

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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