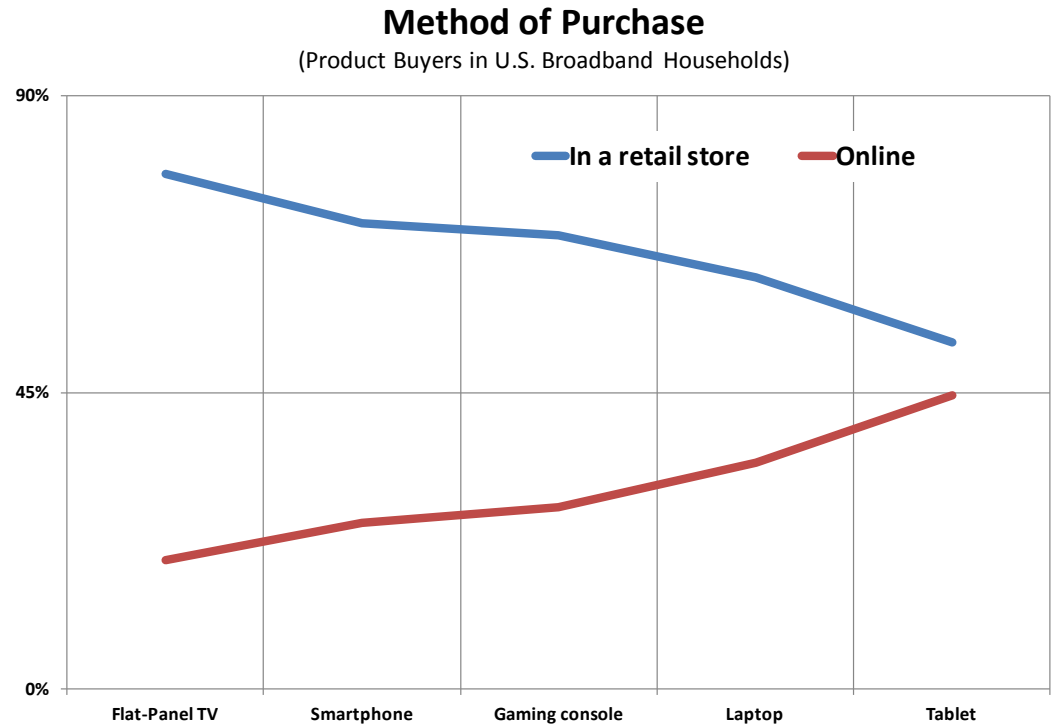


By **Barbara Kraus**, Director of Research, **John Barrett**, Director, Consumer Analytics, **Yilan Jiang**, Manager, Consumer Research, and **David Mitchel**, Research Analyst, **Parks Associates**

SYNOPSIS

Optimizing Retail Channel Results analyzes purchase trends for CE devices with an aim of understanding the competition between online and brick-and-mortar players. The research compares purchase drivers and prices between product categories as well as the leading online and brick-and-mortar retailers. Market share for the leading brands is also contrasted between online and brick-and-mortar retailers.



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ANALYST INSIGHT

“There’s no such thing as an ‘online’ or ‘in-store’ shopper. There are just shoppers who compare products both online and offline. It’s an integrated process and ultimately the decision to purchase online or in-store has more to do with the product or brand purchased rather than the person purchasing.”

— **John Barrett**, Director, Consumer Analytics, **Parks Associates**

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About the Research

Previous Research

- Top-Quality Video: The Emergence of 4K (and 8K) (Q3/14)
- New Business Models for Connected CE (Q3/14)
- The Evolving Market For Streaming Media Devices (Q2/14)
- Connected Gaming Consoles (Q2/14)

CONTENTS

- 360 View: CE Adoption & Trends (Q2/14)
- Streaming CE and Content Purchasing Habits (Q1/14)
- Consumer Segmentation: The Big CE Spenders (Q3/13)
- The Role of Retail Stores (Q2/13)

Key Findings**Recommendations****Retail Purchasing:**

- Percentage of Broadband Households Buying Consumer Electronics in Year (2007 - 2013)
- Percentage of Broadband Households Purchasing CE Devices From Specific Retailers
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- Reason for Purchasing Streaming Media Player by Method of Purchase and Retailer (Q1/14)
- Reason for Purchasing Gaming Consoles by Method of Purchase and Retailer (Q1/14)
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- Gaming Consoles: Brands Purchased in 2013 (Q1/14)
- Tablets: Top Ten Brands Purchased in 2013 (Q1/14)
- Smartphone: Top Ten Brands Purchased in 2013 (Q1/14)

Additional Research from Parks Associates

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