

“The Study Explores the Impact of Online Reviews on Consumer Buying Behavior, Specifically Focusing on Young Adults”

Author- **Pravalika G**, 1DA24BA028, SCM, MBA, Dr. AIT, Bangalore

Co-author- **Dr. Rajeshwari R R**, Asst.Prof, SCM, MBA, Dr. AIT, Bangalore

Abstract

The emerging growth of e-commerce and digital platforms have driven changes in consumer buying behavior, with online reviews emerging as one of the essential tools for understanding purchase decisions. The young adult population is counted among the most active users of digital technologies and mobile applications, frequently gather insights from online reviews before selecting products or services choosing a purchase. Various elements, including products ratings, detailed feedback, verified purchase reviews, and customer experiences have a considerable effect on forming the views and choices. However, concerns regarding the perceived reliability of online reviews continue to influence the credibility perceived by consumers in them.

This study aims examine impact of online reviews on the shopping decision of young adults by with a focus on the elements that attract consumers, their the authenticity of online reviews, and the degree to which reviews influence buying patterns. Furthermore, the study investigates how positive and negative customer feedback contributes to consumer behavior and decision-making. By understanding these key issues. The research focus to enhance growing role of digital word-of-mouth in today's marketplace. The research outcomes are expected to enhance benefits consumers, businesses, and digital shopping websites in enhancing transparency, building trust, and optimizing customer engagement.

Introduction

The widespread adoption of e-commerce and digital technologies has restructured the manner in which consumers obtain information and make purchasing decisions. Among the various sources of information available online, customer reviews have become an essential influential factors shaping consumer behavior. Young adults, being highly active users of online platforms and mobile applications, frequently rely on reviews, ratings, and customer feedback to choose products and services confidently before making a purchase. These reviews help support informed decision-making and enable consumers to make more informed decisions. Following the increasing use within smartphones and digital retail channels, accessing reviews has become easier and more convenient than ever before. Notable features such as star ratings, detailed comments, and verified purchase tags enable consumers to analyze the trustworthiness of products and sellers. However, the growing volume of online reviews has also caused concerns about their reliability and authenticity, making it important to explore the degree of trust consumers place in them and how they influence purchasing behavior.

The study focuses on how customers feedback contributes to the buying behavior of young adults by identifying the factors that attract consumers, examining their credibility of customer reviews and analyzing the importance of +ve and -ve customer experiences in influencing purchase decisions.

The research is anticipated to offer benefit consumers, businesses, and e-commerce platforms in enhancing customer trust and improving the overall online shopping experience.

Problem Statement

The increasing popularity of e-commerce and digital platforms have changed consumers' approach to making purchase decisions. Young adults, in particular, often rely on user-generated reviews, ratings, and customer feedback before buying products or services. Despite their benefits, online reviews provide important information, concerns regarding their authenticity, credibility, and influence still exist. The presence of both genuine and misleading reviews making it challenging for buyers to identify trustworthy information, which may determine their purchase decisions. The study is undertaken to evaluate the significance of online reviews in the buying behavior of young adults, including the factors

that attract them, the degree of confidence they place in reviews, and impact between supportive and critical feedback on their decisions. The results of this investigation can contribute to improved consumer decision-making and assist businesses and e-commerce platforms in improving transparency, credibility, and customer satisfaction.

Objectives

1. To assess the factors in online reviews that attract and influence consumers the most.
2. To review the consumers' confidence young adults rely on digital customer-reviews before deciding to buy product and service.
3. To analyze connection between online-customer reviews and purchasing-behavior young adults.
4. To evaluate favorable and unfavorable reviews that influence consumer buying-behavior.

Literature Review

1. Daiya, M., & Maheshwari, B. (2025)- “Impact of Consumer-Generated online customer feedback on Purchase Behavior and Sales Performance”

This study examines how user-generated reviews and ratings impact consumers' purchasing behaviour and business sales outcomes. The investigation is prepared after reviewing earlier research and empirical findings in the area of e-commerce. It highlights that online reviews strongly affect consumer psychology, brand perception, and overall sales performance, making them a powerful marketing tool for businesses.

2. Rachmiani, R., Oktadinna, N. K., & Fauzan, T.R. (2024)- “The effect of online reviews and Ratings on Consumer’s Purchasing-Decisions on E-commerce Platforms”

This study analyzed the extent to which reviews and ratings influence consumer buying behavior. The study used a structured online survey using a quantitative approach of 180 users from platforms like Shopee, Tokopedia, and Bukalapak. Using correlation and regression analysis, the results demonstrated that positive reviews and higher ratings have a favourable influence on consumer trust and purchasing decisions. Conversely, negative reviews and lower ratings weaken consumer confidence and minimize probability of making a purchase and raise risk perception and reduce buying intention.

3. Ahn, Y., & Lee, J. (2024)- “The significance of online-reviews on Consumers’ Purchase Intentions”

This study examines how review ratings, group similarity, and self-construal influence consumer buying intentions. The study used an experiment involving a sample of 276 respondents taken from AmazonMechanicalTurk and applied ANOVA and mediation analysis. The results suggests that consumers more influenced by reviews when they feel similar to reviewers, and psychological factors like belongingness and perceived usefulness greatly affect shaping purchase decisions.

4. Shazuli Ibrahim, S.A.N. (2023)- “Influence of Online Reviews on Consumer Purchase Decisions in E-commerce Platforms”

This research evaluates role of customer reviews shared online on affect consumer buying decisions. The study relies on a comprehensive Analysis of existing literature and empirical insights, focusing on factors like credibility, volume, and nature of reviews. It highlights how online reviews contribute significantly to building customer trust and helping businesses improve sales and competitiveness.

5. Chen, T., Samaranayake, P., Chen, X., Qi, M., & Lan, Y. C. (2022)- “The effect of Reviews online on Consumers’ Purchasing Decisions: Evidence from an Eye-Tracking Study”

The study evaluates importance of review in online in influence consumer purchase decisions using eye-tracking technology. The study developed a conceptual framework and conducted empirical analysis using region-of-interest and behavioral data. It found that consumers consider more carefully to negative reviews-especially female consumers-and that visual attention patters strongly affect purchase intentions.

6. Ullal, M. S., Spulbar, C., Hawaldar, I. T., Popescu, V., & Biran, R. (2021)- “Impact of online-reviews on E-commerce Sales in India: A Case Study”

This study explores the relation-ship with reviews and influence consumer decisions across different Indian cities. The study used an empirical approach with large sample data (especially from tier1 cities) to analyze consumer attitudes. The findings show complimentary and negative reviews significantly shape buying behavior and strongly impact e-commerce sales in India.

Research Gap

A review of existing literature shows available literature shows that examined the extent to how online customer reviews shape consumer decisions purchase behavior, focusing on attributes such as review ratings, credibility, review volume, and purchase intentions. Many scholars have pointed out the role of favourable and unfavourable reviews in buying decisions, several scholarly-studies have focused on in broad e-commerce settings or among general consumer groups. To date, research has largely focused on overall consumer behavior rather than specifically addressing the perceptions and behavior of individuals among young consumers, who tend to be among the most active users of digital platforms and shopping via digital platforms applications.

Furthermore, limited research has simultaneously examined aspects that attract consumers to online reviews and determinants of credibility perceived placed in verified reviews, and whether positive and negative feedback on buying intention in a single framework. The growing use of mobile applications and the increasing dependence on digital word-of-mouth have created a need for updated study on area. Accordingly, this investigation focuses on addressing this limited evidence in literature gap by specifically exploring implementation of review in online on the buying behavior of young adults, enhancing comprehensive insights into their trust, preference, and consumers' buying choices in the digital marketplace.

Hypothesis

Hypothesis 1

Null Hypothesis (H_0)

The analysis reveals no association between shopping frequency and preference for verified buyer reviews.

Alternative Hypothesis (H_1)

The analysis reveals a relationship between shopping frequency and preference for verified buyer reviews.

Hypothesis 2

Null Hypothesis (H_0)

The research identified no positive link between trust in online reviews and belief that reviews are genuine.

Alternative Hypothesis (H_1)

The analysis reveals a positive association between trust in online reviews and belief that reviews are genuine.

Hypothesis 3

Null Hypothesis (H_0)

There is no-relationship between how often consumers shop online and avoiding products with poor reviews.

Alternative Hypothesis (H_1)

The study identified connection between online purchasing frequency and avoiding products with poor reviews.

Hypothesis 4

Null Hypothesis (H_0)

There is no-significant +ve relationship between taking into account negative reviews and avoiding product purchases.

Alternative Hypothesis (H_1)

There is notable +ve association between focusing on critical customer feedback and avoiding product purchases.

Research Design

The investigation adopts descriptive research framework was applied to assess online reviews on purchasing power of young adults. Research approach is considered ell-suited as it offers insights into consumers' opinions, attitudes, and behaviors regarding online reviews with systematic design. Research focuses on identifying elements which attract consumers to online reviews, assessing magnitude of trust they place in such reviews, and analyzing how encouraging and discouraging feedback influences their purchasing choices of products.

The current study is based on primary data gathered through a well-structured survey questionnaire among young adults. The questionnaire includes respondents' demographic profiles together with questions connected to research subject and Likert-scale statements related to online reviews and consumer buying behavior. A sample size of 80 respondents was selected for the study using a convenient sampling technique, ensuring easy access to participants who consistently participate in online shopping. Respondents information is analyzed by conducting statistical analyses using tools such as percentage analysis, Chi-square test, ANOVA, and correlation analysis to draw meaningful insights and achieve the objectives of the study.

Limitations

1. The study focuses only on young adults, which means the outcomes may not fully describe the options and consumer's buying patterns regarding individual's of other age categories.
2. The analysis is according to details gathered by respondents through surveys. The responses reflect personal opinions and experiences; there is a possibility of bias or inaccurate reporting.
3. The findings represent consumer behavior during the period of data collection and may not remain the same over time.
4. Consumer decision-making is influenced by different elements, including cost, brand reputation, product quality, advertisements, and recommendations from family and friends. It examines the contribution of online reviews and may not capture the combined effect on purchasing behavior.

Hypothesis Testing

Hypothesis 1

H_0 : There is no association between shopping frequency and preference for verified buyer reviews.

H_1 : The study identified an association between shopping frequency and preference for verified buyer reviews.

Particulars	Value
Chi-Square Value	6.395
Degrees of statistical freedom	6
P-Value	0.3839
Significance Level	0.05
Decision	Accept H_0

Interpretation: Given that the p-value (0.38399) is greater above 0.05, the null hypothesis is retained. This indicates revealing that there is no notable relationship between the preferred online shopping platform and the frequency of online shopping. Respondents' shopping frequency of online shopping. Respondents' shopping frequency does not appear to depend on their preferred platform.

Hypothesis 2

H₀: The analysis reveals no positive relationship between trust in review's in online and belief that reviews are genuine.

H₁: The outcome shows that trust in online reviews is closely linked with the perception that reviews are genuine.

Particulars	Value
Correlation Coefficient(r)	0.9278
Significance	Strong Positive Correlation
Decision	Reject H ₀

Interpretation: The computed correlation coefficient of 0.9278 indicates a close positive relationship between trusting online reviews and believing they are genuine and reliable. As trust in online reviews increases, belief in their authenticity also increases significantly.

Hypothesis 3

H₀: There is no association involving online shopping frequency and avoiding products with poor reviews.

H₁: A connection exists between online shopping frequency and avoiding products with poor reviews.

Particulars	Value
Chi-Square Value	5.206
Degrees of statistical freedom	9
P-Value	0.8159
Significance Level	0.05
Decision	Accept H ₀

Interpretation: Since the calculated p-value (0.8159) is much is above the accepted 0.05 significance of, the null hypothesis is retained. This analysis suggests that respondent's online shopping frequency doesn't influence their level of importance towards online reviews.

Hypothesis 4

H₀: There is no-significant positive connection between reviewing to negative reviews and avoiding product purchases.

H₁: There is a notable positive-relationship between providing attention adverse customer reviews and avoiding product purchases.

Particulars	Value
Correlation Coefficient(r)	0.9936
Significance	Pronounced positive correlation
Decision	Reject H ₀

Interpretation: The analysis indicated a correlation coefficient of 0.9936 shows a powerful a favourable association is observed between giving attention to negative reviews and being discouraged from purchasing a product. Respondents who focus more on negative reviews are highly likely to avoid purchasing the product.

Analysis and Interpretation

The demographic profile highlights that major portion of participants are young adults aged 21-23 years, reflecting the study's focus on this age group. A larger share of participants are female, with most having undergraduate or postgraduate qualifications. The majority are either students or employed individuals, compared to minimal are self-employed. The analysis highlights major share of participants earn between Rs.20001 and Rs.40000 per month, followed by those earning below Rs.20000. Overall, the sample represents educated and digitally active young adults, making it suitable for identifying the effect of reviews on online consumer's buying choices.

The survey findings indicate that online shopping is widely adopted among participants, with a large percentage of respondents agreeing that they shop either frequently or very frequently through online platforms. Among the available platforms, Amazon and Flipkart emerge especially preferred choices, followed by Myntra and Meesho. The analysis evidence shows that the majority of participants devote less than five minutes or between 5-10 minutes looking at online-reviews before buying, indicating that consumers generally make quick assessments based on review content. Furthermore, an overwhelming majority of surveyed respondents highlighted that they purchased a product after reading online reviews, highlighting the significant role reviews play in shaping purchase decisions.

The responses show that online-reviews are a key determinant of the purchasing behavior of young consumers. Most respondents expressed agreement or strongly agreement that they pay attention to products ratings, detailed reviews, and feedback from verified buyers before making a purchase. Reviews containing photos and videos were also found to attract greater attention, since they help consumers better understand the product. The findings further show that consumers generally trust online reviews, but they prefer to compare multiple reviews and remain cautious of comments that appear overly positive or excessively negative.

The analysis further indicates that online... reviews shape the outcome of buying decisions. A majority of respondents reported reading reviews before making purchases and stated that reviews help them reduce the risk of choosing the wrong product. Positive reviews were found to increase purchase confidence, while negative reviews often discouraged consumers from proceeding with a purchase. Additionally, un-biased feedback covering both strengths and drawbacks were viewed as more credible and trustworthy.

Findings

The research concluded that online reviews play important part played in building the purchasing decisions of young consumers. A greater share of participants believed that they carefully consider product ratings, detailed customer feedback, and reviews were found to enhance trust in a product, while negative reviews often made consumers reconsider their buying decisions. Many respondents also preferred reviews that presented both positive and negative aspects, as they appeared more genuine and trustworthy. The data suggest that online reviews have function as a reliable source of information that helps consumers in purchasing decisions. The statistical analysis further revealed a meaningful positive association between assurance in online-reviews and belief that reviews are genuine and reliable, highlighting that consumers with stronger sense of reliability in reviews are more importantly to use them as a basis for their purchase decisions. Similarly, the study observed a very strong link between considering negative reviews and being discouraged from purchasing a product, pointing to the strong impact of negative feedback on buying behavior.

Suggestions

1. Improve the Authenticity of Online Reviews- Businesses and e-commerce platforms should encourage verified buyers to share genuine feedback. Since consumers place greater trust in authentic reviews, promoting openness can contribute to establish stronger customer confidence and improve purchasing decisions.

2. Promote Detailed and Balanced Reviews- Customers should be persuaded to provide reviews that highlight both the desirable and undesirable aspects of a product. Balanced reviews appear more credible and help potential buyers make well-informed decisions based on realistic expectations.

3. Enhance Review Presentation on Online Platforms- Online shopping platforms can make reviews more useful by giving greater visibility to reviews that include photos, videos, and detailed explanations. Such reviews provide a clearer experience with the product and help consumers evaluate it more effectively.

4. Monitor and Reduce Misleading Reviews- E-commerce companies should regularly identify and remove fake or misleading reviews. Maintaining the performance and trustworthiness of review systems will strengthen consumer trust and improve a more transparent digital commerce environment

Conclusion

The investigation reveals that online-reviews contribute to influencing the buying behavior of young adults. Before making a purchase, most consumers actively read reviews, check ratings, and consider the experiences shared by other buyers. Online reviews serve as an important source of information, helping consumers reduce uncertainty and make more confident purchasing decisions. The finding also show that young adults place considerable trust in reviews that appear genuine, detailed, and balanced.

The study further highlights that favorable and unfavorable feedback play a central role in shaping consumer decisions. Positive reviews encourage purchase intentions by increasing confidence in a product, while negative reviews can discourage consumers from buying or motivate them to explore alternative options. The research demonstrates that online reviews have evolved into a powerful factor in the online ecosystem shopping environment, influencing trust, product evaluation, and final purchase decisions among young consumers.

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