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The Online Furniture Shopping Process

Looking at how consumers shop for furniture online

Google/OTX

U.S., October 2008

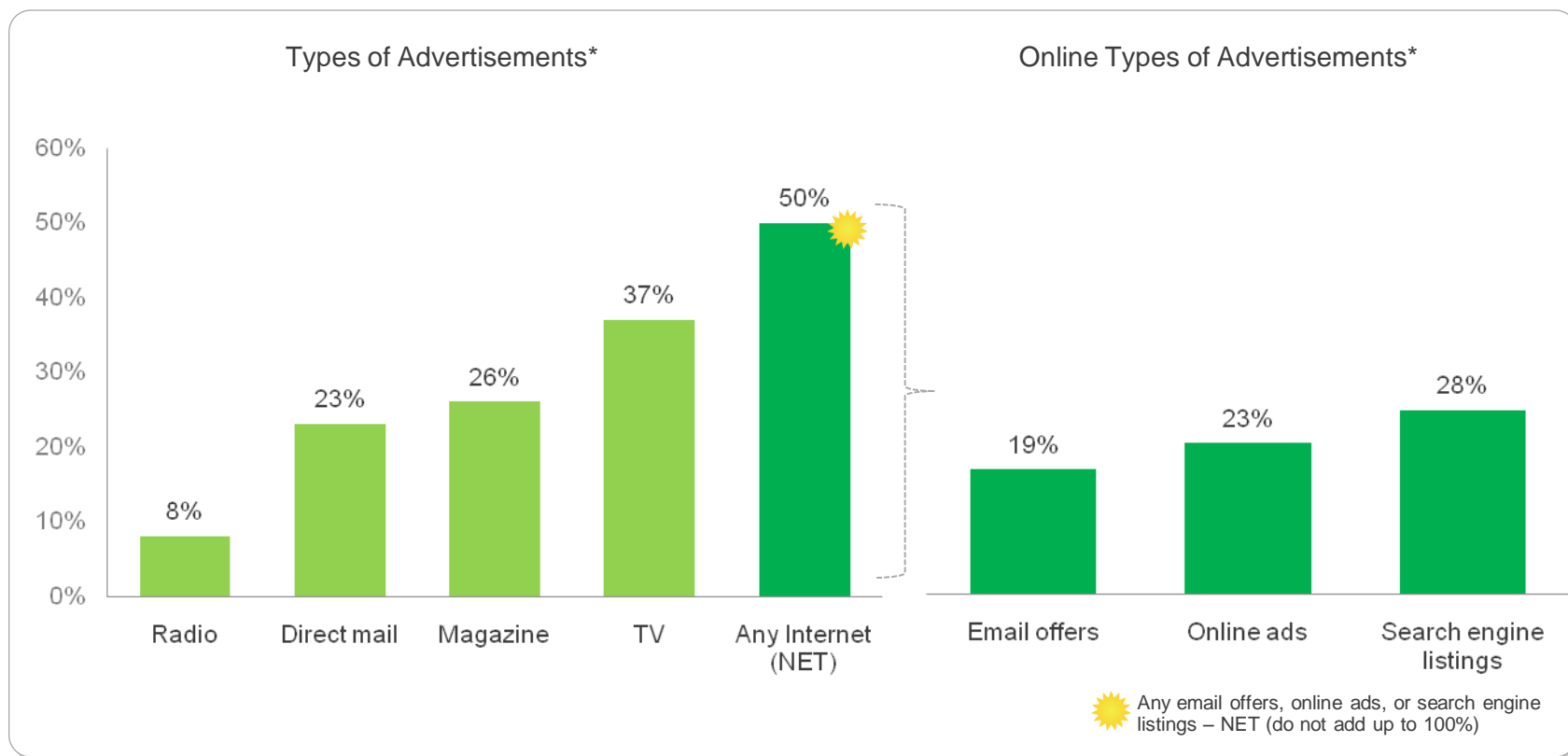
Summary Findings

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.



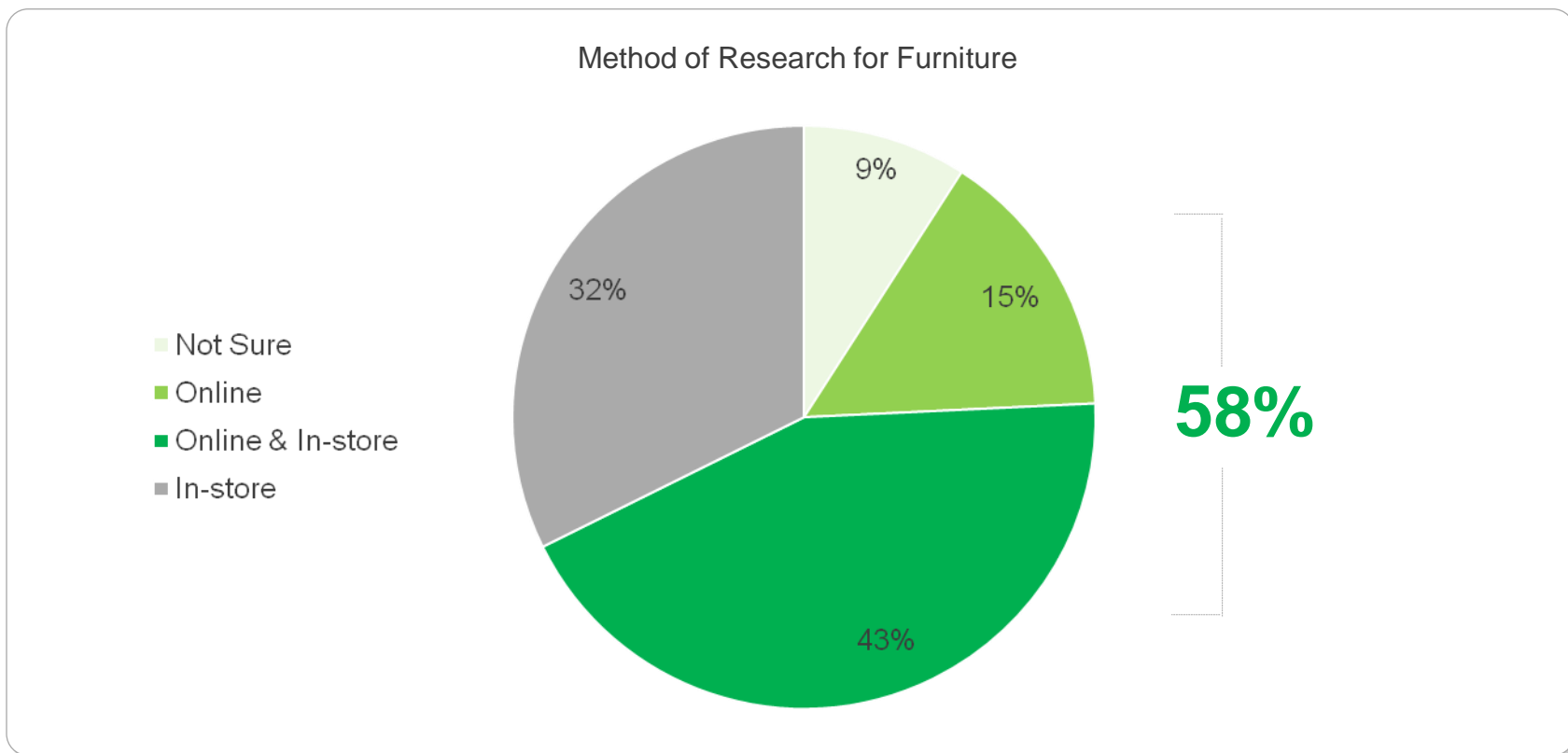
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(QC10_64). Which of the following types of advertisements are most likely to assist your home furnishings – furniture (e.g. Google Confidential and Proprietary sofa, table, bookcase, bed) purchase decisions this holiday season? *Select all that apply. (Data do not add up to 100%). n=594. October 2008 OTX/Google Holiday Shopping Intentions Study.

Online Research Drives Furniture Purchases

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



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(QC3_64). How do you plan on researching for home furnishings-furniture (e.g., sofa, table, bookcase, bed)? N=593.
October 2008 OTX/Google Holiday Shopping Intentions Study.

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