

A Conceptual Overview on Examining Customer's Intention to Rely on Online Reviews

By Pradeep, Asst. Professor, AIEMS college

Abstract:

The use of online critiques amongst online shoppers has expanded substantially in latest years and has decreased uncertainty and dangers related to online purchasing. As it has grown to be a dependable supply for product records, this studies take a look at targeted to pick out and check the aim of on line consumers' reliability on online reviews. Here consumers' intentions to depend on online reviews have been studied primarily based totally on their decision-making style, persona trait, and online behavior. This study aims to take a look at deliberates that client with excessive fee awareness, value awareness, logo awareness, and vanity at the same time as counting on online critiques for his or her on line purchases. On the alternative extent, customer who're quality aware and having online purchasing anxiety do not depend on online critiques.

Keywords: Online shoppers, online critiques, online purchase anxiety, Value awareness.

Introduction

Nowadays Consumers often engage in online search to moderate the perceived risk linked with purchasing new products and services. In particular, consumers may choice to go through the online reviews and many of the consumers are likely to rely or trust online reviews more than opinions received from their friends and family.

The review related elements usually includes review rating, review content, verified purchase, average star rating, which form a positive attitude towards product/service purchase intentions. Even product related elements like brand name, product description, product visual pictures, price, and quantity also impact on the shoppers decision making.

Usually an online shopper will process a product page for unfamiliar brand, which they don't have much information about product related elements or online review related elements. Even a consumer process a product page for a known brand to gain or acquire some reviews about product related elements.

Online shoppers seek to process the information about online reviews in product pages, which must be clearly visible to process the information for buying decision through online platforms. In addition, if the seller wants

to grab the attention of online shoppers by inserting a group of positive reviews on a product page, which is able to drive online shoppers to bottom up information processing.

Hence online critiques have paid high significant attention to know the role of online reviews that influence on the consumers attitudes and product sales. An even online review has their effects in conjunction with various other features of the product/service web page, such as product ingredients, features, product description, price and quality. Therefore the marketer trying to discover which online critiques elements attract the online shopper's attention & consequently enhance the purchase intention through online or offline mode.

These factors of the product web page will also be utilized in consumers buying decisions. However, we don't recognize but how customers attend to the product web page as an entire and what the relative significance of every detail is. Therefore, the purpose of this take a look at is to discover the system of clients' interest allocation to unique factors on a product web page and the relative significance of those factors on the decision-making system.

In order to do that, we have to focus on two actions: number of times a consumer visits a web page element and the total time spent on each of the product page elements, which directly indicate how well an element is able to maintain a consumer's concentration.

Overall online reviews seem to be especially important when consumers make online purchase decisions in the online environment where consumers don't have a possibility to try out the product.

As consumer have different product categories like search & experienced products, which requires different level of information processing by acquiring the information through online reviews on product web pages. Also eye tracking study expose that several review related elements in conjunction with product related elements has more practical implications in online shopping through various online platforms.

Factors that impact on customer intentions to rely online reviews

Online customer reviews (OCR)

An online review plays a significant role on customer intentions to buy through online. OCR has become a significant information source of data and information processing for online and offline shoppers. Recently it was found that online reviews and word of mouth helps the marketers to enhance the sales of their products/services to customer by different online & offline platforms.

The online reviews will be the experience or opinion shared by online shopper, which helps other shoppers to gain the important insights about different brands and their products. It is found that information generated by shoppers will be more credible than the information shared on product pages by organisation.

Even the online review elements are customer oriented that uniquely dictates about product usage & also about the product strength & challenges from the point of customer view. This online critique will persuade the a large number of shoppers towards buying intention & also recommend a positive opinion towards other online & offline shoppers.

Purchase intention

Mainly the purchase intention is a conscious plan to purchase a specific item through online or offline. Before buying any product through different buying platforms, the buyer must follow the steps in consumer buying process. Product related elements are the key factors that impact on the purchase intentions. This information processing requires lot of cognitive learning views from relatives, friends, Word of mouth communication & social media networking sites. It indicates to evaluate the buying behavior, as well as a key element to foresee the purchase behavior of consumers.

Brand name

All online shoppers rely on online critiques if their intention is to purchase the unfamiliar or new brand available in market place. As we know brand offer various bundles of attributes to help to achieve the satisfaction level, loyalty & quality guarantee. The brand is examined by 3 aspects like functional aspects, experimental aspects & symbol benefits. The brand image and name is key factor that influence on customers intention to buy the product. As a well known brand will reduce the perceived risk from buying the product. The customer reviews will influence on the brand satisfaction & customer loyalty.

Product category

Products are classified depending on search attributes (search products) & experience attributes (experienced products). Search products can be characterized by essential attribute that consumer can evaluate before to buy it. Also experience products are goods/services characterized by attributes that cannot be evaluated prior to purchase. Hence product categories also influence on information processing before purchase intention.

Influencers

Many of the factors lead the young generations and elders to follow influencers & buy more of the products the influencers promote in different social media platforms. Nowadays due to advancement in digital marketing and surf the internet, youth try to get more information or reviews of different products by browsing those networking sites. As the influencer provide necessary information about products as they interact with their followers through various social networking sites.

Word of Mouth communication

It consist of both online and offline communication for gathering necessary reviews about a product/service. Nowadays online websites provide extensive database of shopper reviews about various products or services by experienced customer. Due to growth of new online platforms the shoppers can easily access the valuable reviews about product which they have deserved to purchase. The buyer can easily access thousands of reviews posted in online platforms to gain credible information.

This online review will reduce the uncertainty during the purchase of product, also reduce the cost of purchase and seek opinion about popular brands in market.

Conclusions

As we know that credible information and customer opinions helps in building a positive brand image , that in turn also influence on the purchase intention of the buyers. Hence there is a strong correlation between customer's online reviews & their purchase intention.

From overall research, it's clearly examined to what level the consumer will process the information gained through online reviews in different product pages depending on search & experience products.

Online reviews help the online shoppers to compare the product related elements for better experience of products in future. As we found that consumer spent more time for gathering information for search products than experience product categories.

Overall online reviews main intention is to effect on psychological variables such as learning, attitude, perceptions, which leads for attitude formation & proper decision making.

References

- Chen, Y. and Xie, J. (2008). “Online consumer review: word-of mouth as a new element of marketing communication mix”, *Management Science*, Vol. 54 No. 3, pp. 477-91.
- Davis, A., Khazanchi, D., (2008). “An empirical study of online word of mouth as a predictor for multi-product category ecommerce sales”. *Electronic Markets* 18 (2), 130–141.
- Dellarocas, C. (2003). “The digitization of word of mouth: Promise and challenges of online feedback mechanisms”. *Management science*, 49(10), 1407-1424.
- Lee, J., Park, D. H., & Han, I. (2011). “The different effects of online consumer reviews on consumers' purchase intention depending on trust in online shopping malls: An advertising perspective”. *Internet research*