

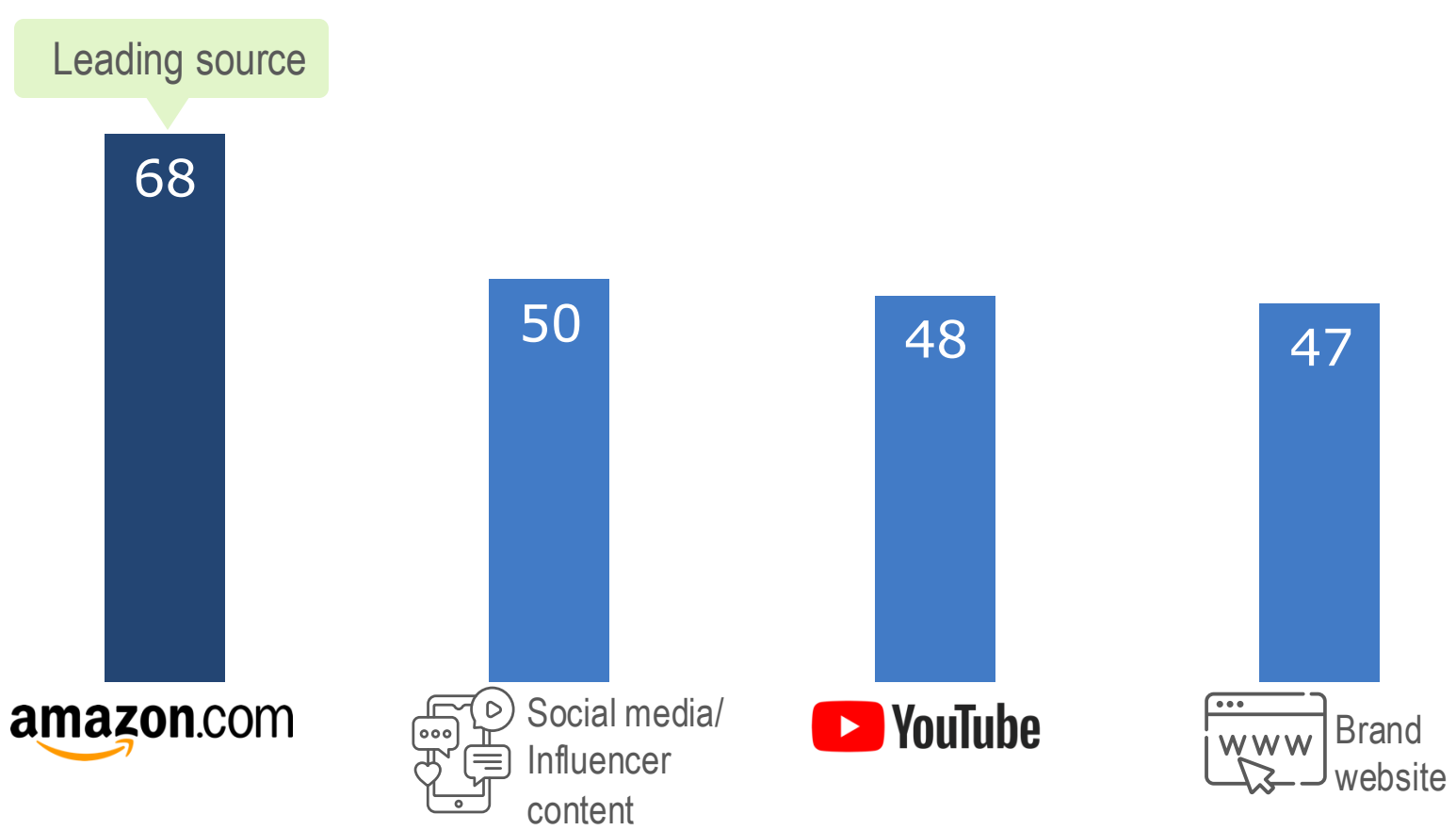
The Value of Authentic Product Reviews

This week's insights were collected Friday, February 28 – Monday, March 7, 2025, among a general population of n=454 U.S. consumers age 18+.

Product reviews are key to driving sales, especially for high-ticket items like electronics. Consumers most often turn to Amazon as source for reviews and need surprisingly few reviews to build confidence in their potential purchase. Verified purchaser reviews are particularly influential, as they are trusted more than incentivized reviews. When reviews are from verified buyers, consumers focus on the content of the reviews, boosting brand trust and increasing perceived product effectiveness.

Sources for Product Reviews

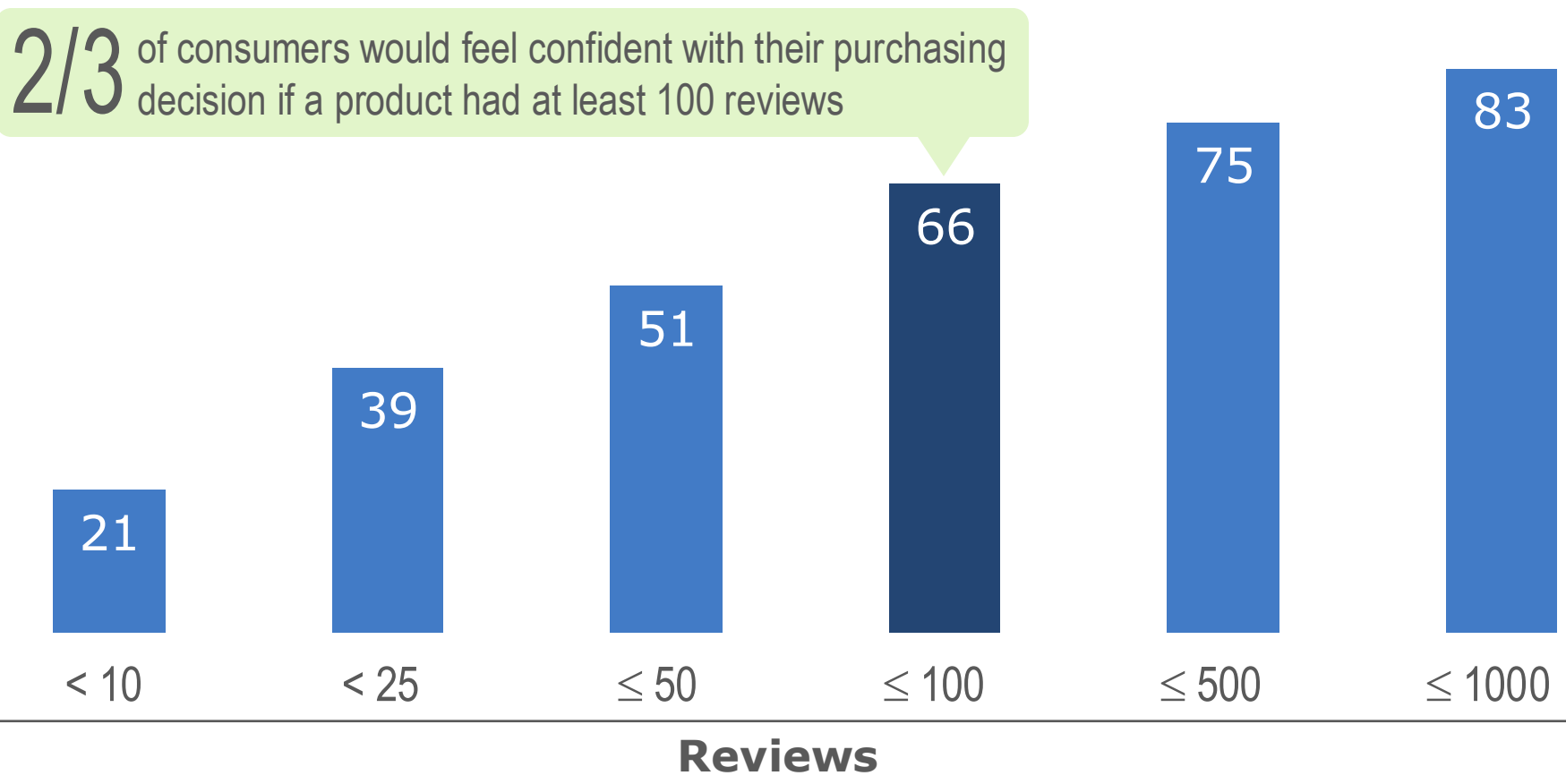
% of Total Respondents



Younger consumers (ages 18-34) are more likely to look at Target.com, Social media/ Influencer content, and YouTube for reviews while older folks (35+) are more likely to look at Brand Websites and ConsumerReports.com.

Number of Reviews Needed for Consumer Confidence

% of Total Respondents



2/3 of consumers would feel confident with their purchasing decision if a product had at least 100 reviews

Importance of Reviews when Considering a Product

Total Respondents



Reviews are most important for high-ticket purchases

Real Reviews → Real Impact

Verified Purchaser Review

James L.
★★★★☆ Convenient, But Dries Slowly
Reviewed February 7, 2025 | **Verified Purchaser** ✓
Super convenient! The brush tip makes application precise, but I wish the gel dried a little faster.

With verified purchaser reviews...

Purchasers

> Pay more attention to the content of reviews

Brands are perceived:

✓ More trustworthy

Products are perceived:

✓ More effective

Incentivized/Promotional Review

James L.
★★★★☆ Convenient, But Dries Slowly
Reviewed February 7, 2025
[This review was collected as part of a promotion.] Super convenient! The brush tip makes application precise, but I wish the gel dried a little faster.

With incentivized/ promotional reviews...

Purchasers

> Divert attention to source of review (incentivized vs verified) rather than actual review content

What did consumers have to say?

“ Feels more trustworthy knowing it is verified.
Adds credibility that it isn't a bot.
Shows reliability and authenticity.

“ Free Product in exchange for honest review. Not trustworthy.
I don't read reviews that were part of a promotion because I feel like they aren't genuine.

Base: Total (n=454)
Q0: When considering a product purchase, what sources do you typically use for product reviews?
Q4: What is the minimum number of reviews a product should have for you to feel confident in your purchasing decision?
Q5: When you are considering buying a product, which of the following is the most important for each product category? You may select your top two choices.
Q7: Highlight anything that you like, dislike or find confusing about the reviews and leave a comment describing why.
Q8: After reading these reviews, how effective do you think the LumiSmile ProBright Whitening Pen will be at whitening your teeth?
Q11: After reading these reviews, how do you feel toward the LumiSmile brand?