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Assessing The Influence Of Online Reviews And Ratings On Consumer Purchase Decisions In E-Commerce Platforms, With Reference To Amazon

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Abstract: This research study will dwell on the important position customer reviews and ratings occupy on e-commerce websites, particularly Amazon. Online purchases are now regarded as the major force for global trade, while consumer-generated content or reviews and ratings is now a fundamental component in influencing buying behaviour. The paper investigates how these reviews influence consumer decisions, using a combination of primary data collected through surveys from Amazon customers and secondary data sourced from industry reports and case studies. The study highlights that customer reviews, both positive and negative, have a strong impact on the purchasing process. Reviews serve as a social proof source to provide potential buyers with insights about product quality, performance, and general customer satisfaction. It has been found that credibility and balance of reviews greatly affect consumer trust. Reviews which carry both positive and negative feedback are viewed as more authentic and reliable. Other influencing factors, such as product complexity, promotional events, and the interaction between sellers and customers, are also discussed in the paper. These factors are demonstrated to play a role in how reviews are received and how much they impact purchasing decisions. The results highlight the need for openness in the review process and indicate that companies must handle customer feedback carefully in order to build brand reputation and consumer confidence. In the end, the study provides an explanation about how customer reviews and ratings contribute to the manner in which the achievement of e-commerce companies occurs and practically advise firms that aim to simplify their online marketing and customer interaction strategies.

Key Words- Customer Reviews, E-commerce Platforms, Consumer Trust, Purchasing Behaviour, Digital Marketing.

I. INTRODUCTION

E-commerce, which offers unmatched accessibility, ease, and a wide range of product options, has completely changed how customers engage with the marketplace. Online shopping has become a worldwide powerhouse in the last 20 years, radically changing consumer behaviour and upending established retail patterns. Because digital platforms have removed geographical restrictions, customers may now buy products and services whenever and wherever they choose. Customers are now enabled to explore a variety of items, compare prices, and read reviews before making a purchase, which has made internet shopping a

crucial aspect of contemporary consumer culture. Online sites have replaced conventional brick-and-mortar shops, presenting businesses with both challenges and opportunities. In contrast to customers who purchase products at actual locations where they can see the products directly and receive actual assistance, online buyers are compelled to use digital data to determine the quality, functionality, and value of products. Since then, trust has emerged as a prime consideration when shopping online. Without being able to touch, test, or experience, buyers are left to trust other users' opinions to assist them in making their choices. Consumer-generated content—in the form of reviews and ratings in particular—has thus become one of the most significant drivers of consumer behaviour with regards to buying.

Since reviews and ratings greatly increase buyer trust, they are among the most important aspects of online shopping. These elements enable customers to share their opinions, sentiments, and experiences about a good or service in the form of electronic word-of-mouth (eWOM). Customer reviews provide reliability and credibility compared to traditional marketing tactics, which are sometimes seen as biased and promotional. They offer detailed information on the functionality, robustness, and performance of items, allowing potential customers to make educated decisions. When comprehensive and trustworthy evaluations are available, the level of uncertainty around online purchasing is significantly reduced, allowing customers to more quickly assess a product's suitability before making a purchase.

Amazon, one of the pioneers and global leaders in e-commerce, has successfully integrated consumer reviews and ratings into its business plan. The portal allows users to upload photos or videos that showcase their product experiences, in addition to rating products with stars and leaving detailed remarks. Over time, this has established Amazon as a trustworthy online retailer, enabling buyers to base their purchases on other users' experiences. According to a study, consumers are more inclined to believe peer evaluations than traditional advertising because they believe they are objective and accurately represent user contentment or dissatisfaction. Products with high ratings and reviews typically appear higher on search results pages, increasing their exposure and likelihood of being bought.

Consumer confidence is greatly influenced by the reliability and fairness of reviews. In general, reviews with both positive and critical comments are seen as more genuine than those with just favourable comments. When a product receives just five stars and no criticism, consumers are likely to be suspicious of any manipulation or phony reviews. A variety of viewpoints that highlight the product's advantages and disadvantages enable consumers to form a comprehensive evaluation. Furthermore, a review's degree of information affects how credible it is; detailed evaluations that include features, usability, and comparisons to other items are more convincing than general remarks.

Customer reviews have a big influence on product exposure and brand reputation in addition to affecting individual purchase decisions. E-commerce algorithms are more inclined to promote items with higher ratings and a high number of favourable reviews, placing them at the top of suggestion lists and search results. Because of this algorithm-driven ranking system, reviews actively influence a product's financial success in addition to acting as a feedback channel. According to research by Milosavljevic et al. (2020), there is a strong link between more reviews, better ratings, and more purchases. This implies that in order to improve their reputation and keep a competitive edge in the market, companies need to actively monitor and react to consumer input. Effectively handling consumer feedback is crucial for companies hoping to thrive in the competitive digital economy. Businesses that actively interact with their clientele by answering reviews, resolving issues, and enhancing their offerings in response to customer feedback typically cultivate closer bonds with their target market. Building trust and loyalty through a prompt and open response to consumer feedback can promote recurring business and goodwill referrals. On the other hand, companies that disregard unfavourable evaluations or neglect to resolve client grievances run the danger of losing clients and tarnishing their brand. For e-commerce to succeed in the long run, addressing reviews with authenticity and transparency is crucial.

Understanding the impact of online evaluations is increasingly more important as the e-commerce sector grows, especially in varied regions like India. Consumer expectations, geographical preferences, and cultural variances influence how reviews are viewed and used during the decision-making process. Companies might obtain a competitive edge by modifying their review management procedures to account for these variances. In areas with unique buying habits and tastes, a localized approach to managing customer feedback, maintaining openness, and cultivating consumer trust can be very advantageous. With an emphasis on Amazon, this research attempts to figure out how customer reviews and ratings affect buying decisions. It looks into how reviews function as a type of social evidence and how they affect customer confidence, product exposure, and total sales results. It also examines elements that influence how evaluations are viewed and used, such the intricacy of the product, sales, and interactions between buyers and sellers.

II. LITERATURE REVIEW

Zakirova, L. (2024)., The purpose of the study was to determine how internet reviews affect customer behaviour. The results show that online reviews are now a major source of information that influences consumers' purchasing decisions. The study highlights how the growing usage of user-generated material has caused a change in decision-making.

Yayilgan, S., and Hashmi, M. (2024)., The authors' study examined sentiment analysis in online reviews, and the results show that hybrid machine learning models assist companies in predicting purchase patterns by assessing consumer sentiment. The study emphasizes how dynamic consumer behaviour is and how real-time input affects it.

Katole, P. (2024)., The purpose of this study was to examine the function that reviews play in brand credibility and dependability. The results show that customers use reviews as a way to gauge a business's dependability. According to the study, reviews give buyers more confidence when making selections about what to buy since they provide a glimpse into other people's experiences.

Jahan, S., et al. (2024)., The authors of this study set out to examine the intricacy of mid-range ratings, and their results show that ratings like three stars can be confusing to consumers because they don't specifically state whether they are satisfied or not. According to the survey, companies should use sentiment analysis to better understand their customers.

Purohit, A. (2024)., The author's study looked at the connection between brand credibility and customer ratings, and the results showed that better ratings were associated with larger sales volumes. According to the study, sorting algorithms and confirmed purchase badges have a significant impact on customer trust.

Zhao, M., X. Wang, and Zhao, X. (2024)., In order to examine the effects of online customer review qualities on sales in Amazon's smartphone market, the authors performed this study. The results indicate that sentiment, review volume, and recency have a substantial impact on consumer trust and buy decisions.

Bagaskoro, G., et al. (2024)., The purpose of this study was to find out how discount techniques affected customer evaluations. The authors' findings indicate that discounts have an impact on consumer perceptions and frequently result in higher ratings. Excessive discounts, however, might undermine brand confidence and increase distrust.

Vakulenko, Y., et al. (2024)., The outcomes of this study, which was carried out by the authors to examine the effects of order fulfilment on customer experience, show that elements like package quality and delivery speed have a big impact on customer satisfaction. The study emphasizes how customer impressions are shaped by logistics.

Shazuli, S. (2023)., The author's study looked at how important online reviews are in influencing consumer choices, and the results indicate that reviews are important for customers navigating a variety of alternatives on e-commerce platforms. Customers use reviews to evaluate the quality of products and make well-informed selections, according to the survey.

Bustamin, A., & Ilham, A. A. (2023). The authors of this study used sentiment analysis to measure customer happiness, and the results indicate that automated sentiment detection gives companies useful information to enhance their goods and services.

Zhan, X., Yu, J., & Shi, L. (2022)., The authors of this study set out to create a method for assessing a book's impact based on user ratings. The results indicate that the publication's popularity and sales success are greatly impacted by review opinions, star ratings, and review volume.

Vollero, A., Sardanelli, D., & Siano, A. (2021)., The purpose of this study was to examine how Amazon affects buyer expectations through user-generated content. The authors' findings show that customer reviews and ratings have a big impact on how consumers assess product quality and brand dependability.

Milosavljevic, M., et al. (2020)., The authors of this study set out to investigate how fake feedback affect customer trust, and their findings indicate that counterfeit reviews damage online reviews' legitimacy. The study emphasizes how the existence of fraudulent reviews continues to influence customer choice even in the face of measures to prevent them.

Mishra, M., & Woo, J. (2020)., The authors of this study set out to investigate the application of big data techniques in predicting Amazon product ratings. The results indicate that predictive analytics can detect trends in customer feedback, enabling companies to make data-driven decisions about their marketing and product offerings.

Berry, P., D'Arbelles, K., & Theyyil, A. (2020). In order to better understand how electronic word-of-mouth marketing affects Amazon, the authors performed this study. The results indicate that customer purchase decisions are significantly influenced by review credibility, rating distribution, and review recency.

Tan, K., Huang, Y., & Wang, L. (2020). According to the study's findings, sentiment analysis and review aggregation aid in the decision-making process for both customers and businesses. The authors of the study used online reviews for the e-commerce product reputation analysis.

III. RESEARCH OBJECTIVES

This research aims to analyse customer reviews and rating, elaborating their influences on the Amazon purchases as well as consumer preferences and behaviour. It aims to assess how well Amazon's review and rating process provides reliable and trustworthy information to help purchasers. Furthermore, the study looks at how negative reviews and ratings might change consumers' opinions and how they affect product sales.

- To examine how Amazon customers' ratings and reviews affect their purchasing decisions.
- To analyse consumer perceptions of the reliability and importance of reviews in influencing their purchase decisions.
- To study at how Amazon's product sales performance and customer perceptions are affected by negative reviews and ratings.

IV. RESEARCH METHODOLOGY

4.1 Hypothesis Formulation

Null Hypothesis (H0): Customer reviews and ratings have no significant influence on consumer purchase decisions on Amazon.

Alternative Hypothesis (H1): Customer reviews and ratings significantly influence consumer purchase decisions on Amazon.

4.2 Research Design

In order to comprehend customer opinions and behaviours about online reviews and ratings, this study uses a qualitative research methodology. The influence of customer trust in ratings and reviews on their purchasing decisions is investigated through the use of thematic analysis. To gain understanding of customer sentiments, the study uses open-ended survey questions, structured interviews, and a literature review.

4.3 Data Collection

In order to fully comprehend the research dilemma, both primary and secondary data were collected.

Primary Data: In order to learn more about how ratings and reviews affect consumer choices to buy, how consumers perceive the validity of reviews, and what variables influence consumers' confidence in online ratings and reviews, structured interviews and open-ended survey responses were gathered from Amazon customers. To ensure accessibility and participation, convenience sampling was used to choose the respondents.

Secondary Data: Academic papers, industry reports, and case studies were the sources of the data. The significance of reviews in building confidence on e-commerce platforms, trends in customer behaviour with regard to online reviews, and developments in review-based recommendation systems were among the main topics of attention.

4.4 Screening Techniques

Manual Screening: To assure accuracy and reliability, relevant qualitative data was carefully identified and chosen from reliable sources.

4.5 Limitations

There are certain limitations on this study. The qualitative nature of the study limits generalizability, and subjectivity in customer responses may affect results. Additionally, the study only looks at Amazon, leaving out other e-commerce websites; and interview responses may be biased.

4.6 Variables Explored

The study explores a number of qualitative variables which affect Amazon customers' decision-making, including:

Consumer Purchase Decisions: This variable looks at how ratings and reviews affect a customer's ultimate decision to buy, including their desire to finish a transaction and their level of confidence in their product selection.

Ratings: The numerical evaluation given by previous buyers that influences how well a product is seen by customers, as well as their level of confidence in the seller in generally.

Reviews: In-depth comments and written viewpoints from consumers that are crucial in swaying prospective customers by sharing personal experiences and emphasizing both a product's advantages and disadvantages.

Consumer Trust: That extent to which customers perceive ratings and reviews are trustworthy, objective, and helpful in helping them make judgments about what to purchase. Engagement with e-commerce platforms is strongly impacted by trust in the review system.

Review Authenticity: How much consumers trust reviews to be accurate or distorted which affects how much they rely on them to guide their purchases.

Product Category Influence: Depending on the product category, ratings and reviews have different effects; high-involvement products, like electronics, are frequently scrutinized more than low-involvement products, such home items.

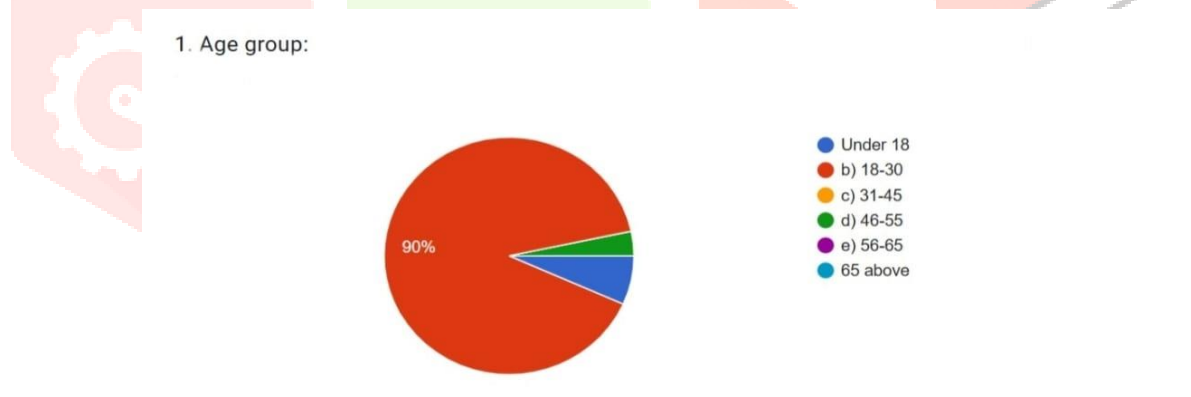
4.7 Techniques of Analysis Used

This study uses thematic analysis to identify and interpret key themes emerging from consumer interviews and survey responses. Content analysis is applied to examine trends in consumer language and sentiment in online reviews, while comparative analysis reviews differences in consumer trust levels based on various review characteristics.

V. DATA ANALYSIS

The responses to the survey from Amazon customers are analysed in this section with the objective of determining how customer reviews and ratings affect e-commerce platforms, especially Amazon. Survey questions examined the demographics, purchasing behaviour, and how consumers searched for reviews and rated their reliability, primarily when talking about Amazon.

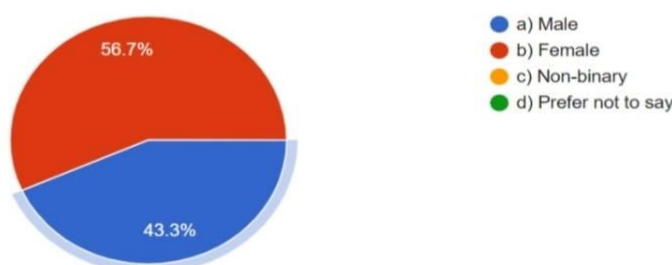
1. Age group:



Interpretation:- The data showed that Amazon was more of a millennial thing, considering that 90% of the respondents fall between 18 and 30 years of age. It can be assumed that this age segment admires the Amazon shopping experience since they are the first "digital natives."

2. Gender:

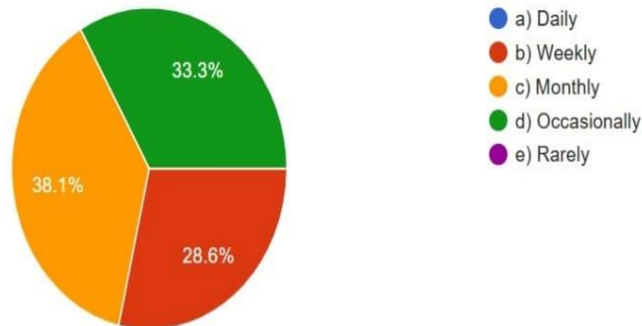
2. Gender:



Interpretation:- Of the Amazon consumers studied, the distribution of the sample was fairly balanced in gender (56.7% female vs. 43.3% male).

3. How often do you use online shopping?

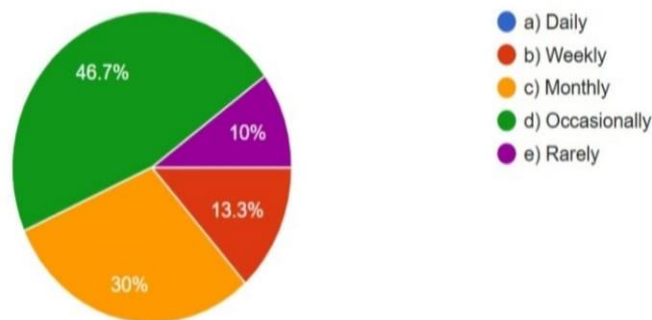
3. How Often do you use online shopping?



Interpretation:- Online shopping is a regular activity for most consumers, as shown by the observation that most respondents shop online at least once a month (38.1%), shop weekly (28.6%), and shop occasionally (33.3%). While daily online shopping is uncommon, a sizable portion of users rely on e-commerce platforms frequently, which further supports the growing dependence on online retail.

4. How often do you use Amazon for online shopping?

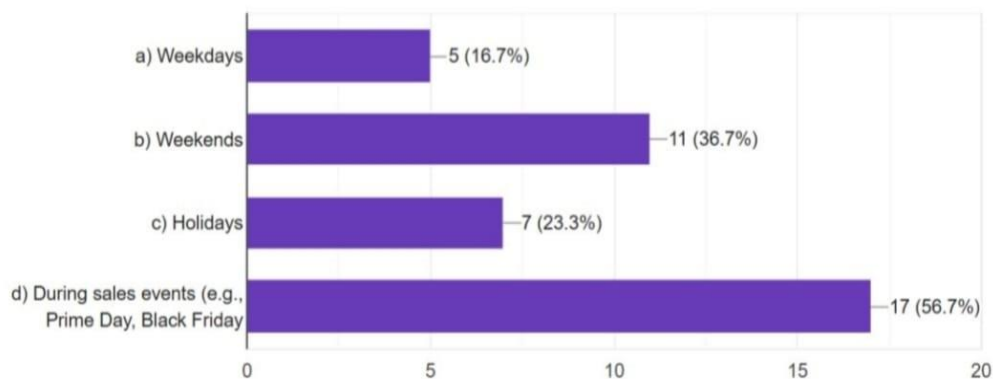
4. How often do you use Amazon for online shopping?



Interpretation:- Despite being a popular platform, Amazon is not as often used as other online retailers. A significant 46.7% of people use Amazon sometimes, compared to 30% who purchase regularly and 13.3% who buy weekly. This implies that even while Amazon is a well-liked option, many customers spread out their purchases over several platforms or just use Amazon for particular purchasing requirements rather than everyday purchases.

5. When do you typically shop on Amazon?

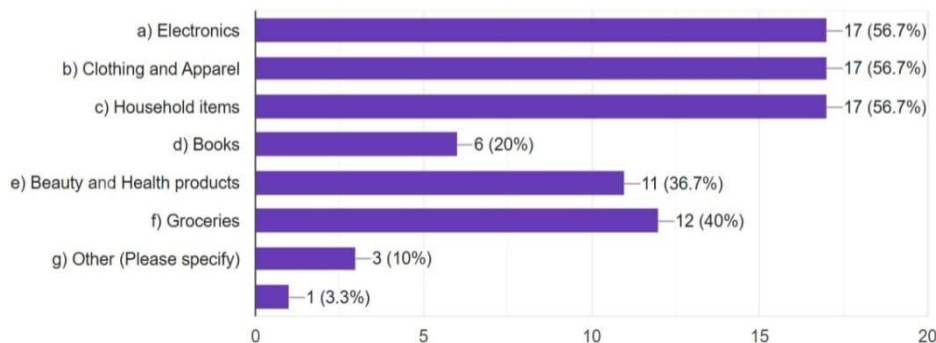
5. When do you typically shop on Amazon? (Select all that apply)



Interpretation:- The majority of respondents (56.7%) said they prefer to shop on Amazon on big sales occasions like Prime Day and Black Friday, suggesting that sales and discounts are a key factor in Amazon purchases. Additionally favoured are weekends (36.7%) and holidays (23.3%), indicating that people typically purchase during their free time. Shopping is least prevalent during the week (16.7%), maybe as a result of job responsibility.

6. What type of products do you most frequently purchase on Amazon?

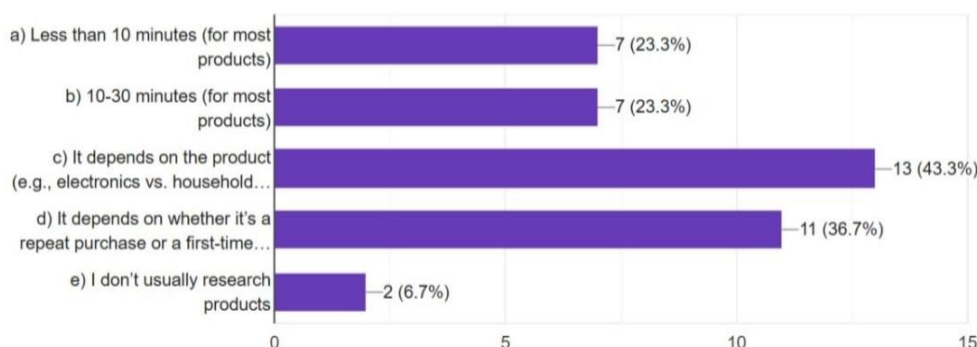
6. What type of products do you most frequently purchase on Amazon? (Select all that apply)



Interpretation:- Although Amazon offers a broad variety of product categories, the most popular ones are electronics (56.7%), clothes & apparel (56.7%), and household products (56.7%). This implies that Amazon is seen as a one-stop store for expensive goods as well as everyday necessities. Beauty and health items (36.7%) and groceries (40%) are also often bought, suggesting that Amazon is becoming a more popular place for convenience-driven shopping. The comparatively reduced preference for books (20%) may be the result of decreased physical book sales or competition from other platforms.

7. How long do you typically spend researching a product on Amazon before purchasing it?

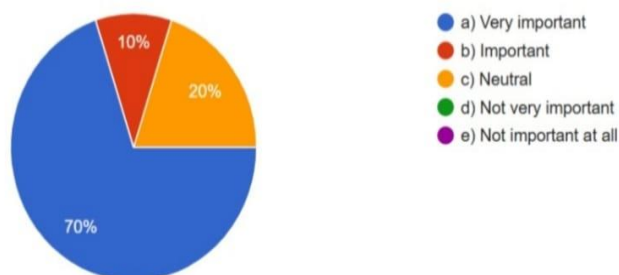
7. How long do you typically spend researching a product on Amazon before purchasing it? (Select all that apply)



Interpretation:- Customers approach product research in different ways. According to the majority (43.3%), the type of product determines how much time they spend researching it, indicating that expensive things like electronics need more investigation than regular purchases. 36.7% consider whether this is a first-time or recurrent purchase, suggesting that decision-making is influenced by confidence in well-known companies. While 23.3% spend 10-30 minutes, demonstrating a balanced approach, 23.3% spend less than 10 minutes, indicating impulsive or convenience-driven purchasing. The fact that just 6.7% of consumers do not undertake product research shows how important reviews and ratings are when making purchases.

8. How important are reviews when deciding to purchase a product on Amazon?

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Interpretation:- A significant component is reviews, which are deemed important by 10% and extremely important by 70% of respondents. The fact that most consumers use reviews to support their decisions is demonstrated by this. Just 20% are indifferent, and nearly no one thinks reviews are insignificant, highlighting how much user-generated content affects consumer behaviour.

9. Do you read both positive and negative reviews when making a decision to purchase a product?

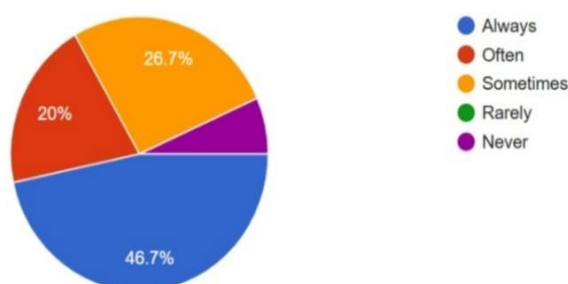
9. Do you read both positive and negative reviews when making a decision to purchase a product?



Interpretation:- With 46.7% of respondents depending on ratings constantly and another 20% doing so frequently, ratings are important. Just 6.7% of people never depend on ratings, but 26.7% sometimes do. This implies that even if star ratings have a significant impact, some consumers still choose to read in-depth evaluations rather than relying just on numerical visibility.

10. How often do you rely on star ratings (e.g., 4.5 stars) when making a purchase decision?

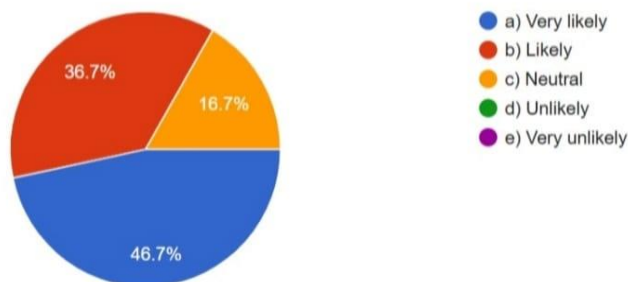
10. How often do you rely on star ratings (e.g., 4.5 stars) when making a purchase decision?



Interpretation:- According to the research, 46.7% of consumers always and 20% frequently depend on star ratings when making purchases, demonstrating their significant effect. Reviews and product information are also taken into consideration by many buyers, as evidenced by the fact that 26.7% of them only sometimes consider them. Just 6.7% of respondents never use ratings, preferring to consider other criteria when making decisions. In general, star ratings are useful, but they are frequently combined with additional data to make well-informed decisions.

11. How likely are you to consider reviews with a "Verified Purchase" badge as more reliable?

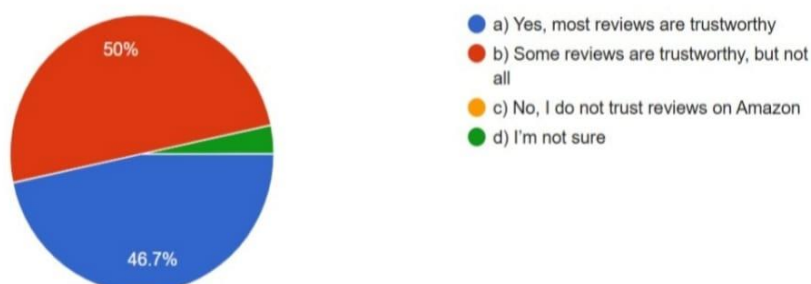
11. How likely are you to consider reviews with a "Verified Purchase" badge as more reliable?



Interpretation:- 36.7% of respondents believe reviews featuring the Verified Purchase badges to be more trustworthy, and the majority (46.7%) are very inclined to trust them. This demonstrates that customers favour authenticity indications and are aware of possible fraudulent reviews. 16.7%, however, express no opinion, indicating that some consumers could place greater weight on review substance than on verification stage.

12. Do you think Amazon reviews are typically trustworthy?

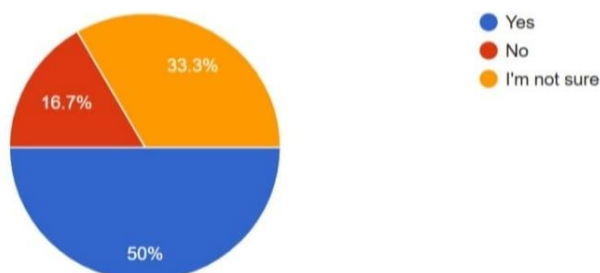
12. Do you think Amazon reviews are typically trustworthy?



Interpretation:- Amazon reviews are moderately trusted; 46.7% of respondents think most reviews are trustworthy, while 50% believe only few are. There is a degree of distrust here, maybe because of phony or biased evaluations. The findings imply that even if reviews are helpful, customers still utilize critical thinking when making purchases, even though just 3.3% were unsure.

13. Have you ever been misled by a review (positive or negative) on Amazon?

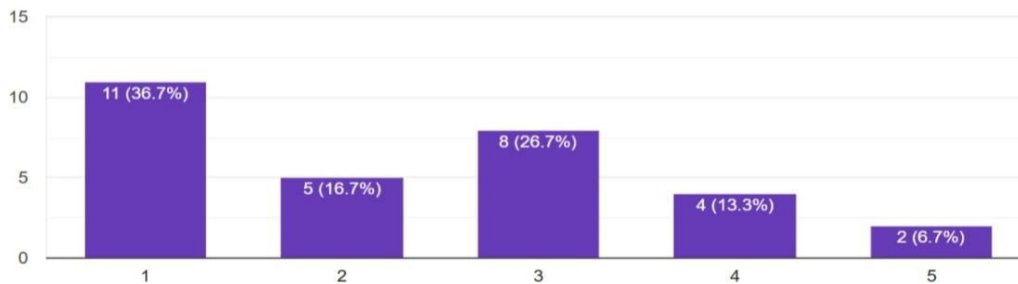
13. Have you ever been misled by a review (positive or negative) on Amazon?



Interpretation:- A remarkable 50% of respondents said they had been misled by reviews, which increased worries about phony or biased comments. 33.3% expressed uncertainty, indicating that some consumers may have suspicions about fake reviews but are unable to verify it. Deceptive reviews are still a significant problem, as seen by the 16.7% respondents responded no.

14. How important is the sequence of reviews (e.g., recent vs. older reviews) when making a purchase decision?

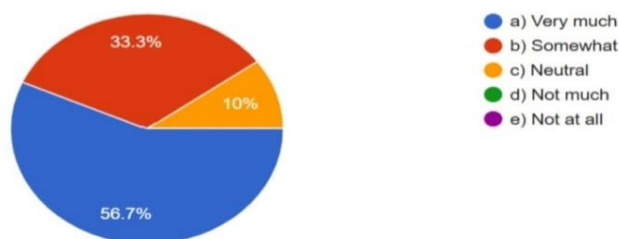
14. How important is the sequence of reviews (e.g., recent vs. older reviews) when making a purchase decision?



Interpretation:- 36.7% of respondents think that recent reviews are extremely significant, and 16.7% think that they are important. However, others value general feelings above review recency, as seen by the 26.7% who are uncertain and the 20% who think they are unnecessary.

15. How much do you value detailed and informative reviews when purchasing a product?

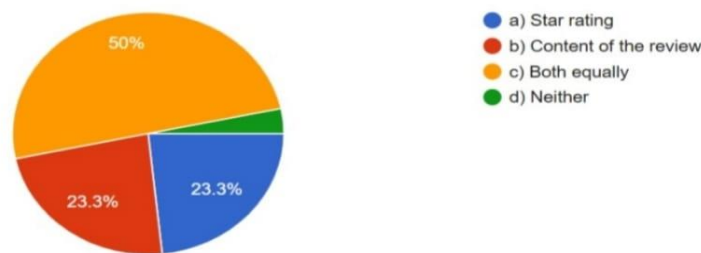
15. How much do you value detailed and informative reviews when purchasing a product?



Interpretation:- 56.7% highly value detailed reviews, while 33.3% somewhat value them, confirming that shoppers prefer in-depth insights over generic ratings. Only 10% were neutral, reinforcing that content-rich reviews enhance buyer confidence.

16. When reading reviews, do you pay more attention to the product's star rating or the content of the review?

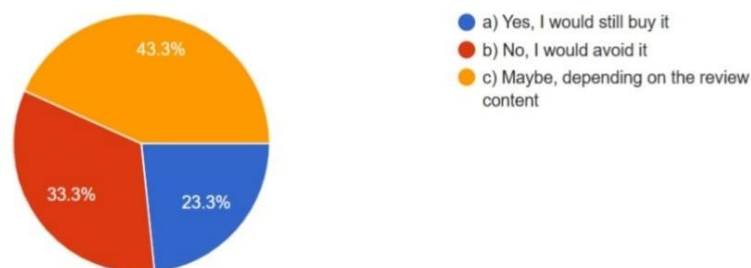
16. When reading reviews, do you pay more attention to the product's star rating or the content of the review?



Interpretation:- Half (50%) take a balanced approach, giving each equal consideration. 23.3% of consumers give priority to star ratings, while another 23.3% concentrate on content. This suggests that some consumers prefer numerical ratings for speedy decision-making, while others read textual reviews for context.

17. Would you still buy a product if it had a low rating but a few very detailed positive reviews?

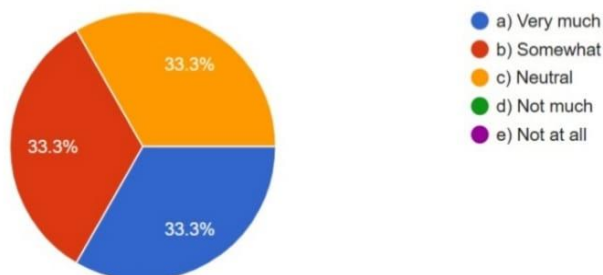
17. Would you still buy a product if it had a low rating but a few very detailed positive reviews?



Interpretation:- Both ratings and reviews have a considerable impact on customer trust, according to the study. 43.3% of respondents are unsure, indicating that the substance of the review will influence their choice, highlighting the need of detailed and reliable evaluations. However, 33.3% of consumers would refrain from buying a product with a bad rating, indicating that overall star ratings continue to be highly relevant. While some customers value in-depth evaluations above ratings, most consumers are still wary of low-rated items, as seen by the fact that just 23.3% would go ahead and make the buy.

18. How much does Amazon's transparency in displaying reviews (such as indicating verified purchases or offering the option to report fake reviews) influence your decision to trust a product?

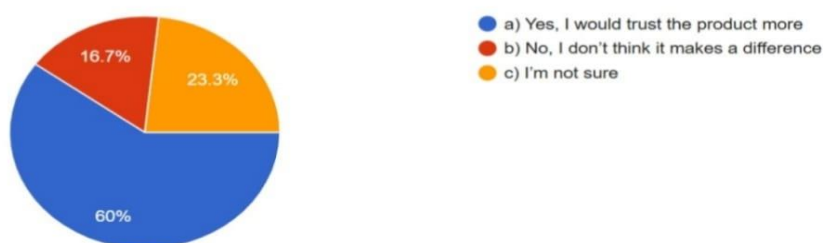
18. How much does Amazon's transparency in displaying reviews (such as indicating verified purchases or offering the option to report fake reviews) influence your decision to trust a product?



Interpretation:- The research shows that respondents' opinions on Amazon's review transparency are balanced, with 33.3% choosing "very much," "somewhat," and "neutral." This implies that whereas some people find transparency features like verified purchase badges and the ability to report fraudulent reviews to be more trustworthy, others might not be able to fully depend on them. An unclear majority suggests that, in spite of Amazon's attempts to improve openness, customers may still have doubts about the veracity of reviews.

19. Would you be more likely to trust a review if the seller responded to it, addressing both positive and negative feedback?

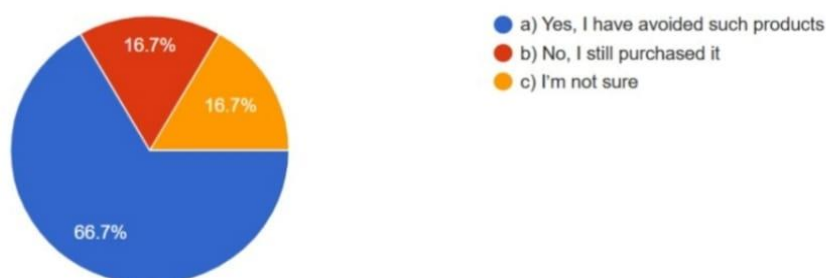
19. Would you be more likely to trust a review if the seller responded to it, addressing both positive and negative feedback?



Interpretation:- Consumer confidence is significantly impacted by seller participation in reviews; 60% of respondents said they would be more likely to trust a product if the seller answered reviews. This emphasizes how crucial interactions between sellers and customers are to establishing reputation. 16.7% of respondents, however, think it has no bearing, suggesting that some customers could consider reviews to be unaffected by seller influence. Furthermore, 23.3% are still unsure, indicating that even while seller answers are important, other elements like review substance and authenticity are still crucial for establishing confidence.

20. Have you ever avoided purchasing a product due to negative reviews about the customer service or delivery experience, even if the product had good reviews?

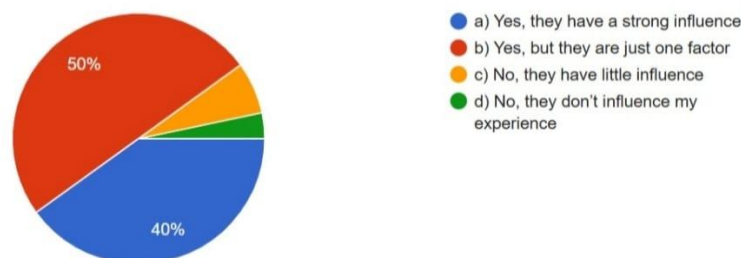
20. Have you ever avoided purchasing a product due to negative reviews about the customer service or delivery experience, even if the product had good reviews?



Interpretation:- Given that 66.7% of respondents have rejected a product because of negative evaluations about the customer service and delivery experience, these ratings have a considerable influence on purchase decisions. Poor service might be a deal-breaker, even if the product itself has a high rating. While 16.7% of people proceeded with the transaction, this suggests that for some people, the quality of the goods is more important than concerns about the service. Although service important, its influence varies depending on particular customer preferences, as seen by the 16.7% who were unclear.

21. Would you say that reviews and ratings on Amazon strongly influence your overall shopping experience?

23. Would you say that reviews and ratings on Amazon strongly influence your overall shopping experience?



Interpretation:- According to 40% of respondents, reviews and ratings have a significant impact on how consumers purchase, while 50% believe they are essential but not the only one. This implies that buyers take pricing, brand reputation, and personal preferences into account in addition to ratings and reviews. Only 6.7% and 3.3% of consumers say reviews have little to no impact, suggesting that for some consumers, ratings are not as important as other considerations when making decisions.

22. Do you prefer to shop on Amazon when there are discounts or sales events?

24. Do you prefer to shop on Amazon when there are discounts or sales events?



Interpretation:- 53.3% of respondents said they always prefer to buy during sales events, demonstrating how price incentives greatly influence consumer purchases. This implies that sales events like Prime Day and Black Friday have a significant impact on consumers' decisions to buy. 36.7% of consumers occasionally prefer to purchase during sales, suggesting that although price is important, it is not always the primary consideration. Discounts are not prioritized by a tiny fraction (6.7% occasionally and 3.3% never), indicating that for certain customers, urgency, brand loyalty, or particular product demands take precedence over price considerations.

VI. FINDINGS

Based on both primary and secondary data, this study emphasizes how important customer reviews and ratings are in influencing buyer behaviour on e-commerce platforms, especially Amazon. Through the responses of the survey (primary data), it was discovered that reviews and ratings significantly influence the buying decision of customers. A high percentage of the respondents, 70%, revealed that reviews were a significant influence on their buying decision. Further, the results of the survey showed that the customers of Amazon tend to trust reviews more than traditional advertising. This is consistent with secondary data that shows reviews are becoming more important in e-commerce. Both the survey data and secondary sources pointed out the significance of credibility in reviews. Most of the respondents (66.6%) believed that verified purchase reviews are more trustworthy, which is a finding supported by the literature, for example, Shazuli, 2023. This suggests that customers are highly affected by the credibility and trustworthiness of the reviews they read before making any purchase. The results from the survey are mixed, showing that some people avoid products based on negative reviews (33.3%), whereas others (43.3%) still buy it if the reviews are detailed and balanced. The same is observed in secondary research, which claims that negative reviews can both prevent and influence purchasing, depending on how they are presented. This goes in tandem with the belief of Katole (2024) that negative reviews increase the authenticity of a product.

The analysis of the survey data revealed that customers tend to have more trust and interaction with the products if the reviews are very detailed, and when the sellers interact with customers. Secondary data from research by Milosavljevic et al. (2020) further supported this, showing that consumer trust increases when companies reply to reviews, thereby emphasizing transparency and engagement as essential factors for customer confidence building. From the primary data and secondary data analysis, it was clear that eWOM has a significant influence on consumer trust and purchase intentions. Respondents in the survey mentioned that positive reviews boost their confidence, a finding that was supported by secondary sources indicating that positive eWOM improves trust in the product and the platform. The primary data-the survey responses-established the fact that reviews and ratings play a major role in how consumers make choices on Amazon. The study concluded that there was trust placed by customers in the reviews, influence of positive as well as negative feedback, and the significance of transparency and engagement in the review process. This was

supported with further depth and context from secondary data-literature review-by further solidifying the importance of consumer-generated content in driving behaviour and creating trust on e-commerce platforms.

VII. RECOMMENDATION

Leverage consumer Reviews for Product Development: Businesses should examine consumer reviews to find common issues, shortcomings, and wanted features in products. This data-driven strategy can assist in improving current goods and creating new ones that meet customer demands.

Improve the Authenticity Measures of the Review: Reduce fraudulent reviews by implementing more stringent verification procedures, such as AI-based fraud detection and confirmed purchase badges. Consumer confidence may be increased by active moderating and transparent review procedures.

Regulate Internet Review Systems: Provide rules for managing ethical reviews that include sanctions for companies that falsify or manipulate reviews. This can shield customers from false information and guarantee a more equitable economy.

Analyse how review perception differs by culture: The impact of regional and cultural characteristics on customer trust in online reviews should be examined in more detail. Businesses may adapt their review techniques to various markets by being aware of these variances.

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