

## **FOR IMMEDIATE RELEASE**

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## **ChannelForce and the Chief Marketing Officer (CMO) Council Announce**

### **Results of In-Store Audit of Consumer Behavior**

Portland, Oregon, November 15, 2004 — ChannelForce, Inc. and the CMO Council today announced the key findings of a research survey focused on the specific factors that shape and influence consumer purchasing decisions at consumer electronic retail stores.

The in-store audit was conducted by ChannelForce from July through October 2004 at more than 20 stores across 4 major consumer electronics retail chains in six markets nationwide. Specifically, more than 200 consumers were polled exiting Best Buy, CompUSA, Circuit City, and Fry's Electronics in Seattle, Chicago, Los Angeles, Portland, San Francisco and Miami.

"We looked at a number of facets of the in-store consumer experience to answer the question 'what's influencing consumer spending?'," said Kurt Higgins, President, ChannelForce. "To do so, we honed in on the factors that shape and influence buying intentions and predispositions, as well as what actually impacts purchasing behavior and decisions at the point-of-sale."

Among the key findings of decision-making influencers are:

- 33% of consumers spent 3 or more hours researching product information online.
- Word-of-mouth was the #1 consumer electronic products research method stated; with online reviews stated as #2.
- 39% of consumers said the Internet influenced at least half of their decision-making process.
- Prior to entering the store, 71% of consumers had a specific product or brand in mind, however 61% did not purchase the product or brand intended.
- 79% of consumers bought an additional product that they did not plan to buy.
- The top 5 factors influencing the decision to purchase product(s) that day were the salesperson's knowledge, product features and benefits, price/promotion, Internet research, and product quality, in that order.

For more information on this and other ChannelForce research, contact Kurt Higgins at 503-906-3564.

### **About ChannelForce, Inc.**

ChannelForce is a sales, training and marketing firm dedicated to designing and implementing custom programs that increase mind and market share for its clients. We partner with technology, consumer electronics and telecom companies to deliver a consistent consumer

experience through retail, value-add and direct channels. Since 1993, ChannelForce has helped over 70 clients by creating strategies, tools and relationships that have an immediate and positive impact on the bottom-line. To learn more, visit [www.channelforce.com](http://www.channelforce.com).

### **About the CMO Council**

The CMO Council is a private, non-profit organization dedicated to high-level knowledge exchange, thought leadership and personal relationship building among senior marketing and brand decision-makers in the global technology industry. Based in Silicon Valley, the Council works to further the stature, credibility, influence, and understanding of the strategic marketing function among business executives, opinion leaders and critical stakeholders in the technology sector. Nearly 1,300 technology companies are currently represented on the CMO Council, accounting for well over \$500 billion in aggregated annual revenues. These include top decision-makers controlling more than \$45 billion in global marketing expenditures for many of the world's foremost computer systems, software, networking, communications, consumer electronics, component, distribution, and consulting brands. For more information, please visit our web site at [www.cmocouncil.org](http://www.cmocouncil.org).

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