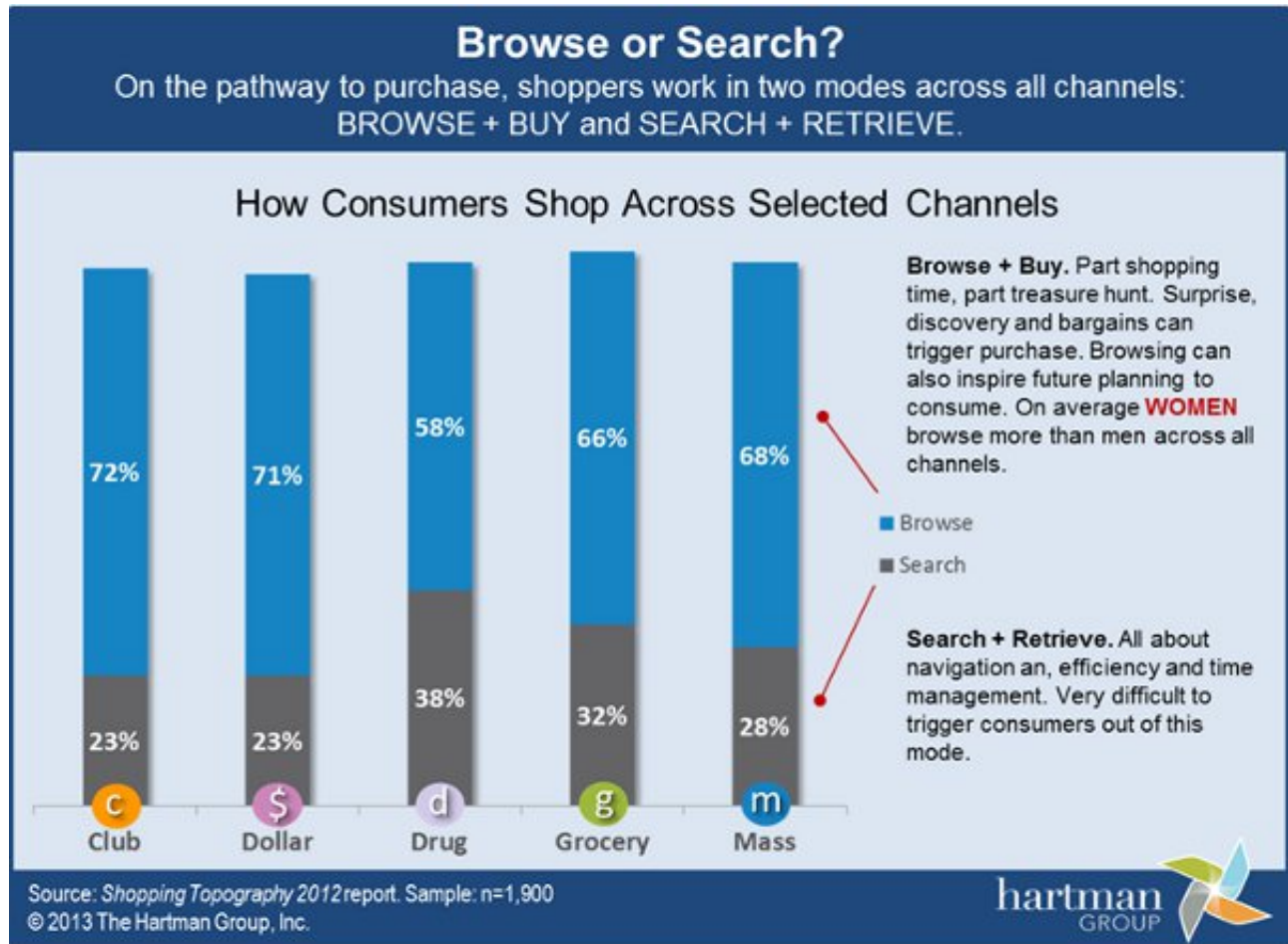


MOBILE VERSION



Browse or Search?

This infographic depicts how consumers toggle between shopping modes depending on mission, needs, and the personal interests that trigger purchase. This differs from the traditional shopping model in that it covers more than the physical act of purchasing a product and is about the consumers' mindset during purchase.



See how pathways to purchase have changed. [Purchase Shopping Topography report >](#)

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