

# The Path to Online Purchase: Understanding the Consumer - US - December 2018

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"The path to online purchase is becoming increasingly complex as retailers add options to address shoppers' priorities and concerns. Product awareness is driven by various online and offline influences, and along the journey, shoppers consider numerous options and compare offers to find the best deals and product to suit their needs."

**- Matt Lindner, Senior eCommerce Analyst**

This report looks at the following areas:

- Create an awareness of a need or want to prompt a search
- Adapt to consumer search behavior triggered by awareness
- Help consumers find the information they need to feel confident
- Make the final step – purchasing – as smooth as possible

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## DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Adapt to consumer search behavior triggered by awareness  
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