

A STUDY ON IMPACT OF CUSTOMER REVIEWS ON PURCHASE PATTERN OF CONSUMERS

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

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**MASTER OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A++" by NAAC I 12B Status by UGC I
CATEGORY - 1 UNIVERSITY BY UGC I Approved by AICTE
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **BAKKIASRI P 42410009** who carried out the Project Training “**A STUDY ON IMPACT OF CUSTOMER REVIEWS ON PURCHASE PATTERN OF CONSUMERS**” under my supervision from October 2023 to December 2023.

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DECLARATION

I **BAKKIASRI P (42410009)** hereby declare that the Project Report entitled **“A STUDY ON IMPACT OF CUSTOMER REVIEWS ON PURCHASE PATTERN OF CONSUMERS”** done by me under the guidance of **Dr HAMEEM KHAN P** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE: 22.12.2023

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ABSTRACT

This study investigates the profound impact of customer reviews on the purchasing patterns of consumers in the contemporary digital marketplace. With the surge in e-commerce, online reviews have emerged as pivotal influencers in consumer decision-making. As customer reviews become increasingly influential in shaping consumer trust and choices, our study pursues four primary objectives. The objectives of the study to examine the influence of customer reviews on consumer purchasing decisions. To assess the credibility and trustworthiness of customer reviews in shaping consumer opinions. To identify the types of products or services for which customer reviews are most Influential. To determine whether negative or positive reviews have a stronger impact on consumer purchasing decisions. The methodology explored is that descriptive statistics with a sample size of 100. Primary Data and secondary data are used to analyse the tools like percentage analysis and chi square test. The majority of the findings are taken from primary data. The study aims to provide practical recommendations for businesses to leverage customer reviews effectively, including strategies for managing negative feedback, optimizing review platforms, and fostering genuine customer interactions. The outcomes of this study have the potential to empower businesses with actionable insights for navigating the complexities of the digital marketplace successfully.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

In today's digitally connected world, consumer behavior has undergone a profound transformation. With the proliferation of e-commerce platforms and online shopping, consumers now have access to an unprecedented volume of information before making purchasing decisions. One of the most influential sources of information guiding these decisions is customer reviews. This research aims to delve into the intriguing relationship between customer reviews and consumer purchase patterns.

Customer reviews, in the form of written feedback, star ratings, and testimonials, have become integral components of the modern shopping experience. They serve as a virtual word-of-mouth mechanism, enabling consumers to gather insights into products and services from those who have already experienced them. Moreover, they provide an opportunity for consumers to express their opinions and share their experiences with others.

This study seeks to unravel the multifaceted impact of customer reviews on consumer behavior. It will explore the extent to which these reviews influence purchase decisions, examining factors such as review volume, sentiment, and authenticity. Additionally, we will investigate whether customer reviews affect not only the choice of products but also the timing and frequency of purchases.

Understanding the dynamics between customer reviews and consumer purchase patterns is of paramount importance to businesses operating in the digital age. For

companies, harnessing the power of reviews can be a key driver of sales and customer loyalty. Conversely, neglecting or mismanaging customer feedback can have adverse consequences on brand reputation and revenue.

THEORATICAL BACKGROUND

1.2 CONSUMER PURCHASE PATTERN

Consumer purchase pattern refers to the recurring and observable behaviors or trends that consumers exhibit when making purchasing decisions. It encompasses the various stages and steps that consumers go through in the process of buying goods or services. The purchase pattern is influenced by a combination of internal and external factors, including individual preferences, needs, cultural influences, economic conditions, and marketing strategies.

1.3 KEY COMPONENTS OF CONSUMER PURCHASE PATTERN

- Decision-Making Process
- Buying Frequency
- Product Preferences
- Shopping Channels
- Brand Loyalty
- Price Sensitivity.

1.4 CONSUMER PURCHASE DECISION PROCESS

❖ Problem Recognition:

This is the first stage where a consumer recognizes a need or a problem that can be satisfied through a purchase. This need can arise from various factors such as changes in circumstances, desires, or external influences.

❖ **Information Search:**

Once the consumer identifies a need, they begin searching for information to address that need. Information can be gathered from internal sources (memory, past experiences) or external sources (friends, family, advertisements, online reviews). The depth and intensity of the search depend on the complexity of the decision and the level of involvement the consumer has with the product or service.

❖ **Evaluation of Alternatives:**

In this stage, the consumer assesses the available options to satisfy their need. They compare different products or brands based on attributes such as quality, price, features, and brand reputation. The consumer may develop a consideration set of preferred options.

❖ **Purchase Decision:**

After evaluating alternatives, the consumer makes a decision to purchase a specific product or service. This decision is influenced by a variety of factors, including the information gathered, personal preferences, perceived value, and the influence of external factors like friends or salespeople.

❖ **Purchase:**

The consumer takes the final step and makes the actual purchase. This may involve choosing a specific brand, store, or method of purchase (online, in-store). The purchase decision is influenced by factors like availability, promotions, and overall satisfaction with the chosen option.

❖ **Post-Purchase Behavior:**

After making the purchase, the consumer evaluates their decision and experiences. If the product or service meets or exceeds expectations, it leads to satisfaction. However, if there is a gap between expectations and reality, it can result in dissatisfaction. Post-purchase behavior can influence future buying decisions, brand loyalty, and word-of-mouth recommendations.

1.5 FACTORS INFLUENCING THE CONSUMER PURCHASE DECISION PROCESS

- **Personal Factors:** Such as individual preferences, lifestyle, and values
- **Psychological Factors:** Including motivation, perception, learning, and attitudes.
- **Social Factors:** Such as family, friends, social class, and cultural influences.
- **Marketing Mix:** Product features, pricing, promotion, and distribution strategies.

1.6 CUSTOMER REVIEWS

Customer reviews refer to feedback, evaluations, or comments provided by individuals who have purchased and used a product or service. These reviews express the opinions, experiences, and satisfaction levels of customers, offering valuable insights for other potential buyers. Customer reviews are often shared on various platforms, including e-commerce websites, social media, review sites, and other online forums. They play a significant role in influencing consumer decisions by providing authentic and real-world perspectives on the quality, features, and overall performance of a product or service.

1.7 TYPES OF CUSTOMER REVIEWS

❖ **Star Ratings:**

Customers often provide a rating, typically ranging from one to five stars, to indicate their overall satisfaction with a product or service. This quick visual representation allows for a rapid assessment of the average customer sentiment.

❖ **Written Reviews:**

These are detailed descriptions or narratives written by customers, outlining their experiences with a product or service. Written reviews often provide specific feedback on different aspects, such as quality, functionality, customer service, and delivery.

❖ **Pros and Cons Reviews:**

Some customers structure their reviews by listing the positive aspects (pros) and negative aspects (cons) of the product or service. This format provides a balanced view of the customer's experience.

❖ **Feature-Specific Reviews:**

Customers may focus their reviews on specific features or attributes of a product. For example, a review might delve into the performance, design, durability, or ease of use of a product.

❖ **User Experience (UX) Reviews:**

Particularly common for digital products, UX reviews focus on the overall user experience. This can include feedback on website navigation, app functionality, and the ease of using the product.

❖ **Comparative Reviews:**

Customers sometimes compare a product to similar offerings in the market. Comparative reviews highlight the strengths and weaknesses of the reviewed product in relation to its competitors

❖ **Problem-Solution Reviews:**

In these reviews, customers may describe a problem or challenge they encountered with a product and explain how it was resolved. This type of review can provide valuable insights into a company's customer service and problem-solving abilities.

❖ **Long-Term Use Reviews:**

Customers who have used a product over an extended period may provide insights into its long-term performance, durability, and any issues that may arise over time.

❖ **Verified Purchase Reviews:**

On many e-commerce platforms, reviews are labeled as "verified purchase" if the customer bought the product directly from that platform. This helps to establish the authenticity of the review.

❖ **Emotional Reviews:**

Some reviews express the emotional impact a product or service had on the customer. This can include feelings of joy, frustration, excitement, or disappointment.

1.8 IMPACT OF CUSTOMER REVIEWS ON PURCHASE PATTERN OF CONSUMERS

❖ Trust and Credibility:

Positive customer reviews contribute to building trust and credibility for a product or brand. When potential buyers see that others have had positive experiences, it instills confidence and makes them more likely to make a purchase.

❖ Informed Decision-Making:

Customer reviews provide valuable information that aids consumers in making informed decisions. Prospective buyers can gain insights into the quality, features, and potential issues of a product based on the experiences shared by others.

❖ Social Proof and Influence:

Reviews serve as a form of social proof, where individuals are influenced by the actions and opinions of others. Positive reviews create a sense of reassurance and influence the behavior of potential buyers.

❖ Reducing Perceived Risk:

Positive reviews help reduce the perceived risk associated with a purchase. When consumers see that others have had positive experiences, they feel more confident in their decision, leading to a higher likelihood of completing the purchase.

❖ Search Engine Visibility and Ranking:

Products with positive reviews are often ranked higher in search engine results. This increased visibility makes it more likely that potential buyers will encounter and consider these products during their online searches.

❖ **User-Generated Content and Authenticity:**

Customer reviews contribute to the creation of user-generated content, which is perceived as more authentic and trustworthy than brand-generated content. This authenticity resonates with consumers and influences their purchasing decisions.

❖ **Product Performance:**

Reviews provide real-world insights into the performance of a product or service. Consumers can learn about the strengths and weaknesses of a product, helping them align their expectations with the actual experience.

❖ **Community Engagement and Interaction:**

Reviews often foster community engagement, as consumers may interact with each other by asking questions, providing additional information, or sharing their own experiences. This sense of community can influence consumer behavior.

❖ **Feedback Loop for Improvement:**

Businesses can use customer reviews as a feedback loop to identify areas for improvement. Negative reviews can highlight weaknesses that need addressing, while positive reviews can reinforce successful features.

❖ **Word-of-Mouth Marketing:**

Positive customer reviews essentially act as word-of-mouth recommendations in the digital realm. Consumers are more likely to trust the opinions of their peers, and positive reviews can lead to increased word-of-mouth marketing.

❖ **Brand Reputation Management:**

Customer reviews contribute significantly to a brand's reputation. Consistently positive reviews enhance a brand's image, while negative reviews can impact its perceived reliability. Managing and responding to reviews is crucial for maintaining a positive reputation.

1.9 STATEMENT OF THE PROBLEM

In the current digital landscape, customer reviews wield significant influence over consumer decision-making, shaping purchasing patterns in the online marketplace. However, the surge in the quantity of reviews raises concerns about their credibility and the nuanced ways in which they impact consumer choices. This study addresses the pressing problem of understanding the multifaceted dynamics between customer reviews and consumer behavior. The primary issues under investigation include identifying the factors that contribute to the credibility of customer reviews, examining the correlation between review sentiment and actual purchasing decisions, and exploring variations in the impact of reviews across diverse product categories. The overarching problem lies in the need to unravel the complexities surrounding customer reviews, offering businesses actionable insights to navigate the digital marketplace successfully. This research seeks to contribute a comprehensive understanding of how businesses can strategically utilize customer reviews to influence consumer behavior positively.

1.10 NEED FOR STUDY

- Customer reviews influence consumer decisions is crucial for businesses aiming to align their strategies with the preferences and decision-making patterns of their target audience in the digital age
- The study addresses the need to comprehend the factors that contribute to the trustworthiness of customer reviews, which is vital for businesses as they strive to build credibility in the online marketplace.

1.11 OBJECTIVES OF THE STUDY

- To Examine the influence of customer reviews on consumer purchasing decisions.
- To assess the credibility and trustworthiness of customer reviews in shaping consumer opinions.
- To identify the types of products or services for which customer reviews are most influential.
- To determine whether negative or positive reviews have a stronger impact on consumer purchasing decision.

1.12 SCOPE OF THE STUDY

- The study focuses on understanding how customer reviews influence the behavior of consumers in the context of online shopping, providing insights into the decision-making process.
- The scope includes an examination of how customer reviews impact purchasing patterns across diverse product categories, recognizing that the influence may vary based on the nature of the product.
- The study delves into the factors that contribute to the credibility of customer reviews, exploring aspects such as the reliability of sources, authenticity, and potential biases in online reviews.

1.13 LIMITATIONS OF THE STUDY

- Sample size was taken from Chennai city.
- Sample size was limited to 110 respondents only.
- Results of the study may not be generalized.

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

1. Lee and Youn, (2015). The influence of online reviews: This study had shown that online reviews significantly affect consumers purchasing behaviour. Positive reviews tend to increase trust in a product or service leading to higher purchase likelihood.
2. Park and Lee (2015). The timing of customer reviews: This research discovered online reviews, posted shortly after product release have more substantial impact on early adopters, while later reviews cater to a broader audience.
3. Koren et al. (2015). Product recommendations and collaborative industry: An empirical investigation of the collaborative industry. Collaborative filtering algorithms are commonly used in recommendations systems. This study provides insights into how collaborative filtering techniques based on user generated reviews shape personalized product recommendation.
4. Dellarocas et al (2015). Source credibility: This research demonstrated that the credibility of the reviewer plays a crucial role. Reviews from trusted sources or verified purchasers hold more weight in influencing consumer choices.
5. Chevalier, J.A & Mayzlin, D (2015). Different Product categories: The categories are influenced by reviews to varying degrees. This study found that reviews have more significant impact on books and electronics than on appliances.
6. Baumeister et al (2015). The Psychology of customer reviews: Customer reviews have a profound psychological impact on potential buyers. Psychological studies reveal that people tend to rely on the experiences and opinions of others making reviews a crucial source of information when making purchase decisions. Amazon.com.

7. Mudambi and Schuff (2015). Review Valence and purchase intentions: This study suggests that the valence (positive or negative tone) of customer reviews significantly influences purchase intentions. Positive reviews tend to attract more buyers while negative ones can deter them.
8. Gefen et al (2015). The role of trust in reviews: Trust in online reviews is a key factor. This research explored a trust building model indicating that the trustworthiness of the review source and the review content significantly affect consumer trust and subsequently purchase behaviour.
9. Hu and Liu (2015). Review Polarity and Hedging: They have explored the use of reviews popularity and hedging in customer reviews. They found that reviewers often use hedging languages to mitigate their statements affecting the overall tone and impact of the review.
10. Luca (2015). Reviews Platforms and Trust: Trust in the review Platform is a critical factor. This study showed that the existence of fake reviews on platforms can reduce their impact on purchase patterns.
11. Chen and Xie (2016). The role of social media: social media has become a powerful for reviews. This study explored how social media platforms such as Twitter and Facebook can influence consumer behaviour through user generated content.
12. Aral and Walker (2016). Peer effects and social influence: They have explored the social influence aspect. They suggest that the behaviour of peer and social connections such as friends and family and amplify the impact of reviews on purchase pattern.
13. Anderson and Simester (2016). Cross Platform Impact: The platform on which reviews are posted can impact consumer behaviour differently. They found that reviews on some platforms like Amazon have stronger influence due to their established reputation.
14. Kim and Srivastava (2016). Demographics and Review Impact: Consumers demographic can influence how they perceive and use reviews. This study shows that age and gender can moderate the impact of reviews on purchase decisions.

15. Anderson and Narus (2016). The Dark side of reviews: Negative reviews can harm businesses significantly. This study shows that how companies need to manage can respond to negative reviews effectively to mitigate their impact on consumer choices.
16. Ott et al (2016). Review Platforms and trustworthiness: The choice of review platform can significantly affect consumers trust in reviews. This research explored the credibility and trustworthiness of reviews on various platforms emphasizing the role of source credibility.
17. Sen and Lerman (2016). Online vs Offline Word of Mouth (WOM): A comparative analysis of online and offline WOM. This study reveals differences in their impact on consumer choices. Understanding the dynamics of these two channels is crucial for businesses.
18. Lee et al (2016). Cross Cultural Differences: Cultural factors can influence how consumers perceive and use reviews. This study investigated how cultural differences affect the impact of reviews on purchase decisions.
19. Yie et al (2016). The Impact of reviews on characteristics on trust: This study delve into the characteristics of customer reviews that influence trust including the reviewer's reputation, review length and review quality shedding light on the multifaceted nature of trust formation.
20. Hu et al (2016). Negative Reviews: Negative reviews are not always detrimental. They discovered that a mix of Positive and Negative reviews can lead to higher purchase rates as consumers perceive them as more authentic.
21. Lee et al (2017). Review Length and Detail: They founded that the length and detail of reviews also matter. Longer and more detailed reviews are often perceived as more credible and helpful increasing their impact on consumer behaviour.
22. Zhang et al (2017). Review moderation: The role of review moderation is explored how authentic reviews are perceived as more trustworthy and the process of filtering out fake or biased reviews is crucial.

23. Mena and Palazzo (2017). Sustainability and Ethical Reviews: Ethical and sustainability concerns are increasingly important to consumers. This study suggests that reviews related to a company's ethical practices can influence consumers who prioritize sustainability.
24. Montaner et al (2017). Personalization and Recommender systems: Personalization in reviews driven by recommender systems. They discuss how tailored recommendations based on user behaviour and preferences can shape purchase patterns.
25. Chua et al. (2017). International Perspectives on cross cultural research: This study delves into how cultural dimensions impact the interpretation and influence of customer reviews highlighting the need for localized marketing strategies.
26. Liu (2018). Sentiment Analysis and Natural Language Processing: Advances in sentiment analysis and Natural Language Processing (NLP) have delve into deeper customer reviews. This study discusses the use of NLP techniques to extract sentiment and emotions from reviews shedding light on how specific language affect consumer choices.
27. Wang and Zhang (2018). Credibility and Trustworthiness of reviewers: This research examines the importance of reviewer credibility and consumer trust reviews more when they perceive the reviewers as knowledgeable or experienced in the product domain.
28. Bhattacharjee et al. (2018). The Role of Perceived Usefulness: This study shows the model that assesses how perceived usefulness mediates the relationship between reviews and purchase intentions.
29. Huang and Chen (2018). Review Volume and Freshness: This research found that the number of reviews and their recency can also affect purchase decisions. Products with a higher volume of recent reviews often appear more trustworthy to consumers.
30. Lu et al (2018). Negative Reviews are Informational: Negative reviews can serve as valuable information for consumers. This study explores that the consumers often seek out negative reviews to understand potential drawbacks and make informed

decisions.

31. Ghose and Ipeirotis (2018). Cross Category Analysis: Investigating the impact of reviews across various product categories. This study explores the nature of the product itself can moderate the influence of customer reviews.

32. Hu et al (2018). Cross platform consistency: This research explores how consumers use information from multiple review platforms to shedding light on the importance of consistent feedback.

33. Fiore et al (2018). The Influence of online communities: Online communities and forums often serve as hubs for product discussions. This study discusses how participation in such communities can shape consumer attitudes and purchasing behaviour.

34. Xu et al (2018). Temporal Trends and seasonality: They find that the influence of reviews can vary over time due to seasonality and external factors requiring businesses to adapt their strategies accordingly.

35. Carrigan and Attalla. (2018). Consumer empowerment and activism: This study explores how consumers activism through reviews can influence corporate behaviour and product sustainability.

36. Zhu and Zhang (2019). Consumer Motivations for writing reviews: This research examines the motivations behind customers reviews highlighting how these motivations can affect the nature and impact of reviews.

37. Zhang et al (2019). Emotional Impact: This study explored the positive emotional language in reviews can evoke similar emotions in potential buyers increasing their propensity to make a purchase.

38. Filieri et al. (2019). Review Manipulation and Ethics: This research explores the issue of review manipulation where businesses post fake positive reviews or competitors post negative ones highlights the ethical concern in this area.

39. Kumar, N., & Benbasat, I. (2019). Research note: The influence of recommendations and consumer reviews on evaluations of websites. Focusing on website evaluations, this study examines how recommendations and consumer

reviews impact consumer perceptions of websites and their subsequent purchasing patterns.

40. Chua, R. Y. J., & Banerjee, S. (2019). Customer knowledge management via social media: The case of Starbucks. This research discusses how Starbucks utilizes social media, including customer reviews, for customer knowledge management and how it influences consumer engagement and purchasing behaviour.

41. Zhang, X., Zhao, S. J., & Hu, Q. (2020). Examining the influence of online reviews on consumers' decision-making: A heuristic-systematic model. This study introduces a heuristic-systematic model to analyze how online reviews influence consumers' decision-making processes and impact their purchasing patterns.

42. Lerner et al. (2020). Emotional Appeals in Reviews: Emotional appeals in reviews can be powerful motivators. This research shows that emotionally charged reviews whether positive or negative can elicit strong emotional responses in readers influencing their buying decisions.

43. Goh et al (2020). Mobile and Location based reviews: This study examines the mobile technology has become pervasive and location reviews have gained prominence. Consumers increasingly rely on platforms like Yelp for local business recommendations affecting their offline purchase decisions.

44. Verhoef et al (2020). Cross Channel Impact: The Impact of reviews extend across various channels. This research shows the multichannel shop behaviour and consumers often consult online reviews before making in store purchases.

45. Sunil et al (2020) Mobile Apps and review consumption: The rise of mobile apps has changed how consumers access and use reviews. This research examines how mobile app features and interfaces impact the consumption of reviews and purchase decisions.

46. Rayana and Akoglu (2020). Fake reviews and detection methods: The issue of fake reviews continues to be a concern. This research discusses detection method for identifying fake reviews and their implications for review reliability.

47. Smith et al (2020). The influence of online reviews: This study had shown that online reviews significantly affect consumers purchasing behaviour. Positive reviews tend to increase trust in a product or service leading to higher purchase likelihood.
48. Cheng et al. (2020) Legal and ethical Implications: Beyond consumer behaviour. This study investigates the aspect of customer reviews are gaining attention and discuss the issues related to fake reviews and their consequences.
49. Lewicki et al (2021). Cognitive Processing of reviews: cognitive psychologists have explored how consumers process and interpret customer reviews. This research suggests that individuals engage in cognitive processing to assess the credibility and relevance of reviews when making purchase decisions.
50. Cialdini (2021). The concept of social proof: The concept of social proof as popularized. This study analyses the influences of customer reviews people tend to conform to the choices of others and positive reviews can act as strong social proof encouraging purchases.
51. Sundar et al (2021). Temporal effects of reviews: The timing of customer reviews can have varying impacts. This study shows the temporal effect of reviews showing that reviews posted during peak shopping seasons or events can have a more significant influence on consumer purchases.
52. Martin and Murphy (2021). Review responsiveness and Business Success: Businesses that engage with customer reviews and respond to feedback can positively affect their reputation. This research discusses the importance of review responsiveness in enhancing business success.
53. Liu et al (2022). Review aggregators and Meta analyses: Meta analyses of customer reviews such as those provided by review aggregators. This research can significantly impact of consumer choices and studied the influence of these aggregations.
54. Yang et al (2022) Cultural Dimensions and review Impact: Cultural dimensions impact consumer behaviour and the interpretation of reviews. This research examines how cultural dimensions such as individualism and collectivism influence the impact of

online reviews on purchase decisions.

55. Perez-Escoda et al (2022). The power of visual reviews: Visual reviews such as photos and videos shared by consumers have gained popularity. This research shows that visual content can convey product experiences more vividly affecting purchase decisions.

56. Reinartz et al (2022). Voice of the customer in new product development: This research explores how firms can harness the voice of the customer primarily gathered from online reviews to drive product development and Innovation.

CHAPTER 3

RESEARCH METHODOLOGY

METHODOLOGY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the impact of customer reviews on purchase pattern of consumers.

3.1. RESEARCH DESIGN

DESCRIPTIVE RESEARCH DESIGN

Descriptive research design is a hypothesis-based method that defines the primary subject matter of the research and tries to analyse the different assumptions and techniques. This type of research design uses data collection techniques like natural observation, case studies and surveys to derive results. Descriptive data is used to collect basic information about variables in a dataset and to find relationship between variables.

Qualitative data includes respondents' opinion and ideas. It is also applied in order to describe current conditions or to investigate relationships.

3.2 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

- Primary Data – Questionnaire given to 110 respondents
- Secondary Data - Websites and online journals, Published reports & Review of literature from published articles.

3.3 STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about respondents and the second part contains some questions to know about the influence of customer reviews on consumer purchase pattern and some more questions are added to identify the products or services and to assess the trust and creditworthiness of customer reviews in shaping consumer opinions.

3.4 SAMPLE SIZE:

Number of the sampling size selected from population is called the size of the sample. Sample of 110 responses were obtained from the population.

3.5. SAMPLING TECHNIQUE: CONVENIENCE SAMPLING METHOD

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach. Convenience sampling is used because it is quick, inexpensive, and convenient. Convenience samples are useful for certain purposes, and they require very little planning.

3.6. PERIOD OF STUDY:

The Study was conducted for the period of three months from October to December.

3.7 TOOLS FOR ANALYSIS

PERCENTAGE ANALYSIS

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

CHI SQUARE TEST

A **chi-squared test** (symbolically represented as χ^2) is basically a data analysis on the basis of observations of a random set of variables. Usually, it is a comparison of two statistical data sets. This test was introduced by **Karl Pearson** in 1900 for categorical data analysis and distribution. So it was mentioned as **Pearson's chi-squared test**.

CORRELATION

Correlation analysis in research is a statistical method used to measure the strength of the linear relationship between two variables and compute their association.

➤ PEARSON CORRELATION

The Pearson correlation coefficient (r) is the most common way of measuring a linear correlation. It is a number between -1 and 1 that measures the strength and direction of the relationship between two variables.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION PERCENTAGE ANALYSIS

TABLE 4.1: AGE OF THE RESPONDENTS:

AGE	NO OF RESPONDENTS	PERCENTAGE
20-30	40	36
30-40	25	23
40-50	20	18
50-60	10	9
60 ABOVE	15	14
TOTAL	110	100

INTERPRETATION

From the above table it is interpreted that the number of respondents between 20-30 age are 36%, 30-40 age are 23% 40-50 age are 18% between 50-60 age of the respondents are 9% and 60 or above age of the respondents are 14%

CHART 4.1: CHART REPRESENTS AGE OF THE RESPONDENTS

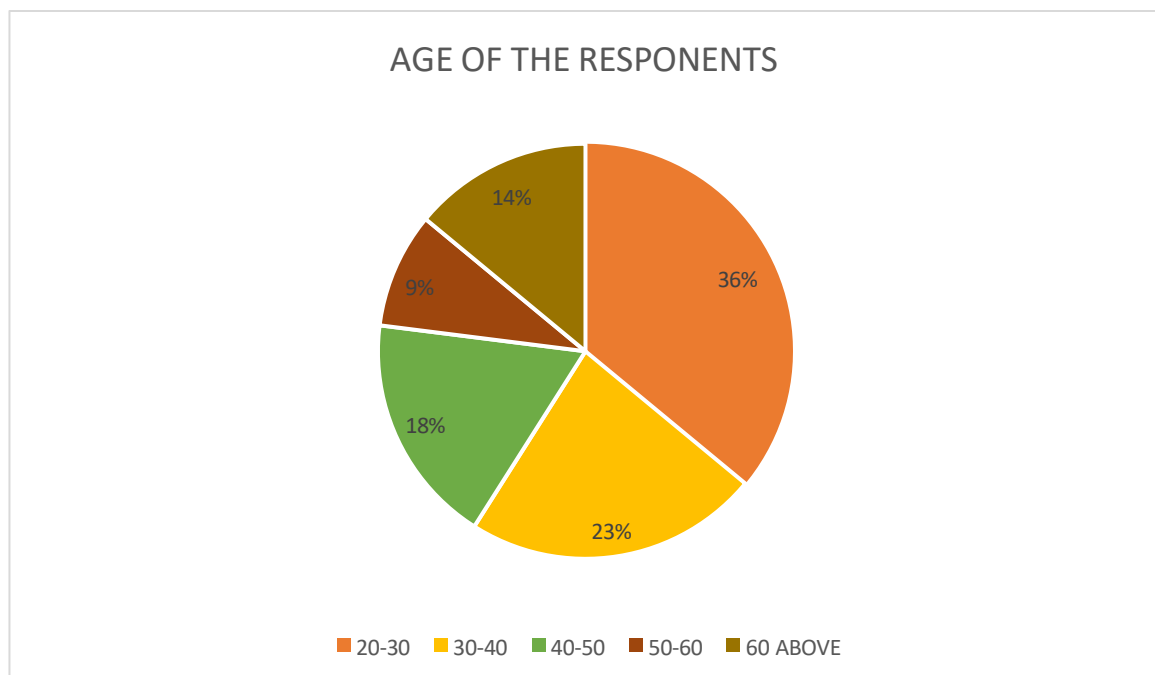


TABLE 4.2: GENDER OF THE RESPONDENTS

GENDER	NO OF RESPONDENTS	PERCENTAGE
Male	52	47
Female	58	53
TOTAL	110	100

INTERPRETATION

From the above table it is interpreted that the number of male respondents is 47% and Female respondents is 53%

CHART 4.2: CHART REPRESENTS GENDER OF THE RESPONDENTS

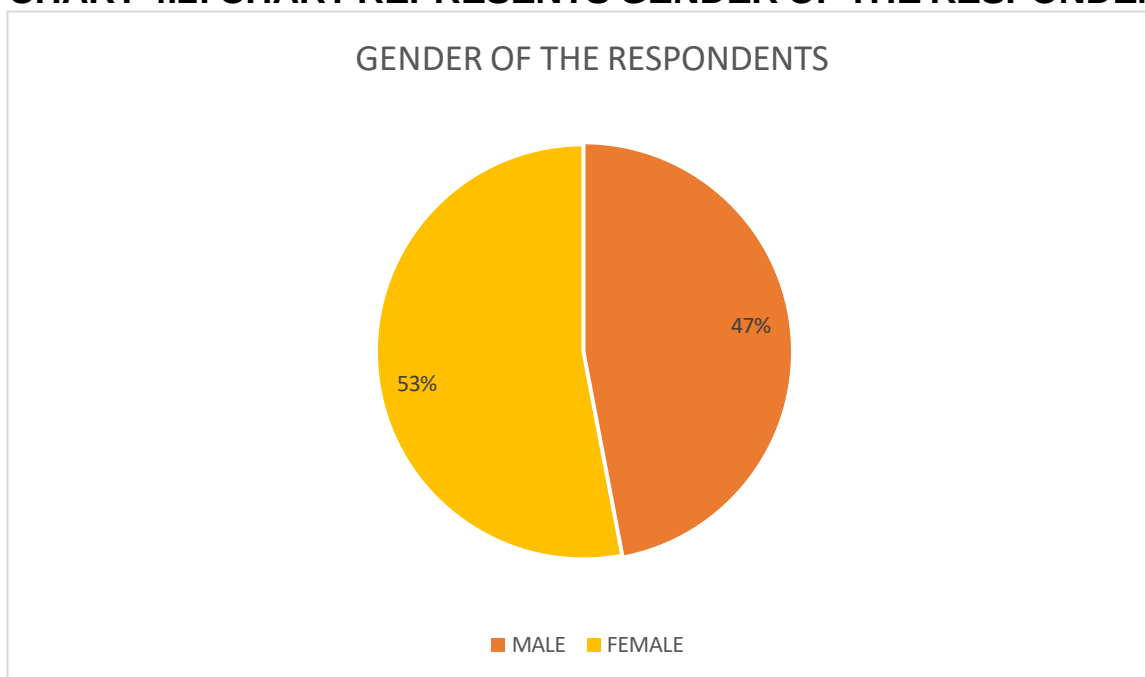


TABLE 4.3: EDUCATION OF THE RESPONDENTS

EDUCATION	NO OF RESPONDENTS	PERCENTAGE
High school	10	9
Bachelor Degree	42	38
Master Degree	48	44
Doctoral Degree	10	9
TOTAL	110	100

INTERPRETATION

From the above table it is interpreted that the number of High school respondents were 9%, Bachelor Degree respondents were 38%, Master Degree Respondents were 44% and Doctoral Degree respondents were 9%.

CHART 4.3: CHART REPRESENTS EDUCATION OF THE RESPONDENTS

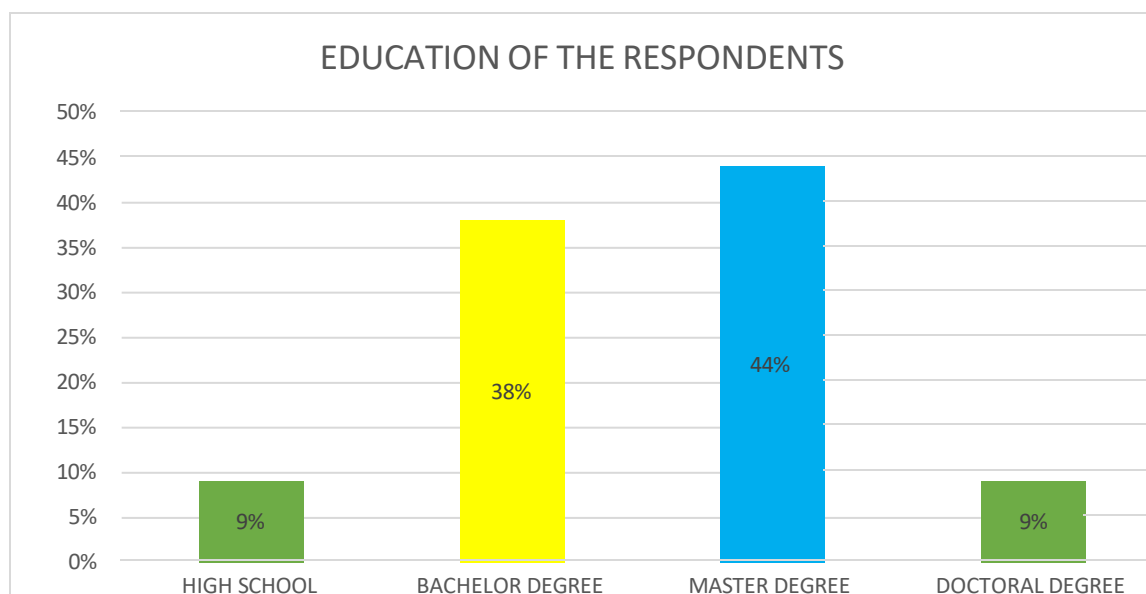


TABLE 4.4 TABLE REPRESENTS THE RESPONDENTS OFTEN SHOP ONLINE

OFTEN SHOP ONLINE	NO OF RESPONDENTS	PERCENTAGE
Daily	10	9
Weekly	20	18
Monthly	60	55
Rarely	10	9
Never	10	9
TOTAL	110	100

INTERPRETATION

From the above table it is interpreted that the respondents often shop online. 9% of the respondents shop online Daily, 18% of the respondents shop online on Weekly basis, 55% of the respondents shop online on Monthly basis, 9% of the respondents Rarely shop in online, 9% of the respondents Never shop in online

CHART 4.4 CHART REPRESENTS THE RESPONDENTS OFTEN SHOP ONLINE

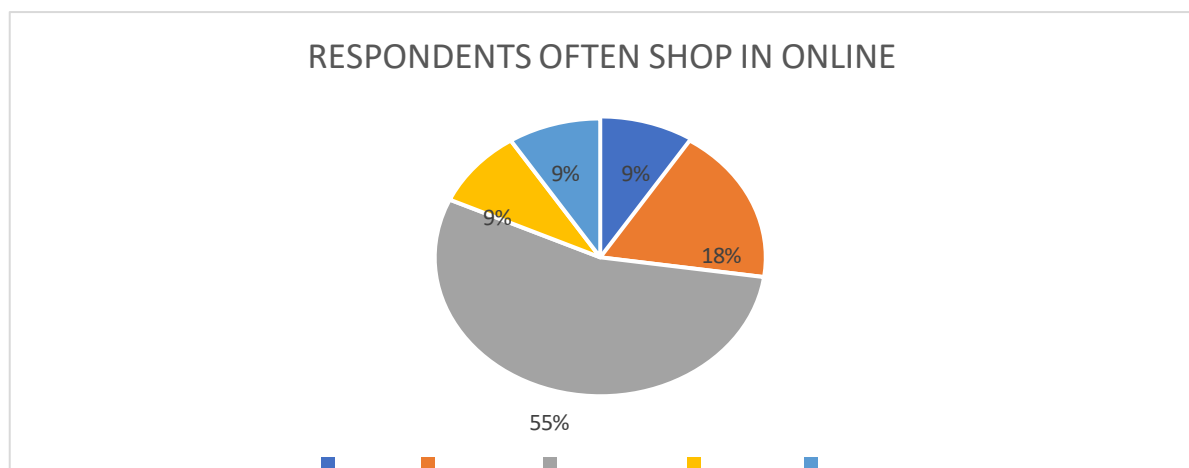


TABLE 4.5 SHOWS THE RESPONDENTS TYPICALLY READ CUSTOMER REVIEWS BEFORE MAKING PURCHASE DECISION

TYPICALLY READ CUSTOMERS	NO OF RESPONDENTS	PERCENTAGE
Always	46	42
Often	20	18
Sometimes	21	19
Rarely	13	12
Never	10	9
TOTAL	110	100

INTERPRETATION

From the above table shows the respondents read customer reviews while making purchase decision 42% of the respondents always read reviews, 18% of the respondents often read reviews, 19% of the respondents sometimes read reviews, 12% of the respondents rarely read reviews, 9% of the respondents never read reviews.

CHART 4.5 SHOWS THE RESPONDENTS TYPICALLY READ CUSTOMER REVIEWS BEFORE MAKING PURCHASE DECISION

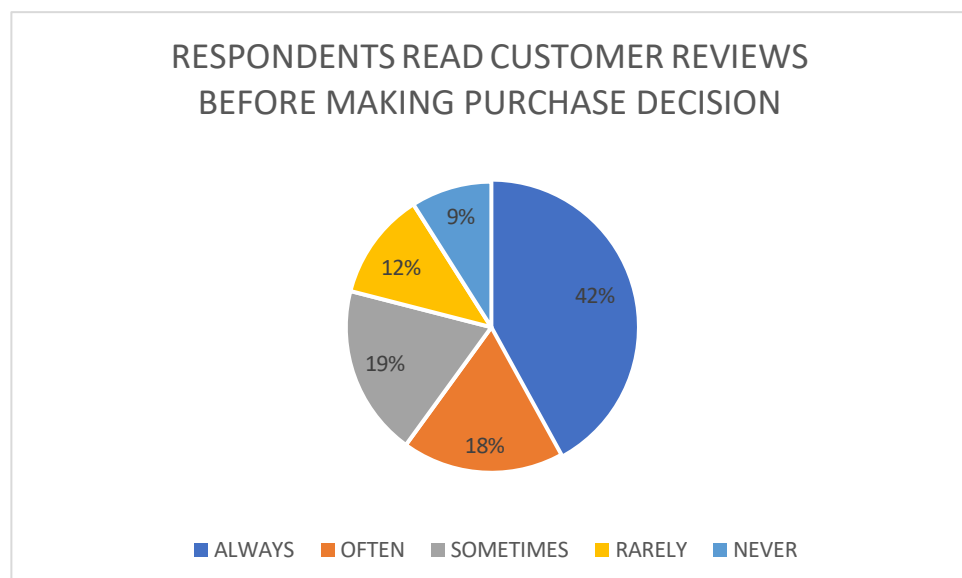


TABLE 4.6 SHOWS THE FACTORS THAT INFLUENCE THE DECISION OF THE RESPONDENTS TO READ CUSTOMER REVIEWS

FACTORS INFLUENCE	NO OF RESPONDENTS	PERCENTAGE
Product Ratings	40	36
Written Reviews	25	23
Number of Reviews	20	18
Trustworthiness of Platform	10	9
Recommendations from Family/Friends	10	9
Others	5	5
TOTAL	110	100

INTERPRETATION

The table shows the factors that influence the decision of the respondents. 36% of respondents get influenced by product ratings, 23% of the respondents get influenced by written reviews, 18% of the respondents get influenced by Number of Reviews, 9% of the respondents get influenced by Trustworthiness of platform, 9% of the respondents were influenced by Recommendations from Family / Friends. 5% of the respondents were influenced by Others.

CHART 4.6 SHOWS THE FACTORS THAT INFLUENCE THE DECISION OF THE RESPONDENTS TO READ CUSTOMER REVIEWS

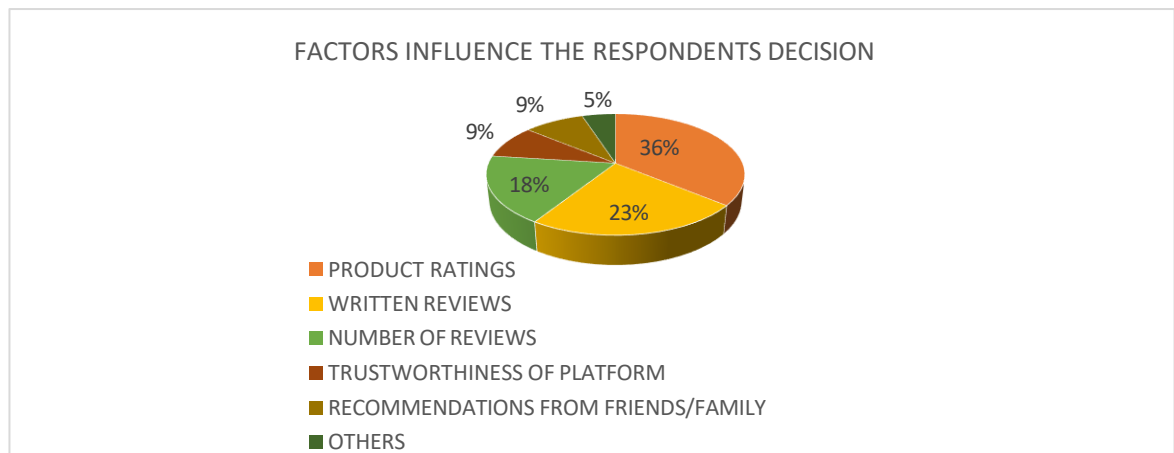


TABLE 4.7 SHOWS THE INFLUENCE OF CUSTOMER REVIEWS ON PURCHASE DECISION OF THE RESPONDENTS

INFLUENCE OF CUSTOMER REVIEWS	NO OF RESPONDENTS	PERCENTAGE
Strongly Agree	26	24
Agree	55	50
Neutral	20	18
Disagree	6	5
Strongly Disagree	3	3
TOTAL	110	100

INTERPRETATION

From the above table shows the influence of customer reviews on purchase decision of the respondents. 24% of the respondents strongly agree with the customer reviews, 50% of the respondents agree with the customer reviews, 18% of the respondents are neutral with the customer reviews, 5% of the respondents were disagree with the customer reviews, 3% of the respondents were strongly disagree with the customer reviews.

CHART 4.7 SHOWS THE INFLUENCE OF CUSTOMER REVIEWS ON PURCHASE DECISION OF THE RESPONDENTS

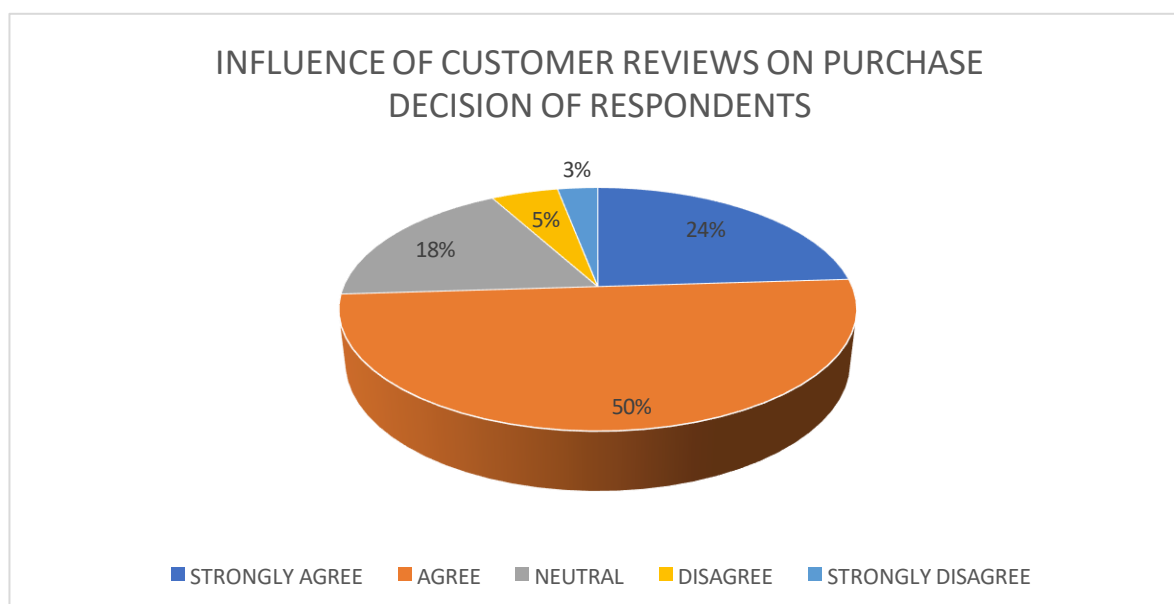


TABLE 4.8 SHOWS RESPONDENTS TRUST TOWARDS CUSTOMER REVIEWS

TRUST TOWARDS CUSTOMER REVIEWS	NO OF RESPONDENTS	PERCENTAGE
Always	38	35
Often	25	23
Sometimes	28	25
Rarely	10	9
Never	9	8
TOTAL	110	100

INTERPRETATION

From the above table it is interpreted the respondents trust towards the customer reviews. 35% of the respondents always trust customer reviews, 23% of the respondents Often trust customer reviews, 25% of the respondents Sometimes trust customer reviews, 9% of the respondents Rarely trust customer reviews, 8% of the respondents Never trust customer reviews.

CHART 4.8 SHOWS RESPONDENTS TRUST TOWARDS CUSTOMER REVIEWS

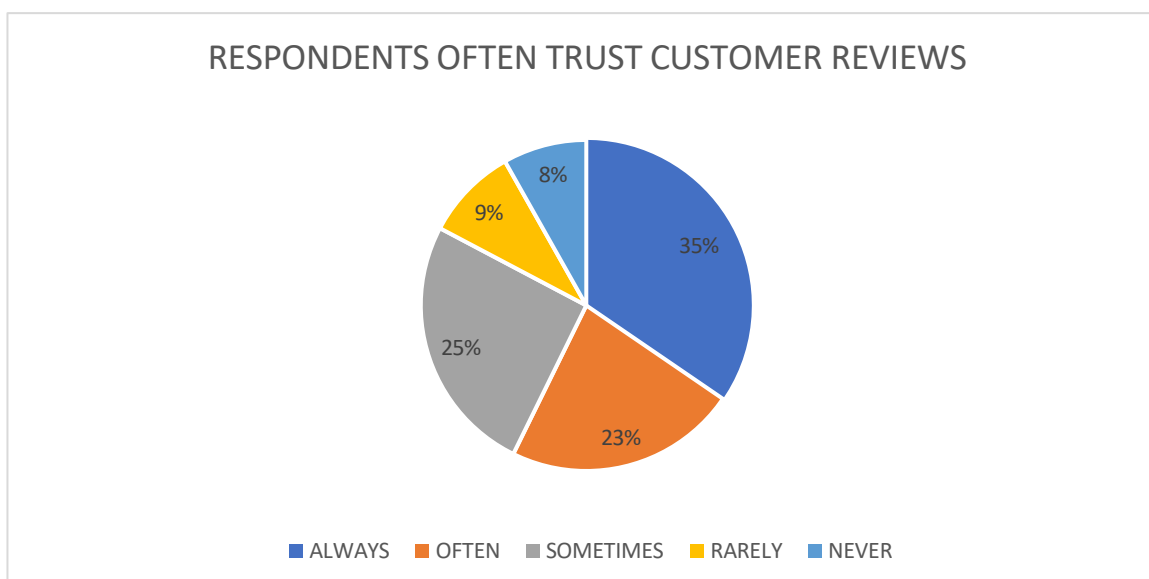


TABLE 4.9 SHOWS THE RESPONDENTS CONSIDER THE CREDIBILITY OF THE PLATFORM

CREDIBILITY OF THE PLATFORM	NO OF RESPONDENTS	PERCENTAGE
Always	40	36
Often	28	25
Sometimes	25	23
Rarely	15	14
Never	2	2
TOTAL	110	100

INTERPRETATION

From the above table it is interpreted the respondents consider the credibility of the platform. 36% of the respondents were Always consider the credibility of the platform, 25% of the respondents were Often consider the credibility of the platform, 23% of the respondents Sometimes consider the credibility of the platform, 14% of the respondents Rarely consider the credibility of the platform, 2% of the respondents Never consider the credibility of the platform.

CHART 4.9 SHOWS THE RESPONDENTS CONSIDER THE CREDIBILITY OF THE PLATFORM

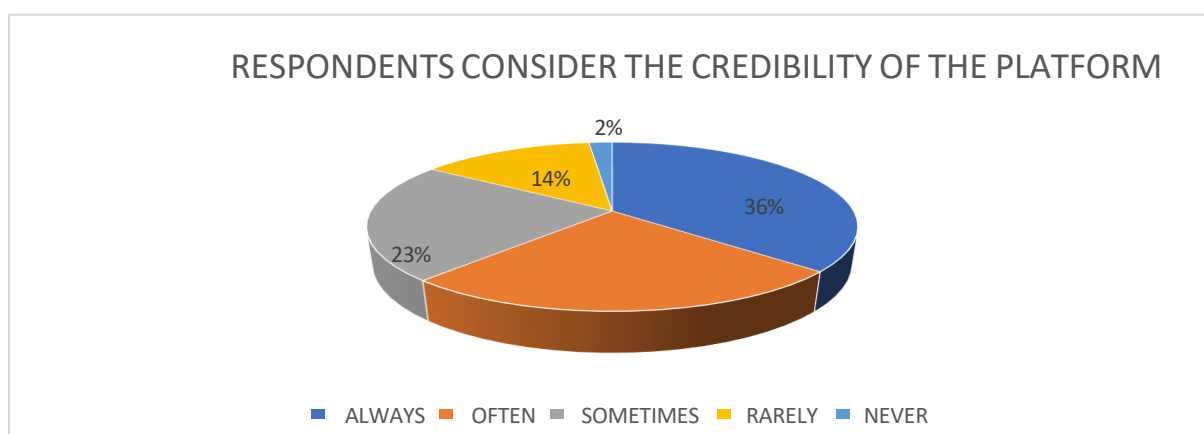


TABLE 4.10 SHOWS THE TYPES OF PRODUCTS OR SERVICES THAT RESPONDENTS OFTEN RESEARCH THROUGH THE CUSTOMER REVIEWS

TYPES OF PRODUCTS OR SERVICES	NO OF RESPONDENTS	PERCENTAGE
Electronics	25	23
Clothing and Fashion	40	36
Books and Media	10	9
Home and Kitchen	10	9
Health and Beauty	10	9
Food and Groceries	15	14
TOTAL	110	100

INTERPRETATION

From the above table it is interpreted that the types of products or services that respondents often research through customer reviews. 23% of the respondents were research Electronics products through the customer reviews. 36% of the respondents were research Clothing and Fashion products through customer reviews, 9% of the respondents were research Books and Media through the customer reviews, 9% of the respondents were research Home and Kitchen products through the customer reviews, 9% of the respondents were research Health and Beauty products through the customer reviews, 14% of the respondents were research Food and Groceries products through the customer reviews.

CHART 4.10 SHOWS THE TYPES OF PRODUCTS OR SERVICES THAT RESPONDENTS OFTEN RESEARCH THROUGH THE CUSTOMER REVIEWS

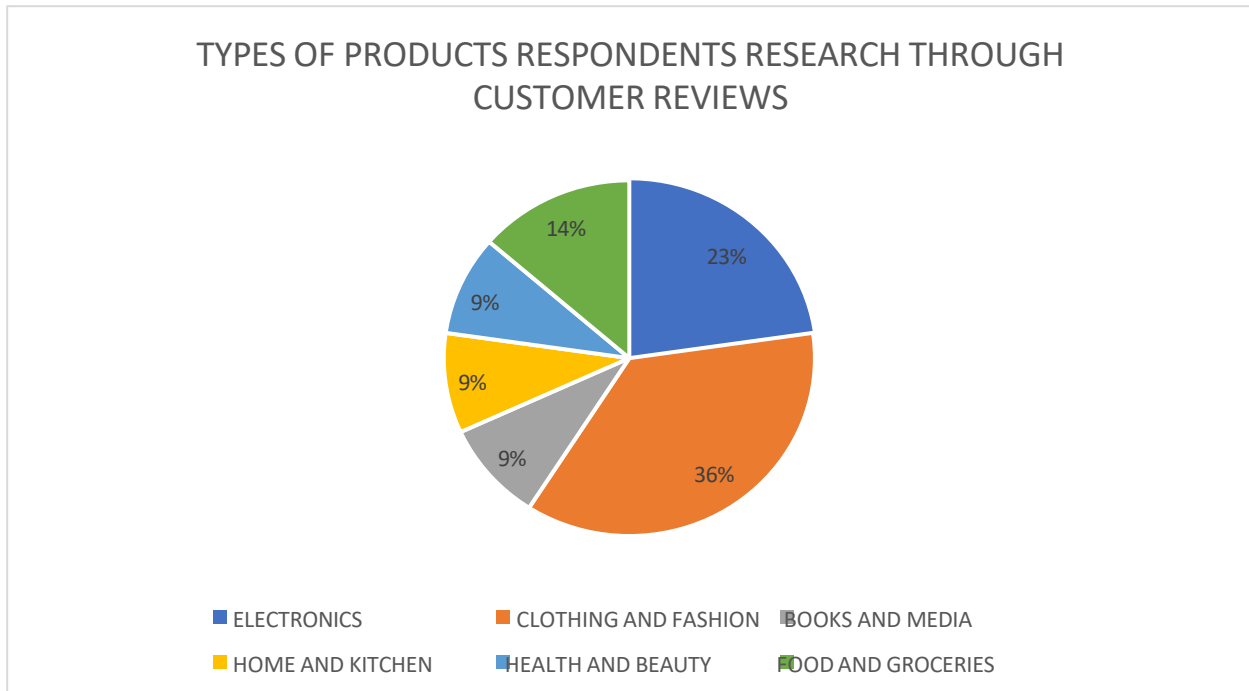


TABLE 4.11 SHOWS THE RESPONDENTS PERCEIVE THE INFLUENCE OF POSITIVE CUSTOMER REVIEWS

PERCEIVE THE INFLUENCE OF CUSTOMER REVIEWS	NO OF RESPONDENTS	PERCENTAGE
Very Influential	30	27
Moderately Influential	40	36
Somewhat Influential	20	18
Slightly Influential	10	10
Not Influential at all	10	9
TOTAL	110	100

INTERPRETATION

From the above table it is interpreted the respondents perceive the product or service. 27% of the respondents perceive the product or service to be Very Influential, 36% of the respondents perceive the product or service to be Moderately Influential, 18% of the respondents perceive the product or service to be Somewhat Influential, 10% of the respondents perceive the product or service to be Slightly Influential, 9% of the respondents perceive the product or service to be Not Influential at all.

CHART 4.11 REPRESENTS THE RESPONDENTS PERCEIVE THE INFLUENCE OF POSITIVE CUSTOMER REVIEWS

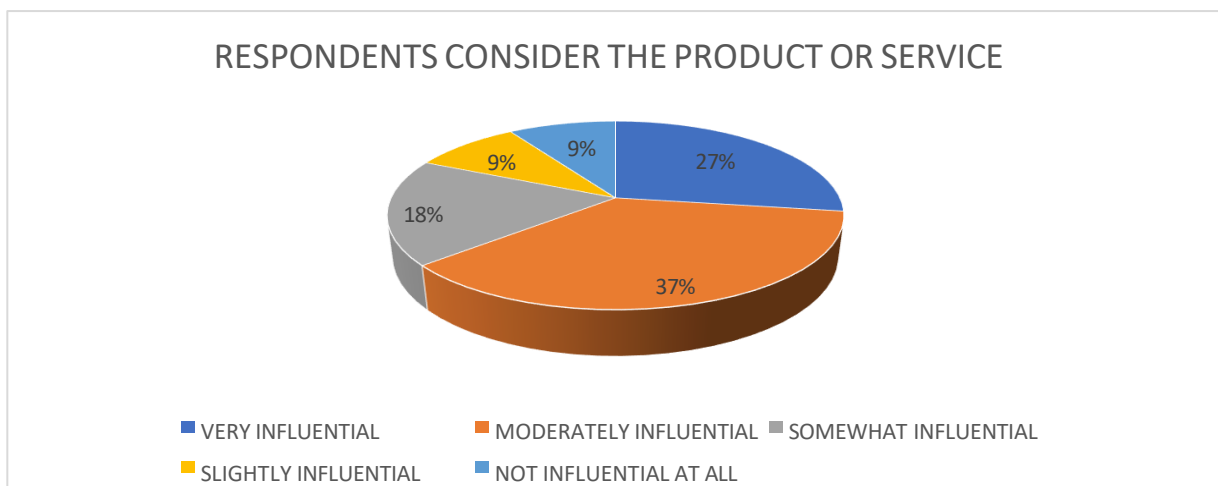


TABLE 4.12 SHOWS THE RESPONDENTS BELIEVE THE CUSTOMER REVIEWS WHICH HAS STRONGER IMPACT ON PURCHASE DECISIONS

STRONGER IMPACT ON PURCHASE DECISION	NO OF RESPONDENTS	PERCENTAGE
Positive Reviews	50	45
Negative Reviews	15	14
Both equally	35	32
Neither has an impact	10	9
TOTAL	110	100

INTERPRETATION

From the above table it is interpreted the respondents believe the customer reviews which has stronger impact on purchase decisions. 45% of the respondents were believe the Positive reviews, 14% of the respondents were believe the Negative reviews ,32% of the respondents believe both equally, 9% of the respondents were believe the reviews neither has an impact.

CHART 4.12 REPRESENTS THE RESPONDENTS BELIEVE THE CUSTOMER REVIEWS WHICH HAS STRONGER IMPACT ON PURCHASE PATTERNS

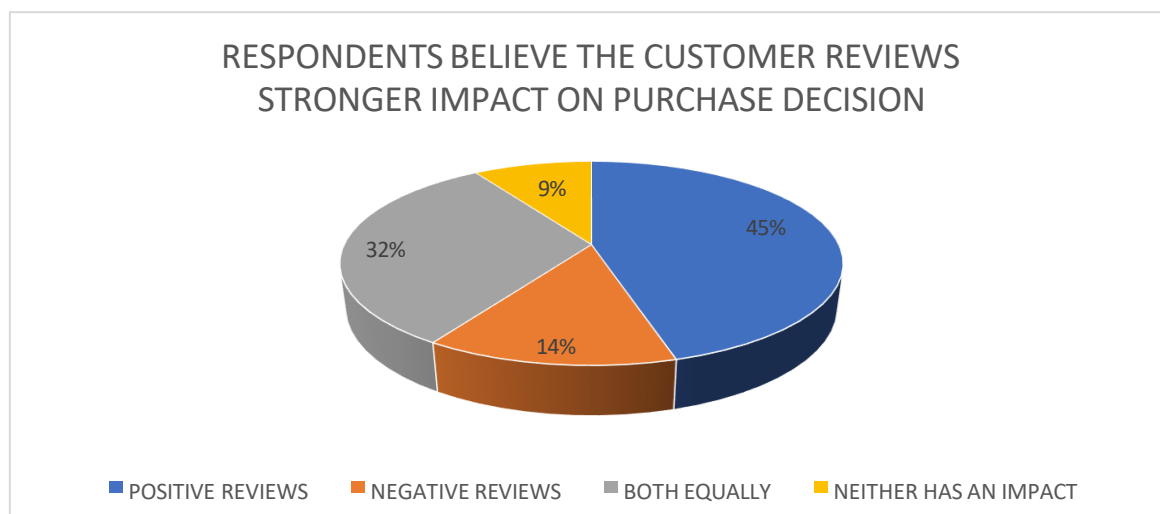


TABLE 4.13 SHOWS THE RESPONDENTS MOTIVATION TO WRITE CUSTOMER REVIEWS

MOTIVATION TO WRITE CUSTOMER REVIEWS	NO OF RESPONDENTS	PERCENTAGE
Positive Experience	50	45
Negative Experience	10	9
To Help Others	30	27
To Earn Rewards/Incentives	15	14
Others	5	5
TOTAL	110	100

INTERPRETATION

From the above table it is interpreted the respondents motivated to write the customer reviews 45% of the respondents were motivated to write the Positive experience, 9% of the respondents were motivated to write the Negative experience, 27% of the respondents were motivated to write to Help others, 14% of the respondents were motivated to write To Earn Rewards/Incentives. 5% of the respondents were motivated to write the others.

CHART 4.13 SHOWS THE RESPONDENTS MOTIVATION TO WRITE CUSTOMER REVIEWS

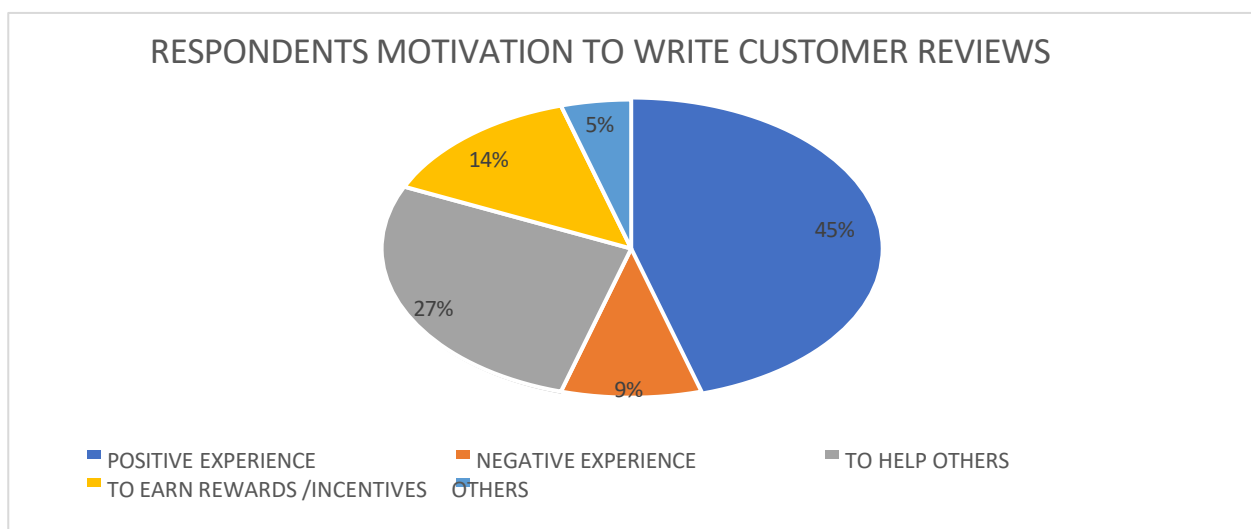


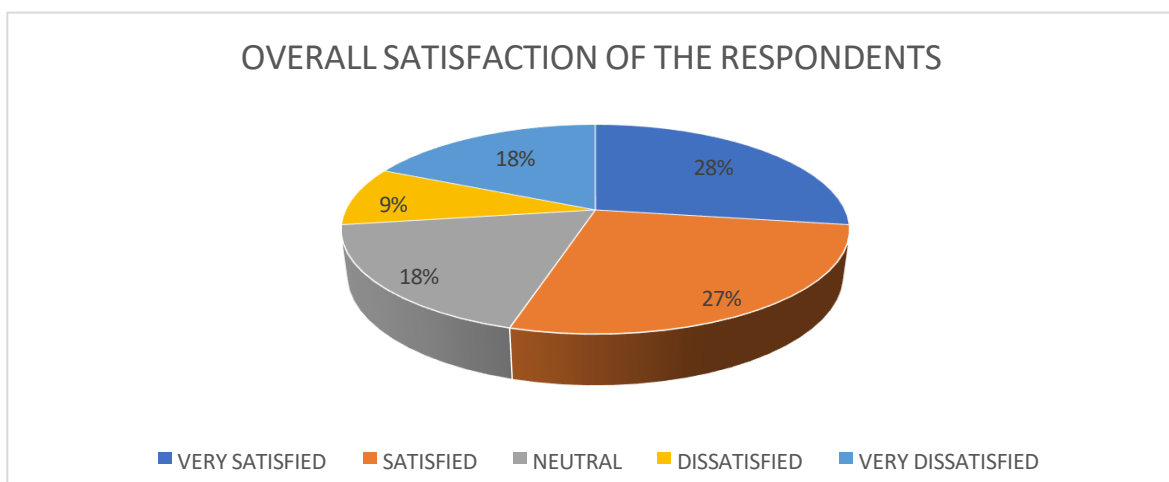
TABLE 4.14 SHOWS THE CUSTOMER REVIEWS INFLUENCE THE OVERALL SATISFACTION OF THE RESPONDENTS

OVERALL SATISFACTION	NO OF RESPONDENTS	PERCENTAGE
Very Satisfied	30	28
Satisfied	30	27
Neutral	20	18
Dissatisfied	10	10
Very Dissatisfied	20	18
TOTAL	110	100

INTERPRETATION

From the above table it is interpreted the customer reviews influence the overall satisfaction of the respondents. 28% of the respondents were Very Satisfied with the customer reviews, 27% of the respondents were Satisfied with the customer reviews, 18% of the respondents were Neutral, 10% of the respondents were dissatisfied with the customer reviews, 18% of the respondents were Very Dissatisfied with the customer reviews

CHART 4.14 REPRESENTS THE CUSTOMER REVIEWS INFLUENCE THE OVERALL SATISFACTION OF THE RESPONDENTS



STATISTICAL ANALYSIS

CHI-SQUARE

H0: There is a no significant association between Education levels and the consideration of platform credibility when reading reviews.

H1: There is a significant association between Education levels and the consideration of platform credibility when reading reviews.

TABLE 4.15 ASSOCIATION BETWEEN THE EDUCATION LEVELS AND CONSIDERATION OF PLATFORM CREDIBILITY

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.362 ^a	4	.670
Likelihood Ratio	3.488	4	.480
Linear-by-Linear Association	.161	1	.688
N of Valid Cases	110		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .38.

INTERPRETATION

The result in the above table shows that there is no significant association between the educational levels of the respondents and consideration of platform credibility when reading reviews $p = 0.670$ which is more than 0.05. **This finding doesn't support the hypothesis and so there is no significant association between the educational levels of the respondents and consideration of platform credibility when reading reviews.**

CORRELATION

H0: There is a no significant relationship between Age and the factors that influence the decision to read customer reviews.

H1: There is a significant relationship between Age and the factors that influence the decision to read customer reviews.

TABLE 4.16 SIGNIFICANT RELATIONSHIP BETWEEN THE AGE AND THE FACTORS THAT INFLUENCE THE DECISION TO READ CUSTOMER REVIEWS

Correlations

Correlations			
		AGE	Which factors influence your decision to read customer reviews
AGE	Pearson Correlation	1	-.062
	Sig. (2-tailed)		.452
	N	110	110
Which factors influence your decision to read customer reviews	Pearson Correlation	-.062	1
	Sig. (2-tailed)	.452	
	N	110	110

INTERPRETATION

The result in the above table shows that there is a significant relationship between the Age of the respondents and the factors that influence the decision to read customer reviews $p = -0.62$ which is more than 0.05. **The findings support the hypothesis and so there is a significant relationship between the Age of the respondents and the factors that influence the decision to read customer reviews.**

5.1 FINDINGS

- Majority (36%) of the respondents were 20-30 years of age.
- Majority (53%) of the respondents were Female.
- Majority (44%) of the respondents were Master Degree.
- Majority (55%) of the respondents were shop online on Monthly basis.
- Majority (42%) of the respondents were Always read customer reviews.
- Majority (36%) of the respondents were influenced by Product ratings.
- Majority (50%) of the respondents were Agree with the customer reviews.
- Majority (35%) of the respondents were Always trust towards the customer reviews.
- Majority (36%) of the respondents were Always consider the credibility of the platform.
- Majority (36%) of the respondents were research Clothing and Fashion products through customer reviews.
- Majority (36%) of the respondents were perceive the product or service to be Moderately Influential.
- Majority (45%) of the respondents were believe the Positive customer reviews.
- Majority (45%) of the respondents were motivated by Positive Experience.
- Majority (28%) of the respondents were Very satisfied with the customer reviews.

5.2 SUGGESTION

- Actively encourage satisfied customers to share their experiences through online reviews. Implement strategies such as post-purchase emails, loyalty programs, or incentives to motivate customers to leave feedback.
- Develop a proactive approach to address and resolve negative feedback promptly. Responding professionally and offering solutions demonstrates a commitment to customer satisfaction.
- Highlighting positive feedback serves as a powerful endorsement and can sway potential customers who are researching your products or services. Make these reviews easily accessible to provide social proof and build credibility.
- Implement tools and systems to monitor customer reviews systematically. Analyse trends and patterns in customer feedback to gain insights into areas for improvement and strengths to leverage.
- Regularly revisiting and updating strategies based on this feedback loop ensures sustained positive impact on purchase patterns.

5.3 CONCLUSION

In conclusion, this study reveals that customer reviews significantly influence the purchasing behaviour of consumers, with trust, credibility, and positive experiences playing pivotal roles. This study shows the need for businesses to prioritize customer feedback as a strategic component of their overall marketing and customer relations strategy. I therefore concluding that businesses should recognize the importance of maintaining a positive online reputation, especially in product categories that are extensively researched through customer reviews.

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ANNEXURE I – QUESTIONNAIRE

**STUDY ON THE IMPACT OF CUSTOMER REVIEWS ON
PURCHASE PATTERN OF CONSUMERS**

1. NAME:
2. Age:
 - a) 20-30 b) 30-40 c) 40-50 d) 50-60 e) 60 Above
3. Gender
 - a) Male b) Female
4. Education
 - a) High school b) Bachelor's Degree d) Master's Degree e) Doctoral degree.
5. How often do you shop online?
 - a) Daily b) Weekly c) Monthly d) Rarely e) Never
6. Do you typically read customer reviews before making an online purchase decision?
 - a) Always b) Often c) Sometimes d) Rarely e) Never
7. Which Factors influence your decision to read customer reviews
 - a) Product ratings b) Written reviews c) Number of reviews d) Trustworthiness of platform e) Recommendations From Friends /Family d) Others
8. How do Customer reviews influence your purchasing decisions?
 - a) Strongly positive b) Somewhat positive c) Neutral d) Somewhat negative e) Strongly Negative
9. How often Do you trust customer reviews?
 - a) Always b) Most of the time c) Sometimes d) Rarely e) Never

10. Do you consider the credibility of the platform (Amazon, Myntra) when reading reviews?

a) Always b) Most of the time c) Sometimes d) Rarely e) Never

11. What types of products or services do you most often research through customer reviews?

a) Electronics b) Clothing and Fashion c) Books and Media d) Home and Kitchen
e) Health and Beauty f) Food and Groceries e) Others.

12. When considering a product or service how do you perceive the influence of positive customer reviews?

a) Very Influential b) Moderately Influential c) Somewhat Influential d) Slightly Influential
e) Not influential at all.

13. Which type of customer reviews do you believe has a stronger impact on your purchasing decisions?

a) Positive reviews b) Negative reviews c) Both equally d) Neither has an Impact

14. What motivates you to write a customer review?

a) Positive experience b) Negative experience c) To help others d) To earn rewards/
Incentives e) Others

15. Overall how satisfied are you with your online shopping experience influenced by customer reviews?

a) Very Satisfied b) Satisfied c) Neutral d) Dissatisfied e) Very dissatisfied