The Role of Customer Reviews in Shaping the Selected Online Purchasing Decision in Coimbatore City

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Abstract-Customer reviews have become a cornerstone of modern online shopping behavior, significantly shaping purchasing decisions. This study investigates how consumer-generated reviews on platforms like Amazon India, Flipkart, and Myntra affect buyer trust, product perception, and purchase intention. Utilizing a mixed methodology including primary survey data from 80 respondents and secondary research, the paper analyzes the credibility of reviews, challenges posed by fake feedback, and the psychological mechanisms that drive trust. Findings highlight the influence of review content, platform design, and consumer awareness on purchasing behavior.

Key Words: Customer Reviews, Online Shopping, Purchase Intention, E-Commerce, Amazon India, Flipkart, Myntra.

INTRODUCTION

The rise of e-commerce has transformed the shopping experience, offering consumers the convenience of purchasing products from anywhere, at any time. In this digital marketplace, customer reviews have emerged as a crucial factor influencing buyer decisions. Platforms like Amazon India, Flipkart, and Myntra integrate reviews as a core feature, enabling users to share firsthand experiences regarding product quality, service, and overall satisfaction.

These reviews serve as digital word-of-mouth and act as a powerful form of social proof, guiding prospective buyers by reducing uncertainty and building trust. Positive reviews can significantly enhance a product's appeal, while negative feedback may deter potential buyers. As such, understanding how reviews shape purchasing behavior is essential for both marketers and consumers.

STATEMENT OF THE PROBLEM

The exponential growth of e-commerce in India has revolutionized the behavior of consumer purchases, with online sites such as Amazon India, Flipkart, and Myntra being major players in the retail industry. In this digital world where there is no physical contact with products, reviews from customers playa crucial part in influencing consumer attitudes and purchase decisions. The reviews give insight into product quality, ease of use, and service experience, frequently serving as a proxy for direct evaluation.

SCOPE OF THE STUDY

This study focuses on understanding the influence of customer reviews on online purchasing decisions within the Indian e-commerce context.

OBJECTIVE OF THE STUDY

- To analyze the impact of customer reviews on online purchasing decisions
- To examine factors affecting the credibility and effectiveness of reviews
- To evaluate the relationship between customer reviews and purchase intention

RESEARCH METHODOLOGY

Research methodology is a procedure for collecting, analysing and interpreting the data. It provides the framework that guides the study and valid results.

RESEARCH DESIGN

- Sampling size: 80 Respondents
- Sampling Technique: Convenience Sampling Technique

- Statistical Tools used:Percentage Analysis, Ranking Analysis, Likert Scale Analysis.
- Primary data: Collected 80 respondents.
- Secondary data: Journal , books and websites.

LIMITATIONS OF THE STUDY

- This study is limited to Coimbatore city only.
- Subjectivity of reviews
- Risk of fake feedback
- Sample size and demographic constraints

FINDING AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS:

PERCENTAGE = $\dfrac{\text{NUMBER OF RESPONDENTS}}{\text{TOTAL NUMBER OF RESPONDENT}} * 100$

INTERROGATION	RESPONSE	FREQUENCY	PERCENTAGE
Product negative reviews	Yes	43	53.8
	No	37	46.2
	TOTAL	80	100
Product positive reviews	Yes	50	62.5
	No	30	37.5
	TOTAL	80	100
Fake or misleading reviews	Yes, occasionally	43	58.3
	Yes, frequently	25	31.2
	No, Never	12	15
	TOTAL	80	100
Fake reviews affect the trust	Yes, Always	37	46.2
	Yes, Significantly	24	30
	No, I rely on the factors	19	23.8
	TOTAL	80	100

INTERPRETATION:

- It is inferred that 53.8% of the respondents selected Yes, 46.2% of the respondents selected No.
- It is inferred that 62.5% of the respondents selected Yes, 37.5% of the respondents selected No.

- It is inferred that 53.8% (43) of the respondents selected Yes, occasionally, 31.2% of the respondents selected Yes, frequently, 15.0% of the respondents selected No, never .
- It is inferred that 46.2% of the respondents selected Yes, always, 30.0% of the respondents selected Yes, significantly, 23.8% of the respondents selected No, I rely on other factors.

RANKING ANALYSIS

TABLE SHOWING THE RANKING ANALYSIS OF CUSTOMER REVIEWS ON ONLINE PURCHASING DECISION

FACTORS	1	2	3	4	5	TOTAL	RANK
Number of reviews	51(5)	5(4)	5(3)	10(2)	5(1)	315	1
Ratings	6(5)	24(4)	19(3)	16(2)	8(1)	223	4
Reviews content	15(5)	21(4)	19(3)	15(2)	6(1)	252	2
Reviewer's date	7(5)	23(4)	19(3)	18(2)	7(1)	227	3
Reviewer's expertise	17(5)	15(4)	9(3)	9(2)	12(1)	202	5

INTERPRETATION

From the above table, Number of reviews ranked 1st as the most importance, followed by reviews content in 2nd rank and reviewers date in 3rd rank. Ratings secured 4th rank, Reviewers expertise ranked in the lowest at 5th.

LIKERT SCALE ANALYSIS

$$\text{Likert Scale} = \frac{\sum (F \times X)}{\text{TOTAL NUMBER OF RESPONDENTS}} * 100$$

Parameter	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (2)	Very Dissatisfied (1)	Total Respondents	Total	Likert Value
Importance	55	11	8	1	5	80	350	4.37
Confidence	11	39	12	12	6	80	277	3.46
Avoidance	27	14	27	7	5	80	291	3.63
Tryness	12	23	14	23	8	80	248	3.13
Trust	20	8	13	14	15	80	214	2.67

INTERPRETATION

The Likert value is 4.37, which is significantly above the midpoint value of 3,

The Likert value is 3.46, which is moderately above the midpoint value of 3,

The Likert value is 3.63, which is above the midpoint value of 3,

The Likert value is 3.13, which is slightly above the midpoint value of 3, The Likert value is 2.67, which is below the midpoint value of 3.

SUGGESTION

• Key insights into the behavioral impact of reviews

• Importance of credibility and transparency

• Recommendations for platforms and consumers

• Concluding remarks on the future of e-commerce decision-making

CONCLUSION

Customer reviews have become an indispensable element of the online shopping experience, significantly influencing purchasing decisions in India's dynamic e-commerce environment.

Platforms such as Amazon India, Flipkart, and Myntra rely heavily on customer feedback to enhance transparency, build trust, and guide potential buyers. This study demonstrates that consumers consider reviews as a primary source of product information, especially when direct evaluation of the product is not possible.

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