Unveiling Consumer Behavior: Why 64% Shop Online and Then Visit Physical Stores

The goal.

It’s easy. The weak, white legs of the man behind the counter is showing. You want it. It’s why you went online to look at this and other options, long before you stepped into the stores.

You’re not alone.

In fact, we saw 64% of in-store shoppers do research online before going into store.

New, imagine the laptop-brand. Wouldn’t you like to know the fall path to purchase?

Research was required.

You want to know every step.

To catch buyers byers, typing, and after their visit. You’ll love to catch consumers online, follow them into the stores — and then talk to them outside. But, that’s impossible, right?

Money. You Have Behavior Data!

Our approach.

Journey to success is here.

Your 23% access to in-store + online shoppers. These consumers have given their informed consent to show all that data — all the time, so you can run custom analysis on everything they like.

Which means, that multi-million dollar data sets don’t go.

*GreatWorks’* data. Behavior Data validated both online + in-store sales.

*GreatWorks’* data. Data was collected before, during — after the store visit.

*GreatWorks’* data. Only first-party panelists were used with informed consent (as always).

What do you think of these cases?

1. **First, let’s look online:** 87% of consumers research vs. multiple websites.

2. **Second, on-brand:** 60% of brand sightshoppers were searched online first. vs. 40% for brand insight.

3. **Third, in-store:** Only first-party panelists were used with informed consent (as always).

4. **Phase 2:** They check again — again.

5. **13% of shoppers researched online again:** after leaving the stores.

6. **All 13% were website and app for a different retailer than the original store.

7. **3% were actually searching online, while they were still physically inside the store.

The results.

First, let’s look online:

- 87% of online researchers looked at multiple websites.

- 60% of brand insight shoppers were researched online first vs. 40% for brand insight.

- 64% of shoppers do online research within 2 weeks of visiting the store.

About MFour.

Better outcomes on MFour Studio. The first platform to deliver like your consumer. Using the most downloaded, highest rated, and only Apple approved data collection and survey app, MFour has finally unified market research and data science.

MFour is all you need to know about your app, visit, and store traffic. Leverage validated consumer surveys for never-before-seen weights to help you capture the modern consumer’s attention.

The result? Accurate data based on consumer actions and context on exactly where they made it. To learn more, visit us online at www.mfour.com virtually without.