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How Consumers Shop for Hand Bags Online

Google/OTX
U.S., October 2008

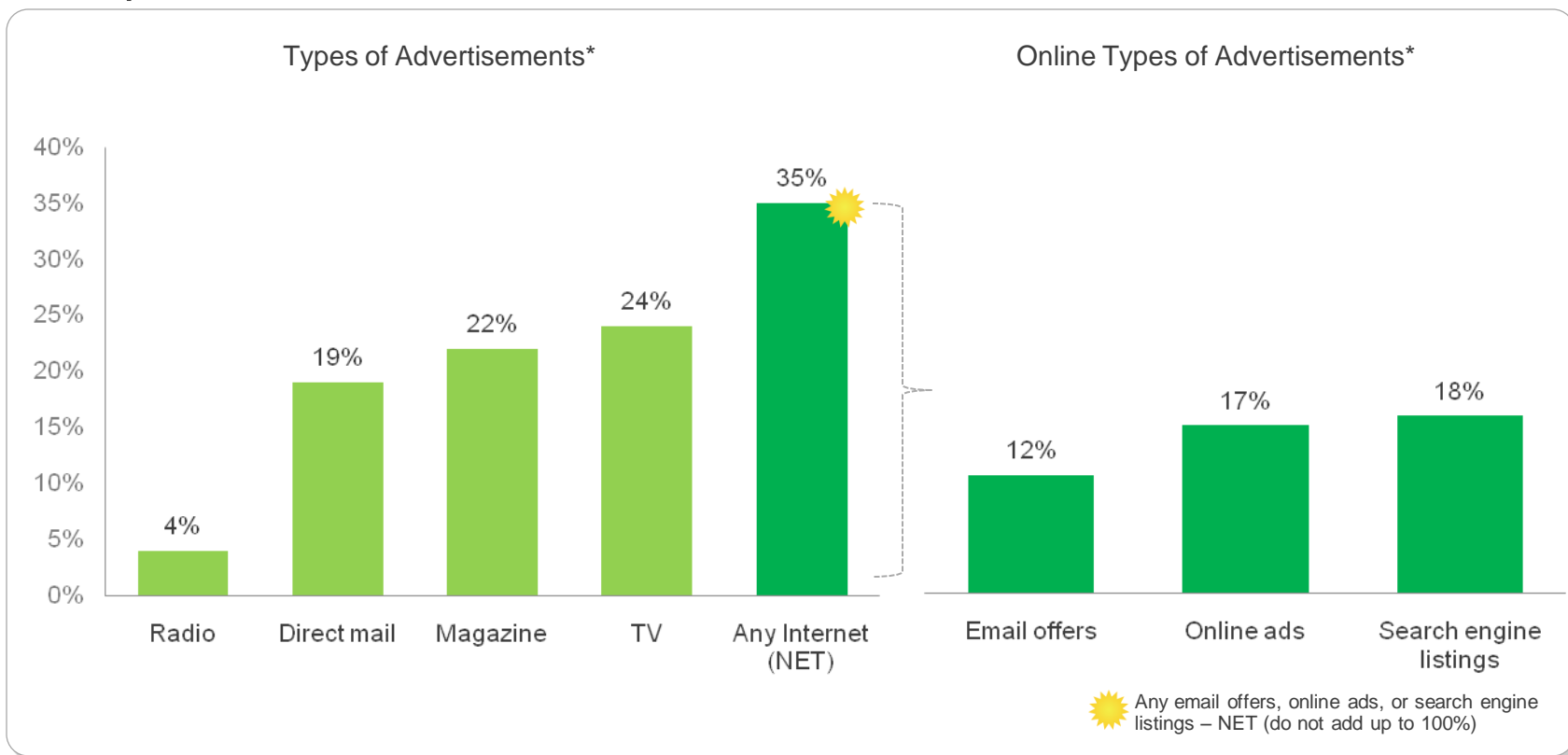
Summary Findings

1 The Internet is the most influential type of advertisement for handbag shoppers

2 Online research drives both online and in-store purchases

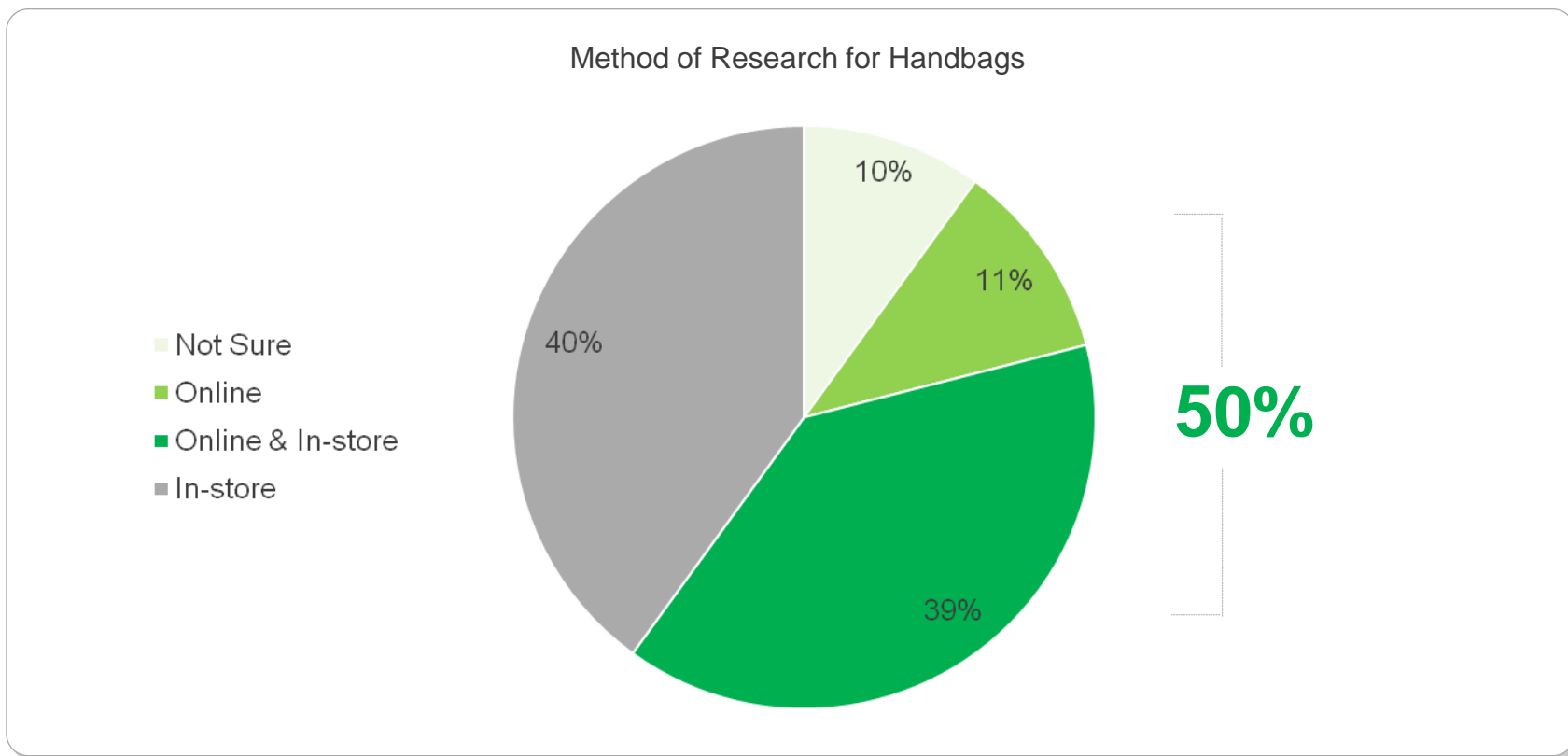
Handbag Shoppers Are Most Influenced by the Internet

35% of women's handbag shoppers cite Internet advertisements (i.e. email offers, online ads, search engine listings) as most likely to assist their purchase decisions.



Online Research Drives Handbag Purchases

50% of women's handbag shoppers use online research to make online and in-store purchase decisions.



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