Buying Smart Assistants & Connected Home Devices

Understand How, When, and Where Consumers Decide to Buy



to 24% in the second quarter of 2018 And 4 in 10 owners of smarts assistants

The adoption of smart speakers grew

now have more than one1 1 "Nielsen: US smart speaker adoption grew to 24% in Q2 2018, 4 in 10 own more than one." Perez, Sarah. TechCrunch. Sept. 28, 2018

It's important to understand how consumers are making the decision to buy smart assistants and connected home devices

As the trend continues...

so you can reach them more effectively.

We talked to... → 69 Respondents

Using an exploratory study

→ Male & Female

→ Ages 18 to 65

Assistant

- → Who use either Amazon Alexa, Apple Siri, or Google

Step 1



Marketing Campaigns Spark Consumer Awareness

The Buying Journey

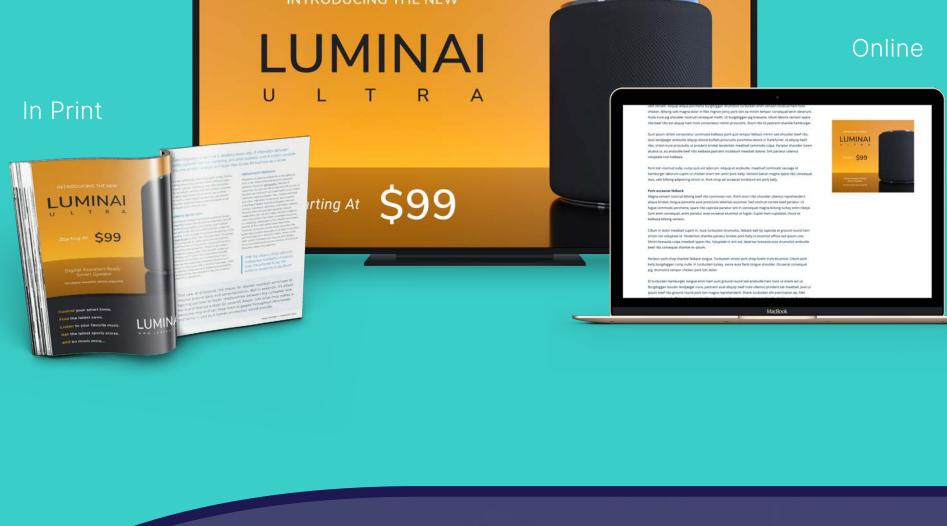
66

On Television INTRODUCING THE NEW

The first simte I heard of Siri was through an Apple commercial.

29, Male, Apple

Consumers Notice Ads



Step 2

66 My parents got an Echo. After seeing it for myself and what it could do,

First- and Second-Hand Experience

Influences and Builds Interest

Top Influences When Deciding to Buy Smart Assistants

less then a month later I bought the same one they got.

34, Male, Amazon Alexa

Friends and family Trying a smart Noticing a smart Researching to see



showing how smart

assistants make life easier

Step 3

the Buying Decision



assistant or seeing

a demo in a store



Lots of Research Informs & Completes

66

get a real-time impression and know what to expect..

49, Male, Google Assistant



assistant on sale

Convenience

Price

Brand Reputation



if a smart assistant

would improve life



I looked at different reviews through online articles and retail websites. I also used YouTube to watch people using them so I could

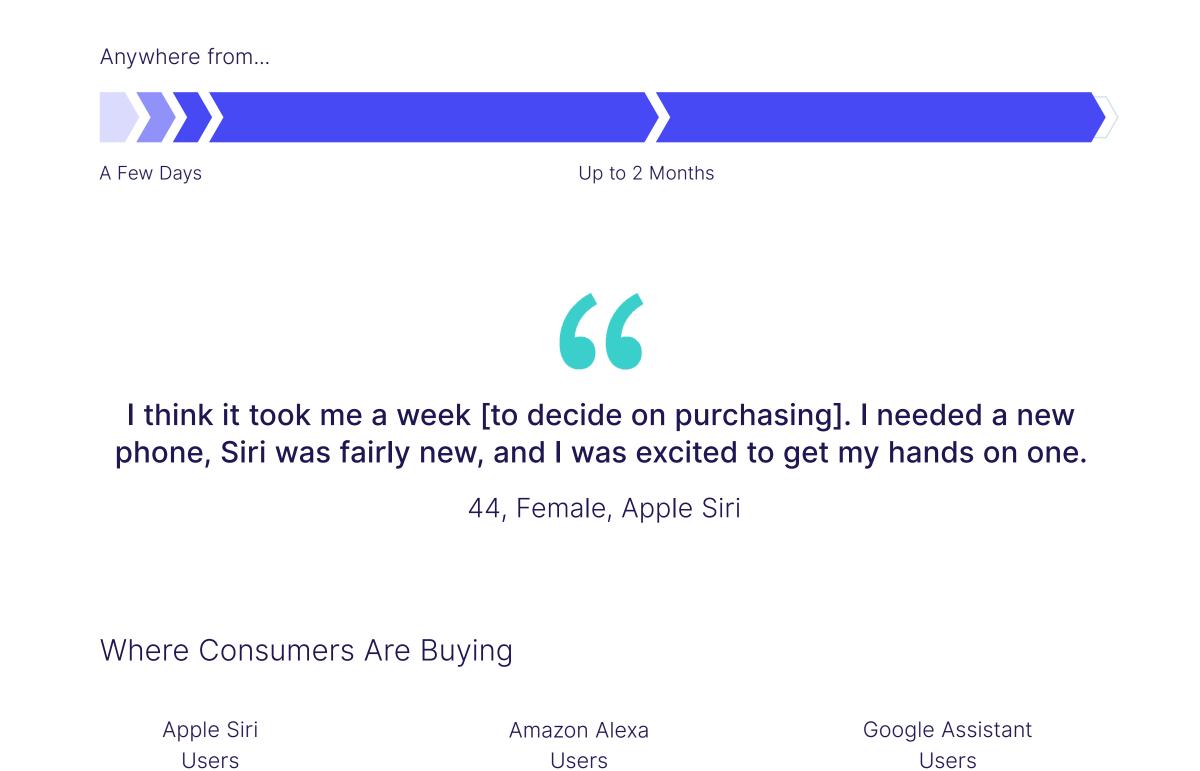
Biggest Considerations During Research

Integration into the Customer's Life

Ease of Use

Compatibility with Devices

Timeline To Purchase



The Buying Journey

assistants improve lives

Apple Store or a Cell

Phone Provider

Get in front of them with targeted marketing campaigns Offer in-store demos to encourage real-time discovery and interaction

Provide in-depth online resources that clearly lay out how smart

How To Best Reach Customers During

Smart Assistants Across All Brands Could Be Optimized With

Amazon's website

this study, download the full report.

Download Report

To learn more about the

qualitative research in

We pioneered agile audience intelligence to provide clients with multi-layered, actionable insignts 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

GutCheck About GutCheck

Copyright © Brainyak, Inc. d/b/a GutCheck 2020. All rights reserved. This document does not contain information provided by any of the companies identified herein or any of their affiliates and should not be

and data proprietary to or licensed by GutCheck, and is intended as a sample of certain GutCheck service offerings.

understood as an endorsement of GutCheck by any of the companies mentioned herein. It contains only data based on publicly available resources

Find us on social media:

Retailers like Walmart

and Best Buy



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

GutCheck is a registered trademark of Brainyak, Inc. Various trademarks held by their respective owners.