



## IMPACT OF ONLINE PRODUCT REVIEWS AND PURCHASING DECISIONS

R. Yuvaraj<sup>1</sup>, Dr. A. R. Nithya<sup>2</sup>

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### Abstract

**Purpose:** The objective of the current study is to find out the online review factors that affect purchase decision of the consumer

**Design/ methodology/approach:** Descriptive design has been adopted qualitative research approach is used in this study.

**Findings:** The main factors affecting the purchase decision of the consumer Reliability, Trustworthy, Genuine, client reviews, Educating, Belief of the consumers.

**Practical implication:** The practical implication is about giving information about factors to be consider in online reviews by the consumer.

**Originality/value of the paper:** After initiating primary data collection and application of various tools for getting the research of the study. Factors consider by the consumer about online reviews for their purchase have been extracted

**Paper type:** Empirical Research Paper

**Keywords:** Online Review, Purchase Decision, E-Commerce.

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<sup>1</sup>Management Student, School of Management Hindustan Institute of Technology and Science, Chennai.

<sup>2</sup>Associate Professor, School of Management Hindustan Institute of Technology and Science, Chennai.

Email: <sup>1</sup>yuvarajsathish713@gmail.com, <sup>2</sup>arnithya@hindustanuniv.ac.in

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## 1. Introduction

Online product reviews have developed into a valuable resource for shoppers looking for information before making a purchase. They provide customers a chance to learn about the experiences of other customers and can affect how well and how valuable a product is considered. This study intends to investigate how online product reviews affect purchasing choices by concentrating on elements including the quantity, quality, and credibility of the reviews. This study seeks to offer useful insights for businesses and aid them in enhancing their online presence and consumer interaction by gaining knowledge of the function of online product evaluations in the purchasing process.

### 1.1 Trigger for the study

This study could have been motivated by the increasing importance and presence of online product reviews in today's world. As more people use the internet to research products and make purchasing decisions, the impact of online reviews on customer behaviour has become a hot topic for researchers and businesses alike. The fact that the growth of e-commerce and online marketplaces has made it easier for consumers to access and read reviews emphasises the need for research in this area. The study's goal is to learn how reviews influence customer behaviour and how businesses can use this knowledge to improve their online visibility and sales.

### 1.2 Objectives of the Study

- To explore factor influencing online product reviews
- To identify the factors that influence Purchase behaviour in the context of online product reviews
- To examine the relationship between online product reviews and purchasing decisions

### 1.3 Theoretical review

Examining the most important ideas and theories pertinent to this subject would likely be included in online product reviews and purchasing choices.

The concept of "social proof," which refers to the occurrence of people basing their own conduct on the acts and views of others, is one of the most important ideas that will probably be discussed. This idea is especially pertinent to online product reviews since customers may rely on these reviews to determine the reliability and calibre of a product. The term "perceived risk," which describes the apprehension that buyers have when making purchases, is another important idea. Online reviews can be used as a technique to reduce this risk by giving customers more details about a product's features and quality.

The idea of planned conduct, which contends that a person's behaviour is influenced by their attitudes, subjective norms, and perceived behavioural control, is one of the theories that may be considered. A consumer's attitude toward a product may be influenced by the online evaluations they read, but subjective norms may be influenced by other consumers' opinions.

Additionally, the elaboration likelihood model (ELM) can be used to explain how internet reviews can affect purchasing decisions. It implies that the persuasion process could be either central or peripheral, where the central route is more cognitive and requires more work, while the peripheral route is more emotive and requires less effort. The source's authority and knowledge can have an impact on the central route, but the source's physical appeal and emotional appeal can have an impact on the peripheral route.

Overall, a conceptual and theoretical review would cover the most important ideas and theories that are pertinent to this subject in order to provide a theoretical framework for comprehending the influence of online product evaluations on purchase choices.

## 2. Online Review Platform Types

### 2.2.1 Independent Consumer Review Platforms

Independent consumer review platforms are websites or mobile applications that let customers post feedback and ratings for goods or services they have used. Since the businesses that produce the products or offer the services in question are often uninvolved in the writing of these reviews, they are typically created by actual customers. These reviews are useful to other customers trying to decide whether to make a purchase because they are thought of as objective, independent opinions. Independent review sites for consumers offer a wealth of data that might be useful for buyers, including product features, costs, customer support, and general satisfaction. Additionally, they offer a place for customers to share their perspectives and talk about their experiences, which can assist other customers in making better judgements. Several instances of independent buyers Yelp, Trip Advisor, and Consumer Reports are just a few examples of review websites.

### 2.2.2 Online Retail Websites

Websites that enable people to buy goods or services directly from the internet are known as online retail websites. These websites often sell a wide variety of things, including food, household goods, clothing, and gadgets. They frequently include comprehensive product information, client feedback, and price comparison options as well. Numerous e-commerce businesses that sell goods also provide extra services like quick deliveries and simple returns. Amazon, Wal-Mart, and Alibaba

are a few examples of well-known e-commerce sites. Due to the convenience and ease of use they provide to customers, online retail websites have become very popular in recent years.

### 2.2.3 Personal Blog

Reviews on personal blogs are those written by people who run their own blogs about goods or services. These evaluations are frequently written by individuals who are enthusiastic about a certain subject and may concentrate on particular product categories, such as tech accessories or cosmetics. Consumers may find personal blog reviews to be a significant source of information because they are frequently more thorough and intimate than reviews on other sorts of platforms. Reviews written by bloggers can have a big impact on their readers' purchasing decisions because they frequently have a following of followers who value their opinions. Personal blog reviews can also help tiny or niche firms get noticed. However, it's crucial to remember the opinions expressed on personal blogs can be biased and subjective. The opinions expressed on personal blogs can be biased and subjective. Always keep in mind that reviews of personal blogs can be biased.

### 2.2.4 Video-sharing Platforms

Websites or mobile applications that let users publish, share, and view videos are known as video-sharing platforms. Since the advent of mobile devices and broadband internet, these platforms have grown in popularity. YouTube, TikTok, and Vimeo are a few examples of well-liked video-sharing websites.

The content available on video-sharing websites is extremely diverse, ranging from music videos and movie trailers to user-generated content like vlogs, tutorials, and product review videos. These platforms are used by a lot of content producers and influencers as a way to share their work, interact with their followers, and develop their brands.

Through influencers collaborations and video marketing, video-sharing platforms also give businesses and advertisers the chance to connect with a sizable and varied audience. Additionally, certain sites, such as YouTube, allow users to monetize their material through advertisements and sponsorships.

However, it's crucial to remember that not all of the content on these platforms is trustworthy or accurate, so it's crucial to check the facts before making any decisions based on it.

## 2.2 Research Review

The internet has changed from a "broadcasting" medium to a "interactive" one thanks to a new generation of online tools, services, and approaches

known as Web 2.0 (Constantinides & Fountain, 2008).

These include blogs, social networking sites, online communities, and consumer review sites (Chua & Banerjee, 2015).

The internet has developed into a platform for "social" client electronic word of mouth (eWOM), as well as a significant source of customer education and empowerment (Constantinides & Fountain, 2008).

Customer Generated Content, or CGC, is a crucial component of social electronic word of mouth (Huang & Benyoucef, 2012).

Through CGC, people may express their thoughts and opinions about organisations, products, and services, as well as build extensive word-of-mouth networks. In this approach, consumers may simply share their personal thoughts with individuals or entire communities of people who will utilise the knowledge to support their purchasing decisions (Dellarocas, 2003).

Free and simple access to this kind of information has reduced the effectiveness of marketing communication; information offered by online peers influences customer perceptions, preferences, and decisions considerably more than information provided by businesses (Constantinides & Fountain, 2008).

The interactive Web has made it simple to compare market products or look for buying-related recommendations provided by other customers in the form of a product review (Floh, Koller, Zauner, 2013).

The eWOM networks expand audiences and capitalise on the affordability and variety of communication options offered by the internet (Dellaroc 2003).

Consumers who are more critical, aggressive, and powerful take over control of the information they acquire about goods, brands, and enterprises, moving the control of marketers and businesses on communication channels and messaging. Consumers become direct stakeholders and co-creators of value (Burtona and Khammash, 2010).

Consumer reviews are generally regarded as providing more accurate information than those sponsored by marketers (Bickart and Schindler, 2001).

Businesses face dangers and opportunities due to the shifting nature of customer influence (Henning-Thurau and Walsh, 2003).

Companies are compelled to create monitoring skills and quick responses on a variety of review platforms in order to limit dangers to their income or reputation (Becker and Nobre, 2014; Chua and Banerjee, 2015).

Companies must comprehend the dynamics of online consumer reviews as well as the effects of the platforms where customers publish their

reviews and comments in order to carry out this task efficiently. These platforms can include personal blogs, independent review sites, commercial retail websites, online communities, and more (Fan and Gordon, 2014; Lee and Youn, 2009).

These platforms provide customers a variety of options, however they differ in a number of ways while sharing some fundamental capabilities (Henning Thuau and Walsh, 2003; Dellarocas, 2003).

These analyses examined the impact of textual components along with other components of user reviews on buying behaviour (Ghose and Ipeiroitiss, 2010)

Online customer positive reviews are much more likely to result in a purchase than negative ones. This supports hypothesis one from a different angle. The product chosen for our experiment is a smartphone, which is both a hedonistic and utilitarian good. Depending on the customers' requirements, it can be used to watch videos or make phone calls (Guo et al. 2020).

### 2.3 Research Gap

The dependability & quality of the information that consumers have access to in order to make informed purchasing decisions can be significantly impacted by the availability of phoney ratings and reviews. Therefore, there is a study vacuum in

determining how much phoney reviews and ratings affect customer behaviour and how to spot and lessen their effects. Further investigation is required on the causes of fake reviews, the techniques used to produce them, the implications for businesses, and the general level of trust in online reviews by customers.

### 3. Research Methodology

In this we have adopted descriptive research design for exploring the factors that Impact of Online Product Reviews and Purchasing Decisions and we have a sample size of 87 have been chosen by convenience random sampling have been adopted for the study. Sampling unit maximum number of sample have been selected from the in and around College campus Chennai area.

#### Hypothesis Tested

H1: The Factor Influencing the online product review.

H2: To identify the factors that influences the purchase Behaviour in the preview of online reviews

H3: To study the relationship between online product reviews and Purchasing decision of the consumer

#### 3.1 Data Analysis and Interpretation:

Demographic variables

VARIABLE	FREQUENCY	Percent
<b>AGE</b>		
18>20	19	16.53
21>25	66	57.42
26>30	2	1.74
More than 31	0	0
<b>GENDER</b>		
Male	59	51.33
Female	28	24.36
<b>EDUCATION</b>		
Schooling	7	6.09
Under Graduate	40	34.8
Post Graduate	39	33.93
Others	1	0.87
<b>OCCPUTION</b>		
Government employee	7	6.09
Private employee	17	14.79
Business	6	5.22
Student	57	54.81
<b>FAMILY INCOME</b>		
10,000 to 20,000	7	6.09
21,000 to 30,000	22	19.14
31,000 to 40,000	19	16.53
More than 41,000	33	28.71

**Reliability****Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	87	100.0
	Excluded <sup>a</sup>	0	.0
	Total	87	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.812	25

The ground Back alpha value in the dependability scale analysis is 0.812, which is more than 0.5. As a result, the study's scaling of the variable has high levels of dependability.

**Regression****Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	I'm more likely to buy a product if there are lots of favourable online reviews., Online product reviews that are unfavourable influence my decision to buy., Before making a purchase, I frequently read both favourable and negative online product evaluations., My purchase selections are influenced by online product reviews. <sup>b</sup>	.	Enter

a. Dependent Variable: Which of the reviews up above do you consider is most believable?

b. All requested variables entered.

**ANOVA**

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	8.760	4	2.190	2.367	.059 <sup>b</sup>
	Residual	75.861	82	.925		
	Total	84.621	86			

a. Dependent Variable: Which of the reviews up above do you consider is most believable?

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.322 <sup>a</sup>	.104	.060	.962

a. Predictors: (Constant), I'm more likely to buy a product if there are lots of favourable online reviews., Online product reviews that are unfavourable influence my decision to buy., Before making a purchase, I frequently read both favourable and negative online product evaluations., My purchase selections are influenced by online product reviews.

b. Predictors: (Constant), I'm more likely to buy a product if there are lots of favourable online reviews., Online product reviews that are unfavourable influence my decision to buy., Before making a purchase, I frequently read both favourable and negative online product evaluations., My purchase selections are influenced by online product reviews.

### Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.208	.396		8.109	.000
My purchase selections are influenced by online product reviews.	.345	.123	.312	2.800	.006
Online product reviews that are unfavourable influence my decision to buy.	.033	.092	.039	.358	.721
Before making a purchase, I frequently read both favourable and negative online product evaluations.	.030	.107	.030	.279	.781
I'm more likely to buy a product if there are lots of favourable online reviews.	-.155	.108	-.158	-1.440	.154

a. Dependent Variable: Which of the reviews up above do you think best describe the independent and dependent variables.

The dependent variable in this regression analysis has been chosen because it best reflects the reviews. Product reviews were independent factors in my decision-making. I am therefore influenced to make a buy by favorable product reviews. My buying choice is impacted by complaints about the product. Prior to purchasing, I will read both favorable and unfavorable reviews. The study's independent variables were all chosen from this list. This confirms that the R value refers to the correlation factor, according to the study. The independent factors and dependent variables in this situation have a positive correlation. And the R square percentage value is 10%, which illustrates

the link between the independent and dependent variables. Also, it was substantially different in the ANOVA table and the F tests. So, it demonstrates that both the independent and dependent variables are considerably distinct from one another. My choice to make a purchase was impacted by online product reviews, and the most credible evaluations were used in the study of the aforementioned variable. In other words, the majority of consumers let internet product reviews impact them when making a buy. Their buying choices or decisions are impacted by online products, whether they are rated one star, two stars, three stars, three stars, four stars, or five stars.

### Weighted Average

#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
I believe online reviewers of products are genuine customers.	87	1	5	2.63	1.090	1.189
Online product reviews, in my opinion, give me useful information.	87	1	5	2.32	.921	.849
I've avoided making poor purchases in the past thanks to online reviews.	87	1	5	2.31	1.060	1.123
I believe online product reviews are a more trustworthy information source than advertising.	87	1	5	2.46	1.159	1.344
Online product reviews, in my opinion, have helped me save time and money.	87	1	5	2.30	.990	.979
Enhance my understanding of the product.	87	1	5	2.34	1.021	1.043

Online reviews help me to make more educated purchase decision.	87	1	5	2.32	1.051	1.105
Valid N (listwise)	87					

The following factors were used in the weighted average analysis so that the reviews of the products were from actual consumers. It provides me with the knowledge I need. By using these internet product reviews, I can avoid making bad purchases. The data shown in the web reviews is reliable. My time and money are saved. Is it alright that I comprehend the product? By using these online reviews, I am able to better understand the product and make more informed decisions about my

purchases. Since I believe that the products reviewed online are authentic, the higher mean value among these variables indicates that the genuineness of the product review has an impact on consumer choice. Hence, once the clients are happy. The honesty of the product review influences their desire to buy again, and the variance is bigger for reliable information. If they give any incorrect information, the buyer's decision to buy might be impacted.

### Mean Analysis Statistics

Which of the following factors influence your decision to make an online purchase?

N	Valid	87
	Missing	0
Mean		2.15
Variance		1.501

### Which of the following factors influence your decision to make an online purchase?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Price	29	33.3	33.3	33.3
Product reviews and ratings	39	44.8	44.8	78.2
Delivery time and options	3	3.4	3.4	81.6
Brand reputation	9	10.3	10.3	92.0
Product descriptions and images	7	8.0	8.0	100.0
Total	87	100.0	100.0	

In the mean analysis, it has been noted that a greater proportion of respondents indicated that product evaluations and ratings had a significant impact on their choice to make a purchase. The product's price comes in second on their list of

deciding factors. Hence, a case judgement is impacted by these two elements.

### Npar Tests Mann-Whitney Test

### Ranks

	Gender	N	Mean Rank	Sum of Ranks
How much time do you spend on the online shopping?	Male	59	43.49	2566.00
	Female	28	45.07	1262.00
	Total	87		

### Test Statistics

	How much time do you spend on the online shopping?
Mann-Whitney U	796.000
Wilcoxon W	2566.000
Z	-.353
Asymp. Sig. (2-tailed)	.724

#### A. Grouping Variable: Gender

It has been noted that the null hypothesis must be accepted in the Man Whitney and Npar study. The respondent's gender and the amount of time they

spend online shopping are not significantly correlated. As a result, both men and women always participate in their online buy. The outcomes support each other.

#### Kruskal-Wallis Test

#### Ranks

	Education Qualification	N	Mean Rank
Online reviews help me to make more educated purchase decision.	Schooling	8	26.63
	Under graduate	39	44.23
	Post graduate	39	46.31
	Other	1	84.00
	Total	87	

#### Test Statistics

	Online reviews help me to make more educated purchase decision.
Chi-Square	7.640
df	3
Asymp. Sig.	.054

a. Kruskal Wallis Test

b. Grouping Variable: Education Qualification

In this analysis. As compared to my educational background, the characteristics employed in the research of online product evaluations allow me to make a more educated selection. In this situation, the null hypothesis will be proven false. As a result, the internet reviews people read before making a purchase range greatly from their educational background. Youngsters in school are unquestionably at the required level of education.

They will not purchase anything logically. As a result, understanding online reviews is critical, and individuals with education levels higher than UG, PG, and others should be able to do so. As a result, education is critical for attaining that level of knowledge. Once again, the results are consistent.

#### Chi Square

#### Crosstabs

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Occupation * How much time do you spend on the online shopping?	87	100.0%	0	0.0%	87	100.0%



**Occupation \* How much time do you spend on the online shopping? Cross tabulation**

		Count				Total
		How much time do you spend on the online shopping?				
		1 to 2 hours	3 to 4 hours	5 to 6 hours	More than 7 hours	
Occupation	Government employee	8	2	1	0	11
	Private employee	11	2	0	0	13
	Business	3	3	0	0	6
	Student	42	9	2	4	57
Total		64	16	3	4	87

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.980 <sup>a</sup>	9	.536
Likelihood Ratio	8.605	9	.474
Linear-by-Linear Association	.641	1	.423
N of Valid Cases	87		

a. 12 cells (75.0%) have expected count less than 5. The minimum expected count is .21.

**Symmetric Measures**

		Value	Asymp. Error <sup>a</sup>	Std. Approx. T <sup>b</sup>	Approx. Sig. <sup>c</sup>
Interval by Interval	Pearson's R	.086	.090	.799	.427 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.030	.104	.280	.780 <sup>c</sup>
N of Valid Cases		87			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

In Chi Square test results. The respondent's work status and the amount of time they spend online shopping are the factors considered in the study. So, in this instance, the null hypothesis is accepted. Everyone has therefore been held captive by online shopping, regardless of their line of work. Okay. The correlation table demonstrates a strong positive relationship between the two variables.

**Factor Analysis**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.721
Bartlett's Test of Sphericity	Approx. Chi-Square
	df
	Sig.
	447.586
	136
	.000

In the above factor Analysis we strive to find out the main factor responsible for communication that might influence the success of the

entrepreneurship. KMO barlette test value=0.721 which is more than 0.5 indicates data sufficiency for the analysis and the test sphericity is significant

indicating correlation matrix chosen for the factor analysis is not identify and it is important for the

### Communalities

	Initial	Extraction
Before making a purchase, I frequently read both favourable and negative online product evaluations.	1.000	.815
Which of the reviews up above do you consider is most believable?	1.000	.747
When making a purchase, I trust internet product reviews.	1.000	.743
I'm more likely to buy a product if there are lots of favourable online reviews.	1.000	.713
I believe online reviewers of products are genuine customers.	1.000	.653
I've avoided making poor purchases in the past thanks to online reviews.	1.000	.515
Before making a purchase, I frequently read online product reviews to evaluate several brands or models.	1.000	.586
I have no trouble navigating and understanding websites that provide product reviews.	1.000	.559
I believe online product reviews are a more trustworthy information source than advertising.	1.000	.736
Online product reviews, in my opinion, have helped me save time and money.	1.000	.610
I decided not to purchase a product after reading online reviews.	1.000	.568
I believe that businesses should encourage their clients to post online product reviews.	1.000	.707
I will post product reviews on websites after completing a purchase	1.000	.675
I believe companies should encourage consumers to post product reviews online.	1.000	.657
Enhance my understanding of the product.	1.000	.698
I'm not satisfied with reviews for medical products.	1.000	.739
Online reviews help me to make more educated purchase decision.	1.000	.551

Extraction Method: Principal Component Analysis.

It is used to measure the variances among the variables it can be initially and also after the extraction, initially all variables scores las value

and after extraction all the variables are more than 0.5 that is the amount of variance explained by the factors.

<b>Total Variance Explained</b>									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.909	28.877	28.877	4.909	28.877	28.877	2.483	14.609	14.609
2	1.617	9.513	38.390	1.617	9.513	38.390	2.280	13.410	28.019
3	1.421	8.358	46.748	1.421	8.358	46.748	2.228	13.106	41.125
4	1.201	7.064	53.812	1.201	7.064	53.812	1.520	8.939	50.064
5	1.103	6.489	60.301	1.103	6.489	60.301	1.468	8.633	58.697
6	1.021	6.009	66.309	1.021	6.009	66.309	1.294	7.612	66.309
7	.847	4.984	71.293						
8	.802	4.720	76.013						
9	.726	4.273	80.285						
10	.641	3.769	84.054						
11	.564	3.318	87.372						
12	.534	3.139	90.511						
13	.483	2.844	93.355						
14	.392	2.305	95.660						
15	.338	1.990	97.650						
16	.237	1.393	99.043						
17	.163	.957	100.000						

Extraction Method: Principal Component Analysis.

This table describes the total variation as explained by the number of factors in our table total number of factors. Six criteria have been discussed, and it receives the highest score of 28.8, followed by 9.5,8.3, 7.06,6.48 and 6 As a result, a variation of

66.30 is explained, with the remainder perhaps lost owing to data compression. According to the sum rule, if the variance explained is greater than 60%, the extraction is acceptable.

	<b>Component Matrix</b>					
	Component					
	1	2	3	4	5	6
Before making a purchase, I frequently read both favourable and negative online product evaluations.	.361	.305	.341	-.343	-.492	.341
Which of the reviews up above do you consider is most believable?	.159	-.281	.435		.312	.589
When making a purchase, I trust internet product reviews.	.703		.221	-.412	.149	

I'm more likely to buy a product if there are lots of favourable online reviews.	.533	.380	-.116	-.344	.269	-.285
I believe online reviewers of products are genuine customers.	.449		.577		.330	
I've avoided making poor purchases in the past thanks to online reviews.	.659	-.159		.169	.111	
Before making a purchase, I frequently read online product reviews to evaluate several brands or models.	.340	-.473	-.490			
I have no trouble navigating and understanding websites that provide product reviews.	.605		-.224	.136	.321	.130
I believe online product reviews are a more trustworthy information source than advertising.	.530	-.639		-.164		
Online product reviews, in my opinion, have helped me save time and money.	.588	-.373	-.213	-.201	-.199	
I decided not to purchase a product after reading online reviews.	.678	-.111		.269	-.131	
I believe that businesses should encourage their clients to post online product reviews.	.605	.137			-.471	.306
I will post product reviews on websites after completing a purchase	.396	.247		.668		
I believe companies should encourage consumers to post product reviews online.	.611		.328	.252	-.169	-.289
Enhance my understanding of the product.	.726	.171		.179		-.327
I'm not satisfied with reviews for medical products.	.220	.520	-.391		.342	.383
Online reviews help me to make more educated purchase decision.	.549	.313	-.314	-.229		
Extraction Method: Principal Component Analysis.						
a. 6 components extracted.						

<b>Component Transformation Matrix</b>						
Component	1	2	3	4	5	6
1	.528	.538	.528	.313	.192	.134
2	-.696	.165	.254	.269	.519	-.287
3	-.461	.145	.259	.192	-.569	.582
4	-.128	.768	-.516	-.329	.074	.118
5	-.058	-.157	.380	-.698	.389	.435
6	.063	-.220	-.423	.444	.462	.598

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.

The next one is showing the screen plot more than 6 factors is scoring more than value 1 the remaining factors is less than 1 after the rotation of the component matrix we have loaded up to 24 items after the extraction it shows up to 17 variable which is more than the 0.5 that is here in this table less than 0.5 values are suppressed and more than 0.5 values can be viewed so from the above extracted factors it can be listed like totally 6 factors has been extracted in the factor analysis. The Six factors are Reliability, Trustworthy, Genuine, client reviews , Educating, Belief of the consumers.

#### 4. Conclusion

Online customer reviews, product and service suggestions, and peer reviews are becoming more and more important in the decision-making process for customers. The goals, functions, and traits of the numerous online platforms for product reviews and suggestions vary. Function characteristics of these platforms as a factor in consumer adoption and choice have not received much attention in the literature to yet. Given the significance of this type of user-generated material for business revenue and profitability, monitoring and frequently responding to customer reviews by organisations has grown into a significant administrative problem and reputation management concern. Companies must identify consumer review platforms, understand their features, and constantly monitor their impact on buyer decision in order to respond to customer evaluations effectively. From the research findings of our study the following factors considerably impact the customer buying behaviour namely Reliability, Trustworthy, Genuine, client reviews, Educating, Belief of the consumers.

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