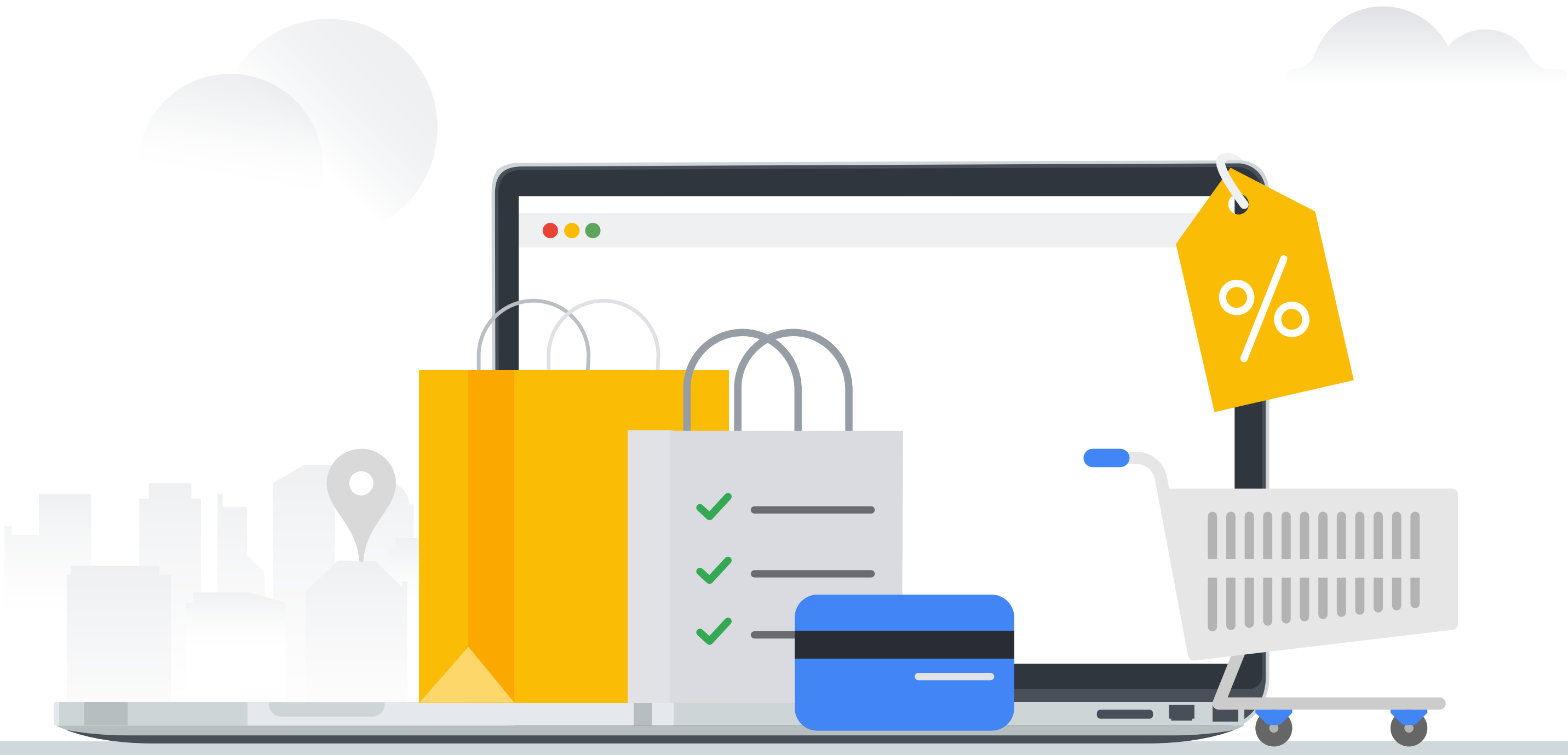


Journey of a Smart Shopper:

Consumer Electronics in CEE



The journey begins

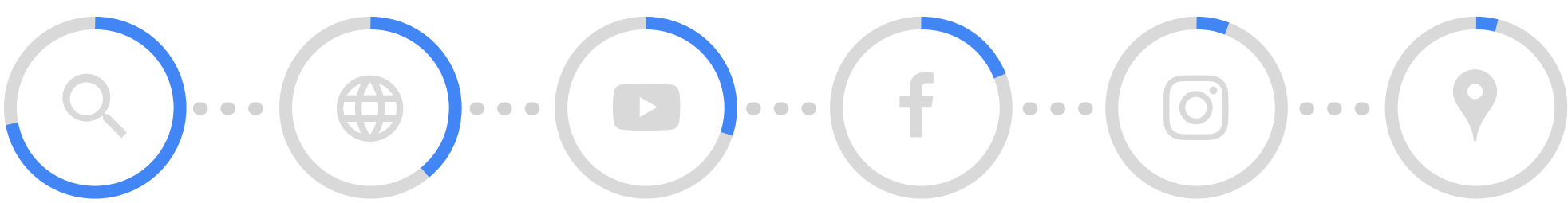
90%
of shoppers
research online¹

44%
Of smart shoppers **discover**
their product online²

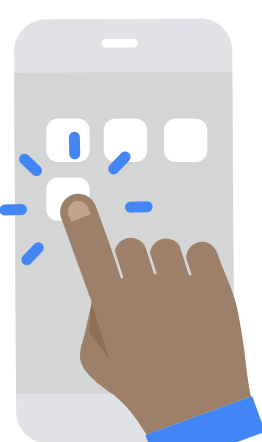


Where shoppers research³

72% Search **39%** Website **30%** YouTube **19%** Facebook **6%** Instagram **4%** Google Maps



The importance of mobile



90%
of shoppers
research on mobile⁴

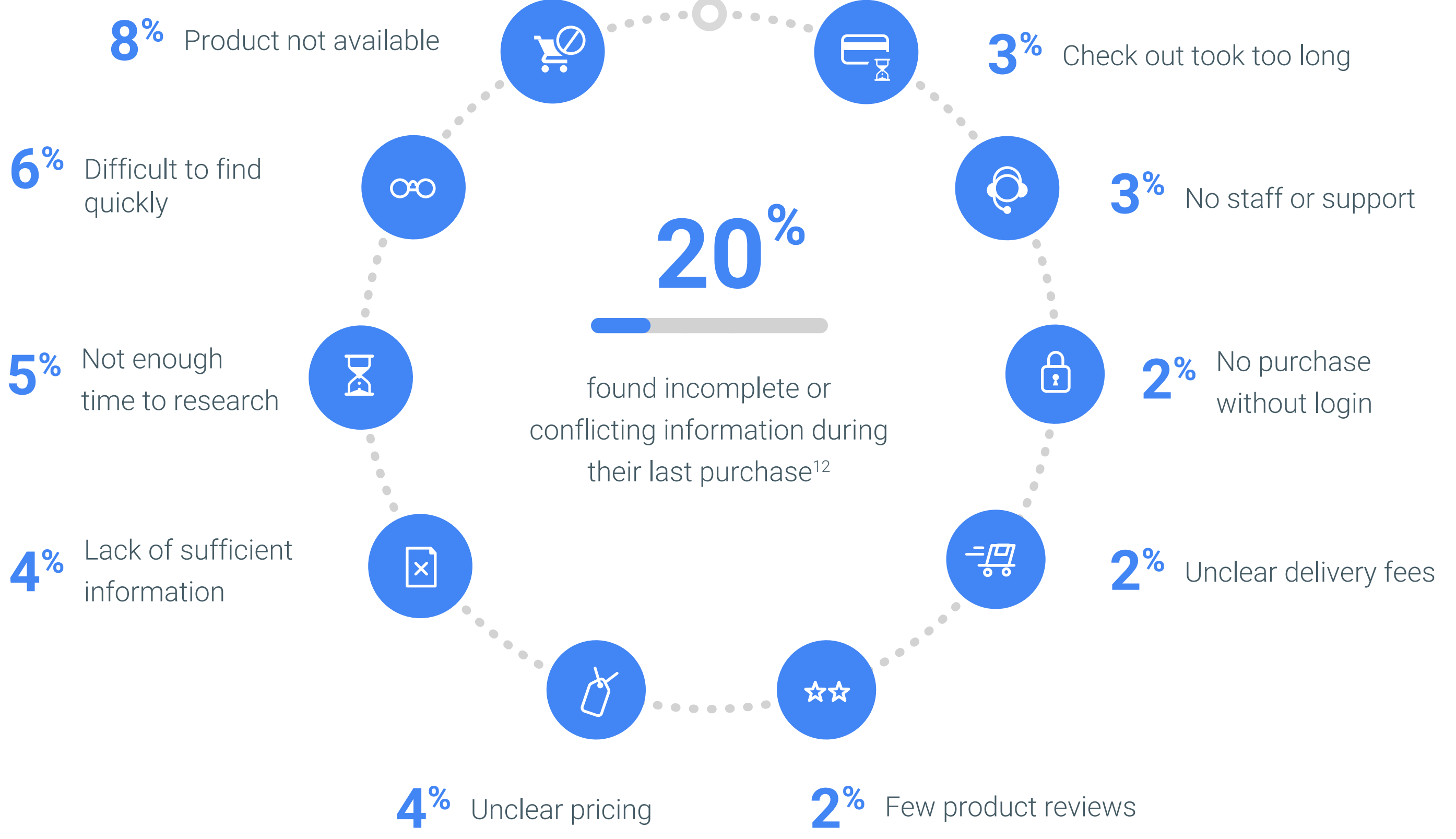
27%
of shoppers have a
retailer app on their
smartphone⁵

41%
of shopping app users
make purchases using
the app⁶

Where and why shoppers buy



Pain Points for Purchase¹¹



Sources

- The Smart Shopper Research Kantar/Google 2019 Question Q8/Q9: Where did you gather information online (on any device, via website, or app) regarding the product you bought, if at all?
- The Smart Shopper Research Kantar/Google 2019 Question Q7: How did you first become aware of the product you purchased? Single select.
- The Smart Shopper Research Kantar/Google 2019 Question #10 Q10: Which of these specific websites or apps did you use to look for information? (selection of websites with global coverage) Base, all product buyer in category, n= 4,097
- The Smart Shopper Research Kantar/Google 2019 Question #3 Q3_B: How did you buy via your smartphone? Base, all product buyers who bought their most recent product on a smartphone, n=40
- The Smart Shopper Research Kantar/Google 2019 Question #12 Q12: When you were looking for information, did you at any point use your smartphone to get ahold of the information you needed? Base, product buyers in category who own a smartphone, n=3,770
- The Smart Shopper Research Kantar/Google 2019 Question #20 Q20_B How do you use the shopping app or apps?
- The Smart Shopper Research Kantar/Google 2019 Question: #1 Q1: Where did you make your last purchase?
- The Smart Shopper Research Kantar/Google 2019 Question Q17_A: Why did you buy online? Please tick all factors that apply to your last purchase. Base, all product buyers who bought their most recent product online, n= 1,075
- The Smart Shopper Research Kantar/Google 2019 Question Q17_B: Why did you offline? Please tick all factors that apply to your last purchase. Base, all product buyers who bought their most recent product offline, n= 2,392
- The Smart Shopper Research Kantar/Google 2019
- The Smart Shopper Research Kantar/Google 2019 Question Q4: Which of these situations did you experience during your purchase, if any? Base, all product buyers in category, n= 4,097
- The Smart Shopper Research Kantar/Google 2019