

# Culture is Changing How We Shop



Out with the linear way of thinking about path to purchase and in with the Constant Consumer. Traditional shopping models divide shopping behavior into clearly delineated phases that follow a predictable continuum of habitual actions: pre-shop, during and post-shop. This no longer captures the full complexity of how consumers shop today given their busy and tech-connected lifestyles. What once appeared to be a direct purchase path has become an asynchronous series of events that is **managed by the consumer**, not the provider.

**Out:**

The consumer's path to purchase, across all channels, has become more complex, multifaceted and logistically veered off its previously well-traveled route.



**In:**

Consumers find themselves in multiple, and often simultaneous, stages of purchase as they navigate choices, channels and information sources.



Source: *Shopping Topography* 2012 report, The Hartman Group, Inc.