Researching and Buying Technology Products - UK - June 2015

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Allowing customers to collect points that can be redeemed for discounts on a future purchase is likely to boost the number of repeat visitors. Meanwhile, retailers that offer sought-after benefits to members, such as complementary extended warranties, exclusive special offers and free or discounted after-sales services can effectively encourage consumers to think shop first rather than price first."

— Sara Ballaben, Technology Analyst

This report looks at the following areas:

- How is the high street evolving to compete with online pureplays?
- How can retailers encourage consumers to think shop first?

What you need to know

Consumer education and the entertainment of digitally savvy shoppers have become essential parts of the in-store shopping experience, as retailers try to encourage consumers to think shop first rather than price first.

As the nature of connected eco-systems boosts consumers' loyalty, retailers can further nurture this shop-first mindset by launching membership programmes that offer sought-after benefits to members, such as extended warranties, special offers and set-up/installation services.

Scope of the report

This report investigates the process of researching and buying technology products in the UK, with a focus on online and offline channels used, and potential strategies to convert shoppers into buyers.

For the purpose of this report, the phrase 'technology products' refers to four product categories surveyed and researched by Mintel – desktop/laptop computers, smartphones, tablets and televisions.

BUY THIS REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?   This report is part of a series of reports, produced to provide you with a more holistic view of this market

Researching and Buying Technology Products - UK - June 2015

Report Price: £1750.00 | $2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

BUY THIS REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com