



provoke  
insights

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Electronics:  
Fall 2021 Trends



## Background & Objectives

Since the start of the pandemic in March 2020, new trends have emerged, and consumers have modified their behaviors.

As the environment changes, brands now need to understand consumer purchasing habits and trends that impact their industry.

Provoke Insights, a full-service market research firm specializing in branding, advertising, and content marketing initiatives, launched a new bi-annual trends study to answer these pressing questions.

The goal of this research is to gain a national perspective on the mindset of consumers. The study covers multiple industries, including electronics.



## Methodology

Provoke Insights conducted a 15-minute survey among 1,504 Americans between the ages of 21 and 65. The study was in-field from September 22<sup>nd</sup> to September 28<sup>th</sup>, 2021.

A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, ethnicity, and children in the household).<sup>1</sup>

Results based on this sample have a maximum margin of sampling error of  $\pm 2.5\%$  at a 95% confidence level.

Statistical differences between subgroups indicated in this report were tested at a 95% confidence level.

# Overview



## Who is Purchasing Electronics?

Over a quarter of Americans bought technology products in the past month. These consumers are more likely to be Asian, have children, and be younger. Cell phones are the most common of these purchases, especially among parents. Parents are also likely to be buying TVs.



## Shopping Preferences

Tech shoppers are more worried about the overall economy. When it comes to shopping, they enjoy spending time choosing their items. They are willing to pay a premium for sustainable products and are interested in staying on top of trends. However, these consumers tend to stick to brands they are familiar with.



## In-Store Experience

During this pandemic, tech shoppers are more concerned about shopping in-store compared to others. One reason for that is they see stores as less clean.

Though they state product availability is a concern, they see it as less of an issue than other consumers.

# Who is Buying Electronics?

Over a quarter of Americans bought technology products in the past month. These consumers are more likely to be Asian, have children, and be younger.



**27% purchased  
electronics  
in the past month**



*People with these characteristics are significantly more likely to purchase technology products:*



Asian **38%**



Children living in the household **33%**

**Z**

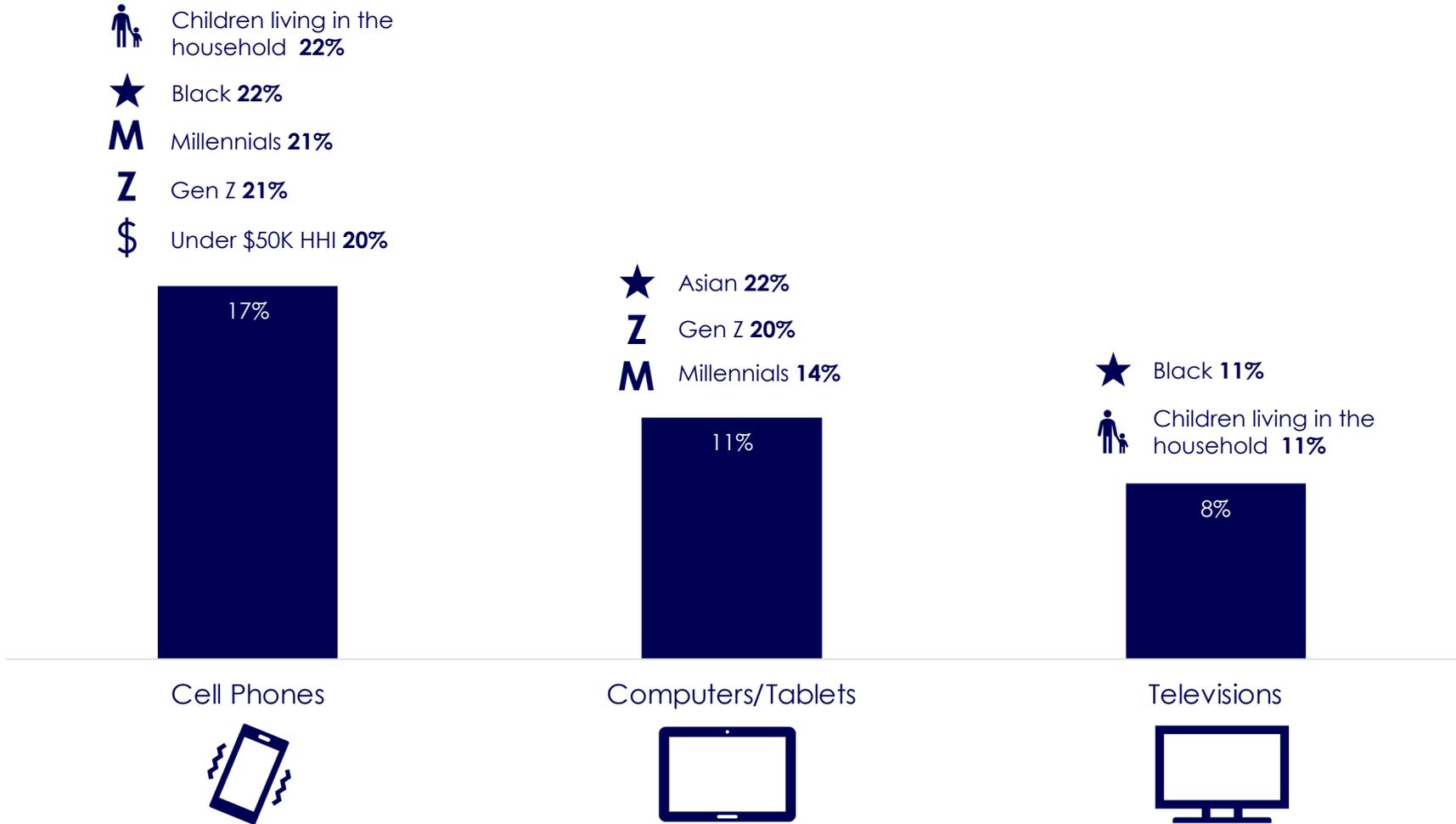
Gen Z **31%**

**M**

Millennials **30%**

# What are they buying?

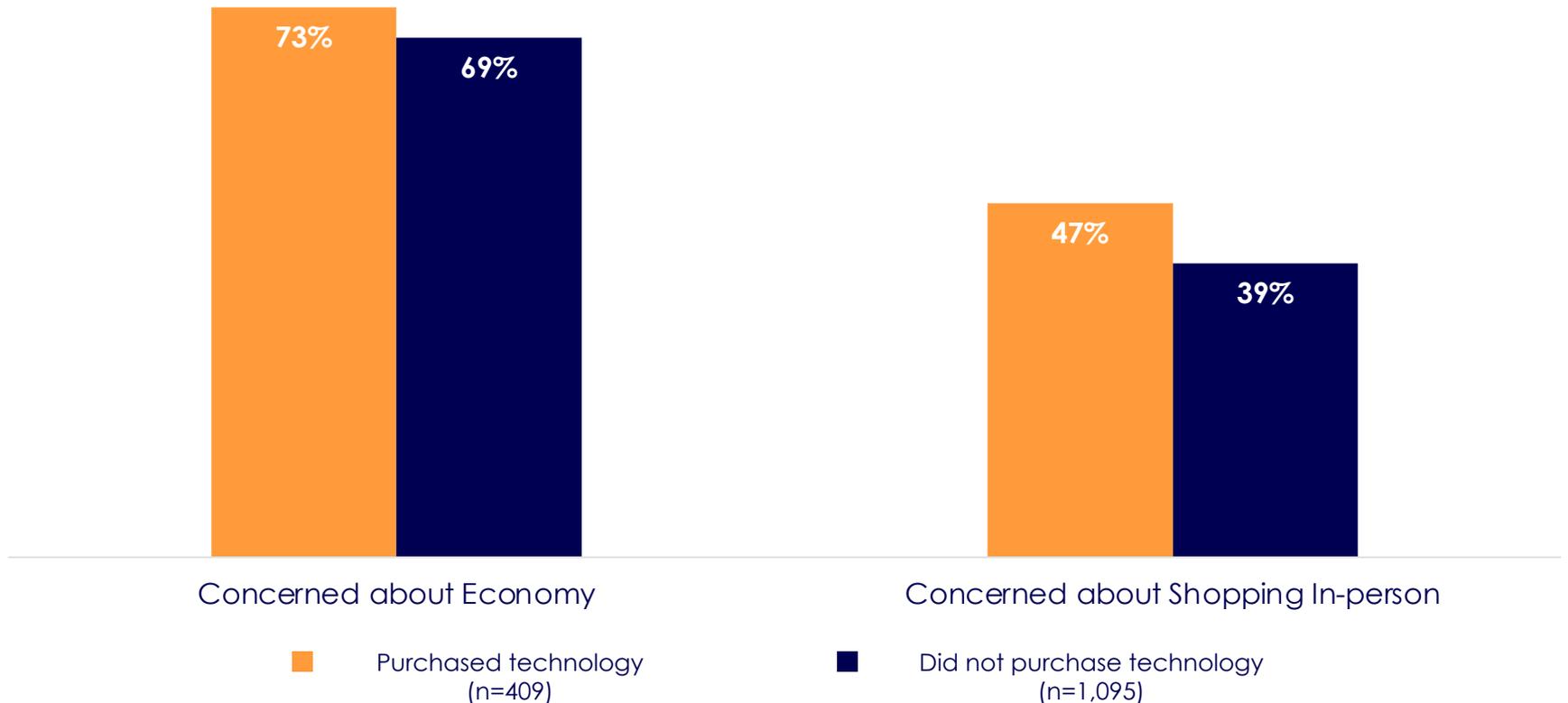
Cell phones are the most common tech product being purchased, especially among parents, African Americans, and younger consumers. Parents are also likely to be purchasing TVs.



# Electronics Shoppers: COVID Concerns

Tech shoppers are more worried about the economy and shopping in store.

*(Top 2 on a 4-point scale)*



# Shopping Trends

Tech purchasers treat shopping as an experience and are likely to spend time picking out their items. They are willing to pay a premium for sustainable products and are interested in staying on top of trends. However, these consumers tend to stick to brands they are familiar with.

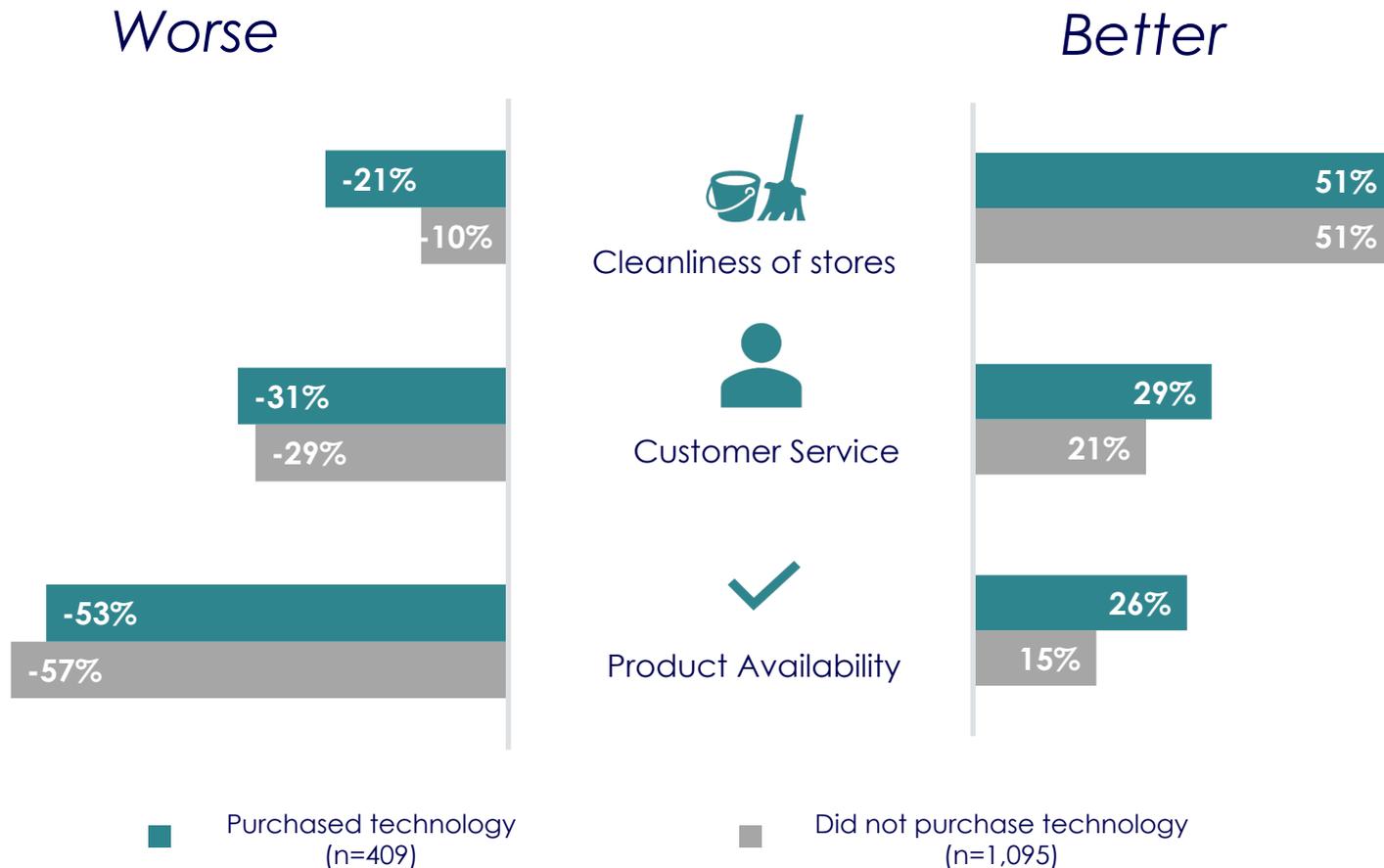
*(Top 2 on a 7-point agree scale)*



# In-Store Perspective

Those who purchase electronics see cleanliness of the store worst than pre-pandemic. Though they see product availability as an issue, they do not see it as large of issue as those who have not purchase technology.

Compared to Pre-pandemic Seen As...



# Respondent Overview

## Gender



**52%**  
Female



**48%**  
Male

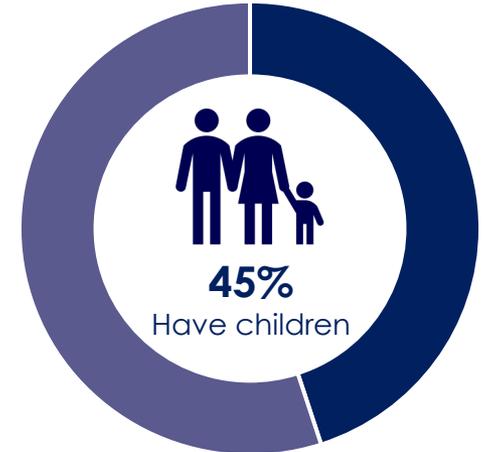
## Generation

**42 years old**  
Average Age

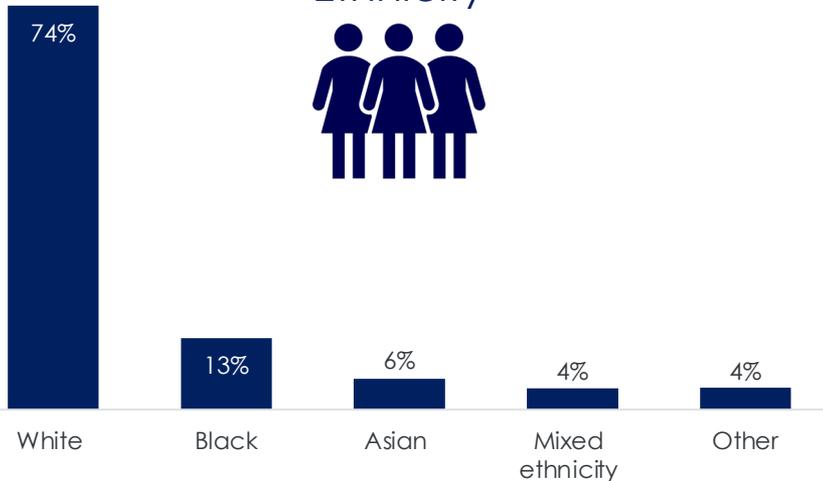


**M** 43% Millennials    **X** 33% Gen X  
**B** 18% Baby Boomers    **Z** 6% Gen Z

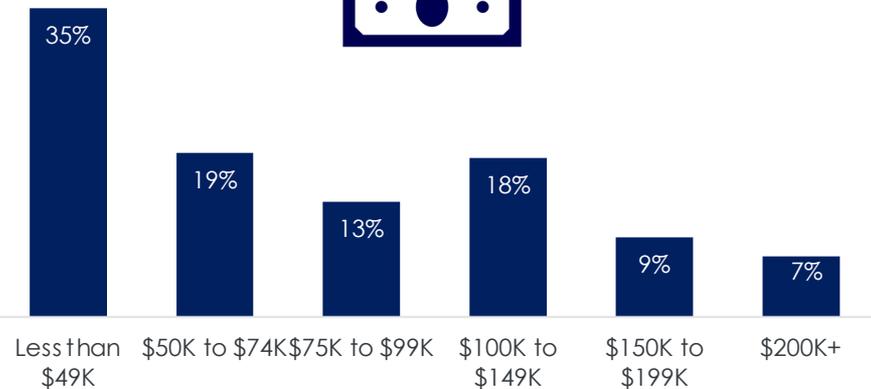
## Parental Status



## Ethnicity



## Household Income



# Respondent Overview (Continued)

## Vaccinated



**68%**

Vaccinated

**30%**

Unvaccinated

**2%** Prefer not to say

## Region



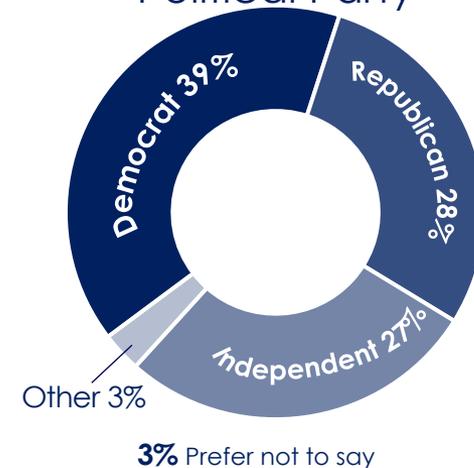
**44%** South

**22%** Midwest

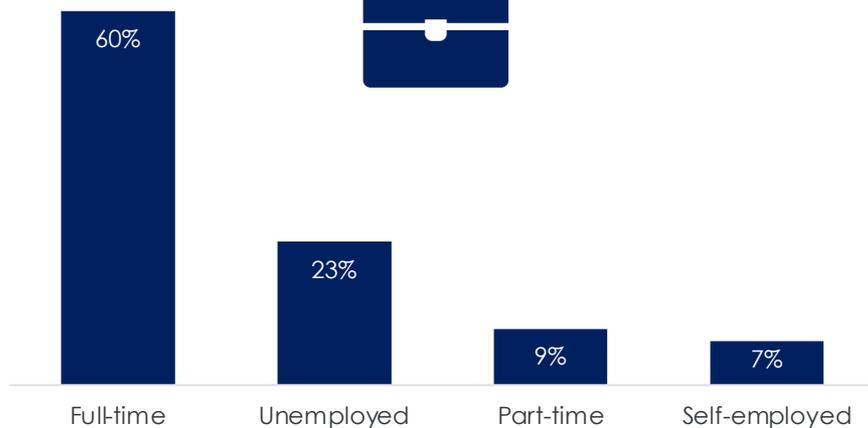
**17%** Northeast

**17%** West

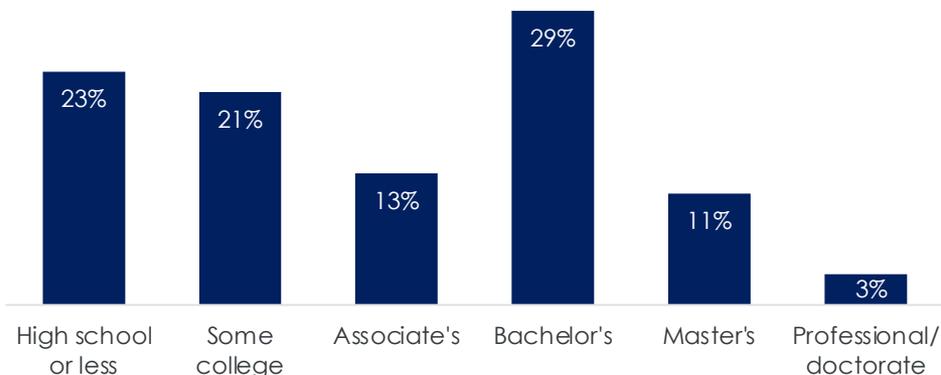
## Political Party



## Employment Status



## Highest Level of Education



# About Provoke Insights



Founded on the premise that research should better align with marketers' needs, Provoke Insights empowers brands to navigate through today's cluttered advertising space. This full-service market research firm solely focuses on research for **branding, advertising, and content marketing** initiatives.

At Provoke Insights, you work with a research expert who is also a seasoned brand strategist; this ensures that questions are deeply explored, and insights are cultivated and capitalized. We develop insights from the data to help guide growth for your company's vision.

For more information or press inquiries, reach out to [breeda@provokeinsights.com](mailto:breeda@provokeinsights.com).