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How Consumers Shop for Jewelry

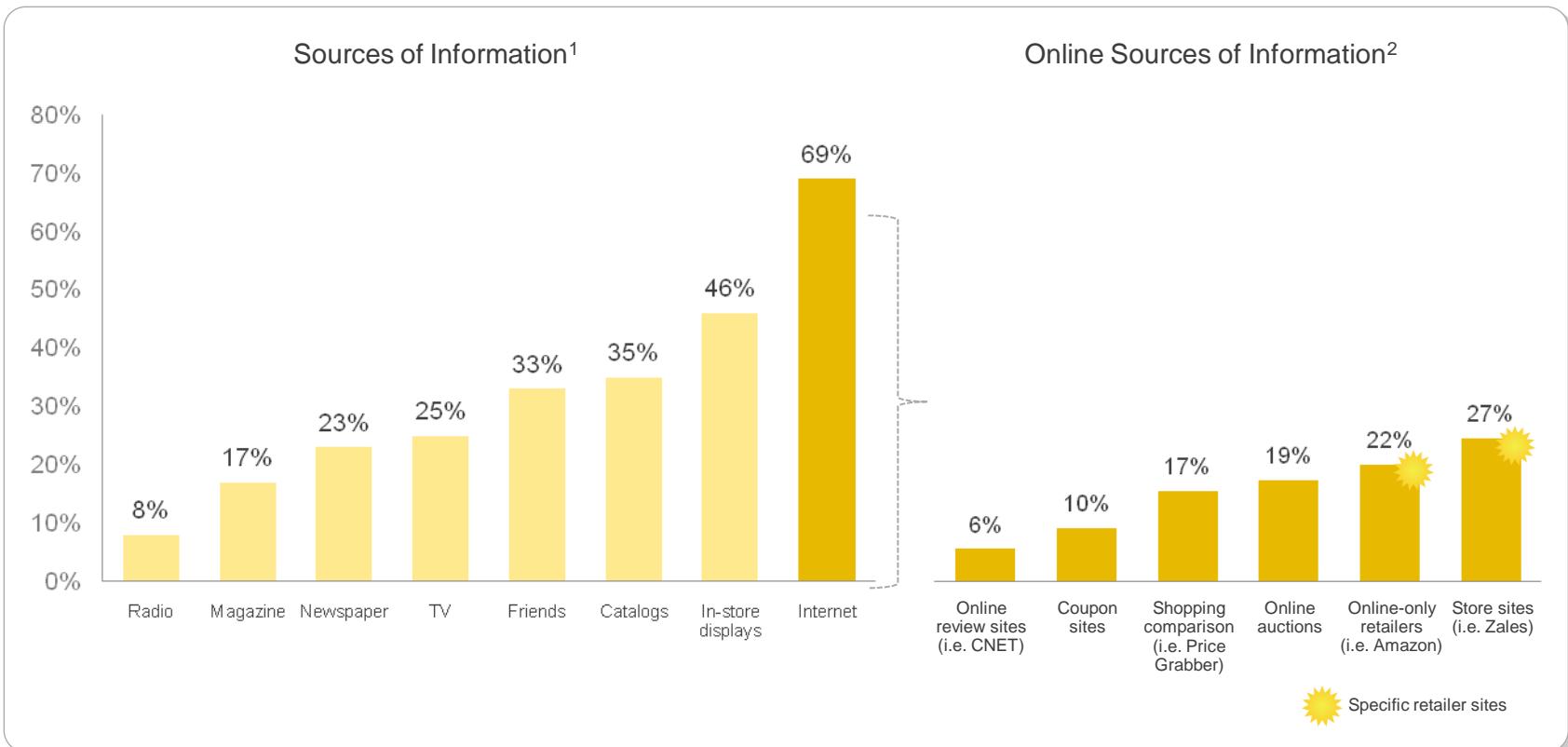
Google/OTX
U.S., October 2008

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.

Online¹



In-Store²



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