



The influence of online reviews on consumer purchase decision with special reference on electronic gadgets

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Abstract

This study explores the influence of online reviews on consumer purchase decisions, focusing on electronic gadgets. In the digital era, consumers rely heavily on ratings, feedback, and shared experiences before making purchases. The study aims to examine how review credibility, content, and star ratings shape trust and decision-making. Primary data were collected using a structured questionnaire from diverse respondents. Tools such as percentage analysis, Likert scale, and correlation were applied. Findings show most respondents read reviews before buying and value verified feedback and high ratings. Positive reviews encourage purchases, while negative ones discourage decisions. Correlation results indicate no significant link between demographic factors and review influence. The study suggests businesses ensure transparency, authenticity, and accurate information in reviews. Encouraging genuine customer feedback and monitoring fake reviews can strengthen trust. Overall, online reviews significantly impact consumer behavior and improve purchase confidence and satisfaction. The introduction highlights the growing importance of digital platforms in influencing buying behavior. Findings emphasize that frequent review usage builds confidence and reduces uncertainty among consumers. Suggestions include improving review filtering systems, promoting verified purchases, and educating users about identifying reliable content. Companies should also respond to feedback to enhance engagement and loyalty. This study provides valuable insights for marketers and researchers in understanding modern consumer behavior.

Keywords: online reviews, consumer purchase decision, electronic gadgets, customer trust, digital marketing

Introduction

In today's digitally connected world, consumer buying behavior has undergone a significant transformation. The rapid growth of e-commerce and social media platforms has changed how products are evaluated by consumers. People now rely more on shared experiences and peer opinions rather than traditional advertising methods. Online reviews have become a major source of information and influence in purchase decisions. They reflect real user opinions, emotions, and satisfaction levels. These reviews help consumers reduce uncertainty before making a purchase. Electronic gadgets play an important role in daily personal and professional life. Products like smartphones and laptops are closely connected to lifestyle and productivity. Consumers often seek reassurance from others' experiences before buying such products. Online feedback provides practical insights beyond technical specifications. Trust and credibility are key factors in shaping consumer perceptions. Genuine reviews build confidence, while fake reviews create doubt and confusion. Digital platforms encourage interaction and sharing of opinions among users. This creates a community-based decision-making environment. Businesses must ensure transparency and authenticity in handling online feedback. Thus, understanding the impact of online reviews is essential in the modern marketplace.

Literature Review

Daiya & Maheshwari (2025): Reviews influence buying behavior by shaping trust and brand image. Positive reviews increase purchase intention, while negative ones create hesitation. Consumers rely on multiple reviews before deciding.

Katyal, Sehgal & Gupta (2025): Review credibility affects purchase decisions. Consumers check ratings, comments, and reviewer trustworthiness. Reliable reviews and platforms build confidence.

Merla & Merlin (2025): Star ratings, recent and detailed reviews impact buying decisions. Visual and balanced feedback increases trust. Reviews help consumers compare products easily.

Objective of Study

To examine the influence of online reviews on consumer purchase decisions for electronic gadgets.

To analyze the impact of review credibility, ratings, and content quality on consumer trust.

To understand the role of positive and negative reviews in shaping buying behaviour.

To identify consumer perceptions and attitudes toward online reviews.

To provide insights for improving digital engagement and customer relationship strategies.

Research Methodology

Research methodology refers to the systematic and scientific approach adopted to conduct the study in order to achieve the stated research objectives. It explains the research design, data collection methods, sampling design, tools used for analysis, and the period of the study.

Primary Data

Primary data are collected using a structured questionnaire from consumers who have experience purchasing electronic gadgets through online platforms.

Secondary Data

Secondary data are gathered from research journals, books, websites, e-commerce reports, online articles, and previous studies on online reviews and consumer purchase behaviour.

Sample Size

A sample of 110 respondents is selected for this study

Sampling Technique

Convenience sampling was used to select respondents.

Tools for Data Analysis

- Percentage analysis
- Likert scale analysis
- Correlation analysis

Data Analysis and Interpretation

Table 1: showing the gender of respondents

S. No	Gender	No. of Respondents	Percentage
1	Male	53	48.18%
2	Female	57	51.82%
Total		110	100.00

Interpretation

Out of the total 110 respondents, 57 respondents (51.82%) are female and 53 respondents (48.18%) are male. The majority of the respondents are female.

Table 2: showing group of respondents the age

S. No	Age Group	No. of respondents	Percentage
1	Below 20 years	13	11.86
2	21–30 years	47	42.72
3	31–40 years	28	25.00
4	41–50 years	14	12.50
5	Above 50 years	8	7.14
Total		110	100.00

Interpretation

Out of the total 110 respondents, 47 respondents (42.72%) belong to the 21–30 years age group. This is followed by 28 respondents (25.00%) in the 31–40 years category. About 14 respondents (12.50%) are in the 41–50 years group, while 13 respondents (11.86%) are below 20 years. Only 8 respondents (7.14%) are above 50 years.

The majority of respondents are in the 21–30 years age group.

Table 3: showing educational qualification of respondents

S. No	Educational Qualification	No. of Respondents	Percentage
1	Higher Secondary	17	15.45
2	Diploma	14	12.50
3	Undergraduate Degree	43	39.09
4	Postgraduate Degree	30	26.79
5	Others	6	5.35
TOTAL		110	100

Source: Primary Data

Interpretation

Out of the total 110 respondents, 43 respondents (39.09%) have completed an undergraduate degree. About 30 respondents (26.79%) hold a postgraduate degree, while 17 respondents (15.45%) have higher secondary qualification.

Around 14 respondents (12.50%) have completed a diploma, and 6 respondents (5.35%) fall under other qualifications.

The majority of respondents are Undergraduates.

Table 4: showing occupation of respondents

S. No	Occupation	No. of Respondents	Percentage
1	Student	34	30.90
2	Private Employee	34	30.36
3	Government Employee	16	14.29
4	Business	14	12.50
5	Homemaker	12	10.71
TOTAL		110	100

Source: Primary Data

Interpretation

Out of the total 110 respondents, 34 respondents (30.90%) are students and another 34 respondents (30.36%) are private employees. Around 16 respondents (14.29%) are government employees, 14 respondents (12.50%) are involved in business, and 12 respondents (10.71%) are homemakers.

The majority of respondents are students

Table 5: Showing monthly income of respondents

S. No	Monthly Income	No. of Respondents	Percentage
1	Below ₹15,000	20	17.86
2	₹15,001 – ₹30,000	32	29.09
3	₹30,001 – ₹45,000	28	25.00
4	₹45,001 – ₹60,000	18	16.07
5	Above ₹60,000	12	10.71
TOTAL		110	100

Source: Primary Data

Interpretation

Out of 110 respondents, 20 respondents (17.86%) have a monthly income below ₹15,000. About 32 respondents (29.09%) earn between ₹15,001 and ₹30,000. Around 28 respondents (25.00%) fall in the income group of ₹30,001 to ₹45,000. Nearly 18 respondents (16.07%) earn between ₹45,001 and ₹60,000, while 12 respondents (10.71%) have an income above ₹60,000.

The majority of respondents earns ₹15,001 to ₹30,000.

Findings

- The majority of respondents are female
- The majority of respondents belong to the 21–30 years age group
- The majority of respondents are undergraduates
- The majority of respondents are students
- The majority of respondents earn ₹15,001 – ₹30,000
- The majority of respondents occasionally purchase online gadgets
- The majority of respondents prefer Amazon

Suggestions

- Ask customers to give clear and honest reviews with photos and videos to build trust.
- Show star ratings and short summaries clearly so people can decide quickly.
- Focus marketing on people aged 21–30, as they buy gadgets the most.
- Encourage happy customers to share positive reviews to influence others.

- Use strict checking systems to stop fake reviews and keep things genuine.
- Regularly check reviews to improve product quality and customer satisfaction.

Conclusion

Online reviews play an important role in shaping how people buy electronic gadgets. In today's digital world, customers depend on online information to reduce confusion and make better decisions. Reviews, ratings, and other users' experiences strongly influence buying decisions, confidence, and satisfaction. Online platforms have changed the way people shop by giving easy access to product information. Features like star ratings, detailed reviews, and trusted reviewers help build customer trust. These factors guide customers in choosing the right product. The study shows that age and income do not greatly affect how reviews influence people. However, online feedback remains very important in the buying process. Overall, online reviews are becoming more powerful in the digital market. Businesses should focus on honesty, quality, and transparency to build trust and maintain long-term customer relationships.

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