

IN-STORE SHOPPING HOLDS STRONG WITH CONSUMER ELECTRONICS Query Suggests In-Store Experience Can Be Complemented, Not Replaced

AUBURN HILLS, MI – August 4, 2010 – A June flashpoll reveals that while men and women are becoming increasingly comfortable using the Internet as a pre-purchase information source for consumer electronics products,* in-store retailers are still the mainstay for actual purchase activity. The Flash Poll/Conversation was conducted with shoppers age 20-65 in Gongos Research’s *Consumer Village*—an online research community of over 20,000 members.

Of the 300 community members polled, 25% have increased their use of the Internet for pre-purchase activities in the past year. They cite that they are drawn to “shop” the Internet for its:

- 24/7 convenience
- Breadth of information
- Customer and expert reviews
- Product/price comparisons

Eighteen percent of those same men and women have increased their use of the Internet to make actual purchases of consumer electronics. Of those not purchasing more online since a year ago, they cite the following benefits to buying in-store:

- Instant ownership/usage
- Ease of return
- Replacement convenience
- Absence of shipping costs
- Less security risk (associated with online transactions)

“This snapshot study suggests an opportunity exists to create digital experiences that complement the in-store environment,” said Cheryl Halverson, Vice President, Retail & Services for Gongos Research. “Generating dynamic content such as third-party reviews, e-receipts and customized offers—will continue to drive overall customer loyalty.”

Gongos Research manages [Consumer Village](#), its proprietary [metaCommunity](#)®— a large-scale community of targeted off-shoot communities used for qualitative and quantitative research. A Flash Poll/Conversation is an activity initiated in Consumer Village which enables clients to ask up to five questions in order to gain instant quantitative and qualitative insights.

Since 1991, Gongos Research has worked with leading companies including Best Buy, Hallmark Cards, Mars Snackfood, Domino's Pizza, Visa, U.S. Bank and GM. In 2007, the company was first named to the Inc. 5000 list of "The Fastest Growing Companies in America," and in 2008 became a Honomichl Top 50 U.S. marketing research organization.

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**Consumer electronics product category chosen due to its potentially higher risk of migration to online purchases.*

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