

Laptop & tablet



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

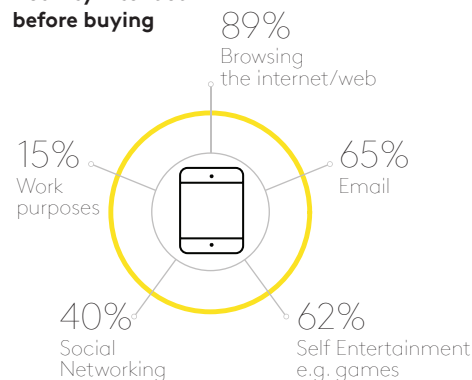
Monitoring purchase behaviours and drivers, loyalty and switching over time, Worldpanel ComTech delivers the latest industry insight on laptops & tablets. The service subscription includes insight reports, consultancy hours from specialist insight team and online dashboards.

What can the data be used for?

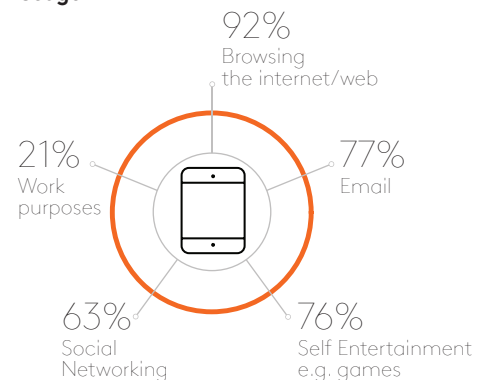
- Define what devices people buy and why
- Understand market growth/decline drivers
- Win new and retain existing customers by understanding the key drivers influencing the path to purchase for laptops & tablets
- Understand how usage affects category purchase decision
- Compare factors that influence 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

Activity intended before buying



Usage



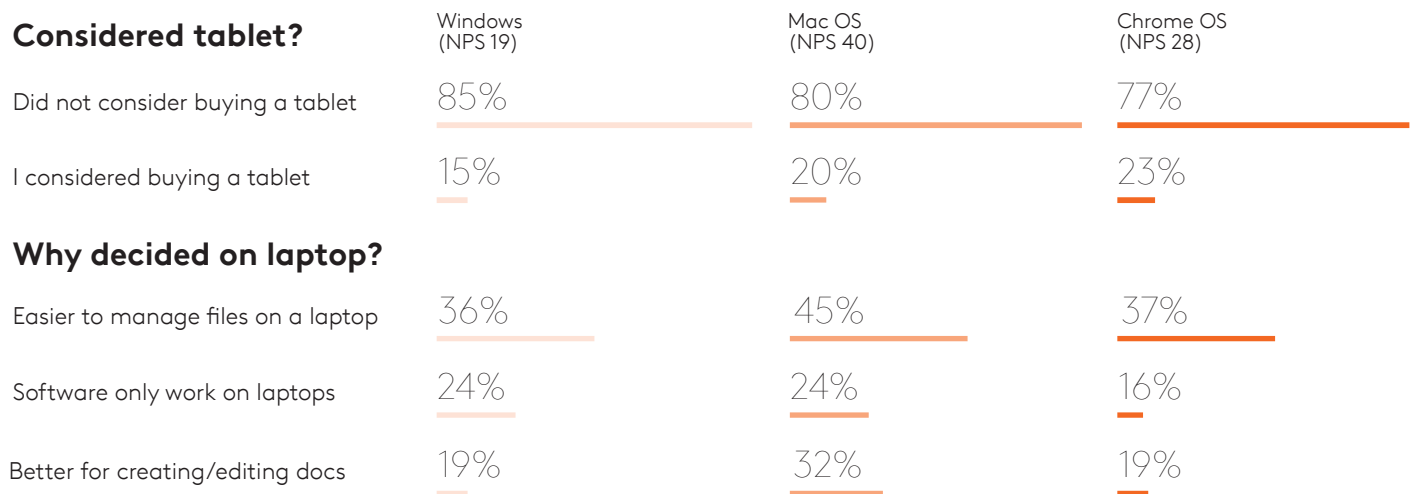
Laptop/tablet survey coverage

- 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
- Purchase influencers e.g. cost, lightweight, touch screen, battery life, in store recommendation, promotions
- Pre-purchase research
- Non-owners intention to purchase & barriers to purchase
- Consideration of laptop/tablet/2in1/hybrid/desktop/large smartphone prior to purchase
- OS owned & whether a driver of purchase: which OS features were most important

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




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

Jennifer Chan
 Jennifer.chan1@kantar.com
 Consumer Insight Director
 Worldpanel Division | Kantar