



**Behavior-Driven Research.**



# Brick & Mortar VS. App & Web

## Best Buy Case Study

### **Business Questions:**

How do digital shoppers differ from in-store shoppers?

How does cross-shopping impact purchase behavior?

Why do shoppers prefer one channel over another?

How can brands create an omni-channel strategy to best fit consumers' needs?

### **Omni-Channel Methodology:**

MFour Mobile Research conducted a two-pronged omnichannel methodology, surveying consumers as they exited Best Buy brick & mortar locations, in addition to consumers who recently visited the Best Buy app or website.

MFour's geolocation and digital event triggered technology allow point-of-emotion feedback to validated respondents.

August 2020



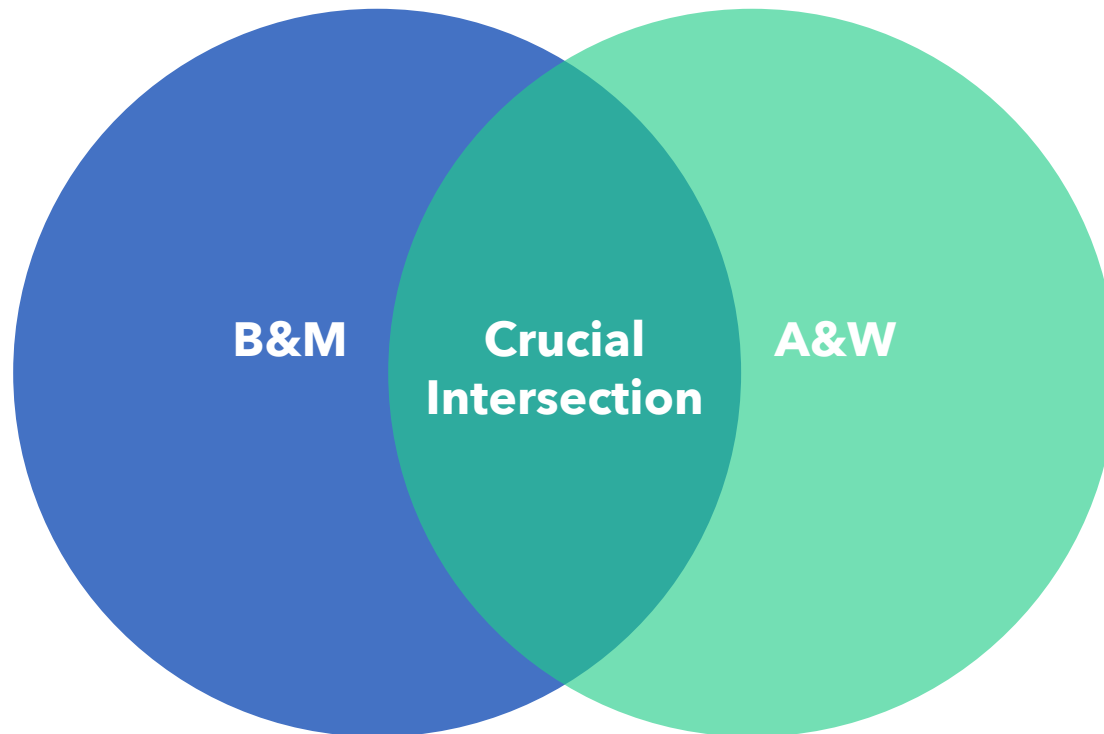
# Behavior-Driven Insights

- **The purchase journey of Best Buy shoppers include a multi-channel approach. Both B&M and A&W visitors cross-shop each channel heavily.**
- **Each channel provides specific advantages that drives usage and preference**
  - Outside of preference to shop in store, retail visits allow shoppers to take product home on the same day
  - Online provides greater selection, variety and ease of comparison shopping
- **Both channels are meeting expectations, but store locations ultimately preferred by all shoppers**
- **Big ticket purchases are not emergency driven as most want to a model upgrade.**
- **Most take less than a week to plan their big-ticket purchases.**

# CROSS-CHANNEL SHOPPING



Building a cross-channel journey strategy can help Best Buy capture the potential value of their multi-channel shoppers



## Brick & Mortar

- 68% also visited BBY digital site
- 66% of cross shoppers **visited the website first**



## App & Web

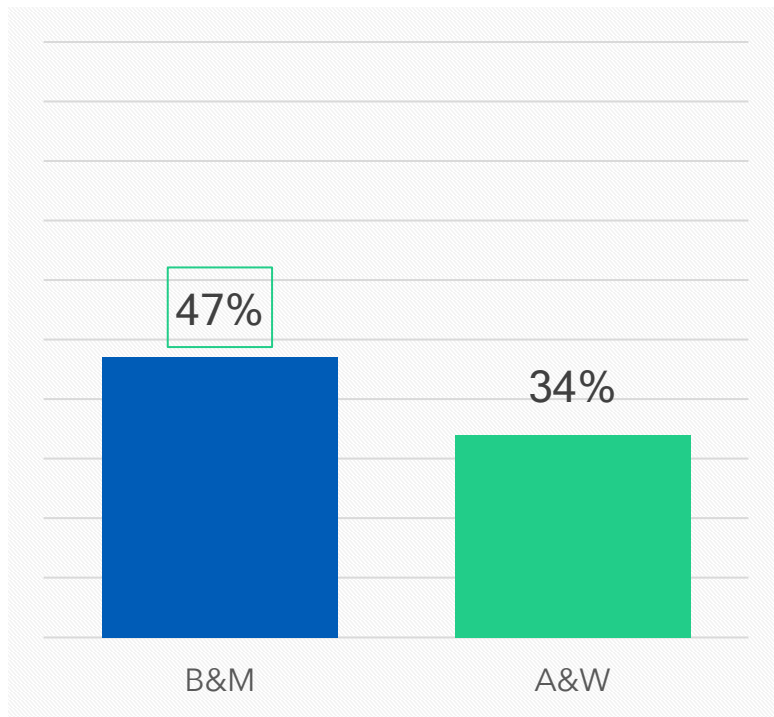
- 49% also visited physical BBY store

# VISITATION DRIVERS

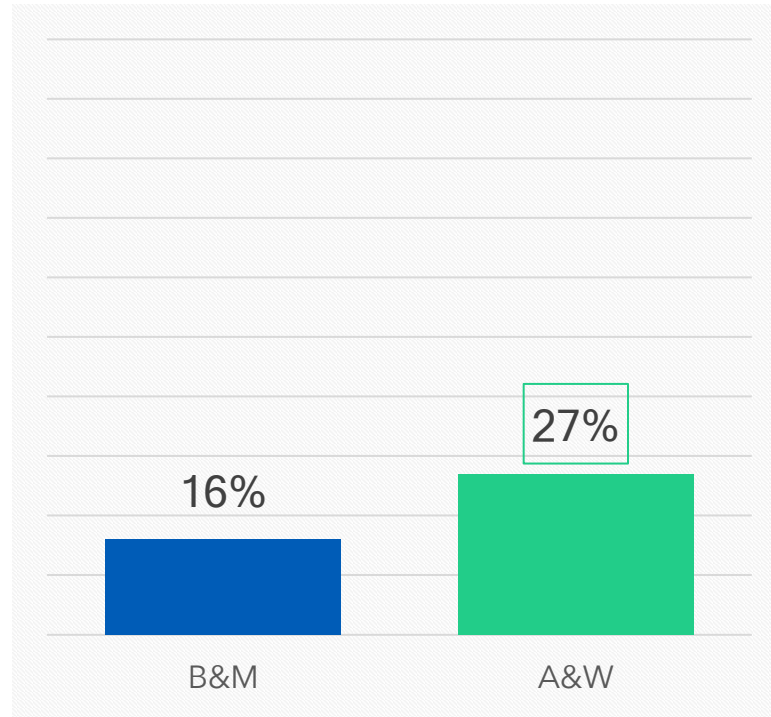


Guaranteed stock & informed staff can help close in-store transactions.  
Websites must provide quick and easy access to information.

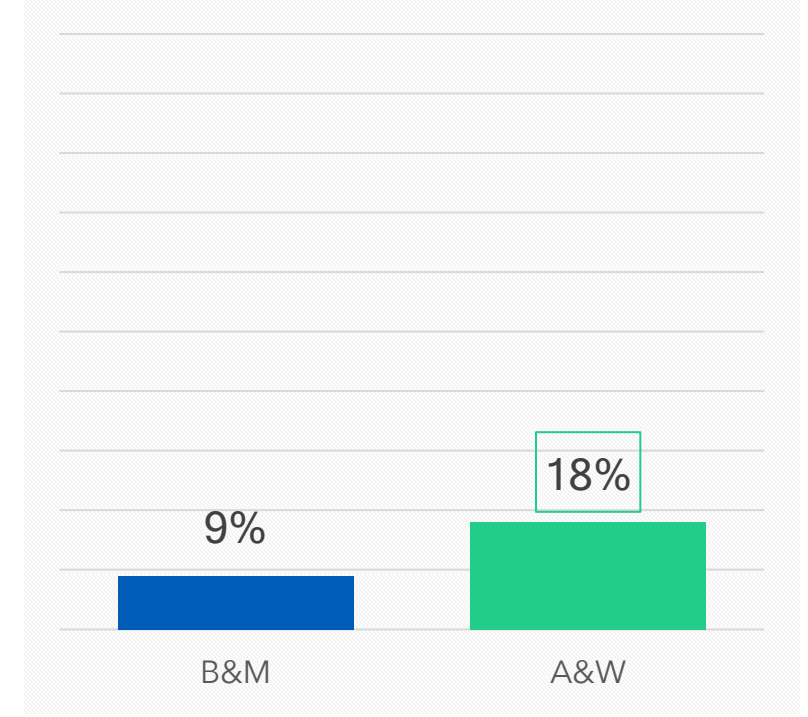
## Purchase A Product



## Compare Prices



## Product Information



# CHANNEL SELECTION

Consumers choose to shop in-store or online based on their unique needs and preferences

## WHY Brick & Mortar?



Personal Preference

42%



Product Same Day

35%



Tech Assistance

34%

## WHY App & Web?

57%

Comparison Shopping



37%

Provides more detailed product information



29%

More product selection



# SHOPPER SATISFACTION

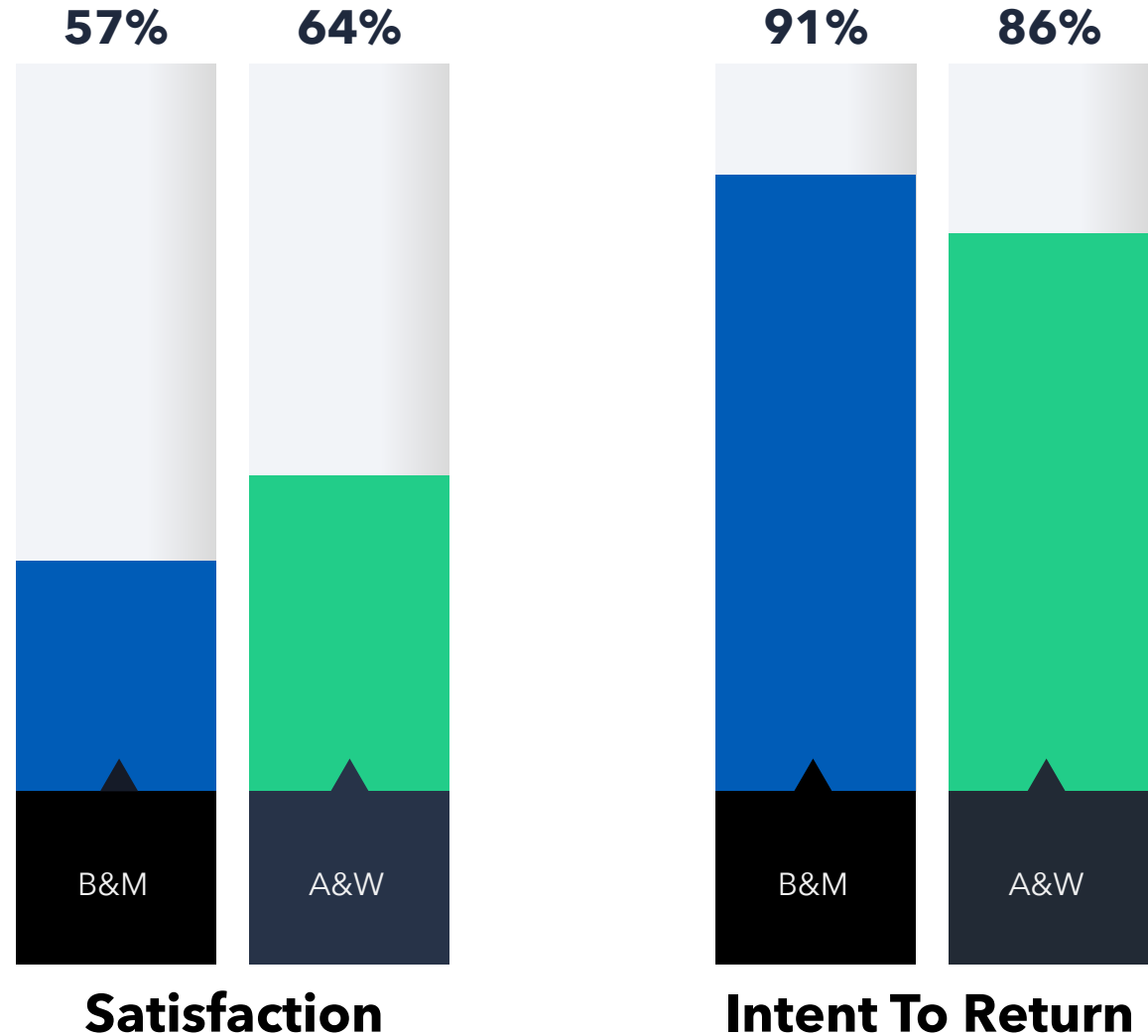


## A Positive Outlook

Online shoppers report higher satisfaction levels compared to store visitors.

Mostly all channel shoppers are very likely to return to Best Buy again in the future.

Efforts however should focus on improving the experiences for shoppers in both channels to increase satisfaction scores.



# CHANNEL PREFERENCE

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Though shoppers are using online to inform their decisions, in-store experiences are still preferred to close the transaction.

80%

**B&M**

Prefer to shop in a physical store

70%

**A&W**

Prefer to shop at a physical store



# WHAT DID THEY PURCHASE?



# 19%

Purchased an Appliance,  
Computer or TV/Home Theater  
product

Average Spend **\$553**

Brick & Mortar

Average Spend **\$704**

App & Web

## Reason for Buying: Upgrading to a New / Better Model

45% Brick & Mortar



38% App & Web



## Length of Time Spent Researching

**33%**

On the same day

**36%**

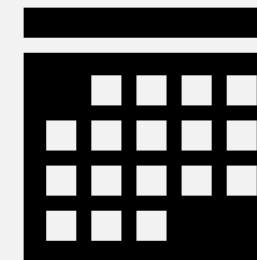
1 week before

**15%**

2-3 weeks before

**16%**

1 month before



**68%** prefer to shop "big ticket items" in store to test features, speak to an associate and get it same day.



It's just better.