

2023 MAJOR PURCHASE STUDY CONSUMER JOURNEY MAP

We've evaluated the consumer journey for big-ticket (\$500+) purchases based on our recent study of buying behavior in 13 different shopping categories. Here are the new milestones.

NEW TRENDS TO WATCH

Consumers returning to in-store shopping.
Behaviors normalized from pandemic highs.

+3 points increase in consumers who made their major purchase in-store*

-3 points decrease in consumers who made their major purchase online*

-23 points decrease in mobile device usage in path to making a major purchase*



78%
START RESEARCH
ONLINE

58%
IN-STORE RESEARCH

MOBILE RESEARCH
41% conducted online research on mobile, not in-store
15% conducted online research by visiting other retailer websites via mobile device while in a physical store

23%^{(+3pp)*}
RESEARCH
FINANCING OPTIONS

36%^{(+5pp)*}
OBTAIN FINANCING

Shopping behaviors have normalized

68%^{(+3pp)*}
PURCHASE IN-STORE

23%^{(-3pp)*}
PURCHASE ONLINE