Self-reported vs. Behavioral Data

Carl Van Ostrand
carl.vanostrand@disqo.com
Questions about your online shopping

What categories did you shop?
What brand did you buy?
How much did you pay?
What products did you consider?
What sites did you visit?
Where did you start your search?
“Nearly 30% of U.S. households buy groceries online.”

“E-commerce driving 80% of the growth for personal care.”

“The median online average order value in the electronics category was a whopping $331.”

“Amazon is now the No. 3 digital ad platform in the US.”
Shopper recall is imperfect.

The need for accurate online shopper insights is rising.

As researchers, what do we do?
Let’s Test It

Surveyed shoppers about their past-30-day online shopping

Also tracked same respondents’ online shopping behaviorally

Purpose: Quantify the gap, determine potential factors, offer solution
DISQO's unique ability to track n=687 online shoppers and survey them using DISQO's proprietary tools and first party, 100% permission based audience.
RECALL FACTOR: Time
Category shopping on Amazon / Walmart
Past 30 days

Survey

Behavioral

Electronics

59%
63%
RECALL FACTOR: Specificity
Subcategory shopping for Electronics on Amazon / Walmart Past 30 days

- **TV & Media Players**
  - Survey: 39%
  - Behavioral: 13%

- **Cell Phones & Accessories**
  - Survey: 61%
  - Behavioral: 39%

- **Computer & Accessories**
  - Survey: 55%
  - Behavioral: 30%
RECALL FACTOR:
Retailer Confusion
Websites Visited for Electronics Past 30 Days

- Amazon: 88% (Survey), 77% (Behavioral)
- Walmart: 58% (Survey), 38% (Behavioral)
<table>
<thead>
<tr>
<th>Item Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mpow 059 Bluetooth Headphones Over Ear, Hi-Fi Stereo Wireless Headset, Foldable,</td>
<td>$33.99</td>
</tr>
<tr>
<td>Soft Memory-Protein Earmuffs, w/Built-in Mic and Wired Mode for PC/Cell Phones/TV</td>
<td></td>
</tr>
<tr>
<td>Akamai Office Products Privacy Screen Filter Computer Monitor Anti Glare</td>
<td>$89.99</td>
</tr>
<tr>
<td>(20 inch - 21.5 inch - 22 inch Diagonally Measured, Removable Acrylic)</td>
<td></td>
</tr>
<tr>
<td>AmazonBasics Wired Keyboard</td>
<td>$13.94</td>
</tr>
<tr>
<td>AmazonBasics 3-Button USB Wired Mouse (Black)</td>
<td>$6.99</td>
</tr>
</tbody>
</table>
Price Paid for Electronics Purchase

![Survey vs Behavioral sales distribution by price range]

- Under $10: 4% (Survey), 18% (Behavioral)
- $10-$25: 18% (Survey), 22% (Behavioral)
- $26-$50: 19% (Survey), 10% (Behavioral)
- $51-$100: 13% (Survey), 18% (Behavioral)
- $101-$200: 19% (Survey), 3% (Behavioral)
- $200+: 23% (Survey), 0% (Behavioral)
Where do we stand?

- Recall gap is quantified and significant
- Gap varies by question type
- Potential factors include Time, Specificity, and Confusion
- Validated behavioral data should be utilized, when possible
For more info / questions:
carl.vanostran@disqo.com