

Online, people write product reviews and opinions about services. Is it a good thing or bad thing?

Nowadays, many products are produced and presented to markets to fulfil the customers' needs (~~irrelevant~~).

Online shopping facilitates purchasing processes especially by providing the possibility for buyers to give their feedbacks and also read other views about products. Taking this into account, this essay tries to review the benefits of these feedbacks and the issues that are getting in the way.

Product and service reviews can easily provide guidance for people who are considering buying a new product. Not only do they help in finding the best product that fits the user's requirements but also they give people the opportunity to ask their questions about a specific product ~~from to~~ users who have recently bought it. In addition, producers are able to get their customers' feedback almost gratis and consider them for their new products that are planned to ~~be produced~~. There is also a possibility of encouraging potential customers to purchase a product that is not their immediate necessity by sharing users' ideas in advertisements.

On the other hand, there might be a few issues when reviews ~~is~~ published on the Internet. That everyone has a unique expectation from a specific product is undeniable. Based on this fact, It should be noted that people's opinions may be different and a useful product for a person can be a waste of money for another ~~one~~. Furthermore, it is possible for business competitors and their fans to adopt an unprofessional way of advertising by sending hopelessly incorrect reviews.

In conclusion, although reviews help people on many occasions, the negative impacts of them should not be overlooked. One of the most effective ways for reduction of these effects is to set a rating system for reviews. The more a review is unreal, the more negative dislikes it gets.