Winning the Consumer Electronics Shopping Moments That Matter

I NEED SOME IDEAS MOMENTS
Digital tools spark inspiration for consumer electronics mobile shoppers. When looking for ideas about what to buy:

48% turn to YouTube®
41% turn to tablet
40% turn to Google®

WHICH ONE'S BEST MOMENTS
Whether they're in stores or online, consumers use mobile to compare prices, brands, and products:

Which one is best online?
49% of consumers礠hop for consumer electronics on Target's website, while 38% select an option after searching on Google®.

Which one is best in-store?
49% of consumers shop for consumer electronics in Target's store and online.

I WANT TO BUY IT MOMENTS
With mobile offers more options for when and when to buy:

Of smartphone shoppers who are buying consumer electronics:

73% are more likely to purchase on their smartphone than in-store depending on price or expert recommendation.

75% have gone to a store to shop but not a product with radio in-person or online.

60% have purchased a product on their smartphones while looking at the same products in store.

HOW DO I FIX THIS MOMENTS
Shoppers expect consumer electronics brands to follow through on purchase moments:

Consumer Electronics
- In-store: troubleshooting, repair, and customer support
- Online: returns process, more than 40% return over an item within 90 days.

RESOURCES
1. Google eCom Local Moments Study, June 2016
2. Consumer Electronics Association, Consumer@300