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# Chapter 1 — Introduction

## Luxury Consumers & Their Use of the Internet

In the third quarter 2007 Luxury Tracking study, luxury consumers' use of the Internet in support of their luxury lifestyle was the subject of a special investigation. A similar though less extensive investigation of the Internet was conducted in the third quarter 2005. This enables us to track trends and shifts in Internet usage among the luxury consumers over the course of the past two years.

Questions in this expanded survey about luxury consumers' use of the Internet included:

- For each luxury goods product category and for luxury travel, these questions were asked:
  - Whether or not they used the Internet to support any of their purchases in the category over the past three months;
  - If so, how they used the Internet, such as to compare prices, purchase goods, research future purchases, read reviews, etc.
  - How important a role the Internet played in influencing their final purchase decision/s.
- The role magazines played in awareness of new Internet websites;
- Reasons why luxury consumers were drawn to a particular website, such as an online retailers that is known and trusted; conducted an Internet search; website from a store that is known and trusted, etc.;
- Time spent online shopping and for other purposes and amount spent making all online Internet purchases;