

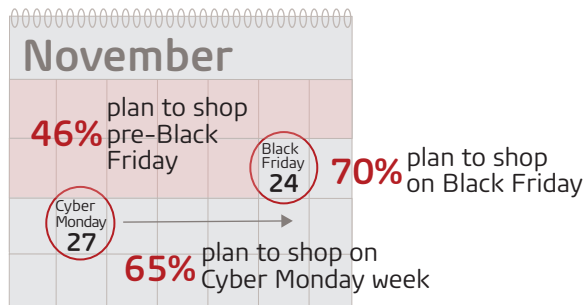
# CONSUMER ELECTRONICS BEHAVIOR PREDICTIONS

4 of 10 shoppers plan to buy CE during the Black Friday period

Black Friday is defined as November thru Black Friday/Cyber Monday week



Shoppers expecting to shop early/often for consumer electronics this season



Generations will be shopping differently - for gifts AND for self this period

Shoppers anticipate spending about \$700 on CE during this period, but only half (54%) is going toward gifts

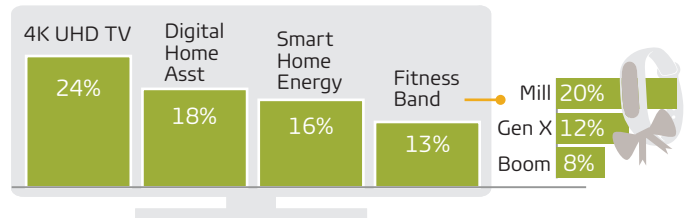
8 in 10 Millennials will be buying CE for self  
6 in 10 Boomers will be buying CE for self

Dollars to be spent on self



Holiday shopping for CE covers a wide range of products across mature/newer categories

Plan to purchase

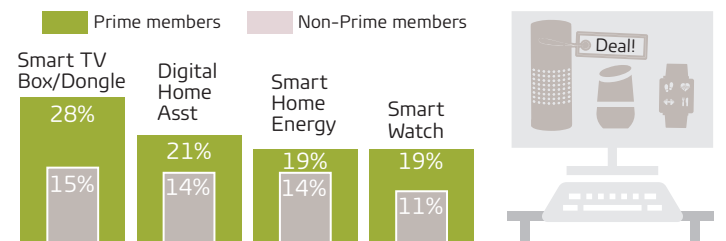


Personal computing is still a hot category among Boomers

Plan to purchase a laptop/tablet/hybrid



CE buyers with Amazon Prime are "primed" to smart products



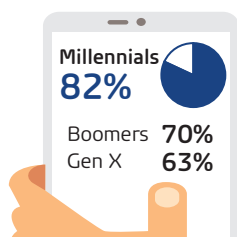
Omni-channel continues to rule across many high involvement CE products, mobile purchase expected to be high. Millennials are among the most mobile

Research, planning, or purchasing

Shoppers will research, plan, and purchase both online and in store

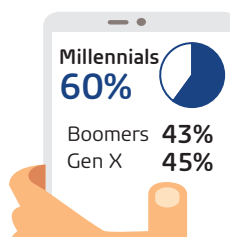


Expect to use mobile to plan



Purchasing

Expect to use mobile to purchase



Shoppers will spend

49% Physical store purchasing

51% Online purchasing

Stay tuned for more: GfK will uncover shoppers' actual behavior in our upcoming Black Friday 'post-game' report!