

# When Buying Expensive Items, Consumers Turn to Reviews

Article

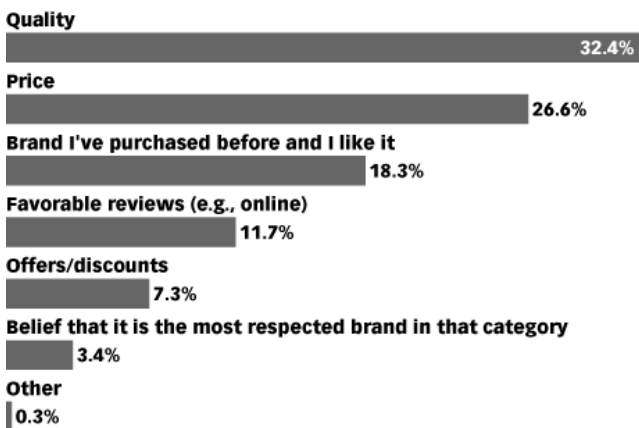
**M**any consumers turn to online reviews to help inform their decision when researching a big-ticket product, according to new data from [YA](#).

In fact, when researching an expensive item—\$250 or more—online ratings and reviews were the most common source respondents consulted, more so than word-of-mouth, in-store sales associates or social networks.

But interestingly, while favorable reviews certainly affected their decision to buy one item over another—11.7% said they did—quality and price were more important. Roughly a third (32.4%) of respondents said quality is the primary factor in choosing to purchase a durable item, like a new computer or washing machine, and another 26.6% said price comes first.

**Primary Factor that Influences US Internet Users to Purchase a Durable Goods/Consumer Electronics\* Item from One Brand over Another, Fall 2017**

% of respondents



Note: \*e.g., computers, printers, washing machines  
Source: YA survey as cited in press release, Jan 25, 2018

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YA's study is just one of many that looks at how influential online reviews are. Last year, the **Better Business Bureau** and **Nielsen** conducted a survey that revealed more than half of respondents **used ratings and online reviews** "always" or "often" to inform purchasing decisions.

Meanwhile, an annual **BrightLocal** survey on attitudes toward online reviews reported that **more than eight in 10 internet users** said they generally trust online reviews as much as personal recommendations—as long as long as certain criteria are met, like there being multiple reviews.

That said, consumers' review-related behaviors do vary. According to a Q3 2017 study from **GlobalWebIndex**, younger respondents **were more likely to post online reviews** than use them for product research. But among older cohorts, those practices were reversed.