

# What do we buy while sitting on the toilet?

How do we make purchasing decisions? What type of products do we typically buy in everyday context? How can a fundamentally losing situation, like paying become a good experience?

According to last year's research, Hungary is a country of "abandoned shopping carts," meaning that people typically back out of online shopping at the last minute when paying if they encounter any problems. Trust is thus the most crucial thing to be captured through the payment process, which is why Frontira and Mastercard created the Payment Experience report.

A payment experience is part of the overall customer journey, which can be positive or negative. And if it's poor, it can derail the entire shopping experience.

Due to the epidemic, 50,000 people had their first interaction with digital payments in the first few months of quarantine last year. There is no such thing as a typical Hungarian customer; instead, there are segments and groups with different tastes and needs; for example, the report discovered that older people, 55-60-year-olds, made the most weekly online purchases during this period.

The Hungarian people are very innovative; when we introduced touch payment, we were in the top three in terms of transaction volume for a long time, ahead of both the United States and Russia, according to Péter Mondovics. According to last year's GKI analysis, half of the Hungarian adult population, 3.5 million people, ordered online last year - the e-commerce sector grew by 45 percent, which means that this period has pushed digitalization forward by 3-5 years. Currently, electronic channels account for 20% of total loan turnover, but the last

1.5 years have given a significant boost to the cash withdrawal process, according to Péter Mondovics.

According to the survey, purchases from physical stores were not only relocated indoors as a result of the coronavirus, but 17% of consumers claimed they sometimes buy while sitting on the toilet, which is often home products. People buy toys while they are dealing with a children, but nearly every tenth responder has done it on occasion while intoxicated.

The future is trending toward convenience shopping; we want to shop whenever it comes to mind, and these scenarios will have their own profile. For example, rather than doing the weekly grocery shopping, we get theater tickets between two stops on the tram home from work before they run out. That is why it is critical to understand your motives as well as where, when, and how consumers shop.

Mastercard Hungary sponsored this article.