latentview
Actionable Insights • Accurate Decisions

The Impact of Pre-purchase Experience on Consumer Decisions

The Consumer's Path Toward Purchase

Awareness → Evaluation → Intent & Decision → Purchase
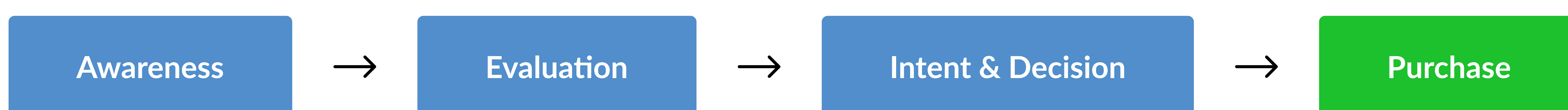
Pre-purchase Customer Experience: Key to Successful Sales

Empowering customers with the complete knowledge about their purchases, including how products will look on them or fit their needs, contributes to brand loyalty and reduces returns.

1. The Awareness Stage

Channels: *Social media, search engines, word-of-mouth, and advertising*

- **55% of global consumers** consider search engines to be the most reliable information source before making a purchase.[1]
- **36% of global consumers** use Amazon as their go-to e-commerce platform.[1]
- **34% of global consumers** prefer to visit individual retailer websites for pre-purchase information.[1]
- Targeted advertising and promotional offers have gained the attention of 31% of consumers from all generations, and this figure has risen to **43% among generation Z**.[1]
- **37% of consumers** prefer ads that directly lead them to offers and promotions for their favorite brands or products.[1]
- **34% of consumers** are attracted to sponsored ads on social media.[1]
- **35% of the respondents' pre-purchase decisions** are still influenced by traditional TV advertising.[1]

2. The Evaluation Stage

Channels: *Product reviews, comparison websites, social media, and online forums*

- **32% of global consumers** consider customer reviews on retailer websites before purchasing a product.[1]
- **40% of global consumers** affirm that reading reviews from other customers would lessen the amount of returns they make.[1]
- **44% of consumers** are interested in using chatbots for product information before purchasing.[1]

3. The Intent and Decision Stage

Channels: *Official websites, e-commerce platforms, and retail stores*

- **74% of shoppers** consider free returns an important factor in online purchases.[2]
- **8 out of 10 consumers** said they would pay up to 5% more for sustainably produced goods.[1]
- **63% of consumers** have made direct purchases from a brand's website in 2023; 29% are considering buying directly from a brand's website.[1]
- Interactive tools boost online shopping confidence for 80% of shoppers.[2]

Analytics allows manufacturing, marketing, and sales teams to base their decisions on data rather than assumptions.

Analytics helps identify the touchpoints where consumers interact with a brand or product. This knowledge allows marketing and sales teams to optimize these touchpoints for a seamless customer journey, improving the chances of conversion.

Data-driven Loyalty: Converting Audiences to Loyal Customers

By analyzing consumer interactions with content and offers, marketing teams can identify what resonates best with different segments.

By monitoring consumer behavior on websites and online platforms, sales teams can identify pain points and barriers to conversion. You can then make data-driven improvements to increase the likelihood of purchase.

Analytics provides real-time monitoring of campaign performance and customer interactions. This enables immediate adjustments and course corrections to ensure maximum impact.

Partner with LatentView Analytics to Harness Personalized Pre-purchase Customer Journeys and Forge Unwavering Customer Loyalty