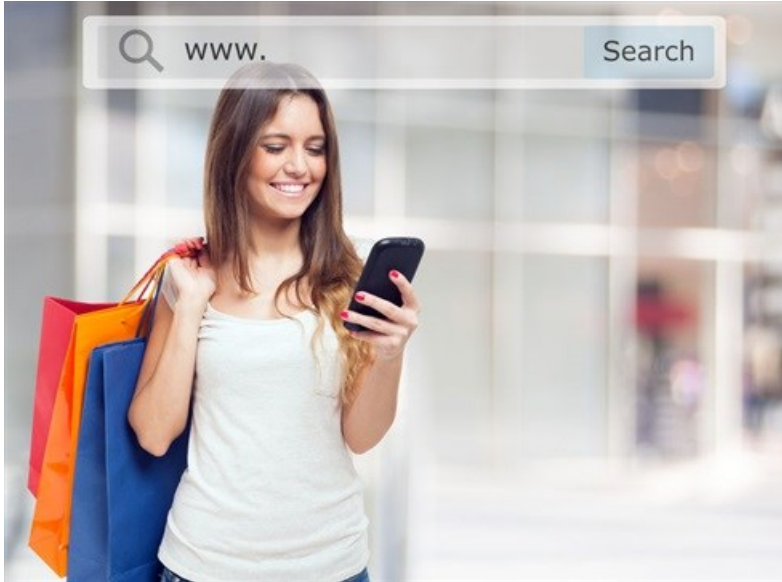


Smartphones often highlight the path to purchase

Euromonitor International has released a new survey 'Consumers in the Digital World: Hyper-connectivity and Technology Trends', focused on hyper connected consumers and their use of technology, including shopping habits and attitudes toward online privacy and security.



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According to the new survey, internet-connected consumers in both developed and emerging markets are expanding their use of technology in everyday life, leading to significant changes in how they interact with the world around them.

For example, 67% of smartphone users rely on their phone for GPS navigation and 33% use the device to book a taxi or car service. However, larger-screen devices such as computers and tablets are still favoured when consumers sit down to stream a video or television show.

Constant Internet access also allows the hyper-connected consumer to utilise their phone or mobile device to compare prices, product details, and purchase goods wherever and whenever. Per the latest survey results, 94% of respondents go online to research a potential purchase, regardless of whether they end up buying on a website or in store.

Internet-connected consumers in emerging markets, particularly India and China, are leading the way in online shopping. For example, 87% of internet-connected consumers in China typically purchase apparel online, as do 73% in India. However, virtual shopping is not the norm in all emerging markets, just 45% of online consumers in Russia and 47% in the

Middle East buy clothes via the Internet.

"Understanding how the consumer utilises technology in their purchasing decisions is crucial for companies striving to grow their customer base," says Senior Survey Analyst, Lisa Holmes. "As consumers continue to become more hyper-connected, the need to market products and make them easily accessible through technology is more important than ever."

For more information, go to go.euromonitor.com.

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