

## Researching and Buying Technology Products - UK - July 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“Including professional reviews along with user reviews on product webpages has the potential to facilitate the purchasing decision and shorten the consumer journey to purchase, therefore boosting conversion rates and reducing the risk of dropouts.”  
– **Sara Ballaben, Senior Technology Analyst**

This report looks at the following areas:

- Could professional reviews help to shorten path to purchase?
- Better integrating online and offline channels to facilitate mobile conversions
- Building retention among under-45s

Despite a marked tendency to start the technology consumer journey online – three in four consumers start their technology shopping digitally – offline sources do play an important role later in the purchasing process, with only a seven percentage point gap between overall usage of online and offline sources (95% compared to 88%).

Retailers’ websites are by far the most important source of information when shopping around for technology products, with seven in 10 consumers saying they would visit a retailer’s website at some point in the process. Reading user reviews follows at 63%, but a potential issue around the credibility of online reviews is leading consumers to trust professional reviews more. As a result, consumers say they can reach a purchasing decision faster if expert opinions are involved.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The facts

The implications

Better integrating online and offline channels to facilitate mobile conversions

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