

Consumer Segmentation: Smart Home Packages

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Abstracts

Consumer Segmentation: Smart Home Packages presents a segmentation analysis of the market for smart home devices services. It identifies which consumer segments are most likely to adopt products and services and how motivations differ between each segment. The research gauges consumer willingness to adopt smart home systems by presenting three hypothetical smart home packages.



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Consumer Segmentation: Smart Home Packages



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ADDITIONAL RESEARCH FROM PARKS ASSOCIATES



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