

ECOMMERCE PSYCHOLOGY OF PRODUCT REVIEWS

2021 SURVEY



At Shopper Approved, we often wonder how product ratings and the number of product reviews influence consumer's buying decisions.

So, we created a bunch of unique scenarios, and did a national survey to find out. The results were very interesting:



Key Findings & Statistics



In 2018 a statista survey showed that **20%** of online consumers bought one or more times per week, and **80%** less than one time per week.



Our 2021 survey shows that **76%** of online consumers now buy one or more times per week, and **24%** buy less than 1 time per week.

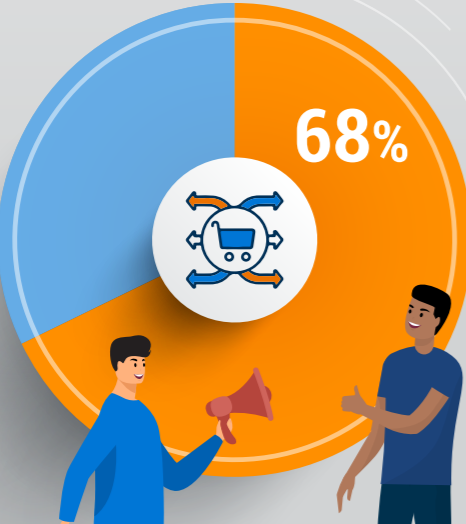


80%

of consumers say that product ratings and reviews are **'important', 'very important'** or **'absolutely essential'** when searching for products online.

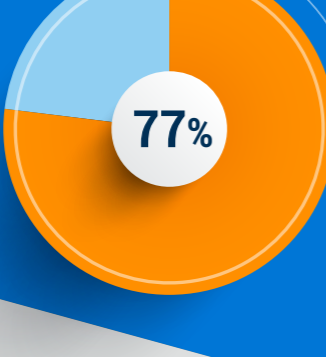
69% of consumers read product reviews 'most of the time' or 'always' when searching for products online.

81% of consumers read product reviews **50%** or more of the time before buying a product, and over 1/3rd (**35%**) of consumers read reviews over **90%** of the time before buying.



68% of consumers say that online product reviews have either a **'high'** or **'very high'** influence on their buying decisions.

When given different combinations of descending ratings and ascending number of product reviews.



77% of consumers chose product review combinations with **4.5-star** ratings or higher, even if the number of reviews were exponentially higher when combined with lower ratings.



When given complimentary ascending combinations of star ratings and number of product reviews,

31% chose the highest possible combination - over **2.5x** more than the next highest combination.



5 stars

When given a fixed number of product reviews across a range of different star ratings, over

34%

chose the highest possible star rating (5 stars).



When given a fixed 4.5-star rating and a range of a different number of product reviews,

25% chose the highest possible number of reviews - approximately **3-5x** more than all the other options.



When asked what the bare minimum number of reviews that a product has to have in order to be willing to buy it, we discovered that There are 5 distinct groups of consumers who are only willing to buy at certain review quantity levels:

- >25 reviews
- <50 reviews
- <100 reviews
- <500 reviews
- <1000 reviews

To unlock the buying potential of all 5 consumer groups, a product needs to have over **1000 reviews**.

When asked the **bare minimum** overall star rating needed to buy a product, we discovered that there are 2 groups - a smaller risk-tolerant group who was willing to buy at

4.0 stars,

and a much larger risk-averse group who was only willing to buy if products had a

4.5-star

rating or higher.

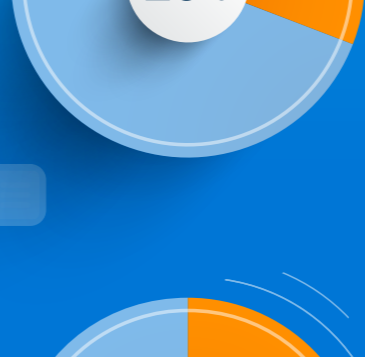


When asked what their **ideal** overall star rating was for a product, **25%** said

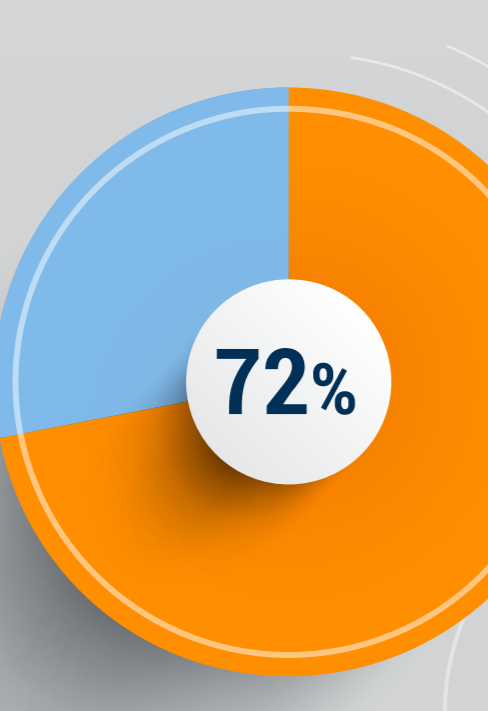
5 stars

- significantly more than any other star rating,

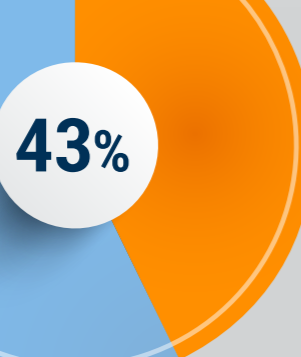
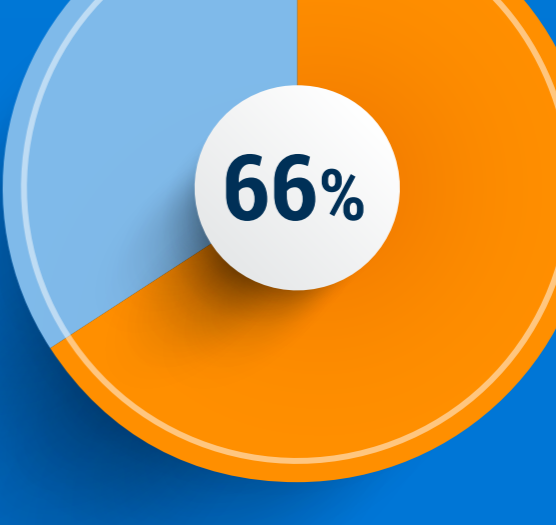
with **80%** saying that their ideal star rating was **4.5 stars** or higher.



72% of those surveyed said that the **overall star rating** of a product has, **'highly'** or **'very highly'** influences their buying decision.



2 out of 3 people surveyed, or 66% said that the **total number of reviews** a product has, **'highly'** or **'very highly'** influences their buying decision.



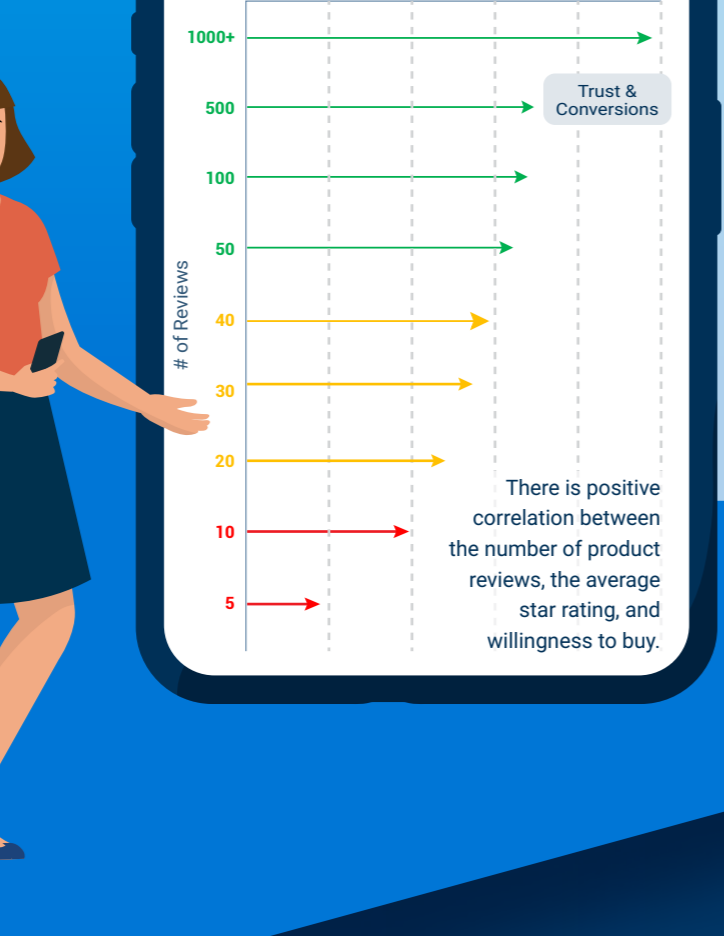
When asked how often they leave a product review after buying,

43% of consumers said **'often'** or **'always'**.



REPORT SUMMARY

Star ratings and review quantity are indispensable metrics for consumers when searching for, and ultimately buying products online. The higher the average star rating and review quantities you have for your products, the larger the consumer base you will attract, and the more sales you will make.



METHODOLOGY

This survey was given to a representative random sample of 600 US-based consumers, ages 18 and older. It was conducted by an independent 3rd party survey company and was determined to be a statistically accurate representation of the general population with a 95% confidence level and a 5% margin of error.

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