Researching and Buying Technology Products - UK - July 2014

Report Price: £1750.00 | $2834.04 | €2223.04

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"Looking ahead, young consumers will find deals in new ways, opting in to receive alerts from the brands they are happy to engage with via their smartphones."
— Paul Davies, Senior Leisure & Technology Analyst

This report looks at the following areas:

- How can store retailers gain more trust from consumers?
- What can manufacturers do to form direct relationships with consumers and drive more brand loyalty?

Whilst the phrase 'technology products' is used to discuss the sector as a whole, the consumer sections of this report focus mostly on the four product categories surveyed and researched by Mintel – televisions, laptop/desktop computers, smartphones and tablets.

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