People’s living standards have been increasing significantly in the past decades, as well as their purchasing demands. When buying costly goods ranging from houses, cars, to computers and cellphones, people tend to gather information beforehand, also accepting suggestions from various kinds of sources. Some would claim that it is better to accept suggestions from friends, while others oppose by claiming advertisements and salesmen as a more promising and reliable source, or even relying on themselves. As far as I am concerned, I hold the opinion that suggestions from friends and colleagues are more reliable than other sources. Here follow my reasons.

First and foremost, friends and colleagues know people well. People spend their time mostly with their friends and colleagues, so that their friends know their preferences and what they see the most important. When giving suggestions, they are able to lend a customized feedback to those who need suggestions. Take myself as an example, the most part that I value is the graphic card. My friend Jane know me well, so when I was considering to update my laptop’s hardware last year, Jane suggests me some gaming laptops from small companies such as Xiaomi, Mechanical Revolution that were equipped with the latest gaming graphic cards and a relatively low price, compared to those laptops from big companies from MSI, Asus, Lenovo and Alienware.

Secondly, friends and colleagues are not utilitarian when giving suggestions, as they do not have any relationship with the product company. An additional purchase of good will not affect their interest or income. Without those concerns, friends and colleagues are able to give some relatively fair feedbacks to those people in need. A recent experiment shows that when people’s interest are not related with the product that they are talking about, over 95% people tend to give a unbiased feedback, thereby benefiting to those consumers as it prevents them to purchase unpromising products. Take my friend Tony as an example, when I was building up a mechanical keyboard a few years ago, I first decided to use Gateron cream yellow as the switch of my customize mechanical keyboard, Tony suggests me to use the cherry brown instead, as it can be lubed easily and