

The critical role of reviews in Internet trust /

How different types of Internet reviews create and damage consumer trust

CANVAS8 ★ Trustpilot

What do consumers want to see from reviews and review platforms to help them make better decisions?

Reviews are one of the most trusted forms of social proof

Social proof is becoming increasingly effective, and today, almost half of US consumers are relying more on online reviews than they have in the past 2 years.



49%

of consumers selected positive consumer reviews in their top three purchase influences.

89%

of consumers report checking reviews before making purchases.

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“Things that are unbiased are seen as not having an agenda, even schools and media +channels, whether liberal or conservative media, they have an agenda. Social media too. Facebook, CNET, Amazon or eBay could be seen as having an agenda... When you see standalone consumer reviews, they're not perceived to have an actor or entity behind them.”

Professor Jonah Berger
Associate Professor of Marketing, Wharton School at the University of Pennsylvania

“I think more and more people are getting suspicious of 5 star ratings.”

Professor Karen Cook
Director of the Institute of Research for Social Sciences, Stanford

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People seek authenticity, not perfection

Authenticity and transparency are two of the most important things customers seek for when looking for third-party validation, and they shouldn't be overlooked.



64%

of global consumers would prefer to buy from a responsive company over one that appears perfect.

81%

of US consumers have a positive view towards companies that respond to reviews.

Consumers prefer to leave reviews in an open and transparent way

The notion of companies being able to remove negative or unflattering feedback is completely unacceptable to consumers.



61%

of consumers think it's very important to know exactly how review websites choose to publish reviews.

55%

of consumers globally, would prefer to use an open platform.



Consumers believe review censorship leads to wasted money (45%) and damages freedom of speech (42%).



Review censorship is not tolerated by consumers

All reviews, whether good or bad, should always be displayed. Being as transparent as possible helps consumers make more informed decisions, and helps boost consumer trust in businesses.

70%

of global consumers believe that the censorship of customer reviews is a serious concern.

62%

of global consumers would stop using [review] platforms if they knew they were censoring reviews.