

**MKT 2100: Marketing Fundamentals**  
Module 2 - Article Review Worksheet

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Complete this worksheet using the directions within to guide you. Submit your completed worksheet in the “Assignment and Grades” tab in your course menu. When you have submitted this assignment for grading, please return to Module 2 for a module wrap-up.

### Article Review

**Directions:** Select a current article (published in last 12 months) related to one or more of this module’s topic. You should use the university’s online library, Google Scholar, or other credible online sources to locate your article. Then complete this worksheet.

List the reference information for the article you selected:

- Title: Modern consumer’s decision journey and the role of customer reviews
- Author: Unagenie Editorial Team
- Date: 2025
- URL: <https://www.unagenie.com/think/modern-consumer-journey-and-the-role-of-customer-reviews-2025/>

Compose a short summary of the article *in your own words* explaining why and how this article is relevant to the module's materials. Be sure to apply concepts and theories from the assigned readings to your article review discussion. Feel free to share any relevant personal experience related to your selected article or topic. (*summary should be 400-500 words*)

#### **Summary of the Article**

The article *Modern Consumer’s Decision Journey and the Role of Customer Reviews* by the Unagenie Editorial Team (2025) examines how digital-era consumers navigate the buying cycle and the psychological factors that influence their choices. It highlights that today’s consumers face **choice overload**, encountering more than 5,000 brand messages daily, while attention spans average just 8.25 seconds. This environment makes **social proof**, particularly online reviews, a powerful driver of purchase decisions. The article notes that 88% of consumers trust online reviews as much as personal recommendations, and 79% have changed their purchase decision after reading a negative review. It also outlines how the traditional, linear decision-making model (AIDA) has evolved into a circular journey: *Discovery* → *Review Check* → *Price Compare* → *Deep Review Dive* → *Purchase* → *Share Experience*. In this model, post-purchase actions—like writing reviews—feed back into influencing other buyers.

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This article connects directly to the **consumer decision-making process** covered in this module. The shift from linear to cyclical models reflects that decision-making is no longer just about moving from awareness to purchase, but also about the ongoing role of customer feedback in shaping future purchases. In terms of **levels of involvement**, the article shows that high-involvement purchases (e.g., electronics, travel, appliances) are especially influenced by in-depth review research, while low-involvement purchases may rely on quick scanning of ratings.

From the perspective of **situational influences**, online reviews act as a social and informational cue that can either accelerate or halt a purchase decision, depending on their tone and credibility. **Psychological influences** are also central—social proof reduces perceived risk and helps consumers make quicker decisions when faced with too many options. The emphasis on checking reviews before buying reflects **motivation** to avoid loss and maximize satisfaction, aligning with loss-aversion principles in behavioral economics.

The article also relates to **persuasion science**, as reviews are a form of peer influence that uses credibility and relatability to sway decisions. Positive testimonials act as persuasive triggers by validating the consumer's choice, while negative reviews can deter a purchase entirely. Additionally, elements of **neuromarketing** are indirectly present: the trust in authentic user feedback taps into emotional decision-making pathways, triggering a sense of safety and belonging when a purchase is socially validated.

From personal experience, I frequently apply this behavior when making online purchases. For example, when I was searching for a new laptop, I initially considered a brand based on its advertised specifications. However, after reading multiple reviews highlighting overheating issues, I changed my decision and selected another brand with more consistent positive feedback. This reflects the article's finding that negative reviews have the power to reverse buying decisions, even after initial interest.

Overall, the article provides a timely and practical illustration of the psychological and situational influences covered in this module. It shows that understanding the modern customer journey requires recognizing how consumer behavior is shaped not only by marketing messages but also by peer-generated content that impacts every stage of the buying cycle.

AI tools were used to help with structure, clarity, and grammar. All ideas, analysis, and personal experiences are my own.