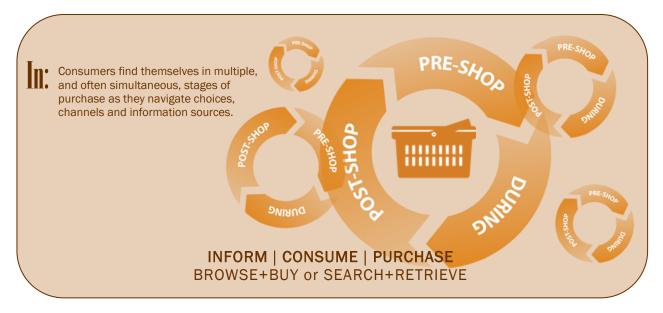
Culture is Changing How We Shop



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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.





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

