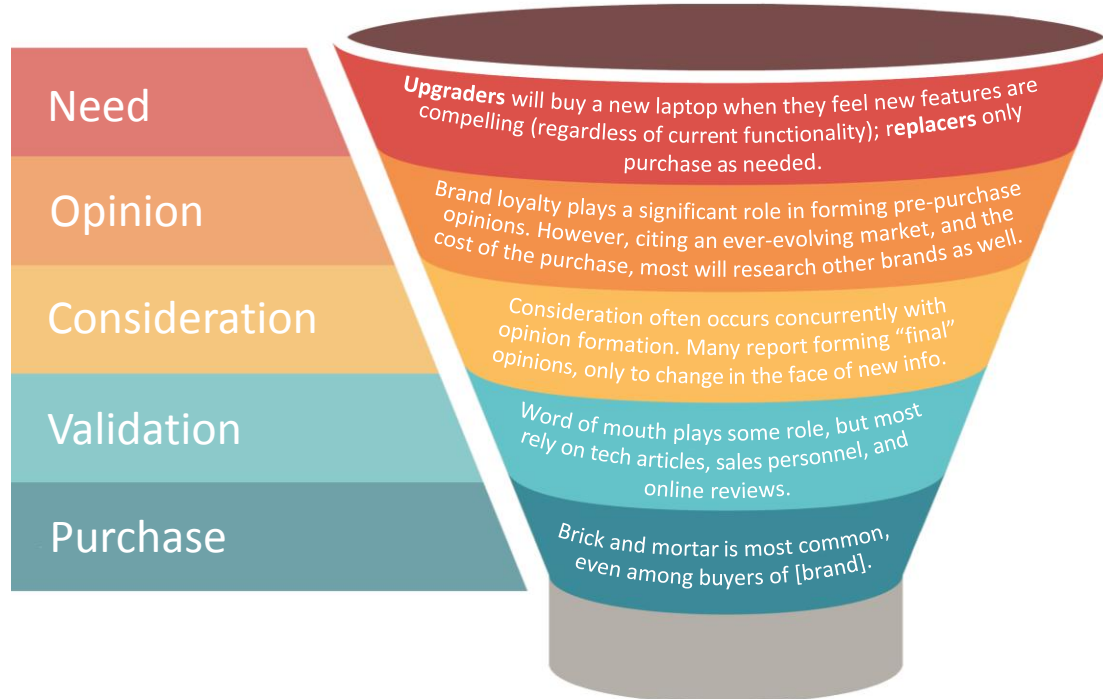


Purchase journeys are similar for most; some deviate based on tech savviness

Laptop Purchase Funnel



"Laptops always have a shelf life, so I try to remain in the know of what brands or models are doing well and may meet my needs."



"I've used [brand] products for years, so I try to stick with it. However, I still shop around: both for comparable brands just in case, and for the best price once I've decided."



"I mean, I might look at social media, but only to make sure there aren't any scathing comments. Otherwise, Amazon reviews are my go-to."



"I make a ton of purchases online, but I still go to a physical store for anything electronic. It just seems safer to me."

Interestingly, some report changing their mind in the retail setting, even after validating their decision beforehand. Usually, this is in light of seeing a recognizable brand displayed with similar pricing and specs.

