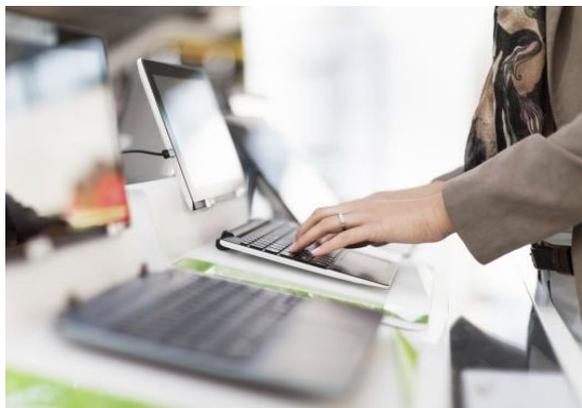


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“Brands’ presence needs to become device-agnostic in order to be able to convert shoppers into buyers at any point of the consumer journey regardless of the device they are on, thus eliminating the risk of losing them in the process of redirecting to another device/platform.”
– Sara Ballaben, Senior Technology Analyst

This report looks at the following areas:

- What’s beyond multi-channel strategies?
- Trust and loyalty in the technology products market

Shopping around online is not only a must in the consumer journey to technology purchases but it is also its most common starting point, with four in five consumers saying their journey would start online and 22% of online shoppers likely to prefer a smartphone to shop around for technology products online.

Consumers show a highly price-driven attitude when it comes to technology purchases, which results in online-only retailers being the most common reference point and most visited type of retailer when shopping around for these products. Specialist retailers that can offer expert opinions and advice follow in second position – a reflection of the fact that product specifications are the second most likely factor that consumers would prioritise when buying technology.

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