



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Study On Role Of Reviews And Ratings On Online Shopping Decisions

Dr. N. Ramya, J. Subashini

Associate Professor, Department of Commerce with Professional Accounting,

III B.Com (PA), Department of Professional Accounting,

Dr. N.G.P Arts and Science College, Coimbatore, Tamil Nadu, India

ABSTRACT:

This study examines the impact of online reviews and ratings on consumer purchasing decisions in the e-commerce space. With increasing reliance on digital platforms, customer feedback plays a key role in shaping trust and influencing buying behavior. Based on a survey of 140 respondents in Coimbatore, the research highlights that while positive reviews boost confidence, fake or negative reviews can discourage purchases. It also explores the role of social media and influencer opinions. The study identifies that customers prefer reviews with photos or videos and often check ratings before buying. Using tools like percentage and Likert scale analysis, the study concludes that authentic, verified reviews and effective review management are essential for enhancing customer trust and improving online sales.

Key words: Online reviews, Ratings, Consumer Behavior, E-commerce, Purchase decisions, Customer trust, Customer feedback.

1.1 INTRODUCTION

In today's digital era, online shopping has transformed how consumers make purchasing decisions. With the convenience of e-commerce platforms, customers now depend heavily on online reviews and ratings to evaluate product quality, reliability, and brand reputation. These reviews function as digital word-of-mouth, significantly influencing trust and purchase intentions. Positive feedback increases customer confidence, while negative reviews or low ratings can discourage purchases and impact brand image. Businesses are increasingly focusing on online reputation management by responding to feedback and encouraging satisfied customers to share their experiences.

Psychological factors also affect consumer behavior, as people tend to trust peer reviews more than direct advertising. However, the credibility of reviews remains a concern due to fake feedback and paid promotions. To address this, platforms have introduced measures like verified purchases and AI-based

detection. Social media and influencer marketing further amplify the reach and impact of reviews. This study explores the significance, challenges, and business implications of reviews in modern e-commerce.

1.2 PROBLEM STATEMENT

In today's digital world, online shopping is popular, but consumers struggle to make informed decisions due to misleading reviews and ratings. Fake reviews, biased ratings, and sponsored promotions erode trust. This study examines how online reviews influence consumer behaviour, the issue of counterfeit feedback, and how consumers identify authentic reviews. Insights from this research will help businesses improve review management and enhance customer trust.

1.3 SCOPE OF THE STUDY

This research explores how online reviews and ratings influence consumer decision-making on e-commerce platforms, focusing on customer trust, attitudes, and firms' review management strategies. Positive feedback boosts confidence, while negative reviews create doubt, but trust depends on the authenticity of reviews. Consumers respond more to natural, informative, and validated feedback rather than manipulated or overly positive reviews. Ratings directly impact brand credibility, affecting sales and reputation. Additionally, social media platforms like Instagram, Twitter, and YouTube play a crucial role in shaping customer opinions, making ethical and transparent review management essential for brand success.

1.4 OBJECTIVES

- To examine the effect of online reviews and ratings on consumer purchasing behaviour.
- To study consumer trust in online reviews and determinants thereof.
- To determine challenges surrounding false or deceptive reviews.

1.5 RESEARCH METHODOLOGY

1.5.1 RESEARCH DESIGN

A Descriptive research design is used in this study.

1.5.2 COLLECTION OF DATA

- Primary data: Collected from Questionnaire.
- Secondary data: Collected from journals and articles.

1.5.3 SAMPLING SIZE

The sample size consists of 140 respondents from Coimbatore city.

1.5.4 SAMPLING TECHNIQUE

The sample technique used is Convenient sampling for quick collection of data.

1.5.5 TOOLS FOR ANALYSIS

- Simple percentage analysis
- Likert scale analysis
- Rank analysis

1.5.6 PERIOD OF THE STUDY

December 2024 to April 2025

1.5.7 LIMITATIONS OF THE STUDY

- The research encompasses a limited sample size, which might not be generalizable to the whole population.
- The research is only conducted on online consumers and does not account for offline consumers.

2. REVIEW OF LITERATURE

Kumar & Gupta (2020), examined the growing awareness of fake reviews and how it has led to the rise of third-party review verification services. The study highlighted that modern consumers are more skeptical of online ratings and now prefer platforms that provide detailed found that platforms implementing stricter review verification policies experienced higher consumer trust and engagement. The research suggested that businesses should collaborate with third-party verification services to improve the reliability of their reviews. Additionally, consumer education on recognizing fake reviews and promoting transparency in online marketplaces can further enhance trust in digital shopping environments. The study concluded that stricter regulations and platform accountability are essential to maintaining the integrity of online reviews and protecting consumers from misleading information.

Nan Hu, et.al (2017), developed AI-based algorithms to detect fake reviews on e-commerce platforms. The study demonstrated that advanced linguistic analysis, sentiment tracking, and machine learning techniques can effectively identify suspicious patterns in online feedback. The research found that fake reviews often contain exaggerated emotions, repetitive phrases, and a lack of specific product details. By using AI-driven detection methods, businesses and e-commerce platforms can improve the credibility of online review systems. The study also highlighted the importance of consumer education in identifying deceptive reviews. Additionally, it was suggested that businesses implement stricter verification processes, such as requiring proof of purchase before allowing customers to leave a review, to further enhance authenticity and reliability.

Michael Luca (2016), Examined the influence of deceptive reviews on consumer trust in online marketplaces. The results indicated that doctored ratings deceive consumers and skew their buying decisions. It demonstrated that when consumers identify deceptive reviews, trust in the overall platform decreases. The research also focused on the fact that some companies employ deceptive reviews to enhance their products or undermine competitors. It also discovered that consumers have difficulty distinguishing authentic and spurious reviews. The research indicated that moderation through AI can identify and curb the propagation of false feedback. It stressed the importance of transparency in review policies for trust maintenance. The results underscored the long-term hazards of review manipulation for brand reputation.

Raffaele Filieri (2016), examined determinants of online review credibility and their effect on consumer trust. The research established that consumers assess credibility on the basis of reviewer knowledge, writing quality, and opinion consistency. It emphasized that lengthy, balanced reviews were rated as more credible than extremely positive ones. The study also revealed that brand-sponsored reviews used to be skeptically perceived. Moreover, it underlined that third-party review sites are considered to be more trustworthy than those hosted by retailers. The research indicated that verified purchase labels increase review credibility. It

also underlined the impact of social proof on consumer choice-making. The results highlighted that companies should keep their review processes transparent.

Tanya Tang, et.al (2014), investigated the consequences of review manipulation on business reputation and consumer trust. The study found that businesses that engage in deleting negative reviews or artificially inflating ratings often face significant long-term repercussions when consumers uncover these deceptive practices. Once discovered, manipulated reviews can lead to consumer distrust and damage brand credibility, making it difficult for companies to regain customer confidence. The research recommended that businesses adopt transparent review management practices and allow both positive and negative feedback to remain visible. The study also highlighted that honest and constructive engagement with customer complaints leads to better brand perception and increased consumer loyalty. Furthermore, companies that prioritize authentic customer feedback tend to experience higher levels of repeat purchases and positive word-of-mouth marketing.

3. ANALYSIS AND INTERPRETATION

TABLE 1: SIMPLE PERCENTAGE ANALYSIS

TABLE SHOWING GENDER OF THE RESPONDENTS

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	73	52.1%
Female	67	47.9%
TOTAL	140	100

INTERPRETATION

The table 1 shows that 52.1% (73) respondents are male and 47.9% (67) respondents are female.

TABLE 2: LIKERT SCALE ANALYSIS

TABLE SHOWING PREFERENCES OF REVIEWS WITH PHOTOS OR VIDEOS OF THE RESPONDENTS

PARTICULARS	NO.OF. RESPONDENTS	LIKERT SCALE (X)	TOTAL (FX)
Strongly disagree	12	1	12
Disagree	20	2	40
Neutral	20	3	60
Agree	55	4	220
Strongly Agree	33	5	165
TOTAL	140		497

$$\text{LIKERT SCALE} = \frac{\sum(FX)}{\text{Total no. of respondents}}$$

$$= 497/140$$

$$= 3.55$$

INTERPRETATION

Likert scale value 3.55 is greater than the middle value (3), so the respondents Agree with the preferences of Reviews with Photos or Videos.

TABLE 3: RANK ANALYSIS

TABLE SHOWING FACTORS INFLUENCING ONLINE SHOPPING

SOURCES	RANK 5	RANK 4	RANK 3	RANK 2	RANK 1	TOTAL	RANK
Price	57(1)	25 (2)	27 (3)	15 (4)	16 (5)	328	V
Brand reputation	18(1)	57 (2)	33 (3)	20 (4)	12 (5)	371	IV
Product Reviews and ratings	21 (1)	22 (2)	62 (3)	22 (4)	13 (5)	404	III
Discounts and offers	14 (1)	18 (2)	16 (3)	66 (4)	26 (5)	492	II
Return policy	17(1)	10 (2)	25 (3)	20 (4)	68 (5)	532	I

INTERPRETATION

The above table shows that Return policy ranked as (I), Discounts and offers ranked as (II), Product Reviews and ratings ranked as (III), Brand reputation ranked as (IV) and, Price ranked as (V).

FINDINGS AND SUGGESTIONS

5.1 FINDINGS:

- 40% of respondents are between 18-25 years.
- 52.1% the respondents are Male.
- 28.6% of respondents shop online occasionally.
- 47.1% of respondents believe that online reviews are genuine.
- 65.7% of respondents have decided against buying a product based on negative review.

- Likert scale value 2.58 is less than the middle value (3), so the respondents disagree with the preferences on reviews regarding Reviews with detailed customer experiences.
- Likert scale value 2.8 is less than the middle value (3), so the respondents preferences on reviews towards Verified buyer reviews is neutral.
- Likert scale value 3.1 is equal to the middle value (3), so the respondents preferences on reviews towards Expert or Influencer reviews is Neutral.

5.2 SUGGESTIONS:

- The study suggests to implement a verification system to verify purchases and require reviews to authenticate their identity via social media or email.
- The Online Platforms may enable Review filtering based on relevance and credibility and highlighting verified and detailed reviews to influence purchasing decisions.
- This study suggests to establish stricter policies for detecting and penalizing fraudulent reviews on addressing challenges related to fake or deceptive reviews.
- This study suggests online platforms to implement weighted rating systems that prioritize recent reviews and enable customers to rate products based on multiple criteria.

CONCLUSION:

This study shows that most consumers increasingly rely on reviews and ratings to guide their purchases. Genuine feedback helps assess product quality and build confidence, while negative reviews warn of potential issues. However, the rise of fake reviews poses challenges, making it essential to verify authenticity. As e-commerce grows, both consumers and businesses must prioritize transparency and trust in online feedback.

REFERENCE:

- Kumar, S., & Gupta, P. (2020). The Rise of Fake Reviews and Third-Party Verification Services: A Study on Consumer Awareness. *Journal of Business Research*, Vol.113, Pp. no: 325-336.
- Nan Hu, Paul A. Pavlou & Jie Zhang (2017). On Self-Selection Biases in Online Product Reviews. *MIS Quarterly*, Vol.41, No.2, Pp. no: 449-471.
- Raffaele Filieri (2016). What Makes Online Reviews Helpful? A Diagnosticity-Adoption Framework to Explain Informational and Normative Influences in e-WOM. *Journal of Business Research*, Vol.69, No.6, Pp. no: 2761-2770.
- Michael Luca (2016). Reviews, Reputation, and Revenue: The Case of Yelp.com. Harvard Business School Working Paper, Pp. no: 12-016.
- Tanya Tang, Eric Fang & Feng Wang (2014). Is Neutral Really Neutral? The Effects of Neutral User-Generated Content on Product Sales. *Journal of Marketing*, Vol.78, No.4, Pp. no: 41-58.