

# **Nifactor Influencing The Customer Reviews On Purchase Intention Of Consumer Electronic Goods**

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## **Abstract**

*Purpose: The study investigates the impact of online reviews and ratings on the purchase intentions of consumers in the electronic goods. Research methodology: The study is conducted in Villupuram district, Tamil Nadu, covering both urban and rural areas. Research Area: Villupuram district consists of 9 taluks, 928 villages, 2 municipalities, 8 town panchayats, and 688 village panchayats. The focus area includes Villupuram college students who are buying goods from Online capturing a diverse demographic profile. Sample Size: A total of 2,635 students and teachers participated in the study. Among them, 413 respondents were identified as online customers. Sampling Technique: A purposive sampling method was employed to select respondents who actively participate in online shopping. Finding:*

**Keywords:** *Online Reviews, Rating, Purchase intention and Purchase Decision*

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## **I. Introduction**

### **Customer Reviews**

The rise of e-commerce has revolutionized the way consumers make purchasing decisions, particularly in the consumer electronics segment. Online reviews and ratings have become critical in shaping purchase intentions, as they provide first-hand information and feedback from other users. Sen, S., & Lerman, D. (2007). Consumers increasingly rely on these reviews as a trustworthy source to evaluate products, reducing the risks associated with online shopping. Positive reviews build confidence and enhance purchase intentions, while negative reviews can deter buyers, emphasizing their dual role in influencing consumer behavior. Understanding the factors that make reviews influential—such as credibility, relevance, and volume—can help businesses strategically use customer feedback to drive sales. Chevalier, J. A., & Mayzlin, D. (2006). Furthermore, the integration of tools like star ratings, written feedback, and video reviews enhances the decision-making process for buyers. This study explores the role of online reviews and ratings in determining consumers' purchase intentions for electronic goods, focusing on factors such as the perceived influence of reviews, their role in building trust, and the transparency they bring to online shopping.

Customer reviews have been an important part of most online e-commerce websites day to day operations. Internet has improved consumers online shopping experience, as they can easily buy products sitting at home and get products delivered at their door steps. Baek, H., Ahn, J., & Choi, Y. (2012). There is a huge amount of information available on the internet that can help consumers make online purchasing decisions. With the increasing growth of the Internet, online customer reviews have become a valuable tool for customers seeking to discover the quality of goods. Lee, K. T., & Koo, D. M. (2012). A product review is a customer's textual review, which describes a product's characteristics (e.g., pros and cons). Consumers may also refer online reviews on the websites to obtain information about product characteristics, quality, performance, and price.

Retailers ensure that their websites show user reviews for their consumers' convenience in making their buying decision favorable. Zhu, F., & Zhang, X. (2010). As far as the Smartphones is concerned, mostly people in reviews look for its features like price, durability, after sales, brand name and experiences with the smartphone before making the actual purchase. This phenomenon of online reviews can be of great importance

in the area of marketing communication. Filieri, R., & McLeay, F. (2014). A given consumer comes across a number of reviews for a particular smartphone and the success of a purchase is based on the consumer reviews i.e. to what extent the reviews has stimulated and influenced the notion of a given person. Park, D.-H., Lee, J., & Han, I. (2007). Research has established a correlation between the favorable reviewing of a product on the web by customers and the resulting sales of the product on the web. Present study is done to evaluate the influence of online reviews on the online purchase decision of customers for smartphones. Internet reviews are largely acknowledged to be essential elements of modern internet-based companies. Internet reviews impact product sales in a number of ways. It is commonly known that review cues or attributes influence product sales by conveying signals regarding purchasing decision. Nevertheless, little is known about the psychological processes at play when cues affect a buyer's choice.

## **II. Purchase Intention**

The intention to purchase electronic goods online reflects consumers' desire to shop via the internet, where e-commerce platforms provide adequate tools and strategies to encourage buying from virtual retailers, Lee, K. T., & Koo, D. M. (2012). Since these factors significantly impact online sellers, e-commerce platforms must develop systems to sustain consumer behavior. This includes addressing direct behavioral factors, which refer to the consumer's intention to make purchase decisions based on behavioral determinants Baek, H., Ahn, J., & Choi, Y. (2012).

### **Objectives of the study**

To study the customers online reviews and ratings on purchase intention of consumer electronic goods

To examine the relationship between customers online reviews, purchase intention and decision of consumer electronic goods

To analyses the factors, influence the customers online reviews on purchase Intention & decision of consumer electronic goods

### **Hypothesis of the study**

There is no relationship between customers online reviews, purchase intention and decision of consumer electronic goods

There is no factors, influence the customers online reviews on purchase Intention & decision of consumer electronic goods

## **III. Research Methodology**

This study aims to analyze the online shopping behavior of students and teachers in Villupuram and its nearby villages, focusing on the patterns and preferences of online customers in the region. The research methodology encompasses the following components:

### **Study Area:**

The study is conducted in Villupuram district, Tamil Nadu, covering both urban and rural areas. Villupuram district consists of 9 taluks, 928 villages, 2 municipalities, 8 town panchayats, and 688 village panchayats. The focus area includes Villupuram college students who are buying goods from Online capturing a diverse demographic profile.

### **Population and Sample:**

**Population:** The total population of Villupuram district is 3,725,209.

**Respondents:** The target population includes college students and teachers from Villupuram district's rural areas.

**Sample Size:** A total of 2,635 students and teachers participated in the study. Among them, 413 respondents were identified as online customers.

### **Sampling Technique:**

A purposive sampling method was employed to select respondents who actively participate in online shopping. This approach ensures the inclusion of relevant individuals who contribute significantly to understanding online shopping trends in the region.

### **Data Collection:**

Primary data was collected through structured questionnaires distributed among the target respondents. The questionnaire included both closed and open-ended questions designed to gather information on demographic details, frequency of online shopping, preferences, and challenges faced during online purchases.

**Scope of the Study:**

The study focuses on the online shopping habits of respondents within Villupuram district, with a particular emphasis on rural and semi-urban areas. The total number of online shopping customers in Villupuram district is reported to be 45,503, providing a broader context for the findings.

**Analysis Techniques:**

The data collected was systematically analyzed using descriptive statistics to identify key trends and behaviors. Additional statistical tools were employed to compare responses across demographic groups, highlighting significant patterns and preferences among online customers. By focusing on this region and its unique characteristics, the study provides valuable insights into the adoption of online shopping in Villupuram and its surrounding villages, contributing to the broader understanding of consumer behavior in semi-urban and rural contexts.

**Table 1 opinion about Consumer Reviews**

	Mean	Std. Deviation
consumers' convenience making their buying decision	3.84	1.19
review considered as influential	4.14	1.06
ability to poll their opinions about the products	3.83	1.21
purchasing and selling policies.	4.09	1.10
large amount of valuable information	4.00	1.15

Table 1 highlights respondents' opinions regarding the impact of consumer reviews on their purchasing behavior. The highest mean score (4.14) indicates that respondents perceive consumer reviews as highly influential in shaping their buying decisions, suggesting that reviews play a critical role in guiding purchase choices. Similarly, purchasing and selling policies also scored highly (mean: 4.09), reflecting their importance in establishing trust and satisfaction among consumers. The mean score of 4.00 for the availability of a large amount of valuable information emphasizes that respondents value the accessibility of detailed insights provided by reviews. Furthermore, the ability to poll opinions about products (mean: 3.83) and the convenience consumer reviews provide in decision-making (mean: 3.84) are also positively rated, albeit slightly lower. The findings indicated that significance of consumer reviews as a trusted source of information and a key factor influencing online shopping behavior.

**Table 2 Consumer opinion towards Purchase Intention**

	Mean	Std. Deviation
Positive reviews have a significant effect	4.16	1.07
review increase consumer purchase intention	4.15	1.07
reviews used by consumers to make a choice.	3.71	1.30
reviews have a positive impact on purchasing intention	4.10	1.09
promotes the intention to purchase the product	3.65	1.32

Table 2 demonstrate the critical role of consumer reviews in shaping purchase intentions. Positive reviews are perceived to have the most significant effect on consumers (mean: 4.16), highlighting their ability to strongly influence purchasing decisions. Similarly, the mean score of 4.15 indicates that reviews effectively increase consumers' intent to purchase, reinforcing the idea that reviews act as a powerful persuasive tool. Reviews are also seen as having a positive overall impact on purchasing intention (mean: 4.10), further validating their importance in the decision-making process. However, while reviews are utilized by consumers to make choices (mean: 3.71), and they promote purchasing intention to some extent (mean: 3.65), these scores are comparatively lower. This suggests that while reviews are influential, their role in directly promoting purchase intentions may be more nuanced, depending on other factors such as product quality, trustworthiness, and individual preferences.

**Table 3 Relationship between Consumer Reviews and purchase intention**

	Purchase intention	consumers' convenience making their buying decision	review considered as influential	ability to poll their opinions about the products	purchasing and selling policies	large amount of valuable information
Purchase intention	1					
consumers' convenience making their buying decision	0.452**	1				
review considered as influential	0.615**	0.335**	1			
ability to poll their opinions about the products	0.324**	-0.084	0.216**	1		
purchasing and selling policies.	0.418**	0.212**	0.255**	0.352**	1	
large amount of valuable information	0.401**	0.181**	0.160**	0.018	0.310**	1

**Source: Primary data; \* Significant at 0.05 percent level**

Ho: There is no the relationship between consumer reviews and purchase intention

**Table 3 presents the relationship between Consumer Reviews and Purchase Intention. Pearson correlation is applied.** The strongest relationship is observed between "Review considered as influential" and purchase intention (correlation = 0.615), indicating that the perceived influence of reviews significantly impacts consumers' intent to purchase. "Consumers' convenience in making their buying decision" also shows a strong positive correlation (correlation = 0.452), suggesting that easier decision-making through reviews enhances purchase intention. Other factors, such as "Purchasing and selling policies" (correlation = 0.418), "Large amount of valuable information" (correlation = 0.401), and "Ability to poll opinions about the products" (correlation = 0.324), also show moderate positive correlations, highlighting the importance of these elements in shaping purchase decisions.

The results indicate that consumer reviews, especially those deemed influential, have a substantial impact on purchase intention. The convenience provided by reviews, coupled with the ability to share and access valuable information, significantly enhances consumers' likelihood to make a purchase. The findings that businesses should focus on making reviews easily accessible and influential to positively affect consumer decisions. Policies related to purchasing and selling, as well as the amount of information available, also play a crucial role in guiding consumers toward making informed and confident purchase choices.

**Table 4 Factor influencing the customer reviews on purchase intention**

R	R Square	Adjusted R Square	F	Sig.
0.767 <sup>a</sup>	0.588	0.583	116.051	0.001 <sup>***</sup>

Coefficients <sup>a</sup>					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.992	0.131		7.551	0.001*
consumers' convenience making their buying decision	0.153	0.020	0.265	7.539	0.001*
review considered as influential	0.268	0.023	0.413	11.694	0.001*
ability to poll their opinions about the products	0.123	0.020	0.216	6.101	0.001*
purchasing and selling policies.	0.065	0.023	0.103	2.789	0.006*
large amount of valuable information	0.151	0.020	0.252	7.412	0.001*

**Source: Primary data; \* Significant at 0.05 percent level**

Ho: There is no factors influencing customer reviews on purchase intention.

Table 4 Explains the factors influencing customer reviews on purchase intention. The regression analysis is computed to test the hypothesis of factors influencing the customer reviews on purchase intention. The coefficient of correlation (R) is 0.767, indicating a strong positive relationship between customer reviews and purchase intention. The R Square value of 0.588 implies that 58.8% of the variance in purchase intention can be explained by customer reviews, demonstrating their significant impact as a factor in purchasing decisions. The adjusted R Square value of 0.583 suggests that the model remains robust even after accounting for the number of predictors. The F-statistic of 116.051, accompanied by a significance value (Sig.) of 0.001, confirms that the model is statistically significant. Hence, hypothesis is rejected.

The regression equation presented provides insights into how various factors related to customer reviews influence purchase intention. The equation is:

Purchase intention = 0.992 + 0.268 (review considered as influential) + 0.153 (convenience making their buying decision) + 0.151 (large amount of valuable information) + 0.123 (poll their opinions about the products) + 0.065 (purchasing and selling policies)

Intercept (0.992): This represents the baseline level of purchase intention when all the independent variables are zero.

Review Considered as Influential (0.268): This factor has the highest coefficient, suggesting it is the most significant predictor of purchase intention. A unit increase in the perception of reviews as influential increases purchase intention by 0.268 units.

Convenience in Buying Decision (0.153): Convenience in decision-making positively affects purchase intention, though its influence is moderate compared to the most influential factor.

Large Amount of Valuable Information (0.151): The availability of detailed information through reviews also has a notable positive effect on purchase intention.

Poll Opinions (0.123): Allowing consumers to share and compare opinions moderately contributes to increasing purchase intention.

Purchasing and Selling Policies (0.065): Although it has the lowest coefficient, this factor still contributes positively to purchase intention, reflecting its importance in fostering consumer confidence.

It is found that review considered as influential, convenience making their buying decision, large amount of valuable information, poll their opinions about the products and purchasing and selling policies are positively influence the purchase intention of the goods

#### IV. Conclusion

The study on *Customers' Online Reviews and Ratings on Purchase Intention of Consumer Electronic Goods* reveals the significant role of online reviews and ratings in shaping consumer behavior. The findings underscore that positive reviews and high ratings significantly influence purchase intentions by enhancing consumer trust, providing valuable insights, and reducing uncertainty during decision-making. Key factors such as the perceived influence of reviews, the convenience they provide in decision-making, and the abundance of detailed information play pivotal roles in increasing purchase intentions. Furthermore, the ability for consumers to share opinions and the transparency in purchasing and selling policies also contribute positively, albeit to a lesser extent. The regression analysis confirms that customer reviews account for a substantial portion of the variation in purchase intention, with the perceived influence of reviews being the most impactful factor. This highlights the importance of businesses fostering authentic, informative, and positive reviews to attract potential customers. In conclusion, online reviews and ratings serve as powerful tools that significantly shape consumer purchase intentions for electronic goods. Businesses should leverage this by encouraging satisfied customers to share their experiences and maintaining transparent policies to build trust and long-term customer loyalty.

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