

Researching and Buying Technology Products - UK - June 2013

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“Younger consumers are more likely than older consumers to shop across online and in-store channels. In the years to come, as the 25-34s mature they are likely to keep these shopping habits, making a multichannel approach the standard way to research and buy technology.”
– Samuel Gee, Technology Analyst

In this report we answer the key questions:

- Should tablets and smartphones be grouped together or is this causing confusion for consumers?
- What impact will online competitors have on bricks-and-mortar retailers?
- Are the next generation of shoppers likely to be multichannel?
- How can retailers play an important part in providing unbiased information to shoppers?

The process of researching and purchasing technology has changed drastically in the last few years. Pure-play online retailers have always held an advantage in pure price terms (as they do not have to build the cost of overheads and staff into their prices), and the advent of the social web led swiftly to the rise of the eminently informed consumer. Shoppers can now get their research and purchasing done without ever leaving the digital space – so what is it that still attracts them to stores, which account for a greater proportion of technology purchases in 2013 than digital destinations? This report looks at where consumers purchase their technology, how they research technology before they buy it, their attitudes towards researching and buying technology, how they research and buy technology on smartphones and tablets and what would make consumers purchase technology more in-store.

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