

# Buying Smart Assistants & Connected Home Devices

Understand How, When, and Where Consumers Decide to Buy



The adoption of smart speakers grew to 24% in the second quarter of 2018

And 4 in 10 owners of smart assistants now have more than one<sup>1</sup>

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

## As the trend continues...

It's important to understand how consumers are making the decision to buy smart assistants and connected home devices so you can reach them more effectively.

## Using an exploratory study

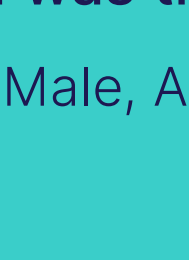
We talked to...

- 69 Respondents
- Male & Female
- Ages 18 to 65
- Who use either Amazon Alexa, Apple Siri, or Google Assistant



## Step 1 The Buying Journey

Marketing Campaigns Spark Consumer Awareness

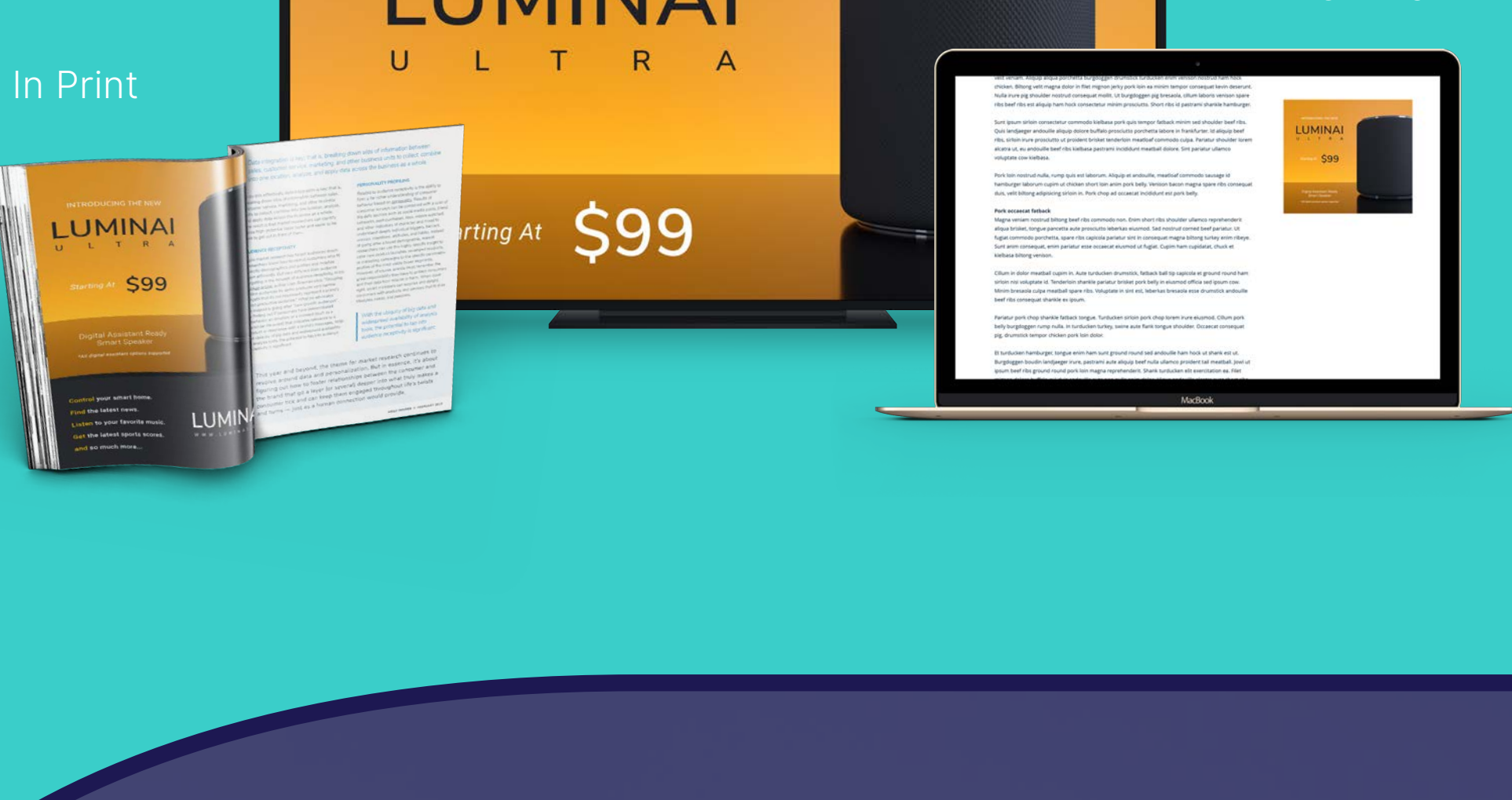


The first time I heard of Siri was through an Apple commercial.

29, Male, Apple

Consumers Notice Ads

On Television



## Step 2 First- and Second-Hand Experience Influences and Builds Interest



My parents got an Echo. After seeing it for myself and what it could do, less than a month later I bought the same one they got.

34, Male, Amazon Alexa

Top Influences When Deciding to Buy Smart Assistants



Friends and family showing how smart assistants make life easier



Trying a smart assistant or seeing a demo in a store



Noticing a smart assistant on sale



Researching to see if a smart assistant would improve life

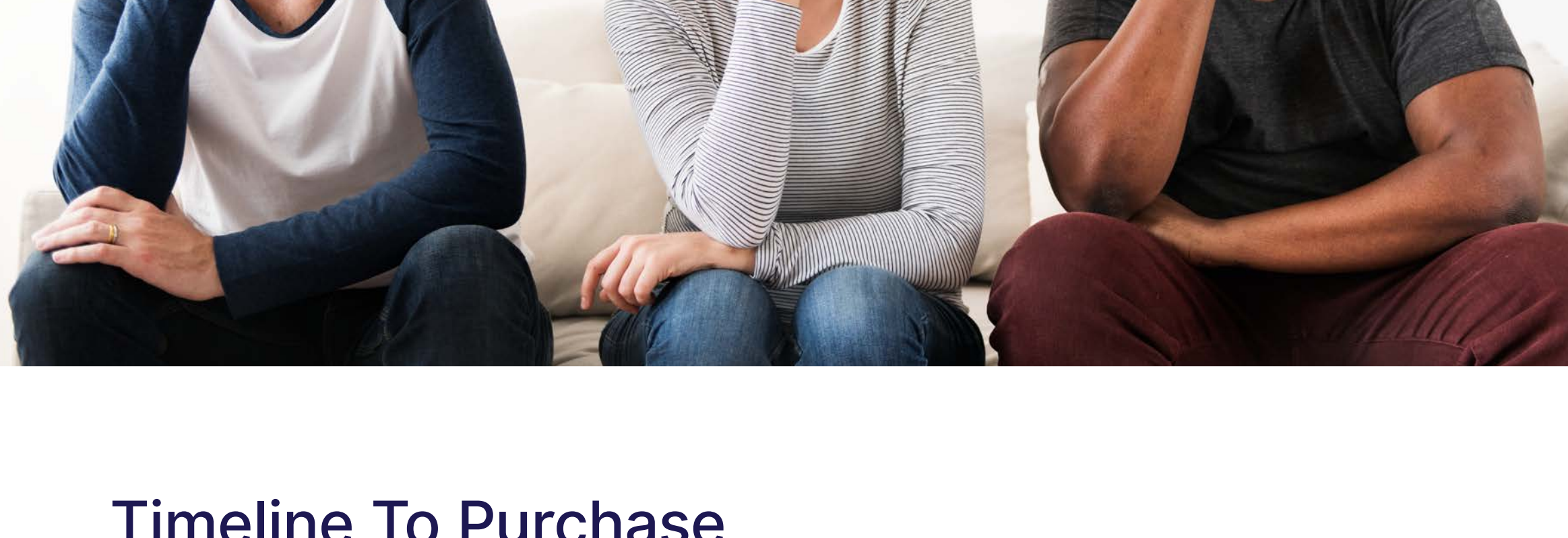
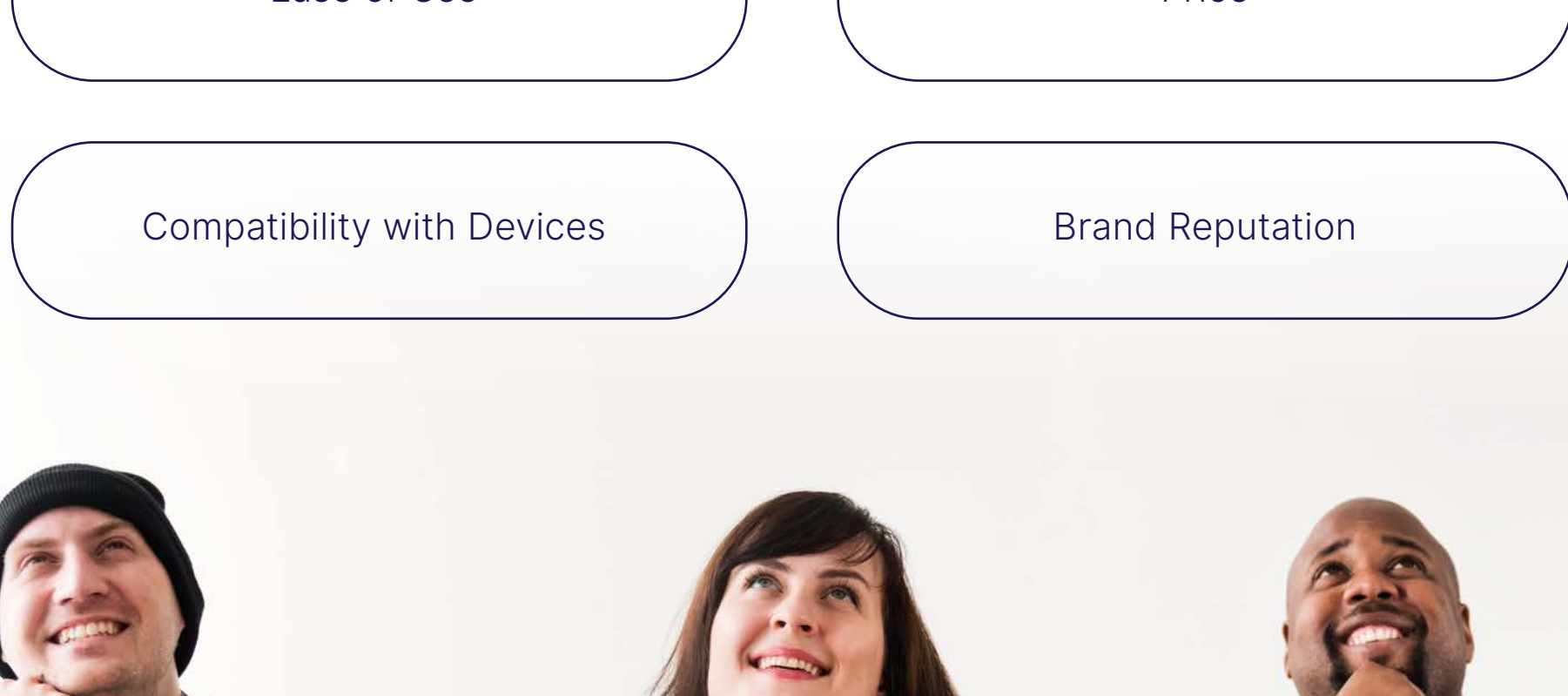
## Step 3 Lots of Research Informs & Completes the Buying Decision



I looked at different reviews through online articles and retail websites. I also used YouTube to watch people using them so I could get a real-time impression and know what to expect..

49, Male, Google Assistant

Biggest Considerations During Research



## Timeline To Purchase

Anywhere from...



A Few Days

Up to 2 Months



I think it took me a week [to decide on purchasing]. I needed a new phone, Siri was fairly new, and I was excited to get my hands on one.

44, Female, Apple Siri

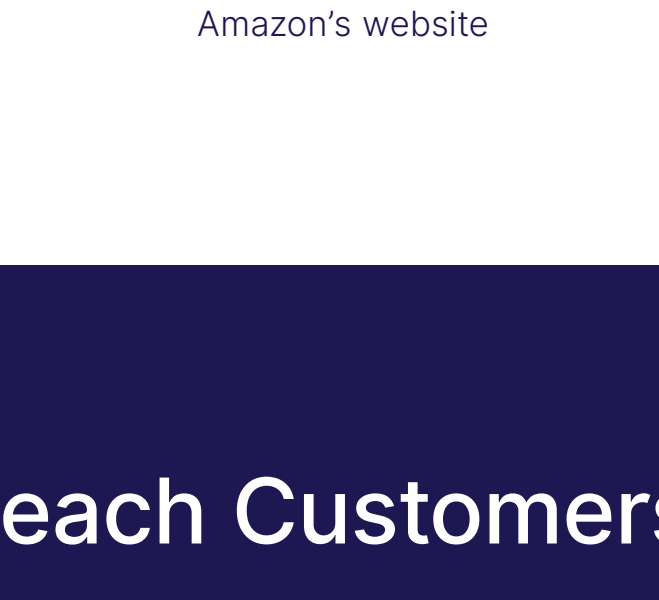
Where Consumers Are Buying

Apple Siri Users



Apple Store or a Cell Phone Provider

Amazon Alexa Users



Amazon's website

Google Assistant Users



Retailers like Walmart and Best Buy

## How To Best Reach Customers During The Buying Journey

Smart Assistants Across All Brands Could Be Optimized With

- 1 Get in front of them with targeted marketing campaigns
- 2 Offer in-store demos to encourage real-time discovery and interaction
- 3 Provide in-depth online resources that clearly lay out how smart assistants improve lives

To learn more about the qualitative research in this study, download the full report.

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