

newsworthy trends

Accessorizing Appliances

(NAPSA)—A recent study delved into the consumer mindset when it comes to their electronics accessories purchasing habits.

According to the Consumer Electronics Association, nearly half of consumers will replace an accessory that came with an electronic device. These people say they will base their decision on quality over cost.

The study, called Accessories Purchasing in the 21st Century, shows that 61 percent of online U.S. consumers shopped for accessories in the past year and more than half made a purchase.



CEA®
Consumer Electronics Association

Consumer electronics accessories are popular with many people for themselves and to give as gifts.

The study found a few more fascinating facts and figures:

- Enhancing the performance of a device is the primary reason behind most accessory purchases.
- Price and convenience were the top factors for consumers in determining where to purchase the product.

You can find more information about the survey and about electronics online at www.CE.org or by calling (866) 858-1555.