

Analyzing the Influence of Product Descriptions, Ratings, and Reviews on Online Consumer Purchasing Decisions

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ABSTRACT - This project aims to find out how the product description, rating, and review affect the purchasing decision of consumers purchasing in online. This project is also meant to identify the awareness of giving review and rating is important and how the product description plays a important role in the purchase decision. A total sample of 169 is taken from the customers. The data have been collected using Structured Questionnaire and google forms from the customers. The customers have been enquired about their demographic profile, purchase patten, about their level of consumption, experience towards the brand, positive and negative impact involved while purchasing through online. For the analysis purpose, statistical tools and techniques like Chi Square, Regression.

Keywords: *Online Purchasing, Negative Impact, Postive Impact.*

1.INTRODUCTION

Forget water cooler whispers and neighborhood gossip, the modern world thrives on electronic word-of-mouth (eWOM). It's the digital echo chamber where opinions about products, brands, and experiences amplify across the internet, shaping consumer decisions with every like, share, and review. Think of it as the online campfire where people gather to swap stories about the latest must-have gadget, the hidden gem restaurant down the street, or the customer service disaster they just endured. Except, instead of flickering flames, the light comes from glowing screens, and the audience extends far beyond your closest circle. Powerful Influence: 90% of consumers consult online reviews before buying, and 84% trust them as much as personal recommendations. That's the power of peer influence amplified by the reach of the internet. Building Brands: Positive eWOM boosts brand awareness, builds trust, and drives sales. It's like having an army of brand ambassadors singing your praises, all for free (well, mostly). Double-Edged Sword: Remember, the internet remembers everything. Negative experiences can spread like wildfire, damaging your reputation and hurting your bottom line. Electronic word-of-

mouth has become the most important factor for online shoppers, whereas online product reviews also have turned into a major form of electronic word-of-mouth. Consumers are increasingly relying on online reviews to make purchase decisions. Objective and scientific evaluation of the information quality of online reviews has been an important but difficult issue in both academic and practical fields.

2. LITERATURE REVIEW

Since online reviews mostly consist of utilitarian information, such as product performance and product quality, goal-oriented consumers who look for utilitarian benefits are likely to give more weight to online reviews. [13]. If the environment does not provide substantial negative feedback, people with a goal will continue their behavioral strategies until the goal is achieved. Hence, in the online environment, where positive and negative reviews coexist, we predict that consumers with a purchase goal will express higher price satisfaction and purchase intention than when there is a low proportion of negative reviews [7]. The high proportion of negative reviews (i.e., environmental disturbances) contradicts what goal-oriented consumers believe (i.e., the product is of good quality). They may choose to search for additional information or purchase an alternative product elsewhere (i.e., adjust their volitional behavior). Consumers without a purchase goal have low involvement during the shopping process and tend to be hedonic-oriented. [6].

3.SCOPE OF STUDY

Consumers rely on product ratings and reviews to make informed decisions. Positive reviews and high ratings often instill confidence in the product's quality and performance. Reviews and ratings provide valuable user-generated content. Potential buyers benefit from the experiences shared by others, gaining insights into the product's strengths and weaknesses.

4.OBJECTIVE OF THE STUDY

- To study how reviews affect the purchase decisions of the consumers.
- To know how the product descriptions influence the consumers.
- To know the preferred tool for purchasing the product in online.
- To study how rating affect the purchase decisions of the consumer.

5. RESEARCH METHODOLOGY

This study has a descriptive approach. This study comprises respondents who purchase in online but seeing the products' review, rating and description. Sample Size equals to 169. Primary and secondary data are the types of data used. The primary data could be obtained by a structured questionnaire.

6. HYPOTHESIS

- There is a significant relationship between gender and the review for the product.
- There is a significant relationship between age and rating of the product.
- There is a significant relationship between age & product description
- There is a significant relationship between the overall and the demographic factors
- There is a significant relationship between overall and the factors influencing purchase decision.

6.1 ASPECTS THAT INFLUENCE THE CONSUMERS IN PURCHASING ONLINE

Sl. No	Aspects	Average	Rank
1	Product description	4.56	1
2	Rating	4.53	2
3	Review	4.14	3

Fig -1 aspect showing average and rank

6.2 ANALYSIS OF VARIABLES USING CHI-SQUARE

- Chi square test is used to show the association between factors and demographic factors of the respondents.
- Chi square test is used to show the relationship between retailer's preference and demographics.

- Null Hypothesis:** There is no relationship between consumer's preference and demographics.

- Alternate Hypothesis:** There is a relationship between consumer's preference and demographic factors

Relationship between consumer preferences and demographic factors

Factors	SIG	Null Hypothesis
Gender and purchase decision	0.394	Accepted

While observing the results of the chi square test shown in the table, the Asymptotic Significance is greater than 0.05 ($p > 0.05$), the null hypothesis is accepted then there is a significant relationship between the two variables. Hence this factor has a relationship between individual consumer's preference and demographic factors and marketing factors.

Thus, it is discovered that factors such as review, rating and product description are influencing consumers to make purchases. Additionally, negative effects are deceptive reviews. Spam reviews, damages goods, fraudulent. False representation of product description makes the consumers from not buying in online

6.3 VARIABLE ANALYSIS USING REGRESSION

It is clear from the above table that the independent variable brand significantly influences consumers' overall purchasing

decisions is 0.102 which is greater than 0.05. So the null hypothesis is accepted. ($F = 2.101$). Here, we reject the null hypothesis that there is significance impact from the review rating and product description for the customers because the significance value is greater than 0.01, and we accept the alternative hypothesis that the variable brand has a substantial impact on consumers' purchase decisions. The F-statistics illustrates how much more likely the null hypothesis is to be correct. When the null hypothesis is correct, F-statistics typically falls around 1.0, but it increases when the alternative is correct. The F value in this instance is exceptionally high, indicating that the alternative hypothesis is very strong.

7. FINDINGS

Factors That Influencing Consumers To Check For Rating, Reviews And Product Descriptions.

- Finding shows that the consumers will not post the product for review even if the product is good.
- Consumers accept that they have given wrong reviews.
- Consumers believe that the rating and reviews are the reliable indicators.

- Major core of finding shows that the brand is making attention seeking towards them to purchase a reputed brand.
- The brand has its positive impact when the quality and standards is high and receives a continuous positive feedback.
- It is found that people prefer more of rating to buy a product.
- They give less importance to product picture as the product may not be the same as of the picture after purchase.
- Consumers mostly believe in the word of mouth they hear from friends and family, and from the reviews.

8. SUGGESTION

1. To make the brand familiarity, ensure that your branded products consistently deliver high-quality standards so that customers have belief in what they buy and spread a positive review and rating. This will build trust among customers and create positive word-of-mouth.
2. To make good customer experience, provide quality products so they make good reviews, and which will increase the sales.

9. CONCLUSION

Spam reviews are widespread on e-commerce websites. This study combines text mining, factor analysis, and multiple linear regression models to explore the influence of the factors of deceptive review on customers' purchase decision. By analyzing a dataset of spam reviews, we find that sentiment characteristics, review length, and online seller characteristics affect customers' purchase intention and positively affect purchase decision significantly. There is a positive correlation between deceptive sentiment factors of review and customers' purchase decision. Expressions of emotional polarity and intensity in deceptive reviews of all aspects of the product will make customers have a sense of dependability and security and, thus, determine whether the online review is trustworthy. When the comment is trusted by customers, the willingness to purchase will also be strengthened. There is a positive correlation between the review length and customers' purchase intention. A review that contains effective information or provides customers with comprehensive and objective product information is important. These are the key elements that determine whether customers can generate purchase willingness. If customers cannot understand all the features of a product, they will not be able to generate purchase intention, which will ultimately affect product sales. There is a positive correlation between seller characteristics and customers' purchase intention. There are multiple sellers of the same product in an e-commerce platform, and customers pay attention to a variety of

information, such as seller credit and the number of reviews of the store, which also has a great impact on customers' purchase decision.

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