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By Patrice Samuels, Senior Analyst, Parks Associates

Synopsis	Purchase Channels																				
<p>Consumers are entering the smart home market via multiple paths. This report documents the buyer journey, describing intentions for first purchase, actual purchase behavior, user-reported experience at stages of ownership, and how follow-on purchases are made. The report also analyzes channel effectiveness and opportunities to improve the customer experience at each stage of the journey and the challenges associated in moving beyond early adopters.</p>	<div style="text-align: center;"> <h3>Smart Home Device Channel Purchase Location</h3> <p>Smart Home Device Buyers in U.S. Broadband Households</p> <table border="1"> <caption>Smart Home Device Channel Purchase Location Data</caption> <thead> <tr> <th>Channel Location</th> <th>% Purchasing</th> </tr> </thead> <tbody> <tr> <td>From a national or local retailer</td> <td>~42%</td> </tr> <tr> <td>From an online-only retailer</td> <td>~32%</td> </tr> <tr> <td>A security dealer</td> <td>~22%</td> </tr> <tr> <td>A heating/cooling contractor</td> <td>~18%</td> </tr> <tr> <td>A broadband service provider</td> <td>~18%</td> </tr> <tr> <td>A custom installer without a retail location</td> <td>~12%</td> </tr> <tr> <td>Purchased it directly from the product manufacturer</td> <td>~10%</td> </tr> <tr> <td>Received it from my electricity provider</td> <td>~10%</td> </tr> <tr> <td>Other service contractor</td> <td>~8%</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p> </div>	Channel Location	% Purchasing	From a national or local retailer	~42%	From an online-only retailer	~32%	A security dealer	~22%	A heating/cooling contractor	~18%	A broadband service provider	~18%	A custom installer without a retail location	~12%	Purchased it directly from the product manufacturer	~10%	Received it from my electricity provider	~10%	Other service contractor	~8%
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<p><b>Publish Date:</b> 3Q 18</p>	<p>“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.</p>																				
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