Subject: Branding question
Posted by mixinlady on Fri, 13 Jul 2012 18:52:53 GMT
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How did you settle on the brand to purchase when it came to your home theater system? Did you look up lots of reviews, rely on past experience or recommendations, "go with your gut" or something else?

Subject: Re: Branding question
Posted by LuvMartin on Sat, 14 Jul 2012 02:20:24 GMT
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Yes, we read LOTS of reviews before we buy anything, and we no longer buy anything Sony. There was a time when we bought everything Sony, but their quality dropped so low I won't even consider them. You also couldn't pay me to get anything that was HP ever again. We had a horrible experience with their product and their customer service.

Subject: Re: Branding question
Posted by audioaudio90 on Fri, 20 Jul 2012 13:47:05 GMT
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We look mainly at online reviews and past experience. For example, I read great reviews about Harman Kardon, generally trust the brand, and have been happy with their receivers for years.

Subject: Re: Branding question
Posted by gofar99 on Fri, 20 Jul 2012 14:50:46 GMT
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Hi, By all means do the research, but beware..... some less scrupulous companies have their own folks writing bogus reviews. If all the reviews are positive and there are no complaints watch out.

Subject: Re: Branding question
Posted by Nymeria on Mon, 23 Jul 2012 20:04:45 GMT
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gofar99 wrote on Fri, 20 July 2012 09:50Hi, By all means do the research, but beware..... some less scrupulous companies have their own folks writing bogus reviews. If all the reviews are positive and there are no complaints watch out.

That's a good point. Paid reviews are a big business. I also watch out for extremely similar reviews at multiple sites and discount those when I find them.

Subject: Re: Branding question
Posted by Damon73 on Sun, 26 Aug 2012 02:36:00 GMT
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mixinlady wrote on Fri, 13 July 2012 13:52How did you settle on the brand to purchase when it came to your home theater system? Did you look up lots of reviews, rely on past experience or recommendations, "go with your gut" or something else?

I prefer to ask for recommendations from my friends and family. Online reviews are definitely helpful when I have nowhere else to turn, but I trust people I actually know much more.

Subject: Re: Branding question
Posted by Chicken on Tue, 09 Oct 2012 23:13:35 GMT
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Damon73 wrote on Sat, 25 August 2012 21:36mixinlady wrote on Fri, 13 July 2012 13:52How did you settle on the brand to purchase when it came to your home theater system? Did you look up lots of reviews, rely on past experience or recommendations, "go with your gut" or something else?

I prefer to ask for recommendations from my friends and family. Online reviews are definitely helpful when I have nowhere else to turn, but I trust people I actually know much more.

Yes, I trust personal reviews better as well. Plus, if the person you are asking is close by, you can go listen to their system.

Subject: Re: Branding question
Posted by audioaudio90 on Wed, 10 Oct 2012 12:56:23 GMT
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I forgot about personal reviews. Yes, those are extremely helpful as well, at least as long as you trust the ears of the person you are talking to.

Subject: Re: Branding question
Posted by Sunflower on Sat, 03 Nov 2012 03:10:36 GMT
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gofar99 wrote on Fri, 20 July 2012 23:50Hi, By all means do the research, but beware..... some less scrupulous companies have their own folks writing bogus reviews. If all the reviews are

positive and there are no complaints watch out.

This is so true. I first noticed it when looking at reviews for something unrelated to music. They all had such a similar writing style that it was kind of obvious, but it made me watch for fake praise on other sites too. If I was buying something expensive I'd like to hear it in action first.

Subject: Re: Branding question
Posted by love2play on Wed, 21 Nov 2012 01:52:41 GMT
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We are currently in the market for a new home theater system and we have just been asking around to see what others have and like. If something in particular comes up more than once we go and look at online reviews as well.
