Kantar runs Worldpanel ComTech, a global longitudinal tracking study of purchasing and usage trends for laptops & tablets.

Monitoring purchase behaviours and drivers, loyalty and switching over time, Worldpanel ComTech delivers the latest industry insight on laptops & tablets. The service subscription includes insight reports, consultancy hours from specialist insight team and online dashboards.

What can the data be used for?

- Define what devices people buy and why
- Understand market growth/decline drivers
- Win new and retain existing customers by understanding the key drivers influencing the path to purchase for laptops & tablets
- Understand how usage affects category purchase decision
- Compare factors that influence the purchase journey for different brands
- Identify target groups of consumers likely to switch brand
- Support and define brand and category marketing strategy
- Develop brand strategies to encourage cross category brand loyalty

Intended activities when purchasing tablets vs monthly usage

<table>
<thead>
<tr>
<th>Activity intended before buying</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Browsing the internet/web</td>
<td>Browsing the internet/web</td>
</tr>
<tr>
<td>Work purposes</td>
<td>Work purposes</td>
</tr>
<tr>
<td>Social Networking</td>
<td>Social Networking</td>
</tr>
<tr>
<td>Self Entertainment e.g. games</td>
<td>Self Entertainment e.g. games</td>
</tr>
</tbody>
</table>

Source: Worldpanel ComTech
Laptop/tablet survey coverage

- Brand, model, of laptop, tablet, 2in1/hybrid and operating system owned
- When acquired
- Age & brand of previous device replaced
- Who bought/gifting
- Channel of purchase, retailer of purchase
- Price paid/payment plan

Questions we can answer

- How can I design and optimise my marketing strategy to increase market share?
- Which consumers should we target and what is the size of that consumer base?
- Which other brands are my customers considering and which might they switch to at next purchase?
- Which other types of devices were part of my purchase consideration?
- Are consumers loyal to my brand across categories (mobile/TV)?
- What do premium customers look like and how can I win them?
- What are my brand customer levels of satisfaction and what factors are customers not happy with?
- Where do different segments search for information prior to purchase?
- What are the main purchase drivers for my brand and competitive brands?
- What specification is important to my brand customers?
- How are my customers using their device?

Considered a tablet before and why buy laptop instead

<table>
<thead>
<tr>
<th>Considered tablet?</th>
<th>Windows (NPS 19)</th>
<th>MacOS (NPS 40)</th>
<th>Chrome OS (NPS 28)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did not consider buying a tablet</td>
<td>85%</td>
<td>80%</td>
<td>77%</td>
</tr>
<tr>
<td>I considered buying a tablet</td>
<td>15%</td>
<td>20%</td>
<td>23%</td>
</tr>
</tbody>
</table>

Why decided on laptop?

<table>
<thead>
<tr>
<th></th>
<th>Windows (NPS 19)</th>
<th>MacOS (NPS 40)</th>
<th>Chrome OS (NPS 28)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easier to manage files on a laptop</td>
<td>36%</td>
<td>45%</td>
<td>37%</td>
</tr>
<tr>
<td>Software only work on laptops</td>
<td>24%</td>
<td>24%</td>
<td>16%</td>
</tr>
<tr>
<td>Better for creating/editing docs</td>
<td>19%</td>
<td>32%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Source: Worldpanel ComTech

Food for Thought

TV
Smart speakers
Domestic Appliances
Technology purchase and usage trends

For more information please contact your local representative or visit www.kantar.com

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