



"What's a great toy for a four-year old?" "Do you love your car? I'm thinking of buying that model." "What brand of skin cream do you recommend?" We are all used to asking friends for advice. In addition, nearly seven out of ten of us (69%) also seek online reviews before making purchases . . . and those reviews influence buying decisions whether the item is big-ticket or small. In several countries (APAC, BRIC, Middle East and Africa), online reviews are even more influential, with about 80% saying they seek and use online reviews before buying products. The practice, therefore, must be working! Maybe not as well in Europe, where 56% say they are influenced by online reviews. But, that's still more than half!

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