

## **A Study and Analysis on The Impact of Online Consumer's Review and Rating on Consumer Buying Behaviour**

**<sup>1</sup>Dr. Bharati Pujari, <sup>2</sup>Srishty Shrivastava, <sup>3</sup>Dr. Umesh Gupta,**

<sup>1</sup>Assistant Professor, MSMSR, MATS University, Raipur, Chhattisgarh, India.

<sup>2</sup>Research Scholar, MSMSR, MATS University, Raipur, Chhattisgarh, India.

<sup>3</sup>Prof. & Head- School of Business Studies. MATS University, Raipur Chhattisgarh. India.

### **Abstract**

As the growth of e-commerce and the expansion of the internet increases, people have become more and more acquainted with online shopping. The internet plays an important role in our day-to-day life where people can interact with each other in two different worlds. In E-shopping consumers directly get the products from seller with the help of internet. Consumers now examine several factors while they are planning to buy the product and give their opinion. The consumer is firstly identified about the product from the consumer review when they purchase any product. This survey focuses on the impact of online consumer's reviews and ratings on buying behaviour of a consumer.

**Keyword-**Consumer buying behaviour, consumer rating, consumer review.

**Introduction:**Online shopping is a process where products are directly purchased by the consumer over the internet. Amazon, Flipkart, Snapdeal, eBay, etc are among the top online E-shopping sites in India which allows the consumers to buy directly from the sites. The main purpose of E-shopping is to save the money and time of the consumers while purchasing the product. Before buying the product, customers go to numerous sites and take decisions whether they buy the product or not, and after taking the decision they give their point of review on the comment box. Now a days consumers focus more on review when they purchase the product online. The online consumer's review is generally a text box where consumers express their opinion while purchasing the product. The online review allows a consumer to collect a piece of complete information about the product whether they are trustworthy compared to information provided by the seller. They have to accumulate online reviews before buying in order to evaluate awareness.

### **Online shopping in India**

India is having one of the largest markets in the online shopping industry. In the present era, the internet has seen tremendous growth, changing the way people buy and sell. India's e-shopping market is increasing in size at the rate of 5% with estimated revenue of \$56.6 billion in FY 2021. India enumerates approximately 10 million daily active internet users.

### **Online Review and Rating**

Product reviews and ratings are the important features of all e-commerce sites in the world. Customer review is the customer feedback on e-commerce. Before purchasing any product. more than 90% of consumers read online reviews and ratings It has a real impact on customer action. Online reviews are the biggest sources of information for customers who buy products from any website. Thus, it is clear from above that consumers depend heavily on reviews to explain them through many of their buying decision.

### **Consumer Buying Behaviour**

Schiffman defines consumer buying behaviour as "For satisfying the needs and wants of the consumer. The consumer's behaviour disposes in observing, buying, analysing and discarding of products and services".According to Philip Kotler (1994) Consumer buying behaviour is the study of different methods used

by the consumers in buying the product. It often is to report the multidisciplinary field of scientific study that endeavour to understand and describe such behaviour.” Need to understand the concept is:

- who makes the buying decision?
- what factors influence consumer buying behaviour?
- what factors change society?

Consumer behaviour is important to attentiveness marketers. and it plays an important role in the marketing sector. The consumer is the person who select, purchase, use products and services to satisfy their needs and desires. It blends elements from both psychology and economics. Its main endeavour is to realize the customer decision-making process, both individually and in groups. It also tries to gain influence on the consumer from the references provided by family, friends, or any group of individuals in general.

#### **Purpose of the study:**

The main purpose of the study is to understand what makes a consumer to buy the products and aimed to find the different opinions which can affect consumer buying behaviour. The quantity of consumer reviews and ratings matters to create consumer trust in buying product. The different types of reviews of the product impact on overall sells of that product in the market. This study will especially look into the review/rating of the product given by the customers and find the satisfaction level of consumers while purchasing the product from online.

#### **Scope of the study:**

The scope of the study is to know about the satisfaction level of the consumer when they purchase product from online. The review/rating impacts the consumer while they purchase product from online. The main focus of this paper is on review and rating of the product which is made up for the consumer. The topic chosen for this particular study is to analysis the customer buying behaviour towards review and rating.

#### **Literature Review**

**Paromita Goswami, & Mridula S. Mishra, (2009)**, In this study, it is found that many consumers are shifted from general stores to organized stores when they are shopping for groceries items.

**Rimantas Gatautis, Asta Kazakeviciute (2012)**, The purpose of the study is that the number of online users grows very fast. consumer preferences to spend time in online social networking sites brings challenges both for researchers and practitioners attempting to understand consumer behaviour. Companies establish online social networks, platforms, tools, and services in various activities focusing to create a better experience for consumers which is supposed to lead to loyalty.

**Dahiya Richa, (2012)**, In this study, it is analysed that the consumer's response to different types of demographic factors has shown greater impact on the frequency of E-shopping positively. The overall consumer behaviour can also be used by various organizations to identify their target customer segments.

**Prof. Sandip Prajapati; Prof. Mital Thakor (2012)**, In this study, it is revealed that the internet popularity is increasing day by day among the people of Ahmedabad. Time-sever and accessibility of product 24\*7 are the most tempting reasons for online purchase. Also, Internet surfing, television, and interaction with friends are the main sources of information about online shopping for most people. The study recommended that online shoppers should obtain one credit card that they use only for online payments to make it easier to detect wrongful credit card usage.

**G.Nagra & R.Gopal (2013)**, In this study, it is proved that demographic factors like gender, age & income level do affect the proprietorship of the internet and the frequency of online purchases made by consumers in Navi Mumbai. This frequency can be raised up by focusing more on female segments as compared to the male segment.

**Hooda Sanjay and Aggarwal Sandeep (April 2012)**, In this study, e-marketing is rapidly changing the way people do their business all over the world. The young generation is interested in e-shopping because it is convenient, time-saving, and provides different methods of payment. Most people are doubtful to buy online because of security issues, lack of physical appearance, and quality concerns. The study further found out that advertising web products and services are one of the major issues where companies fail to attract potential consumer attention.

**Mitra Abhijit (2013)** In this study, it is explained that e-commerce is a paradigm shift from a traditional way of doing business. Geographical distances between businesses and consumers are reduced with the growth of technologies and the internet economy. E-commerce plays an important role as it is available for both large and

small companies. Further studies revealed that E-shopping in India will have a good time getting great deals and services online. Although E-commerce is growing rapidly in India still it faces some problems like payment collection, taxation, and logistics management, etc.

**Sharma Vishnoi Nidhi and Khattri Varsha (2013)** In this study, it explains that how the marketplace is turning fast into an e-marketplace. From a needle to a ship, everything is available and being sold on the internet. As the e-commerce market is growing rapidly, a variety of new business models with innovative techniques are coming into pictures to sell their goods and services. In this analysis, authors have tried to find out that how different types of deals and discounts affect the buying behaviour of the consumers and their preference the mode of payment and consumer's trust while shopping. The digital payment system is found to be the most preferred and secured method of payment as it provides higher security between the business and the consumers.

**Pawar Shivaji Sarika. Et.al. (2014)** The objective of the study is to find out that the factors which influence online buyers as well as these factors which affect nonbuyers for that to shop online. The paper segmented the market on the basis of gender and finds the shopping is the most important factor that actually influences consumers and makes them shop online but post-purchase risks the factor that influences non-consumers and makes them not shop online.

**Zam Mo, Yan-Fei li, Peng Fan (2015)**, The study of this paper helps to understand the effects of online reviews on consumer purchase behaviour. Consumers have been influencing purchase behaviour in accordance with the consumer's experience on goods. The negative review, logistics rating, moderate reviews, and service rating are not significant in the results.

**DayalSmita (2016)** In this study, it explains the impact of social media on buying behaviour of Indian customers. Social media marketing is using various tools and technology across all components of the marketing mix. The Social CRM consists of simultaneous interactions and communication with customers and increases the business processes i.e., retaining, listening, targeting, acquiring, understanding, and collaborating with other customers. Social networks have opened a space for new services for small-sized entrepreneurial companies such that they interact with prospects, customers, employees, and other stakeholders.

**EfthymiosConstantinides and Nina Isabel Holleschovsky (2016)** The study of this paper is based on online reviews of the consumer. The major challenge of any business organization is the content of reviews made by the consumers which directly affects the sales and profit of the product. With the accent on various review function characteristics and this online platform also shows product reviews in various formats. Various online surveys are conducted on different platforms to analyse consumer buying behaviour.

**C.Surendhranatha Reddy and Dr. Guru BasavaAradhya.S (2017)**, Indian E-marketing is growing dynamically day by day. The E-market is undergoing a drastic change in technology enabling consumers to be more logical while making purchase decisions. Online reviews and ratings are actually a part of the marketing strategies of the E-retailer to encourage consumer purchasing decisions. When consumers purchase products online, consumers refer to these reviews and ratings. These analyses focus on the purchase decision and engagement on E-shopping sites by the consumers on the basis of review and rating of the product.

#### **Objective of the study**

- To study the different review & rating which affect consumer buying behaviour.
- To study the satisfaction level of consumers while purchasing the product from online.

#### **Research Methodology**

This study is based on descriptive research. The data used in the study consists mainly on primary and secondary data. The primary data is collected through a questionnaire and secondary data is received from the internet, e-Journals, Books etc. A structured questionnaire is designed to collect primary data after collecting secondary data.

#### **Sample Design**

In this research design both male and female are selected for collecting the data. The total sample size of the respondent is 100 i.e.,46 males (students, businessmen and service class) and 54females (students, service class and housewives). Convenient sampling method can be used to select data and questionnaire was prepared to collect the primary data.

#### **Statistical technique used:**

- Chi-Square test is applied to test and verify the trustworthiness of observed data.
- MS Excel is used for the analysis of data.
- Likert Scale used for factor analysis.

**Sample and Data collection:**

Data for the study are collected by primary data collection method through the structured questionnaire among the people of Raipur city. Among 150 questionnaires that were distributed to the respondent in which 100 respondents complete all the questionnaires after carried out the data, we analysed the data and test the hypothesis.

**Result and Discussions**

**Classification of Respondent according to the gender**

In this study 46% of the respondent belong to the Male category whereas 54% of the respondent belong to the female category.

**Classification of respondent according to their age:-**

In this research majority of the respondents belong to 15-55 years. 4% respondents are in the age of 15 year. 26 % of the respondents are in between 16-25 year. 38 % of the respondents are in the category of 26-35 year. 20 % of the respondents are in between 36-45 year. 10 % belong to 46-55 year. And remaining 2% belong to more than 55 years category.

**Classification of respondent According to their occupation**

**In this study** 18% of respondents are school students, 35% of respondents are graduates, 32% of respondents are working and remaining 15% of respondents are not doing anything or whether they are housewife.

**Classification of respondent based on Marital Status**

In this research 66% of respondent are married and 34% of respondents are unmarried.

**Hypothesis testing:**

H0: Online shopping is more convenient while purchasing any product

H1: Online shopping is not convenient while purchasing any product

Age							
	Up to 15yr	16-25yr	26-35yr	36-45yr	46-55yr	Above 55yr	Total
Strongly Agree	03	18	17	12	05	01	56
Agree	01	08	20	06	02	01	38
Moderate	00	00	01	02	03	00	06
Disagree	00	00	00	00	00	00	00
Strongly disagree	00	00	00	00	00	00	00
Total	04	26	38	20	10	02	100

Level of significance= 5%=0.05

Degree of freedom= (5-1) (6-1) =20

Table value of chi square (Critical value) =31.410

Chi-Square value observed here (Calculated Value) (X<sup>2</sup>) = 0.536206 which is lesser than the table.

This proves the hypothesis H0 is accepted "Online shopping is more convenient for while purchasing any product".

H0: Online Shopping provide guarantee and warrantee while purchasing any product.

H1 Online Shopping not provide guarantee and warrantee while purchasing any product.

Age							Total
	Upto 15yr	16-25yr	26-35yr	36-45yr	46-55yr	Above 55yr	
Strongly Agree	02	15	29	10	5	01	62
Agree	02	06	08	06	4	01	27
Moderate	00	05	01	04	01	00	11
Disagree	00	00	00	00	00	00	00

A study and analysis on the impact of online consumer's review and rating on consumer buying behaviour

Strongly Disagree	00	00	00	00	00	00	00
Total	04	26	38	20	00	02	100

Level of significance= 5%

Degree of freedom= (5-1) (6-1) =20

Table value of chi square (Critical value) =31.410

Chi-Square value observed here (Calculated Value) ( $X^2$ ) = 0.950106. which is lesser than the table.

This proves the hypothesis H0 is accepted "Online Shopping provide guarantee and warrantee while purchasing any product."

H0: Quality of the online product (Satisfactory).

H1: Quality of the online product (Unsatisfactory)

Age							Total
	Upto 15yr	16-25yr	26-35yr	36-45yr	46-55yr	Above 55yr	
Strongly Agree	00	06	05	07	01	0	19
Agree	01	10	10	07	03	01	32
Moderate	03	07	18	04	06	01	39
Disagree	00	02	03	02	00	00	07
Strongly disagree	00	01	02	00	00	00	03
Total	04	26	38	20	10	04	100

Level of significance= 5%

Degree of freedom= (5-1) (6-1) =20

Table value of chi square (Critical value) =31.410

Chi-Square value observed here (Calculated Value) ( $X^2$ ) = 0.907036. which is lesser than the table.

This proves the hypothesis H0 is accepted "Are you Satisfied with the quality of the online product."

H0: Buying online product because the price of online product is lower than actual price.

H1: Not buying online product because the price of online product is lower than actual price.

Age							Total
	Upto 15yr	16-25yr	26-35yr	36-45yr	46-55yr	Above 55yr	
Strongly Agree	04	20	30	15	08	01	78
Agree	00	05	08	05	02	01	21
Moderate	00	01	00	00	00	00	01
Disagree	00	00	00	00	00	00	00
Strongly Disagree	00	00	00	00	00	00	00
Total	04	26	38	20	10	02	100

Level of significance= 5%

Degree of freedom= (5-1) (6-1) =20

Table value of chi square (Critical value) =31.410

Chi-Square value observed here (Calculated Value) ( $X^2$ ) = 0.999641. which is lesser than the table.

This hypothesis proves that "H0" is accepted.

H0: When you buy any product the review of the customer can affect your buying Star decision.

H1: When you not buy any product the review of the customer can affect your buying Star decision

Age							Total
	Upto 15yr	16-25yr	26-35yr	36-45yr	46-55yr	Above 55yr	
Strongly Agree	04	20	30	14	06	01	75

Agree	00	06	08	06	04	01	25
Moderate	00	00	00	00	00	00	00
Disagree	00	00	00	00	00	00	00
Strongly disagree	00	00	00	00	00	00	00
Total	04	26	38	20	10	02	100

Level of significance= 5%

Degree of freedom= (5-1) (6-1) =20

Table value of chi square (Critical value) =31.410

Chi-Square value observed here (Calculated Value) ( $X^2$ )=0.999967. which is lesser than the table.

This hypothesis proves that “H0” is accepted.

H0: Star Rating of a product affects buying behaviour.

H1: Star Rating of a product cannot affect buying behaviour.

Age							Total
	Upto 15yr	16-25yr	26-35yr	36-45yr	46-55yr	Above 55yr	
Strongly Agree	04	20	30	15	10	01	80
Agree	00	06	08	05	00	01	20
Moderate	00	00	00	00	00	00	00
Disagree	00	00	00	00	00	00	00
Strongly Disagree	00	00	00	00	00	00	00
Total	04	20	30	20	10	02	100

Level of significance= 5%

Degree of freedom= (5-1) (6-1) =20

Table value of chi square (Critical value) =31.410

Chi-Square value observed here (Calculated Value) ( $X^2$ )=0.981669. which is lesser than the table.

This proves the hypothesis H0 is accepted “Star Rating of a product affect buying behaviour.”

H0: The number of product review are helpful for your decision making.

H1: The number of product review is not helpful for your decision making.

Age							Total
	Upto 15yr	16-25yr	26-35yr	36-45yr	46-55yr	Above 55yr	
Strongly Agree	04	26	33	20	10	01	95
Agree	00	00	05	00	00	01	5
Moderate	00	00	00	00	00	00	0
Disagree	00	00	00	00	00	00	0
Strongly disagree	00	00	00	00	00	00	0
Total	04	26	38	20	10	02	100

Level of significance= 5%

Degree of freedom= (5-1) (6-1) =20

Table value of chi square (Critical value) =31.410

Chi-Square value observed here (Calculated Value) ( $X^2$ )=0.821931. which is lesser than the table.

This hypothesis proves that“H0” is accepted “The number of product review are helpful for your decision making.”

H0: The negative review of any product is greater on buying behaviour.

H1: The negative review of any product is not greater on buying behaviour.

Age							Total
	Upto 15yr	16-25yr	26-35yr	36-45yr	46-55yr	Above 55yr	
Strongly Agree	04	24	30	15	08	02	86
Agree	00	02	08	05	02	00	17
Moderate	00	00	00	00	00	00	00
Disagree	00	00	00	00	00	00	00
Strongly Disagree	00	00	00	00	00	00	00
Total	04	26	38	20	10	02	100

Level of significance= 5%

Degree of freedom= (5-1) (6-1) =20

Table value of chi square (Critical value) =31.410

Chi-Square value observed here (Calculated Value) ( $X^2$ ) =0.999913. which is lesser than the table.

This proves the hypothesis H0 is accepted "The negative review of any product is greater on buying behaviour."

H0: Overall experience in online shopping is satisfactory.

H1: Overall experience in online shopping is not satisfactory.

Age							Total
	Upto 15yr	16-25yr	26-35yr	36-45yr	46-55yr	Above 55yr	
Strongly Agree	04	15	28	10	07	02	66
Agree	00	08	08	07	03	00	26
Moderate	00	03	02	03	00	00	08
Disagree	00	00	00	00	00	00	00
Strongly Disagree	00	00	00	00	00	00	00
Total	04	26	38	20	10	02	100

Level of significance= 5%

Degree of freedom= (5-1) (6-1) =20

Table value of chi square (Critical value) =31.410

Chi-Square value observed here (Calculated Value) ( $X^2$ ) =0.99957. which is lesser than the table.

This hypothesis proves that "H0" is accepted "Are you satisfied with the overall experience inonline shopping."

### Finding:

- From the study it is found that majority of the respondentsaresatisfied with online shopping.
- 46% of the respondents are males and 54% of the respondents are females.
- 34% of the respondents are single and 66% of the respondents is married.
- 35% of the respondents are students, 30% of the respondents are graduates,20% of the respondents are employees and the remaining 15% of the respondents are unemployed.
- Product reviews are very much helpful for the customers when they purchase any product.
- The star rating of the product can affect the respondent when they purchase any product.
- The majority of the respondents identifies the different factors which affect online behaviour.
- It has been analysed that the 26-35% of respondents are more interested in online shopping as compared to another age group.
- The majority of the respondents reads all the reviews of the consumer when they purchase any type of products.
- The majority of the respondent says that the online shopping is more convenient for them when they purchase the products.

### **Conclusion:**

Consumer buying behaviour acts as a prognosticate and have a direct impact on the decision-making process when purchase any products and also it provides ease and secure transaction facility on any E-shopping sites. Consumer buying behaviour depends upon the review of the products is helpful in decision making and online shopping. the youth are purchasing more from online. The study concludes that consumers are getting more oriented towards online shopping.

### **References**

1. Constantinides Efthymios and Holleschovsky Isabel Nina (2016), Impact of Online Product Reviews on Purchasing Decisions." International Conference on Web Information Systems and Technologies", Vol. 1, pages no. 271-278 ISSN: 978-989.
2. Dahiya Richa, (2012), Impact of Demographic Factors of Consumers on Online Shopping Behaviour: A Study of Consumers in India. "Published in I.J.E.M.S", Vol.3(1) 2012: 43-52.
3. DayalSmita (2016), An Analysis of the Social Media Influence on the online buying behaviour of Indian Consumers," XVII Annual International Seminar Proceedings", ISBN no. 978-81-923211-8-9, Page No. 88.
4. G.Nagra&R.Gopal (2013), An study of Factors Affecting on Online Shopping Behaviour of Consumers, "International Journal of Scientific and Research Publications", Volume 3, Issue 6, June 2013 1 ISSN 2250-3153.
5. Goswami Paromita, & S. Mishra S. Mridula, (2009), Would Indian Consumers Move from Kirana Stores to Organized Retailers When Shopping for Groceries, "Asia Pacific Journal of Marketing and Logistics", Vol. 21 Iss:1, Pp.127 – 143
6. Pandey B.B, Barik Pratibha and Soni Vandana (2015), "Online Shopping Catching Up Fast with the Trend– Chhattisgarh Context", International Journal of Research in Commerce and Management, Vol. 6, issue 4.
7. Prof. Prajapati Sandip and Prof. Thakur Mital (2012), Understanding Consumer Online Shopping Attitudes and Behaviour: Contribution from Technology, Tradition and Trust Perspective." Published in Asian Journal of Research in Marketing ", Vol. 01, Issue 5 (October, 2012).
8. Reddy C.Surendhranatha and Dr.Aradhya.SBasava Guru (2017), Impact of Online Consumer Reviews on Consumer Purchase Decision in Bangalore," International Journal of Allied Practice, Research and Review", Vol. IV, Issue III, page no.01-07.
9. Sharma Vishnoi Nidhi and Khattri Varsha (2013), Study of Online shopping behaviour and its impact on online deal websites, "Asian Journal of Management Research", Vol. 3, Issue 2.
10. Vetrivel.M, Ramamoorthy.R(2020), A Study on Buying Behaviour of Online Shopping with Special Reference to Chennai City," Journal of Critical Reviews", ISSN- 2394-5125, Vol 07, Issue 06.