



# CONSIDERED PURCHASES: ONE JOURNEY, MANY PATHS

Knowledge to empower your decisions





# INTRODUCTION TO CONSIDERED PURCHASES

## **WHAT IS A CONSIDERED PURCHASE?**

Any purchase which takes a great deal of thought, emotional investment and financial commitment. This could be anything from a holiday or a laptop to a new car or a designer handbag.

## **WHY DO WE THINK IT'S IMPORTANT?**

The investment that goes into such purchases mean that journeys are much more complex and customers are wanting more from brands and retailers. The more we understand this type of purchase in terms of both the emotion and process, the more brands can do to help guide customers in their journeys.

This deck explores this complex purchase journey and how different consumers approach it, based on our own internal research and look at the challenges of researching these complex (and often long) customer journeys.

# IN THE UK WE MAKE A LOT OF CONSIDERED PURCHASES

It is projected that in 2025,  
we will spend

**£15.24  
BILLION**

on **luxury goods**

(including, fashion and accessories,  
watches and jewellery, eyewear,  
cosmetics and fragrance)

It is estimated that in 2024,  
we spent around

**£68 - 75  
BILLION**

on **holidays**

(including both domestic and  
abroad)

In 2024, we spent  
around

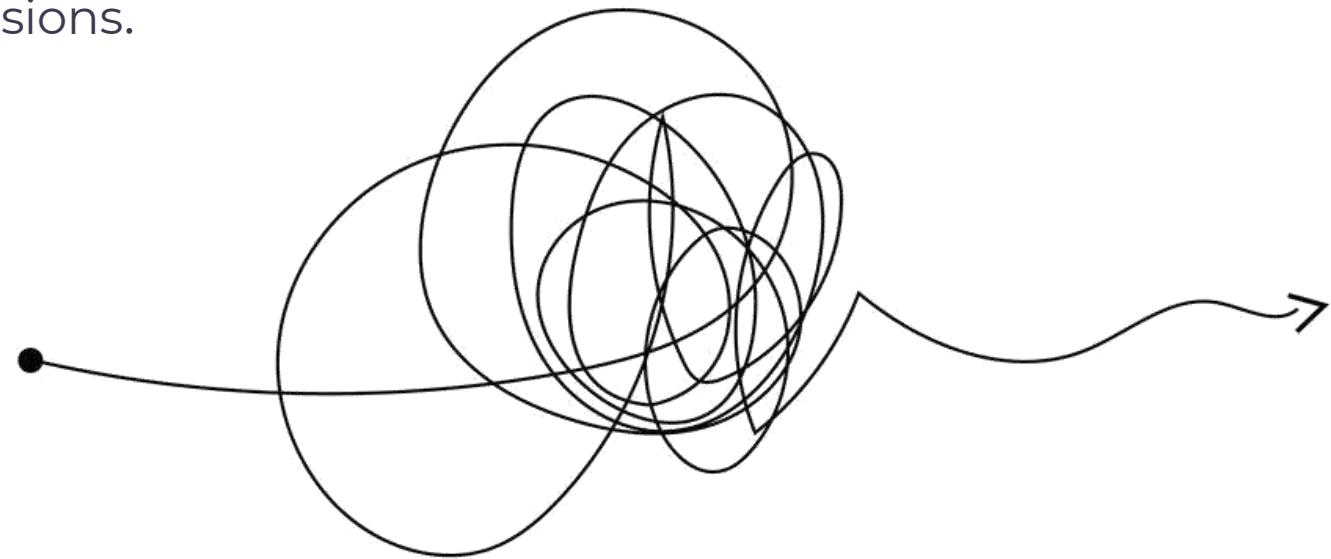
**£34.9  
BILLION**

on **consumer electronics**

(such as smartphones, TVs,  
wearables, home appliances, etc.)

# CUSTOMER JOURNEYS ARE COMPLEX

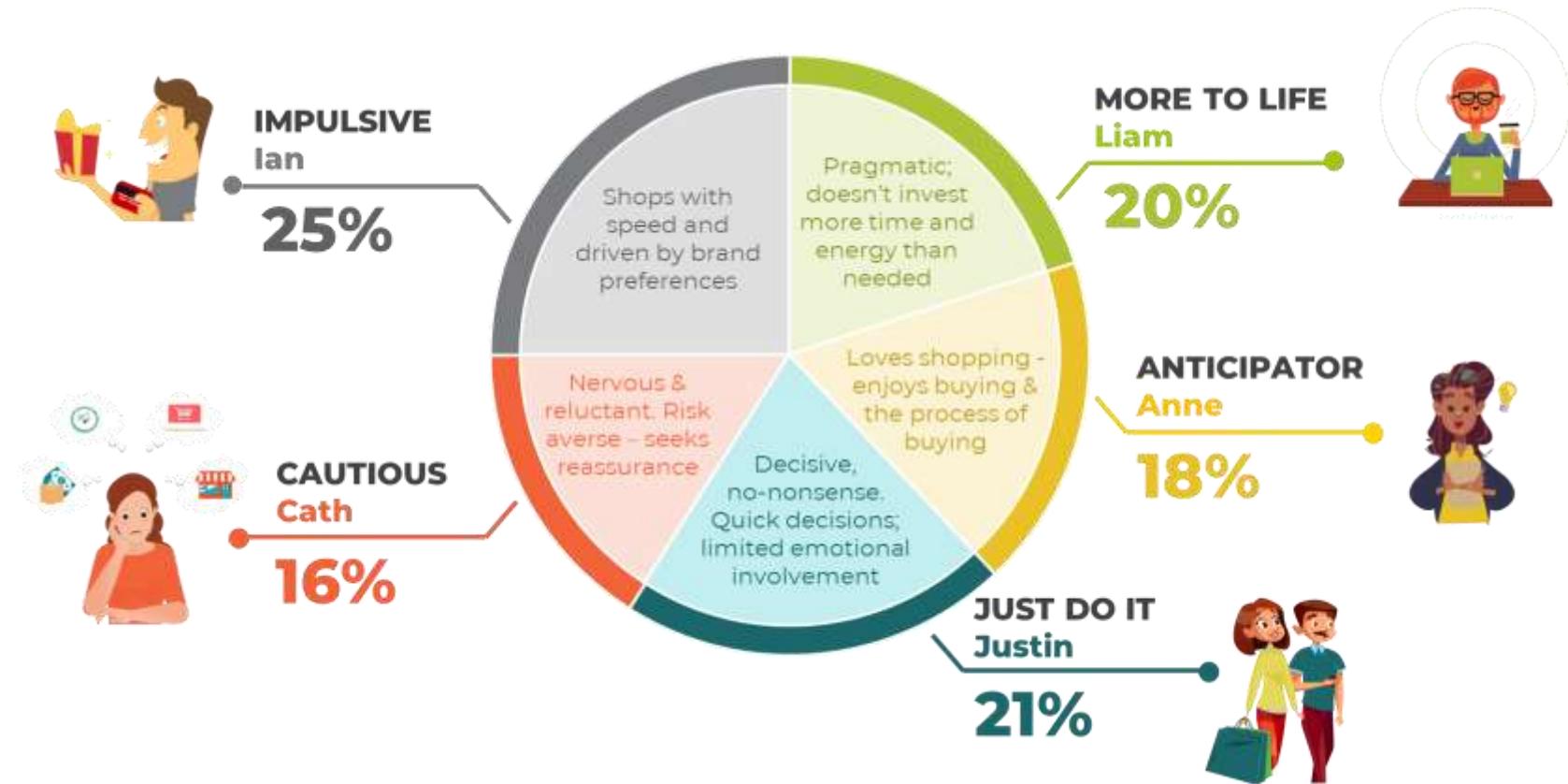
There are many **different touchpoints** along the way which cause consumers to change their route and their decisions - and there are many **different factors** (including price, previous brand experience and brand reputation) which influence those decisions.



# EVERYONE'S PURCHASE JOURNEY IS DIFFERENT

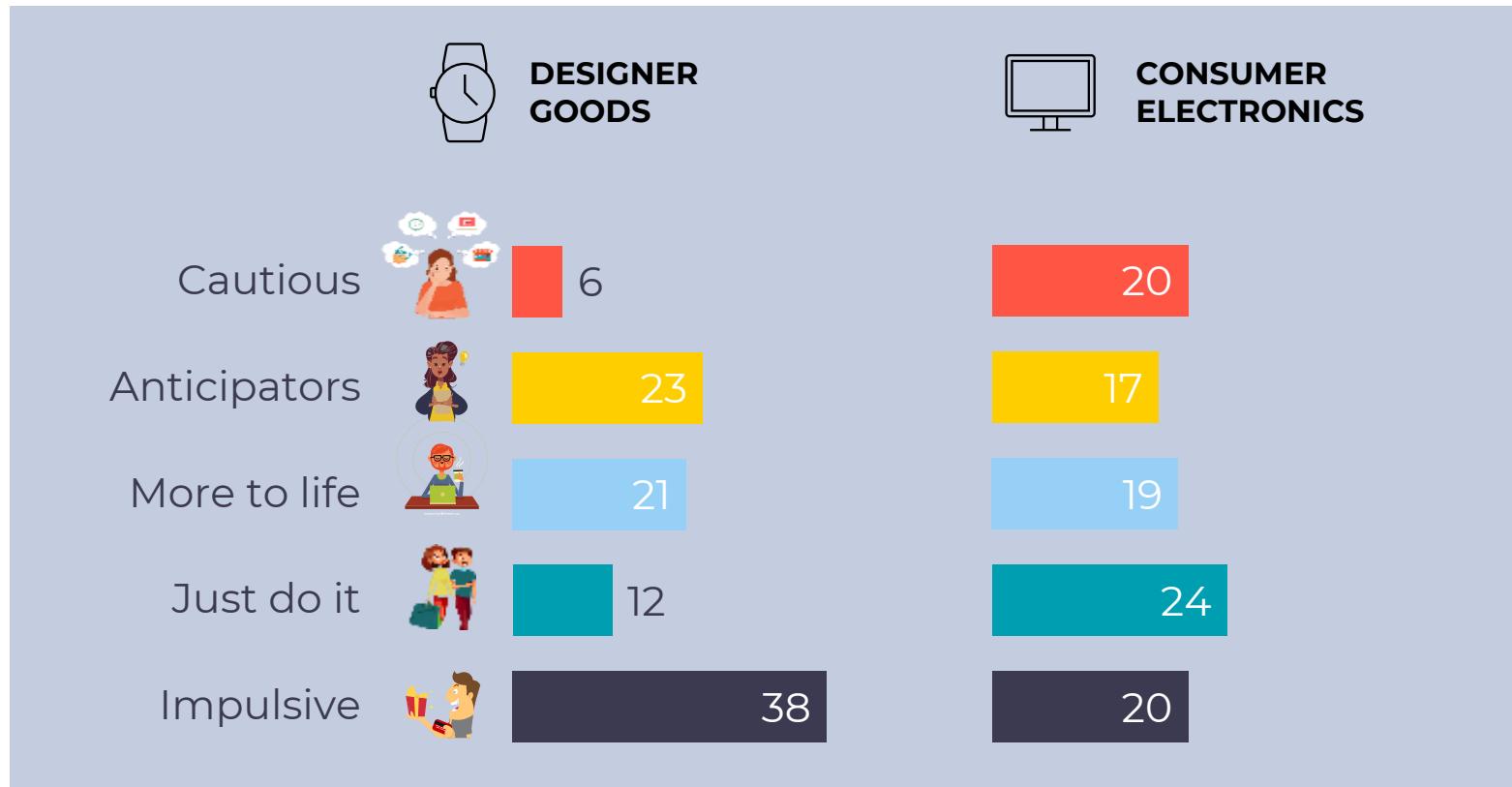
We undertook a study to understand how consumers make considered purchases.

Through segmentation analysis of their attitudes and behaviours towards shopping in these categories, we derived five personas which identify how different consumers approach their purchase journey.



# THEIR APPROACH MAY CHANGE IN DIFFERENT SITUATIONS AND CATEGORIES

## PERSONA BREAKDOWN – BY CATEGORY

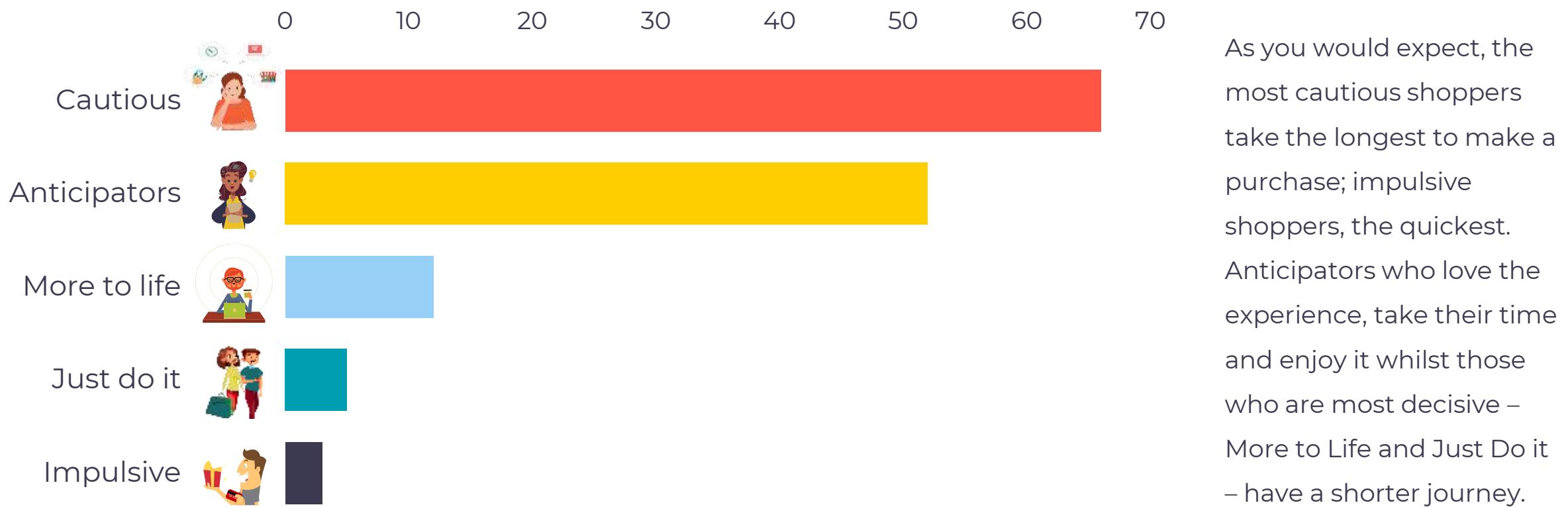


Driven by an emotional desire and 'want' rather than a specific need, consumers are more often in the Impulsive persona state, when buying designer goods.

Whereas when a product that is often needed, such as consumer electronics, consumers tend to revert to their natural, preferred considered purchase persona.

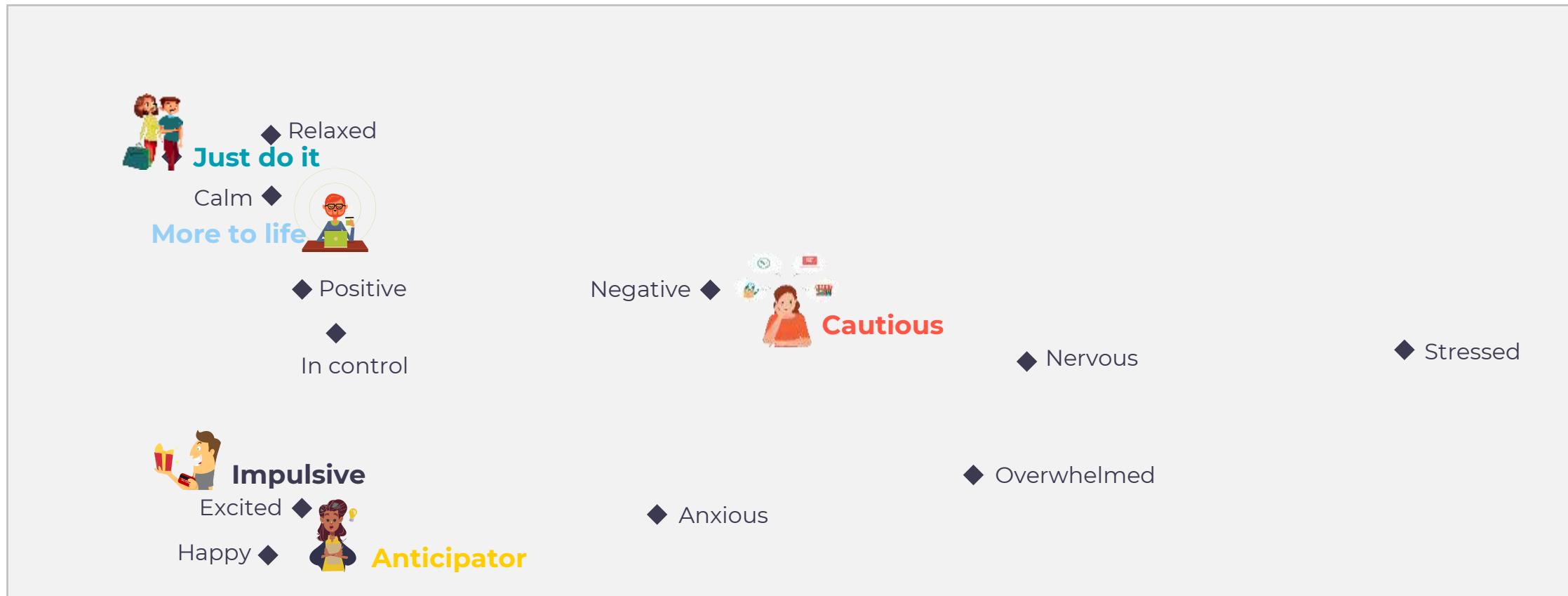
# IT IMPACTS **HOW LONG** THEY CONSIDER THEIR PURCHASES BEFORE BUYING

AVERAGE NUMBER OF DAYS TAKEN TO MAKE A CONSIDERED PURCHASE



# IT IMPACTS **HOW THEY FEEL** DURING THEIR PURCHASE JOURNEY

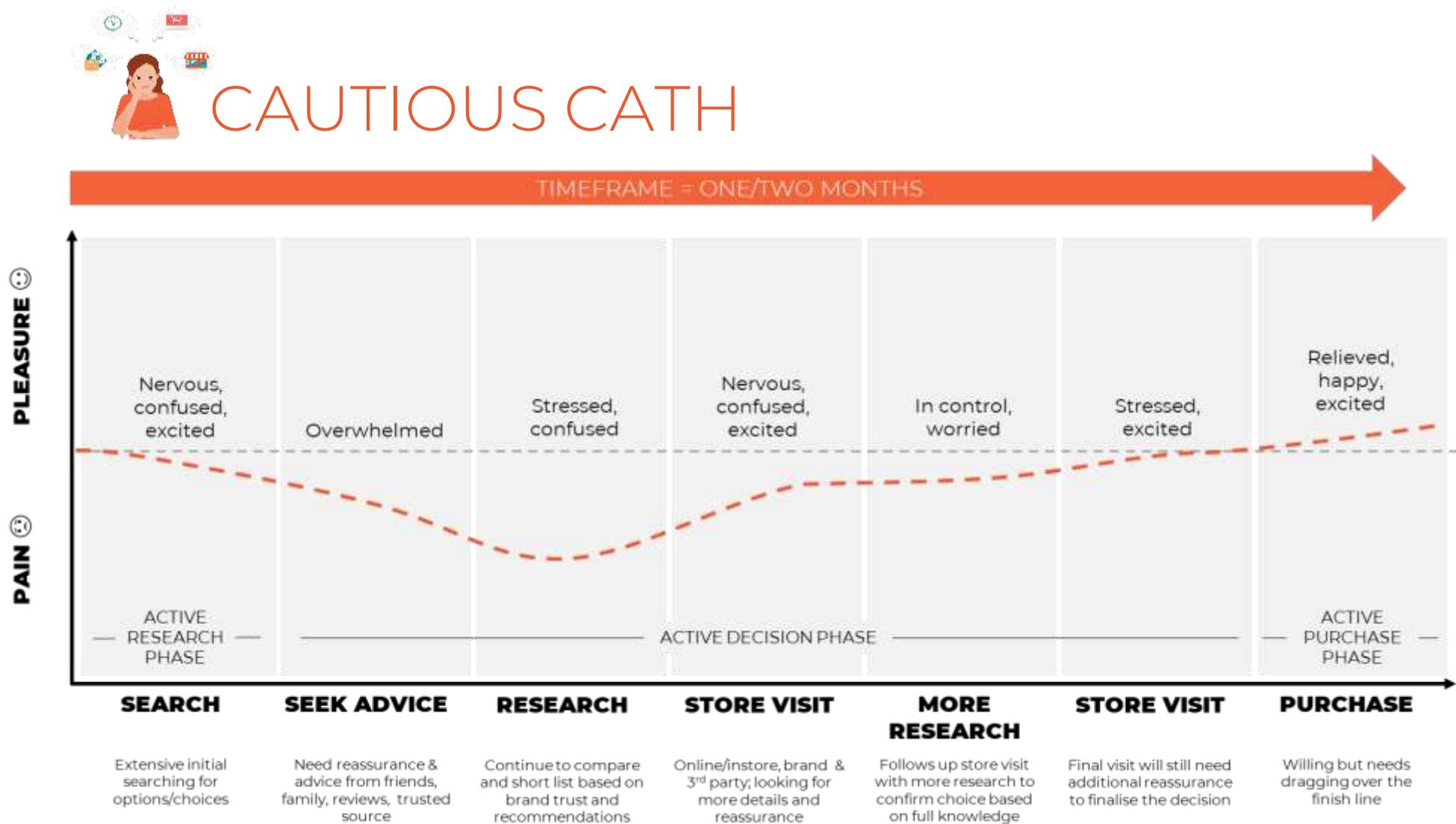
## CORRESPONDENCE MAP OF FEELINGS DURING PURCHASE EXPERIENCE



# LET'S LOOK AT AN EXAMPLE PURCHASE JOURNEY

For Cautious buyers, the purchase journey isn't always enjoyable.

They can feel overwhelmed, stressed and confused – only once a purchase is made, do they relax.



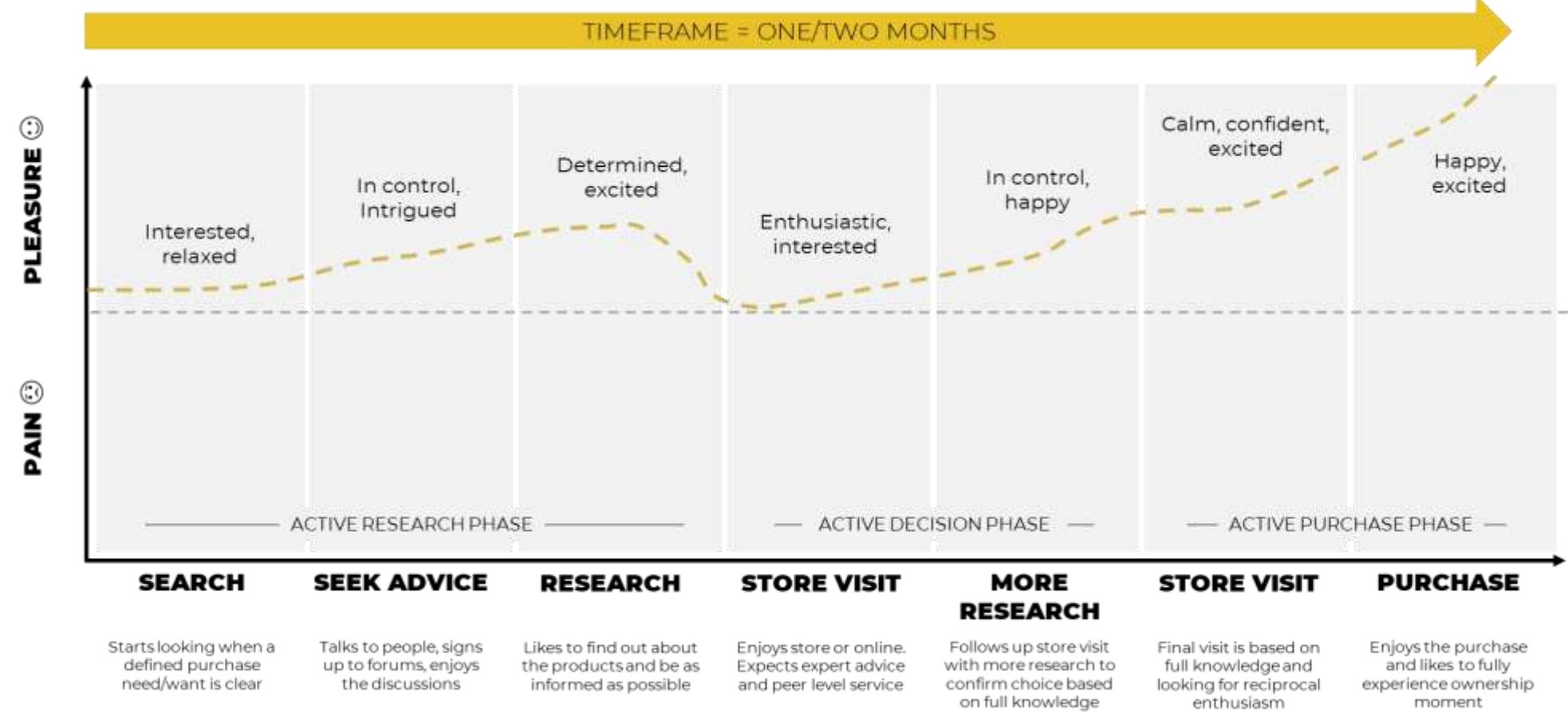
# IN CONTRAST, ANTICIPATORS THRIVE

In contrast,  
Anticipators look  
forward to an  
opportunity to  
research with  
excitement and  
enthusiasm.  
They're calm and  
confident.

Brands must be  
able to adapt to  
these different  
personas.



## ANTICIPATOR ANNE



**WHEN THEY WANT**

**HOW THEY WANT**

**ON A CHANNEL THEY WANT**

# CATERING TO DIFFERENT PERSONAS IS KEY TO INFLUENCING JOURNEYS

	<b>NATURE OF MESSAGE</b>	<b>CHANNELS</b>	<b>PURCHASE EXPERIENCE</b>
 <b>MORE TO LIFE</b>	Clear concise information – saves time	Online: comparison/review websites, 3 <sup>rd</sup> party websites, brand websites	Checkout process needs to be simple, with multiple payment options. In-store purchase needs to be efficient, well-staffed, with stock available
 <b>ANTICIPATOR</b>	Fun, engaging, stimulating, entertaining, personal	Online: social media, influencer media Offline: specialist publications or relevant print	Relevant, personalised, expert-driven Staff interaction should mirror enthusiasm & knowledge. Places value on one-to-one service & specialist advice
 <b>JUST DO IT</b>	Informative, concise – facilitates choice compels to purchase	Online & offline offers, Google search visibility Brand & retail websites to present clear info., with the “need to know” elements at-a-glance	Efficient, clear purchase pathway, easy checkout process, multiple payment options, stock availability tool. In-store stock availability is a must.
 <b>CAUTIOUS</b>	Informative, detailed but speaks to the lay person/non-expert	Online is key – brand websites are trusted areas & getting it right = loyalty. Reviews, comparison tools & offers all facilitate decision	Clear uninterrupted purchase pathway, easy checkout, clear delivery & payment options, step-by-step process
 <b>IMPULSIVE</b>	Engaging & informative – aids knowledge growth	Online: reviews, social media, influencer media Brand websites – engaging content In store display – attractive & immersive	User-friendly & intuitive online interfaces, In store experience is efficient & informative Stock is available, & point of purchase is visible

# WHAT DOES THIS MEAN FOR YOU?



**KNOW YOUR CUSTOMERS' JOURNEYS**  
EVERY CONSUMER IS DIFFERENT;  
EVERY CATEGORY IS DIFFERENT



**ENSURE HIGH QUALITY RESPONDENTS**  
RELEVANT CONSUMERS IN CONSIDERED  
PURCHASE CATEGORIES ARE HARD TO REACH

## KNOW YOUR CUSTOMERS' JOURNEYS

# ENSURE YOU TRULY UNDERSTAND YOUR BUYER TO CUSTOMER JOURNEY

### WHAT IS A CUSTOMER JOURNEY MAP?

A customer journey map tells the story of the customer's experience: from initial contact, through the process of engagement and into a long-term relationship. It is a visual representation of every experience your customers have with you. It may focus on a particular part of the story or give an overview of the entire experience.

Our main goal when mapping a customer journey is to assess all possible touchpoints; those with the poorest performance define a customer's satisfaction at the end of their journey.

### EVERY CUSTOMER JOURNEY IS DIFFERENT

Based on different shopper personas or missions, the customer journey will vary. It's important to understand them all to truly deliver a holistic, high quality, joined-up experience for customers.

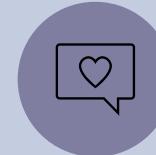
### WHY IS IT IMPORTANT?



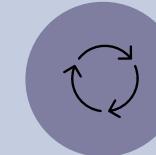
Bridge the gap between sales, marketing, & operations



Identify holes & fill them with effective touch points



Build an emotional understanding of customers & fuel content creation



Anticipate how users may react in different situations & identifies operational inefficiencies

### HOW CAN MM-EYE HELP?

Our approach to customer journey research enables you to walk in your customer's shoes and gain a genuine understanding of their needs and expectations. [Get in touch to find out more](#)

## ENSURE HIGH QUALITY RESPONDENTS

# ACCURACY OF DATA TO UNCOVER THE TRUTH

### BUILD PARTNERSHIPS WITH HIGH-QUALITY SUPPLIERS

MM-Eye has a rigorous vetting process for selecting high-quality, competent, and dependable research suppliers worldwide. We build strong partnerships by choosing agencies that align with our values and project needs.

We are proud of the suppliers who now form part of our network. Few are well known or very large but with each we form a true partnership: we understand their competencies and they commit to deliver the highest standards in what they do: be that recruitment of large-scale quant studies, logistical management of qual or quant clinics, or project management and moderation of qualitative research.

By maintaining transparent, professional, and reliable supplier relationships, we deliver high-quality insights that drive informed client decisions.



#### HOW CAN MM-EYE HELP?

You can find out more about our [Supplier Evaluation Framework](#) here

We'd love to talk

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