

Path to Purchase

CONSUMER TECH PRODUCTS

Data shows shifts in how shoppers learn about consumer technology products and the skyrocketing reliance on video. Social media has surpassed word of mouth when it comes to product awareness and the consumption of video product reviews has more than doubled. To turn consumers into brand advocates, companies must leverage data-driven insights to fine-tune their marketing strategies and meet the high demands of modern shoppers.



We collected and analyzed responses from **1,000 US-based consumers**

to unearth how shoppers learn about personal technology products, what influences their buying decisions and what content they value most.



AWARENESS

Do they even know you exist? When launching a new product in a crowded market, ensure people can find it in the places they are looking. Consumers are moving away from learning about products from friends and family, and turning to social media.

2x

From 2018 to 2019, the number of consumers using social media to find out about personal technology products **has more than doubled.**

26% to 57%

At the same time, the number of consumers using friends and family to find out about personal technology products has **decreased by 21 percent.**

71% to 56%

21%



PRO TIP: Create visually engaging content for social media to reach consumers where they spend hours every day.

INFORMATION GATHERING

Now that they know the product exists, consumers will turn to others to learn more. Whether it's from friends and family, online reviewers or technology influencers, consumers rely on other people to help make informed decisions.

2x

From 2018 to 2019, the number of consumers watching YouTube reviews **has more than doubled.**

18% to 38%

83% of consumers **check online reviews** before purchasing a personal technology product.

71% of consumers have decided **against making a purchase** due to a lack of online reviews.

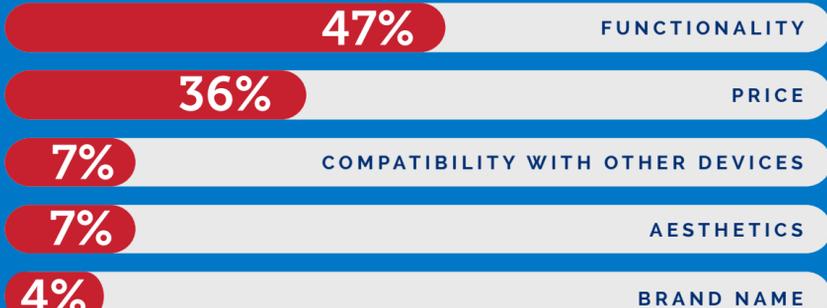
57% of consumers **consult friends & family** before purchasing a personal technology product.

PRO TIP: Education is a fundamental part of any marketing mix. Compelling video content and a solid review program need to be core elements of a marketing strategy.

READY TO PURCHASE

After consumers learn more about the product, they are going to consider a few **key attributes** before adding it to their cart. The factors they care most about will sway whether or not they purchase the product.

What is most important to consumers?



PRO TIP: Since most people are brand agnostic, all brands—especially up-and-coming companies—should focus on improving the product's functionality and price to sway consumers and compete in crowded marketplace.

POST PURCHASE

As we learned, **57% of consumers** will learn about the product through friends and family. Therefore, once someone has purchased the product, a positive user experience through informative content will help build brand advocates.

71%

of consumers **watch how-to videos** to learn more about their new personal technology products.

44%
increase over 2018

69%

of consumers **read product reviews** after purchasing a personal tech product to learn more about it.

40%

of consumers **read hacks and tip sheets** to learn more about their new personal technology products.

PRO TIP: Make sure there is how-to content (especially video!) to teach users about the device. The more they know, the more they can share with friends and family to re-start the buying cycle.

