

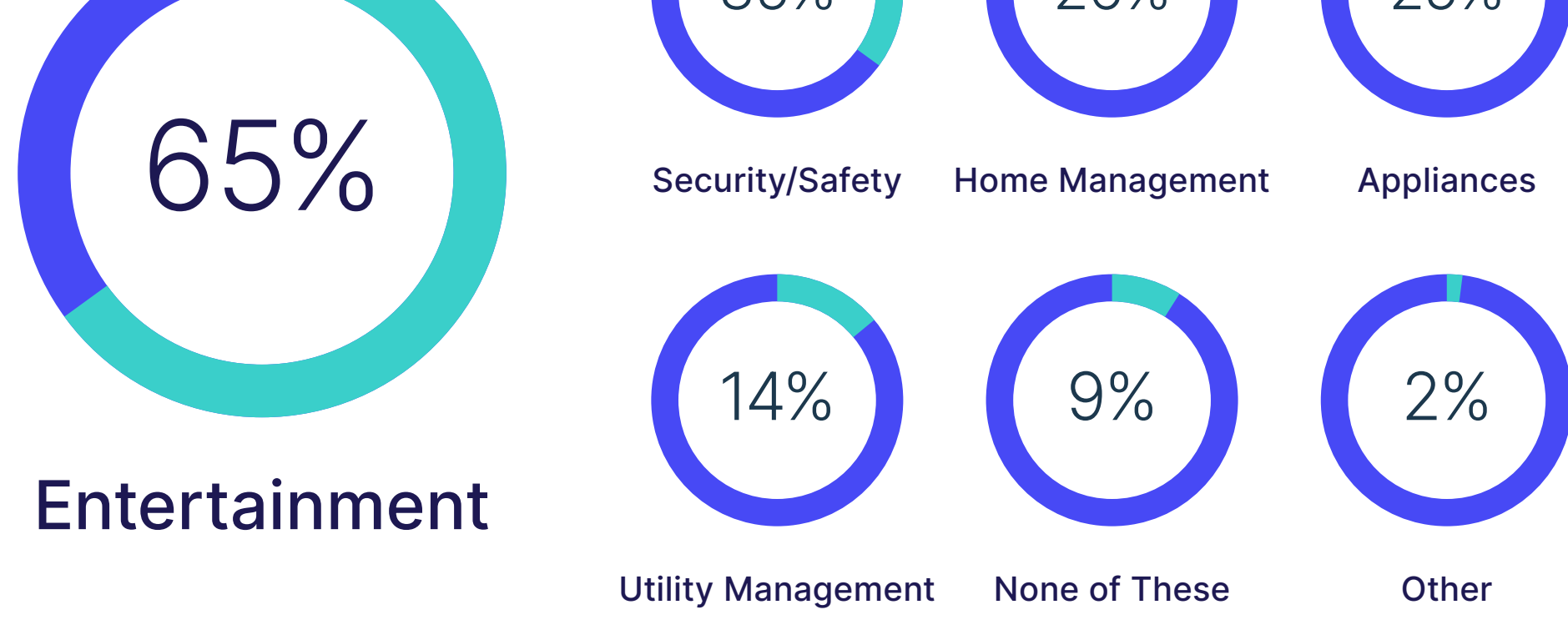
Smart Technology Consumer Purchase Habits

What Drives Consumers to Purchase Smart Devices to Augment Their Lifestyle and Home?

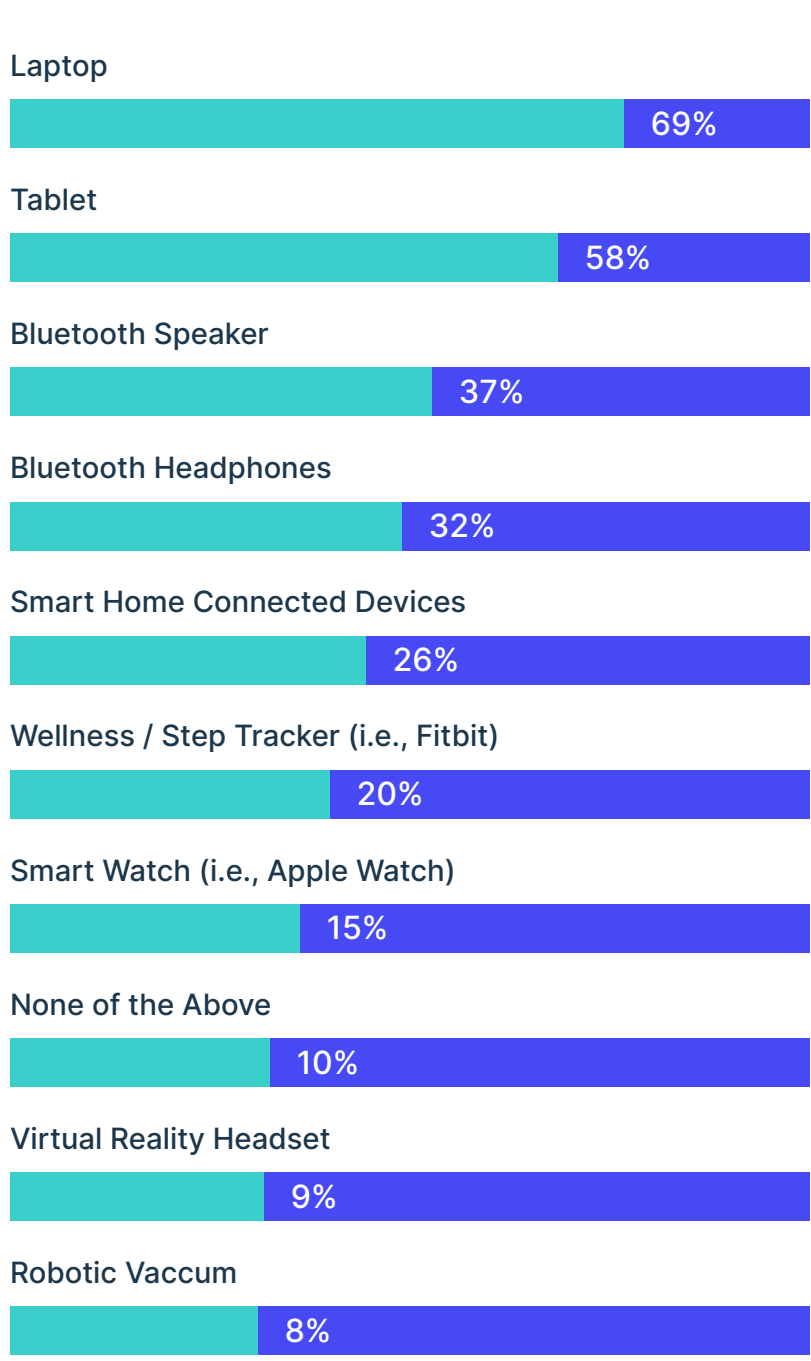


What Categories Are Consumers Most Likely to Purchase Smart Technology Within?

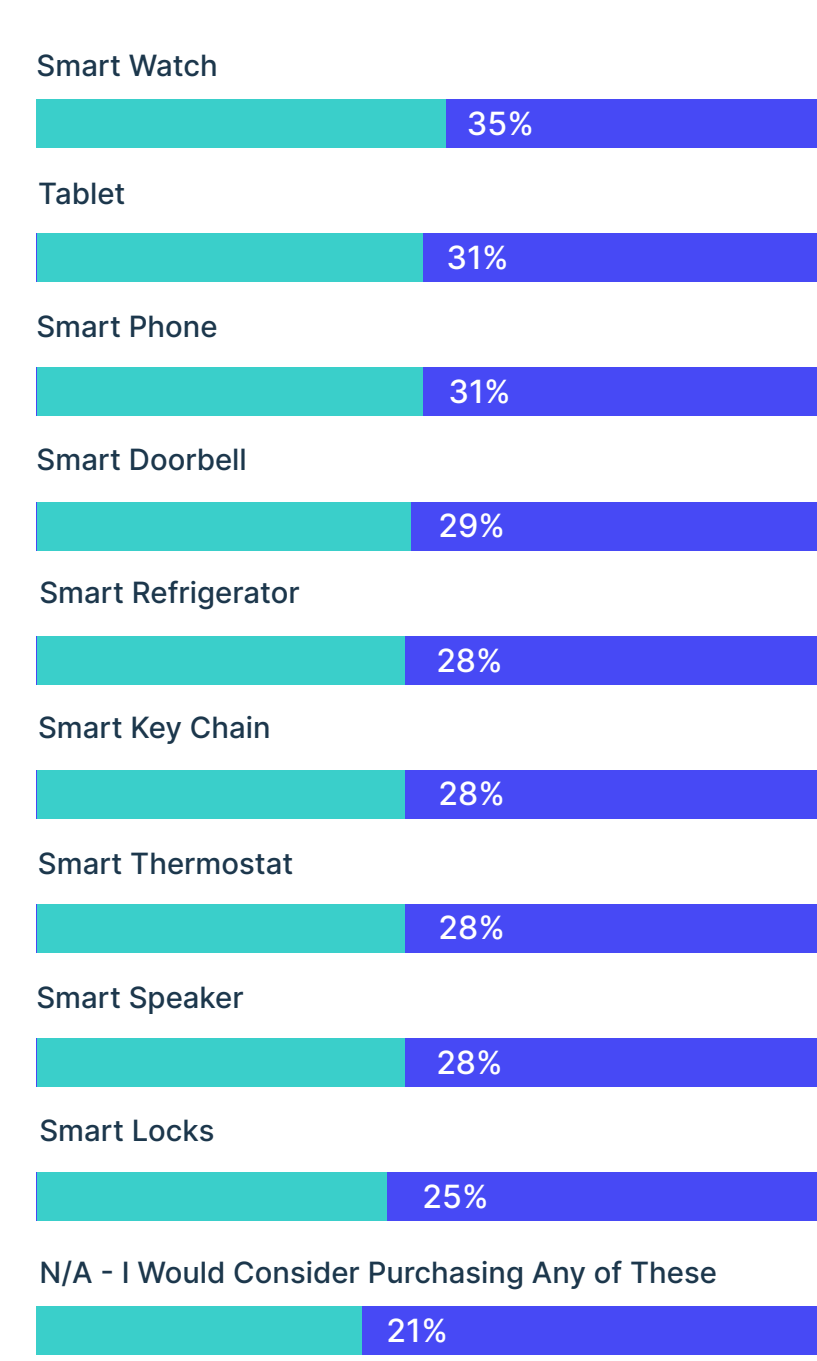
Entertainment products like televisions, smart phones, and tablets are the products most likely to be purchased.



Current Smart Technology Users Already Owned



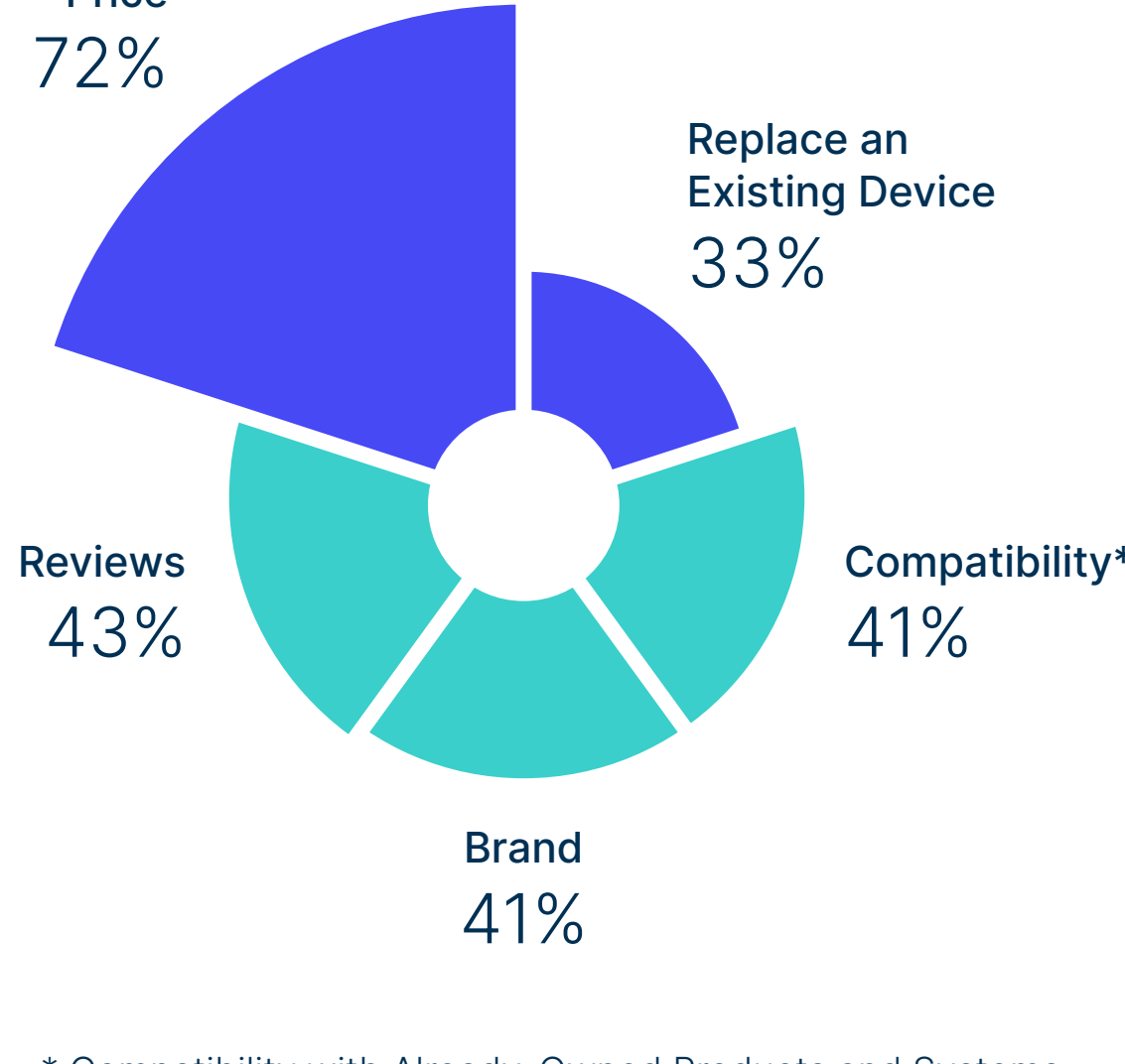
Smart Technology Users Would Not Consider Purchasing



While Price Is Always A Factor, Product Reviews, Brand, and Compatibility Can Also Drive Purchase Consideration



Most Important Factors When Purchasing Smart Technology

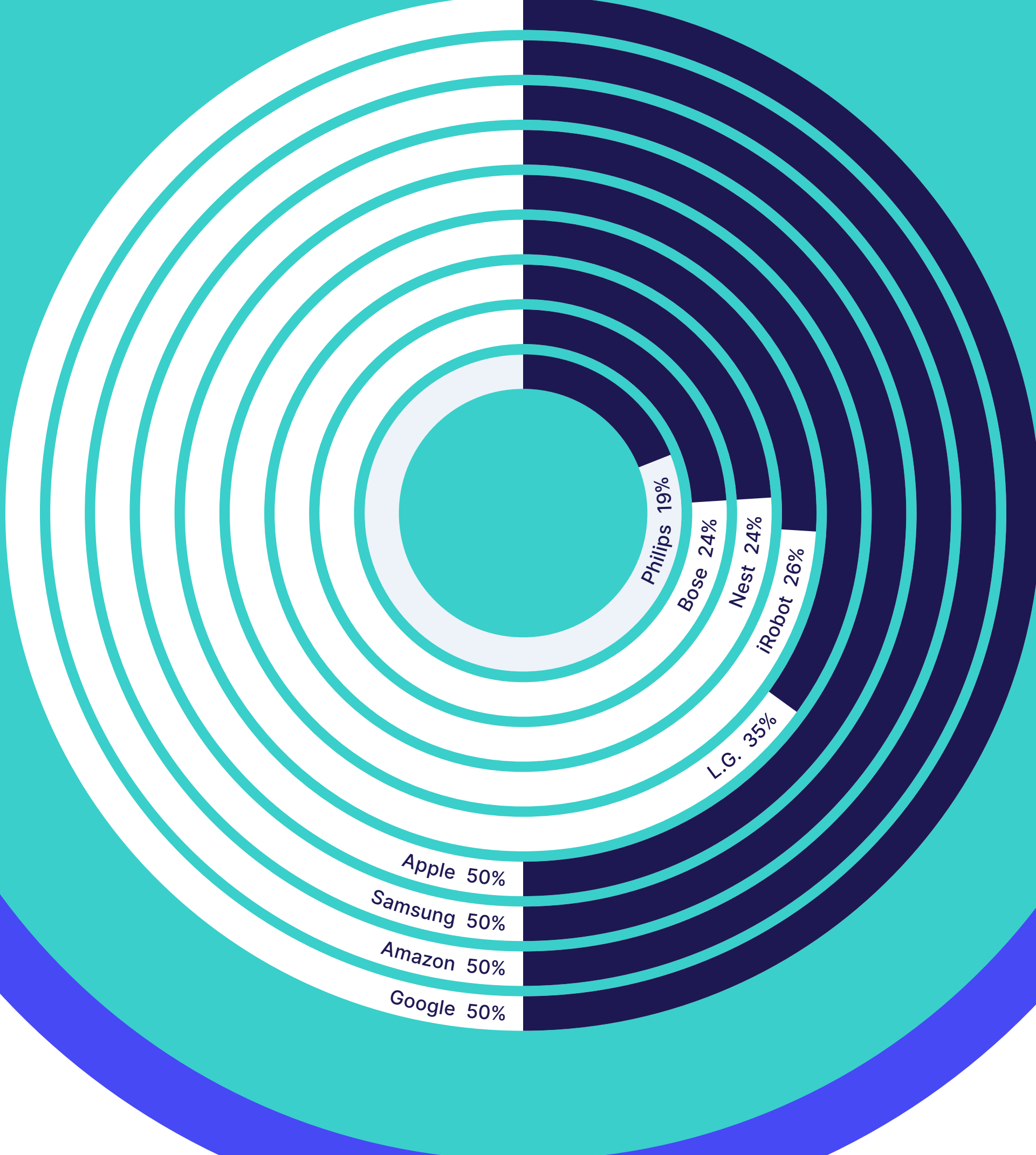


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If big name brands like Google, Apple, Tesla, or Samsung came out with more smart home technologies, I would invest in them because I trust these brands and their dedication to improving our lives with technology.

Female, 18 (Alexa/Amazon Echo)

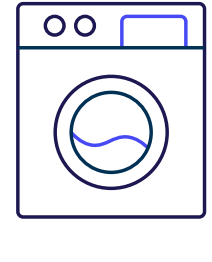
The Top 9 Brands Who Are Seen As Leaders In Smart Home Technology



The Future of Smart Home Technology

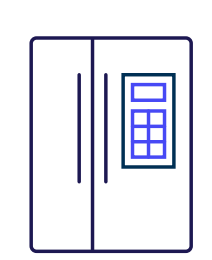
One of the top reasons consumers find Smart Home enabled devices useful is that they feel they are likely to completely replace existing devices in the home in the near future.

Laundry, meal prep, and pet care stood out as future directions specifically.



Laundry Help

One popular suggestion was laundry help, everything from smartphone alerts for when to move clothes between the washer and dryer to a fully-automated process all the way through folding clothes



Meal Prep

Meal prep was another area where people said they want tech help, anywhere from recipe suggestions based on what's on hand to roboticsystems that could order or shop for food and cook from start to finish



Pet Care

Some also suggested tech to help with pet care, including remote access food dispensers

Smart Assistant Customer Journey Research Report

Explore how consumers are using smart assistant technology.

Download Report

