

The Smart Home Purchase Process

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Abstracts

Consumers are entering the smart home market via multiple paths. This report documents the buyer journey, describing intentions for first product/system purchase, actual purchase behavior, user-reported experience at stages of ownership, and how follow-on purchases are made. In addition, the report analyzes channel effectiveness and opportunities to improve the customer experience at each stage of the journey and the challenges associated with crossing the chasm and moving beyond early adopters.

Contents

1.0 REPORT SUMMARY

- 1.1 Purpose of Report
- 1.2 Key Burning Questions Addressed by this Research
- 1.3 Research Approach/Sources

2.0 THE BUYER JOURNEY

- 2.1 Device Ownership
- 2.2 Order of Purchases

3.0 RECENT PURCHASES

- 3.1 Purchase Channels
- 3.2 Purchase Challenges
- 3.3 Purchase Solutions

4.0 SETUP AND INSTALLATION

- 4.1 Setup and Installation Challenges
- 4.2 Setup and Installation Solutions

5.0 ONGOING USER EXPERIENCE

- 5.1 Challenges with Ongoing User Experience
 - 5.1.1 Connectivity
 - 5.1.2 Interoperability

6.0 OUTLOOK

- 6.1 Purchase Intentions
- 6.2 Driving Purchase Intentions

7.0 IMPLICATIONS AND RECOMMENDATIONS

8.0 APPENDIX

8.1 Glossary

8.2 Index

8.3 Image Sources

List Of Figures

LIST OF FIGURES

Smart Home Device Adoption (2014 - 2017)
Matrix of Multiple Smart Home Device Ownership (Q4/17)
Smart Products: Devices Purchased First (Q4/17)
Smart Safety Products: Order of Purchase (Q4/17)
Smart Product: Order of Purchase Cont'd. (Q4/17)
Smart Home Device Purchases (2016 - 2017)
Smart Home Device Channel Purchase Location (Q4/17)
Smart Home Devices: Purchase Channel Q4 2017
Important Steps in the Consumer Purchase Process
Smart Home Device Return (Q1/18)
Cross Marketing
Limited-Time Free In-Home Consultations
In-Store Experience Centers
“Works With” Certification
Problems Experienced While Setting Up Smart Home Devices (2015 - 2018)
Devices with Highest Frequency of Specified Problem (2018)
Problems Setting Up Devices by Smart Home Device (2015 - 2018)
Problems Setting up Devices by Smart Home Device, Cont'd (2015 - 2018)
Premium Smart Home Setup and Installation Services
Setup and Installation Support
Smart Home Device: Number of Technical Problems Experienced (Q1/18)
Leading Smart Home Device Problems (2015 - 2017)
Leading Smart Home Device Problems Cont'd. (2015 - 2017)
Smart Home Devices: Technical Problems (Q1/18)
Network Management Solutions
Purchase Intention: Smart Home Devices (Q4/17)
Purchase Inhibitors: Smart Home Device (Q4/17)
Intention to Purchase Smart Home Devices by Current Ownership
Device Owned with Smart Speakers with Personal Assistant (Q4/17)
High Appeal of Smart Home Adjacency Use Cases (Q2/17)

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