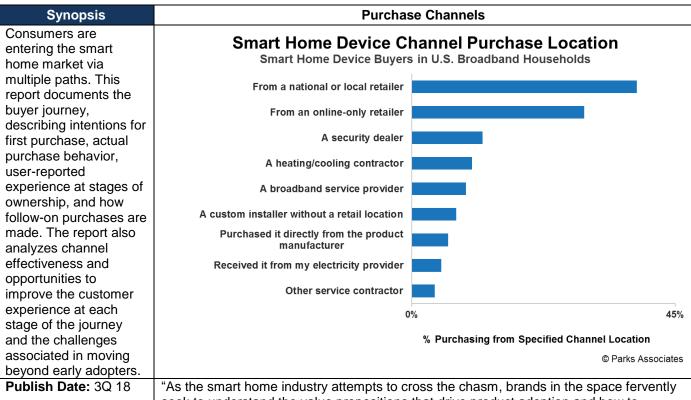


## **The Smart Home Purchase Process**

## **TABLE OF CONTENTS**

By Patrice Samuels, Senior Analyst, Parks Associates



"As the smart home industry attempts to cross the chasm, brands in the space fervently seek to understand the value propositions that drive product adoption and how to improve perceived product value. Understanding the buyer journey is equally important for industry development," said Patrice Samuels, Senior Analyst, Parks Associates.

## Contents 1.0 Report Summary 1.1 Purpose of Report 1.2 Key Burning Questions Addressed by this Research 1.3 Research Approach/Sources The Buyer Journey 2.1 Device Ownership 2.2 Order of Purchases 3.0 Recent Purchases 3.1 Purchase Channels 3.2 Purchase Challenges 3.3 Purchase Solutions 4.0 Setup and Installation 4.1 Setup and Installation Challenges 4.2 Setup and Installation Solutions 5.0 Ongoing User Experience 5.1 Challenges with Ongoing User Experience



# **The Smart Home Purchase Process**

## **TABLE OF CONTENTS**

5.1.1	Connectivity

### 5.1.2 Interoperability

#### 6.0 Outlook

- 6.1 Purchase Intentions
- 6.2 Driving Purchase Intentions

## 7.0 Implications and Recommendations

### 8.0 Appendix

- 8.1 Glossary
- 8.2 Index
- 8.3 Image Sources

	-	 res
-		 rae

Smart Home Device Adoption (2014 - 2017)

Matrix of Multiple Smart Home Device Ownership (Q4/17)

Smart Products: Devices Purchased First (Q4/17) Smart Safety Products: Order of Purchase (Q4/17) Smart Product: Order of Purchase Cont'd. (Q4/17)

Smart Home Device Purchases (2016 - 2017)

Smart Home Device Channel Purchase Location (Q4/17)

Smart Home Devices: Purchase Channel Q4 2017 Important Steps in the Consumer Purchase Process

Smart Home Device Return (Q1/18)

**Cross Marketing** 

Limited-Time Free In-Home Consultations

In-Store Experience Centers "Works With" Certification

Problems Experienced While Setting Up Smart Home Devices (2015 - 2018)

Devices with Highest Frequency of Specified Problem (2018)

Problems Setting Up Devices by Smart Home Device (2015 - 2018)

Problems Setting up Devices by Smart Home Device, Cont'd (2015 - 2018)

Premium Smart Home Setup and Installation Services

Setup and Installation Support

Smart Home Device: Number of Technical Problems Experienced (Q1/18)

Leading Smart Home Device Problems (2015 - 2017)

Leading Smart Home Device Problems Cont'd. (2015 - 2017)

Smart Home Devices: Technical Problems (Q1/18)

**Network Management Solutions** 

Purchase Intention: Smart Home Devices (Q4/17) Purchase Inhibitors: Smart Home Device (Q4/17)

Intention to Purchase Smart Home Devices by Current Ownership Device Owned with Smart Speakers with Personal Assistant (Q4/17)

High Appeal of Smart Home Adjacency Use Cases (Q2/17)

### **List of Companies**

ADT	LG Electronics
Airbnb	Lockstate
Amazon	Logitech
American Family Insurance	Lowe's



## **The Smart Home Purchase Process**

## **TABLE OF CONTENTS**

**Apple** Lutron August Home Mediatek B8ta Microsoft **Bankers Insurance Group** Minim **Best Buy** Nest Bluetooth Netatmo Cisco Netgear Comcast **NETGEAR** ComEd Nexia

Control4 Open Connectivity Foundation

Panasonic Cortana CSS Corp Phillips Hue Domotz Qualcomm Electrolux Ring EnergyHub Roost Erie Insurance Samsung Frontpoint **SmartThings** GE Sprint Geek Squad Stringify Google Target Google Home T-Mobile HelloTech Vivint

Google Home I-Mobile
HelloTech Vivint
Hippo Walmart
HomeKit Wink
Honeywell Yonomi
IFTTT Zigbee
iHome Z-Wave

Level Up Your Home

## Attributes

Parks Associates 5080 Spectrum Drive Suite 1000W Addison, TX 75001

800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax

parksassociates.com sales@ parksassociates.com Authored by Patrice Samuels Executive Editor: Tricia Parks Published by Parks Associates

© August 2018 Parks Associates Addison, Texas 75001

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

Disclaimer

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.