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IMPACT OF ONLINE PRODUCT REVIEWS ON CUSTOMERS' PURCHASING DECISION WITH SPECIAL REFERENCE TO AMAZON.IN

Dr. J. Nithya M.Com., M.Phil., M.B.A., Ph.D.[1], **Ms. Deepika**[2]
[1]*Professor, Commerce (BPS), Dr.N.G.P. Arts and Science College, Cbe.*
[2]*Student, Commerce (BPS), Dr.N.G.P. Arts and Science College,*
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ABSTRACT
Online product reviews have emerged as a crucial factor influencing the consumer purchasing behavior and decisions in the digital age. With the rise of e-commerce platforms like Amazon.in, customers heavily rely on reviews and ratings to assess product quality before making a purchase. This study aims to examine the impact of online product reviews on customer decision-making, considering factors such as review authenticity, sentiment, and rating consistency. The study analyzes customer behavior and feedback trends, this study provides insights for marketers, businesses, and consumers about the role of online reviews in shaping purchase decision.
KEYWORDS: *Online Reviews, Decision-Making, E-commerce, Consumer Behavior*

1.1 INTRODUCTION
The digital marketplace has revolutionized how consumers make purchasing decisions. Online product reviews on platforms such as Amazon.in serve as a primary source of information that helps buyers evaluate a product's credibility. Unlike traditional shopping, where buyers physically inspect products, online shopping relies on digital feedback from previous users. The increasing reliance on user-generated content has made online reviews a key determinant in shaping purchase behavior.

Online product reviews have become a vital factor in shaping consumer purchasing decisions in the digital marketplace. Platforms like Amazon.in allow customers to rely on user-generated feedback to evaluate a product's credibility, replacing the traditional hands-on shopping experience. Consumers trust reviews as they offer real-world insights into a product's quality and performance, often more than product descriptions. Positive reviews enhance a product's trustworthiness, while negative reviews can deter potential buyers. With the rise of fake reviews, platforms are working to ensure authenticity, but user feedback remains a primary source for making informed purchase decisions.

1.2 SCOPE OF STUDY
This study focuses on the influence of online product reviews on consumer behavior, specifically on Amazon.in. It explores how three key review attributes—**credibility**, **sentiment**, and **volume**—affect purchase decisions. Credibility examines the trustworthiness of reviews, sentiment looks at emotional tone, and volume considers the number of reviews. The research aims to determine how these factors shape consumer perceptions and influence buying choices. By analyzing these attributes, the study provides insights into how reviews drive consumer behavior in the digital marketplace. The findings will help businesses optimize their online strategies and assist consumers in making informed decisions.

1.3 OBJECTIVES OF THE STUDY
- To analyze the impact of online product reviews on purchasing decisions.
- To assess the credibility and reliability of customer reviews on Amazon.in. in purchase decisions.

1.4 LITERATURE REVIEW
Smith, J. (2021) "The Power of Online Reviews in E-Commerce Decisions." This study highlights the significance of customer reviews in driving online purchases and explores how star ratings impact consumer trust. **Brown, A. & Taylor, P. (2020)** "Review Authenticity and Its Influence on Consumer Behavior." The authors discuss the impact of fake reviews on purchasing behavior and strategies businesses use to ensure authenticity. **Gupta, R. & Verma, S. (2019)** "The Role of Sentiment Analysis in Online Consumer Reviews." This research examines how sentiment analysis can help businesses understand customer feedback trends and improve product offerings.

1.5 RESEARCH METHODOLOGY
The primary data is collected through surveys and customer feedback analysis, while secondary data is gathered from e-commerce reports, industry research, and scholarly articles. The methodology includes:
- Sentiment Analysis - Categorizing positive, neutral, and negative reviews
- Rating Distribution Analysis - Examining product rating patterns

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- Trustworthiness Assessment - Evaluating review authenticity and credibility
- Consumer Surveys - Analyzing customer perception of online reviews

1.6 ANALYSIS AND INTERPRETATIONS

Table 1.6.1.
MOST IMPORTANT FEATURES ON REVIEW PLATFORMS

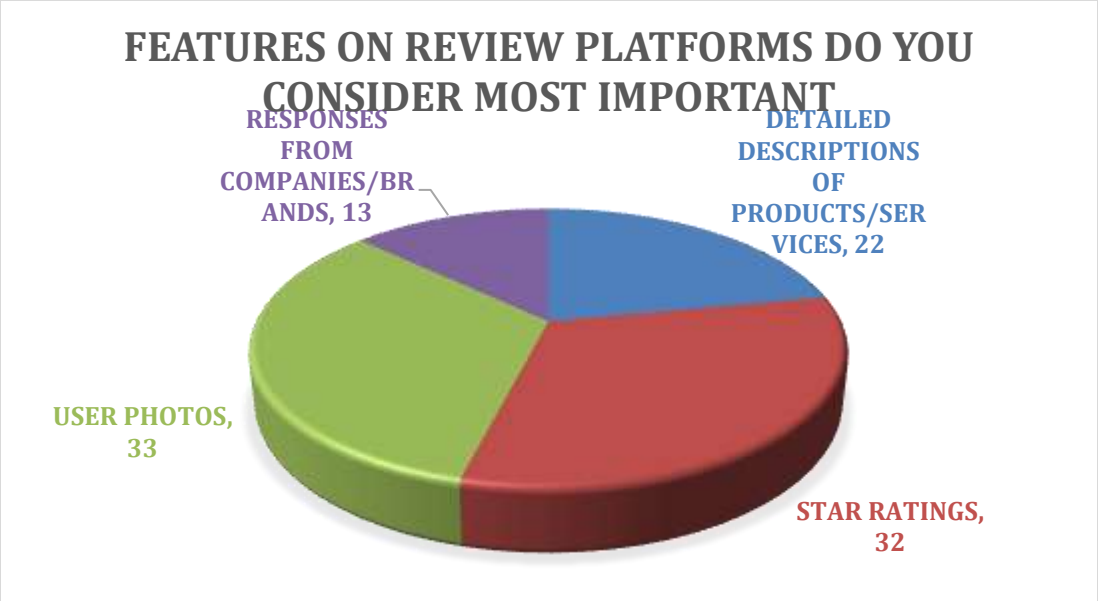
Features on Review Platforms Do You Consider Most Important	No of Respondents	Percentage
Detailed Descriptions of Products/Services	22	22.0
Star Ratings	32	32.0
User Photos	33	33.0
Responses from Companies/Brands	13	13.0
TOTAL	**100**	**100.0**

(Source: Primary Data)

INTERPRETATION

From the above table, it mentioned that 22% of respondents value detailed descriptions of products/services, 32% rely on star ratings, 33% prefer user photos, and 13% consider responses from companies/brands when evaluating reviews. The majority (**33%**) of respondents prefer **user photos**, suggesting that visual proof of a product or service plays a crucial role in influencing consumer trust and purchase decision

CHART 1.6.1



CORRELATION

To find the significant difference between how often online reviews influence purchasing decisions and the emotions experienced after reading online reviews before making a purchase.

TABLE 16..2.
ONLINE REVIEWS INFLUENCE PURCHASING DECISIONS

VARIABLES	PERSON CORRELATION
How often do online reviews influence your final purchasing decision?	.379*
How do you generally feel after reading online reviews before making a purchase?	.379*

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HYPOTHESES

- **Null Hypothesis (H_0):** There is no significant relationship between the influence of online reviews on purchasing decisions and how individuals feel after reading them. ($\rho = 0$)
- **Alternative Hypothesis (H_1):** There is a significant relationship between the influence of online reviews on purchasing decisions and how individuals feel after reading them. ($\rho \neq 0$)

INTERPRETATION

The Pearson correlation coefficient **($r = 0.379$, $p < 0.05$) s**how**s** a **moderate positive relationship** between the influence of online reviews on purchasing decisions and the emotional impact of reading them. This suggests that individuals who rely more on online reviews before making a purchase tend to experience stronger emotions—whether positive (confidence, reassurance) or negative (doubt, regret) after reading those reviews. The correlation is statistically significant, we can infer that online reviews play a crucial role in shaping both consumer behaviour and emotions. Businesses and marketers should focus on maintaining positive and credible online reviews, as they can significantly influence purchasing decisions and customer satisfaction.

1.7 CONCLUSION

Online product reviews play a pivotal role in consumer decision-making on Amazon.in. Customers rely on these reviews to gauge product quality, reliability, and overall satisfaction. The study underscores the importance of authentic and detailed reviews in building consumer trust and influencing purchasing behavior. Businesses should focus on review management strategies to enhance credibility and customer engagement.

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