



Consumer Survey Report

The Role of *Reviews* in *Creating* a *Superior Shopper Experience*



Mike Turner ★★★★★
Fantastic quality & design.
Very impressed.



Charlotte ★★★★★
High-quality handbag that
adds a splash of sunshine



Beatrice ★★★★★
A vibrant, aesthetic armchair
that's a must-buy!

Foreword

Consumers today are louder than ever.

They're more aware and informed than any other time in the history of commerce. Their opinions, comments, and feedback, whether positive or negative, are shaping consumer perceptions and pushing brands to do better.

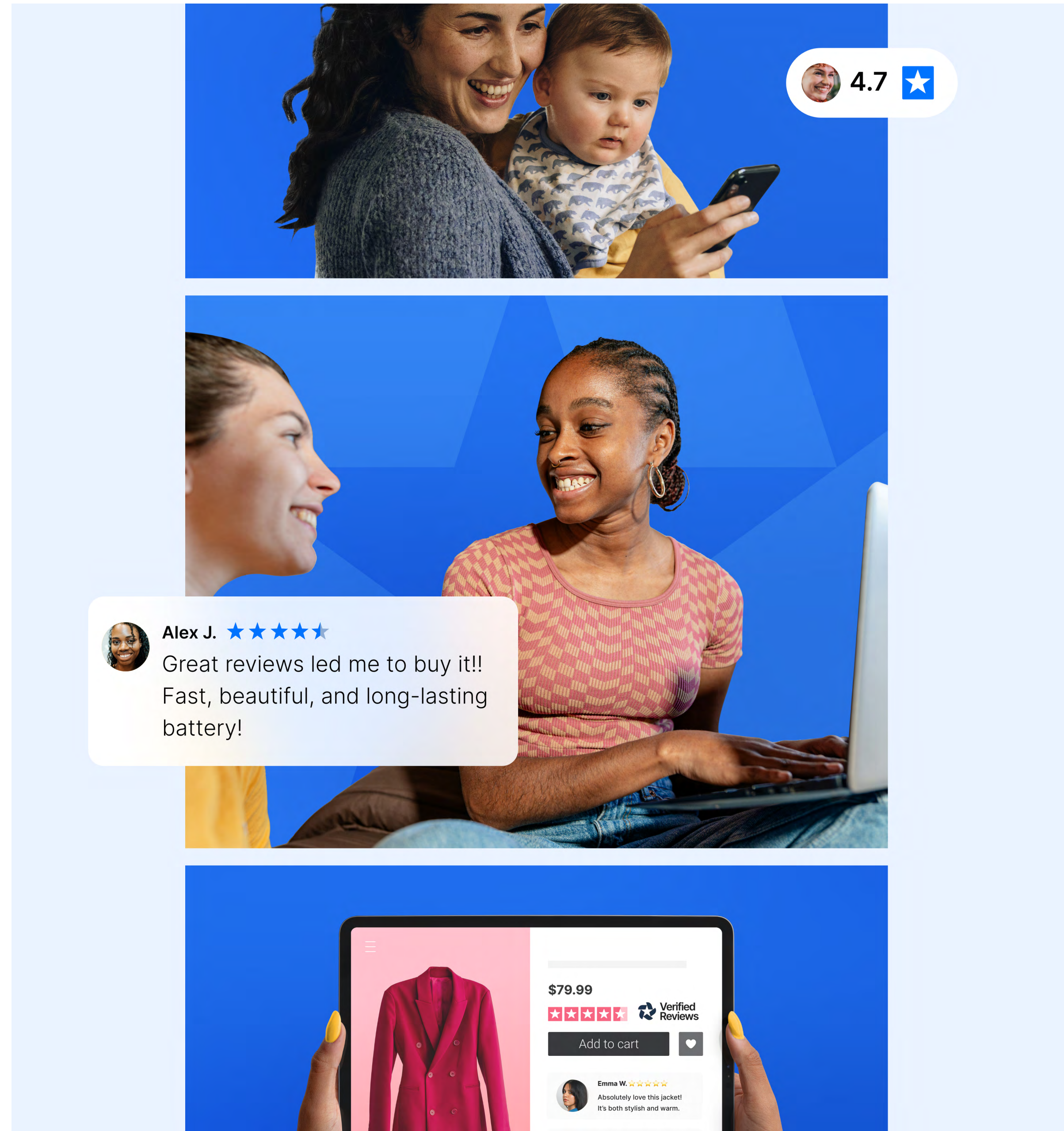
Social proof is now making headlines as more and more marketers understand its business value. The findings of this report will serve as a guidepost for brands and retailers to understand how much consumers value and utilize reviews.

It's not a surprise your customers are always hunting for authentic content. They are seeking out valuable insights into the products they want to buy. As seen in the report, **75% of consumers say they read reviews before buying anything and 71% say they leave a review within 7 days of purchasing a product.** This certifies that giving potential buyers reliable information not only earns their trust but also influences their buying decisions.

Brands that leverage these voices are gaining far more than just sales, they are gaining a community of loyalists and brand advocates. There is no time like now to jump on the bandwagon and bridge the gap between what your consumers want and what you offer. As our report will reveal consumer behavior, habits, and preferences regarding review usage, you will notice that brands that leverage and amplify these will benefit in the long run.



Angelica Reyes
Chief Marketing Officer, Skeepers



Introduction

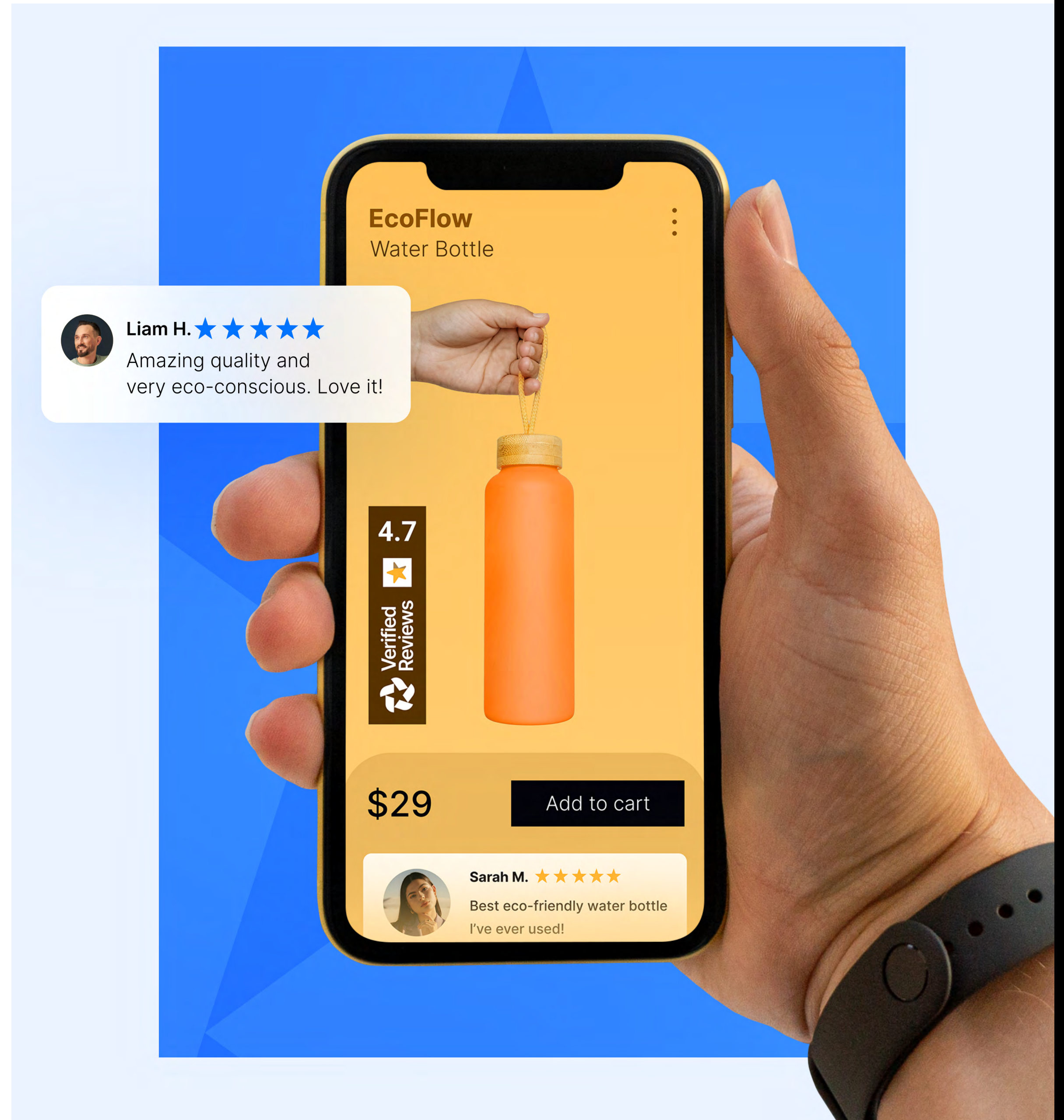
As consumers become more vocal about their expectations, views, and opinions, creating a superior shopper experience is the current imperative.

Unlike in-store, the online shopping experience is limited in terms of sensory notes. **A shopper cannot touch, feel, demonstrate, test, and try the product before buying it.** So, they rely on the word of other shoppers who have already purchased the product.

This report proves that a growing number of people pay attention to reviews when making a purchase decision. The rise of this culture implies that businesses that tap into the momentum to gain customer insights through reviews will gain further visibility in the customer journey.

Consumers are speaking with you through their reviews.

All you must do is **listen and act.** Being customer-centric and prioritizing the demands of customers is the only way up.



About the Report

72,000 Respondants

4 Consumer Generations

3 European Markets



The first consumer survey report by Verified Reviews echoes the sentiments of consumers about how important reviews are to the shopper's experience.

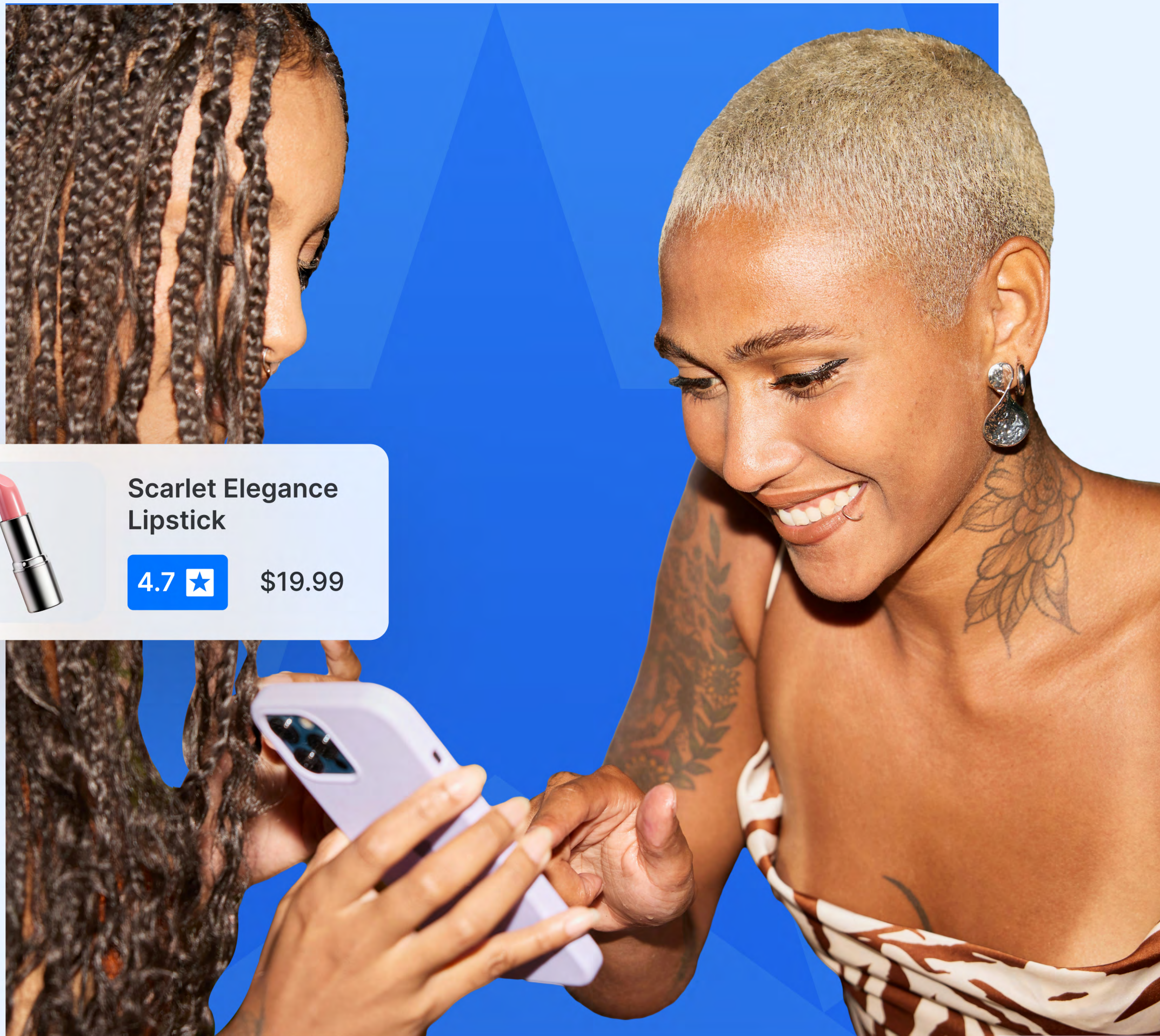
Over 72,000 people participated globally in the survey, including GenZ, Millennials, Gen X, and Baby Boomers.

Conducted in March 2024, a two-part survey was sent anonymously to consumers in 3 key European markets France, Spain, and Italy for a duration of 2 months. The survey focused on how reviews are used, how reviews boost purchase confidence, and the impact of review authenticity and credibility.



Review Culture

The Growing Influence on Buyer Decisions



The review culture is spreading like wildfire. The way people talk, shop, behave, consume is all based on the reviews and recommendations of friends, family, and other shoppers. Even before picking a spot for dinner or a new mobile phone, people want a lowdown on what's selling like hotcakes, and what's not.

75% of consumers reported they read reviews before shopping. Globally, **79% say they trust reviews coming from their friends and family.** In **France**, the figure stands at **79%**, in **Italy** it drops to **72%**, and in **Spain** it rises to **83%**.

Most of the time, consumers are looking for someone to validate their choice so much so that **40% of them read** anywhere **between 1 to 5 reviews** before making a purchase. **60% read 6 or more reviews.**



46% of consumers are focusing on 5-star reviews while 25% are giving attention to 1-star reviews, indicating their attempt at building confidence in their purchase decision.



Regularly providing these consumers with fresh and updated reviews including photos and videos can amplify brand credibility and their trust.

The **review culture has made people cautious and vocal**, increasingly relying on multiple sources to back up their decisions.

Consumers are turning to multiple sources to read reviews before buying.

78% of those surveyed said they read reviews on 1 to 3 different sites, 16% said they check 3 to 5 sources and only 6% said they visit more than 5 sites before buying.

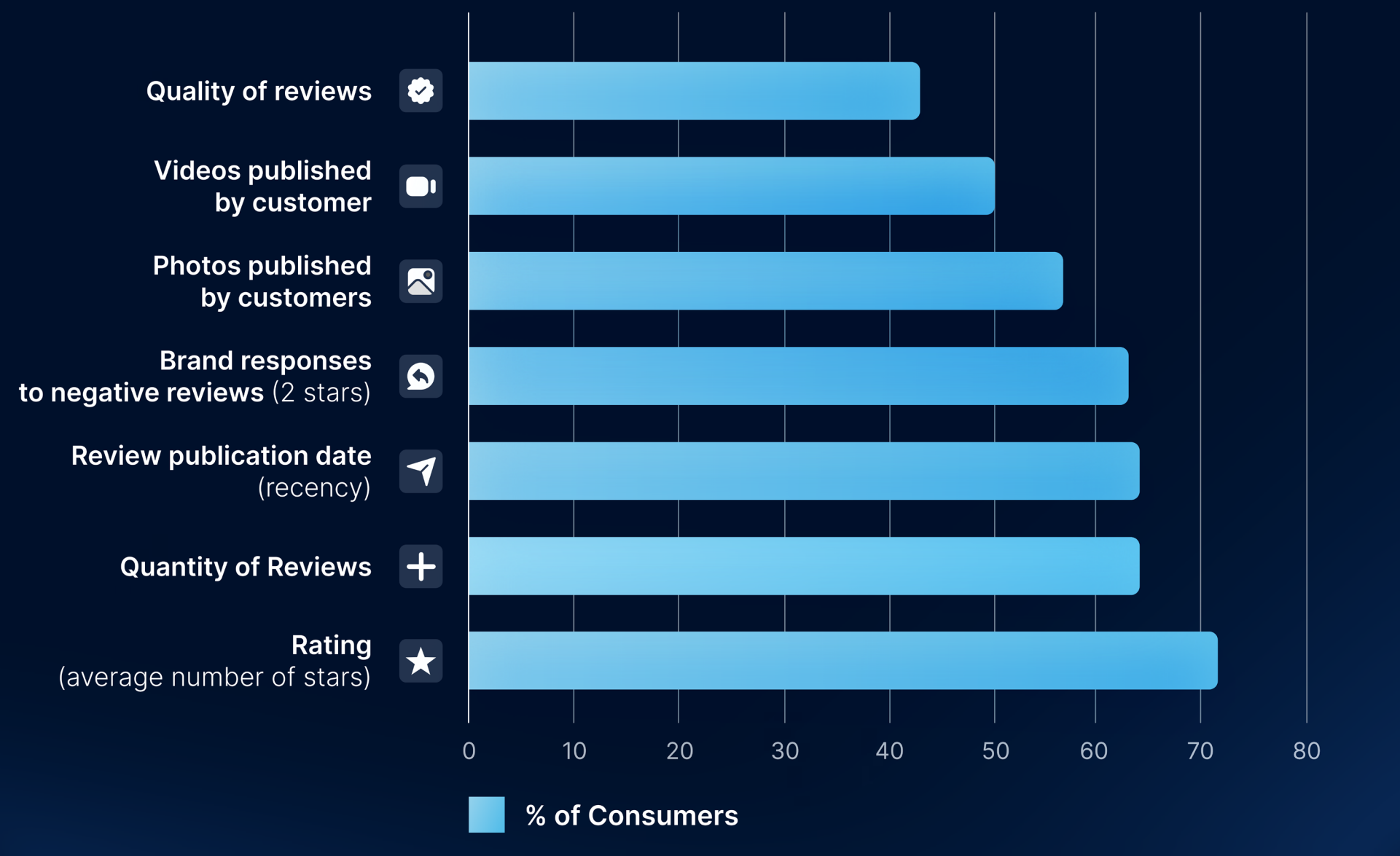
This underscores the importance for brands to engage with reviews across multiple channels and syndicate their reviews across platforms.



Consumer trust is multifaceted

Quantity, quality, rating, recency, visual content, and brand responsiveness all play significant roles in shaping consumer perceptions and influencing purchasing decisions.

When consulting reviews, what do you trust the most?



More than **72%** of people say that they trust the average rating or number of stars assigned to a product or service and a substantial proportion, **64%**, trust the recency of review publication dates.

Recent reviews are perceived as more relevant and reflective of the current product or service performance. Consumers often prioritize recent feedback to ensure that they are making informed decisions based on the most up-to-date information.

A significant majority of respondents, **65%**, trust the quantity of reviews. This suggests that consumers perceive a higher volume of reviews as indicative of popularity and trustworthiness. When a product or service has many reviews, consumers may feel more confident in the consensus. This highlights the importance of syndication and distributing reviews across multiple commerce channels, ensuring that the volume of reviews is maximized and visible to a wider audience, thereby enhancing consumer confidence and trust.

63%, trust brand responses to negative reviews with two stars or less. Prompt and professional responses to negative feedback demonstrate a brand's commitment to customer satisfaction and service excellence. Brand responses can make or break acquiring new customers and retaining existing ones.

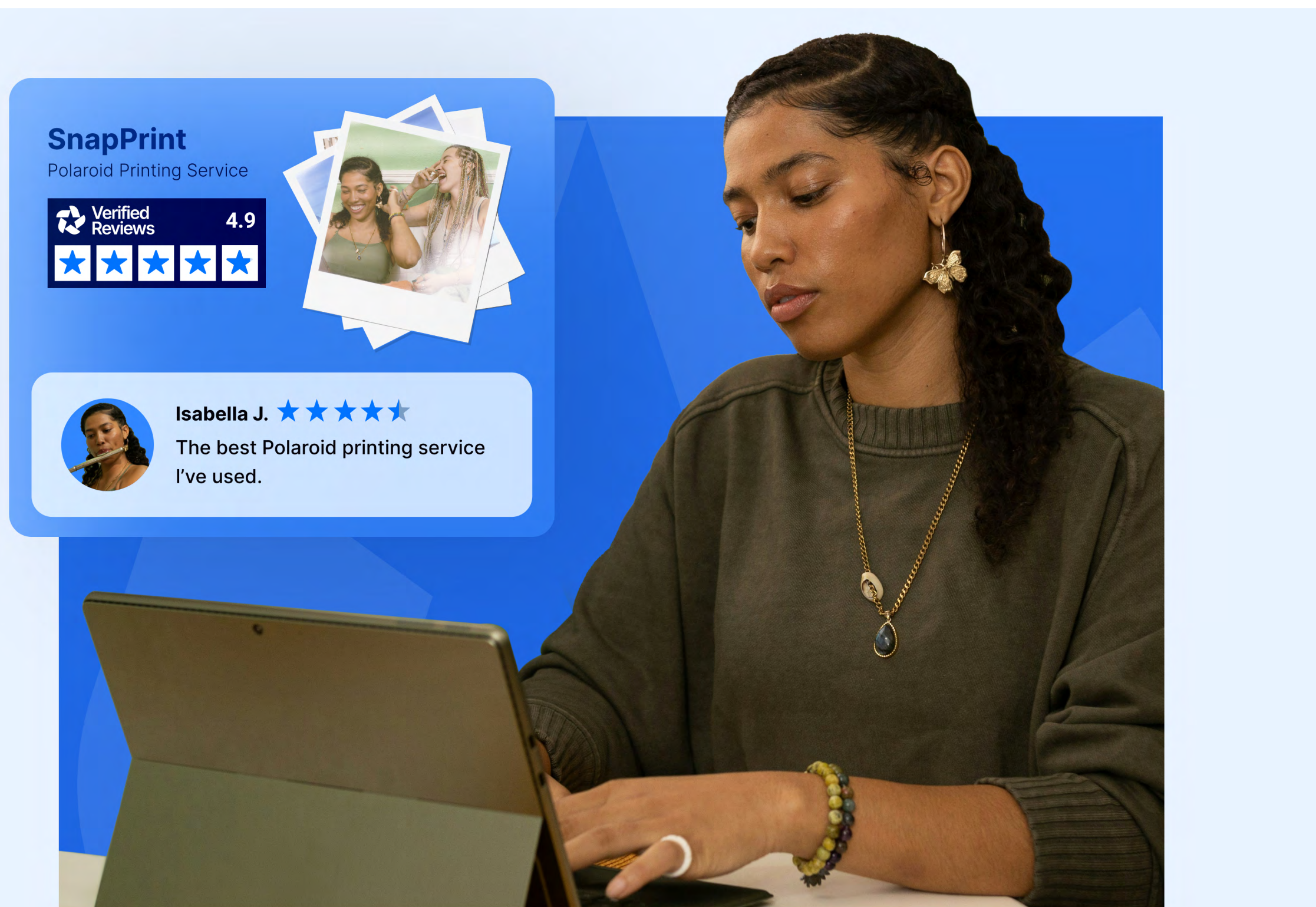
Furthermore, over half of respondents, **57%**, trust photos published by customers. Visual content adds depth and authenticity to reviews, allowing consumers to see the product or service in action.

Generating a high volume of authentic reviews, ensuring the quality and credibility of the content is a pressing priority for brands.



Consumer Voices Get Louder

The Surge of People Writing Reviews



While more and more consumers are reading reviews, they are also writing them. As online markets became competitive for brands, the power of choice shifted into the hands of consumers.

Constructive feedback has become a thing and with so many channels available to leave a review, **star ratings have become a popular and trusted source of information.**

Consumers are using reviews as a decision-making tool, but they are also using it as an outlet for their opinions, recommendations, and feedback to guide other buyers and help brands improve.

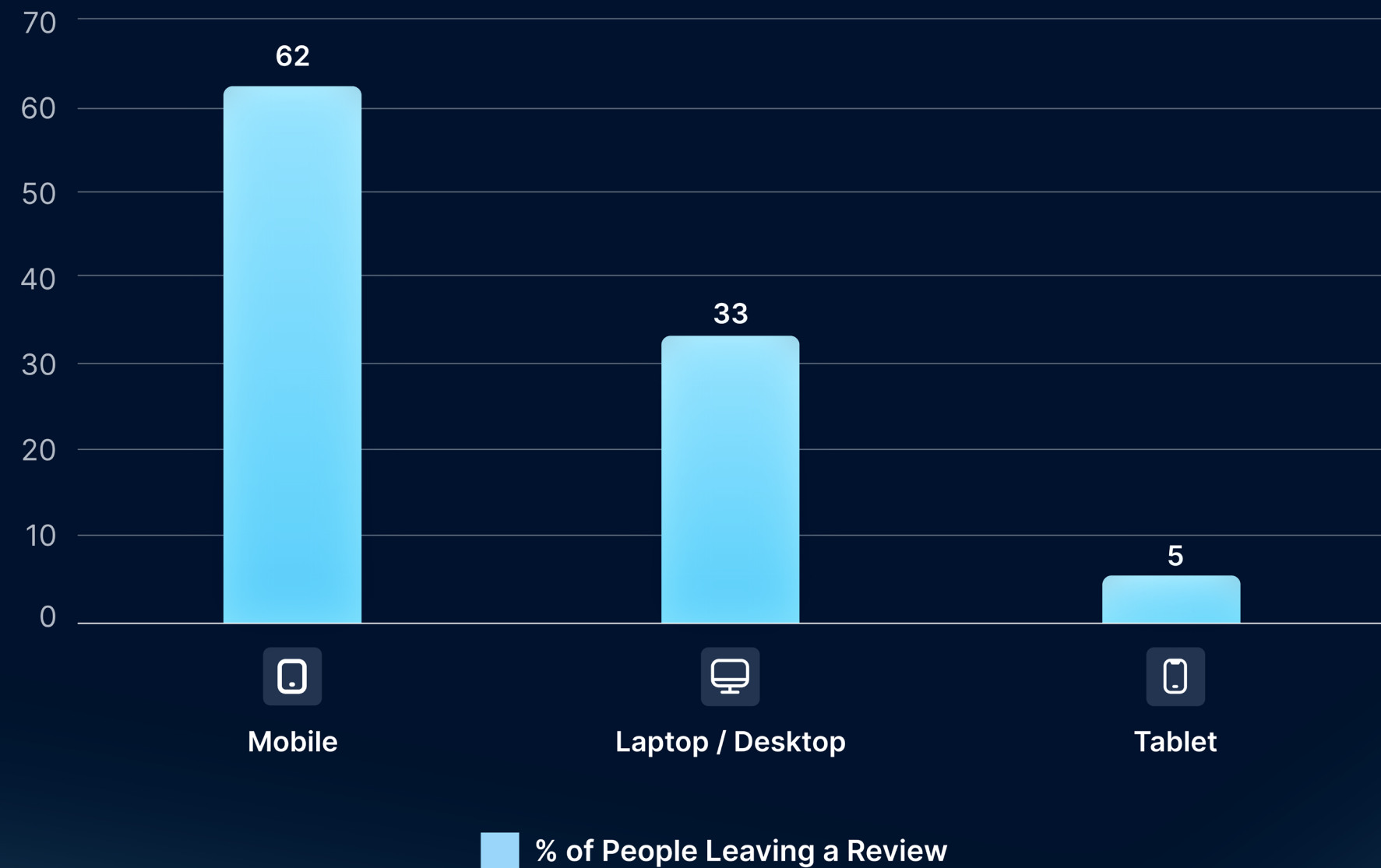
59% of people surveyed leave reviews more than 50% of the time, and 71% of consumers said they leave a review within 7 days of purchasing the product while.

In **Spain, 86%** of surveyed consumers leave a review within seven days of purchase, compared to **70% in France** and **66% in Italy.**

64% surveyed consumers in Spain say they **leave reviews more than 50% of the time,** while **59% in Italy** and **51% in France** report the same.



Which device do you use when leaving a review?



Our findings suggest that consumers tend to leave reviews on their mobile devices, likely due to the convenience and ease of use they offer.

The vertical handset is a necessity, and consumers are accustomed to carrying out most of their tasks on this device.

In our survey, the majority of consumers, **62%**, said that they leave reviews using mobile phones. **33%** said they use a laptop or desktop and only **5%** said they use a tablet.

The significant preference for mobile phones can be attributed to the convenience and accessibility that they offer. With smartphones always at hand, consumers can quickly and easily submit their reviews right after experiencing a product or service.

This trend underscores the importance of mobile-friendly interfaces for businesses seeking to capture customer feedback. Ensuring that review submission forms and processes are optimized for mobile devices can significantly enhance the user experience and potentially increase the volume of reviews.



Real Reviews, Real Impact

The Hunt for Authentic Reviews

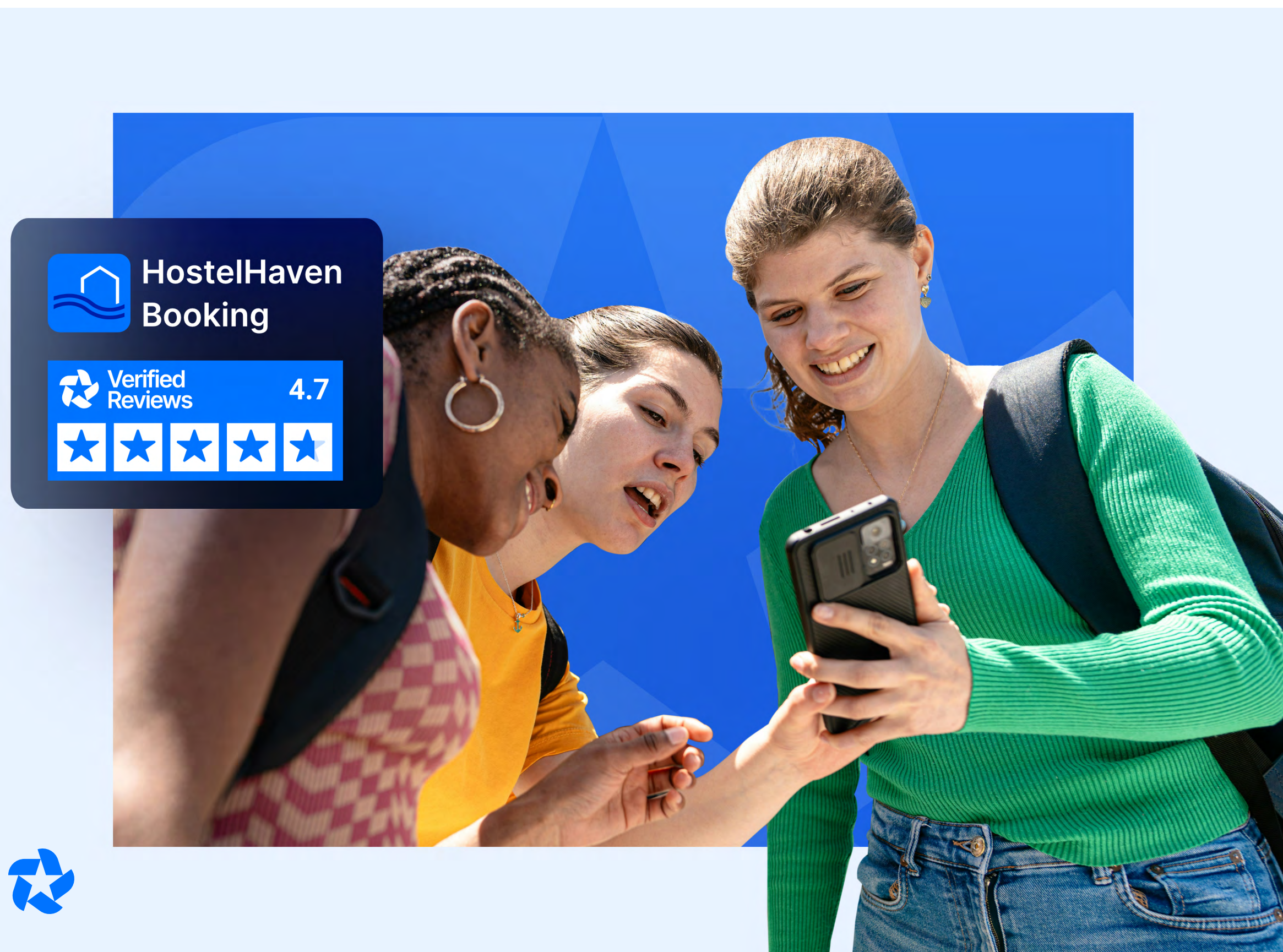
Despite the growing number of people reading reviews, **they continue to seek authenticity and relatability in the content.** Most brands fall short of expectations. This is usually a demand and supply problem of authentic reviews.

At every stage of the buyer's journey, **trust is a key driver.**

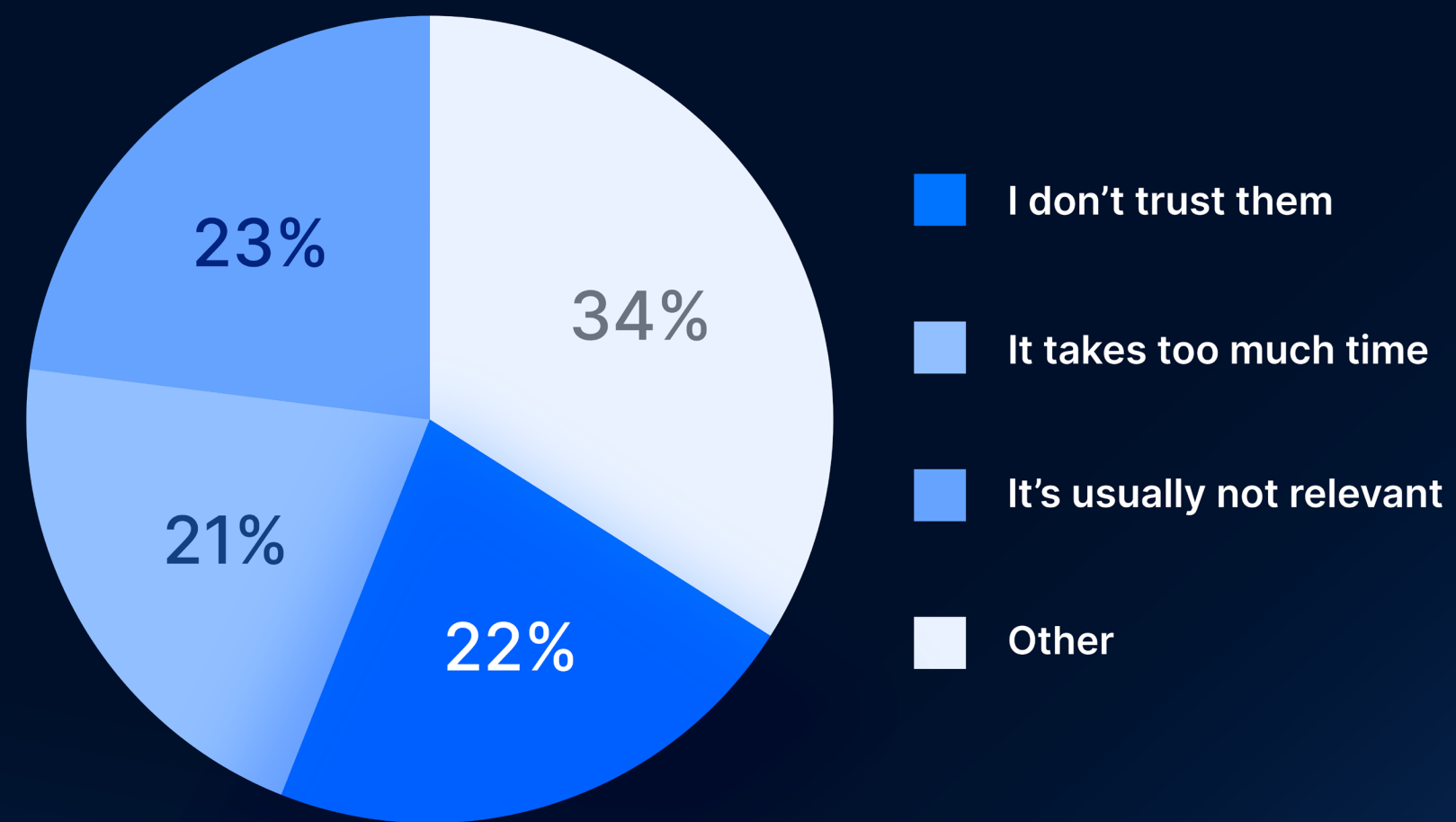
Young consumers globally love and support brands that are credible, authentic, and genuine in their communication.

In our survey, a significant majority, 79%, read reviews before making a purchase. This indicates that reviews play a crucial role in the purchasing decision process for most consumers.

However, 21% of consumers still believe that reviews lack credibility and authenticity.



Why People Opt Out of Reading Reviews

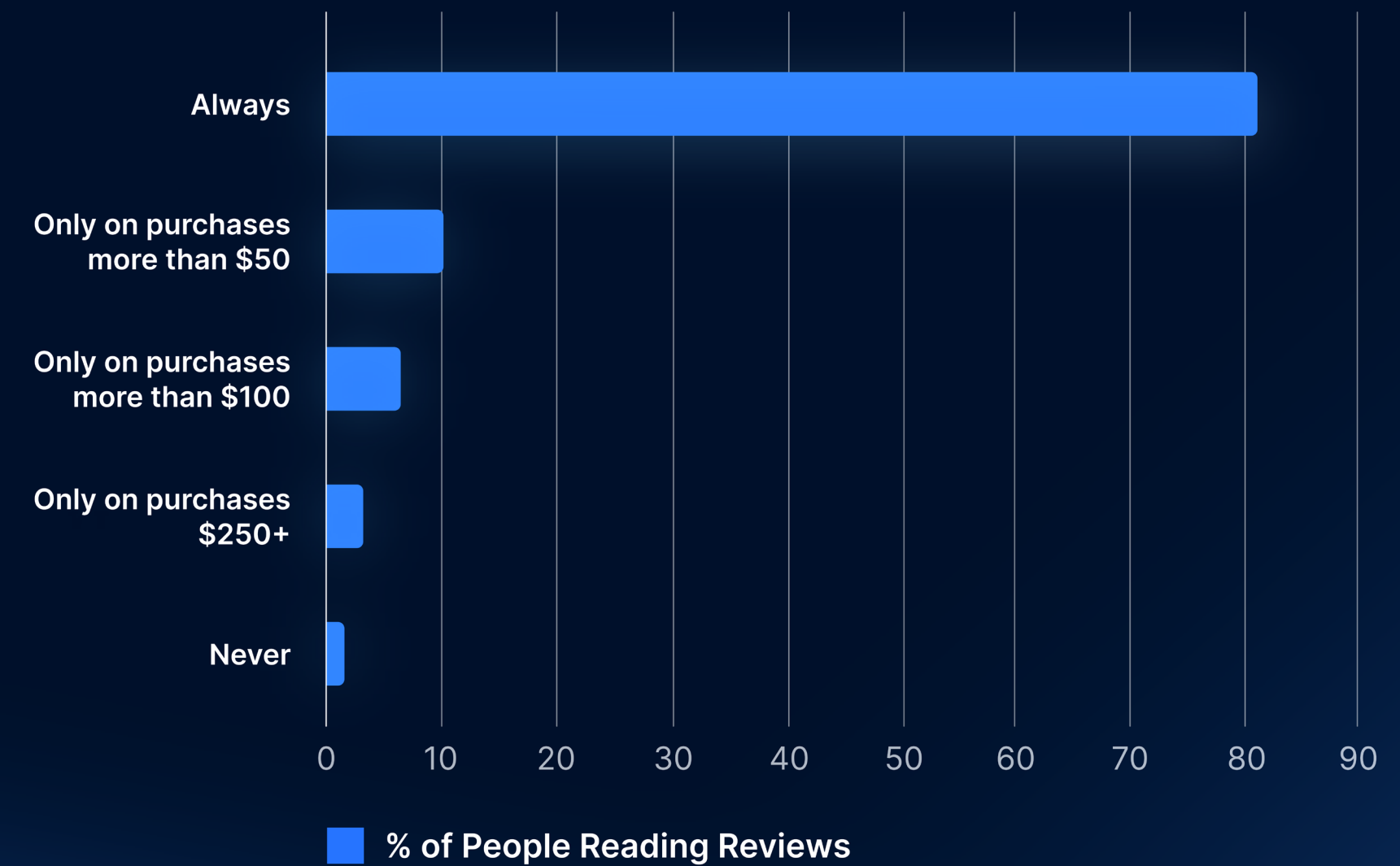


Among the people surveyed, **23% find reviews usually not relevant**, suggesting lack of authenticity in reviews that do not add value to their decision-making process.

A close **22% do not trust reviews**, again pointing to skepticism about the authenticity or reliability of user feedback.

Finally, **21% believe that reading reviews takes too much time**, indicating a preference for quicker decision-making processes.

How often do you read reviews before purchasing a product?



Among those who read reviews, a striking **81% do so consistently for all purchases**, demonstrating the high level of importance they place on reviews.

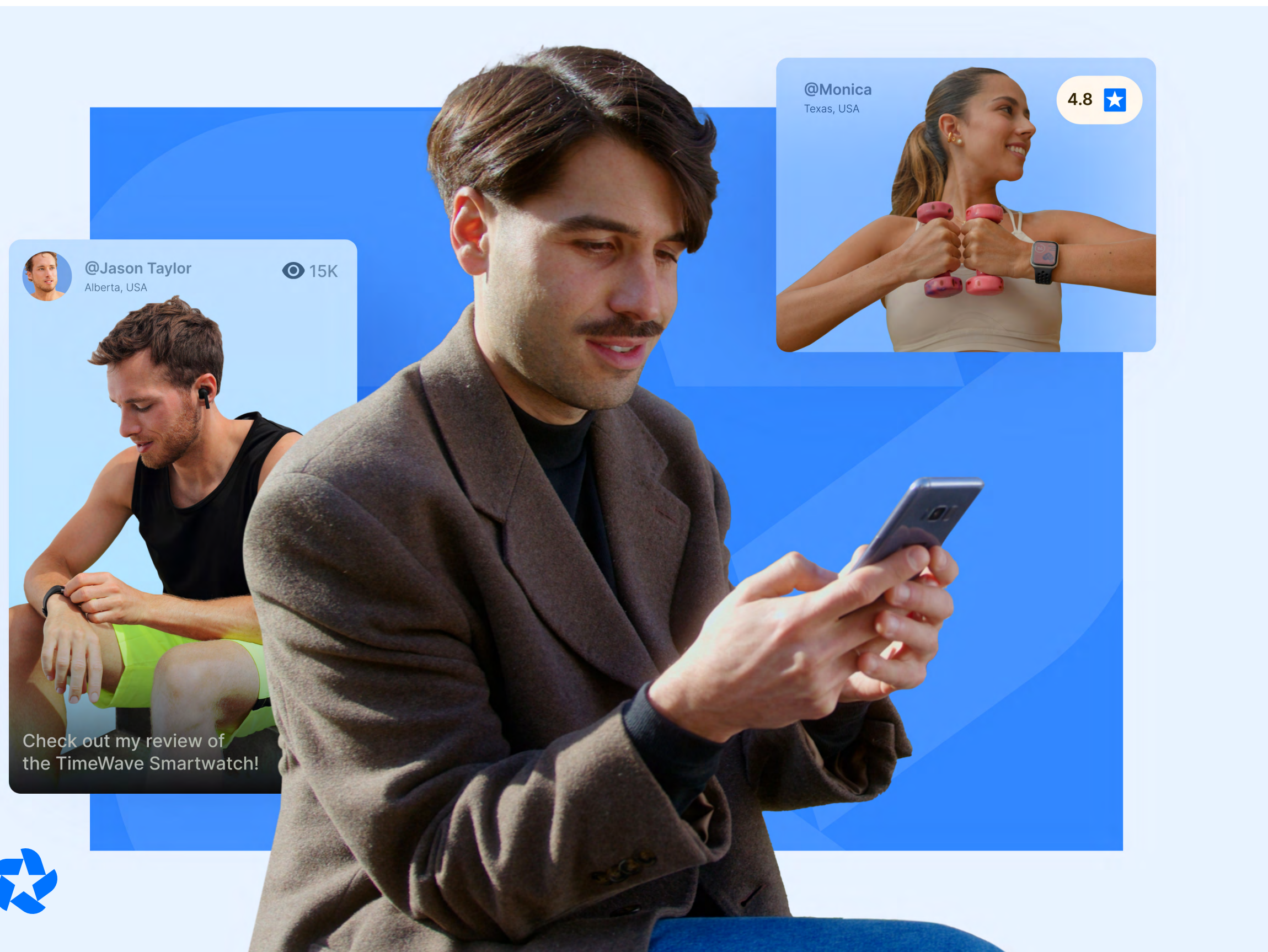
The survey data reveals that consumers are more likely to read reviews for higher-priced items, with **10% doing so for purchases over \$50, 6% for purchases over \$100, and 3% for purchases over \$250.**

This trend highlights a critical insight for businesses: as the price of a product increases, so does the level of scrutiny from consumers. Thus, maintaining high standards for higher-priced items is crucial so that businesses can ensure they meet consumer expectations.



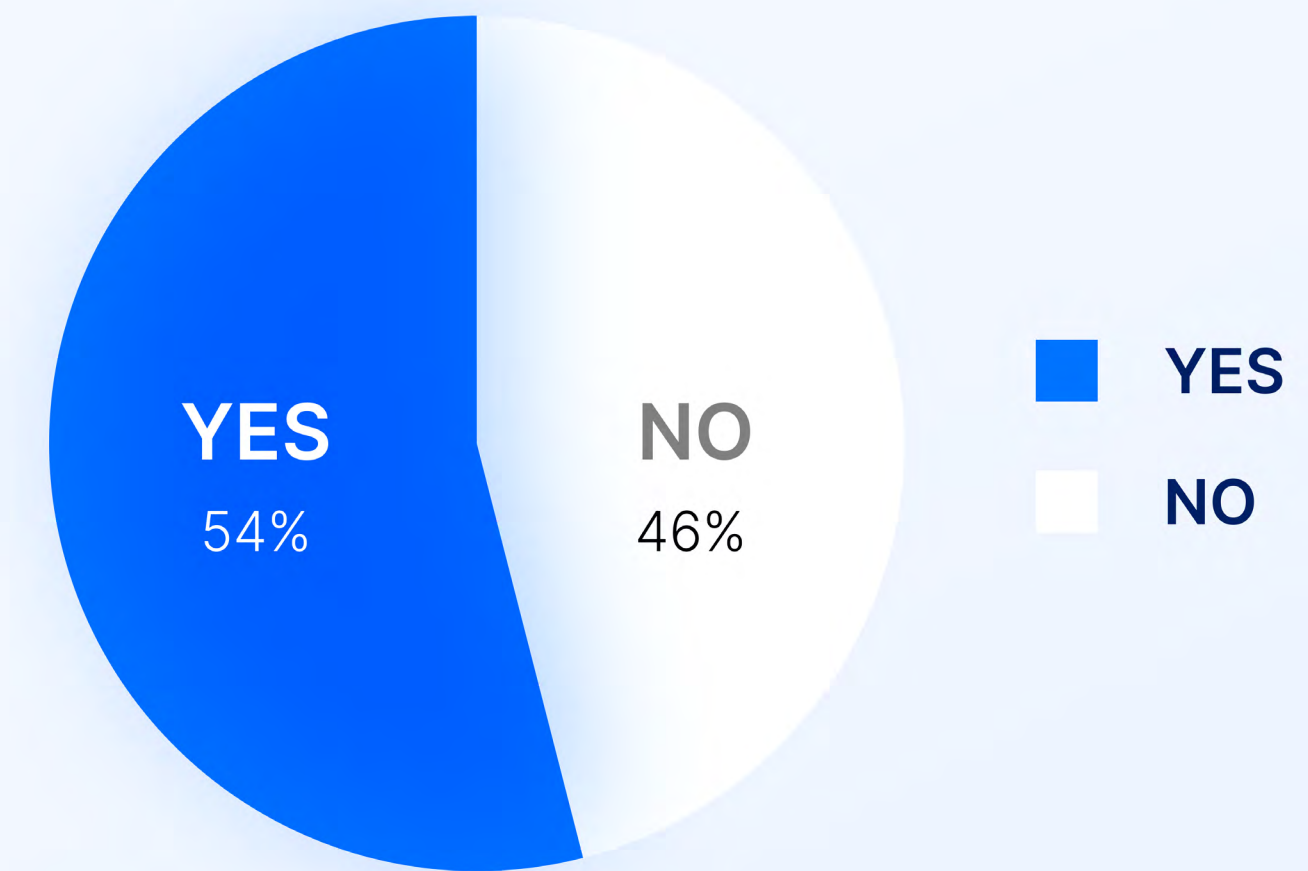
The Rise of Multimedia

Reviews with Photos and Videos



As the demand for authenticity rises, brands, creators, and consumers are hustling to ramp up credibility in their content. As a result, reviews with photos are gaining traction. It's not just about skimming words anymore; people crave visual confirmation of fellow consumers actively engaging with the product.

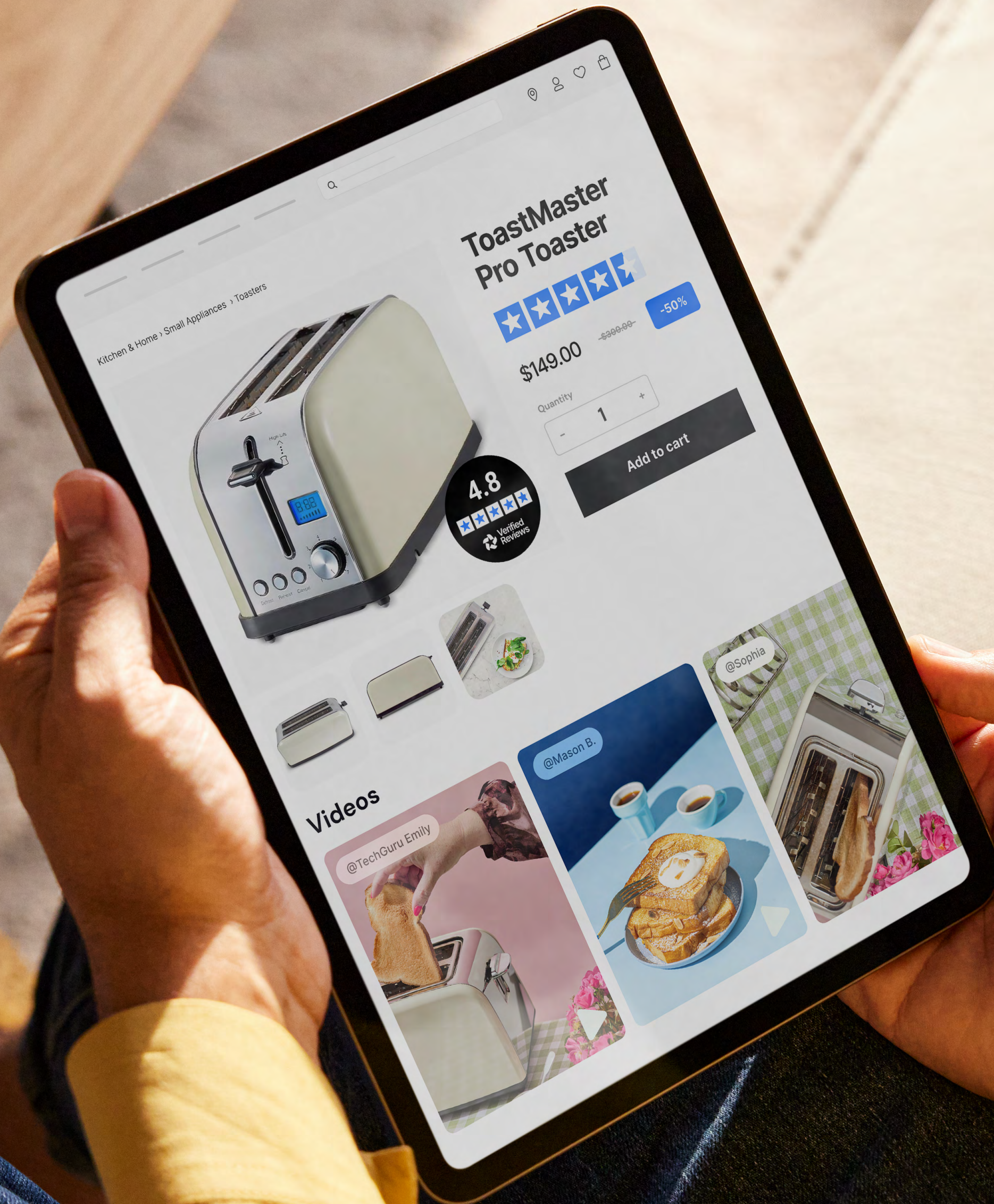
Do you trust reviews with photos?



54% of consumers trust reviews with photos more than those without. This indicates that visual content adds value and credibility to reviews for a significant portion of consumers.

However, **46% still do not prioritize reviews with photos**, suggesting that textual content alone may suffice for them or that they may have other criteria for assessing trustworthiness.





Interestingly, among those who trust reviews with photos, there is a split in trust when it comes to reviews with videos. Nearly half, 49%, trust reviews with videos more than those with photos

Consumer responses suggest that visual content, particularly photos, plays a significant role in enhancing trust in reviews for the majority of consumers. Moreover, the preference for reviews with photos indicates that consumers find visual evidence to be persuasive and trustworthy.

Photos provide tangible evidence of the product or experience being reviewed, allowing consumers to assess its quality and authenticity more effectively than text alone.


Brands should recognize the importance of incorporating visual content, such as photos and videos, into their review platforms and strategies.

High-quality images and videos in reviews that accurately represent the product or service can significantly enhance consumer trust and confidence in purchasing decisions




@Mia L.
Ohio, USA



 **Isabella J.** ★★★★★
Reviews are crucial—they led me to this amazing product!



 **4.2** ★

Conclusion

This consumer survey report highlights the critical role of reviews in shaping an unparalleled shopper experience.

The findings reveal the growing influence of reviews on buyer decisions and the surge in consumer engagement with review content.

Consumers are now voicing their opinions and following the recommendations of like-minded shoppers.

Brands and retailers must begin to listen and act on it to connect with their consumers on a deeper level.



Here are some key metrics to remember

Trust in Reviews

75% of consumers read reviews before making a purchase, and 79% trust reviews from friends and family. Trust in reviews is further influenced by factors such as quantity (65%), quality (43%), recency (64%), and brand responsiveness to negative feedback (63%).

Multimedia Impact

Visual content significantly enhances trust, with 54% of consumers preferring reviews with photos and 49% placing even greater trust in reviews with videos. This indicates a strong preference for visual validation.

Review Writing Trends

71% of consumers leave a review within seven days of purchase, and 62% use mobile phones to submit reviews, emphasizing the importance of mobile-friendly interfaces for capturing feedback.

Consumer Behavior

78% of consumers check reviews on 1 to 3 different sites, highlighting the need for brands to engage with reviews across multiple channels.





The data emphasizes the necessity for brands to leverage the power of authentic, high-quality reviews to build consumer trust and drive purchasing decisions.

By prioritizing customer-centric strategies and integrating visual content into review platforms, brands can significantly enhance their credibility and shopper experience.

As the review culture continues to evolve, staying aligned with consumer feedback and mobilizing it effectively will be crucial for sustained business growth.

