

The Online Purchase Journey

TRACKING THE 5 MOST IMPORTANT FACTORS
AT EACH STAGE OF THE DIGITAL CONSUMER'S
PURCHASE JOURNEY

DISCOVERING A BRAND

% who say they find new brands via these channels



Question: In which of the following ways are you most likely to find out about new brands, products or services?

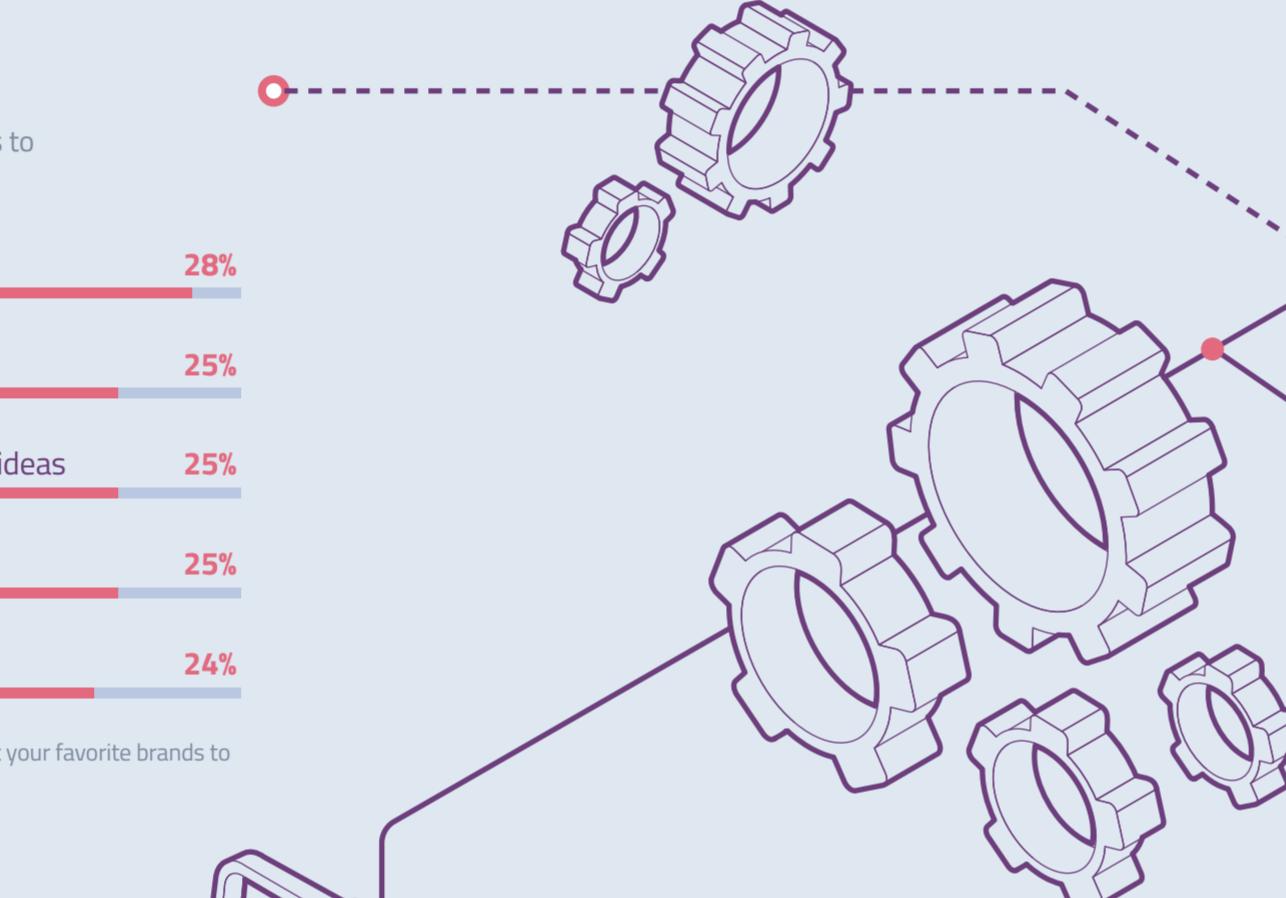


ROLE OF A BRAND

% who say they want their favorite brands to do/provide the following

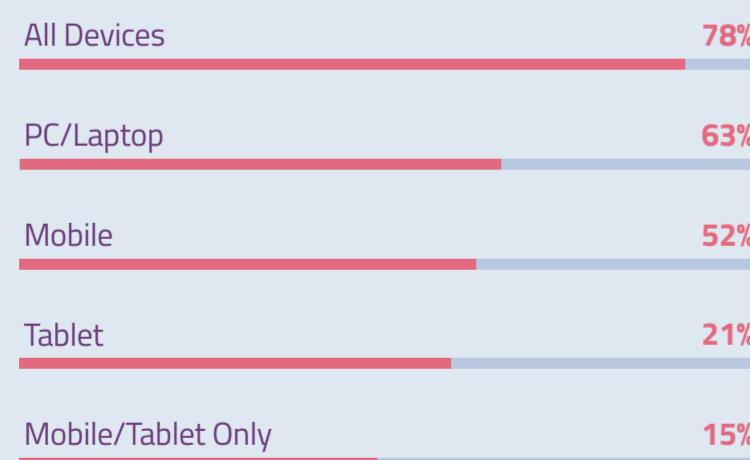


Question: Which of these things do you most want your favorite brands to do/provide? [Max. 3 answers]

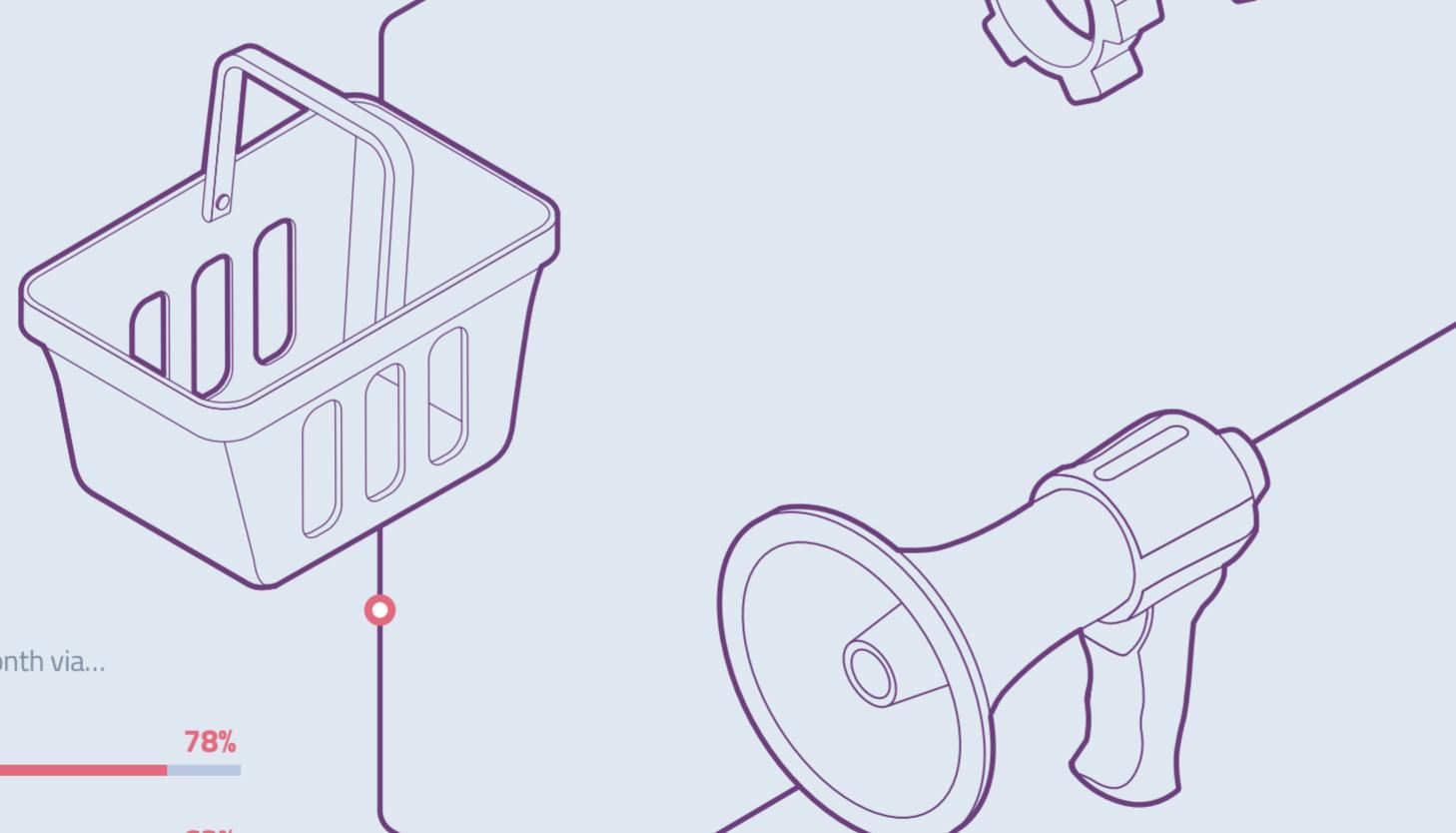


PURCHASING

% who purchased a product online last month via...



Question: In the past month, which of the following things have you done on the internet on your PC/Laptop, Mobile or Tablet?



REASONS TO ADVOCATE A BRAND

% who say the following would most motivate them to promote their favorite brand online



Question: What would most motivate you to promote your favorite brand online?

RESEARCHING A BRAND

% who say they find new brands via these channels



Question: Which of the following online sources do you mainly use when you are actively looking for more information about brands, products or services?



MOTIVATION TO PURCHASE

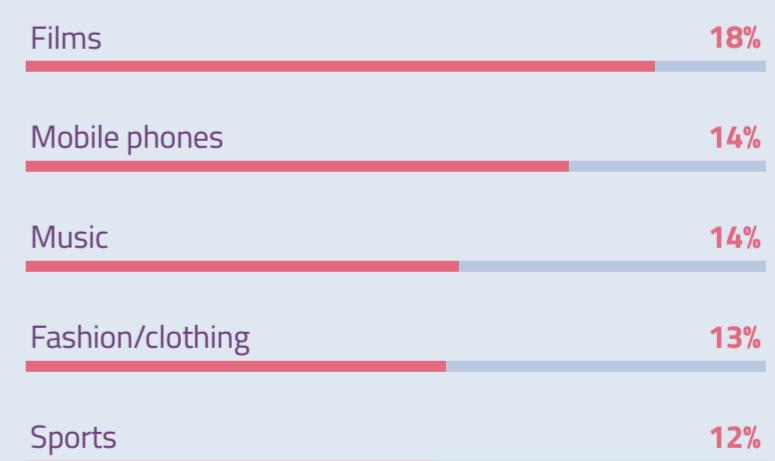
% who say the following would motivate them to buy a product online



Question: When shopping online, which of the following things would increase your likelihood of buying a product?

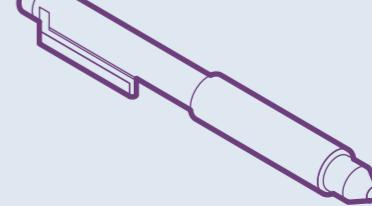
WRITING ONLINE REVIEWS

% who posted an opinion online about the following in the past month



46% post a review online each month

Question: Which of the following products, services or topics have you posted opinions about online in the past month?



ALL FIGURES ARE TAKEN FROM
OUR Q3 2016 WAVE OF ONLINE
RESEARCH AMONG 51,125
INTERNET USERS AGED 16-64.