

Sustainable Packaging, Free Returns Top-of-Mind for Shoppers

In [Business](#)

By *WWD*



In Dotcom Distribution's seventh annual e-commerce consumer study, a demand for greener, more sustainable approaches by retailers and brands was a notable trend among the more than 1,100 online shoppers polled. In the report, [Dotcom Distribution](#) culled insights from respondents around topics such as purchase behavior, packaging and shipping, and returns.

Dotcom Distribution said returns were "revealed to significantly impact purchase decisions." And when asked which category was tops in online shopping, respondents said it was apparel.