

# Understanding the Impact of By-Feature Ratings on Overall Product Ratings

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## **Abstract**

Despite the widespread use of aggregate ratings, research suggests their limitations in reflecting objective product quality. Many platforms introduce 'by-feature' ratings to address these challenges. Our research shows that providing by-feature ratings leads to a disproportionate weighting in favor of these ratings compared to overall ratings. We also explore how consumers integrate information from individual features into their overall evaluation. By delving into the interplay between overall and by-feature evaluations, this study contributes to our understanding of how consumers form judgments and make sense of product information.

**Subject Areas:** *Consumer Behaviour, Decision-Making*

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