

The Importance of Brand in Technology Purchasing - UK - July 2013

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“The difference between operating systems (eg iOS, Android, Windows) gives consumers a strong reason to pick one manufacturer over another, and as result consumers are more likely to decide on which manufacturer they want before assessing other factors in these markets.”

– Paul Davies, Senior Technology Analyst

In this report we answer the key questions:

- How can manufacturers encourage more consumers to think ‘brand first’?
- Are brands able to compete for volume whilst retaining a strong brand image?
- How can new entrants attract more over-45s in the key technology markets?
- How can brands with a reputation for reliability over style appeal more to young consumers?

Brand is a secondary concern for the majority of consumers, as people usually think about how much they have to spend or what type of product they would like first when looking to buy a new technology product. Economic circumstances have made people more value-conscious, and as a result many consumers simply want ‘the best deal’.

However, brand plays a significant role in the purchasing journey at a later stage, as consumers clearly have a preference for high-quality brands or those that they perceive to be innovative. Older consumers in particular will pay more for well-established names, whilst younger consumers will generally opt for trendy and stylish brands.

The smartphone market is the most brand-centric of the four key technology sectors, as the pull of unique operating systems, in addition to the accessibility of top brands, means people are less product- or value-conscious.

This report focuses on the importance of brand in technology purchasing, with an emphasis on four markets: televisions; laptops and desktops; tablets; and smartphones, outlining recent developments across each sector, and analysing the implications for brands within each market.

Ownership and awareness levels of 12 major technology brands are analysed, along with current consumer perceptions of each brand. The consumer analysis also takes a look at the brands consumers would prefer to buy from within each sector.

Mintel’s research also investigates the role of brand within the purchasing process, comparing this with the importance of price and product features across all four sectors.

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