A Study on Influence of Online Review on Consumer Purchasing Behaviour

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Abstract

The purpose of this paper is to study the influence of online reviews on consumer purchasing behaviour. To support their purchasing decisions, consumers evaluate the reliability of online product reviews. Positive reviews typically encourage customers to develop emotional trust, boost confidence and trust in the product and have a powerful persuasion effect. On the other hand, unfavourable remarks might weaken the development of emotional trust and thwart buyers' intentions to make purchases.

The process through which consumers assess the reliability of internet product reviews is not well understood. This article looks at how a product's level of detail and the degree to which a reviewer agrees with it affect a review's trustworthiness and the purchase intents of readers for search and experience products. Overall, the findings show that stronger purchase intentions are correlated with more reliable reviews. Intriguingly, the results show that consumers assess the trustworthiness of a review for search and experience products in different ways. Consumers find internet reviews of search products more credible when they include specific product details.

However, customers assess the reliability of experience items differently. Marketing managers have recently come to understand the importance of internet reviews in consumers' purchasing decisions. There hasn't been a lot of systematic research on online reviews' influence on consumer purchasing decisions. Online reviews have an impact on the credibility and confidence of sellers and the products they offer for sale on online marketplaces, according to previous studies. In light of this, the current study intends to create and validate a scale to measure the influence of online reviews on customer purchasing decisions.

Introduction

Online reviews comprise voluntary consumer-generated evaluations of businesses, products or services by internet users who purchased, used, or had experience with the particular product or service. They typically serve as a form of customer feedback on the internet and are commonly published on a review site. In addition to written opinions and evaluations, a grade or rating may also be assigned to indicate the level of customer satisfaction. Customers are more likely to purchase from a website that has customer reviews than a website that doesn't. Displaying reviews on your website gives potential customers more confidence in their purchasing decisions and reduces doubts, leading to a higher conversion rate. Word-of-mouth has consistently been a critical consideration when it comes to a business's credibility. However, with the widespread accessibility of the internet today and the growing importance of e-commerce, online reviews now carry as much credibility as a personal recommendation

from someone you know. The important thing to remember here is that consumers will trust a review that is both high-quality and authentic.

Review of Literature

Several studies have reported on the influence of online reviews, in particular on purchasing decisions in recent times. These studies have reported on various aspects of online reviews on consumers' behaviour, including consideration of textual factors, the effect of the level of detail in a product review, and the level of reviewer agreement with it on the credibility of a review, and consumers' purchase intentions for search and experience products

Sl. No.	Field of Research	Focus	Outcome	Reference
1.	e-WOM: the effects of online consumer reviews on purchasing decisions	For many consumers, the internet has replaced other sources of information as their main information source, and this has significantly altered consumer behaviour. The introduction and growth of the internet have expanded customers' options for acquiring product knowledge by incorporating online comments from other consumers as well as chances for consumers to share their own consumer-related advice by participating in electronic word-of-mouth (e-WOM). The purpose of this study is to evaluate how online consumer reviews, one sort of e-WOM, affect purchasing decisions. This empirical study	Whether they make their purchases immediately on a website or later in a store, many customers use the internet to investigate products. Customers give the opinions of other consumers greater weight than those of paid experts or sales copy when they are conducting their research, which is an important initial step in making a purchase choice. Since online consumer evaluations are one sort of e-WOM, this study's main contribution is to investigate how they affect purchasing decisions. In addition, these analyses can lead to a number of deductions. First, the research's findings showed that the frequency of purchasers' purchases and reading reviews before making a	Ali Yaylı and Murat Bayram

		also focuses on how reviews and consumer behaviour relate to one another. The findings demonstrate that consumer reviews have an effect on consumer product selection and have an effect on consumer purchasing behaviour.	purchase had important key effects. Second, because they raise the apparent popularity of a product, reviews have a big impact on purchasers' purchasing decisions.	
2.	Do online reviews still matter post-purchase?	The interactive effects of CE and eWOM obtained post-purchase lead to emotional, cognitive, and behavioural polarisation, according to social comparison theory and polarisation effects. More specifically, when CE, AR, and IR have valences that coincide, Consumers strengthen their feelings, form more extreme opinions of the brand, and increase their faith in eWOM media. This finding is significant because it demonstrates that consumers do not solely appraise the service they receive based on their CE, but also take into account the experiences of others. Review sites offer forums for consumer comparison in an effort to find commonalities and	We draw attention to the effects of social comparison brought about by eWOM on many aspects of post-purchase evaluation. Therefore, it stands to reason that social comparison's impacts could have an impact on consumers' cognitive, emotional, and degrees of behaviour during the post-purchase phase. Additionally, our study reveals that IR are the primary driver in the post-purchase period by contrasting AR with IR. Even at the post-purchase stage, AR continues to play a crucial part in building a positive brand image, despite the fact that it is no longer as crucial as it was in the pre-purchase period. In light of the fact that both AR and IR are crucial for decision-making, we thereby open the door for a whole new understanding of how customers assess eWOM	Hongfei Liu, Chanaka Jayawardhena, Victoria-Sophie Osburg, Mujahid Mohiuddin Babu

		actualize self-confirmation.	information prior to purchasing.	
3.	Effect of Online Reviews on Consumer Purchase Behavior	This research investigates the impact of online user reviews of experiential items on consumer purchasing decisions from a fresh angle of consumer learning. The favourable reviews, detailed ratings, photo reviews, appending reviews, and cumulative evaluations all have an impact on consumer buying behaviour, according to statistical findings using SPSS 19.0 programme for data analysis and assumptions. The statistics do not consider the average reviews, bad reviews, logistical rating, or service rating to be meaningful. This essay concludes with a summary and some recommendations.	The findings indicate that good reviews, description ratings, picture reviews, extra reviews, and cumulative reviews are among the online reviews' influential variables on customer purchasing decisions. In this study, there is no significance for the four factors mild reviews, unfavourable reviews, service star ratings, and logistical star ratings. As a result, merchants can offer perks to customers in exchange for their positive and thorough ratings during the sales process.	Zan Mo, Yan-Fei Li, Peng Fan
4.	A study on parameters of online reviews content that influence consumers buying behaviour- an Indian perspective	The current study aims to close the knowledge gap about how online product or service reviews affect customer purchasing decisions. The study's goal is to comprehend the criteria for review content that consumers use to filter internet reviews. Purchasing a good or service. A descriptive	According to study's mean score, the majority of consumers consider the combined reviews from the internet reviews they visit when making purchases of goods or services. The more content similarities there are, the more people believe it. Information and price are other criteria by which consumers	Prashant Devedi, Sujatha, Ruchi Pathak

		research design is utilised in conjunction with a structured questionnaire as the primary data gathering tool to meet the study's objectives.	evaluate internet reviews. Benefits of the product, information about offers or discounts, data on logistical services relating to delivery or availability of the goods, and information about the product's warranty or guarantee are all covered by this paragraph.	
5.	The Effect of On-Line Consumer Reviews on Consumer Purchasing Intention: The Moderating Role of Involvement	Online customer reviews are crucial for purchasing decisions and for increasing product sales since they serve as both informants and recommenders. Both their amount and quality affect how compelling they are. The elaboration likelihood model is used in this study to explain how the degree of product involvement modifies these correlations.	The research that is the subject of this paper yields two main conclusions. First, consumer purchasing intentions are positively impacted by the calibre of online consumer evaluations. Reviews that are convincing and rational, with enough specific product-related facts have a very good impact on purchasing intentions as justifications. Second, as there are more reviews, consumers are more likely to make a purchase. The presence of several reviews demonstrates the product's popularity, which raises purchase intent.	Do-Hyung Park, Jumin Lee, and Ingoo Han
6.	Effects of negative reviews and managerial responses on consumer attitude and subsequent purchase behavior: An experimental design	Online product reviews have developed into one of the key variables influencing the purchasing process in the present decade of social commerce. Potential clients invest	The literature has shown the significant effects of bad reviews on consumer behaviour. Due to their higher perceived diagnostic value and risk-informing function, negative evaluations may have a	Long Hoang Le , Quang-An Ha

		time and energy in information gathering in an effort to lessen information ambiguity during this procedure offered by current clients as well as sellers. Negative online reviews and managerial answers have a significant impact on the attitudes and behaviours of potential consumers. These customers examine the information in reviews and comments to gather knowledge about the goods and seller's services before making an online purchase. Based on the category diagnosticity, this study is a framework for understanding the connections between online bad reviews, managerial replies, consumer attitudes, and their subsequent purchase intention behaviour is developed using theory and the literature on managerial responses.	bigger impact on consumer behaviour and increase consumer perception bias. The results of this study demonstrate the significant contributions that negative reviews, including review diagnosticity and negative review impressions, make to the online purchasing environment. Negative review diagnosticity was found to have a negative influence only on attitudes toward sellers, but negative review impressions were found to have negative consequences on purchase intention via attitudes toward items and sellers. Additionally, this study shows that while negative review diagnosticity did not directly affect consumer sentiments regarding products, it did so indirectly through a bad review impression.	
7.	The Effects of User Reviews on Online Purchasing Behavior across Multiple Product Categories	Word-of-mouth (WOM) is one of the primary ways that consumers learn about the past experiences of others before deciding which	According to research, the user reviews substance can have an impact on both the probability of a sale and the product's selling price. The findings of this	Lisa Hankin

		product to buy . The internet has today eliminated conventional face-to-face WOM and produced a new electronic WOM platform (eWOM). As consumers continue to rely more and more on online user reviews for internet product purchases. Consumers frequently rely on this eWOM transfer to reduce risks related to product quality and the seller's honesty when they are unable to evaluate a product in-person. The current study examines how consumer reviews affect decisions to buy across a variety of product categories.	study reveal that depending on the product category, customers employ various user review qualities. When seeking a retailer of household goods, the typical review and the quantity of negative reviews worry users. According to the study's findings, showcasing the debate surrounding a product or combining positive and negative reviews may excite consumers curiosity, which could enhance sales and profitability for businesses.	
8.	Role of electronic word-of-mouth content and valence in influencing online purchase behaviour	Online shoppers increasingly use electronic word of mouth (eWOM) as a tool for product evaluation and selection. The current study has focused mostly on how different eWOM properties affect purchase behaviour is influenced by factors like valence, volume, and text-based eWOM content. This study is the first to examine the impact of rich eWOM content and mixed neutral WOM	According to this study, Customers are more likely to value positive or mixed neutral eWOM valences that include benefits and drawbacks information, . Therefore, these review kinds influence online purchasing intention favourably. According to this study, Indian online buyers preferred comparison examination of product images that included both price and feature information. The brief and pertinent movie was more helpful to online consumers in their evaluation of	Gobinda Roy, Biplab Datta & Srabanti Mukherjee

		valence on online purchase intention.	(particularly) technology products.	

Need for the Study

This Research is done taking into consideration that more and more people are becoming used to online shopping due to the growth of e-commerce and the popularity of the internet, and they prefer to purchase the goods and services they require. Online reviews give prospective customers social confidence and increase their trust in purchasing the product or services. Online reviews provide relevant information on the multiple elements of consumer products. With this knowledge, customers can determine the quality of products based on reviews and personal experience, saving time and lowering the risk of a purchase.

Objective of the Study

- To analyse whether online reviews are based on an unbiased sample of people who really bought the goods.

- To analyse whether online reviews are truly influencing the buying behaviour of the consumer to buy a certain product or service.

Scope of the Study

The present study aims to study the influences of online reviews. Whether online reviews have significantly influenced product and brand sales and the buying pattern of customers. With the advent of online retailing and various shopping platforms, consumers are now shopping online and looking for opinions of other shoppers posted on online shopping sites, platforms, and blogs. As customers are 63% more likely to trust brands with online reviews compared to brands with no reviews. Thus online reviews help consumers make purchasing behaviour.

Hypothesis

H1: Consumer purchase intent is higher for hedonic products so after viewing positive emotion reviews than it is for negative emotion ones. However, for utilitarian products, it is thought that negative comments are more useful than positive ones and have a greater overall impact on consumers' purchasing behaviour.

H2: Fixation dwell duration and fixation count for negative comment areas are higher than those for positive remark areas when consumers are planning to buy a product.

Methodology

The study relies on secondary and picked-up sources. This can be supported by the prevailing literature, with data obtained from various exploratory articles, journals, and books. Science Direct, Research Gate and Google Scholar where we want to gather the information required for the study.

Conclusion & Suggestions

The study confirms that reviews are highly popular among consumers considering a purchase 98 % of the sample population check reviews and 60% do this often or quite often. But only when customers rely sufficiently heavily on online reviews while making purchasing decisions do online reviews have an impact on consumer purchases. The format characteristics of reviews and the layout of the online review system both affect and depend on how much consumers rely on them. The goals of the various platforms should be to boost customer dependence on reviews, promote website and service quality, facilitate member

matching, and provide consumers with enough information as well as a user-friendly design. Therefore, the structure of online review platforms controls reviews as well as consumer trust and purchase behaviour in two classes. Usability and believability aspects of the review format could be determined. In order to address the engineer design issue for consumer review platforms and the influence of the function characteristic on consumer purchase decisions.

From the perspective of the consumer, review platforms improve market awareness and reduce the risk associated with purchases. First of all, platforms adapt to the needs of the consumer and the effects of reviews, enabling even greater use of reviews. Second, firms' increased ability to manipulate consumers comes from their increased understanding of them. Finally, it can be said that neither one review function attribute nor one usability characteristic has the most influence on consumer purchasing decisions. All these qualities would be found in a perfect review site.

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