

How Online Reviews Can Upend the Buying Process



Positive online reviews encourage a person along the buyer's journey.

Not only are reviews fundamental to the journey, but **86%** of people say they would pay more for services from a company with higher ratings and reviews.



Negative reviews disrupt the buyer's journey because a person opts out and chooses not to buy, and the impact of a negative review lasts – **39%**

of consumers avoid vendors two or more years after a bad experience.

The Journey

Consumers research products and services and read reviews.

92%

of consumers regularly check reviews online before making a purchase or decision.



Positive Reviews



The person purchases the product or service online or goes to the business.

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A one-star increase in a Yelp rating leads to a 5 to 9 percent increase in revenue.

yelp **Google**
facebook

Negative Reviews



The person reverses a purchase decision about a product or service. She does not make a purchase online or visit the business.

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Eight of 10 Internet users in the U.S. say that negative information read online made them change their mind about a purchasing decision.

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Sources:

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