

Researching and Buying Technology Products - UK - July 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“Including professional reviews along with user reviews on product webpages has the potential to facilitate the purchasing decision and shorten the consumer journey to purchase, therefore boosting conversion rates and reducing the risk of dropouts.”

– **Sara Ballaben, Senior Technology Analyst**

This report looks at the following areas:

- **Could professional reviews help to shorten path to purchase?**
- **Better integrating online and offline channels to facilitate mobile conversions**
- **Building retention among under-45s**

Despite a marked tendency to start the technology consumer journey online – three in four consumers start their technology shopping digitally – offline sources do play an important role later in the purchasing process, with only a seven percentage point gap between overall usage of online and offline sources (95% compared to 88%).

Retailers’ websites are by far the most important source of information when shopping around for technology products, with seven in 10 consumers saying they would visit a retailer’s website at some point in the process. Reading user reviews follows at 63%, but a potential issue around the credibility of online reviews is leading consumers to trust professional reviews more. As a result, consumers say they can reach a purchasing decision faster if expert opinions are involved.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

- What you need to know
- Products covered in this Report

Executive Summary

- The market
- The majority of tech buyers purchased through a computer
 - Figure 1: Ways in which consumers have purchased technology products in the past 12 months, November 2016
- Specialists are most competitive in-store
 - Figure 2: Type of retailer used for technology products purchased in the last 12 months, by ways in which consumers have purchased technology products in the past 12 months, November 2016
- Smartphones more popular than laptops in 2017
 - Figure 3: Household ownership of technology products, April 2017
- Consumers show healthy intentions to buy
 - Figure 4: Plans to purchase or upgrade consumer technology products, by timescale, April 2017
- Could the income squeeze drive consumers to trade down?
 - Figure 5: Average wage growth and consumer price inflation, 2007-17
- Selling services could become more important than selling products
 - Figure 6: Additional services received or purchased when buying electric products in the last 12 months, by technology products bought in the last 12 months, November 2016
- The consumer
- Three in four consumers start their technology shopping online
 - Figure 7: Approach to technology purchases, April 2017
- Offline sources still have a key role in the technology consumer journey
 - Figure 8: Order in which consumers would use information sources to shop around for technology products, April 2017
- Most still prioritise price over brand or specs
 - Figure 9: Factors consumers would prioritise when making technology purchases, by device, April 2017
- More than half of people choose on price first when deciding where to buy
 - Figure 10: Most important factors when choosing where to purchase technology products, April 2017
- The desire for reassurance leads consumers in-store
 - Figure 11: Attitudes towards shopping around for technology products (1/4)
- Reducing the impact of 'showrooming'
 - Figure 12: Attitudes towards shopping around for technology products (2/4)
- Is there a credibility issue around online reviews?
 - Figure 13: Attitudes towards shopping around for technology products (3/4)
- The role of mobile in the technology consumer journey
 - Figure 14: Attitudes towards shopping around for technology products (4/4)
- What we think

Issues and Insights

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Could professional reviews help to shorten path to purchase?

The facts

The implications

Better integrating online and offline channels to facilitate mobile conversions

The facts

The implications

Building retention among under-45s

The facts

The implications

The Market – What You Need to Know

The majority of tech buyers purchased through a computer

Specialists are most competitive in-store

Smartphones more popular than laptops in 2017

Consumers show healthy intentions to buy

Could the income squeeze drive consumers to trade down?

Selling services could become more important than selling products

Channels to Market

The majority of tech buyers purchased through a computer

Figure 15: Ways in which consumers have purchased technology products in the past 12 months, November 2016

Specialists are most competitive in-store

Figure 16: Type of retailer used for technology products purchased in the last 12 months, by ways in which consumers have purchased technology products in the past 12 months, November 2016

Market Drivers

Smartphones more popular than laptops in 2017

Figure 17: Household ownership of technology products, April 2017

Consumers show healthy intentions to buy

Figure 18: Plans to purchase or upgrade consumer technology products, by timescale, April 2017

Could the income squeeze drive consumers to trade down?

Figure 19: Average wage growth and consumer price inflation, 2007-17

Selling services could become more important than selling products

Figure 20: Additional services received or purchased when buying electric products in the last 12 months, by technology products bought in the last 12 months, November 2016

The Consumer – What You Need to Know

Three in four consumers start their technology shopping online

Offline sources still have a key role in the technology consumer journey

Most still prioritise price over brand or specs

More than half of people choose on price first when deciding where to buy

The desire for reassurance leads consumers in-store

Reducing the impact of 'showrooming'

Is there a credibility issue around online reviews?

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The role of mobile in the technology consumer journey

The Information Gathering Process

Three in four consumers start their technology shopping online

Figure 21: Approach to technology purchases, April 2017

The online-first approach is cross-generational

Offline sources still have a key role in the technology consumer journey

Figure 22: Order in which consumers would use information sources to shop around for technology products, April 2017

Men seek professional advice, women value personal interaction

Attitude to Technology Purchasing Decisions

Most still prioritise price over brand or specs...

Figure 23: Factors consumers would prioritise when making technology purchases, by device, April 2017

...but mobile categories can rely on brand loyalty more than others can

Men are more technical while women are price-wary

Brand-first behaviour mostly skewed towards under-35s

Connected in the city

Affluent consumers focus on value for money in some categories more than others

Approach to technology purchases influences priorities

Figure 24: Factors consumers would prioritise when purchasing technology products, by approach to technology purchases, April 2017

The Choice of Where to Purchase

More than half of people choose on price first when deciding where to buy

Figure 25: Most important factors when choosing where to purchase technology products, April 2017

...but seller's reputation is also key

Delivery/collection options are the most valuable add-on

Attitudes towards Shopping Around for Technology Products

The desire for reassurance leads consumers in-store

Figure 26: Attitudes towards shopping around for technology products (1/4), April 2017

Reducing the impact of 'showrooming'

Figure 27: Attitudes towards shopping around for technology products (2/4), April 2017

Is there a credibility issue around online reviews?

Figure 28: Attitudes towards shopping around for technology products (3/4), April 2017

The role of mobile in the technology consumer journey

Figure 29: Attitudes towards shopping around for technology products (4/4), April 2017

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

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