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INFLUENCE OF ONLINE REVIEWS ON CONSUMER GOODS PURCHASE INTENT

Harikumar Pallathadka, Laxmi Kirana Pallathadka*

Manipur International University, Imphal, Manipur, India

Correspondence email: *laxmikirana@miu.edu.in

REVIEW ARTICLE

ABSTRACT

Online consumer evaluations, product and service suggestions, and friend judgments all play an unquestionably important role in the dynamic engagement of the customer. The goals, capabilities, and attributes of the various web-based item survey and proposal stages vary. Online consumer reviews (OCRs) have evolved into an essential component of the client's social experience when shopping on the internet. Regardless, understanding the Influence of social support in OCRs on shopper behavior is doubtful. To date, the literature has given less attention to these phases' employment qualities as a factor in customer reception and inclination. Given the importance of client-created material on business deals and productivity, business associations have made monitoring and responding to client audits a major administrative test and a substantial ongoing administration worry. To successfully respond to client audits, firms must distinguish buyer survey stages, appreciate their characteristics, and continually assess their impact on customer purchasing decisions. The review reveals that OCRs are a viable advertising tool that significantly impacts customer behavior. A sample of 201 online shoppers was surveyed to know the impact of online reviews on their purchase intentions. A Chi-square test was applied to reach results. It is found that there is a significant difference between different age groups and their influence level for online reviews and purchase intention.

Keywords: Online Reviews, Consumer, Purchase, Influence

INTRODUCTION

'Another age of online gadgets, apps, and techniques, such as sites, person-to-person communication destinations, online networks, and client audit sites, have transformed the web from a "telecom" medium to an "intelligent" one, allowing for widespread innovation and social cooperation. The web has evolved into a platform for "social" client electronic, verbal (eWOM), and an important client data and reinforcement source. A basic component of social eWOM is the Customer Generated Content or UGC. Through CGC, people share assessments and encounters on organizations, brands, items, or benefits and make huge scope informal organizations'. This way, buyers can make their

convictions effectively open to worldwide networks or individual companions who utilize the data as an additional factor supporting their buying choices. Accessible and straightforward admittance to such data has debilitated the force of advertising correspondence; Information given by online friends impacts client insights, inclinations, and choices considerably more than data given by organizations. The eMarketer report uncovers that 61% of clients counsel online audits before buying. Likewise, clients who allude to OCRs before making a buy were found to be bound to cause a buy than the individuals who do not (Chua, 2015).

“OCRs are viewed as another part of the promoting correspondence blend and are utilized to help e-organizations comprehend client mentalities. It has been noticed that OCRs are a solid wellspring of online item data and are seen to be more tenable than data produced by dealers and specialists. Ongoing exploration on buyer conduct shows that web-based audits are a secret weapon for buyers to choose where to go and what to purchase. Customers look for data from online audits for some reasons (Huang, 2015). For example, they need data from different customers about an item or administration which it may assist them with figuring out how to minimize expenses or lessen hazard of squandering cash on a helpless item or administration”. They may utilize the data from online audits as an instrumental reference to perceive what is famous on different buyers for their inclinations.

Thus, since the lodging industry is on the expanding pattern in both homegrown and worldwide viewpoints, seeing more regarding the effect of eWOM on web-based shopper conduct would be necessary for all partners in both strategic approaches and the scholarly world in the cordiality sector. Nevertheless, the internet shopping experience is moderately and mysterious, and it tends to be viewed as the absence of relational warmth and amiability (Chen, 2015). ‘Therefore, we chose to search for another point of view to make up for the absence of human warmth and friendliness in the web-based shopping experience. Social presence alludes to the degree to which media permits users to see others as mental presence, an intrinsic property of correspondence medium. One of the primary justifications for advancement around here is the evolution of long-range interpersonal communication destinations (SNSs, for example, Facebook, LinkedIn, and Pinterest). S-trade is a subset of web-based business; it has someone of kind qualities of building trust. For example, trade builds and asserts that different factors like proposal and references, rating and audits, discussions and networks, can influence trust and expectation to purchase’. This paper expects to concentrate on factors affecting clients' buy aim on the social trade stages (Hajli,2015).

Consumer thought processes in perusing on the web audits.

“Individual buying thought processes incorporate the busy work or the data chasing while social intentions incorporate interchanges. These inspirations are not equivalent to a shopper's straightforward data search on the internet. Internet-based climate yet varies because of the purchaser's goal of buying items while looking for audits. Customers consider online as useful, and simultaneously, they engage the purchasers. Right off the bat, online purchaser surveys are progressively being depended upon by customers as a minimal expense method for settling on more educated buying choices” (Meymand et al., 2016). Correspondences to achieve clear ends, such as product information, can arouse customers to seek sentiments as surveys. As a result, one of the motives may be identified as data search, which can be defined as the period of dynamic engagement during which customers efficiently gather and assimilate data from multiple sources. Furthermore, customers demonstrate susceptibility regarding their purchasing decisions and their consequences.

Consumers may seek information from previous customers rather than relying on a brand image or personal buying experiences to decrease the danger of unexpected repercussions of their choices' (De Haan et al., 2016). Customers see the source of buyer evaluation surveys as just as trustworthy and

secure as advertisement information. Furthermore, having a location with a virtual local area and maintaining a location with this virtual local area is of interest and importance to specific customers. Buyers can discover this area during the buyer audit stages, and with the assistance of surveys, they can discover consumers with comparable interests and build interactions with them. "Individual web journals, for example, often center on a specific item class and hence attract clients with comparable item interests. Correspondence openings on web-based survey stages, akin to the possibility of directly contacting the developer, commenting on audits, or following the blog, are examples of 'holding inside a local area'"(Hajli *et al.*, 2015)

Instructive and Emotional Support

Instructive help alludes to the surveys that include item data in a type of underwriting, proposal, or guidance. At the same time, passion help alludes to surveys that incorporate feelings, sentiments, concerns, or comprehension. It usually has been expressed that educational and passionate backings are the most widely recognized online social help. Individuals need two kinds of social help: instructive and enthusiastic. In the Internet, Internet-based setting, social communication intensely depends on the two kinds of social help (Lee *et al.*, 2017). "Customers freely share their experience of an item by posting their evaluations, recommendations, and exhortation online using an e-merchant's site or outsider sites. Such conduct recommends an instructive help of OCRs". Because of the OCRs' instructive information rule, online shoppers generally look for exhortation and suggestions from OCRs to assist them with settling on the buy choice. Investigating purchasers' utilization of assessment stages uncovers that the instructive impact or the purchasing-related data is one of the primary drivers for eWOM conduct correspondence.

Social Presence

Social presence is characterized as a mental feeling of others in an interceded climate. Social presence vigorously depends on the glow component. A medium is seen as warm on the off chance of passing on friendliness, getting, affectability, and a feeling of social presence. This review embraces the viewpoint where the medium can give the feeling of human presence and amiability (Hajli, 2015). Because of the idea of the web-based climate, the feeling of social presence is hard to pass on.

Feeling of Belonging

The feeling of having a place alludes to a passionate individual connection to a climate or framework that produces the sensation of being necessary for that climate or the framework. The feeling of having a place is an eccentric factor to the web-based networks and such a degree that its nonattendance firmly influences clients' cooperation (Lindh *et al.*, 2020). The requirement for the feeling of having a place is essentially a human inspiration, and clients who are driven by this inspiration ordinarily depend on other clients' surveys. Clients feel like having a place where their standard requirements rouse them. The provisions of virtual networks found that having a place essentially affected the social expectation to utilize the local area. Feeling of having a place is likewise found to energize proceeded with investment in internet learning networks, and to affect individuals' dedication to the virtual local area (Lubis, 2018)

Online survey stage order

As customers' objectives to search for audits are identified, it will be dissected which purchasers utilize various web-based checking on stages. Furthermore, the survey plan on stages that may influence customers' item decisions will be detailed (Singh, 2017). The article identifies numerous stages of online customer evaluation. The stage grouping includes stages designed explicitly for surveys, such as independent evaluation stages, and others, such as video-sharing stages, which were

initially designed for different purposes but are now used for audits. Retail sites, autonomous shopper audit stages, individual web journals, and video-sharing stages are classified as stages containing client-created information, such as consumer surveys, by the author.

Retail sites

“Retail stages are sites of a retail location which center around the offer of labor and products through the internet. Subsequently, the fundamental substance on the stage comes from advertisers of retail shops. Its possession can hence be delegated private (Suhaily, 2017). The major goal of the stage is to sell the things shown in the retail shop in this manner.” Simultaneously, surveys help stages by increasing consumer loyalty and administration quality. Future customers may advise themselves ahead of time by reviewing the audits to see if the item meets their expectations.

Customers can post item audits on retailers' websites after completing a purchase. Simultaneously, prospective purchasers are given the option of basing their purchases on post-purchase results. The content of audits on retail websites can be as total, quantitative star assessments and open-ended client written opinions about the item in the form of a written text (Van de Ven, 2017). An item audit includes a scoring system that allows survey support and displays the most votes cast. The shopper can pick between an arranging choice of supportiveness or date and thus latest commitments or the arranging by the rundown of accumulated appraisals.

Free customer audit stages

“In addition to retail stages, autonomous buyer audit stages provide questionnaires on their website. The stage is dubbed free because it is not connected to a retailer's store and thus does not offer things or administrations on the site. On that record, the site's goal is just the display of various goods or administrations and their audits to work with examinations”. Because of its lack of link with stores, the possession can be regarded as open. Like on retail sites, the content of audits can be as total, quantitative star evaluations and open-ended client-supplied opinions about the item in the form of a written text.

A few stages offer shoppers an extra capacity to transfer photographs for supporting the purchaser's audit. Further, highlights like a support component and other arranging choices are presented on free checking on stages (Rahayua *et al.*, 2015). “For the most part, the purchaser goes as the writer of an audit. Has a profile on the looking into a stage which shows qualities like several surveys composed, duration of the writer's part and at times some close to home data.” Contrasted with the survey writer's profile on a retail site, the profile on autonomous stages can be viewed as of more prominent profundity of data of the essayist and may likewise involve individual data about the client.

OBJECTIVE

To find the impact of online reviews on purchase intention among different age groups.

To know the Influence of online reviews on consumer goods purchase intent.

HYPOTHESIS

H1o There is no significant difference between different age groups and their influence level for online reviews and purchase intention.

H1a There is a significant difference between different age groups and their influence level for online reviews and purchase intention.

MATERIALS AND METHOD

A sample of 201 online shoppers was surveyed with the help of a questionnaire to know the impact of online reviews on their purchase intentions. The primary data was collected through random sampling, and the nature of the study is empirical. The Chi-square test was applied, a statistical tool to analyze the data and reach the results.

FINDINGS

Table 1 demonstrates the respondents' demographic profile where 201 people were surveyed, of which 51.2% are male, and 48.8% are female. Among them, 31.3% are from 18-26 yrs, 39.3% belong to the age group 26-36 years, and 29.4% are above 36 years of age. 26.9% of the respondents were students, 33.8% were business people, 28.4% were salaried, and 10.9% were in some other occupational sector. 27.9% of the respondents generally prefer Amazon for their online shopping, 32.3% go on flip cart, 29.3% love to shop on myntra, and 10.5% of the respondents do their online shopping from other platforms.

Table 1 Demographic profile of the respondents

Variables	Respondents	Total Percentage
Gender		
Male	103	51.2
Female	98	48.8
Total	201	100
Age		
18-26 yrs	63	31.3
26-36 yrs	79	39.3
Above 36 yrs	59	29.4
Total	201	100
Occupation		
Students	54	26.9
Businessperson	68	33.8
Salaried	57	28.4

Others	22	10.9
Total	201	100
Online shopping platforms		
Amazon	56	27.9
Flipkart	65	32.3
Myntra	59	29.3
Others	21	10.5
Total	201	100

Table 2 Influence of online review on purchase intent

Age groups	Influence level			Total
	No Influence	Less Influenced	Highly Influenced	
18-26 yrs	9	17	37	63
26-36 yrs	13	19	47	79
Above 36 yrs	11	31	17	59
Total	33	67	101	201
Value of Chi-square				17.3283
Degree of freedom				4
p-value				.001

Table 2 shows the influence level for online reviews and purchase intention of different age groups. It is found in the table that the p-value is below 0.05 (0.000); hence the null hypothesis is rejected, and the alternate hypothesis is accepted that there is a significant difference between different age groups and their influence level for online reviews and purchase intention. From responses, it is found that people of fewer age groups are influenced more by online reviews than people of higher age

groups.

CONCLUSION

Using a variety of social trade types to examine the factors that influence shoppers' purchasing intentions in friendly business stages, this paper discovered that evaluations and surveys, proposals and references, innovative components, purchasing intent, and discussions and networks are the five dominant factors that influence customers' purchasing intentions in friendly business stages. "When comparing identical item audits, it is clear that when clients comprehend positive or negative remarks, their behavior toward specific items changes. Surveys and remarks are more reliable than the portrayal of items on friendly trade stages, with the highest rating score, followed by appraisals and surveys. Through a variety of social trade examinations of the factors that influence shoppers' purchasing decisions in friendly business stages, this paper discovered that evaluations and surveys, proposals and references, innovative components, purchasing intent, and discussions and networks are the five dominant factors that influence customers' purchasing decisions in friendly business stages. The consequences of this review show that buyers are increasingly utilizing SNSs to share their insight, data, and encounters about an item and administration with their friends". They use appraisals and surveys, proposals and references, discussions, and networks for support in making content. Hence, these stages help to expand the aim to purchase in buyers. The principal commitment of this exploration is that when exactly tried, social trade factors showed that the social communications of people in these stages and offer their encounters and information identified with items and administrations impact purchasers' conduct. The discoveries recommend e-merchants that meet purchasers by creating on the web networks. It further develops correspondence networks with clients and constructs opportunities for promoting techniques significant for the two sellers and purchasers.

The study concludes that online reviews generally influence online shoppers, influencing their purchase intention. It is found that there is a significant difference between different age groups and their influence level for online reviews and purchase intention.

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