

## CHAPTER 8

# Boosting Sales and Building Trust: Leveraging Product Reviews for Marketing Success

Sunil Sharma 

*Managing Partner, SKS Consulting & Advisors, India*

### **Abstract**

Product reviews are a good source of information for consumers who are buying something. They provide information about the quality, features, and performance of products and services and can change how consumers feel about brands and businesses. But product reviews are not just for consumers; they can also be used by brands and businesses for their marketing and sales drives.

This chapter will look at how product reviews can be used by brands and businesses to build trust and credibility, use them in marketing campaigns, and show them to increase sales and conversions. By effectively leveraging product reviews, brands and businesses can improve their online reputation, increase customer engagement and loyalty, and drive revenue growth.

**Keywords:** Product reviews, Marketing campaigns, Brand credibility, Trust, Sales and conversions.

**This is a limited preview of the chapter.**

To read the full-text chapter, get access by purchasing this chapter or consider buying the complete book. If your library has subscription to EBSCOhost, this chapter including other chapters of the book can be accessed through your library.

This chapter is a part of the book, *Managing Product Reviews: A Comprehensive Guide for Brands and Businesses* ISBN: 978-81-957322-5-8 (pbk); ISBN: 978-81-957322-6-5 (ebk)

Book DOI: <https://dx.doi.org/10.46679/9788195732265>

The book is available via CSMFL Bookstore, Amazon, Google Play Books, EBSCOhost & EBSCO eBooks

Using product reviews is a powerful strategy for brands and businesses to improve their marketing and sales performance. When product reviews are incorporated into marketing campaigns, businesses can create more compelling and persuasive messaging that resonates with potential customers. Businesses can establish themselves as reliable, trustworthy, and customer-centric by using product reviews to build brand credibility and trust. This can lead to increased customer loyalty, retention, and advocacy. It is possible for businesses to create a more engaging and informative shopping experience by showcasing product reviews, which will boost sales and conversions. Product reviews are an asset for businesses looking to improve their online presence, reputation, and revenue. They should be used as part of a comprehensive marketing and sales strategy.

## **References**

- Alzate, M., Arce-Urriza, M., & Cebollada, J. (2021). Online Reviews and Product Sales: The Role of Review Visibility. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(4), 638–669. <https://doi.org/10.3390/jtaer16040038>
- Chakraborty, U., & Bhat, S. (2018). Credibility of online reviews and its impact on brand image. *Management Research Review*, 41(1), 148–164. <https://doi.org/10.1108/mrr-06-2017-0173>
- Chen, T., Samaranyake, P., Cen, X., Qi, M., & Lan, Y.-C. (2022). The Impact of Online Reviews on Consumers' Purchasing Decisions: Evidence From an Eye-Tracking Study. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.865702>
- Drucker, J. (2018). *The Importance Of Brand Credibility And How To Build It*. Forbes.

<https://www.forbes.com/sites/theyec/2018/05/15/the-importance-of-brand-credibility-and-how-to-build-it/?sh=108b435026fd>

Kwan Soo Shin, S., Amenuvor, F. E., Basilisco, R., & Owusu-Antwi, K. (2019). Brand Trust and Brand Loyalty: A Moderation and Mediation Perspective. *Current Journal of Applied Science and Technology*, 38(4), 1–17.

<https://doi.org/10.9734/cjast/2019/v38i430376>

Molinillo, S., Japutra, A., & Ekinci, Y. (2022). Building brand credibility: The role of involvement, identification, reputation and attachment. *Journal of Retailing and Consumer Services*, 64, 102819. <https://doi.org/10.1016/j.jretconser.2021.102819>

Rehman, S. ul, Gulzar, R., & Aslam, W. (2022). Developing the Integrated Marketing Communication (IMC) through Social Media (SM): The Modern Marketing Communication Approach. *SAGE Open*, 12(2), 215824402210999. sagepub.

<https://doi.org/10.1177/21582440221099936>

Sahin, A., Zehir, C., & Kitapçı, H. (2011). The Effects of Brand Experiences, Trust and Satisfaction on Building Brand Loyalty; an Empirical Research on Global Brands. *Procedia - Social and Behavioral Sciences*, 24(1), 1288–1301.

<https://doi.org/10.1016/j.sbspro.2011.09.143>

Spiegel Research Center at Northwestern University. (2017). *How Online Reviews Influence Sales: Evidence of the Power of Online Reviews to Shape Customer Behavior Data-Driven Insights on How Retailers Can Maximize the Value of Their Engagement With Consumers Through Online Reviews*.

[https://spiegel.medill.northwestern.edu/wp-content/uploads/sites/2/2021/04/Spiegel\\_Online-Review\\_eBook\\_Jun2017\\_FINAL.pdf](https://spiegel.medill.northwestern.edu/wp-content/uploads/sites/2/2021/04/Spiegel_Online-Review_eBook_Jun2017_FINAL.pdf)