

Digital Trends Quarterly: Online Reviews - UK - July 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Despite increasing concerns about misuse of user reviews by companies – for example commissioning fake positive reviews about themselves or negative reviews about their competitors – people still see them as more reliable than professional reviews, as well as more impartial and more useful.”

– **Matt King** – Category Director, Technology and Media Research

This report looks at the following areas:

A two percentage point increase in smartphone ownership to 85% – its highest level to date – in the most recent quarter shows that it’s still possible to attract new customers despite the challenge posed by innovation fatigue in a near-saturated market. Most of these new customers are from older age groups, however, and it’s unlikely they will be buying in at the premium end of the market. Manufacturers are acknowledging that consumers are now holding onto their handsets longer due to the maturity of the technology. Apple, for example, stressed its continuing support for older iPhone models at WWDC (Worldwide Developer Conference) 2018.

Companies are moving to take advantage of evolving digital habits to engage more with people at every stage of the customer journey – particularly on mobile and social media – and Mintel’s data shows the extent to which this will resonate with younger Millennials and the Digital Generation. Online user reviews are playing an increasingly important part in the customer journey overall, but there are concerns that companies are misusing them to create fake positive reviews about themselves or negative ones about their competitors. Nevertheless, people still see them as more reliable, impartial, and useful than traditional professional reviews.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Online Activities – Market Commentary

Digital activity subdued in Q1
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