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## Online Inspiration

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Well, we know more folks are doing outdoor and home improvement activities. And according to a Media Post article from early September, the Taking Home & Garden Online survey, conducted July 17-21, found that the pandemic has inspired consumers to spend more time and money on home and garden improvements. About 52% said they've purchased at least one home or garden product during lockdown, while another 51% said they still planned on doing so.

And Amazon was their online destination for those categories of products—some 52% of survey respondents said they visit Amazon for home and garden products and recommendations. Here's how the survey results break down:

- Amazon: 52%
- Google: 45%
- YouTube: 34%
- Online retail stores: 30%
- Facebook: 27%
- Instagram: 21%
- Pinterest: 19%
- Online magazines/blogs: 12%

The factors influencing online sales include:

- Free delivery: 51%
- Fast delivery: 41%
- A large number of positive reviews: 36%
- Plenty of good quality images of the products: 34%
- Returns are free: 34%
- Clear returns policies: 29%