

# Web/Store Cross-Channel Shopping Survey

Lauren Freedman, president, e-tailing group  
Sherry Thomas-Zon, vp marketing, Krillion  
March 2008



This presentation offers highlights of a detailed study.  
To see supplementary data or to discuss the survey findings with  
the authors, please email Tim Cox at [tim@zingpr.com](mailto:tim@zingpr.com)

# Purpose and methodology

---

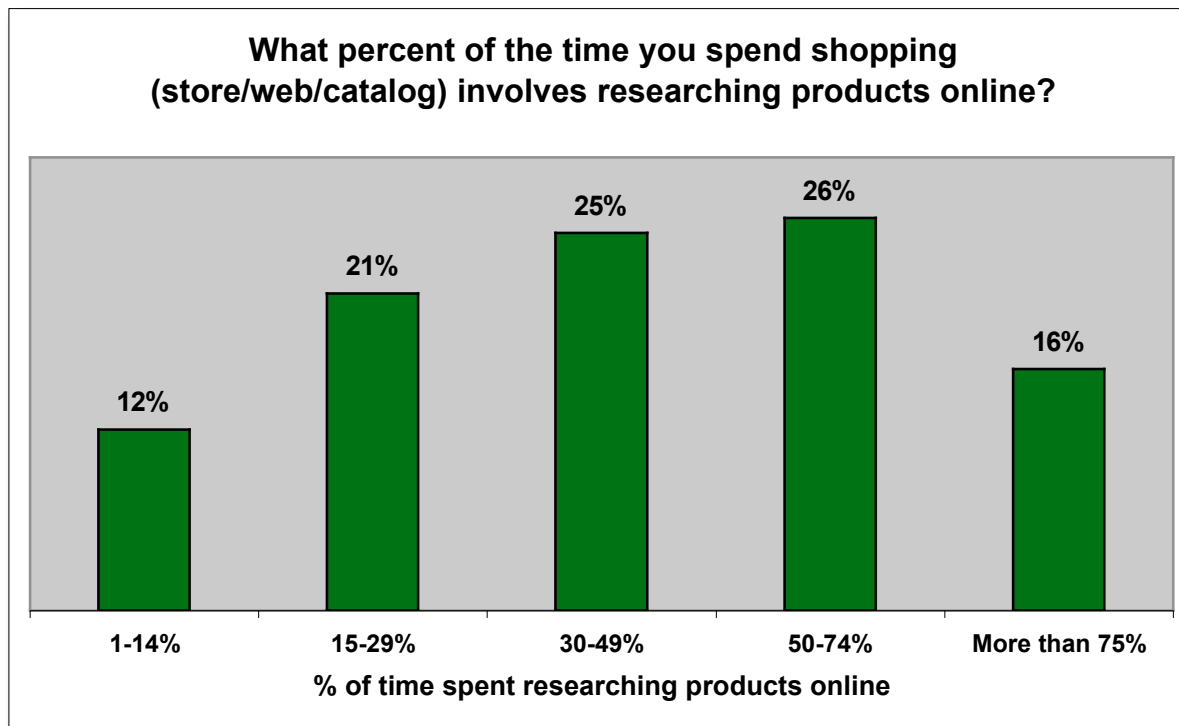
To better understand the mindset of consumers who research products online that lend themselves to purchase at a local store.

The study highlights the role of Internet information resources, the retailer channel, and web-to-store convenience options offered online—such as in-store pickup and inventory availability—in shaping consumer purchase decisions.

- Survey completed February 2008
- 1,000 consumers sampled
- 50% male, 50% female
- Spend at least \$500 online annually
- Purchase online at least 4x per year

Source: Web/Store Cross-channel Shopping Study, Krillion & e-tailing group, February 2008

# Prior to buying, consumers are spending considerable time online in 'research mode'



*42 percent of shoppers spend more than half of their total shopping time researching online*

Source: Web/Store Cross-channel Shopping Study, Krillion & e-tailing group, February 2008

# Shoppers invest considerable time researching products that lend themselves to local purchase

Thinking again about these same categories, how much time have you or would you typically spend researching prior to making your purchase?

	COMPUTERS	APPLIANCES	CONSUMER ELECTRONICS	PERSONAL & CAR AUDIO	LAWN/PATIO /GARDEN	BABYGEAR	SPORTS/ OUTDOOR GEAR
Weeks or even months	40%	34%	26%	24%	11%	10%	9%
Several days	40%	42%	47%	39%	34%	28%	28%
1 day	8%	8%	11%	13%	18%	14%	20%
3-5 hours	6%	6%	7%	8%	7%	8%	11%
1-2 hours	5%	8%	8%	9%	16%	14%	17%
No time at all	1%	2%	1%	7%	14%	26%	15%

*Computers and appliances top the list of research time invested with consumer electronics and personal/car audio also seeing significant investment of shopper time.*

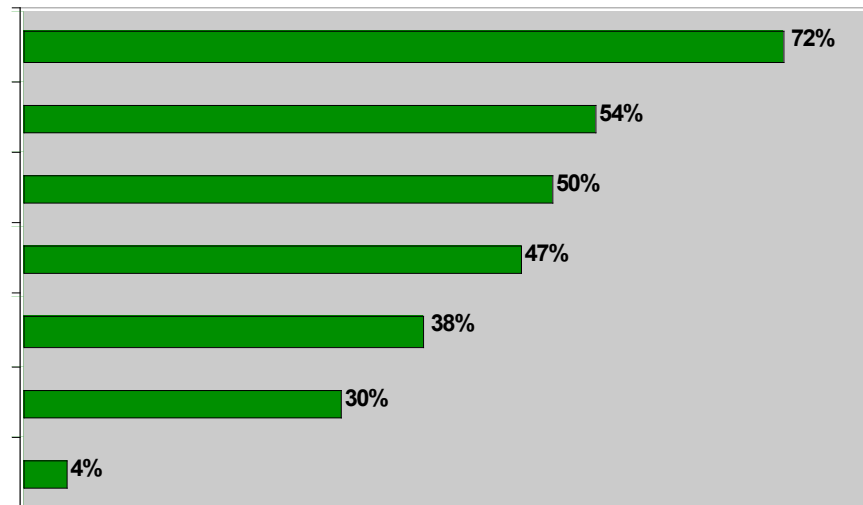
Source: Web/Store Cross-channel Shopping Study, Krillion & e-tailing group, February 2008

# For complex product categories, manufacturer websites are the #1 destination

When shopping for a specific manufacturer's product (i.e. GE dishwasher, HP Printer or Panasonic HDTV) which online resources will you typically use to conduct your research?  
Select all that apply.

- Visit the manufacturer's website
- Go to one of my favorite retailers online to learn more about what they have to offer and their prices
- Go to a comparison shopping engine to check out prices of the products in which I'm interested
- Conduct a search online and look at a handful of search listings found
- Visit a store or several stores to preview the product and then go online to learn more
- Go to a search engine that has brands I'm looking for and local information about availability and pricing

Other\*



Source: Web/Store Cross-channel Shopping Study, Krillion & e-tailing group, February 2008

## Top 3 essential online resources: manufacturers, retailers, search engines

---

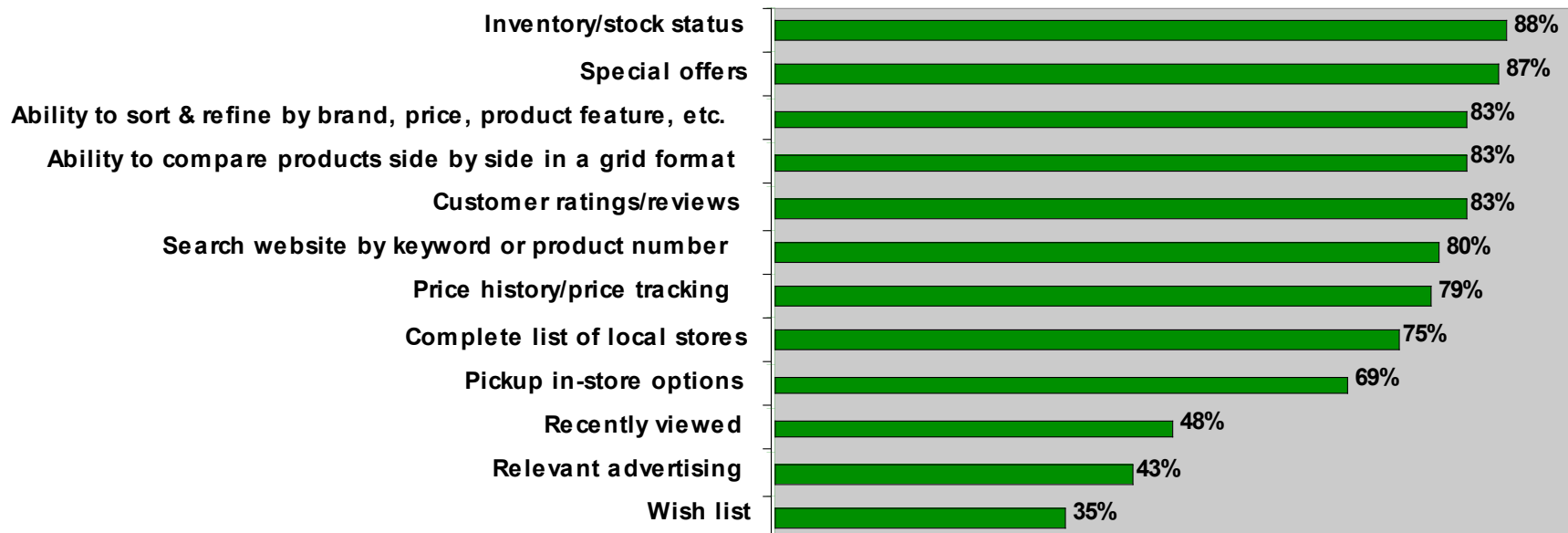
Please rate each of the following web resources based on how essential they are to your online product research.			
	Most essential	Somewhat essential	Least essential
Manufacturer websites	61%	35%	4%
Retailer websites	54%	42%	4%
Search engines	53%	41%	6%
Shopping comparison sites	39%	43%	18%
Consumer magazines online	37%	43%	20%
Portals and other directories	25%	53%	22%
Blogs	10%	25%	65%

Source: Web/Store Cross-channel Shopping Study, Krillion & e-tailing group, February 2008

# Shoppers expect websites to assist with research, and provide up-to-the-minute information

Please rate the importance of the following website features, information or tools to selecting a product you have researched online but intend to purchase at a local store.

Rating of very to somewhat important



Source: Web/Store Cross-channel Shopping Study, Krillion & e-tailing group, February 2008

# For online shoppers, “local” means the right price for an in-stock product at a favored retailer

**What do you see as drawbacks you have experienced that may inhibit purchasing products at a local retailer using online information resources? Select all that apply.**

**Finding the best price for purchase locally vs. buying through an online reseller**

**59%**

**Finding local retailers that have the product in stock**

**53%**

**Finding local retailers that carry the product near me**

**52%**

**The time it takes researching/searching for the right product near me**

**30%**

Source: Web/Store Cross-channel Shopping Study, Krillion & e-tailing group, February 2008

# Buyers who pick up in-store are motivated by shipping savings and convenience benefits



\*Other includes shipping not an option, out of stock online; taking advantage of a discount offered if picked up in-store

Source: Web/Store Cross-channel Shopping Study, Krillion & e-tailing group, February 2008



# Contact information

Sherry Thomas-Zon, Krillion  
650.965.0233

[sherry@krillion.com](mailto:sherry@krillion.com)  
[www.krillion.com](http://www.krillion.com)

Lauren Freedman, the e-tailing group inc  
773.975.7280

[lf@e-tailing.com](mailto:lf@e-tailing.com) / [www.e-tailing.com](http://www.e-tailing.com)