THE EFFECTS OF ONLINE REVIEWS ON CONSUMER TRUST AND PURCHASING DECISION

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ABSTRACT

Our existence has been entirely upended by the internet. Every element of our daily lives now includes the internet. The invention has caused a significant shift in how people currently shopping. Even while some consumers still prefer to purchase in traditional shopping, online shopping is currently expanding quickly and there are more people using the internet than ever before. This study looked into how online reviews affect consumers' trust and purchase decisions. It looked at whether or not customers profited from the reviews. since India's use of online purchasing has greatly increased. It will assist in identifying the aspects taken into account when shopping online. For this investigation, researchers gather both primary as well as the secondary data. Previous studies have demonstrated that online reviews play an important role in the purchase decision process. Though the effects of positive and negative reviews to consumers' purchase decisions have been analyzed. In reality, online review community allows everyone to express and receive opinions and individuals can reexamine their opinions after receiving messages from others. The goal of this paper is to study how potential customers form their opinions dynamically under the effects of both positive and negative reviews.

The study's findings revealed that consumers, particularly female consumers, pay significantly more attention to negative comments than positive ones. They also revealed that consumers are unable to recognise fraudulent comments. The current study clarifies how consumer purchase behaviour is influenced by online reviews. The study's conclusions make some recommendations for action for online shoppers advising them to pay attention to complaints and address them by customising goods and services and information to address customers' issues.

Keywords: *Online shoppiung, Consumers trust, Consumers purchasing decision, Online reviews.*

INTRODUCTION

The internet has significantly altered consumer behaviour, making it one of their main sources of information. Through the use of an internet/Web browser or even a mobile app, consumers can directly purchase products or services from sellers via the Internet through online shopping. Customers can search for desired products by going to the retailer's website directly or by utilising an online search engine to look up alternative vendors.

Shopping search engines show the availability and price of the same goods at several e-retailers. In 2022, consumers now have access to a variety of products for online shopping. Consumers nowadays are knowledgeable and engaged. Through the use of customer reviews, the internet has made it possible for consumers to express their opinions and share their experiences about the products and services with people across the world.

Online customer reviews are one form of electronic word-of-mouth that offer information about products and services and recommendations from the customer's point of view. As shoppers continue to make purchases online, they become more crucial. Customers frequently rely on e-WoM when they can't evaluate a product in-person, reducing the perceived risk of the purchase. When choosing which goods or services to buy, online customer reviews becomes very important that time.

Why Online Reviews Have Such Influence.

It seems that no matter how hard the businesses work, if they receive just one negative review, it might potentially overwhelm all the positive ones.Reviews inspire youngsters and assist them in making well-informed decisions about purchases.

Over 99.9% of buyers read customer reviews before making an online purchase, according to a PowerReviews analysis published 2021.

Additionally, 96% of consumers specifically search for negative reviews. 85% of this number filed in 2018. According to a local consumer survey by BrightLocal, 49% of customers place more trust in online reviews than they do in personal advice from friends and family. The idea that every second person places a high degree of trust in online reviews is appealing. Consumer trust in internet reviews is increasing, but conventional advertising isn't experiencing the same rise. Performance Marketing World reports that 84% of millennials don't believe traditional advertising. People are sick of having advertisements shoved in their faces, especially those that claim that the goods and services consumers receive from brands are of a top notch quality. According to a recent OuterBox study, 8 out of 10 customers search for product reviews on their smartphones while they are in a store.

Shoppers will immediately perform a search to check what other consumers have said about the product being purchased before making a purchase.

In today's environment, reading reviews of products or services has become commonplace.

43% of shoppers have stated on idealistic world that they wish to read over than 100 comments/reviews for a product. Customers claim that a relatively large number of reviews can significantly increase their chance to make a purchase.

Customers expect a response when they make negative feedbacks about a brand. They don't wish to wait more about solution of teir negative remarks Ac cording to Review Trackers, 53% of customers want businesses to answer complaints within a week.

According to 2021 Podium's State of Reviews report, 56% of customers have altered their impressions about a company as the result of a review.

when a customer leaves a negative review on a shopping website. Customers will believe that shopping websites actually do care about them and the services they receive if they receive empathic responses and if the shopping sites take an attempt to understand the consumer. Online shopping can convert a dissatisfied customer into a satisfied one.

Even if the complainant doesn't respond, the fact that you made an effort to address their issue will reflect favourably on the company to others who read the review.

OBJECTIVES OF THE STUDY

1) To Study Review Of Online Shopping And Its Effects On Customer.

2) To Study Consumer Perception About Online Shopping.

3) To Study The Awareness On Online Consumer Review And Analyze The Opinion Of Consumer About Consumer Review

4) To Study The Impact Of Online Consumer Review Available On Online Shopping Websites and How It Will Effect Consumers Purchase Decision About The Product.

METHODOLOGY OF THE STUDY

Primary data
The primary data was collected with the help of self developed questionnaire. Respondents were asked to denote their perceptions and experience about online shoping on different parameter on a five-point Likert scale from strongly agree to strongly disagree.

Secondary data
The researchers collects various information from different secondary sources such as internet, previous research work ,phd thesis ,journal,magazines and books .

Sample Design:
The researcher selected 190 respondents from Dapoli city with the help of convenient sampling methods.

LITERATURE REVIEWS

In past few years, numerous studies have documented the impact of internet evaluations, in particular, on purchasing decisions **(Zhang et al., 2014; Zhong-Gang et al., 2015; Ruiz-Mafe et al., 2018; Von Helversen et al., 2018; Guo et al., 2020; Kang et al., 2020; Wu et al., 2021**). These studies have discussed a variety of aspects of how consumers interact with online reviews, such asthe importance of textual factors (**Ghose**

and Ipeirotiss, 2010), the impact of a product review's level of detail and the degree to which reviewers concur on the review's credibility, and consumers' purchase intentions for search and experience products (**Jiménez and Mendoza, 2013).**

For instance, **Ghose and Ipeirotiss (2010)** found through text mining that textual characteristics including subjective, spontaneity, accessibility, and linguistic accuracy have an impact on how product reviews are used. In a similar vein, Boardman and Mccormick (2021) discovered that, depending on the content, purpose, and consumer's aim of each web page, consumer attention and behaviour varies throughout the shopping process. Additionally, Guo et al. (2020) demonstrated that positive online customer reviews increase the possibility of a purchase more so than negative ones. They also discovered that negative online customer reviews have a considerable impact on purchasing decisions, but only when combined with perceived legitimacy and perceived diagnosticity. These studies imply that consumer behaviour will be influenced by online product reviews, but the overall impact will be impacted by a variety of circumstances.

(Archak et al., 2010). Generally, positive comments tend to prompt consumers to generate emotional trust, increase confidence and trust in the product and have a strong persuasive effect. On the contrary, negative comments can reduce the generation of emotional trust and hinder consumers' buying intentions.

DATA COLLECTION AND ANALYSIS

Age wise classification

Age	Frequency	Percent
Below 15	51	26.84
15-25	68	35.78
25-35	27	14.21
35-45	20	10.52
45-55	13	6.84
Above 55	11	5.78
Total	**190**	**100%**

(Source: Survey data)

Gender Wise Classification

Gender	Frequency	Percent
Male	93	48.94
Female	97	51.05
Total	**190**	**100%**

(Source: Survey data)

Occupation wise Classification

Occupation	Frequency	Total
Student	67	35.26
Employed	50	26.31
Unemployed	31	16.31
Self-Employed	23	12.10
Others	19	10
Total	**190**	**100%**

Respondent's opinion on Likeart Scale

Sr. No.	Question	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
1.	Do you do online shopping?	126 66.31%	37 19.47%	21 11.05%	04 2.10%	02 1.05%	190 100%
2.	Do you buy branded products?	69 36.31%	48 25.26%	37 19.47%	24 12.63%	12 6.31%	190 100%
3.	Are you repeatedly buy certain products?	98 51.57%	56 29.47%	24 12.63%	7 3.68%	5 2.63%	190 100%
4.	Are you a loyal consumer for the product you buy	39 20.52%	58 30.52%	64 33.68%	21 11.05%	8 4.21%	190 100%
5.	Would you buy a product if your favourite celebrity is endorsing it ?	74 38.94%	36 18.94%	20 10.52%	44 23.15%	16 8.42%	190 100%
6.	Do you always read consumer review before buying a product	120 63.15%	50 26.31%	14 7.36%	07 3.68%	03 1.57%	190 100%
7.	Do you always trust consumer reviews& ratings?	113 59.47%	49 25.78%	17 8.94%	07 3.68%	04 2.10%	190 100%
8.	Is negative consumer reviews effect your purchase decision	98 51.57%	56 29.47%	24 12.63%	06 3.15%	06 3.15%	190 100%
9.	Have you ever continued to buy thing out of your prepared budget?	71 37.36%	78 41.05%	33 17.36%	03 15.78%	05 2.63%	190 100%
10.	Is consumer reviews benefits you always while shopping online ?	103 54.21%	77 40.52%	05 2.63%	03 1.57%	02 1.05	190 100%

DATA INTERPRETATION

The above data interpret that majority of the respondents which are the regular shoppers of online shopping read review before buying a product from online shopping. Negative review effect their purchasing decision

and break their trust about the product .also it shows that majority of the consumers consider consumer review as the important factor which determined that they purchased that particular product or not also researcher saw that consumer prepared budget before purchasing certain product but after entering in glamorous and attractive shopping websites they spend out of their budget and after ordering they regret about it also majority of the consumers are repeatedly buy certain products.

FINDINGS

- The major findings shows that 126 respondents out of 190 are strongly agree that they do online shopping were only 2 respondents didn't agree about the question.

- 36.31%respondents buy branded products while 19.47% respondents are neutral about the questions.

- 51.57% respondents repeatedly buy certain products from online shopping.

- Majority of the consumers read consumer review as well as blindly followed them and consider the review as a 100% genuine reviews about the product**.**

SUGGESTIONS

1. 79% of customers give internet reviews the same weight as personal recommendations. When evaluating a company's legitimacy, word-of-mouth has always been relevant. However, word-of-mouth has always been a crucial factor in determining a company's reputation, especially with the widespread availability of internet. However, given how widely accessible the internet is today and how significant e-commerce is becoming, online reviews are now just as credible as personal recommendations from people you know. The crucial point to keep in mind in this situation is that customers will believe a review if it is real and of excellent quality. It's probably to have the opposite effects in the opposite result and turn customers off if it appears spammy or paid for.

2. A website with customer reviews is more likely to have customers make purchases from it than one without. By showing reviews on your website, companies can increase conversion rates by giving potential customers more certainty when making purchases and by removing any remaining questions. Additionally, it can help increase the dependability and credibility of companies brand. Increases in exchange rate, visitor customer loyalty, and purchase frequency size and all result in an increase in sale

3. Negative reviews hurt your company's reputation. A negative review casts a negative light on the calibre and dependability of your good or service. There is, however, a very significant condition to take into account: a product or a service page's trustworthiness would be reduced if there are no unfavourable reviews. If a company has unfavourable online reviews, all 3.86% of individuals are afraid to really do business with the company. All favourable reviews give the impression that the page as a whole is fake, while one or two tiny bad reviews show that you are a real company. After all, no one is perfect, and businesses are no exception. Take the less favourable evaluations as a chance to demonstrate your excellent customer service abilities.

CONCLUSION

All the research study conclude that Reviews are a significant deciding element for many buyers making online purchases. Reviews contribute to increased customer and business trust. A significant number of positive reviews combined with a high rating help establish an immediate trust that will eventually persuade active web users to become active paying consumers. We now know that consumer reviews affect their purchasing decisions. But researcher saw that majority of the consumers especially females and youngsters are more effected by reviews and ratings they never purchased low rating or bad review product but the fact is all the reviews are not 100% true some of them are fake or the reviews changes from person to person for e.g. 1 consumer orders the kurti from online shopping website it delivered on time and packaging is also good and she like that product she gives the product 5 start rating and a nice review on the basis of timely delivery, packaging and quality of the product but in contrast any other consumer ordered same product but received different size, default or changed in color of the product as shown on website the consumer immediately give the product bad reviews and ratings .so Reviews have advantages as well as disadvantages .

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