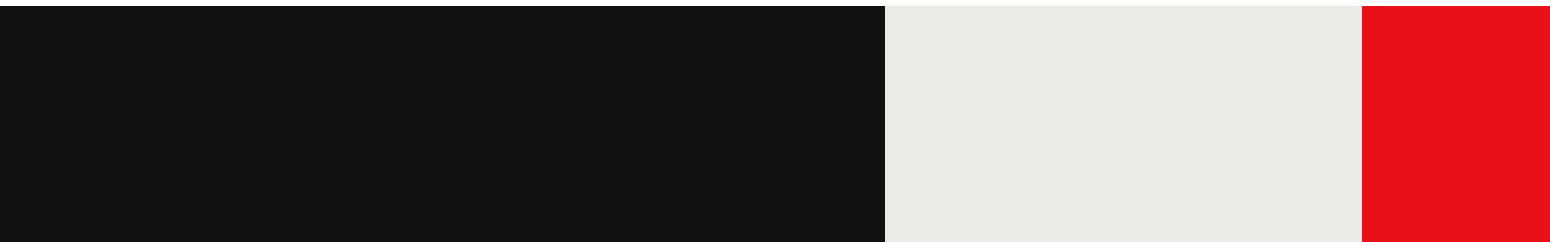



5 key stats on the shopping journey

Article



Consumers are constantly discovering new products, but actually getting them to buy is a different story. Advertisers must ensure product information is accessible everywhere, as consumers use multiple channels for discovery, research, and purchasing products.

Here are five key stats to know about the **shopping** journey.

Key stat: Most shoppers (69.3%) discover new products at least once a week, according to an EMARKETER and **impact.com** survey.

- **Amazon** is the leading place where consumers begin their online shopping journey, per Jungle Scout.
- “While in-store discovery often leads to immediate purchase due to high shopping intent, most shoppers, particularly online browsers, engage with multiple touchpoints before making a final decision,” said EMARKETER analyst Blake Droesch.

Key stat: After discovery, consumers usually research products at least three separate times before deciding to buy, per EMARKETER and [impact.com](https://www.impact.com)

- 22.8% of customers research products five or more times before buying.
- Consumers are more likely to spend over two weeks researching high price, high-consideration items compared with less expensive or lower-consideration ones.

Key stat: Consumers are most likely to research products via online reviews and listicles (59.9%) or visiting stores (56.7%), per EMARKETER and [impact.com](https://www.impact.com).

- 44.3% of consumers research products on search engines, while 38.4% read printed catalogs or mailers. Meanwhile, 31.0% ask friends and family.
- Asking **chatbots** for information on products is far less common. Only 12.6% of consumers engage in that behavior.

Key stat: Discounts are the top purchase drivers, with 62.3% of consumers citing them as a key consideration, per EMARKETER and [impact.com](https://www.impact.com).

- Both younger (18 to 27) and older (60+) consumers prioritize discounts when shopping.
- Lower-income consumers are more likely to prioritize price, while higher-income ones prioritize product quality.

Key stat: Over 3 in 10 shoppers research online, but buy in-store, per EMARKETER and [impact.com](https://www.impact.com)

- Attribution is particularly difficult for these omnichannel buys, since it can be unclear to advertisers where consumers discovered and learned more about products.
- “If someone discovers a new product through an **influencer’s** post on **TikTok** but buys it at a **Walmart**, it can still be very difficult to attribute that sale to that particular marketing activation,” said Droesch.

Download our report to learn more about the modern customer journey

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