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How Consumers Shop for Electronics

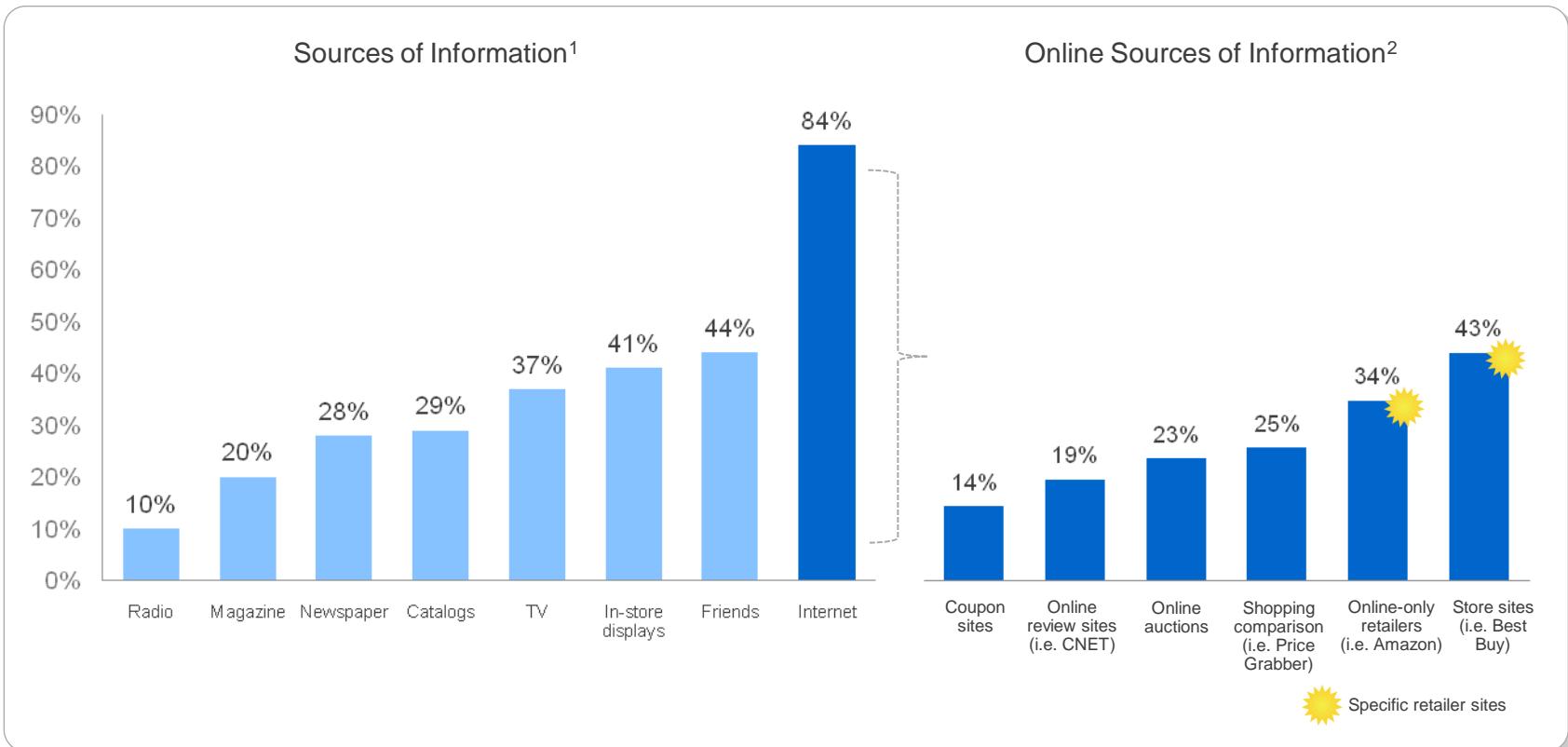
Google/OTX
U.S., October 2008

Summary Findings

- 1 The Internet is the primary source of information for electronics shoppers
- 2 Online research drives both online and in-store purchases
- 3 Online and in-store electronics shoppers purchase from different types of retailers

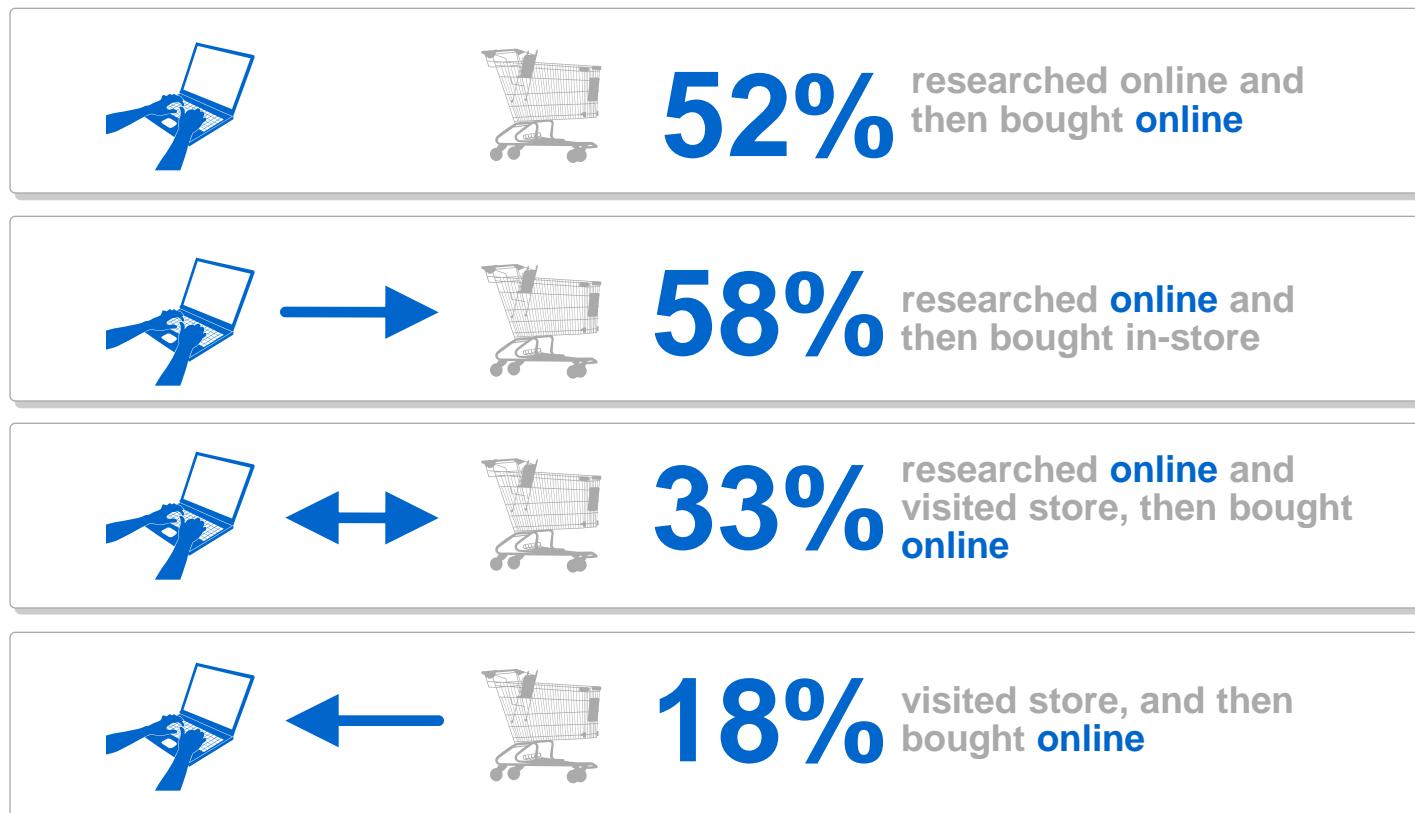
Electronics Shoppers Do Most of their Research Online

84% of electronics shoppers cite the Internet as their top source of information, with more of their research done on specific retailer sites than general comparison sites.



Online is Key Throughout Electronics Shopping Cycle

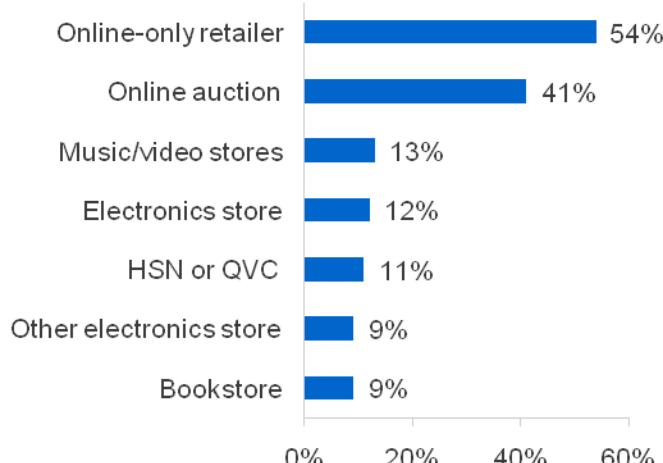
Electronics shoppers are multi-channel and they rely on online research to make online and in-store purchase decisions.



Online & In-Store Shoppers Choose Different Retailers

Online electronics shoppers prefer to purchase from online-only retailers and online auctions; in-store electronics shoppers prefer mass merchandise and discount stores.

Online¹



In-Store²



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