



Understanding the path to purchase can feel tricky because **consumer journeys are diverse and numerous**. However, all journeys follow the same five stages in some fashion. We think of the path to purchase as a **continuing narrative**: a story told by brands, followed by consumers. To deliver **powerful consumer stories** across the path to purchase, we deliver insight into how brands can **have most impact** at each stage, looking for clues in behavioural science and cultural context...



**On The Radar**  
Latent stickiness to information

**Where the story begins...**  
giving your brand a space in the mind of your audience.



**Purchase Triggers**  
Tipping point(s) - actively entering the market

**The twist in the plot...**  
turning a passive consumer into an active shopper.



**Info Gathering**  
Collating evidence to make a case for purchase

**Searching for stories...**  
looking for info before making a purchase.



**Moment Of Truth**  
The right time to make a purchase

**The finale to our tale...**  
the moment where money is parted, either online or in-store.

**Behavioural Science**

Eg How consciously 'switched on' are they to the product/brand/category?

Eg Are they 'allowing' themselves to spend after making a saving elsewhere?

Eg Do they have a genuine need for info or are they simply validating a want?

Eg Is the purchase planned or impulse?

**Cultural Context**

Eg How natural is conversation around this brand?

Eg Is the product/brand the cultural norm among their peer group?

Eg Is there a specific language for this category?

Eg What are the cultural norms for online vs offline purchases?



**Post Purchase**  
Ongoing relationship with brand

**The story continues**  
brands should see a sale as a start of something rather than the end.

**Behavioural Science**

**What are the influential touchpoints and messages**

Eg How open are they to continuing the conversation vs switching off the radar?

**Cultural Context**

Eg Do brands in the category generally continue talking to consumers post-purchase?

**The Loyalty Loop...**