

Contact:

Erik Sebellin-Ross

415-438-9823

eriksr@peppercom.com

LATEST NETPOP RESEARCH SHOWS ACCELERATED RELIANCE ON ONLINE SOURCES FOR RETAIL AND ONLINE PURCHASES

Study finds online research is influencing 73 percent of purchases analyzed in the United States and 93 percent in China

SAN FRANCISCO, Feb. 27 – New Netpop | Shop research featured on Netpop.com reveals insights about the media sources now influencing purchase decisions in the United States and China:

- U.S. consumers spent an average of 2.6 hours researching products online, an increase of 30 percent from 2006*
- China consumers spend even more time researching products online – an average of 3.5 hours*
- Consumers increasingly turn to **other consumers** for advice on what to buy: 13 percent of purchases analyzed in 2007 were influenced by consumer review and ratings sites, an increase of 260 percent from 2006

“Today, more than ever, multi-channel marketing is key to reaching your customers,” said Josh Crandall, managing director of Media-Screen LLC, the creator of Netpop. “The consumer is now *involved* in the purchase process to a greater degree than ever before, with the information and autonomy to make highly informed decisions based on a combination of online and traditional media sources.”

Impact of Online Most Dramatic for High-Priced Goods

The impact of online is especially dramatic for high-priced goods: For items costing over \$100, six of the top ten sources used in the purchase decision are found online. Search engines and friends/family share the top spot, each influencing 28 percent of purchase decisions.

Higher ticket items are also increasingly influenced by **user-generated content** (UGC), with 24 percent of respondents citing it as a key source in 2007, compared to only 19 percent in 2006 (a 26 percent increase). UGC is used most for high-consideration purchases, like consumer electronics, which tend to be higher-priced goods involving the careful consideration of many technical details. In the coming year, Netpop predicts that automotive and home décor and improvement purchases will see a significant rise in the influence of user-generated content (consumer reviews).

* Does not include impulse buys (products for which buyers spent no time at all researching)

Similar Data from China Reveals Contrasts

Although e-Commerce came later to China than the United States, Chinese broadband users already match – and in some cases, surpass – the U.S. in online shopping, with 63 percent of broadband users in China shopping online regularly compared to 59 percent in the U.S. Chinese consumers also spend more time researching products online, with respondents reporting 3.5 hours to 2.5 hours in the U.S. And Chinese consumers are considerably more likely to refer to UGC when making a purchase decision, with 58 percent of respondents compared to 19 percent in the U.S.

The Netpop | Shop reports for are titled:

Netpop | Shop: How Shoppers Decide: Impact of Online and Traditional Resources

Netpop | Shop: U.S. Online Shopping Trends & Satisfaction

Netpop | Nations: Online Shopping and the New Chinese Consumer Market

These reports, along with thousands of other graphs and reports covering the U.S. and China, are available for purchase online. Visit <http://www.netpop.com> to learn more.

About Netpop

Netpop changes the way professionals access consumer information by providing on-demand, affordable research that will guide important business decisions, today and into the future. The ongoing study highlights the diversity within the broadband population, with a special focus on their attitudes and behaviors around advertising, shopping, community, entertainment and mobile devices. Netpop helps companies better understand their customers, constructing an industry-wide framework to drive successful product and marketing initiatives in the digital and physical marketplaces.

Netpop Research customers are able to purchase only the data they need, bypassing the administrative red tape involved in purchasing traditional market research from other analyst firms. Customers can choose from thousands of data sets - including graphs, tables and reports. Netpop.com provides a complete picture of consumer attitudes and emerging trends shaping the modern, broadband-enabled consumer market for professionals who influence marketing and product management decisions.

Netpop Research is a division of Media-Screen LLC, a strategic market research and consulting firm based in San Francisco. Since 1997, Media-Screen has offered research products and services focused on the online consumer, establishing its unique domain expertise and creating industry-accepted metrics for understanding the modern consumer market.

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