

Homework on Bass Model

DS223 Marketing Analytics

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I have chosen "Samsung Music Frame". It's not only a wireless music frame, but also a picture frame. Users can choose any 8-inch-by-8-inch picture for their music frame to match the decor of the room, while invisible speakers play the music.

A similar product is the Symfonisk Picture Frame Speaker, created in 2021 by IKEA. Both these products have many things in common. They both are a mix of wireless speakers and picture frame to fit the room colors. Customers who value both design and functionality will love this, because it offers a captivating audio experience without taking up too much space in the home.

The Sonos ecosystem is heavily linked with IKEA Symfonisk, a co-developed product that supports Apple AirPlay 2 but not Bluetooth and has multi-room audio features. Along with compatibility for Alexa and the Samsung ecosystem, the Samsung Music Frame has more global connectivity options via Bluetooth and Wi-Fi. In contrast to Symfonisk, which features mostly interchangeable art covers, Samsung's design allows users to choose between black and white frames. Although both devices compete in the growing home audio and smart home markets, Samsung's design is superior because it features better speakers, more connectivity options, and a stronger focus on flexible in-home positioning.

<https://www.statista.com/statistics/693303/smart-home-consumer-spending-worldwide/>

Here is the data from Statista, which provides us with the consumers' smart home spending worldwide from 2015 to 2025. Modeling global diffusion in line with Samsung's global market presence is made possible if the expenditure in this dataset is global. Since the U.S., Europe, and South Korea have high penetration rates for smart speakers, modeling refinement in regional market diffusion is possible if expenditure is broken down by country in this dataset. By using this dataset, the Bass Diffusion Model may be used to estimate market potential (M), as

well as factors of innovation (p) and imitation (q), to forecast future adoption of the Samsung Music Frame.

Since Samsung is a global brand with a vast distribution network in North America, Europe, and Asia, and its products reach multiple countries simultaneously, an international perspective is most suited for the diffusion analysis of Samsung Music Frame. Additionally, businesses with a global presence, including Amazon, Google, and Sonos, have embraced the smart speaker market. By adopting a worldwide viewpoint, we may approximate market trends in adoption by using past expenditure trends in smart homes. In addition, the IKEA Symfonisk Picture Frame Speaker, a benchmarked invention, was supplied globally to correspond with this global comparison.

Reference List

1. IKEA. (n.d.). *SYMFONISK picture frame w/ Sonos Wi-Fi speaker, black*. Retrieved February 28, 2025, from <https://www.ikea.com/us/en/p/symfonisk-picture-frame-w-sonos-wi-fi-speaker-black-smart-40487320/>
2. Gibbs, S. (2021, August 23). *IKEA Symfonisk picture frame review: Sonos WiFi speaker hidden by art*. *The Guardian*. Retrieved from <https://www.theguardian.com/technology/2021/aug/23/ikea-symfonisk-picture-frame-review-sonos-wifi-speaker-hidden-by-art>