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# The Online Apparel Shopping Process

Google/OTX  
U.S., October 2008

# Summary Findings

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

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

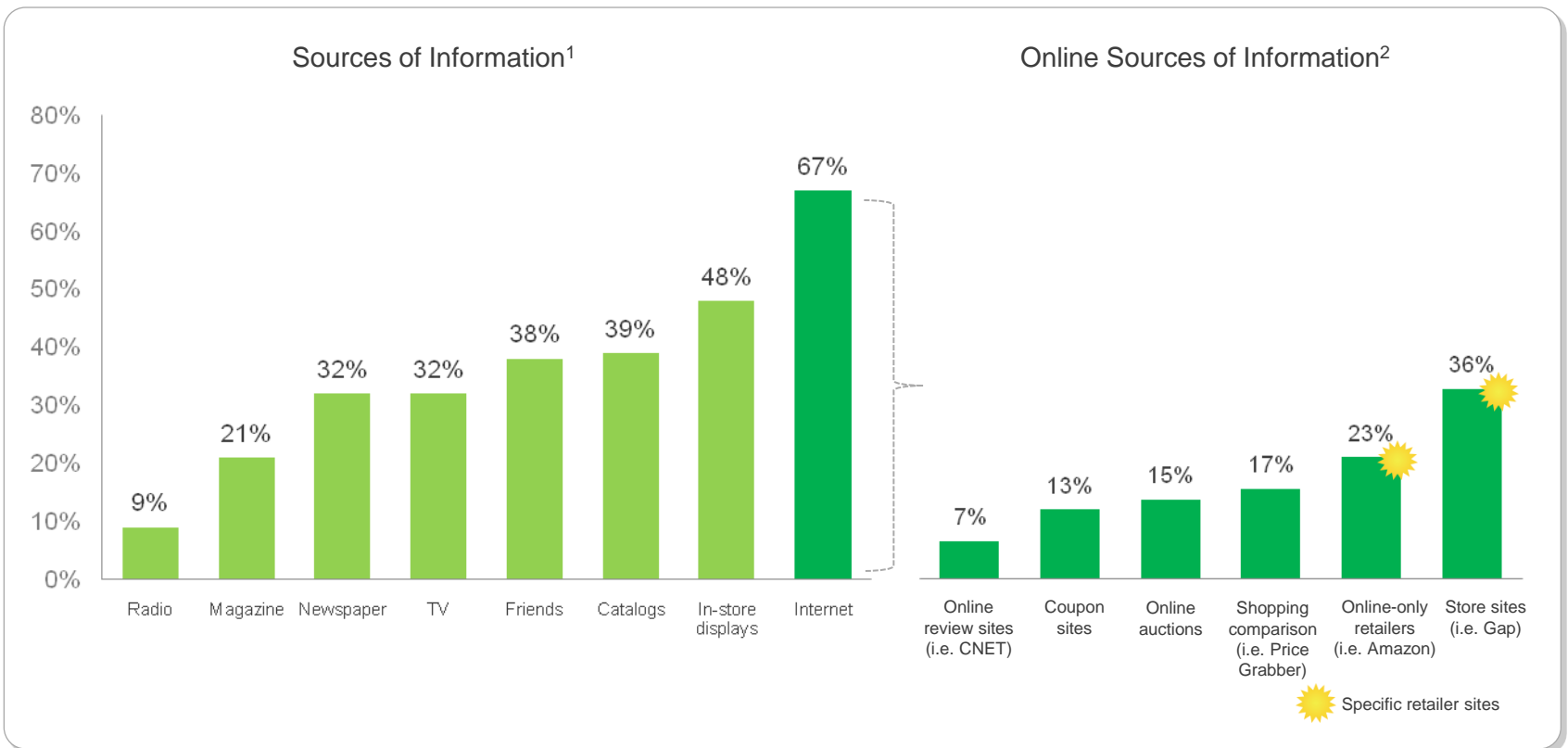
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**3** Online and in-store apparel shoppers purchase from different types of retailers

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# Apparel Shoppers Do Most of their Research Online

**67%** of apparel 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 Apparel Shopping Cycle

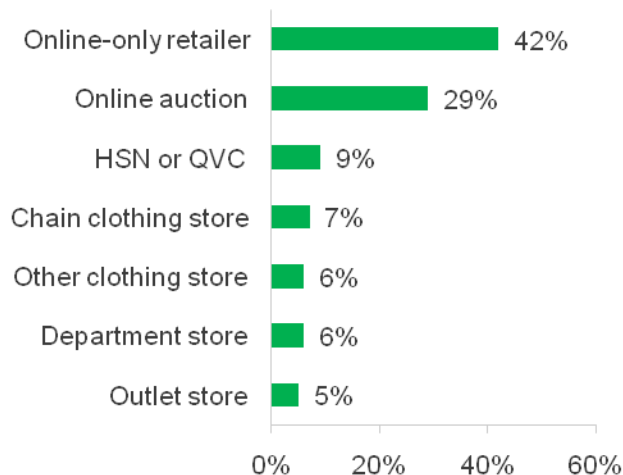
Apparel shoppers are multi-channel and they rely on online research to make online and in-store purchase decisions.



# Online & In-Store Shoppers Choose Different Retailers

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

## Online<sup>1</sup>



## In-Store<sup>2</sup>



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