

# **Security Consumer Segments and Journeys**

https://marketpublishers.com/r/S74752758DE8EN.html

Date: January 2021

Pages: 0

Price: US\$ 12,000.00 (Single User License)

ID: S74752758DE8EN

### **Abstracts**

Security solution providers must understand their customers and potential customers to develop appealing products and services and effective marketing messages. This research identifies security consumer segments and their personas based on consumer demographics and psychographics as well as purchase process journeys for security systems and devices.



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