

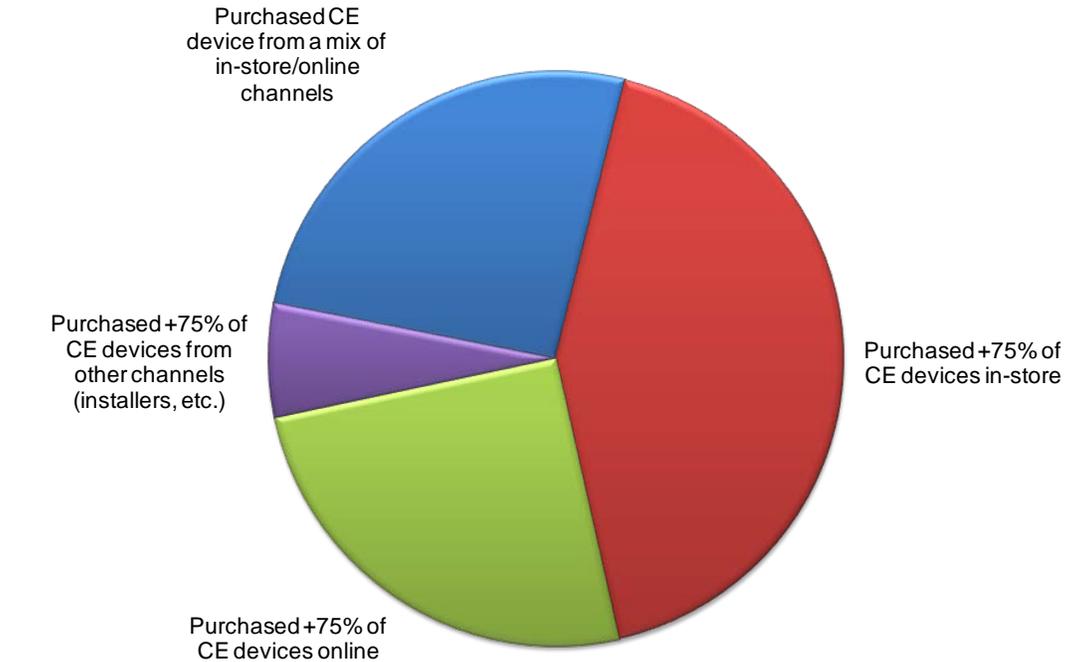
By **John Barrett**, *Director, Consumer Analytics*, and **Yilan Jiang**, *Manager of Consumer Research*, **Parks Associates**

**SYNOPSIS**

*The Role of Retail Stores* examines consumer use of the retail channel when researching and buying CE and mobile devices.

It analyzes online shopping habits, including the disparity between intent to purchase online and actual behavior, and the differences in online vs. in-person retail shopping. The Market Focus also presents the advantages retail stores have over their online counterparts.

**In-Store/Online Buying Groups**  
(U.S. Broadband Households Buying CE in 1H 2013)



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**ANALYST INSIGHT**

“Shopping for consumer electronics is now an integrated process, involving both online and in-store activities, regardless of how the device is ultimately purchased. ‘Pure’ online shopping is limited, and return policies are the key strength of retail stores.”

— **John Barrett**, *Director, Consumer Analytics*, **Parks Associates**

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Number of Slides: 73  
Published by Parks Associates

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