When making a major purchase (for example, a car or laptop), our decisions can be influenced by different sources of information. Explain how each of the following sources of information can influence your decision.  
(1) Recommendations from friends or colleagues  
(2) Information from media (for example, TV, magazines, newspapers)  
(3) Recommendations from salesperson in the store

As technology is developing at an incredible speed, people have more ways to receive information. However, when making a major purchase, these variations sometimes concern people as too many people have influenced them and they do not know whose suggestions should they refer to. As far as I am concerned, recommendations from friends and colleagues influence them the most. My reasons are as follows.

Firstly, friends and colleagues are the ones who have the closest contact with the choice maker. Every day they work together, hang out together, or even live together. People tend to trust the ones that are nearest to them, and they will make a significant influence on the choice-maker. However, information from the media is not that convincing because people only know these media since they want to make that purchase. People will mainly not be influenced by those recommendations from salespersons, because they know these salespersons’ job is to sell these goods to buyers, and they will convince buyers as much as they can, even if the goods may not be that good.

Secondly, colleagues and friends may have the same experience with the decision maker, as they are in the same hierarchy, have the same jobs, or even have similar houses. They can provide the decision maker with precious experiences and suggestions. People will be influenced by this advice that is relatively more realistic than advice from salespersons. Take my friend Tony as an example, when he needs to purchase a new laptop, he was deeply influenced by me because I bought a laptop last year. However, that laptop not only did not benefit my studying but also destroyed some of my important schoolwork. When he went to the store to buy laptops, although the salesperson recommend the same laptop to him, even though the advertisement publicize that laptop like crazy, Tony did not even take a look at that laptop. This proves that friends’ suggestions influence more than the salesperson’s suggestions as well the advertisement.

From all of above, it is safe to land the conclusion that suggestions from friends and colleges influence more than salespersons and advertizements.