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## **A Study on Product Reviews and Ratings in Influencing Consumer Buying Behavior**

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### **ARTICLE DETAILS**

**Research Paper**

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### **ABSTRACT**

The role of product ratings and reviews on consumers' decisions to buy in online marketplaces is examined in this study. Consumers are depending more and more on user-generated content, including reviews and ratings, to guide their purchasing decisions as e-commerce platforms proliferate. It is critical for both marketers and consumers to comprehend how these elements affect customer behavior. Using both quantitative and qualitative analysis techniques, this study uses data gathered from multiple online platforms to explore the complex interaction between product ratings, reviews, and customer decision-making processes. The project intends to discover important elements that influence the perceived helpfulness of reviews and their impact on purchase intentions, such as review sentiment, volume, and information quality. These factors will be investigated using experimental manipulation, survey studies, and statistical analysis. The results of this study shed light on how customer perceptions and actions in the digital marketplace are shaped by product reviews and ratings, which has consequences for marketers, online merchants, and consumers. Businesses can improve customer satisfaction and boost revenue by optimizing their review management techniques through a deeper grasp of these dynamics.

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## **INTRODUCTION: -**

The Internet has completely changed how consumers make selections about what to buy in the current digital era. Consumers now have a wealth of information at their fingertips, including product reviews and ratings left by other customers, thanks to the growth of e-commerce platforms and online purchasing. These internet reviews have grown to be an essential information resource for customers, greatly impacting their opinions and choices about what to buy.

Online reviews are a phenomenon that is attracting more and more attention from academics, marketers, and companies. Businesses hoping to succeed in the cutthroat internet marketplace must comprehend how customer behavior is influenced by online evaluations. Additionally, customers use these reviews to help them decide which things to buy, thus it's critical to investigate the variables that affect the reliability and potency of online reviews.

In this research article, we want to investigate how consumers' purchasing decisions are influenced by internet reviews. We will examine the various factors, including tone, volume, source credibility, and information quality, that impact the effectiveness of online reviews. By looking at these factors, we expect to gain additional insight into how consumers' perceptions, behavior, and purchase intentions are influenced by online reviews.

This research is important because it can help marketers and businesses understand how important it is to manage internet reviews. Businesses may increase their online image and become more competitive in the digital marketplace by implementing tactics to understand what makes online reviews convincing and trustworthy to consumers. Furthermore, by better knowing how to read internet reviews to make informed purchasing selections, customers stand to gain from our research.

We hope to add to the body of knowledge on how online reviews influence consumer behavior by conducting this thorough investigation. The sections that follow will cover pertinent literature on online reviews, our research methodology, our analysis of the findings, and our research's implications for both consumers and businesses.

## **LITERATURE REVIEW: -**

1. **Eliya Azis and Hapzi Ali (2023)** In the field of marketing management, this research paper explores the relationship between pricing, consumer trust, internet reviews, and these factors as it relates to

purchasing decisions. Using academic tools and online libraries to conduct a literature review, the study intends to make hypotheses about the correlations between these variables in order to provide the groundwork for future research. The essay uses a qualitative descriptive analysis to identify three main findings: 1) Cost has a big influence on what people buy; 2) online customer reviews are very important in influencing what people buy; and 3) consumer trust has a big influence on what people buy.

2. **Saleh Kutabish, Ana Maria Soares & Beatriz Casais (2023)** this study evaluates the research on the impact of online reviews & ratings on customer purchasing pattern in a methodical manner. Four major themes emerge from an analysis of sixty-three publications published over the last thirty years: product quality, sales and consumer behavior, the caliber of ratings and reviews, and the reliability of ratings and reviews. The study suggests a framework that describes a five-stage model of how different review qualities affect consumers' purchasing decisions. By adding to our understanding of online ratings and reviews, this research hopes to improve our comprehension of online consumer decision-making and further the field of e-business literature.
3. **Mostafa Torabi and Charles H. Bélanger (2022)** this study examines how social media and website ratings affect consumers' purchasing decisions, with a particular emphasis on restaurant and university choices. In order to comprehend this influence, a multifaceted model is developed that highlights the importance of risk-taking and information adoption in consumer decisions. The study does not discover any connection between demographic characteristics and shopping behavior, nevertheless. It also implies that while evaluating websites, users should give priority to long-term advantages above immediate results.
4. **Yonggui Wang, Samia Tariq, Tariq Hameed Alvi (2021)** this study investigates how online reviews—primary and supplemental—as well as how consistent or inconsistent they are, affect consumers' decision-making. It explores the psychological dynamics at play and suggests managerial techniques to control how online reviews affect consumer behavior. In addition to emphasizing the value of honesty and seller answers in reducing the detrimental effects of inconsistent reviews, the study redefines consistent and inconsistent reviews.
5. **Lim Dennis, Feby Ramdhana, Callista Edria Faustine, Roozbeh Babolian Hendijani (2020)** this study examines the variables impacting Gen Y users' purchase intentions on Tokopedia, with a particular emphasis on information quality, media richness, reviews, and ratings. It finds that pleasure and perceived value are the main determinants influencing purchase intentions using descriptive and regression analysis, with the other variables acting as precursors. For vendors and

advertisers aiming to attract Gen Y customers on online marketplaces like as Tokopedia, the results provide insightful information.

6. **Diana Gavilan, Maria Avello, Gema Martinez-Navarro (2018)** this study looks into how ratings and review count affect consumers' choices when they make purchases online. It investigates how ratings and review volume interact, as well as how trust functions as a mediator and how review quantity functions as a moderator. The intention is to give businesses some understanding of how consumer choice and corporate performance are affected by online customer reviews.

### **RESEARCH OBJECTIVES:-**

- To identify the factors that contributes to the credibility and trustworthiness of product reviews and ratings.

### **RESEARCH DESIGN: -**

#### **What is the study about?**

To study on product reviews and ratings in influencing consumer buying behavior.

#### **Why is the study being made?**

The study is made to know the role of online reviews and ratings towards consumer buying behavior now days.

#### **What type of data is required?**

This study will require primary data and secondary data.

Data collection will do by designing appropriate questionnaire, online survey among random people with a sample size of around 50-100 People.

### **TYPES OF DATA COLLECTION: -**

**Primary data:** - Primary data is that which is collected fresh and for the first time, primary data is also called original data/ basic data.

- Through online questionnaire survey.

**Secondary data:**-Secondary data refers to that data which has been used previously for any research and it is use for second time.

- Through Google scholar
- Through online database

Total Population: - 50-100

Sample Size: - 50-100

**Analysis Technique:** - Random sampling and questionnaire techniques selected by researcher to collect the data from the participants.

**Data Analysis and Interpretation:** -

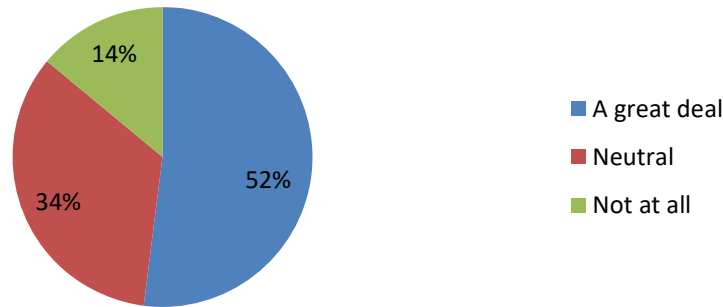
Q1. How much do product ratings and reviews influence your purchase decisions?

- A great deal
- Neutral
- Not at all

RESPONSE	FREQUENCY	PERCENTAGE
A great deal	26	52%
Neutral	17	34%
Not at all	7	14%
Total	50	100%

How much do product ratings and reviews influence your purchase decisions?

- A great deal
- Neutral
- Not at all



**Analysis:-**

From the above diagram and table, it is observed that out of total responses ie.50

- 26 participants choose A GREAT DEAL they generally purchased product by influencing through ratings of the product.
- 17 participants choose NEUTRAL they think more and may collect more information about product to buy the product.
- 7 participants choose NOT AT ALL they don't think to buy the product by influencing through reviews and ratings.

**Interpretation:** - According to the above questionnaire survey it observed that most of the people believe that they make decision to buy the product influence by reviews and ratings of the product.

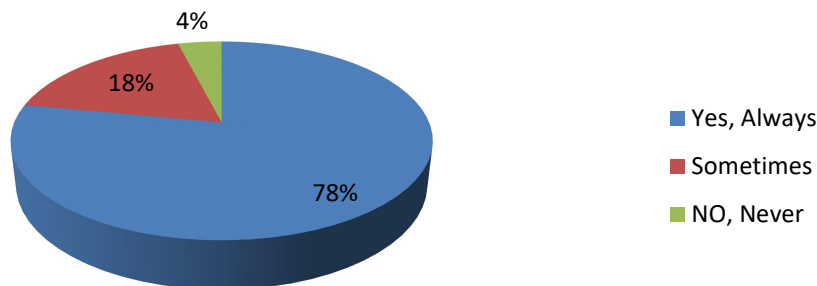
**Q2.** Do you trust user-generated reviews more than expert reviews?

- Yes, Always
- Sometimes
- No, Never

RESPONSE	FREQUENCY	PERCENTAGE
Yes, Always	39	78%
Sometimes	9	18%
No, Never	2	4%
Total	50	100%

Do you trust user-generated reviews more than expert reviews?

- Yes, Always
- Sometimes
- No, Never



#### Analysis:-

From the diagram and table, it is observed that out of total response ie.50

- Only 39 participants choose YES, ALWAYS they have always believed on user reviews and ratings of the product.
- Only 9 participants choose SOMETIMES they sometimes believe on reviews & ratings.
- Only 2 participants choose NEVER they don't believe on reviews and ratings.

#### Interpretation:-

- According to the above questionnaire survey it observed that most of the people trust on user-generated reviews and ratings.

**CONCLUSION:** - In conclusion, our research shows that internet reviews have a big influence on what people decide to buy. Customer impressions are greatly influenced by factors including source credibility, volume, and mood of reviews. In order to be competitive and keep up a good reputation, businesses need to give careful consideration to how they handle internet reviews. Success in the digital marketplace requires a grasp of and ability to utilize the power of online reviews, as the trend of online

purchasing continues to expand. The impact of developing technologies on online reviews and their consequences for customer behavior should be investigated further.

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