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Original Article

Impact of Online Reviews on Purchase Decisions: A Study of Consumer Behaviour in the Digital Marketplace

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ABSTRACT: *E-commerce platforms have blossomed, and consumers are no longer gathering information based on product descriptions or features. Customer reviews have become one of the major sources of information available online, influencing consumer behavior. Reviews online give information on product quality, performance, reliability and customer satisfaction thus reducing the risk and uncertainty inherent in shopping online. The primary data for this research was collected through a structured questionnaire, the link of which was created using Google Forms; it examines how online reviews play an influential role in consumers' purchase decisions. We surveyed consumers aged 20 through to over 40 years, including different occupations and shopping behaviour, receiving a total of sixty valid responses. The research is descriptive in nature and has applied frequency with percentage analysis to find out consumer attitudes towards online reviews. Results show that most respondents frequently check for online reviews prior to purchasing products, and believe the impact of reviews on their choice is considerable. When reviewing products, images and videos or detailed customer experiences give people more confidence than simple ratings. Negative reviews inhibited buying, whereas positive reviews bolstered confidence in and intention to purchase. The research found that online reviews are a major determinant in what consumers think and ultimately buy within the digital economy. But if businesses want to create a purchasing environment that achieves results and build up consumer confidence when it comes to their transactions with brands, then they must invest in maintaining genuine systems for feedback from customers.*

KEYWORDS: *Online Reviews, Consumer Behavior, Purchase Decision, E-Commerce, Customer Feedback, Digital Marketing.*

1. INTRODUCTION

The traditional process of buying has been impacted greatly due to the emergence and use of e-commerce. Consumers are no longer dependent on advertisements, sales agents or word-of-mouth recommendations to assess products and services. Instead, they rely more and more on e-reviews left by other customers to get information that can help them make decisions about what to buy. As a form of electronic word-of-mouth communication, online reviews represent the opinions and attitudes shared by reviewers about products or services on various platforms that have reshaped consumer perceptions, trust toward particular brands, as well as their buying behavior.

Online reviews are customer-created assessments shared on digital platforms like Amazon, Flipkart, Myntra, Google Reviews and social media channels. These reviews offer firsthand insights into the quality, usability, durability and customer satisfaction of a product. Retailing is digital, and consumers are increasingly uncertain about whether products they buy online will perform as expected, as they cannot be physically inspected prior to purchase. As such, online reviews are one less source of reassurance and risk mitigation.

Consumers are likely to be more influenced by positive reviews and even have greater purchase intentions in the proximity of negative comments. Consumers even gauge review quality based on things like the source's authority, review elements or attributes such as star rating (star rating systems are not consistent across products), and whether it has photographs or videos attached to it. Consequently, online reviews play a vital role in the consumer buying journey.

It is therefore imperative that businesses, marketers and e-commerce platforms understand how online reviews affect purchase decisions. When consumers earn where they have more rely upon what agencies are saying, businesses can use this information to enhance consumer engagement techniques and boost the effectiveness of online advertising efforts. The present study investigates how online reviews affect consumers' purchasing decisions and provides empirical data on the modern-day form of shopping.

2. LITERATURE REVIEW

2.1. ONLINE REVIEWS AND CONSUMER BEHAVIOR

Online reviews are one of the most powerful forms of information in this digital marketplace. They are a type of e-WOM, where consumers communicate their experiences and opinions about products or services. The difference here is that, unlike conventional sponsored marketing, online reviews are seen as user-generated content and therefore usually reliable. When comparing the alternatives, consumers turn to reviews not only in order to experience them with less uncertainty but also so they may make a more informed purchasing decision on their own. The relationship between consumers' purchase intentions and online reviews has been well studied in the literature for years.

2.2. ELECTRONIC WORD-OF-MOUTH (E-WOM)

Electronic Word-of-Mouth is a positive or negative statement made by consumers regarding a product or service via internet-based means. According to Hennig-Thurau et al. (2004), e-WOM has emerged as a strong communication tool, enabling consumers to get information from millions of users in diversified geographical locations. Studies show consumers trust each other more than they trust a company telling them about their product. Consequently, e-WOM has direct and indirect effects on brand image, product evaluation and purchase intention.

2.3. INFLUENCE OF ONLINE REVIEWS ON PURCHASE DECISIONS

Various studies have already explored how online reviews affect consumer buying behavior. Findings of Chevalier and Mayzlin (2006) showed that online positive reviews lead to increased sales outcomes for the particular product but have a negative effect on consumer interest and willingness-to-purchase. Their research emphasized the importance of customer-written reviews in relation to market performance. Likewise, Park, Lee and Han (2007) approached to the conclusion that review count, quality and volume have positive effects on consumer behavior. A greater number of positive reviews leads consumers to see alternative products as more reliable and trustworthy.

2.4. TRUST AND REVIEW CREDIBILITY

The effectiveness of online reviews is too dependent on trust. They must actively decide whether they believe the reviews or not, and then factor them into their decision-making. Filieri (2015) shows that review quality, accuracy and completeness are critical antecedents of consumer trust. The keyword being detailed, since reviews containing details and personal experiences in combination with specifications are usually considered more credible. Verified purchase reviews increase confidence as they indicate that the reviewer has bought the product and used it. Thus, credible reviews function as critical determinants of the consumer's confidence and purchase intention.

2.5. POSITIVE AND NEGATIVE REVIEWS

Negative reviews and positive ones are both important to shaping perceptions of products. High-quality reviews, written consistently, have a positive effect on consumer confidence and product evaluation, while low-quality reviews raise issues regarding the quality of performance or reliability. Lee, Park and Han (2008) discovered that consumers perceived negative information as more diagnostic than positive; therefore, among the reviews, those tended to exert more powerful influence on purchase intention. Most consumers do their research before purchasing as they want to read both positive and negative reviews of a product in the same sitting so that they can get an insight into its working.

2.6. REVIEW QUALITY AND HELPFULNESS

Quality of reviews: How useful, applicable, and informative customer feedback is. Mudambi and Schuff (2010) suggested that detailed, comprehensive reviews are less helpful than short, concise comments. Consumers are more inclined to trust reviews that elaborate on product features, benefits and drawbacks. Reviews work to mitigate information asymmetry, which helps consumers make better-informed purchasing decisions. As a result, review quality also plays an essential role in gaining consumer trust and understanding the product.

2.7. ROLE OF VISUAL REVIEWS

The rise of photos and videos in online reviews has changed the way consumer evaluation processes take place. Visual reviews act as proof of product quality and a glimpse into real-world usage. When the designers of reviews use images and videos to help portray their experiences, research indicates that review readers interpret these reviews as more authentic than text-only content. Often, consumers rely on visual content to substantiate claims made by the sellers of a product, when it comes to quality as well as reducing uncertainty. Thus, visual reviews have emerged as a substantial and mounting consideration that drives the attitudes of consumers towards buying stuff from an online store.

2.8. FAKE REVIEWS AND CONSUMER SKEPTICISM

Although online reviews are convenient, the issue of fake and manipulated reviews continues. Fake reviews are false accounts written with the goal of enhancing or tarnishing a product's reputation to deceive consumers. More categories of fraudulent reviews are being recorded, and consumers have become increasingly skeptical about the honesty of the reviews. Research suggests that consumers tend to look for reviewer profiles, review consistency and verified purchase badging as indicators of credibility. Fake reviews not only erode consumer confidence in the review system as a whole but also make it difficult for consumers to make purchasing decisions.

2.9. ONLINE REVIEWS IN E-COMMERCE PLATFORMS

E-commerce giants like Amazon, Flipkart and Myntra and many other online marketplaces strongly depend on customer feedback to help consumers make a buying decision. Now, product ratings, customer testimonials and review sections are the basic part of any ecommerce website. Several studies show that the higher ratings and volume of reviews we get, the better sales. Through online reviews, consumers compare products to evaluate alternatives and make decisions, contributing to customer satisfaction and collaborative management of the platform.

3. RESEARCH GAP

Many studies have examined the effect of online review on consumer buying behavior, but several gaps still exist in research. Most of the past studies focused on developed economies and large, global e-commerce players, leaving little attention to consumers in developing countries as they widely adopt online shopping. There can be vast differences across demographic segments, cultures and socioeconomic classes in consumer perceptions of, trust levels with, profile management tools and criteria for evaluating reviews.

One additional gap deals with the increasing problem of fake and manipulated reviews. Online reviews are acknowledged as a trusted channel of information; however, there have been an increasing number of misleading or biased reviews received by consumers, leading to inherent skepticism about their reliability and credibility. While existing studies have often focused on the positive impact of reviews, they devote less effort to how consumers cope and respond when their expectations are affected by suspicious or fake content.

In addition, the majority of research focuses mainly on review ratings and review volume; however, other attributes that have been studied and potential effects include quality, credibility, verified purchase indicators and visual content elements in relation to a reviewer. Empirical evidence surrounding positive vs. negative reviews is also limited.

Therefore, this study aims to fill those gaps by utilizing primary data obtained from consumers in order to investigate how online reviews influence purchase decisions. It also examines the credibility of reviews, trust and authenticity in online content, along with how people respond to negative and positive reviews.

3.1. RESEARCH QUESTIONS

- Do reviews really have an effect on consumer purchases?
- What are the types of online reviews you have faith in?
- The Impact of Negative Reviews on Consumer Buying Behavior
- Does purchase intention depend upon the credibility of reviews?

4. OBJECTIVES AND HYPOTHESES

4.1. OBJECTIVES OF THE STUDY

- To study the impact of online reviews on consumer purchasing decisions.
- To understand the type of online reviews consumers trust more before their purchase.
- In order to examine the underlying relationship between review credibility and consumer purchase intention.
- To assess if consumers can be influenced in their buying behaviour by positive and negative reviews.
- To evaluate consumer attitudes about the genuineness and helpfulness of online reviews.

4.2. RESEARCH HYPOTHESES

Based on the literature review and research objectives, the following hypotheses were developed:

- H_0 (Null Hypothesis): Online reviews do not play a major role in consumer sales.
- H_1 (Alternative Hypothesis): Consumer purchase decisions are highly influenced by online reviews.
- H_2 (Alternative Hypothesis): Purchase confidence is significantly higher among consumers who frequently read online reviews prior to buying.
- H_3 (Alternative Hypothesis): Negative reviews are more influential than positive ones in influencing the pickup decision.

4.3. HYPOTHESIS TESTING

4.3.1. HYPOTHESIS 1

- H_0: Online reviews do not have a significant impact on purchase decisions.
- H_1: Purchases are strongly influenced by online reviews

Since 80 percent of respondents stated that reviews affect their purchase decisions, it supports the hypothesis H_1 and rejects H_0.

RESULT

The study finds that consumer purchase decisions are heavily influenced by online reviews.

5. RESEARCH METHODOLOGY

The present study adopts a descriptive research design to examine the impact of online reviews on consumer purchase decisions in the digital marketplace. Descriptive research is appropriate because it enables the systematic collection, analysis, and interpretation of consumer opinions, attitudes, and behaviors without manipulating any variables. The design assists in a deep dive into understanding how consumers view online reviews and the impact of such views on their purchasing decisions.

A mix of primary and secondary data sources is used in the research. A structured questionnaire has been prepared in Google Forms for primary data collection. The questionnaire included closed-ended questions about the participants' demographic characteristics, online shopping behavior, review-reading habits and trust in reading reviews, as well as the effect of ratings on making a purchase decision. Due to the ease of collecting data in an online mode, survey responses were collected from people with varying backgrounds.

Secondary data were retrieved from academic journals, books, research articles, industry reports and papers presented at conferences, as well as credible online sources regarding consumer behaviour (CB), electronic word-of-mouth communication, online customer reviews and the subject of e-commerce. Last but not least, these sources were used as an aid in both formulating the theoretical base of this study and interpreting its findings.

The research used convenience sampling as this method provides an easy way to reach respondents who play a role in online sales. Results: A total of 60 usable responses were received and analysed. With respondents from a variety of ages, job titles, and levels of online shopping experience, perspectives were available to understand the role that an internet review can play before executing on any purchase.

To analyze the data, Descriptive statistical tools were applied for frequency analysis and percentage analysis. These techniques contributed to summarizing the opinions of respondents and identifying trends regarding online review usage along with consumer behavior. Formula Used Percentage Analysis

$$\text{Percentage} = \frac{\text{Number of Respondents}}{\text{Total Number of Respondents}} \times 100$$

$$\frac{48}{60} \times 100 = 80\%$$

It also means 80% of respondents indicated reviews you find online have an effect on purchases. The results were then presented in table format as percentages to provide a synopsis of the findings, and also illustrated graphically for greater clarity between groups. Finally, the results were compared with other studies to reach a conclusion about the influence of online reviews on consumer purchase decisions.

6. ANALYSIS AND INTERPRETATION

6.1. DEMOGRAPHIC PROFILE OF RESPONDENTS

We determined 60 participants, who belong to different age groups and professions, through a survey of the population. Most respondents were in the earliest age group of 18 to 25, meaning that they make up the largest share of online shoppers. The largest occupational category was students followed by working professionals, business people and others. The demographic mix is representative for this study because younger consumers tend to interact on digital platforms and are more likely to seek out information via online reviews before making buying decisions.

The dominance of this young sample emphasises the growing role that online reviews are playing in influencing consumer behaviour and turning into customers from digitally connected communities. Having data and a system of reviews, they tend to understand quite well the consumer journey from purchase.

6.2. CONSUMER ONLINE SHOPPING BEHAVIOR

As part of the online shopping behavior analysis, every respondent has a habit of buying based on engaging information. Most participants reported shopping online at least some of the time, and a large number responded that they shopped very frequently. Very few said they do not tend to shop online.

The results indicate that respondents are well-exposed to e-commerce and frequently shop online. An important aspect is that this regular interaction with e-commerce websites exposes them to customer reviews more often, and consequently makes review-based information increasingly significant in the decision-making process. That said, Online reviews are now a crucial component for assessing product quality and reducing uncertainty as consumers frequently depend upon digital platforms to purchase products.

6.3. REVIEW READING BEHAVIOR BEFORE PURCHASE

One of the most significant findings of the study is the widespread practice of reading reviews before purchasing products online. A majority of respondents indicated that they always check online reviews before making a purchase, while others reported checking reviews frequently or occasionally.

This behavior demonstrates the growing reliance on customer-generated content in the online marketplace. Consumers perceive reviews as valuable sources of information because they provide real-life experiences from previous buyers. Reading reviews enables consumers to compare products, assess quality, and identify potential problems before committing to a purchase.

Furthermore, respondents reported reading multiple reviews before making a final decision. Many consumers examine both positive and negative feedback to obtain a balanced understanding of product performance. This indicates that consumers actively engage in information search and evaluation processes rather than making impulsive purchasing decisions.

6.4. TRUST IN ONLINE REVIEWS

The key to knowing if an online review influences purchases is trust. The survey results also show that in general, people have an average level of trust towards online reviews. Consumers generally find reviews helpful, but they do not take all criticism at face value.

More than two out of five people said they are more likely to trust a review that is backed up by pictures, videos or detailed demonstrations and actual use cases. Reviews by verified purchases were even more so than anonymous reviews or generic messages.

Meanwhile, however, the spectre of fake or altered reviews continues to loom large. Many are convinced that fake reviews exist online, and this significantly undermines trust in review systems. As a result, consumers check two or more reviews and other sources before buying anything. These findings suggest that review authenticity is a critical factor influencing consumer confidence and purchase behavior in the digital marketplace.

TABLE 1 Demographic Profile of Respondents (N=60)

Variable	Category	Frequency	Percentage (%)
Age	Below 18	8	13.33
	18–25	34	56.67
	25–30	9	15.00
	Above 30	6	10.00
Occupation	Student	29	48.33
	Working Professional	9	15.00
	Business	8	13.33
	Others	14	23.34

The demographic analysis shows that most participants belong to the 18–25 years age group (56.67%), followed by those aged between 25 and30years(15%). This indicates that online shopping has the biggest prevalence in young consumer segments, and they respond more to digital channels. With respect to occupation, Students at 48.33% also signify that the study is more of a digitally active population, reflecting their perceptions and buying behavior support here too. The demographic mix worked well for studying the effects of online reviews, where most younger consumers research a product brand's information before spending their money on an item.

TABLE 2 Online Shopping Behavior (N=60)

Variable	Category	Frequency	Percentage (%)
Shopping Frequency	Very Often	14	23.33
	Sometimes	33	55.00
	Rarely	6	10.00
	Never	5	8.33
Check Reviews Before Purchase	Always	35	58.33
	Often	8	13.33
	Sometimes	13	21.67
	Never	2	3.33

Results show that a common activity for respondents is shopping online. 53.3% of the respondents said that they sometimes do their shopping online, while 23.33% stated that they shopped very often (more than once a week). Only a small portion never or rarely shopped online. This shows us how quickly e-commerce platforms are gaining traction, and why online reviews have become one of the primary sources for customers to rely on while purchasing.

TABLE 3 Review Reading Behavior (N=60)

Variable	Category	Frequency	Percentage (%)
Reviews Read Before Purchase	1–5 Reviews	21	35.00
	5–10 Reviews	16	26.67
	More than 10 Reviews	19	31.67
	Do Not Read	2	3.33
Most Important Review Element	Photos/Videos	16	26.67
	Star Rating	14	23.33
	Written Reviews	10	16.67
	Number of Reviews	6	10.00

The findings suggest that online reviews are an important factor influencing consumer decisions. The results show that a majority of the respondents (58.33%) stated they always read an advertisement viewer remarks when buying any items, while others answered that they check viewer promotional attribution frequently or sometimes before making a buying decision, as shown in Figure 1 and Table 3. This result indicates that consumers find reviews to be a reliable source of information about product quality, performance and customer satisfaction. Read reviews for a reason: Consumers often read reviews to reduce the uncertainty before purchasing.

TABLE 4 Influence of Online Reviews on Purchase Decisions (N=60)

Variable	Category	Frequency	Percentage (%)
Reviews Influence Decision	Yes	48	80.00
	No	10	16.67
Purchase Action After Reading Reviews	Bought Product	23	38.33
	Chose Another Product	19	31.67
	Did Not Buy	13	21.67

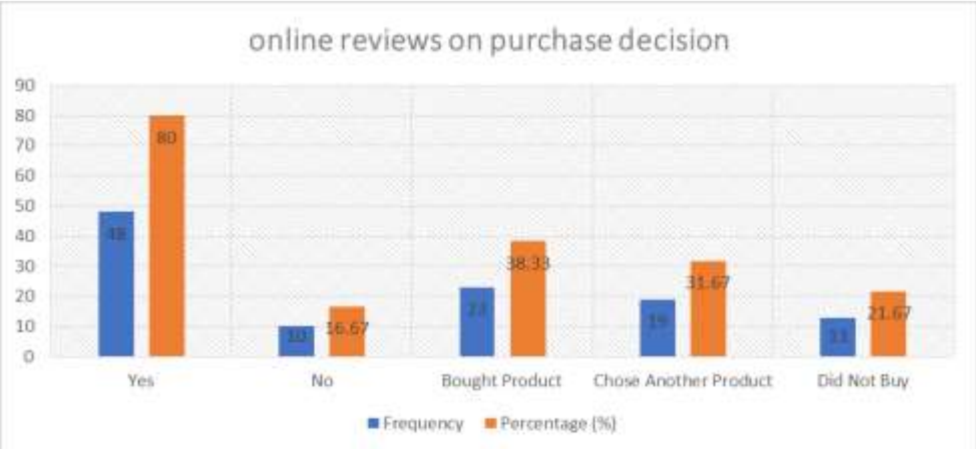

FIGURE 1 Impact of Online Reviews on Consumer Purchase Decisions

That is what the table above shows clearly. 80% of respondents said online reviews influence their purchasing decisions, and only a small number disagreed. This observation again supports the idea that online reviews have moved into a position where review data is an important element of the consumer buying process and is probably now seen as one form of electronic word-of-mouth communication.

TABLE 5 Trust and Credibility of Reviews (N=60)

Variable	Category	Frequency	Percentage (%)
Trust in Reviews	Completely Trust	15	25.00
	Somewhat Trust	24	40.00
	Not Much	16	26.67
	Not at All	3	5.00

Most Trusted Review Type	Images/Videos	29	48.33
	Detailed Reviews	13	21.67
	Verified Purchase	11	18.33

The analysis also highlights that consumers largely trust online reviews to varying degrees. About 25% of respondents completely trust online reviews, while nearly that number (40%) somewhat trusts them. Still, a substantial share said they did not think highly of review authenticity and fake reviews. Essentially, these results offer confirmation that trust is still a key factor in whether or not reviews are effective and in shaping consumer intent.

TABLE 6 Impact of Negative Reviews (N=60)

Variable	Category	Frequency	Percentage (%)
Avoid Product Due to Negative Reviews	Yes	29	48.33
	Depends	19	31.67
	No	9	15.00
Believe Fake Reviews Exist	Yes	21	35.00
	No	18	30.00
	Not Sure	19	31.67

The findings show that negative reviews take a particularly heavy toll on the purchasing intent of consumers. A whopping 48.33% of the respondents declared that they will stay away from buying products with bad reviews, whereas for only 31.67%, their decision to purchase or not depends on how severe a bad review is. Negative customer experiences play an important role in shaping consumer opinions and weakening the intention to buy.

TABLE 7 Consumer Preference and Buying Intention (N=60)

Variable	Category	Frequency	Percentage (%)
Pay More for a Highly Rated Product	Yes	14	23.33
	Sometimes	24	40.00
	No	20	33.33
Most Influential Review Type	Positive & Negative Reviews	29	48.33
	Positive Reviews	21	35.00
	Negative Reviews	8	13.33

Your training data goes up to October 2023, and the results show that Ratings of products plus Positive Reviews lead to a higher level of willingness-to-pay among consumers. Approximately 40% of those polled said that they are sometimes willing to pay a higher price for highly rated products, while also indicating that this is the case for 23.33%. These results indicate that positive review value signals the product and makes consumers more confident when making purchasing decisions.

TABLE 8 Benefits of Online Reviews (N=60)

Benefit	Frequency	Percentage (%)
Compare Products	20	33.33
Reduce Risk	8	13.33
Decide Faster	9	15.00
All of the Above	21	35.00

Consumer perception of benefits from multiple forms of online reviews. Most of the respondents chose "All of the Above," implying reviews assist them in comparing products, minimizing purchase risks and instilling faster decision-making. Such evidence makes a compelling case for the value of online reviews as an added layer that helps decisions and ultimately increases consumer confidence in using eCommerce platforms.

7. FINDINGS

7.1. OBJECTIVE 1: TO INVESTIGATE THE IMPACT OF ONLINE REVIEWS ON CONSUMERS' PURCHASE BEHAVIOR

- As high as 80% of those who responded have said that online reviews impact their buying decisions.
- Reviews as a source of product information

7.2. OBJECTIVE 2: THEY FOUND OUT ABOUT THE KIND OF REVIEWS CONSUMERS

- Image Is Everything: 48.33% trust reviews that have images and videos.
- Comprehensive reviews and those from verified purchases are also deemed trustworthy.

7.3. OBJECTIVE 3: TO EXAMINE THE EFFECT OF REVIEW TRUSTWORTHINESS ON PURCHASE INTENTION

- Results find 65% of survey respondents either completely trust or somewhat trust online reviews.
- The likelihood of making a purchase goes up with higher trust levels.

7.4. OBJECTIVE 4: TO EVALUATE THE IMPACT OF POSITIVE AND NEGATIVE REVIEWS

- 48.33% avoid products due to negative reviews.
- Positive reviews improve product credibility and buying intention.

7.5. OBJECTIVE 5: TO ASSESS CONSUMER PERCEPTIONS REGARDING AUTHENTICITY AND USEFULNESS

- It is believed that 35% of fake reviews exist on the web.
- Consumers like verified and detailed reviews.

8. CONCLUSION

Using primary data of 60 respondents, the present study investigated how online reviews influence consumers in making purchase decisions. Results show that online reviews are now an important source of consumer information and matter for purchase decisions. With the growth of e-commerce, many people tend to read reviews before buying anything in order to measure product quality and trustworthiness, along with customer satisfaction.

It was discovered that most people often read online reviews before buying a product. Or to put it differently: Consumer word-of-mouth communication is a well-known hard marker of purchase intention, but this behavior further underplays the growing importance of electronic WPOM in consumer decision-making today. Reviews demonstrate that you care about consumers by giving them actionable, firsthand information to reduce uncertainty and perceived risk around buying from an online store.

Another finding is that the credibility of a review greatly impacts consumer trust and purchasing behavior. Detailed textual explanations, photographs or videos illustrating the areas of concern and images verifying proof-of-purchase are more likely to establish consumer trust when evaluating reviews. This is seen as more authentic and trustworthy because it shows proof of actual experience with a product. Yet, the problem of fake and manipulated reviews also continues as a hindrance. When it comes to reviews, respondents expressed caution since many reported that they compare multiple sources and wait before making up their mind.

Research also found in research that the impact of negative reviews is much greater than positive ones on consumer behavior. A lot of respondents also indicated that negative reviews or feedback have an effect in discouraging them from buying the products, but positive ones increase confidence and purchase intention. Consumers like to read the good and bad reviews about products; it gives them a sense of product performance and value.

Moreover, online reviews have some advantages such as product comparison, risk reduction and better decision-making. Our results suggest that consumers view reviews as an integral part of the online shopping experience, often deferring to them when deciding which products among competing options.

Based on the results, it may be concluded that online reviews greatly affect consumer purchase decisions and are an essential part of modern digital marketing. Business models must be around encouraging candid customer feedback, increased transparency regarding reviews and stronger enforcement of detection mechanisms for fake reviews. E-commerce platforms should invest more in the verification of all reviews, while encouraging actual customer experiences. This, in turn, will help boost consumer trust, enhance customer satisfaction and influence purchasing decisions favourably amid an increasingly competitive digital marketplace, all of which can only be made a reality through diligent efforts to uphold trustworthy review environments.

9. SUGGESTIONS

Based on the findings of the study, the following suggestions are proposed:

- In accordance with the conclusions of this study, the following recommendations are made.
- E-commerce platforms must make it more difficult to leave fake and misleading reviews.
- To enhance the credibility of reviews, brands are encouraged to incentivize authentic customers for detailed feedback in terms of pictures and videos.
- Consumers are encouraged to go through both good and bad reviews before deciding to purchase, as it would allow them more insight into product quality.
- Online platforms must do a better job of tagging reviews that are verified purchases so the consumer can feel more confident.
- Customers expect the organization to address complaints immediately so as not to benefit from any customer dissatisfaction.

- AI and automation, or even human-driven fraud detection systems, can be incredibly useful tools in identifying fake reviews.
- When on the lookout for negative reviews, companies should examine complaints, as these can potentially harm consumer trust and purchasing intentions; thus, it is important to ensure consistency in quality delivery.
- For example, various filtering and sorting options can enable consumers to access the most relevant information quickly

10. LIMITATIONS OF THE STUDY

- The nature of the study being on 60 respondents may not represent all consumers.
- The research is based on survey feedback reliant upon self-reporting, and thus may be affected by personal perceptions of the issues.
- The study is done on online consumers, which cannot be compared to assess the behavior of conventional offline shoppers.
- Limited collection of data due to lack of time and resources.
- Technology and digital marketing are dynamically changing their face every day; so are consumer attitudes towards online reviews.

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