

# GAINING INSIGHTS INTO WHY, HOW & WHEN CUSTOMERS FEEL THE URGE TO PURCHASE ONLINE OR FROM BRICK AND MORTAR STORES.

- The Client** : The large global manufacturer and marketer of white goods wanted to understand the white goods buyers' motivations, perceptions and usage of various stores, websites and stages in purchase journey of Indian customers.
- Type** : Path to purchase / Buyer Journey Mapping.
- Category** : White goods (TV).
- Methodology** : Online Mobile Survey, Multi phased Qualitative Research, Extended Study.
- The requirement :**

The client wanted to understand why, how and when the consumers use stores and websites for shopping and purchasing white goods such as TV set. The client wanted to evaluate all the consumer touch points during their path of purchase and design strategies to deliver a functional and emotional need both instore and online.

At an overall level the purpose of the research was to gain an deeper understanding of the customers' shopping experience, information needs and desires at both retail and online stores. However, the client also wanted specifically to identify and map:

  - Linkages between shopping experience, advertisements, testimonials, online retailer loyalty as well as loyalty to brand.
  - Identify the strengths and weakness of their brand vis a vis competition.
  - Explore ways to enhance customer journeys and shorten path to purchase.

## The solution

: Market Xcel proposed and used an innovative multi-phase approach to engage the respondents and let them relive their purchase journey, through a series of assignments. This provided detailed insights into the actual purchase journey, information search, role of influencers, till the purchase of the product.

24 respondents participated in the study over two weeks period and completed a total of 8 assignments of 20 minutes each. The respondents were from New Delhi, Mumbai, Bangalore, Pune, Hyderabad and Ahmedabad. Participation was through their smart-phones. They had recently purchased a TV either online or offline.

## The Result

: The research provided rich insights into purchase journey, role and influence of intermediaries. It gave a good glimpse into the minds of the customers highlighting elements of trust and overall shopping experience. The study also provided recommendations on improving the online as well as retail store experience before, during and after purchase.

