

FOCUS ON:

The impact of Ratings and Reviews on the path to purchase

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REVIEWS ARE SHAPING A NEW BEHAVIOR

The majority of shoppers consider ratings and reviews a crucial component of the shopping experience and a key part of the path to purchase.

Whether consumers choose to shop online or in-store, the availability, quantity and quality of ratings and reviews strongly impacts the purchase decision.

This makes review coverage and depth key components for any business to increase traffic, sales and, ultimately, conversion.

The price point and the product category are among the main factors influencing the number of reviews consumers will read before finalizing a purchase. However, the rapidly evolving behavior of shoppers and the constant evolutions within retail are additional factors that play a role in the amount and the type of content shoppers will actively look for during their decision process.

THE IMPORTANCE OF REVIEWS

More than half of European consumers state that they read reviews often and that reviews are, in fact, important to their process of finalizing a purchase.

On average, **66% of shoppers look for reviews before making a purchase.** This percentage grows in southern Europe, especially in **Spain (72%)** and **Italy (71%).**

On average, **62% of shoppers consider reviews “important”** to making a purchase decision, especially Dutch and Belgian consumers (both 71%). Another 35% state that they are “highly important” while only around 3% of consumers consider reviews to be somewhat unimportant.

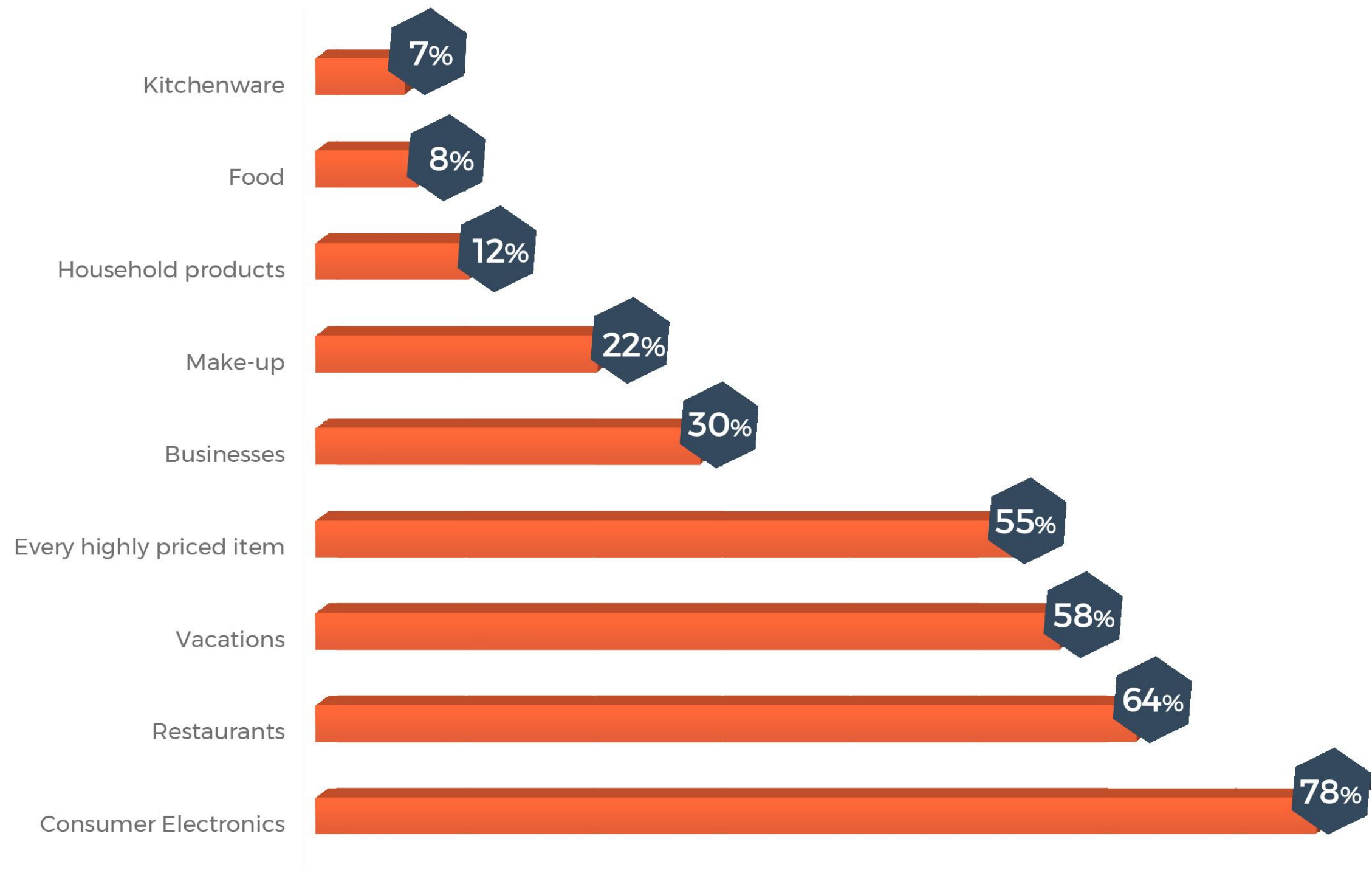


THE PRODUCTS FOR WHICH WE READ REVIEWS

Consumer Electronics top the list for the most sought-after reviews, directly followed by **restaurants** and **vacations**. On the opposite end, food and kitchenware are at the bottom of the list due to their lower costs and low-involvement path to purchase. While attitudes toward reviews do not differ significantly among age groups, priorities among shoppers change across nations.

For instance, Britain has the highest percentage of shoppers who read reviews for businesses and kitchenware while Spanish consumers are particularly interested in reviews for makeup and food. Unsurprisingly, Italians have the highest percentage of consumers who look for restaurant reviews.

THE PRODUCTS FOR WHICH WE READ REVIEWS



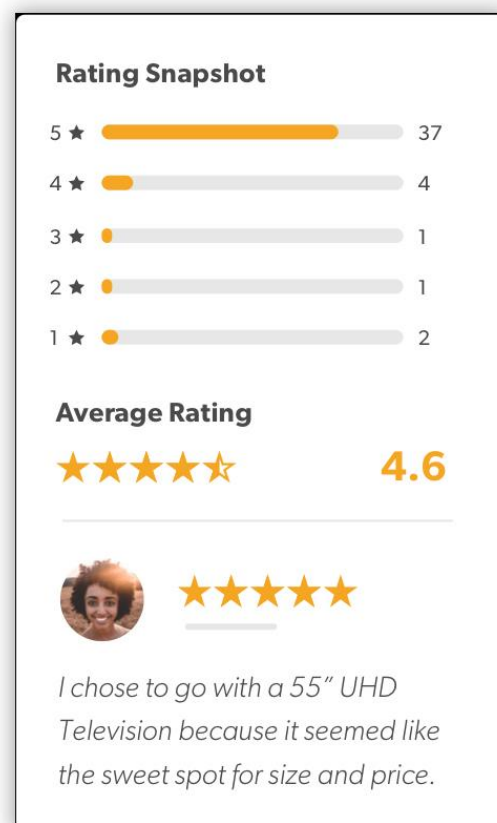
HOW MANY REVIEWS DO WE READ?

Most consumers read between 5 and 10 reviews per product or service.

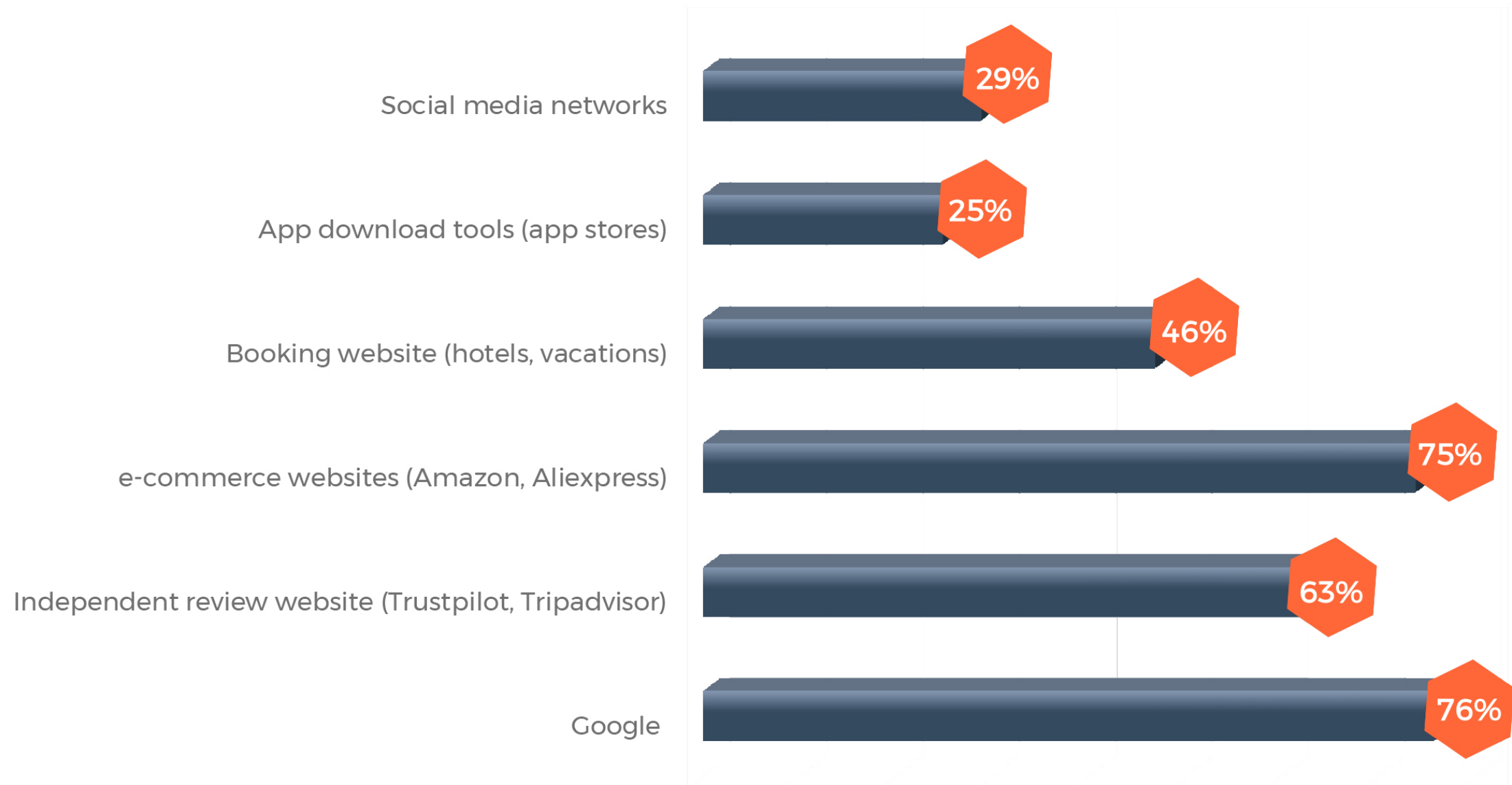
46% of Europeans claim they always look for reviews when shopping online.

On the contrary, only 4% of shoppers seem to actively look for reviews when they plan to shop in-store.

However, for the majority of Europeans (50%), it's the type of product more than the chosen shopping channel, that makes the difference in the amount of reviews they read.



THE TOP WEBSITES FOR REVIEWS



THE TRUST FACTOR

Nearly 50% of Europeans trust online reviews as much as the advice from family and friends, and nearly 60% claim they become suspicious when they only see positive reviews.

When it comes to reading reviews in order to develop trust in a company, 30% of Europeans need to read from 6 to 10 reviews, while a slightly smaller percentage (26%) need to read more than 20 before considering a purchase.

Millennials need to read the most reviews while the majority of consumers over 50 are satisfied with a maximum of 10 reviews.

When it comes to star ratings, more than 60% of shoppers state that they only trust companies with at least a 4-star rating, whereas 3 stars satisfy around 32% of consumers.

Only a small minority (5%) will not trust companies that score fewer than 5 stars. On the other hand, many consumers often negatively perceive 5-star ratings, considering it *“too good to be true”*.

WHO WRITES REVIEWS?

For most Europeans, being happy or unhappy with the purchase is not a crucial factor in the decision to write a review.

While 16% of consumers say that they **never** write reviews, 54% of Europeans **“sometimes”** write reviews, with Dutch, Belgian and British consumers constituting the majority of these occasional reviewers.”. Another 16% write reviews **“most of the time”** while **only 3%** **“always”** write them. Of the latter group, the majority are Southern European consumers.

Why consumers don't write reviews:

- Lack of motivation (53%)
 - Everything relevant has been said (45%)
 - Writing is too time-consuming (33%)
-



WHAT DO CONSUMERS EXPECT?

On average, 68% of European consumers do not expect companies to respond to their reviews.

However, Spanish shoppers are in fact quite demanding in this respect: 61% state that they do expect a direct answer from a company that they have reviewed.

Most consumers (33%) expect an answer within 1 or 2 days, and another 23% are prepared to wait 3 to 4 days; 20% of shoppers would wait for a week.

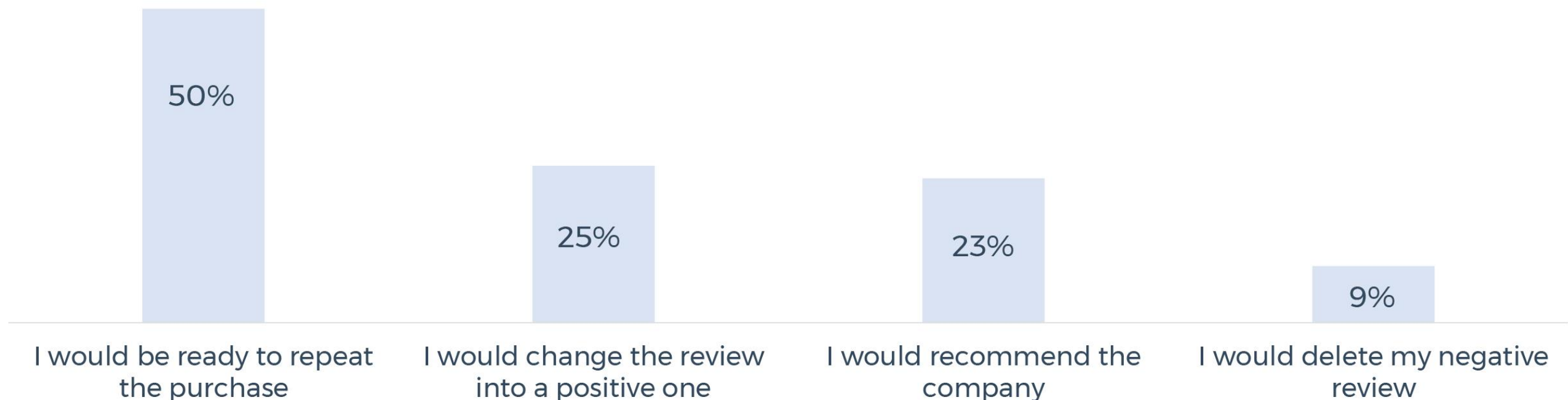
When it comes to the type of response they expect, Europeans have their priorities straight: 75% of consumers would expect a company to respond to a negative review with an explanation or an apology.

43% expect the explanation/apology to be sent via email. Finally, 41% of shoppers expect to receive compensation for a negative review in the form of a discount, money or a new product.

WHAT CAN COMPANIES EXPECT?

70% of the perception of buying experiences are based on how customers feel they are being treated. Especially following a negative experience with a product or a service, shoppers mostly want to be heard..

For this reason, responding to complaints can help companies not only solve the issue with that particular unhappy shopper but increase overall customer advocacy



ABOUT THIS STUDY

The findings presented in this report are based on the results of an investigative task submitted to the Roamler Crowd during the month of November 2019.

The findings take into account data collected from 5.793 respondents, located in Italy, France, Spain, the UK, Belgium, The Netherlands and Germany.

ABOUT ROAMLER

Roamler provides businesses with B2B crowd-powered solutions, answering the call of companies for efficiency with widespread, on-demand professionals.

Roamler is the European leader in crowd-supported field-marketing activities, performing tasks for the biggest FMCG manufacturers, consumer brands, PCGs, and retail chains.

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