

COHLEY

Product Reviews Survey Results

Overview



This study highlights the **significant influence** of **video reviews** on **consumer purchasing behavior** across **various product categories**. Results indicate that **nearly half of consumers prefer watching video reviews** from **real people before purchasing a product for the first time**. **Most consumers frequently watch videos about products they're interested in and find these videos helpful in making purchasing decisions.**

Video reviews are considered **more valuable** and **trustworthy** compared to **influencer videos** and **text reviews**.

Consumers prefer video reviews because they are **engaging, quick, educational, informative, and impactful**. They allow consumers to **see/hear relevant features informing their purchase decision** and allow them to **visualize themselves using the product/service**.

Conclusions (1)



1. Video reviews significantly influence consumer purchasing decisions, with a majority indicating they're more likely to buy products after watching such reviews.
2. Consumers find video reviews more trustworthy, convincing, and informative compared to text reviews, especially due to the ability to see and hear real people providing the reviews.
3. The preference for video reviews extends across various product categories, indicating their universal appeal to consumers.
4. Retailers can enhance the shopping experience by incorporating video reviews on their websites, as they significantly impact consumer trust and likelihood to purchase.

Conclusions (2)



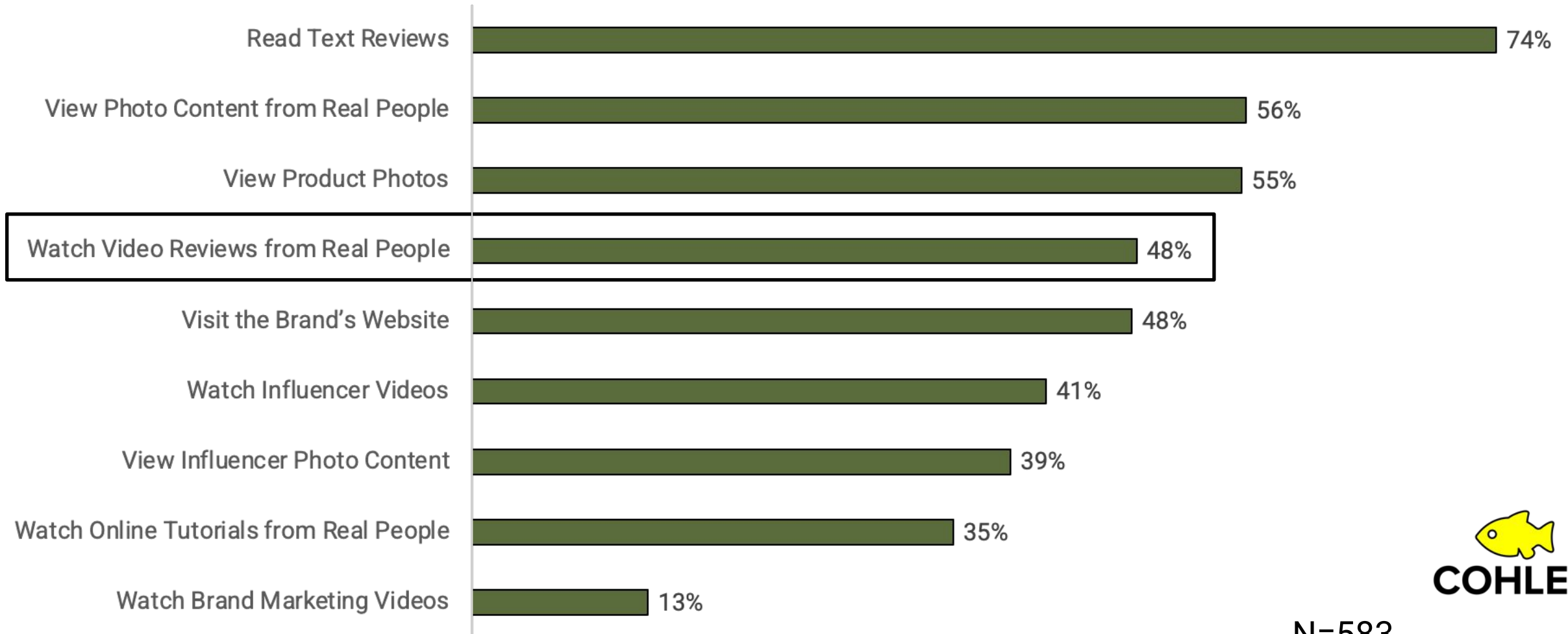
5. Visual content, particularly user-generated photos and videos, holds more sway over consumer decisions than brand-supplied content or recommendations from family and friends.
6. The rise of video as consumers' preferred format for discussing products highlights the importance of incorporating video content in marketing strategies.
7. Online retailers should prioritize the inclusion of video reviews on product pages to enhance the overall shopping experience and increase consumer confidence in their purchases.



Reviews

Just under half (48%) of consumers prefer to watch video reviews from real people before buying a new product for the first time

When you're LOOKING to BUY a NEW PRODUCT for the FIRST TIME, which of the following STEPS do you PREFER to TAKE BEFORE BUYING?



N=583



3 of 4 consumers (77%) indicate that they often/always watch videos about products that they're interested in before buying

Do you WATCH VIDEOS about PRODUCTS that you're INTERESTED IN BEFORE BUYING?

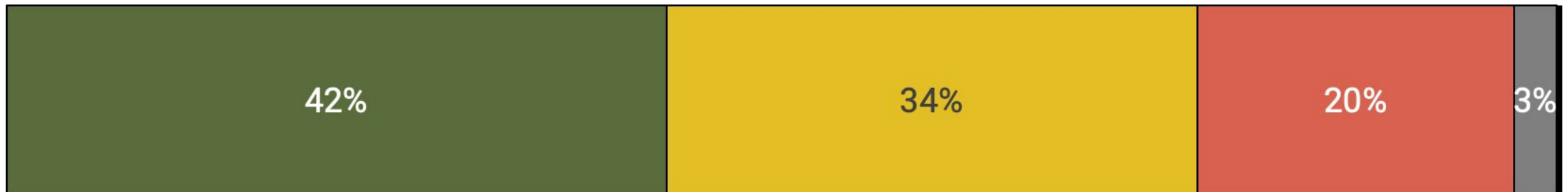
Always

Often

Sometimes

Rarely

Never



70% of consumers strongly agree that video reviews from real people are helpful for them when making a decision about a product that they're interested in buying

Please tell us if you AGREE or DISAGREE with the following statement:

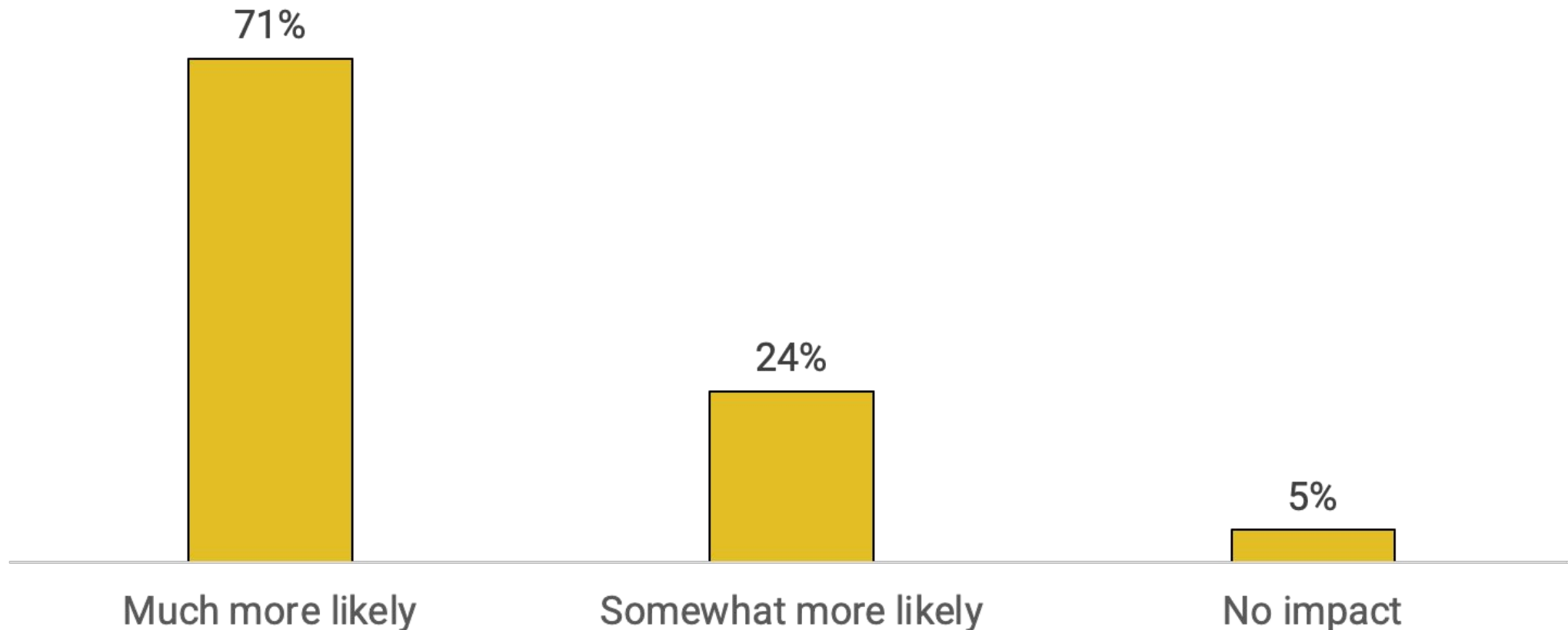
“VIDEO REVIEWS from REAL PEOPLE are HELPFUL for me when MAKING A DECISION about a PRODUCT that I’m INTERESTED in BUYING”

■ Strongly agree ■ Somewhat agree ■ Not sure ■ Somewhat disagree ■ Strongly disagree



95% of consumers are more likely to buy a new product that they're interested in if they're able to watch video reviews from real people before purchasing. 71% are much more likely

Are you MORE LIKELY to BUY a NEW PRODUCT that you're INTERESTED IN if you're able to WATCH VIDEO REVIEWS from REAL PEOPLE before making a purchase?



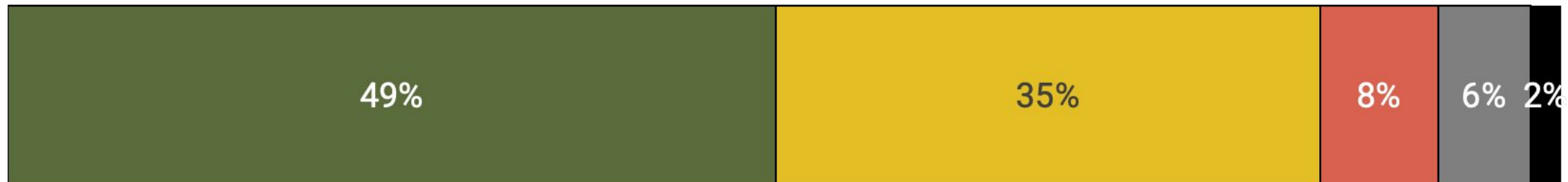
N=554

84% of consumers agree that video reviews from real people are more valuable to them than influencer videos when making a purchase decision. Half (49%) strongly agree

Please tell us if you AGREE or DISAGREE with the following statement:

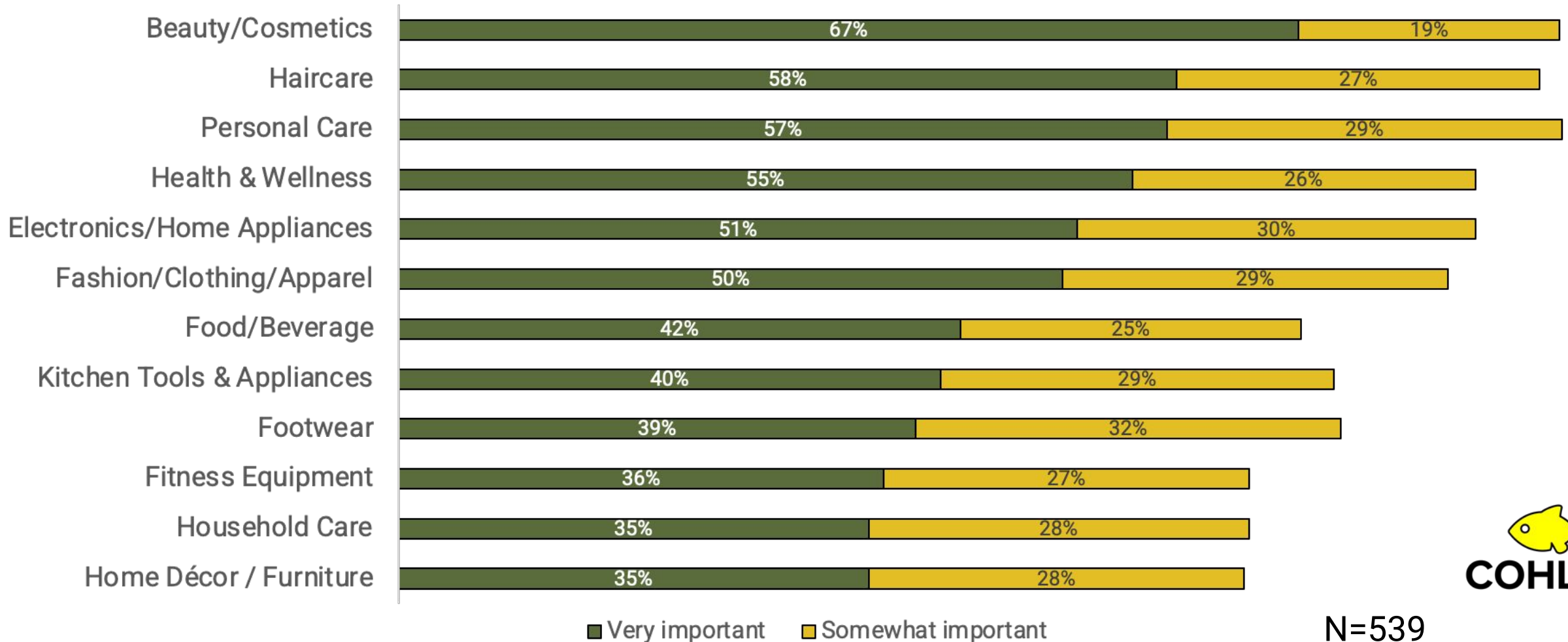
“VIDEO REVIEWS from REAL PEOPLE are MORE VALUABLE to me than INFLUENCER VIDEOS when MAKING A DECISION about whether or not to BUY a PRODUCT that I’m INTERESTED IN”

■ Strongly agree ■ Somewhat agree ■ Not sure ■ Somewhat disagree ■ Strongly disagree



4 of 5 consumers consider video reviews from real people to be somewhat/very important when looking to buy a new product in Beauty/Cosmetics, Personal Care, Haircare, Health & Wellness, or Electronics/Home Appliances

Please tell us how IMPORTANT VIDEO REVIEWS from REAL PEOPLE are to you when you're LOOKING to BUY a NEW PRODUCT for the FIRST TIME in each of the following CATEGORIES:

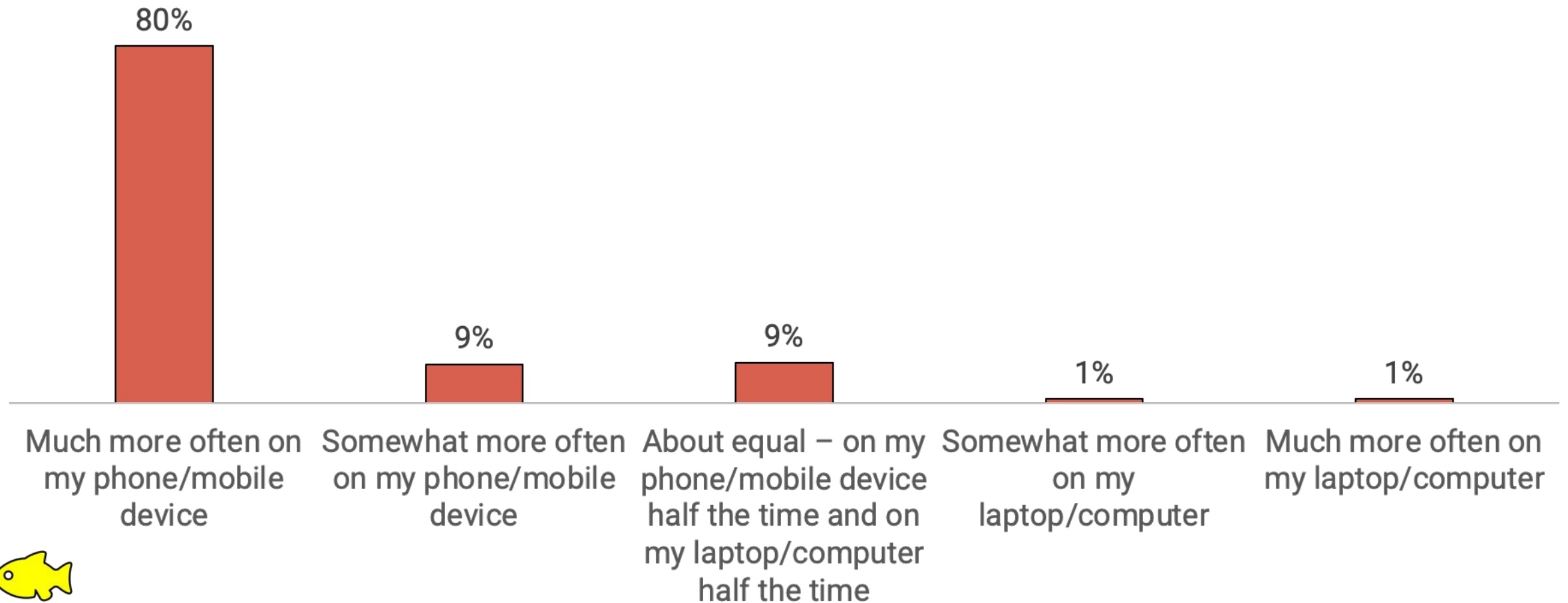


N=539



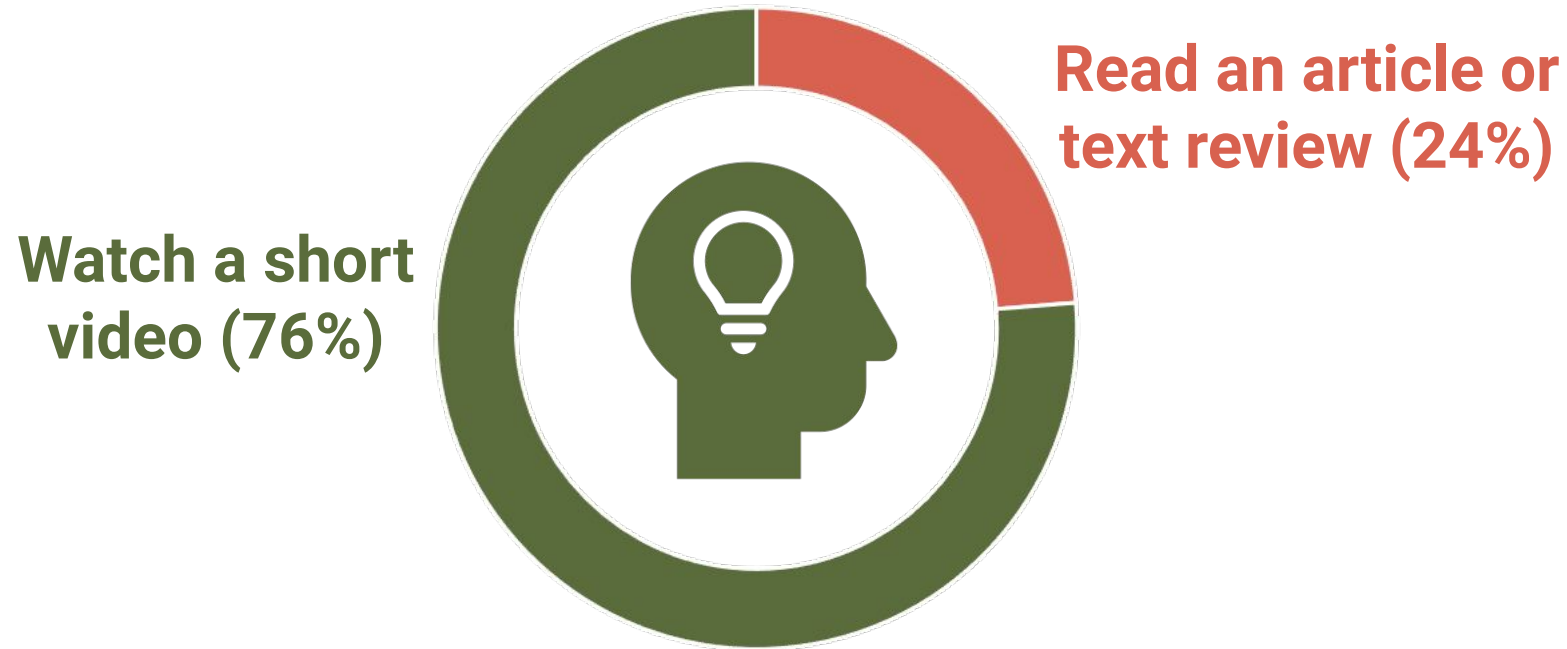
4 of 5 consumers watch videos of products they're interested in buying on their phone/mobile device much more often vs. their laptop/computer

When WATCHING VIDEOS of PRODUCTS that you're INTERESTED in BUYING, do you WATCH these VIDEOS MORE OFTEN on your PHONE/MOBILE DEVICE or on your LAPTOP/COMPUTER?



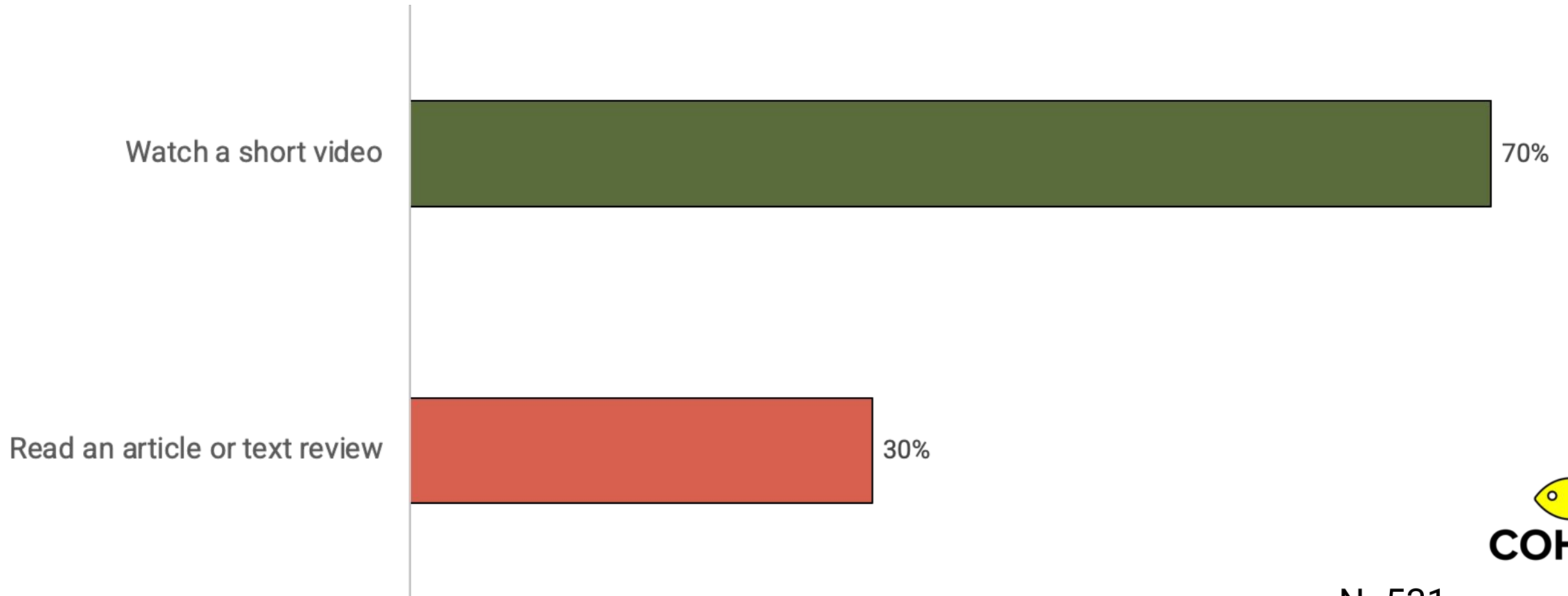
3 of 4 consumers would prefer to watch a short video when learning about new products over reading an article or text review

When LEARNING ABOUT NEW PRODUCTS, which do you PREFER to do?



70% of consumers consider watching a short video to be more trustworthy when making a product purchase decision

Which do you FEEL is MORE TRUSTWORTHY when MAKING a PURCHASE DECISION?



N=531

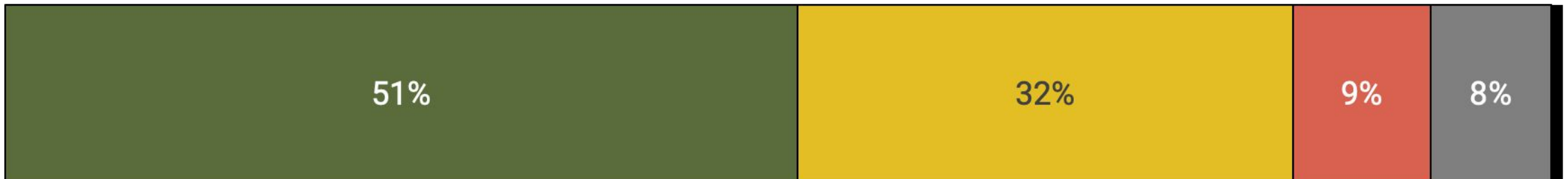


Over half (51%) of consumers strongly agree that video reviews are more trustworthy than text reviews because they can see & hear a real person who's providing the review

Please tell us if you AGREE or DISAGREE with the following statement:

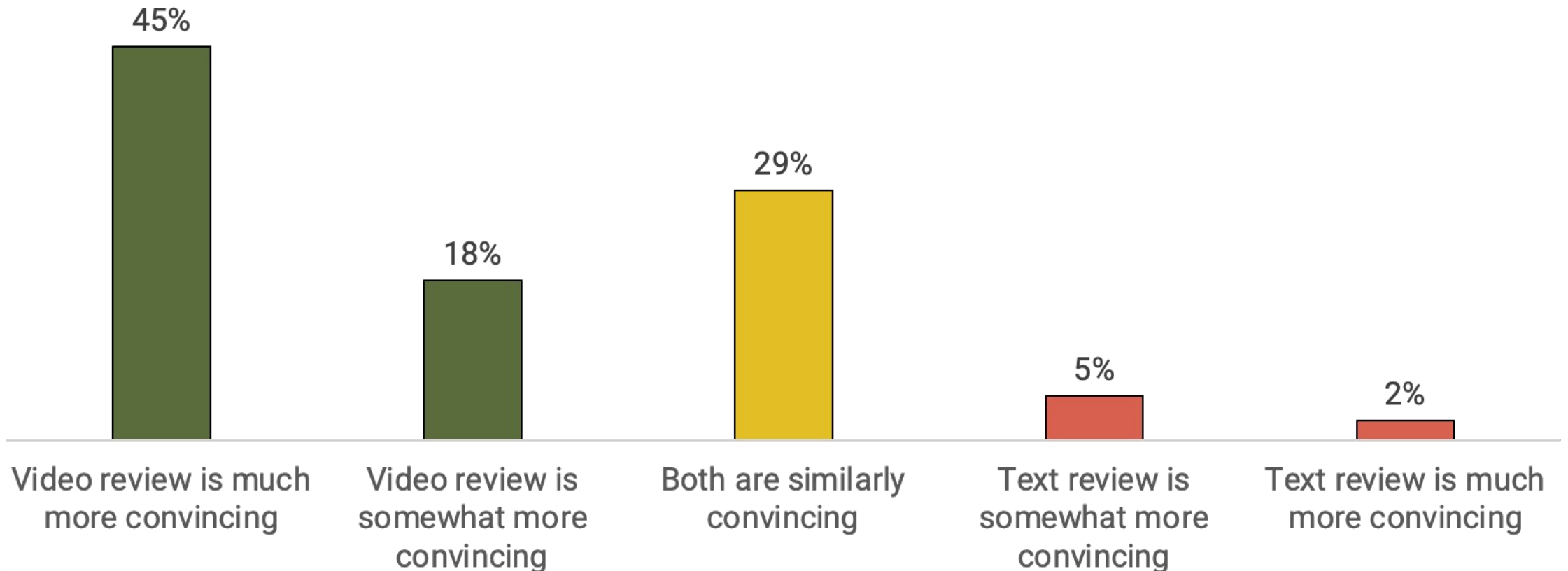
“VIDEO REVIEWS are MORE TRUSTWORTHY than TEXT REVIEWS because I CAN SEE & HEAR the REAL PERSON providing the review”

■ Strongly agree ■ Somewhat agree ■ Not sure ■ Somewhat disagree ■ Strongly disagree



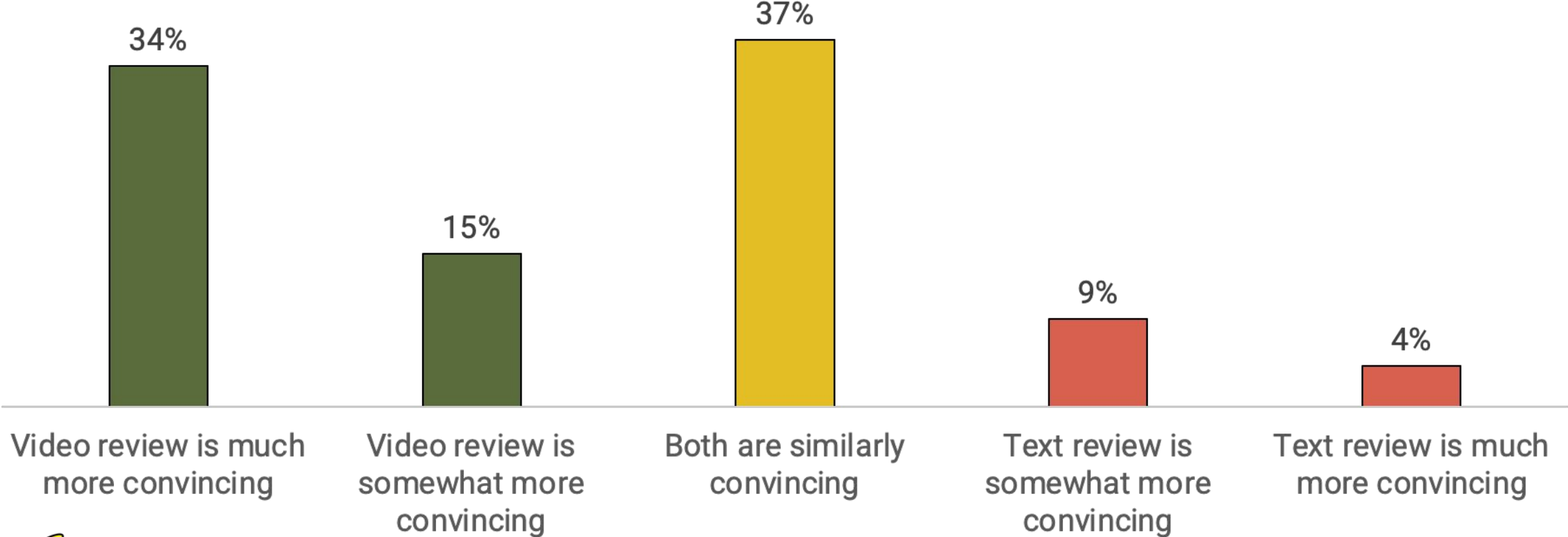
64% of consumers consider video reviews to be more convincing than text reviews to buy a new product when shopping online

Which is MORE CONVINCING to BUY a NEW PRODUCT when **SHOPPING ONLINE**, a VIDEO REVIEW or a TEXT REVIEW?



Even when shopping in-store, half of consumers find video reviews to be more convincing to them to buy a new product vs. text reviews

Which is MORE CONVINCING to BUY a NEW PRODUCT when **SHOPPING IN-STORE**, a VIDEO REVIEW or a TEXT REVIEW?

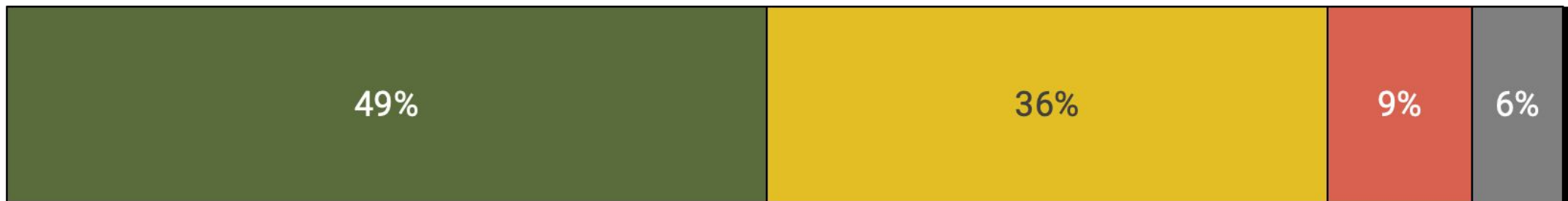


Half (49%) of consumers strongly agree that watching video reviews provides them with more relevant details they need to make a product purchase decision vs. reading text reviews

Please tell us if you AGREE or DISAGREE with the following statement:

“WATCHING VIDEO REVIEWS provides me with MORE RELEVANT DETAILS that I need to MAKE a PRODUCT PURCHASE DECISION than READING TEXT REVIEWS does”

■ Strongly agree ■ Somewhat agree ■ Not sure ■ Somewhat disagree ■ Strongly disagree



3 of 4 consumers (77%) prefer watching a video review overall when making a purchase decision vs. reading a text review

OVERALL, do you PREFER to WATCH a VIDEO REVIEW or READ a TEXT REVIEW of a PRODUCT when MAKING a PURCHASE DECISION?

Watching a video review (77%)



Reading a text review (23%)

The primary reasons why consumers prefer watching video reviews is they can picture themselves using the product to see if it's a good fit more easily and they prefer seeing/hearing a real person

WHY do you PREFER to WATCH a VIDEO REVIEW over READING a TEXT REVIEW when MAKING a PRODUCT PURCHASE DECISION?



N=391



Consumers prefer video reviews because:

- More Engaging
- Can See the Product In Action / In Motion
- Grasp Performance and Features Better
- See the Person Providing the Review – More Trustworthy and Relatable
- Like Hearing About the Product From A Friend
- See the Raw Emotion, Reaction, and Tone of Voice of Reviewer
- Better Tell if Reviewer is Knowledgeable / Knows What They're Talking About
- More Easily Visualize Themselves Using the Product
- More Details and Context (Texture, Sound, Motion, etc.)
- Quick and Accessible
- Saves Them Time vs. Browsing In-Store

IN YOUR OWN WORDS, please tell us WHY you PREFER to WATCH a VIDEO REVIEW over READING a TEXT REVIEW when MAKING a PRODUCT PURCHASE DECISION:

I prefer watching video reviews over reading text ones because they offer a more engaging experience. With a video, I get to see the product in action, which helps me grasp its features and performance better. It's like having a friend show me the product and sharing their thoughts, which feels more relatable and trustworthy.

Video can help me **visualize using the product more**.

A video review allows me to actually hear someone's honest opinion about a product. It is like hearing about it from a friend. I am much more likely to go try out and buy the product if my friend is showing me it and telling me why it is such a good product to buy. Whereas, if I am just reading a text review, I don't get the full understanding of just how good the product is

A video review you can see the raw emotion and tone of the person talking. So watching a video is better than reading a review.

Compared to reading a text review, watching a video review shows exactly how the product can be used in real time.

Context on shape/sizing, tone of voice, I understand if the person reviewing the product actually knows what they're talking about!

I can actually see the product in action. I can see the texture of it, absorb into the skin, how it performs and looks

IN YOUR OWN WORDS, please tell us WHY you PREFER to WATCH a VIDEO REVIEW over READING a TEXT REVIEW when MAKING a PRODUCT PURCHASE DECISION:

I can see real people that look like me using the product at that time and it shows me is that what I'm looking for I have a variety of different people, I don't just wanna watch models because I don't look like them. I wanna watch real people using products that I'm looking at buying.

I can see the consumer's live and raw reaction to the product and gain perspective how I would use or if I see myself with that product

I can see the product in action, hear if it's loud or quiet, see how it reacts when they use it, and get a better idea if it will work for my situation, especially if choosing between several products or options.

I feel like it does a better job of representing the product. Especially when it comes to fashion or decor, I want to see products in real people, not just stagnant photos!

I like that videos are quick and accessible. I enjoy that they are usually short format from people I can relate to. I find text reviews confusing and too much content when I'm looking for quick answers.

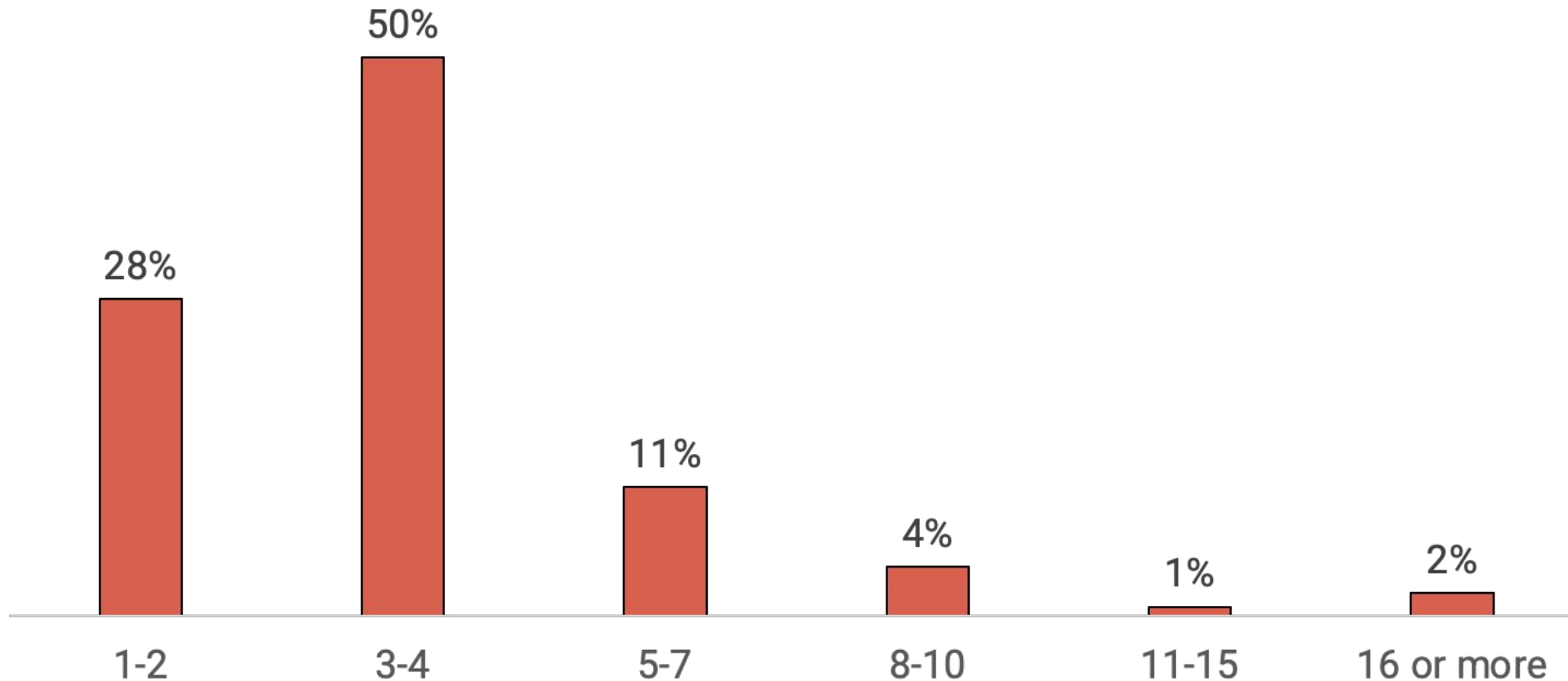
I like to imagine myself using the product, I can view details and see the operations of a product before purchasing to imagine if I would like it.

I like watching a video because I get to see the person using or showing how something looks or feels or fits, I also get to see if I feel that the person and I are relatable,

I prefer to watch a video review over a text review because I can actually see what I'm getting and I can see the features prior to going in store. It saves time because you already know what you want.

Most consumers (68%) need to watch at least 3-4 videos before buying when making a product purchase decision

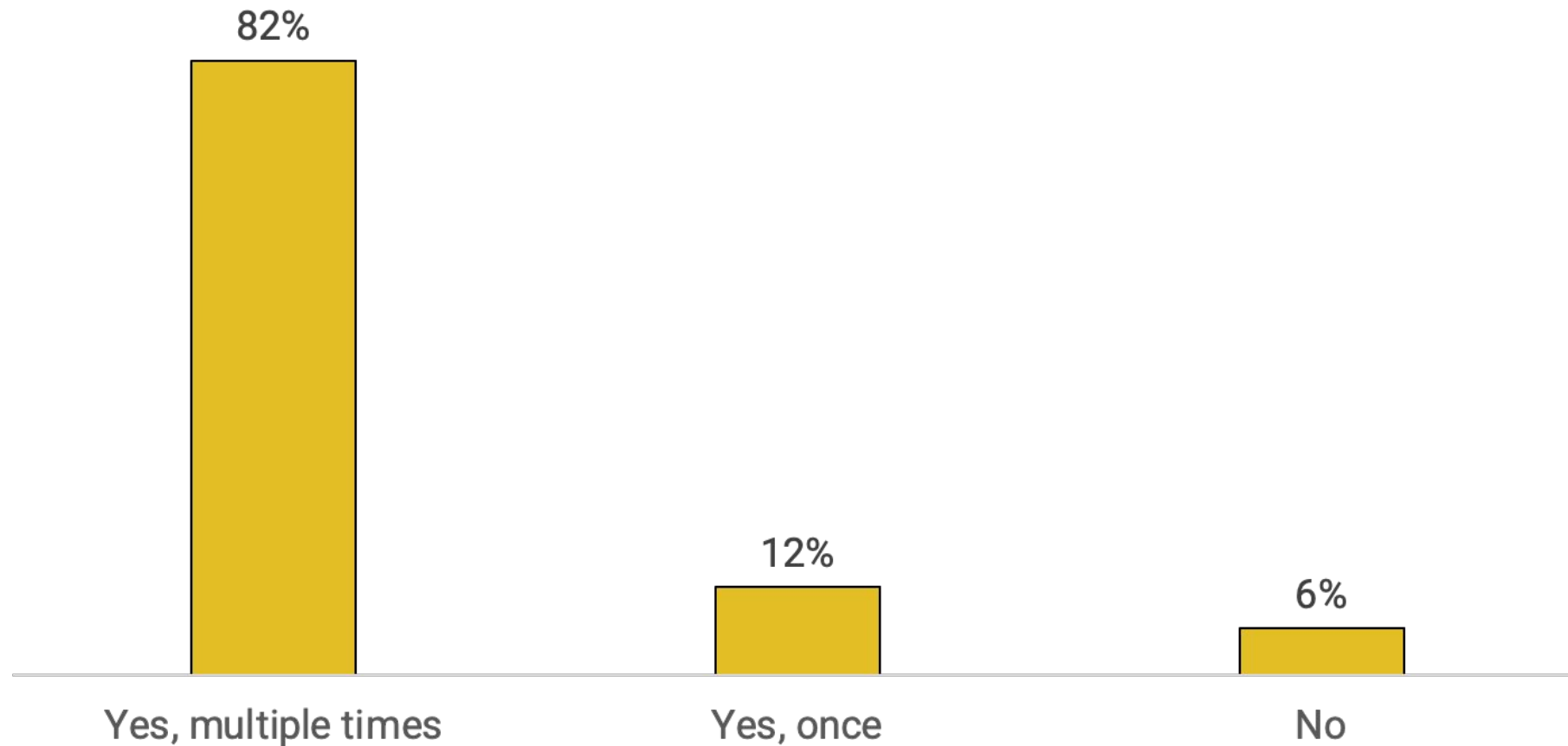
When WATCHING VIDEOS to HELP YOU MAKE a PRODUCT PURCHASE DECISION, HOW MANY VIDEOS do you typically need to WATCH BEFORE BUYING?



N=507

More than 4 of 5 consumers have been convinced to buy a product/service multiple times after watching a video

Have you previously been CONVINCED to BUY a PRODUCT or SERVICE after WATCHING a VIDEO?



Consumers have been convinced to purchase a product/service because:

- Seeing/Hearing is believing! Videos helped consumers see/hear relevant details important to inform their purchase decision
- Helps confirm the product/service will be a good fit – consumers see someone who looks like them, has a similar personality to them, has a home or room that looks like theirs
- Videos are educational and can demonstrate things like how easy the product is to use/apply/assemble
- Videos are transparent and upfront, helping to instill trust in the product/service
- Videos demonstrate use cases and help the consumer to envision using the product/service themselves
- Videos can be a confirmation that a product is high quality, the right size, the specific qualities they're looking for
- Videos are informative and impactful

Please tell us about the MOST RECENT TIME when you were CONVINCED to BUY a PRODUCT or SERVICE after WATCHING a VIDEO:

A recent fitness program and coaching... I could watch videos and real testimonials that allowed me to feel confident with moving forward.

A shien dress. Someone reviews it on TikTok and tried it on, this showed me, how it would sit on my body, what the fabric would feel like and what ways I could style it.

Clothing through TikTok try ons/reviews. Seeing the jeans on an actual body (and one similar to my shape) helped me see how the jeans fit and envision what they would look like on my own body

I am trying to buy a new microphone and watched several different videos comparing different products and ended up making my decision based on those videos.

I bought a milk warmer/frother based on reviews on tik tok and they showed me how to use it before I even purchased it

I just recently purchased a studio chair for my spa. I watched the video on how to put it together and it made all the difference in me purchasing the chair. Seeing how the chair was put together was all I needed to make my final decision.

I most recently was convinced to buy a pair of workout sneakers from a video. The video did a great job showing what terrains and how it forms to individual foot types.

I recently bought a blender after watching video reviews of how the product looks and works I wasn't sure I wanted to buy it until I saw the videos then I made my decision and bought it

Please tell us about the MOST RECENT TIME when you were CONVINCED to BUY a PRODUCT or SERVICE after WATCHING a VIDEO:

I recently came across a **blush** video, while i have been reading reviews i was sold after watching the video. It allow me to really see the **blush texture and color** on a **medium complexion** which is something I can relate to.

I recently saw **multiple video reviews** of a **hair product**, which **sparked some interest**. Once I saw **more than 2 videos** about it, I knew it was a **trustworthy product**, so I went and **purchased it myself**

I was convinced so by **Bloom nutrition**, after watching videos and testimonies of how the **bloating decreased** the more they used the product.

I was **looking for a patio set** and I watched **3-4 video reviews** about **quality** and **real size**. So one person **showed same size patio as I have** and **that's why I bought it**

I watch **Nailboo Nail tutorials** all of the time because I really enjoy doing my nails at home. I recently went and **purchased the entire nailboo at home dip set** because the **application LOOKED easy to use in action**.

It was a **skincare product** for **camouflaging dark circles**. The **woman was transparent, showed her own dark circles** and then **showed how she would apply and use the product from start to finish**, with **NO cuts**, and then **showed us the difference** in one side vs the other. it was **informative** and **impactful**.

It was an **electric scooter**. I saw a **video review** on **Amazon** from a customer and I was able to get a **better idea of how fast the scooter went** which was **very important to me**

Please tell us about the MOST RECENT TIME when you were CONVINCED to BUY a PRODUCT or SERVICE after WATCHING a VIDEO:

One of the ways that I have been influenced to buy a product was a **Seamoss and blackseed oil supplement**. They **talked about the many ways how it has helped them personally and showed examples**. It was **somebody who had a very similar personality to mine and I felt well-connected to the person making the video**. They **made me feel like I was getting an amazing deal**.

Waffle maker that showed the size and features like being non stick and easy to clean.

Video reviewing/testing an **Urban Decay eyeshadow palette**. It **assured me the makeup was high quality, easy to use, and had a useable range of shades**.

The most recent time I was convinced to buy a product after watching a video was **a dress on amazon**. I was **convinced to buy after seeing the dress on a woman similar in my size**.

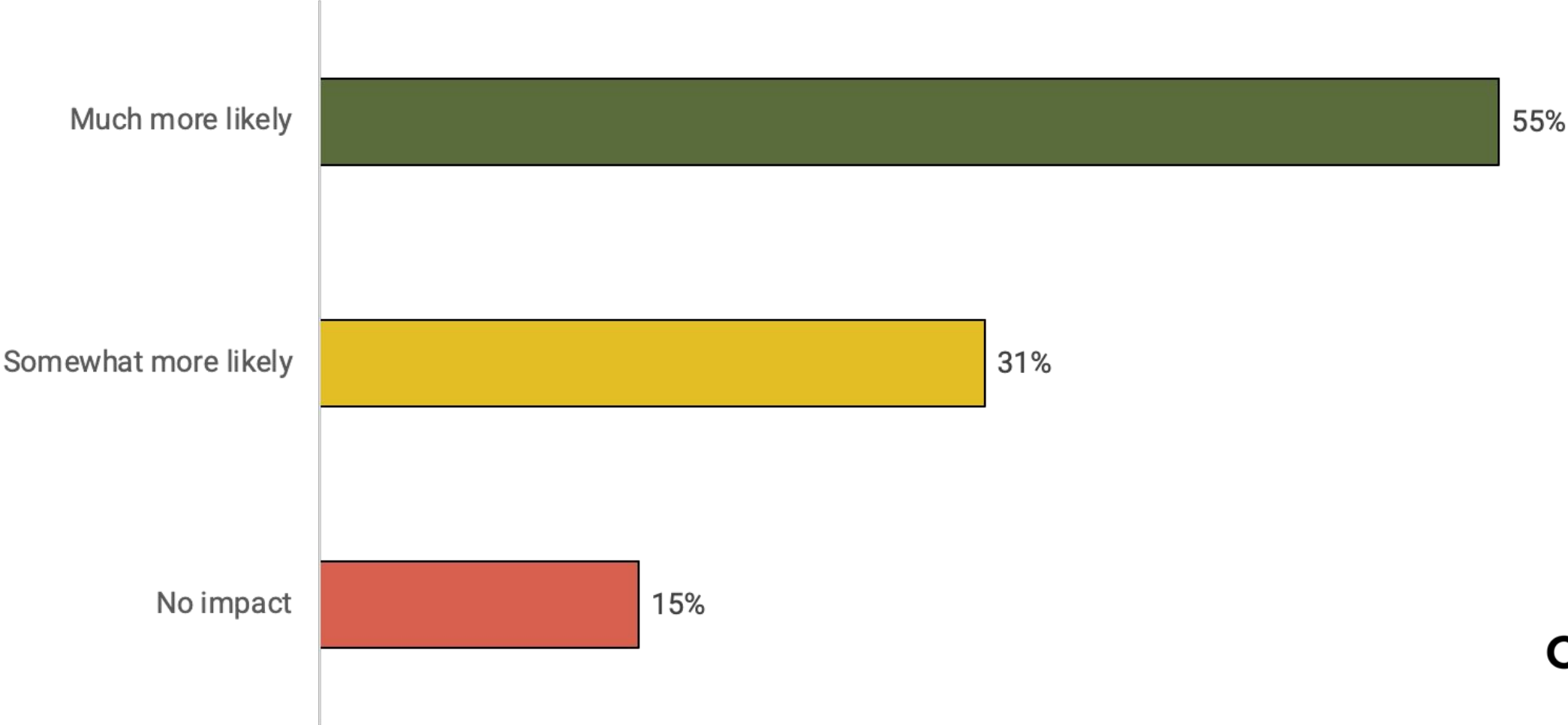
Recently I have purchased **shoes for tennis**. I have **watched multiple videos online to see how the tennis player reacts when running with the shoes on and to hear how they felt when they had worn the shoes**.

One of the items that we just recently got is a **Meta VR Quest2**. **Watching videos on how people played and used it really was a deciding factor**.

My Owala water bottle because I saw a video of how leak proof it was.

Over half (55%) of consumers are much more likely to buy products from a particular retailer website that includes video reviews on their product page

In general, are you MORE LIKELY to BUY PRODUCTS from a particular RETAILER WEBSITE that INCLUDES VIDEO REVIEWS on their PRODUCT PAGE over a retailer website that doesn't?



N=507



3 of 4 consumers regularly/always seek out user generated photos/videos on an online product page before purchase. 4 of 5 consumers regularly/always seek visual content from others who have purchased a product over brand-supplied content

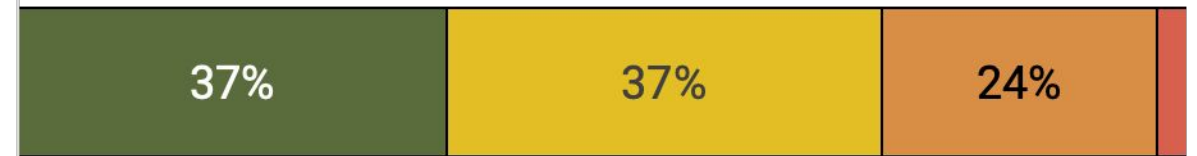
HOW OFTEN do you SEEK OUT...

Always Regularly Occasionally Never

VISUAL CONTENT from OTHERS who have already PURCHASED a PRODUCT vs. BRAND-SUPPLIED CONTENT

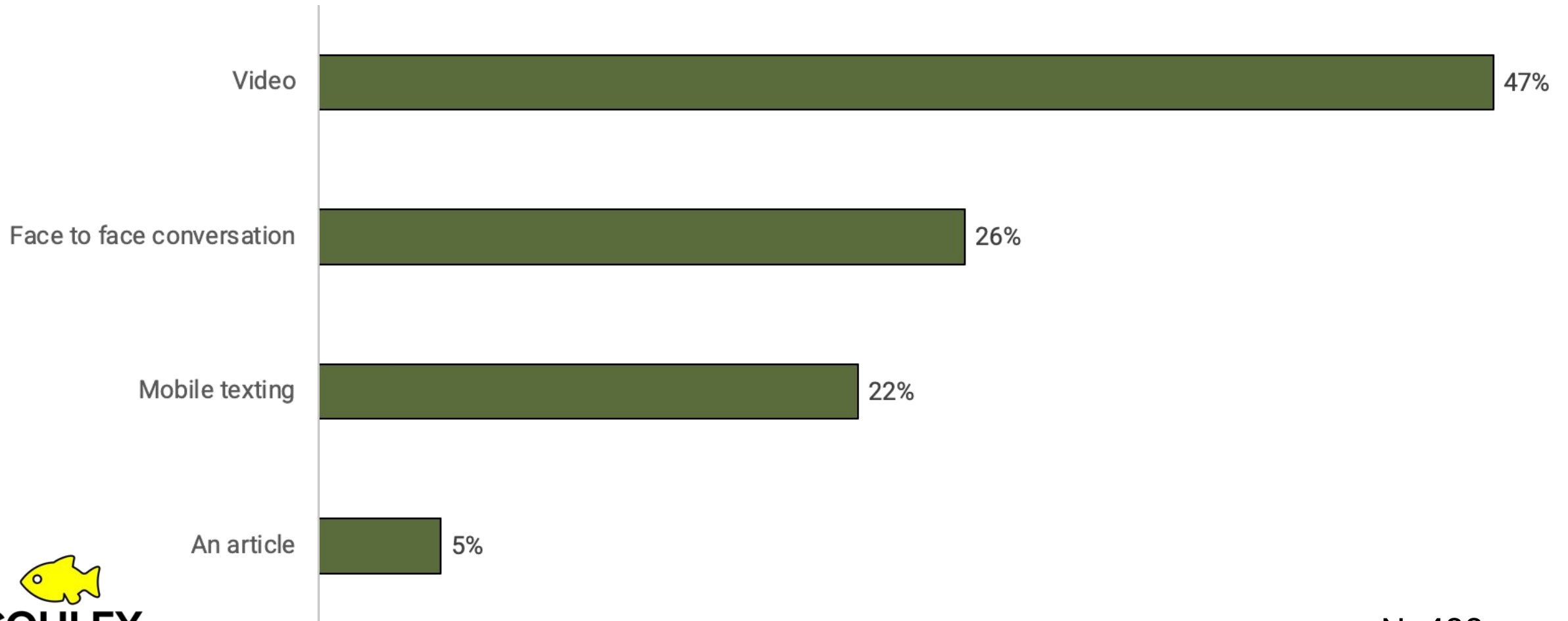


USER GENERATED PHOTOS and VIDEOS on an ONLINE PRODUCT PAGE PRIOR to PURCHASE



Video (47%) is now consumers' preferred format when talking about a product to others, over face-to-face conversation (26%) and texting (22%)

When TALKING ABOUT a PRODUCT to OTHERS, which of the following would you PREFER to USE?



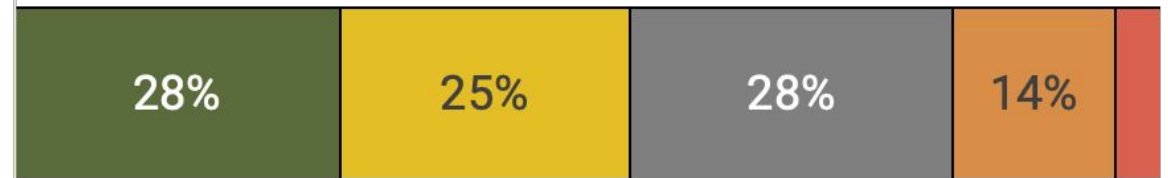
Half of consumers say they often/always will browse for items online but then go in-store to make their purchase and will search for online reviews before heading to the cash register when shopping in-store

Always Often Sometimes Rarely Never

Do you BROWSE for ITEMS ONLINE but then GO IN-STORE to MAKE YOUR PURCHASE?



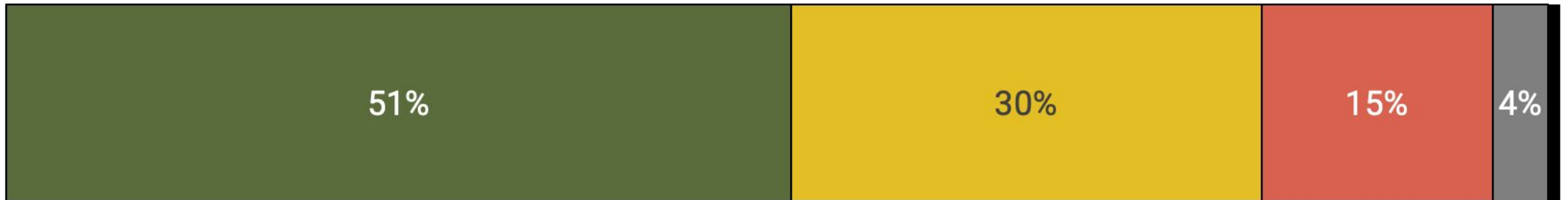
When SHOPPING IN-STORE, do you SEARCH for ONLINE REVIEWS before heading to the cash register?



Half of consumers say that watching video reviews from real people would definitely improve their online shopping experience

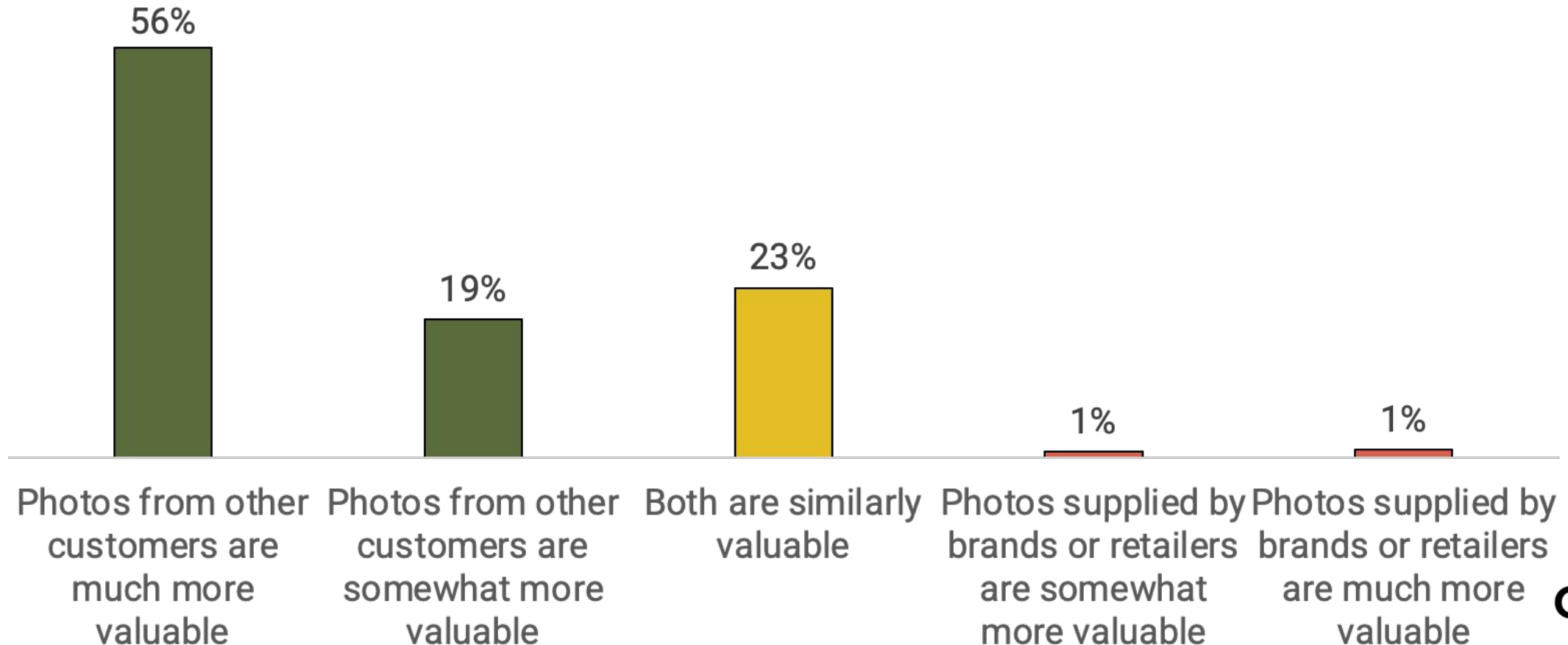
Would WATCHING VIDEO REVIEWS from REAL PEOPLE help to IMPROVE YOUR ONLINE SHOPPING EXPERIENCE?

■ Definitely ■ Probably ■ Maybe ■ Probably Not ■ Definitely Not



3 of 4 consumers find photos from other customers to be more valuable vs. photos supplied by brands or retailers

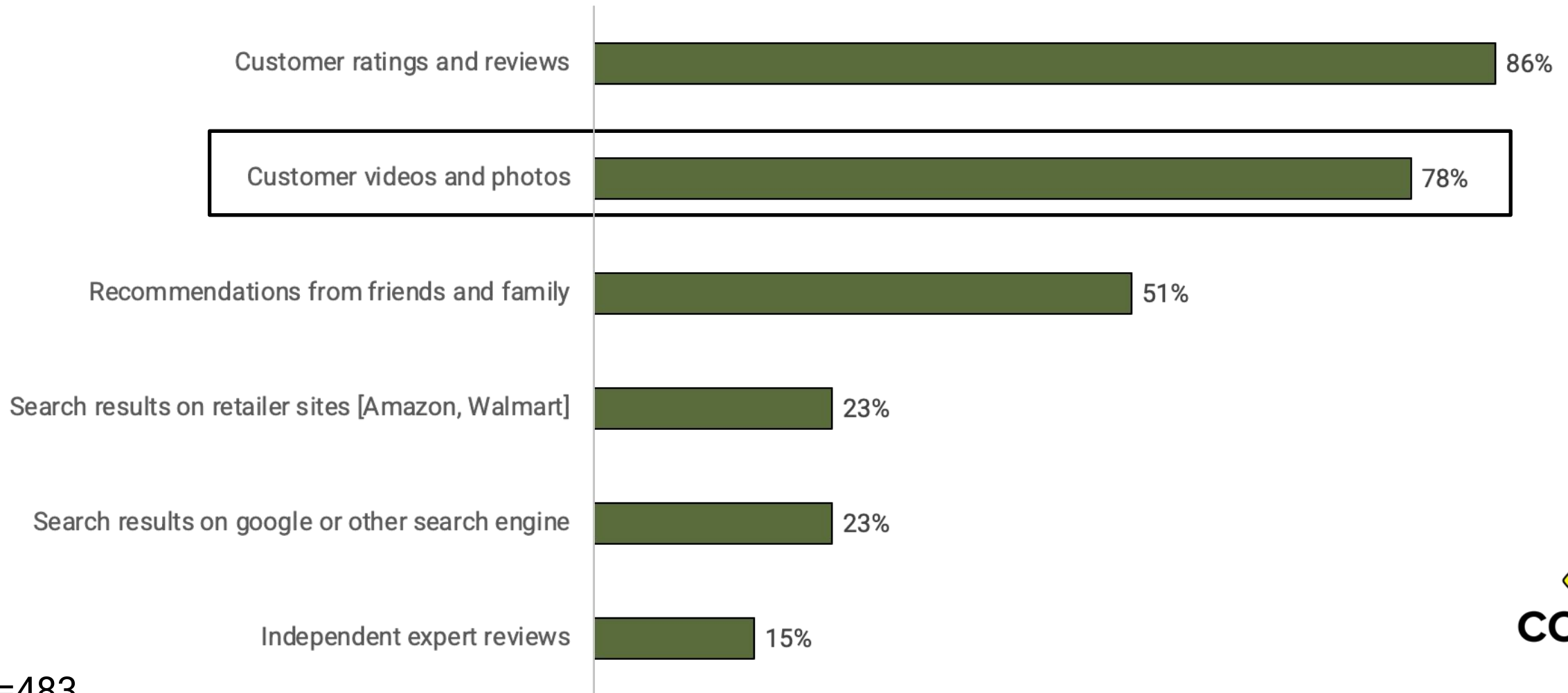
Do you FIND PHOTOS from OTHER CUSTOMERS to be MORE or LESS VALUABLE vs. PHOTOS SUPPLIED by BRANDS or RETAILERS?



N=483

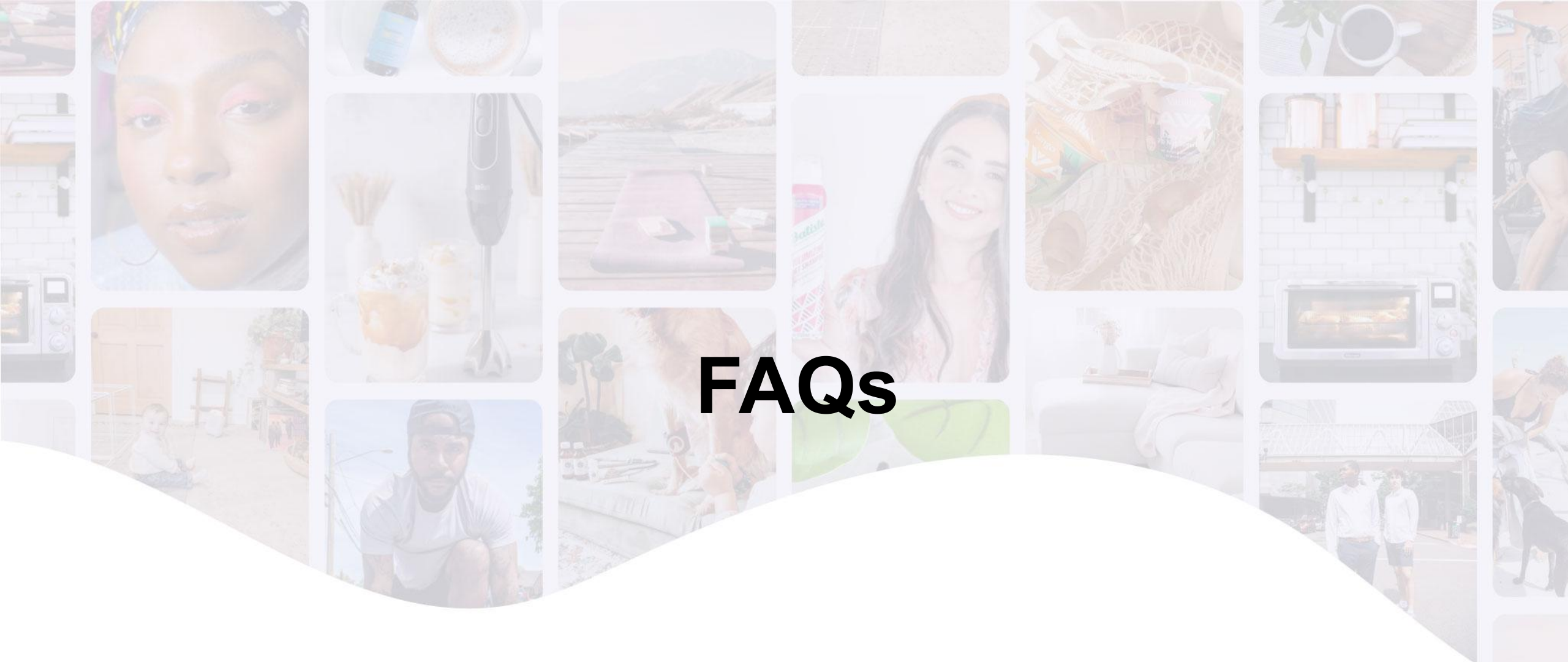
78% of consumers consider customer videos and photos when making their purchase decisions, much more than family/friend recommendations or Amazon search results

Which of the following do you CONSIDER when MAKING YOUR PURCHASE DECISIONS?



N=483





FAQs

1 in 3 consumers currently finds a Video FAQ to be more useful to them when they have questions about a product that they're interested in purchasing

If you HAVE QUESTIONS about a PRODUCT that you're INTERESTED in PURCHASING, which is MORE USEFUL to you, a VIDEO FAQ (Frequently Asked Questions) or a TEXT FAQ?

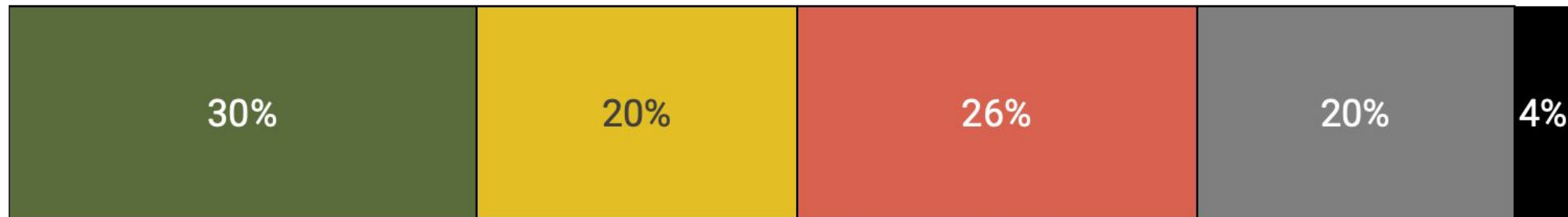


Half (50%) of consumers agree that watching a Video FAQ provides them with more relevant details than reading a Text FAQ does

Please tell us if you AGREE or DISAGREE with the following statement:

“WATCHING a VIDEO FAQ provides me with MORE RELEVANT DETAILS than READING a TEXT FAQ does”

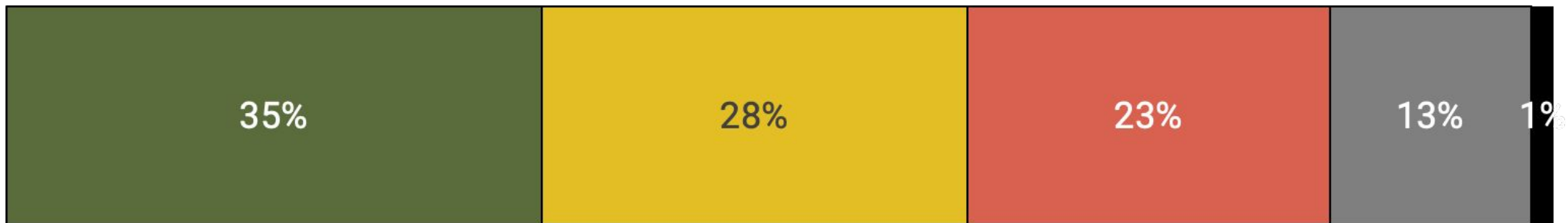
■ Strongly agree ■ Somewhat agree ■ Not sure ■ Somewhat disagree ■ Strongly disagree



3 of 5 consumers (62%) say that having the ability to ask a question online and receive a video answer would probably/definitely improve their online shopping experience

Would having the ability to ASK a QUESTION ONLINE and RECEIVE a VIDEO ANSWER help to IMPROVE YOUR ONLINE SHOPPING EXPERIENCE?

■ Definitely ■ Probably ■ Maybe ■ Probably Not ■ Definitely Not





Summary

Summary (1)



- Just under half (48%) of consumers prefer to watch video reviews from real people before buying a new product for the first time
- 3 of 4 consumers (77%) indicate that they often/always watch videos about products that they're interested in before buying
- 70% of consumers strongly agree that video reviews from real people are helpful for them when making a decision about a product that they're interested in buying
- 95% of consumers are more likely to buy a new product that they're interested in if they're able to watch video reviews from real people before purchasing. 71% are much more likely

Summary (2)



- 84% of consumers agree that video reviews from real people are more valuable to them than influencer videos when making a purchase decision. Half (49%) strongly agree
- 4 of 5 consumers consider video reviews from real people to be somewhat/very important when looking to buy a new product in Beauty/Cosmetics, Personal Care, Haircare, Health & Wellness, or Electronics/Home Appliances
- 4 of 5 consumers watch videos of products they're interested in buying on their phone/mobile device much more often vs. their laptop/computer
- 3 of 4 consumers would prefer to watch a short video when learning about new products over reading an article or text review

Summary (3)



- 70% of consumers consider watching a short video to be more trustworthy when making a product purchase decision
- Over half (51%) of consumers strongly agree that video reviews are more trustworthy than text reviews because they can see & hear a real person who's providing the review
- 64% of consumers consider video reviews to be more convincing than text reviews to buy a new product when shopping online
- Even when shopping in-store, half of consumers find video reviews to be more convincing to them to buy a new product vs. text reviews
- Half (49%) of consumers strongly agree that watching video reviews provides them with more relevant details they need to make a product purchase decision vs. reading text reviews

Summary (4)



- 3 of 4 consumers (77%) prefer watching a video review overall when making a purchase decision vs. reading a text review
- The primary reasons why consumers prefer watching video reviews is they can picture themselves using the product to see if it's a good fit more easily and they prefer seeing/hearing a real person
- Most consumers (68%) need to watch at least 3-4 videos before buying when making a product purchase decision
- More than 4 of 5 consumers have been convinced to buy a product/service multiple times after watching a video
- Over half (55%) of consumers are much more likely to buy products from a particular retailer website that includes video reviews on their product page

Summary (5)



- 3 of 4 consumers regularly/always seek out user generated photos/videos on an online product page before purchase. 4 of 5 consumers regularly/always seek visual content from others who have purchased a product over brand-supplied content
- Video (47%) is now consumers' preferred format when talking about a product to others, over face-to-face conversation (26%) and texting (22%)
- Half of consumers say they often/always will browse for items online but then go in-store to make their purchase and will search for online reviews before heading to the cash register when shopping in-store
- Half of consumers say that watching video reviews from real people would definitely improve their online shopping experience

Summary (6)



- 3 of 4 consumers find photos from other customers to be more valuable vs. photos supplied by brands or retailers
- 78% of consumers consider customer videos and photos when making their purchase decisions, much more than family/friend recommendations or Amazon search results
- 1 in 3 consumers currently finds a Video FAQ to be more useful to them when they have questions about a product that they're interested in purchasing
- Half (50%) of consumers agree that watching a Video FAQ provides them with more relevant details than reading a Text FAQ does
- 3 of 5 consumers (62%) say that having the ability to ask a question online and receive a video answer would probably/definitely improve their online shopping experience



Study Details

Study Details



- 583 consumers completed the survey
- Survey fielded in May 2024

**27% of our consumer sample is under 25,
48% is aged 25 to 34, and 25% is aged 35+**

Which AGE RANGE do you belong to?

