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The Online Furniture Shopping Process

Looking at how consumers shop for furniture online

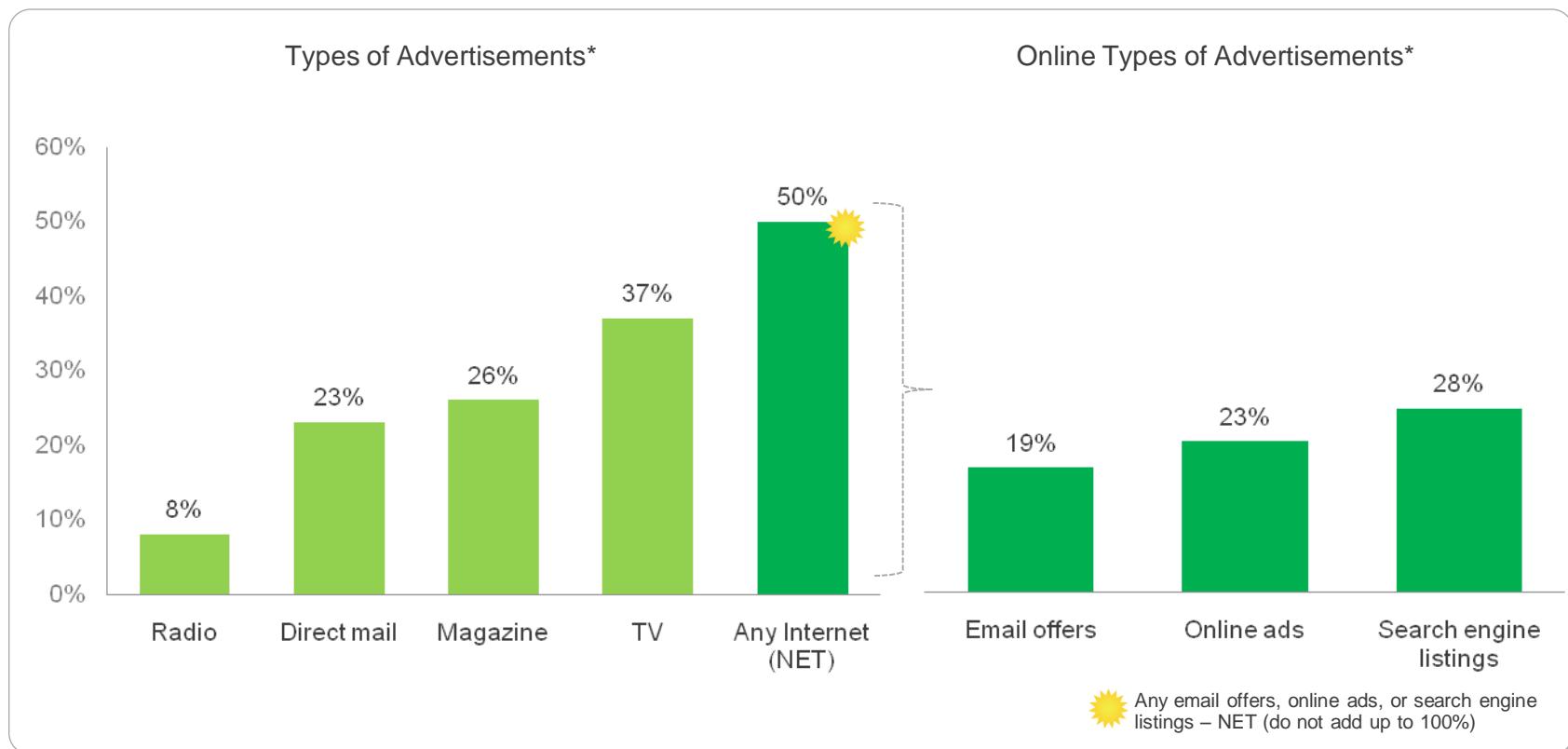
Google/OTX
U.S., October 2008

Summary Findings

- 1 The Internet is the most influential type of advertisement for furniture shoppers
- 2 Online research drives both online and in-store purchases

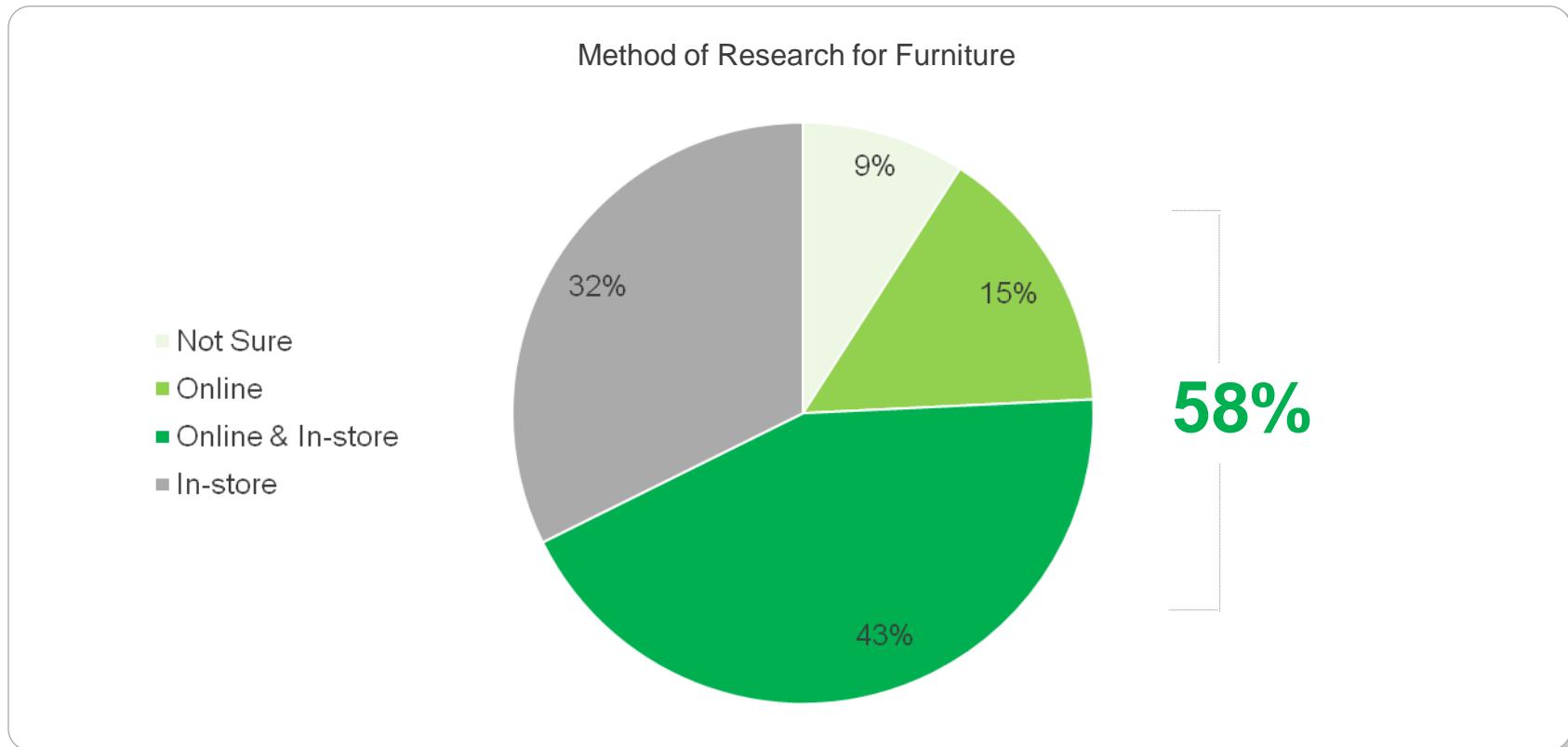
Furniture Shoppers Are Most Influenced by the Internet

50% of furniture shoppers cite Internet advertisements (i.e. email offers, online ads, search engine listings) as most likely to assist their purchase decisions.



Online Research Drives Furniture Purchases

58% of furniture shoppers use online research to make online and in-store purchase decisions.



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