# GutCheck **Smart Technology** Consumer **Purchase Habits**

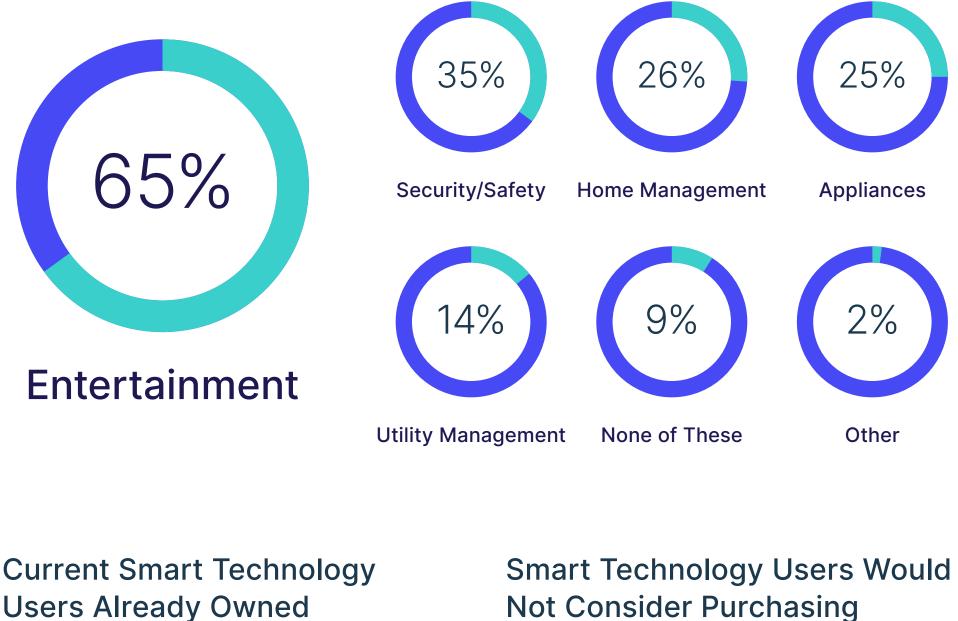
What Drives Consumers to **Purchase Smart Devices to Augment Their Lifestyle and** Home?

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

Washer Smart Control

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



#### **Users Already Owned**

Laptop

Tablet

	Smart Watch
69%	35%
	Tablet
58%	31%

Bluetooth Speaker	Smart Phone
37%	31%
Bluetooth Headphones	Smart Doorbell
32%	29%
Smart Home Connected Devices	Smart Refrigerator
26%	28%
Wellness / Step Tracker (i.e., Fitbit)	Smart Key Chain
20%	28%
Smart Watch (i.e., Apple Watch)	Smart Thermostat
15%	28%
None of the Above	Smart Speaker
10%	28%
Virtual Reality Headset	Smart Locks
9%	25%
Robotic Vaccum	N/A - I Would Consider Purchasing Any of These
8%	21%

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



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.

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### 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** 





#### About GutCheck

We pioneered agile audience intelligence to provide clients with multi-layered, actionable insights that enable them to accelerate time to market and compete with disruptive brands that steal share. Our technology-enabled solutions and experts use a connected data approach to deeply profile specific audiences, helping clients activate successful consumer-centric strategies. For more information visit: gutcheckit.com

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This data was compiled from multiple studies conducted in the U.S. by GutCheck from 2018 to 2019.

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