

Impact of User Reviews on Consumer Decision Making

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The advent of technology and the extensive use of the internet have modified how word of mouth advertisement was done in the past. Nowadays, billions of users go through millions of reviews posted on [best business review sites](#), e-commerce websites and social media platforms every day before they make a purchase. Even before visiting restaurants, it has become common practice to find out the best local businesses online. For example, the residents of Lahore would search the [best business in Lahore](#) before visiting a particular shop, restaurant or salon.

Internationally there are many review sites which are frequently used by the public to view and post reviews and find out about the best local businesses of the city. Amongst the notable ones are Yelp, Yellow Pages, Angie's List, Clutch, Mouth Shut, Trip Advisor and also Google.

Unlike the past where recommendations were given by friends, family and acquaintances, currently, word-of-mouth advertisement and opinions are codified on the city's [best business review sites](#). This not only helps customers in making better purchasing decisions but also ensure business accountability so that they don't engage in malpractices.

According to various surveys, people are more inclined towards spending on the products or services that have previously been reviewed. Although some people still have doubts on the online posted reviews but a vast majority of the consumers do believe them to be authentic if they are posted on city's [best business review sites](#).

The power of feedback and reviews can also be analyzed through the millions of social media following of influencers, Vloggers and Bloggers. Multinational corporations and brands contact these content creators to promote their products and services. Previously such organizations only resorted to traditional forms of advertisement including billboards, television and newspapers.

A great benefit of city's [best business review sites](#) is that positive and negative reviews posted there do not seem biased as opposed to the reviews that the business has posted on their websites and social media pages. Customers can look for the [best business in Lahore](#) without worrying about misleading reviews and information.

Yopals.com is Pakistan's first dedicated crowd-sourced review platform to codify reviews on a single platform. You can find the [best business in Lahore](#) in any category by visiting Yopals.