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

Search engines	46%
Ad seen on TV	41%
Word-of-mouth recommendation	36%
Ad seen online	32%
Brand/product websites	30%

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

RESEARCHING A BRAND

% who say they find new brands via these channels

Search engines	54%
Consumer reviews	39%
Social networks	37%
Product/brand sites	35%
Price comparison websites	29%

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

ROLE OF A BRAND

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

Improve your knowledge and skills	28%
Make you feel like a valued customer	25%
Provide innovative new products and ideas	25%
Produce eco-friendly products	25%
Produce services and products that	
help to simplify/organize daily life	24%

Question: Which of these things do you most want your favorite brands to

do/provide? [Max. 3 answers]



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

Free delivery	62%
Quick and easy checkout process	39%
Financial rewards/incentives	39%
Reviews from other consumers/customers	38%

Easy returns policy if items are unsuitable/unwanted 37%

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

PURCHASING

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

All Devices	78%
PC/Laptop	63%
Mobile	52%
Tablet	21%
Mobile/Tablet Only	15%
Mobile/ Tablet Offig	13%

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

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

REASONS TO ADVOCATE

A BRAND

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

Rewards (e.g. discounts, free gifts etc.) When something is relevant to my own interests Love for the brand 34	High-quality products	
When something is relevant to my own interests 35	Dowards to a dissounts from sifts ats	#_ #_ 0/
	Rewards (e.g. discounts, free gifts etc.)	
Love for the brand 34	When something is relevant to my own interests	
	Love for the brand	34%
When I've received great customer service 33	When I've received great customer service	33%

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

WRITING ONLINE REVIEWS

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

Films	18%
Mobile phones	14%
Music	14%
Fashion/clothing	13%
Sports	12%

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?