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 or call 714-754-1234.
Data witnessed May 2023.