

A Study on the Influence of Online Review on Purchase Decision Among College Student

Ms. A. Nandhini and Daniel Jacob. A

Assistant Professor, Department of B. Com CMA

Student, III B. Com CMA

Sri Ramakrishna College of Arts & Science, Coimbatore.

Abstract: *With the rapid expansion of digital platforms such as Amazon, Flipkart, and Google Reviews, consumers increasingly rely on online reviews before making purchase decisions. College students, in particular, are active users of online shopping platforms and depend heavily on peer opinions and ratings.*

Keywords: *digital platforms.*

I. INTRODUCTION

With the rapid expansion of digital platforms such as Amazon, Flipkart, and Google Reviews, consumers increasingly rely on online reviews before making purchase decisions. College students, in particular, are active users of online shopping platforms and depend heavily on peer opinions and ratings. Online reviews can be categorized into positive and negative reviews. Positive reviews typically include favourable comments, high star ratings, and recommendations that enhance product image and trust. Negative reviews highlight product defects, dissatisfaction, or poor service, which may discourage potential buyers.

This study specifically examines:

- Whether positive or negative reviews influence buying behaviour more.
- How online reviews impact brand selection among college students.

II. OBJECTIVES OF THE STUDY

- To find out whether positive or negative reviews affect buying behaviour more.
- To study the relationship between online reviews and brand selection.

III. STATEMENT OF THE PROBLEM

In the digital buying process, students are exposed to both positive and negative online reviews. However, it remains unclear which type of review has a stronger impact on their final purchase decision. Additionally, while students often compare brands online, the extent to which reviews influence their brand selection requires systematic examination. Therefore, this study attempts to analyse the comparative influence of review valence (positive vs. negative) and determine how online reviews shape brand preference among college students.

IV. SCOPE OF THE STUDY

The scope of the study is confined to analysing the influence of positive and negative online reviews on buying behaviour and examining their relationship with brand selection among college students. The study focuses only on college students as respondents, considering them as active digital consumers who frequently use online shopping platforms such as Amazon and Flipkart. It examines how students interpret review valence (positive and negative comments), star ratings, and feedback credibility before making purchase decisions.



The research is limited to understanding:

- The comparative impact of positive versus negative reviews on purchase intention.
- The role of online reviews in influencing brand preference and brand switching behaviour.
- Students' perception of review reliability while selecting among competing brands.

The study does not cover other factors influencing buying behaviour such as price, promotional offers, advertisements, or personal recommendations. It is geographically limited to selected colleges and is based on primary data collected through questionnaires. Therefore, the findings are applicable primarily to the selected sample of college students and may not be generalized to all consumer groups.

V. RESEARCH METHODOLOGY

Research Design: Descriptive research design

Source of Data: Primary data collected through structured questionnaire. Secondary data from journals and research articles.

Sample Size: 50 college students

Sampling Technique: Convenience sampling

Tools Used for Analysis:

Chi-Square Test

ANOVA

VI. REVIEW OF LITERATURE

Amal M. Alman& Abdulrahman A. Mirza (2013)¹, the researchers have studied the impact of electronic word of mouth on consumers' Purchasing Decisions. A critical literature review identified limited research on the impact of online consumer reviews among Saudi Arabian consumers. This study investigated how online reviews affect Saudi consumers' online purchasing decisions and demonstrated that eWOM strongly influences their buying behaviour. The findings further indicated that a substantial proportion of Saudi Internet users rely on online reviews and forums when making purchase decisions.

Jiménez, F. R., & Mendoza, N. A. (2013)² the author investigated how consumers evaluate the credibility of online product reviews and how this influences their purchase intentions. The research examined the effects of review detail and reviewer agreement on perceived credibility for search and experience products. The findings demonstrated that higher review credibility was positively correlated with stronger purchase intentions. Additionally, the study articulated that consumers perceived detailed reviews as more credible for search products, whereas reviewer agreement played a more significant role in determining credibility for experience products, due to the subjective nature of personal experiences.

VII. DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE TEST

AGE* ONLINE REVIEW

Hypotheses:

Null Hypothesis (H₀): There is no significant relationship between the variables.

Alternative Hypothesis (H₁): There is a significant relationship between the variables.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.311 ^a	9	.083
Likelihood Ratio	16.105	9	.065
N of Valid Cases	50		



INTERPRETATION:

The Pearson Chi-Square p-value is 0.083, which is greater than 0.05. Therefore, we fail to reject the null hypothesis. This means there is no statistically significant association between the variables at the 5% level. However, since 75% of the cells have expected counts less than 5, the Chi-square test assumptions are violated, so the results should be interpreted with caution.

ANOVA ANALYSIS

	ANOVA					
		Sum of Squares	df	Mean Square	F	Sig.
Online reviews help me understand the quality of a product before purchasing."	Between Groups	2.836	3	.945	1.288	.290
	Within Groups	33.744	46	.734		
	Total	36.580	49			
Is there a significant difference in the influence of reviews on first-time purchases between males and females?"	Between Groups	.636	2	.318	.436	.649
	Within Groups	34.244	47	.729		
	Total	34.880	49			
Does educational qualification influence the perception that online reviews provide reliable information about products/services	Between Groups	2.836	3	.945	1.288	.290
	Within Groups	33.744	46	.734		
	Total	36.580	49			

INTERPRETATION

The table presents the results of the ANOVA (Analysis of Variance) test conducted to analyse educational qualification and gender with selected online review factors. The p-value (0.290) is greater than the significance level of 0.05, indicating H_0 that there is no significant relationship between educational qualification and the perception that online reviews help in understanding product quality before purchasing. The p-value (0.649) is greater than the significance level of 0.05, indicating H_0 that there is no significant relationship between gender and the influence of online reviews on first-time purchases. The p-value (0.290) is greater than the significance level of 0.05, indicating H_0 that there is no significant relationship between educational qualification and the perception that online reviews provide reliable information about products and services.

VIII. CONCLUSION

The study concludes that both positive and negative online reviews significantly influence buying behaviour among college students. However, negative reviews tend to have a stronger impact because they increase perceived risk and uncertainty. Furthermore, online reviews play a crucial role in brand selection. Students rely on ratings, detailed feedback, and reviewer credibility when comparing brands. Brands with consistently positive reviews and higher



ratings are more likely to be selected. In today's competitive digital marketplace, maintaining positive and authentic online reviews is essential for influencing student consumers and strengthening brand positioning.

REFERENCES

- [1]. Amal M. Almana & Abdulrahman A. Mirza (2013). The Impact of Electronic Word of Mouth on Consumers' Purchasing Decisions. *International Journal of Computer Applications*, Vol. 82, No. 9, pp. 23–31. ISSN: 0975–8887.
- [2]. Jiménez, F. R., & Mendoza, N. A. (2013). Too popular to ignore: The influence of online reviews on purchase intentions of search and experience products. *Journal of Interactive Marketing*, volume 27(3), page no 226–235. ISSN: 1094-9968.
- [3]. *Research Methodology and Techniques* – C.R. Kothari
- [4]. *Research Methodology* – O.P. Agarwal
- [5]. <https://www.google.com>
- [6]. <https://www.researchgate.net>
- [7]. <https://www.shodhganga.inflibnet.ac.in>

