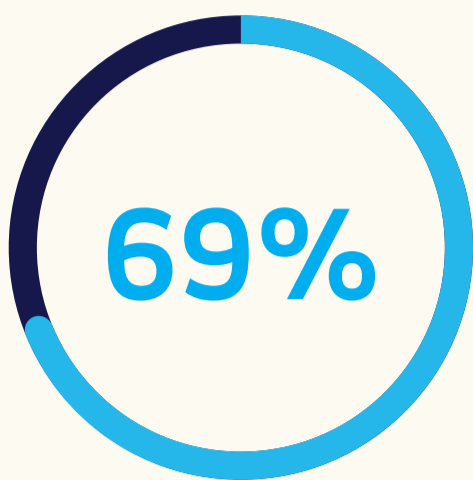


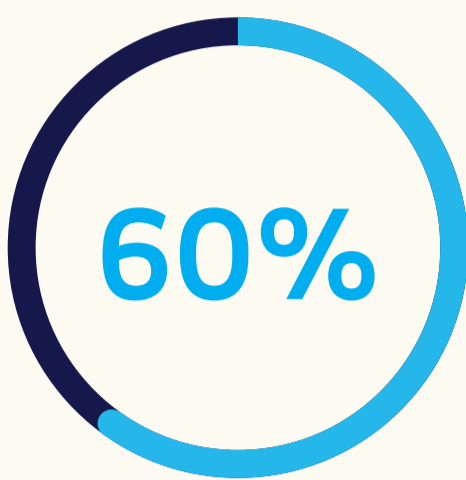
Returns Survey: A Look at How Consumers Are Reacting to Retailers' Return Policies



Consumers Are Taking Note of Restricted Return Policies



are aware of retailers instituting tighter restrictions on returns



find tighter return restrictions to be inconvenient or unfair

Return Policies Directly Impact Consumer Purchasing Habits



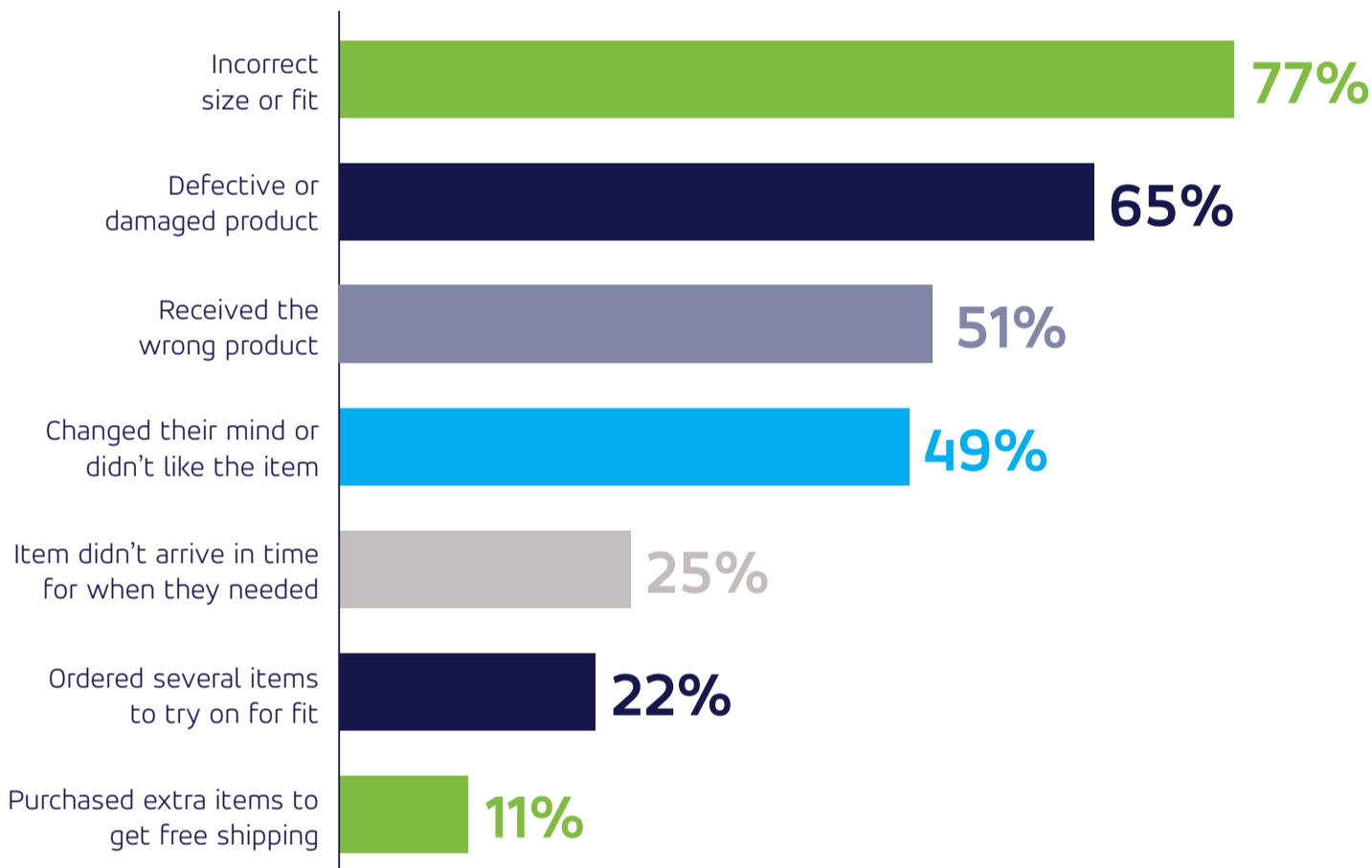
said tighter return restrictions have deterred them from making a purchase



said lenient return policies significantly or moderately influenced their decision to purchase

Reasons Consumers Make Returns

Most popular reasons consumers make returns:

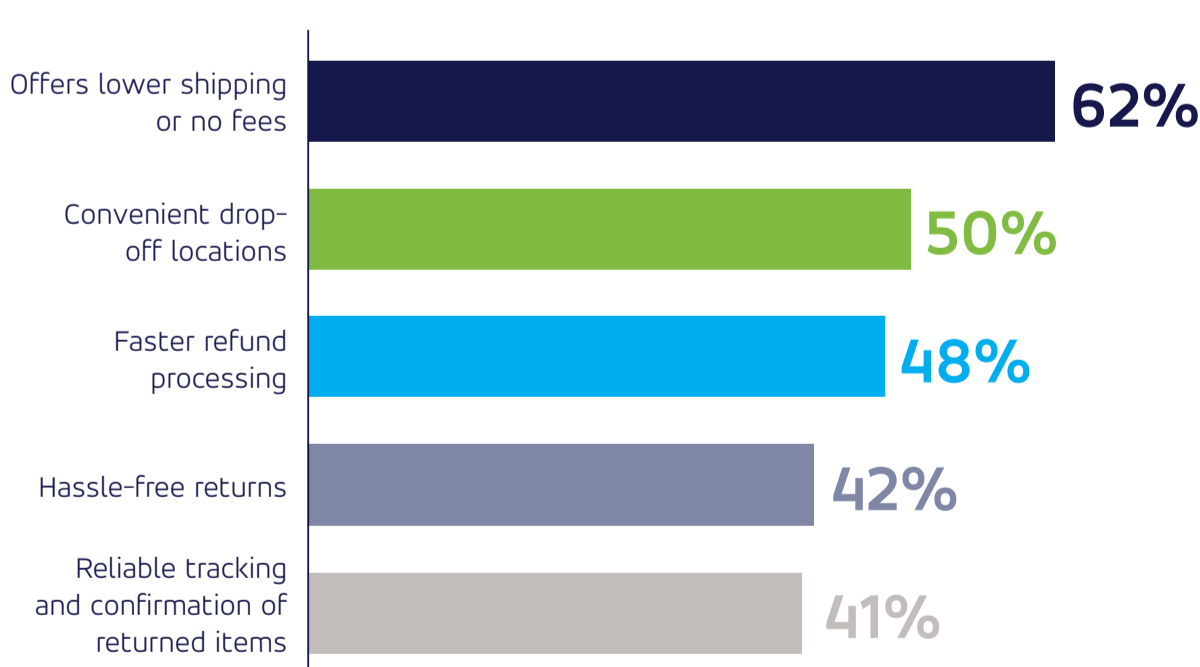


34% make a return every few months or more

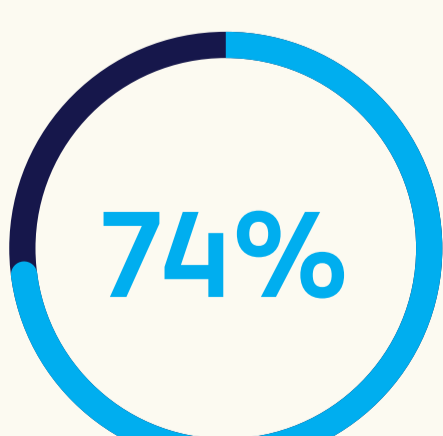


Third-Party Return Services Ease Consumer Return Woes

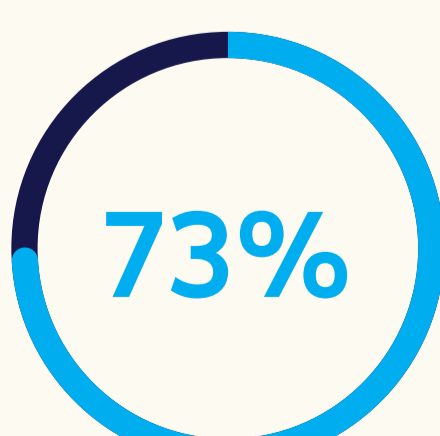
Factors that influence consumers to use third-party services:



In-Store Returns Benefit Retailers



always or sometimes make impulse purchases when returning in-store



are very likely or somewhat likely to return in-store if given a discount incentive