NEW WAYS OF SHOPPING ONLINE

In this study, we focused on understanding consumers' perceptions toward four main forms of shoppertainment: livestreaming on e-commerce platforms, livestreaming on social media, product content posted by influencers on social media, and interactive gaming features. The findings revealed that:

- > **Shoppertainment emerged in Europe during the pandemic.** More than two-thirds of surveyed European consumers (70%) indicated they're interested in at least one form of shoppertainment (see Figure 2). And this exuberance has continued throughout the pandemic. Among surveyed consumers who are interested in shoppertainment, almost half increased consuming shoppertainment content as a result of the pandemic.

Figure 2



Base: 12,382 respondents who purchase products or services online at least quarterly
 Source: A commissioned study conducted by Forrester Consulting on behalf of AliExpress, December 2020

› **Consumers show a highest interest in e-commerce livestreaming.**

Across four different forms of shoppertainment, surveyed consumers are most interested in livestreaming on e-commerce platforms, 59% claimed they are interested in exploring or have purchased through it. This is followed by livestreaming on social media (53%), viewing influencer content on social media (50%), and playing interactive games (49%).

SHOPPERTAINMENT ADDRESSES ONLINE SHOPPING PAIN POINTS AROUND TRUST, PRICING, AND IMMEDIACY

Consumers appreciate the value that online shopping brings. They believe they can save time (30%), find cheaper deals (28%), and get access to a wider range of products (27%) through these online channels. However, one in five surveyed consumers mentioned they don't always trust the product quality, and they aren't sure they're always able to find the best deal or product they need in the moment.

As European consumers shop online more and they demand better transparency and accessibility of products on digital platforms, shoppertainment brings value to consumers and addresses some of their online shopping concerns. These include:

- › **Gaining trust for transparent and influencer-endorsed content.** The top challenge consumers experience during online shopping is that they don't trust the product quality. This could be due to a mismatch of product descriptions and actual products. By demonstrating products through livestreaming, consumers have the chance to see the products and interact with the livestream host to get their concerns out of the way. That's why having a clear and easy-to-understand product demonstration is one of the top drivers for consumers to buy through e-commerce livestreaming. Getting influencers to endorse products is another way to gain trust from customers; consumers buy through influencers' social media content because they'd like to follow influencers' opinions.
- › **Accessing exclusive deals to incentivize purchases.** Getting exclusive deals is one of the top values of shoppertainment. Usually, livestream hosts and influencers provide promo codes and limited or exclusive deals during the livestream. Interactive games also provide consumers with opportunities to earn coupons for specific sites or brands. These exclusive deals make it easier for sellers to convert views to transactions.
- › **Reducing the selling and interaction cycle to save consumers time.** Another top value of shoppertainment — especially livestreaming — is saving time. Livestreaming commerce shortens the path to purchase and merges the discover, explore, and buy stages. Recommendations from hosts and real-time comments from peers help consumers make purchase decisions faster. And livestreaming sessions often include exclusive limited stock and limited-time offers that create an urgency to buy.⁵

Consumer Preferences About Shoppertainment Content Vary

The fact that European consumers are willing to experience and purchase from novel forms of online shopping is exciting for e-commerce sellers. However, with increasing competition, diving right into shoppertainment may not guarantee success for these sellers. Our research uncovered key aspects of consumer preferences when it comes to shoppertainment activities.

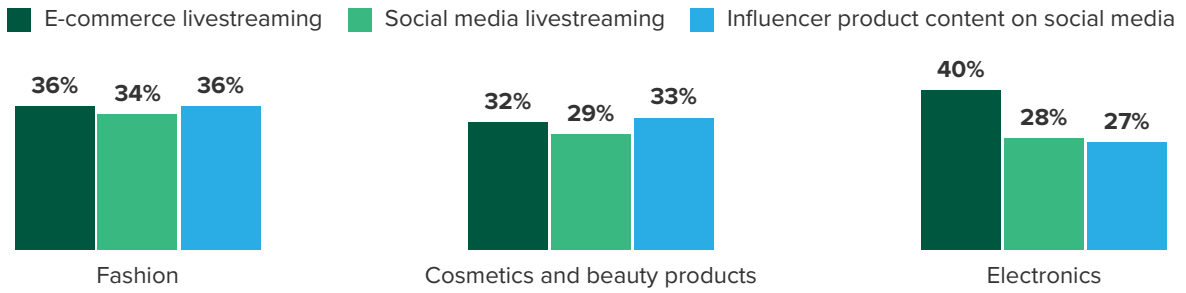
UNDERSTAND WHO AND WHERE THE SHOPPERTAINMENT CONSUMERS ARE

Even before developing content and engaging influencers, sellers need to understand where their customers are and what they are likely to buy.

- › **Electronics, fashion, and cosmetics are the top categories that draw consumers' attention to shoppertainment channels.** In general, consumers have a higher interest in purchasing through e-commerce livestreaming compared to other forms of shoppertainment — especially for electronic products. Forty percent of surveyed consumers (predominantly male consumers) are interested in purchasing electronics through e-commerce livestreaming, and that's more than 10% higher than through social media livestreaming and social media influencer content. For fashion and cosmetics products, consumers (predominantly female) are equally interested in e-commerce livestreaming and influencer product content on social media (see Figure 3).
- › **Functional and interactive features matter.** Top shoppertainment features reflect consumer needs. On livestreaming channels, the most popular features include offering the ability to place orders, get vouchers, and see estimated delivery times. More than 30% of surveyed consumers who are interested in livestreaming claim these are the three most important features. Individual games (40%), collecting coins (40%), and fortune wheel (35%) features are popular among those who are interested in interactive games because they are entertaining and easy to understand, and they generate deals for consumers. Younger consumers prefer more interactive and collaborative features on these channels, such as posting comments and chatting with livestream hosts and playing collaborative games with their friends.
- › **Consumers are computer-based when it comes to online shopping.** Although consumers prefer watching e-commerce and social media livestreams on their mobile devices, computers are still more popular when making online purchases. Half of surveyed consumers prefer to online shop on their computers, while only 34% choose to do so on their smartphones. Meanwhile, 47% of surveyed consumers watch livestreams on their smartphones, which is 6% more than those who prefer to do so on their computers (see Figure 4).

Figure 3

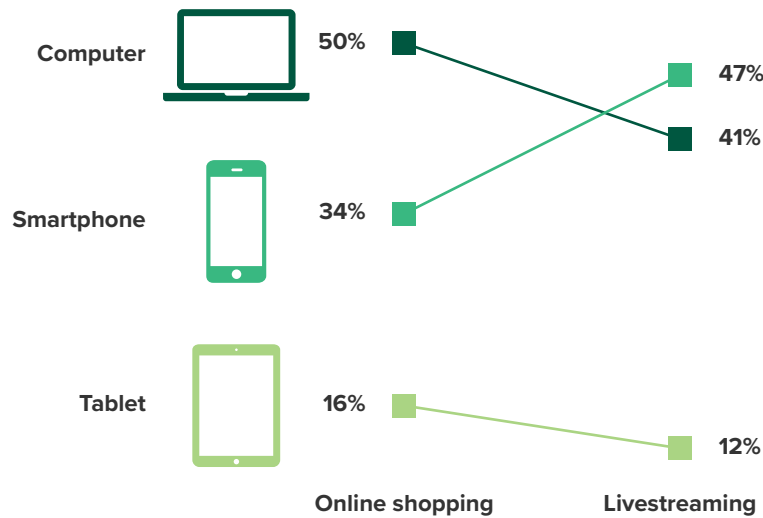
“Which of the following are you interested in purchasing through the following?”



Base: 7,261 respondents who are interested in livestreaming on e-commerce website/app; 6,602 who are interested in livestreaming on social media; 6,202 who are interested in content about products by influencers on social media
 Source: A commissioned study conducted by Forrester Consulting on behalf of AliExpress, December 2020

Figure 4

“Which of the following is your most preferred device for the following activities?”



Base: 8,635 respondents who purchase products or services online at least quarterly and are interested in at least one type of shoppertainment forms; 7,982 respondents who are interested in livestreaming on e-commerce website/app or social media
 Source: A commissioned study conducted by Forrester Consulting on behalf of AliExpress, December 2020

DEVELOP SHORT, TRUSTWORTHY, RELATABLE, AND INFORMATIVE CONTENT

Content is king. From getting on consumers' screens to getting into their hearts, the key is to develop content that truly resonates with them. Looking specifically at e-commerce livestreaming (the most effective form of shoppertainment), our research uncovered several tips that e-commerce sellers should keep in mind:

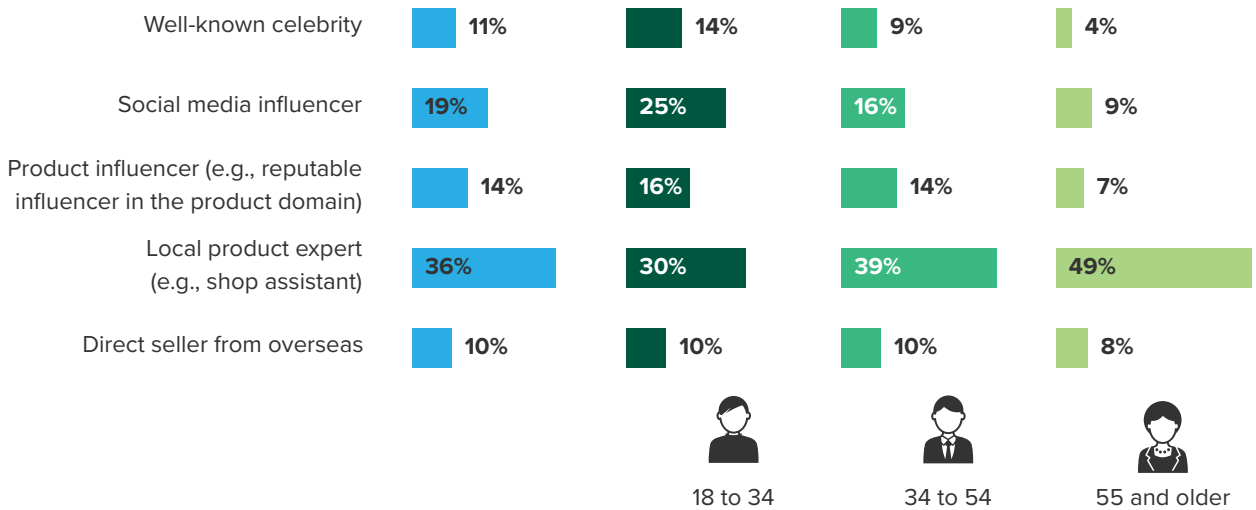
- › **Keep livestreams succinct.** More than 50% of consumers hope to spend no more than 10 minutes continuously watching a livestream for online shopping purposes, and about one-quarter would like to do so for no more than 5 minutes (23%). Looking across the respondents' different countries, consumers in Poland are most likely to spend more than 10 minutes watching livestreams (56%), which is a significantly higher percentage than consumers in Spain (42%), the UK (42%), and France (38%).
- › **Provide clear and easy-to-understand information.** Respondents said that when using livestream shopping, a top challenge is that important information (e.g., costs, shipping times, and return policies) is not clear in both e-commerce livestreaming (16%) and social media livestreaming (14%). Many respondents also mentioned that the livestream could be too time-consuming (15% for e-commerce and 13% for social media livestreaming), they were not able to find an exclusive deal (14% for e-commerce and 14% for social media livestreaming), or their questions didn't get addressed (14% for e-commerce and 12% for social media livestreaming). Getting this information out and presented in a form that consumers can easily see, hear, and understand can help improve the effectiveness of livestream events.
- › **Select trustworthy and relatable hosts.** Besides what's said, the person who says it is equally as important in a livestreaming event. More than one-third of e-commerce (37%) and social media (39%) livestreaming challenges are related to hosts. Many consumers don't trust the hosts' opinions, or they find them hard to understand, not knowledgeable enough, or not likable. Since having a host who is knowledgeable about the products and who is likeable are important to a lot of surveyed consumers, most prefer having local product experts as livestream hosts (36%) instead of social media influencers (19%), product influencers (14%), well-known celebrities (11%), or direct sellers from overseas (10%). They believe local product experts are more trustworthy with their product knowledge, and they share similar cultures and languages. Looking across different age groups, younger generations are more receptive to social media influencers and celebrities (see Figure 5).



What's being said
and who says it are
equally important in a
livestream event.

Figure 5

“Which of the following is your most preferred type of livestreaming host when shopping online?”



Base: 7,982 respondents who are interested in livestreaming on e-commerce website/app or social media, including 3,696 young adults, 3,089 middle-aged adults, and 1,197 senior adults
 Source: A commissioned study conducted by Forrester Consulting on behalf of AliExpress, December 2020

CATER DISTINCT MESSAGES TO CONSUMERS IN DIFFERENT COUNTRIES

When looking at the four European countries the respondents are from, consumers there share similar views on what they need from shoppertainment channels: They want the channels to help them save time and get exclusive deals. However, the study also revealed distinct traits of consumers in each country:

- › **Consumers in the UK need trustworthy and entertaining content that is mobile-friendly.** Compared to consumers surveyed in other countries, UK consumers show less interest in shoppertainment (59%). Thirty-four percent of UK respondents who are not interested in livestreaming on e-commerce platforms expressed that they don't trust the content, and 32% who are not interested in livestreaming on social media believe it is not entertaining. Besides looking for ways to save time and money, UK consumers also value content that has an enjoyable presentation, an exclusive product, and clear and easy-to-understand product details or demonstrations. Among the respondents from the four countries in the study, UK consumers are more mobile-heavy: 50% prefer to watch livestreaming on smartphones and 18% prefer to watch on tablets.
- › **Consumers in France prefer content that is succinct and endorsed by influencers.** Compared to consumers surveyed in other countries, French consumers are the most time-conscious when it comes to livestreaming: 62% would like to spend no more than 10 minutes continuously watching it. However, they are also slightly more impulsive: 23% said they are very likely to purchase a product if an influencer they like recommends it even they don't need it. That's higher than the average of 20%.



The study revealed distinct traits of consumers in each country.

- › **Consumers in Spain seek the best deals and practical information.** Compared to consumers surveyed in other countries, those in Spain show a relative high interest in shoppertainment (78%). They also tend to value price the most: 30% of respondents said they are interested in shoppertainment for price-related reasons, such as getting exclusive deals or coupon incentives. Forty percent of respondent consumers in Spain prefer watching livestreams hosted by local product experts who have deep product knowledge (e.g., shop assistants).
- › **Consumers in Poland value interactions with hosts and other customers.** Compared to consumers surveyed in other countries, consumers in Poland showed the most interest in shoppertainment (83%). Like consumers in Spain, they are also concerned about price; 29% said they are interested in shoppertainment for price-related reasons. However, they also value interaction with hosts and other customers. Consumers in Poland want to be able to read reviews and comments from other customers when watching a livestream. They are most likely to watch livestreams hosted by local product experts (44%), which is higher than consumers in the UK, France, and Spain.

Identify The Right Consumer Segment And Make Them Your Advocates

Knowing general consumer preferences is the first step for sellers and hosts to create a livestreaming e-commerce strategy. However, just as not all content is created equal, sellers need to find the right consumer group to engage with and make them the advocates.

In this study, we have categorized the surveyed consumers into six segments based on their online entertainment and shopping behaviors.

MEET SIX TYPES OF SHOPPERTAINMENT USERS

We asked European respondents how often they shop or view entertainment online. Based on the activities they engage with the most (watching short entertainment videos at least daily, watching TV shows and movies at least daily, viewing posts from influencers at least daily, and purchasing online at least weekly), the consumers fit into six distinct segments (see Figure 6). These segments are:

- › **Heavy online shoppers.** These consumers purchase online at least weekly. They are not frequent users of video and social media platforms. Though they shop online often, they are not impulsive. They are not easily affected by influencers; only 13% mentioned they would purchase something they don't really need if an influencer they like recommended it. This segment represents 9% of the surveyed consumers.
- › **Short-video watchers.** These consumers watch short entertainment videos at least daily. About 50% of them also watch TV shows and movies daily or shop online weekly. They are not frequent users of social media platforms. This segment represents 15% of the surveyed consumers.

Heavy online shoppers



Male
Age between 40 and 44
Lives in the UK
Earns £35,672 per year
Spends £196 online in a typical month

"I shop online every week, but I don't really use social media or watch videos."

Short-video watchers



Male
Age between 25 and 29
Lives in France
Earns €35,194 per year
Spends €143 online in a typical month

"I watch short entertainment videos on my phone every day and I shop online sometimes, but don't really use social media."

Base: 8,635 respondents who purchase products or services online at least quarterly and who are interested in at least one type of shoppertainment form, including 765 heavy online shoppers, 1,336 short-video watchers, 1,055 social champions, 2,152 online dimmers, 1,612 online always, and 1,714 binge-watchers
Source: A commissioned study conducted by Forrester Consulting on behalf of AliExpress, December 2020

- › **Social champions.** These consumers check social posts from influencers at least daily. About 50% of them also watch short entertainment videos daily or shop online weekly. They do not frequently watch movies or TV shows. Because of their high engagement on social media channels, they are also more likely to purchase something they don't really need if an influencer they like recommends it (24%). This segment represents 12% of the surveyed consumers.
- › **Online dimmers.** These consumers do not actively engage in any online shopping or entertainment activities. Since they have a small footprint online, they are least likely to spend time livestreaming or recommending it to other people. This segment represents 25% of the surveyed consumers, which is the largest segment.
- › **Online always.** These consumers are heavily engaged in all kinds of online activities. They watch short entertainment videos and movies, and they check influencer posts daily. Sixty percent of them also shop online weekly. Compared to other consumers, they are the most likely to purchase something they don't really need if an influencer they like recommends it (32%). They are also the most likely to spend more time livestreaming e-commerce, with an average watch time of 23 minutes. This segment represents 19% of the surveyed consumers.
- › **Binge-watchers.** These consumers watch TV shows and movies online every day. More than one-third of them also check influencer posts every day or shop online weekly. They do not watch short videos very frequently. Although binge-watchers prefer watching long videos, they don't like to spend a lot of time watching livestreams. On average, they'd like to spend 15 minutes livestreaming e-commerce, which is much lower than the "online always" segment. This segment represents 20% of the surveyed consumers.

Social champions



Female
 Age between 30 and 34
 Lives in Spain
 Earns €29,335 per year
 Spends €122 online in a typical month

"I check social media posts from my friends and influencers every day, I shop online sometimes, but don't really watch movies online."

Online dimmers



Male
 Age between 40 and 44
 Lives in France
 Earns €34,740 per year
 Spends €124 online in a typical month

"Internet doesn't play a big part in my life. I only use it if I have to. I prefer entertainment and shopping in real life."

Online always



Female
 Age between 21 and 24
 Lives in Spain
 Earns €29,549 per year
 Spends €163 online in a typical month

"I can't live without my phone. I watch videos online and social media posts everyday, and I purchase things I like online almost every week."

Binge-watchers



Male
 Age between 30 and 34
 Lives in Poland
 Earns PLN 71,514 per year
 Spends PLN 1,395 online in a typical month

"I enjoy watching movies online. I also check my social media and buy stuff I need online quite frequently."

Base: 8,635 respondents who purchase products or services online at least quarterly and who are interested in at least one type of shoppertainment form, including 765 heavy online shoppers, 1,336 short-video watchers, 1,055 social champions, 2,152 online dimmers, 1,612 online always, and 1,714 binge-watchers
 Source: A commissioned study conducted by Forrester Consulting on behalf of AliExpress, December 2020

Figure 6

The study revealed 6 types of online users.

	Watch short entertainment videos at least daily	Watch TV shows and movies at least daily	View posts from influencers at least daily	Purchase online at least weekly	Average age	Online monthly spend (Euro)	Freq %
Heavy online shoppers	0%	0%	0%	100%	41	177	9%
Short-video watchers	100%	53%	0%	46%	36	141	15%
Social champions	48%	0%	100%	44%	36	145	12%
Online dimmers	0%	0%	0%	0%	43	115	25%
Online always	100%	100%	100%	60%	32	178	19%
Binge-watchers	0%	100%	38%	45%	38	191	20%

Base: 8,635 respondents who purchase products or services online at least quarterly and who are interested in at least one type of shoppertainment form, including 765 heavy online shoppers, 1,336 short-video watchers, 1,055 social champions, 2,152 online dimmers, 1,612 online always, and 1,714 binge-watchers

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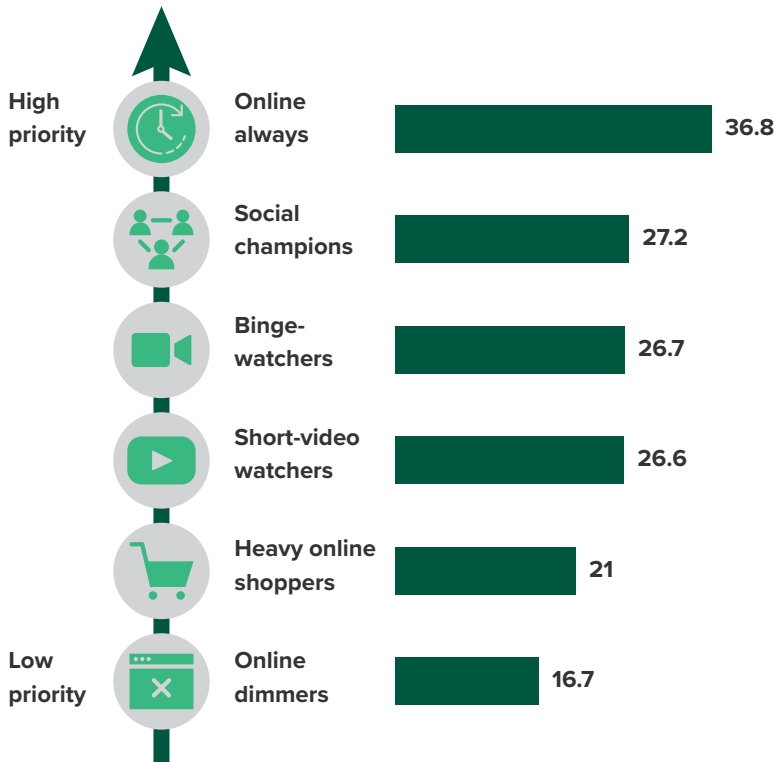
ENGAGE PRIORITIZED CUSTOMER SEGMENTS WITH THE SHOPPERTAINMENT CONTENT THEY NEED

The consumers in these six segments are distinct because of the different activities they enjoy online. The segmentation also reveals important details about their preference for shoppertainment — especially e-commerce livestreaming — and their likelihood to use it. To help e-commerce sellers better understand these segments, we analyzed the percentage of each segment that has made purchases through e-commerce livestreaming, the average time they are willing to spend on e-commerce livestreaming, the NPS for e-commerce livestreaming, their willingness to actively use e-commerce livestreaming, and their average monthly online spend (see Figure 7). The results suggest that sellers and livestreaming hosts should:

- › **Influence the online always segment to become your advocates.** Consumers in the online always segment are the only ones likely to become promoters and advocates of e-commerce livestreaming based on their NPS score. They are also most likely to purchase through e-commerce livestreaming, and they are willing to spend more time on it. They are receptive to different types of hosts, and they can be persuaded by the right influencers. They share similar preferences toward local product experts and social media influencers (28%). They are also more likely to watch livestreaming from product influencers (17%) and well-known celebrities (13%). Therefore, they are the most suitable consumer segment to engage with through e-commerce livestreaming.
- › **Engage social champions, binge-watchers, and short-video watchers with their preferred channels and content.** Consumers in these three segments share similar priorities, but they still need to be engaged using different strategies. The first step to engage with them is to be on their most frequently used channels. Sellers should then find out what kind of host and content are most important to them. For example, it's easier to engage with social champions if the influencers they follow promote products. For short-video watchers who are accustomed to watching videos that are less than 1-minute long, producing concise and informational livestreams will engage them better. Binge-watchers are the most likely to be engaged by local product experts, and they feel less strongly about other types of hosts.
- › **Prioritize other segments over heavy online shoppers and online dimmers.** It's more challenging to engage consumers in these two segments compared to those in the other segments. Most online shoppers have already established their habits for online shopping and they don't find many challenges with the existing channels they shop on, so they are not interested in looking for other ways to shop online. It's even more challenging to engage with online dimmers because online entertainment and shopping are not a part of their lifestyle. They shop online for very functional reasons, and don't actively look for entertainment online. To engage them, the best place to start is to provide them with functional information from local product experts.

Figure 7

Engagement priority scores are calculated evaluating five elements: purchase rate, time spend willingness, Net Promoter Score, use willingness, and monthly online spend through livestreaming on e-commerce platforms.



Engagement priority scores are calculated evaluating five elements: purchase rate, time spend willingness, Net Promoter Score, use willingness, and monthly online spend through livestreaming on e-commerce platforms.

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Key Recommendations

Shoppertainment is still nascent, and it's less likely to expand as widely in Europe as it did in China. However, it's growing fast as e-commerce platforms launch and promote these new forms and retailers and sellers experiment with them. This study tells us that European consumers are interested in shoppertainment, and they are ready for future adoption if the content presented is relevant, trustworthy, and entertaining.

Forrester's study yielded several important recommendations for retailers and sellers that are interested in exploring this territory. These recommendations include:



Experiment mindfully with shoppertainment. We encourage brands and retailers to experiment with shoppertainment sooner than later, as early adopters often generate additional benefits like free publicity and the perception of being innovative. In addition, European consumers — especially those in younger generations who spend a significant amount of time online — are looking forward to it. Early experimentation will earn brands and retailers the advantages of consumer affinity and shoppertainment know-how over their competitors.



Decide where and when to invest. Organizations in beauty, fashion, consumer packaged goods, consumer electronics, and small appliances are the leading adopters of livestreaming commerce. Such products often require a short decision-making process, and consumers are more likely to make impulse buys while watching a livestream. Although livestreaming is less effective at generating sales for products that have a long decision-making process, it still makes sense to use it on special occasions — like for a new product launch or a brand anniversary.



Use trial and error to fine-tune your experiments. It's okay to experiment with different platforms, influencers, cadences, lengths, and even product combinations for livestreaming sessions and then track the results. Start by tracking simple metrics like views and gross merchandise value (GMV) and gradually add more metrics, such as engagement rate and consumer sentiment. If you measure them accurately, these pilot sessions will become valuable assets that you can use to guide your livestreaming commerce strategy.



Apply survey findings to achieve quick wins. For brands and retailers that determine to adopt shoppertainment quickly, they should listen to what their target audience wants. The survey findings revealed several tips that will help retailers conduct shoppertainment more effectively. These tips include hosting short livestreaming sessions, offering exclusive deals, using local hosts with product knowledge, and providing estimated delivery times and return policies. Brands and retailers should also pay close attention to which consumer segments they want to engage with e-commerce livestreaming and other shoppertainment forms because consumers in some segments are more challenging to engage than others.

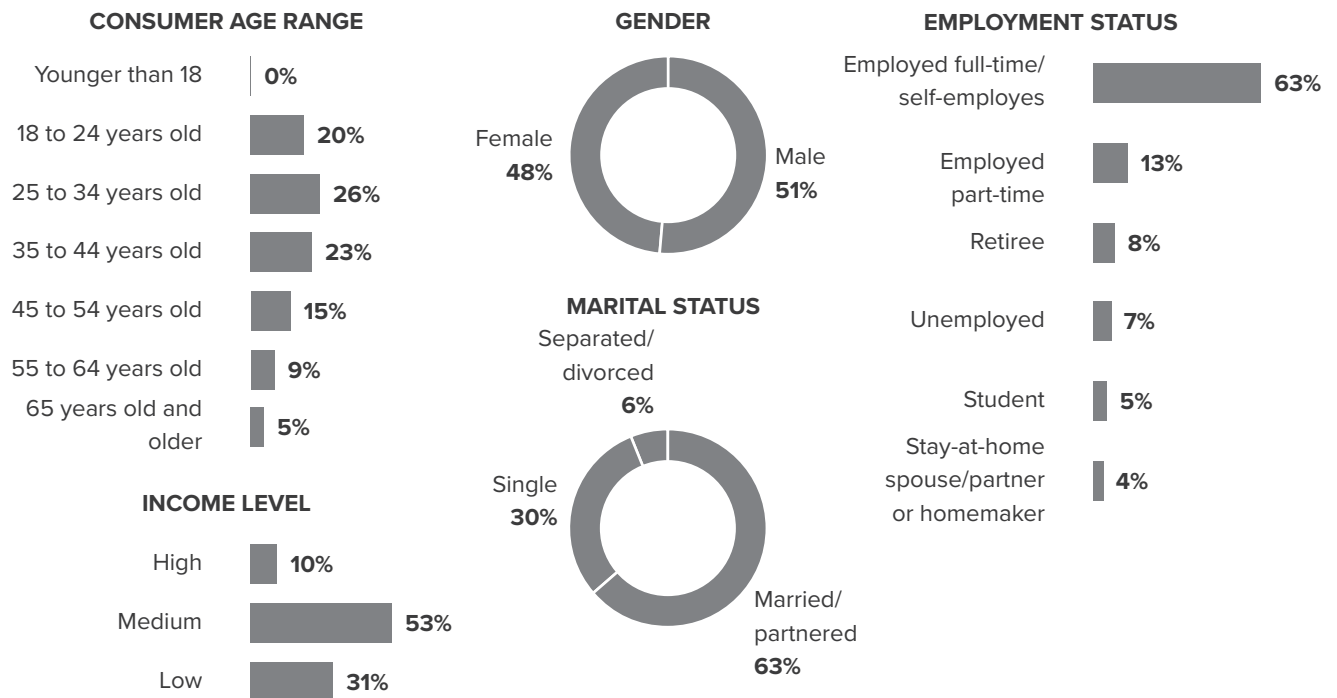
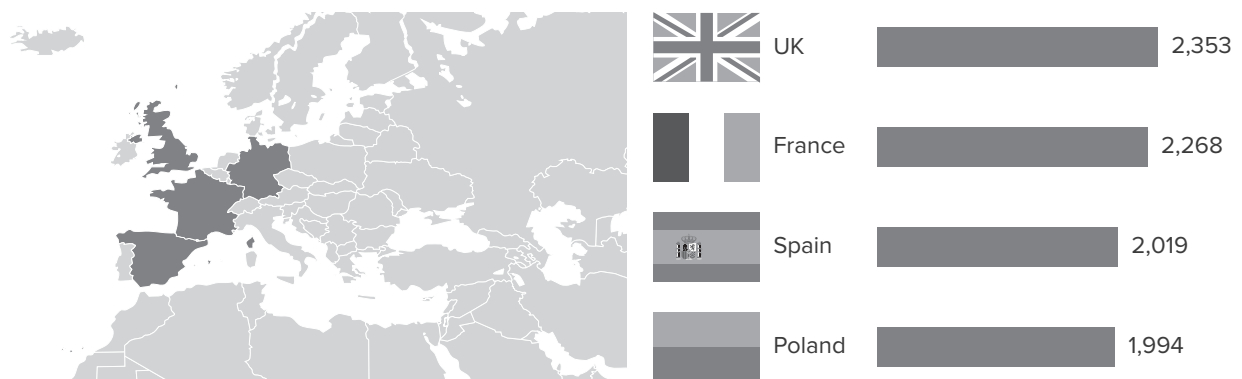
Appendix A: Methodology

This study was conducted in December 2020. The online survey included 14,460 respondents in France, Poland, Spain, and the UK who are age 18 or older. This included 8,039 respondents who purchase products or services online at least quarterly and who are interested in at least one type of shoppertainment.

Forrester weighted the data by age and gender to demographically represent the online adult population in each country. When weighted, the survey sample size is 14,460 respondents, including 8,635 weighted respondents who purchase products or services online at least quarterly and who are interested in at least one type of shoppertainment. Note: Weighted sample sizes can be different from the actual number of respondents to account for individuals generally underrepresented in online panels.

Questions provided to the participants asked about their online shopping behaviors and perceptions around shoppertainment activities.

Appendix B: Demographics/Data



Base: 8,635 respondents who purchase products or services online at least quarterly and who are interested in at least one type of shoppertainment

Source: A commissioned study conducted by Forrester Consulting on behalf of AliExpress, December 2020

Appendix C: Endnotes

¹ Source: “2020 Online Retail Forecast, Asia Pacific (COVID-19 Update),” Forrester Research, Inc., September 17, 2020.

² Ibid

³ Source: “Live-Streaming Commerce Gathers Momentum In China,” Forrester (<https://www.forrester.com/fn/3Af4EaPgFxmKra2StzgZnH>)

⁴ Net Promoter and NPS are registered service marks, and Net Promoter Score is a service mark, of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld.

⁵ Source: “Live-Streaming Commerce Gathers Momentum In China,” Forrester (<https://www.forrester.com/fn/3Af4EaPgFxmKra2StzgZnH>).