# Researching and Buying Technology Products - UK - January 2012

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"Personal data is the new currency, and retailers need to consider investing in free wi-fi connections for shoppers in exchange for permission to better understand their customers' shopping habits and behaviour."

**– Cecilia Liao, Senior Technology Analyst**

## In this report we answer the key questions:

- **What can be done about the negative perception of salespeople selling technology products?**
- **What will encourage consumers to buy technology products from physical retailers?**
- **What will encourage consumers to buy technology products from online retailers?**
- **Should retailers be concerned about how consumers are using their mobile devices to research technology products in-store?**

The desire for technology products come at a time when new and innovative products are coming onto the market quickly, such as internet-enabled televisions, tablet computers, and video games consoles. At the same time, the cost of manufacturing these products is still falling despite increasing inflation elsewhere. Meanwhile, internet-enabled mobile devices, including smartphones and tablets, are changing the way consumers are researching product information and prices both in the home and in a shop.

This report looks at what kind of technology products are popular with consumers in terms of existing ownership, as well as their desire to buy or upgrade in the coming three months. It also explores which technology products that consumers want to test and experiment with in-person prior to making a purchase, how consumers perceive staff in retail environments where technology products are being sold, how consumers use mobile devices when they are shopping in-store, why consumers have opted to buy something online after testing the technology device in-store, and what would encourage consumers to buy technology products from the internet more often.

This report also examines televisions, smartphones, and computers in more detail, specifically with regard to the sources of advice and information that consumers would rely on as part of their research towards a purchase.

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|---|---|
| **EMEA:** | +44 (0)20 7778 7151 |
| **Americas:** | +1 (312) 932 0600 |
| **APAC:** | +61 (0)2 8284 8100 |