

# Most relevant guiding questions

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**Where** do people buy the most amount of clothes? At the mall or at stores located in the street?

**What** actions do the store owners already take to make the process of buying clothes more enjoyable?

**How** has technology been used during the process of purchase in physical stores?

**What** makes people go into a store?

**What** problems do people have when buying clothes?

# Most relevant results

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- 79% of consumers prefer **physical stores** to buy clothing
- 50% of these usually buy in **malls**
- “People who bought online and picked up at a physical store bought more products than what they planned to”
  - Via Varejo