The Connected Consumer - UK - October 2017

Report Price: £2195.00 | $2940.64 | €2488.91

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"The continued growth in consumer connectivity is impacting every stage of the transaction process, from pre-purchase information gathering to reviews and social media interaction. This has created strong opportunities for brands to communicate on a more personal, engaging level and offer relevant, timely information and promotions."
– Adrian Reynolds, Consumer Technology Analyst

This report looks at the following areas:

- **Opportunity for brand apps as digital touchpoints flourish**
- **Consumers have never been so willing to interact with brands**

Computers are the hardest device to give up due to the wide range of complicated tasks they can carry out. However, Millennials are more reliant on smartphones and this is impacting brand interaction at every stage of the purchase process.

Millennials are using a wider variety of brand touchpoints to gather information and actively seek out relationships with companies through social media and brand websites. While they are happy to go in-store to talk to representatives or phone customer services, this is due to Millennials being more likely to use all touchpoints available. Overall, digital sources are dominating and brands must ensure up-to-date, reliable websites and chat functions to meet the demands of the connected consumer.

Brands' websites are the most used source of information, although brand apps are failing to live up to potential. Apps can provide information in-store, alerts to time- and location-specific promotions and easy access to product information, although people are likely to only focus on their favourite stores. Social media is increasingly important, with consumers happy to share their experience and recommendations. While brands must look to engage with consumers at every opportunity, it is vital social media campaigns are vibrant and entertaining rather than purely sales-focused.

DID YOU KNOW?

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

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