

Finding Product Reviews before Online Shopping

The ability to find product reviews before online shopping is very useful for online shoppers. These reviews can be very helpful for consumers who are trying to decide whether or not to purchase a particular product or attempting to compare to similar products. Based on these product reviews the consumer may make a more informed decision about which products to purchase and which ones to avoid. However, there are different types of reviews available and some product reviews are more useful than others. This article will discuss product reviews which can be found directly on the online retailer's website as well as product reviews which can be found on websites dedicated to compiling product reviews.

Reviews on the Online Retailers Website

Many online retailers provide reviews of products they offer for sale directly on their own website. These reviews typically fall into two categories and include consumer product reviews and product reviews offered in terms for compensation. Consumers who are using these reviews to gather information about a product should proceed with caution to ensure they understand what type of reviews are being offered on the website.

Consumer reviews are typically the best resource for consumers who want to learn more about a product. This includes reviews which come from others who have purchased and used the product in question. These reviews are usually completely candid and offer great insight into the form and functionality of the product. Online shoppers who find the majority of consumers are satisfied with a particular product may be reassured they have selected a high quality product. Conversely online shoppers how consistently find negative reviews of a particular product may wish to consider purchasing a different item.

Online retailers also sometimes feature reviews on their website from reviewers who have been compensated to provide a review. When a retailer compensates an individual to make a review it is usually necessary to divulge this information because the review may tend to rate the product more favorably than they would if they were not compensated to do so.

Websites Provided for Consumers to Review Products

There are also websites available which are dedicated to compiling product reviews. This includes websites such as epinions.com. Here consumers can browse through a variety of products to find additional information in the form of product reviews for products they are considering purchasing. The reviews they find may be incredibly detailed and useful or they may be brief and provide very

little useful information. Consumers are advised to consider these opinions carefully especially when there are a large number of reviews available which seem to be in agreement regarding the quality of the product. However, when there are only a few reviews available it can be much more difficult for the consumer to formulate his own opinion of the product based on these reviews posted on the website. Consumers are also advised to ignore reviews which vary significantly from the majority of the other review posted. These reviews may be mistakenly referring to the wrong product or may demonstrate an anomaly. For example if the majority of reviews are overwhelmingly positive but one or two reviews are negative it is generally acceptable to ignore the negative reviews as long as the company selling the product is reputable and there are enough positive reviews available to convince the shopper the product is worthwhile.

PPPPP

Word count 566