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BUILDING A WORLD OF TRUST FOR E-COMMERCE

Why is it so important to build trust for brands and e-commerce platforms with consumers?

After years of manipulation and unclear practices about on-line reviews, consumers want to be well-informed and shop on websites showing full transparency and trustworthiness.

A new business practice is about to emerge based on consumer expectations to put trust and ethics at the center of their relationship with brands and websites.

The consumer opinion weighs 90% in the purchase decision

Fake reviews and manipulations are increasing on-line destroying trust

In France, up to 71% of consumers consider that negative reviews are deleted (*)

A digital growth strategy requires to build a trusted relationship with e-shoppers :)



(*) survey conducted by Opinion Way (January 2016)