

Consumer Segmentation: Who is Buying Tech Support Subscriptions?

<https://marketpublishers.com/r/C5A8B52079CEN.html>

Date: December 2014

Pages: 55

Price: US\$ 5,000.00 (Single User License)

ID: C5A8B52079CEN

Abstracts

Consumer Segmentation: Who is Buying Tech Support Subscriptions? analyzes the market for subscription technical support services based upon a variety of consumer behavioral attributes in relation to support services. These attributes include frequency of use of services, CE devices owned, difference in frequency of use between smartphones and tablet plans, and length of time subscribing, as well as basic support plan demographics.

Contents

ABOUT THE RESEARCH

PREVIOUS RESEARCH

Winning Business Models from a Consumer Perspective (Q1/14)
Smart Home Packages (Q4/13)
Connected Home System: Smart Home Central Controllers and Platforms (Q4/13)
The New Face of Home Security (Q4/13)
Expanding the Base: From Security to Smart Home (Q3/13)
Home Controls Interoperability: Step-by-Step (Q2/13)

KEY FINDINGS

INDUSTRY INSIGHT

RECOMMENDATIONS

ADOPTION OF SUPPORT SERVICES:

Adoption of Subscription Technical Support Plan (Q3/14)
Support Plan Subscriber Demographics (Q3/14)
Adoption of Subscription Technical Support Plan by Total Number of Devices Owned (Q3/14)
Adoption of Subscription Technical Support Plan by Total Number of IT Problems Experienced (Q3/14)
Comparison of Those Experiencing Technical Problems in Past 12 Months (Q3/14)
Adoption of Subscription Technical Support Plan and Early Adopters (Q3/14)
Use of Self-Help Tools by Type of Provider and Use of Subscription Technical Support Plan (Q3/14)
Use of Extended Warranty/Support Plans for Devices (Q3/14)
Computer Subscription Technical Support Services (2013 vs. 2014)
Use of Technical Support Plans for Smartphones (2012 - 2014)
Average Service Cost of Smartphone Technical Support Plan (2013 vs. 2014)
Use of Extended Warranty/Support Plans for Tablets (2012 - 2014)
Reasons for Enrolling in a Subscription Technical Support Plan (Q3/14)
Reasons for Enrolling in a Subscription Technical Support Plan by Age (Q3/14)
Length of Time Subscribing to Technical Support Plan (Q3/14)

Length of Time Subscribing to Smartphone Technical Support Plan (2013 vs. 2014)
Length of Time Subscribing to Tablet Technical Support Plan (2013 vs. 2014)
Time Device was Enrolled in Subscription Technical Support Plan (Q3/14)

USE OF SUPPORT PLANS:

Number of Times Using Subscription Technical Support Plan in Past 12 Months (Q3/14)
Number of Times Using Smartphone Subscription Support Plan (2012 vs. 2014)
Number of Times Using Tablet Subscription Support Plan (2012 vs. 2014)

RENEWAL OF SUPPORT PLANS:

Likelihood of Renewing Technical Support Plan (Q3/14)
Likelihood of Renewing Technical Support Plan by Income and Children at Home (Q3/14)
Likelihood of Renewing Technical Support Plan by Number of Times Using Plan in Past 12 Months (Q3/14)
Reasons for Not Intending to Renew Subscription Technical Support Plan (Q3/14)
Reasons for Not Intending to Renew Subscription Technical Support Plan by Number of Times Using Plan in Past 12 Months (Q3/14)
Likelihood of Renewing Subscription Technical Support Plan if Offered Additional Features (Q3/14)

I would like to order

Product name: Consumer Segmentation: Who is Buying Tech Support Subscriptions?

Product link: <https://marketpublishers.com/r/C5A8B52079CEN.html>

Price: US\$ 5,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C5A8B52079CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970