

Paradox of choice: how Ratings & Reviews affects products without alternative choices

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August 21, 2007

Summary

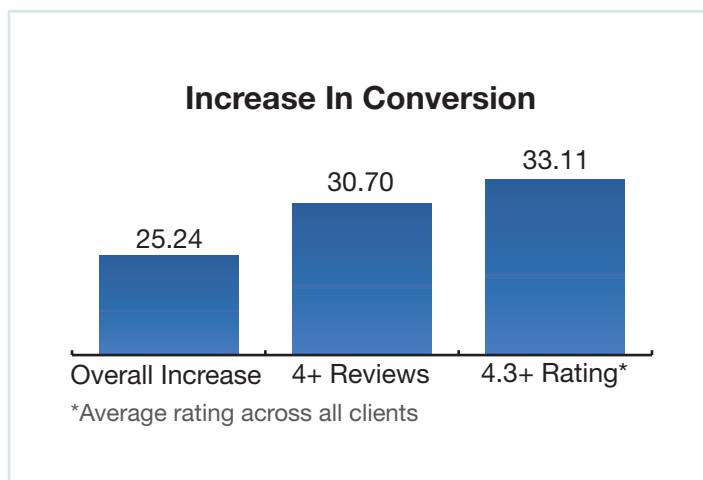
The effect ratings and reviews have when a choice between two products must be made is evident. But what about when a particular category contains only one product, leaving no similar alternative?

This analysis is aimed at answering one question:

Do ratings and reviews still have an effect on conversion for products with no similar alternatives?

This test shows a significant improvement in conversion for these products since going live.

Increase in Conversion



- » Analyzing products from several clients where the product has no category alternative, we see that the average conversion rate for these products after going live with Ratings & Reviews is significantly higher.
- » Overall, there was a 25.24% increase in conversion
- » Products with at least four reviews saw a 30.7% increase in conversion
- » Products with a rating of at least 4.3 saw a 33.11% increase in conversion

Conclusion

The conversion rate for products with reviews that have no similar alternatives shows an increase.

It is highly recommended to drive review volume across all products and categories to effectively increase conversion.