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# The Online Apparel Shopping Process

Google/OTX  
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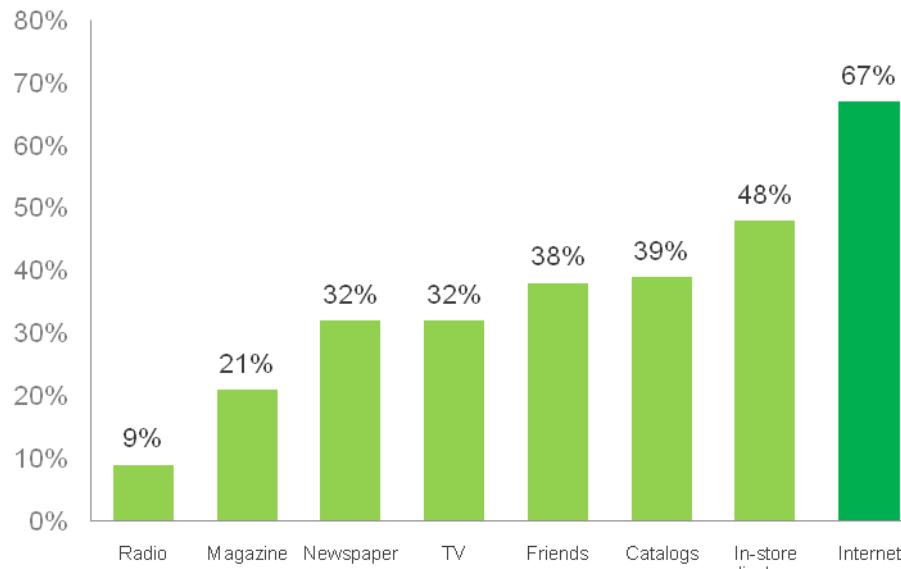
# Summary Findings

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

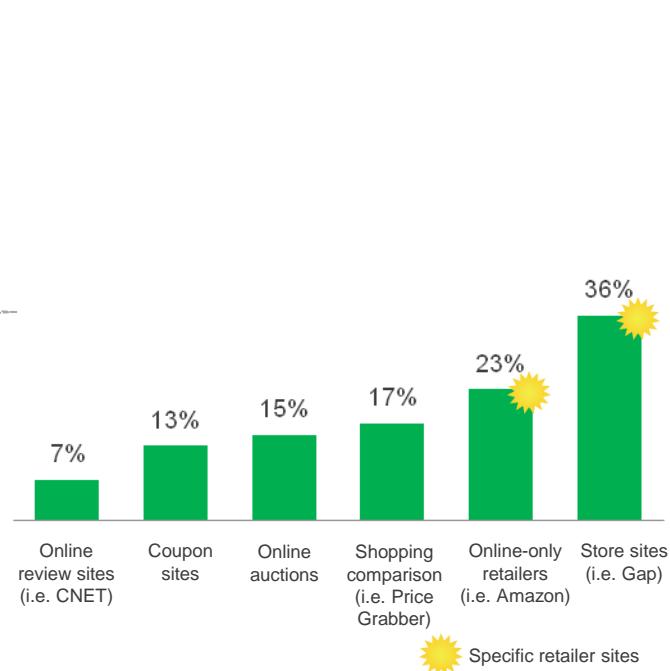
# Apparel Shoppers Do Most of their Research Online

**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.

Sources of Information<sup>1</sup>



Online Sources of Information<sup>2</sup>



# 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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