

IMPACT OF CUSTOMER REVIEW ON ONLINE SHOPPING

AUTHOR 1

Danu Shree R P,

III B.Com (CS),

Department of Corporate Secretaryship,
PSG College of Arts & Science,
Coimbatore-641014.

danushree441@gmail.com

AUTHOR 5

Saravana Raja A,

III B.Com (CS),

Department of Corporate Secretaryship,
PSG College of Arts & Science,
Coimbatore-641014.

Saravananaraja209@gmail.com

AUTHOR 2

Danushri P R,

III B.Com (CS),

Department of Corporate Secretaryship,
PSG College of Arts & Science,
Coimbatore-641014.

danushri144@gmail.com

AUTHOR 6

Sarva V,

III B.Com (CS),

Department of Corporate Secretaryship,
PSG College of Arts & Science,
Coimbatore-641014.

sarvavasanthakumar@gmail.com

AUTHOR 3

Lavanya S S,

III B.Com (CS),

Department of Corporate Secretaryship,
PSG College of Arts & Science,
Coimbatore-641014.

llavanya22472@gmail.com

AUTHOR 7

Shruthi P,

III B.Com (CS),

Department of Corporate Secretaryship,
PSG College of Arts & Science,
Coimbatore-641014.

shruthiprabhakaran139@gmail.com

AUTHOR 4

Magadharshini R,

III B.Com (CS),

Department of Corporate Secretaryship,
PSG College of Arts & Science,
Coimbatore-641014.

rmd.slm6@gmail.com

AUTHOR 8

Dr. S. Saikrishnan,

Associate Professor,

Department of Corporate Secretaryship,
PSG College of Arts & Science,
Coimbatore-641014.

Sairammoorthi1971@gmail.com

ABSTRACT

Online shopping has become increasingly popular due to its convenience, and customer reviews play a crucial role in shaping purchasing decisions. This study examines the impact of online consumer reviews on shopping behaviour, brand reputation, and business growth. It explores how positive reviews enhance trust and sales, while negative or fake reviews can mislead buyers and harm businesses. The research focuses on online shoppers in Coimbatore, utilizing primary data collected through Google Forms with a sample size of 104 respondents. The study highlights the importance of review authenticity, consumer trust, and businesses' strategies for managing online feedback. Findings suggest that verified reviews, transparency, and proactive engagement can enhance credibility and customer satisfaction in the e-commerce landscape.

KEY WORDS

Online shopping, Reviews, E-Commerce, Delivery, Personalized Recommendations

INTRODUCTION

The popularity of online shopping is increasing as people consider it a convenient way to buy products and services. With a click or two clients can buy everything from groceries to electronics. Customer reviews are one of the most important factors that affect the decision of a customer to purchase a product.

Customer reviews are the comments by individuals who have previously bought and used a product. These reviews assist first-time buyers in learning more about the quality, uses, and working of the product before they buy.

Good reviews can boost sales, and bad reviews can erode confidence in a product or brand.

Customers can leave reviews and rate products on many online shopping platforms, such as Amazon, Flipkart, and Myntra. These reviews always assist the businesses in comprehending consumer preferences, and they can thus enhance their products and services.

Customer reviews are a vital aspect of the digital marketplace. The objective of this study is to examine the impact of customer reviews in online shopping, customer decision-making, and business development

STATEMENT OF THE PROBLEM

With the rapid growth of e-commerce, online consumer reviews have become a crucial factor in shaping purchasing decisions. Consumers often rely on these reviews to assess product quality, brand reliability, and overall shopping experience. However, the authenticity and credibility of reviews remain a concern, as fake reviews, biased ratings, and manipulated feedback can mislead shoppers. Additionally, while positive reviews enhance brand trust, negative reviews can deter potential buyers, affecting businesses' sales and reputation. This study aims to examine the impact of consumer reviews on online shopping behaviour, addressing the challenges of reliability, trustworthiness, and the overall influence on purchasing decisions

OBJECTIVES OF THE STUDY

- This study aims to investigate the effect of consumer review on online shopping behaviour in general, particularly on the influence of reviews on purchasing decisions and consumer trust.
- To study the impact of the positive and negative reviews on the consumer perception and the brand reputation.
- To study the reliability and credibility of online consumer reviews on purchase decisions.
- To investigate the consumer reactions to fake or altered reviews and how they affect trust.

RESEARCH METHODOLOGY

Area of study

This study focuses on online shopping customers in Coimbatore city.

Source of data

Primary data was collected from the general public through the distribution of Google Forms.

Sample size

The study is based on 104 responses.

Sampling method

A convenience sampling method was used for data collection.

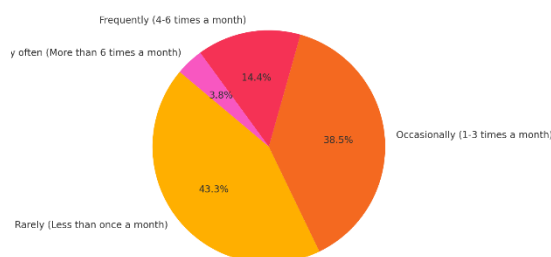
Tools for analysis

Simple percentage analysis was used to analyze the collected primary data.

FINDINGS & SUGGESTIONS

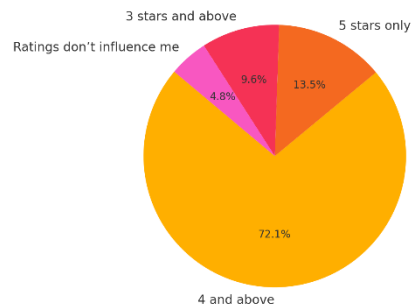
FINDINGS:

- The majority of respondents fall within the 18-25 age group (76.92%), indicating that younger consumers are highly engaged in online shopping and heavily rely on customer reviews for decision-making.
- The responses show a fairly balanced distribution between male and female shoppers, suggesting that online shopping and reliance on reviews are not gender-specific trends but are common across both groups.
- Most respondents hold an undergraduate degree (75%), indicating that educated individuals tend to engage more with online reviews before making a purchase. Higher education may encourage a more analytical approach to evaluating reviews.
- A large portion of respondents are students (72.12%), aligning with the dominant younger demographic. Students may rely on reviews due to limited disposable income and the need to make well-informed purchases.
- The majority of respondents belong to the ₹25,000 - ₹50,000 income bracket (35.58%), representing a middle-income group. This suggests that budget-conscious consumers carefully evaluate reviews to ensure value for money.
- A significant portion of respondents shop occasionally (1-3 times a month) (43.2%), indicating that while online shopping is frequent, it is not a daily necessity. Reviews play a critical role in selective buying.

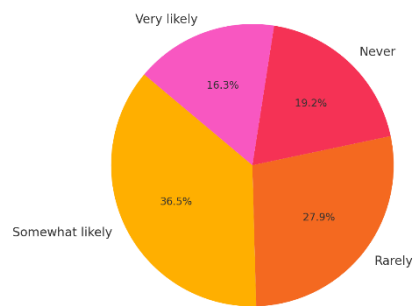


- A majority (77.8%) of respondents always check reviews before making a purchase, highlighting the strong influence of customer feedback on purchasing decisions.

- Most respondents prefer a mix of positive and negative reviews (50%), showing that buyers value balanced perspectives more than overly positive feedback. Transparency and authenticity are key factors.
- The majority of respondents consider 4 stars and above (72.1%) as trustworthy, showing that consumers have high expectations and prefer well-rated products to minimize risk.



- 47.12% of respondents avoid purchasing products with mostly negative reviews, reinforcing the impact of poor ratings on sales and consumer confidence.
- 42.3% of respondents prefer detailed user experiences, indicating that in-depth and specific feedback is more valuable than generic star ratings or short comments.
- 62.50% of respondents somewhat trust online reviews, suggesting that while reviews influence decisions, there is still skepticism regarding their authenticity due to concerns about fake or manipulated reviews.
- 47.1% of respondents believe companies frequently manipulate reviews, showing that consumers are aware of biased or paid reviews and seek ways to differentiate genuine feedback from fake ones.
- 57.6% of respondents carefully read negative reviews before making a decision, suggesting that consumers critically analyze potential risks rather than relying solely on positive feedback.
- 36.5% of respondents rarely or are somewhat likely to leave a review, indicating that while customers rely on reviews, they may not actively contribute unless they have an exceptionally good or bad experience.
- 35.5% of respondents have returned products due to negative reviews, highlighting the power of reviews in post-purchase satisfaction and return decisions.



- 77.8% of respondents trust reviews on shopping platforms like Amazon and Flipkart, suggesting that consumers place higher confidence in verified purchase reviews over those on social media or third-party websites.
- 48.08% of respondents agree that online reviews significantly impact brand trust, proving that customer feedback plays a crucial role in shaping brand reputation and credibility.
- 63.3% of respondents prefer verified purchase tags and reviews from multiple sources, indicating that consumers seek authenticity and proof of real user experiences before trusting online reviews

SUGGESTIONS:

1. Enhancing Review Authenticity:

- E-commerce platforms should implement advanced AI-based algorithms and verification processes to detect and eliminate fake or manipulated reviews..

2. Encouraging Balanced Reviews:

- Businesses should motivate genuine customers to leave reviews, ensuring a mix of positive and constructive feedback to give potential buyers a realistic understanding of the product.

3. Educating Consumers on Review Interpretation:

- Shoppers should be encouraged to read multiple reviews and check for common patterns rather than relying on a single positive or negative comment.

4. Handling Negative Reviews Proactively:

- Companies should respond to negative reviews professionally by addressing customer concerns, providing solutions, and improving their products or services based on feedback.

5. Transparency in Rating Systems: Implementing a Review Moderation System:

- Businesses can use AI tools or manual moderation to filter out spam or inappropriate reviews while ensuring genuine customer feedback is retained.

6. Encouraging Customer Engagement:

- Brands should actively engage with their customers by responding to reviews and queries, showing that they value customer opinions

7. Providing Incentives for Honest Reviews:

- Offering small incentives like discounts or loyalty points for honest and detailed reviews can encourage more users to share their experiences.

By adopting these measures, businesses and e-commerce platforms can foster a more reliable and trustworthy review system, ensuring that online shopping remains a transparent and consumer-friendly experience.

CONCLUSION

The study highlights the growing influence of customer reviews on online shopping behaviour, emphasizing their critical role in shaping consumer decisions, trust, and brand perception. As online shopping continues to expand, customer reviews serve as a key factor in building confidence among buyers by providing insights into product quality and reliability.

The research findings suggest that **positive reviews significantly enhance a brand's reputation and sales**, while **negative reviews can lead to a decline in customer trust and purchasing intent**. However, the prevalence of **fake reviews and biased feedback remains a challenge**, creating skepticism among consumers regarding the authenticity of online reviews.

The study also indicates that many consumers rely heavily on reviews before making a purchase, and businesses can use this data to improve their products and services. Additionally,

platforms that implement stringent review verification processes gain a higher level of consumer trust.

Overall, **customer reviews have a profound impact on e-commerce, influencing purchasing behaviour, business growth, and competitive market positioning.** Addressing the challenges of review authenticity and reliability is essential for maintaining consumer trust and ensuring a fair marketplace.

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