

# Who holds the reins on making big purchases? Social media & online reviews.

Big buys aren't taken lightly - people like to fact check before breaking the bank on a new item. Social media has the opportunity to impact consumers making a large purchase decision. Males and females who rely on online reviews, show tendencies to gravitate towards certain apps.



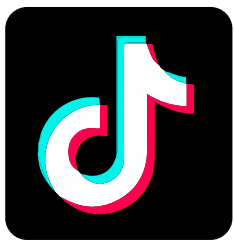
**Males** who rely on online reviews when making a large purchase:

**47% use Instagram**

**35% use Twitter**



**Males** who rely on online reviews when making a large purchase, **use Twitter nearly 2x more than Females.**



**Females** who rely on online reviews when making a large purchase:

**37% use TikTok**

**43% use Instagram**



## What Next?

Companies can leverage their social media accounts to repost product reviews or explore influencer sponsorships as a means to promote their products among consumers, both men and women, who rely on online reviews when making significant purchasing decisions.

### NEED RESEARCH?

Contact us now: [solutions@mfour.com](mailto:solutions@mfour.com) or call 714-754-1234.

Data witnessed May 2023.

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