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## INFLUENCES OF ONLINE REVIEWS ON CONSUMER BEHAVIOUR

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**Neha Rani**  
Research scholar  
Department of commerce  
singhania University  
pacheri bari , Rajashthan

**Prof. ( Dr ) Alok Kumar**  
Supervisor  
Dean & Director  
Industrial Relations & Placement  
singhania University  
pacheri bari , Rajashthan

**Dr Ritesh Verma**  
Co-Supervisor  
Assistant professor  
Vallabh Government College  
Mandi , Himachal Pradesh

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### Abstract

This research investigates how star ratings, customer reviews, and other material affect the purchasing decisions of consumers. The study uses 200 observations to quantify the impact that positive, middling, and negative evaluations will have on buyer choices for product, service, and even logistics ratings. The current study's findings indicate that while poor reviews and unfavourable comments have less of an effect on customer behaviour, positive assessments have a greater effect. Moreover, adding images and comments to products aids in the development of buying habits since engaging material is a crucial component. Complex relationships can be found in both product ratings and overall reviews. An overwhelming review could be detrimental to it, even though a very low rating might even undermine customer faith. Regression research shows that, even when reviews and ratings are taken into account, quality and balance are important factors that affect the consumer's choice. Thus, the

study's findings indicate that maintaining quality at its current level is crucial for influencing positive consumer purchasing behaviour.

**Keywords:** Consumer Buying Behavior, Positive Reviews, Negative Feedback, Star Ratings, Product Ratings.

## 1. INTRODUCTION

Customers become used to shopping online as e-commerce websites developed. The second from last quarter of the Chinese online shopping business in 2014 saw 691.41 billion RMB in exchanges, with 44.2% of the market being B2C and Tmall representing generally 60% of the B2C market, as per the latest measurements from iResearch, which is displayed in Figure 1 (Zaini et al., 2024). The C2C business will continue to fill steadily in the future because it can accommodate the unique needs and differences of online consumers. As per CNNIC's 35th survey report, as of December 2014, there were 649 million Chinese Internet users, of which 557 million used mobile phones (Sood et al., 2024). These days, more people shop on their phones. Customers get used to involving online reviews as a reason for deciding whether or not to purchase a product before making an exchange on e-commerce sites. Customers will post their own reviews of the product on e-commerce websites after buying it. The research of online reviews in recent years has generally focused on usefulness and reliability.



**Figure 1: website project of E-commerce**

### **1.1. Online Reviews**

Online reviews are deliberately formed suppositions about companies, merchandise, or services by users of the internet who have purchased, utilized, or experienced the product or service. They are commonly tracked down published on a review website and represent user reviews (Saumya et al., 2023). To indicate a degree of client fulfillment, a grade may be given notwithstanding an assessment and evaluations. In 2019, American consumers who purchase online anticipate reading a great deal of reviews before making a purchase; on average, 112 reviews were expected, and younger consumers anticipate more reviews than older consumers (Huang et al., 2023).

In the United States, product reviews and evaluations have become a critical deciding variable for internet users when they shop online. Online customer evaluations are very helpful, as indicated by 62 percent of respondents to a 2019 survey about the main elements influencing a purchase for American online buyers (Nagaraj & Mamidala, 2024). As per a survey, the fundamental inspiration for online reviewers is to alert or caution others about their own customer experiences with the business. Then again, while reading online product reviews, buyer contentment and overall product performance are considered to be the most useful data. In general, American internet users ranked second just to search engines in their perception of online reviews as a reliable source of specific data about things they wished to purchase.

Reviews of labor and products through mobile and social media stages have likewise increased. A 2019 survey of Christmas shoppers viewed that as 23% of American consumers said they will utilize social media to help with their vacation purchases (Zhang et al., 2023). The most widely recognized uses of social media were for product perusing, advancement discovery, and review reading. The most widely recognized types of video content on social media are product reviews and unpacking videos. The prevalence of readily available data is demonstrated by the critical part of customers who were more inclined to counsel customer evaluations on their mobile devices than to speak with a salesperson in-store.

### **1.2. Consumer Behavior**

In general, consumer behavior describes how people or their households choose, acquire, utilize, or dispose of any great or service. Numerous mental, humanistic, and social variables influence how customers engage with the marketplace (Kaur et al., 2024). It is a multi-phase

process that includes problem identification, information collecting, choice exploration, purchase decision-production, and post-purchase experience evaluation (Rozenkowska, 2023). At these places, a variety of elements, including individual feelings and values, social standards, advertising efforts, product attributes, and environmental circumstances, may have an effect on consumers. Because it clarifies how customers choose which things to purchase, when to purchase them, and from whom to purchase them, consumer behavior is essential to marketing. By knowing customer behavior, marketers might create marketing strategies that effectively target the ideal people with the perfect message at the ideal time. Here are a few instances of how marketing is impacted by consumer behavior:

- **Segmentation:** Research on consumer behavior helps marketers in market segmentation. By identifying these segments, marketers can change their messaging and strategies to better appeal to each populace.
- **Product design:** Product development can likewise benefit from consumer behavior (Jain et al., 2024). By examining consumer demands and preferences, marketers might create merchandise that better fulfill them, helping sales and customer happiness.
- **Pricing Strategies:** With the help of this data, marketers might determine which price focuses will encourage consumers to purchase the product and which pricing strategy would elicit the most response from certain market segments.
- **Branding:** The investigation of customer behavior supports the development of branding plans. It develops brand strategies and messaging that connect with consumers and increase brand faithfulness based on their perceptions of the businesses.

## 2. LITERATURE REVIEW

**Katyal and Sehgal (2024)** conducted an intensive investigation of the emergence and fame of OCRs. As indicated by their discoveries, online reviews are increasingly being used as a decision-production device by customers. Their review tried to assess the effect of OCRs on customer buying behavior, categorizing key characteristics like online review credibility, source credibility, and stage credibility. They developed a conceptual framework to describe the drivers of consumer behavior, with an emphasis on the role of OCRs in the buying decision-production process. This study's commitment is to aggregate and provide key discoveries about OCRs, which will help with the development of future research in this field.

**Rachmiani et al. (2024)** examined how online reviews and product appraisals influence consumer buying decisions on e-commerce stages. The specific focal point of this study was on how OCRs and product appraisals foster consumer trust, lower perceived dangers, and enhance purchase. In a mixed-methods (quantitative-based) online self-administered survey of 180 members, positive reviews increased consumer trust ( $\beta = 0.52, p < 0.05$ ), while negative reviews increased perceived risk, resulting in lower purchase intention ( $\beta = - 0.48, p < 0.05$ ). The investigation discovered that product evaluations serve as a quality marker, with higher appraisals increasing consumer trust and positively influencing buying decisions ( $r = 0.65, p < 0.05$ ). The discoveries indicate that reviews and appraisals are basic components of social verification in online shopping, and methods focussing on overseeing reviews and appraisals might improve product competitiveness in the e-commerce industry. The concentrate likewise suggested leading extra research on the moderating variables of brand image and service quality to better understand consumer behavior.

**Lam et al. (2023)** investigated the role of perceived risk in provoking consumers to seek internet reviews, especially regarding food handling. Utilizing commitment-trust theory as a framework, this study discovered that when presented with higher levels of perceived risk, customers were more ready to seek out product-related data through social media networks. The current review discovered that the perceived informativeness of positive internet reviews increased trust, which gainfully affected purchase intention. The researchers focused on generating trust through helpful evaluations because, as per consumers, the latter had higher dependability scores, increasing the chances of developing positive purchase intention.

**Hong et al. (2023)** investigated what different influences on customers in Malaysia's e-markets meant for their online buying behavior, focussing on two review categories: hedonic-based online reviews and utilitarian-based online reviews, with impulse purchasing behavior serving as the response variable. In an investigation of 384 online shoppers, they discovered that hedonic-based online reviews had profoundly huge positive ramifications for impulse-purchasing behavior, and the empirical discoveries indicated that consumers were more likely to make spontaneous purchases than others when emotional or hedonic needs were attracted by the hedonic-based content of reviews in online stages. This knowledge would be extremely useful for marketers hoping to influence impulse purchase behavior on e-commerce stages.

**Mingilaite (2023)** investigated the influence of internet consumer reviews in influencing buying decisions. The review focusses on home appliances and means to present theoretical bits of knowledge and empirical research discoveries to make recommendations on the most proficient method to use internet reviews to influence customer buying behavior in this category. Mingilaite's review, which included theoretical literature investigation and empirical research, indicated that internet reviews are currently a significant marketing device that influences consumer buying decisions. Empirical evidence suggests that user reviews have a direct effect on purchase decisions, making effective management of online reviews a huge sales driver, especially in product categories like household appliances.

**Yadav et al. (2024)** investigated the effect of internet reviews on behavioral intentions utilizing the lens of perceived risk. They used the Boost Creature Response worldview to describe how internet reviews interact with the coherent and emotional aspects of perceived risk. The creators used CFA and SEM to validate their conceptual model with essential information from 473 travelers. The discoveries revealed that reviews from other customers, which can be accessible on the internet, help to reduce the perceived gamble of the online consumer, especially in experience-based services like travel. As indicated by the discoveries, online reviews reduced consumers' perceived dangers, advancing more positive behavioral intentions like trust and a higher likelihood of buying or interacting with the service. The review urged DMOs to use online reviews to reduce perceived vagueness and chance, thereby enhancing consumer confidence and decision-production in the travel industry.

### **3. RESEARCH METHODOLOGY**

#### **3.1. Research Design**

This study used a quantitative research methodology to explore the impact of various forms of reviews, star ratings, and other information on consumer purchasing behaviour. This is because it enables the collection of numerical data and the application of statistical tools to test hypotheses and identify patterns and relationships.

### **3.2. Research Approach**

This was a deductive technique, in which theories and assumptions about the impact of reviews, ratings, and supplementary information on consumer behaviour were examined with empirical data. The study sought to validate theories about favourable, moderate, and negative reviews, as well as the impact of star ratings and other information.

### **3.3. Sample Size**

The sample included 200 observations across multiple product categories, with an emphasis on factors such as user comments, ratings, reviews, and monthly sales data.

### **3.4. Sampling Technique**

The sample was selected via convenience sampling. The data was gathered from an established internet portal that provided user reviews and ratings for products. Nonrandom sampling was used since data was readily available for the research aims.

### **3.5. Data Collection**

Data was gathered from a secondary source, which is an online platform where reviews and ratings for various products are publicly posted. The platform's interest variables include good, moderate, and negative reviews; product, service, and logistical star ratings; image submissions; additional remarks; and monthly sales. Data collecting aimed at assuring the dataset's correctness and completeness in order to conduct credible analysis.

### **3.6. Tools for Data Analysis**

The dataset was first described using descriptive statistics, which included measurements such as mean, standard deviation, minimum, and maximum values.

- Multiple Regression Analysis was used to assess the direction of the interaction between variables and the effects they had on consumer purchasing behaviour. It enabled researchers to investigate the impact of the independent factors -- reviews, ratings, and auxiliary information -- on the dependent variable, namely consumer purchasing behaviour.

- SPSS (Statistical Package for the Social Sciences) was used to perform regression analysis on the dataset. This software is required for doing regression analysis and delivering a report on the statistical significance of the results.

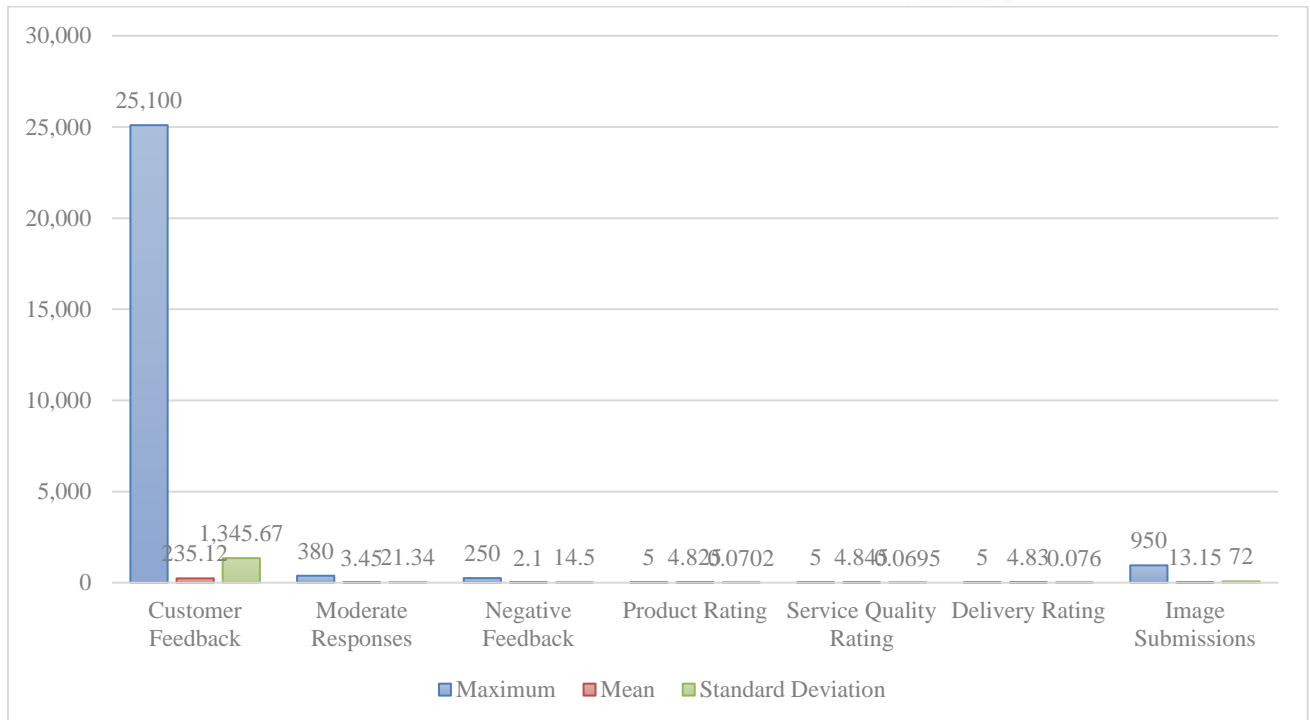
#### 4. DATA ANALYSIS AND INTREPRETATION

Table 1 provides descriptive statistics for the variables under consideration in the study, which relate to various aspects of consumer feedback, product ratings, and reviews.

**Table 1: Descriptive statistics for the various aspects of consumer feedback, product ratings, and reviews**

Variable	N	Minimum	Maximum	Mean	Standard Deviation
Customer Feedback	150	1	25,100	235.12	1,345.67
Moderate Responses	150	1	380	3.45	21.34
Negative Feedback	150	1	250	2.10	14.50
Product Rating	200	4.3	5	4.825	0.0702
Service Quality Rating	200	4.3	5	4.845	0.0695
Delivery Rating	200	4.4	5	4.830	0.0760
Image Submissions	200	1	950	13.15	72.00
Total Reviews	200	1	27,000	395.60	1,950.50
Additional Comments	200	1	930	12.55	54.10
Monthly Revenue	200	8	11,300	170.25	680.12





**Figure 2: Graphical Presentation of Descriptive statistics for the various aspects of consumer feedback, product ratings, and reviews**

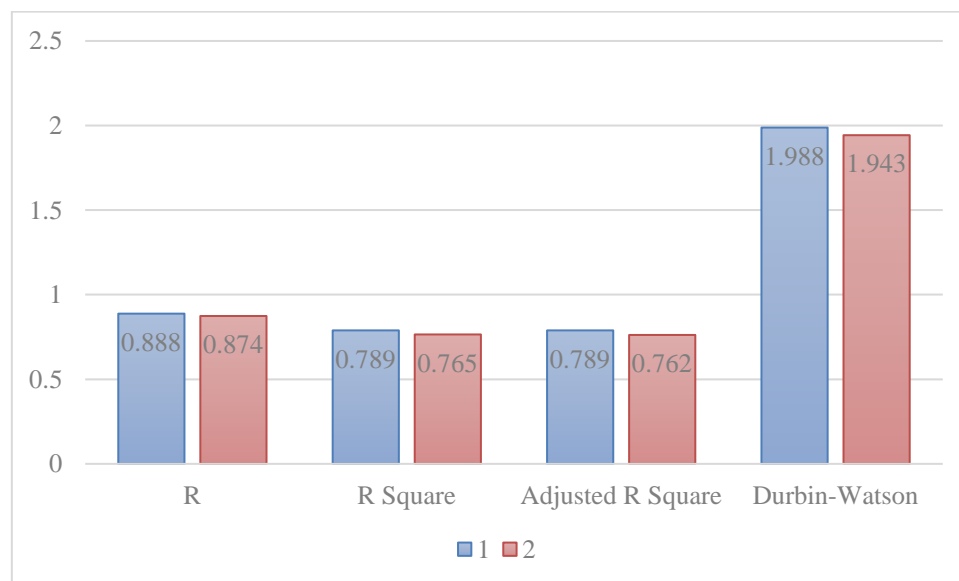
There is a significant amount of variation in the number of positive reviews across the sample of data, as indicated by the fact that the variable of Customer Feedback, which refers to positive reviews, has a mean value of 235.12, a range that goes from 1 to 25,100, and a big standard deviation of 1,345.67. There is a moderate amount of variability, as indicated by the standard deviations, which are 21.34 for moderate reviews and 14.50 for negative reviews. The moderate responses and negative feedback variables have lower means of 3.45 and 2.10, respectively, which indicates that these types of reviews are significantly less frequent than positive reviews. Due to the fact that the means for Product Rating, Service Quality Rating, and Delivery Rating are all between 4.82 and 4.85, it can be deduced that ratings in these categories are primarily high, which indicates that customers gave relatively positive ratings to the services. It is clear that the scores are consistent across the whole sample because the standard deviations are rather low (ranging from 0.0689 to 0.0760). The average score for the Image Submissions is 13.15, and the range of scores is from 1 to 950. Both the Total Reviews and the Additional Comments have higher means, with the former coming in at 395.60 and the latter at 12.55. The Total Reviews have a wide range, ranging from 1 to 27,000, with a standard deviation of 1,950.50, which indicates that there is a significant amount of fluctuation in the number of reviews for

the majority of products. Monthly Revenue has a mean of 170.25 and a big standard deviation of 680.12, which indicates that there is a significant range in sales across the sample. There is also a large standard deviation.

The model summary for the regression analysis is presented in Table 2, which examines the connection between the feedback from customers and their purchasing behaviour.

**Table 2: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Sig. F	Durbin-Watson
1	0.888	0.789	0.789	314.424	0	1.988
2	0.874	0.765	0.762	326.296	0.029	1.943



**Figure 3: Graphical Presentation of Model Summary**

0.888 is the value of the R-value for Model 1. It may be deduced from this that there is a strong positive association between the independent variables and the purchasing behaviour of consumers. 0.789 is the result that was got for R Square. This indicates that this model is capable of explaining 78.9% of the variation in the purchasing behaviour of consumers. Consequently, the adjusted R Square, which similarly stands at 0.789, provides further

evidence that the model is effective in explaining with a robust variation, even after taking into consideration the number of predictors included. Model 1 has a standard error of the estimate of 314.424, which provides a measurement of how great the average forecast error might be. This estimate is based on the first model. With a Sig. F value of zero, the model as a whole contributes greatly to the explanation of the variation in the purchasing behaviour of consumers. The value of R lowers to 0.874 in Model 2, while the value of R Square has decreased slightly to 0.765; nonetheless, this still indicates that the model fits the data fairly. A value of 0.762 for the Adjusted R Square indicates that the model's explanatory power is still rather high. Additionally, a value of 1.943 for the Durbin-Watson statistic indicates that the residuals in the model do not exhibit any substantial autocorrelation.

The results of the regression analysis are presented in Table 3, which illustrates the correlations between various variables, such as ratings and reviews, and the purchasing behaviour of consumers.

**Table 3: Regression Output for Full Sample**

Model	Unstandardized Coefficients	Standardized Coefficients	t-value	Sig.
	B	Standard Error		
<b>1</b>	<b>(Constant)</b>	56.193	15.795	3.558
	<b>Customer Feedback</b>	0.452	0.012	0.888
<b>2</b>	<b>(Constant)</b>	2431.711	1088.11 5	2.235
	<b>Additional Comments</b>	10.252	0.652	0.784
	<b>Image Submissions</b>	2.614	0.564	0.268
	<b>Total Reviews</b>	-0.065	0.017	-0.189
	<b>Product Rating</b>	-494.982	225.956	-0.051

The value of the constant in Model 1 is 56.193, which represents the baseline purchasing behaviour of consumers that would take place in the absence of any other independent factors. The coefficient for customer feedback, which includes positive reviews, is 0.452, and the significance level is zero, which indicates that this is a highly favourable effect for consumer purchasing behaviour as a result of favourable reviews. A standardised coefficient of 0.888 is another piece of evidence that supports this assertion. In Model 2, the constant term has been increased to 2431.711, which indicates that the baseline effect of the predictors exhibits a greater degree of significance in the model. The coefficient of the variable Additional Comments is 10.252, and it was statistically significant, with Sig. = 0. This indicates that it has a positive influence on the purchasing behaviour of consumers. The coefficient of the variable Image Submissions is 2.614, and it is also significant, with a Sig. value of 0. This indicates that the photographs that are submitted by customers have a positive influence on the ways in which they make purchases. The coefficient for the variable Total Reviews is negative, coming in at -0.065, and the coefficient for Product Rating is -494.982. Both of these coefficients appear to be statistically significant, indicating that there may be consequences of a decrease in customer purchasing behaviour as a result of higher total reviews and lower product ratings. This means that the two elements may imply diminishing returns, which means that the factors may result in a reversal of the increase when they go beyond specific degrees. Negative Total Reviews and Product Rating show that this may be the case. In spite of the fact that it is statistically significant, the standardised coefficient for Total Reviews is quite low, coming in at -0.189. This implies that, in comparison to other factors that influence customer purchase behaviour, it may have a relatively minor impact in terms of implementation.

## 5. CONCLUSION

The study provides a significant amount of information regarding the elements that influence the purchasing behaviour of consumers. According to the findings, favourable reviews have a big part in moulding the decisions that consumers make, and they have a significant and beneficial impact on the purchasing behaviour of consumers. Not only can more content, such as new comments and image submissions, have a favourable impact, but it also demonstrates that engaging content increases the trust that consumers have in a brand and their decisions to make purchases. It is interesting to note that mediocre reviews and negative feedback appear to have less significant or more subtle effects on behaviour. The data suggests that their

influence is somewhat smaller than that of other types of feedback. It was discovered that star ratings (specifically, product, service, and logistics ratings) had a large and favourable impact, with product and service ratings being the ones that contribute the most significantly to consumer decisions. The overall reviews and ratings of the goods, on the other hand, do exhibit some intricate impacts. For example, a large number of reviews and a bad rating for the product may dissuade customers from purchasing the product. In spite of the fact that ratings and reviews are quite important, statistical models suggest that the quality and equilibrium of the content, rather than the quantity of the content, are the most important factors in determining the total impact on consumer behaviour. Because of this, a company should not only gather reviews, but also ratings and feedback that are of high quality and entertaining, as these factors influence the decisions that customers make regarding their purchases. The conclusion that can be drawn from the findings is that it is essential to have a positive online presence, as demonstrated by the quality of reviews and material that is engaging, in order to stimulate customer purchasing behaviour.

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