

This study is brought to you courtesy of

**thinkinsights**  
with Google™

[www.google.com/think/insights](http://www.google.com/think/insights)



# How Consumers Shop for Jewelry

Google/OTX  
U.S., October 2008

# Summary Findings

**1** The Internet is the primary source of information for jewelry shoppers

---

**2** Online research drives both online and in-store purchases

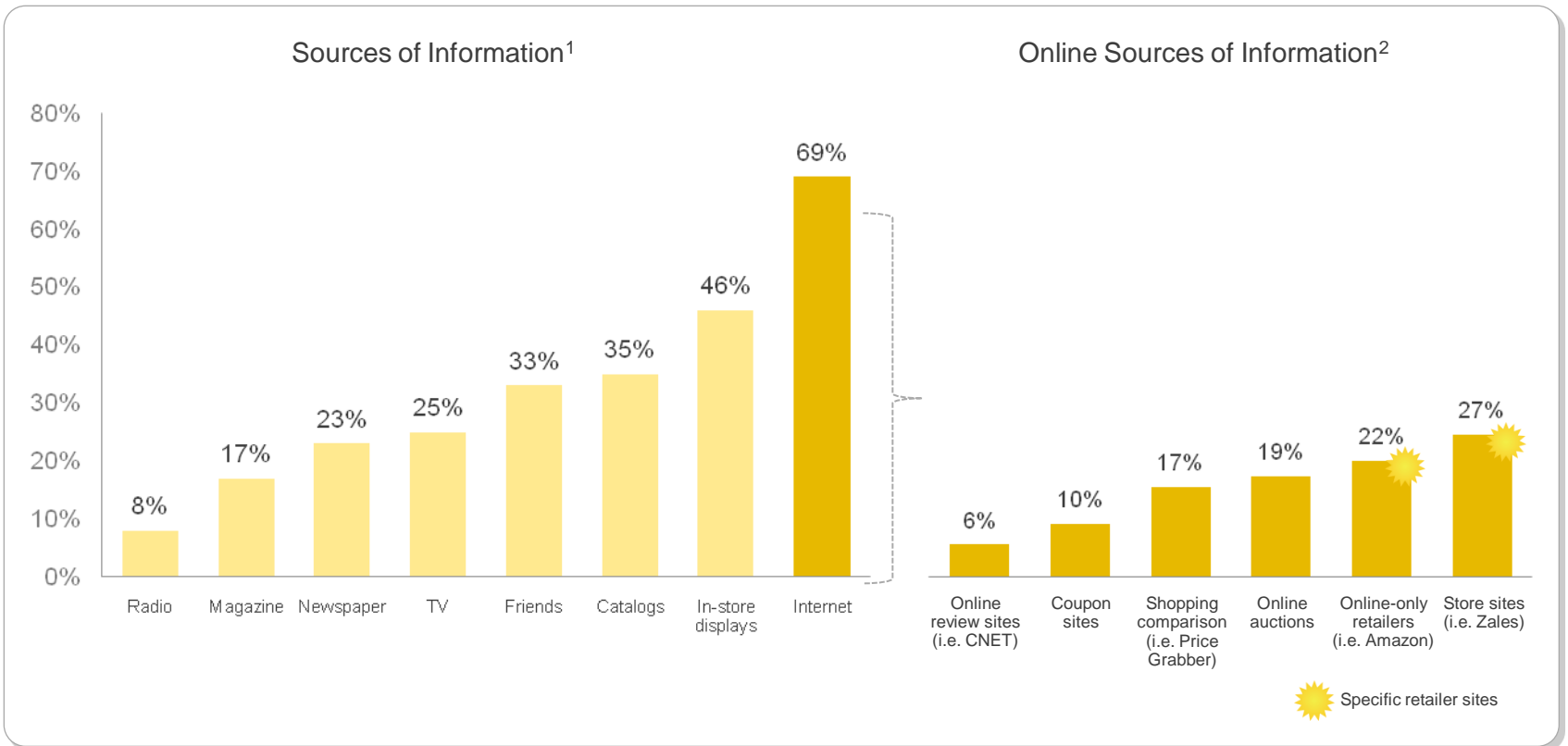
---

**3** Online and in-store jewelry shoppers purchase from different types of retailers

---

# Jewelry Shoppers Do Most of their Research Online

**69%** of jewelry shoppers cite the Internet as their top source of information, with more of their research done on specific retailer sites than general comparison sites.



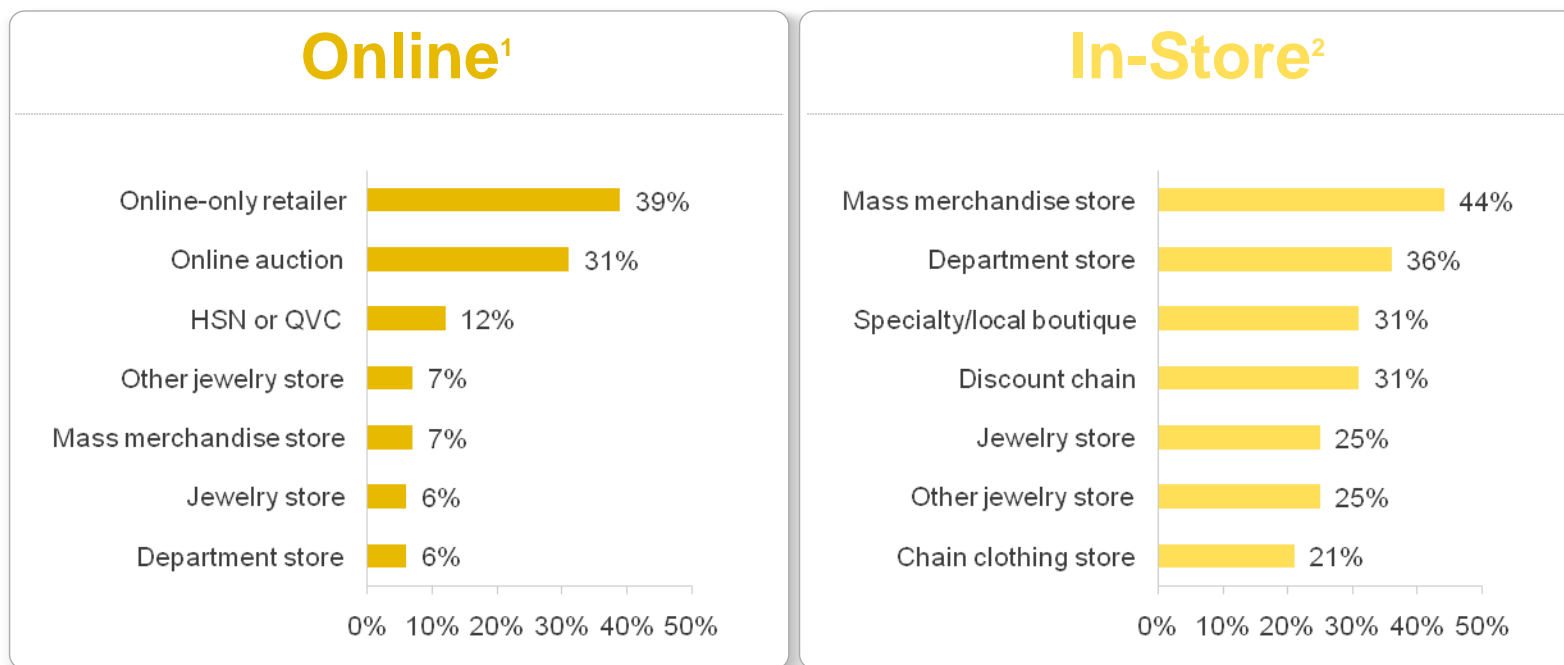
# Online is Key Throughout Jewelry Shopping Cycle

Jewelry 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 jewelry shoppers prefer to purchase from online-only retailers and online auctions; in-store jewelry shoppers prefer mass merchandise and department stores.



Like what you learned?  
Find more studies and data at

thinkinsights  
with Google™

[www.google.com/think/insights](http://www.google.com/think/insights)