

Buy It, Try It, Rate It

Study of Consumer Electronics Purchase Decisions in the Engagement Era

The definition of "product review" has changed. Increasingly, consumers are basing their electronics buying decisions not only on the opinions of technology journalists, but on fellow consumers' experiences. Weber Shandwick partnered with KRC Research to conduct an online survey in September

2012 of 2,004 American adults who recently purchased one or more consumer electronics. It delves into how consumers decide what to buy — and chronicles the current shift from traditional technology journalists to user reviewers as the primary source of product opinion.

Consumers read 11 USER REVIEWS, on average, before making up their minds on a product. For consumers to doubt the quality of a product, of reviews have to be negative.

REVIEWS SHARPEN THE CONSUMER ELECTRONICS DECISION PROCESS

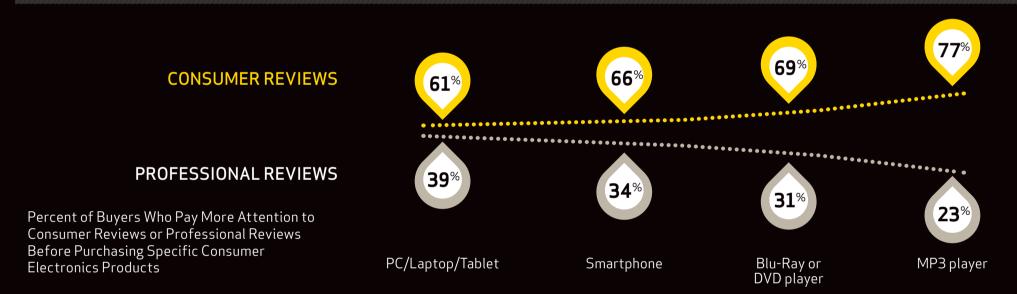
Extremely important to Americans when they make a consumer electronics purchase decision

78% 77% 71%

\$ price product features positive consumer reviews

65%
of Americans
are inspired to buy a brand they
weren't considering after
reading a favorable review.

CONSUMER REVIEWS TRUMP PROFESSIONAL REVIEWS FOR MOST CATEGORIES



NOT ALL REVIEWS ARE EQUAL

Percent of Consumer Electronics Buyers Who Say the Following Elements of a Review Impact their Evaluation of its Usefulness

PROFESSIONAL REVIEW

The review focuses on aspects/uses of the product that are relevant to you The number of other reviews that say similar things or address similar problems The review seems fair and reasonable The review seems fair and reasonable

CONSUMERS TRUST THE REVIEWS THEY FIND ON POPULAR WEBSITES

84%
amazon.com

75% BEST 72%

ConsumerReports*

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