



Analysis the Review of Product on Social Media in Consumer Buying Process

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Abstract : *The goal of this paper is to discover the effect of an item survey in the customer purchasing measure from an online store. The remarkable association with a posted online item survey on the web-based media page of the item in breaking down the pre-item purchasing choice. In this manner, an exploration question has been created dependent on a deliberate writing survey. What amount can online data (online surveys) influence the client's buy conduct in the online buy measure? This examination explores the effect of online item surveys, which are posted via web-based media in shopper purchasing choices. The exploration approach is subjective. The unmistakable leave is embraced to meet the target of the exploration study. Information were gathered through meetings directed from PhD researcher inside the age bunch from 25 to 35 years. The discoveries uncover that clients are affected by online item audits relying upon their degree of contribution. The restricted quantities of respondents and restricted topographical region are the potential constraints of this investigation. The organizations must actualize a methodology to adapt to negative e-WOM.*

Keywords: *Online Review, e-WOM, Impact on Consumer Behavior, Purchasing Behavior, Buying Process*

I. INTRODUCTION

Most of the companies searching for a creative way to stay ahead of the market in today's high competition markets (Pingjun& Rosenbloom, 2005). "There are different ways to keep ahead of the competition, yet knowing your customer's needs should always be priorities as customer needs or demand can change gaming form due to high growth in different market segments"(Chatura, et al., 2005). Traditionally, the organizations were aiming at zeroing the cost to stay in competition in the market. Solomon et al. (2018) argued that companies don't have many options to survive in today's highly competitive market. Therefore, a business needs to focus on the customer needs that leads to buying process (Vilasini & Khanna, 2016).

The enterprises need to understand the cycle of the buying process as it helps to understand their customer needs (Ilyoo, 2015). Pappas and Nikolaos (2016) has said that "knowing the needs of the customer is one of the key solutions, but it is not a panacea". Pappas et al., (2014) have opined that one of the most important stages of the buying process when customers ask for suggestions from friends and families or when they want to know about other customers experience related to a specific product. Karimi (2013) has reported that more than 60% of the young generation is using the online searching engine as the main source of gathering information to a specific product. Lukas (2015) said that there is no doubt that the internet has done tremendous

changes in the buying process. Kem et al., (2014) have reported that the social media platform has opened a new communication channel among customers themselves. According to Allen et al (2014), “one of the new ideas has arisen with the web and web-based media stage is the electronic verbal (E-WOM). The electronic verbal exchange can be characterized as free correspondence channels with clients, which greatly affects the client purchasing choice”. By the assistance of electronic informal, clients can assess the item and get a thought regarding the positive and negative parts of the item, which help them to settle on a last purchasing choice (Daugherty & Hoffman, 2014). It has been pointed out that customers can gather the information from social media or internet about a certain product to reduce the risk and uncertainty in their buying decisions. However, C2C communication is an important factor that influences the buying process (Eun-Ju & Shin. 2014).

The online media stages, for example, Facebook, Twitter and others have enormously influenced the buying process behaviour. In the contemporary times almost every company has a page on the various social media platforms because these are channels having a significant impact of communication with the end users that helps in awareness and advertising. At the point when a client purchases an item and they offer or post their sentiment and experience, which gives the alternative to the others to shares their assessment. This sort of contention may influence consumer buying behaviour, which affects the consumer buying decision. The purpose of this study is to examine the impact of product reviews that are posted by the customer on social media, on the buying behaviour of the consumers. This study aims to fill the gap in the literature and offers a unique insight into products buying behaviour. The objective of this research study is to assess the impact of product reviews on the buying decisions concerning the reviews or experiences shared by the other customer on social media.

1. Literature Review

2.1 Electronic Word-of-Mouth

Word of mouth has been the most established strategy for passing of information from one person to another. A drastic change has been done in the era of the word of mouth from traditional to online communication through social networks, websites and blogs. End users use online mode of communication for exchange of opinion and information related to the company’s products and services (Cheung & Thadani, 2012). e-WOM communications indicate positive or negative opinions and experiences, which is shared by the consumers. It is pointed out that e-WOM affects customer-buying behaviour while making a buying decision. Besides, some customers determined that E-WOM is more effective than traditional media such as television advertising, newspaper and radio.

According to Amblee and Naveen (2011) while making a purchase decision customers either have a piece of positive or negative information through the word of mouth and it’s assessment and experience. The sources of e-WOM end users usually rely on the past experiences and suggestions they receive from customers. However, the online platforms offer a new channel of communication for customers to gather information related to the products of their interest. It includes social media platforms such as Facebook, Twitter and Instagram. According to Cheung et al. (2005) have pointed out that consumer shares their opinions and experiences to help other customers in their decision making. The customers use such information more than the company uses it. It is termed as ‘social evidence’ e-WOM has a major influence on the buying decisions of customers irrespective to a positive or negative influence.

2.2 Online Buying Process

William et al. (2010) stated that there is a strong link between what customer review online and their buying decisions. Chan et al. (2017) have concluded that various stages are followed in the online buying process and there are multiple factors impacting the online buying decisions. Clients use online sources to discover data about different products, services, brands, items prior to finalizing a buying decision as the online sources provide critical information to the customers. Customers after gaining all the possible information, evaluate the available alternatives and then make a decision if the purchase is to be made online or offline. Libai et al., (2010) determined that clients are search for information about the product and evaluate the various alternatives and find the best available opinion, combating the risk in making a purchase decision. Internet becomes an essential source for

information when customers go through with the different stages of the purchase process as it offers customers to evaluate alternatives and compare product information.

Post-purchase behaviour will become more important after their online purchase (Liao et al., 2012). It indicates that if the end user is keen on repurchasing the product or service, regardless of whether the item addresses the issue of buyers from the first buy or the purchaser has decided to leave product reviews online. The post-purchase behaviour is based on the level of satisfaction or dissatisfaction draws from the products. Customer satisfaction is the overall measurement of the end users' experience of utilizing the products or services (Solomon et al., 2014). Customers usually share their experience of the products or services which is available either in the form of a positive or negative feedback. It is made available to the prospective customers via social media or word of mouth.

2.3 Product Online Reviews

Online consumer reviews have become a substantial resource to consumers while searching for information about quality of the product and services before making a purchase decision. End users share their opinion about the product or service and the experiences encountered while using the product or service in the online review sites and these reviews are further used by other customers who want to make a purchase (Chen et al., 2011). The past study argued that customers see e-WOM as a reliable source of information and rely almost the online reviews as they rely on personal recommendations (Zhu & Zhang, 2010). However, online product reviews significantly impact the purchase decision or motives of the consumers. These reviews act as an informant or as a recommender because it helps in conveying the additional product information to the customers.

According to Fruth, A., & Neacsu, M. (2014) some customer their insight and experience to make a quick buying decisions while other customers involve more to collect valuable information. Hence, the level of involvement may vary from one customer to other, which reflects the consumer's interest towards a particular product. Low-involvement consumers depend more on the opinions and experience of others and are impacted more by the by word of mouth while the high-involvement consumers have knowledge and expertise of the concerned field of products that affect the consumer buying decisions. Zhu and Zhang (2010) drew attention towards the quality and quantity of reviews. Low involvement customers are more impacted by the quantity of reviews whereas high involvement customers are more impacted by the quality of the reviews that have been posted online. It reflects that the quality and quantity of product reviews of the consumer have a strong impact on the purchase intentions of customers.

Another perspective is that customer assessments highly increases the trust in making online product purchase (Cheung et al., 2012). Trust is one of the main components influencing buying decision to purchase a product online. the level of surveys will build confidence that lessens the risk of the exchange and increases the demand for the product.

Kumar & Dange (2012) opined that technology and reference group affects the buying motive of customers, as these are external factors, which are actually beyond the control of the customers. Privacy, trust and security are the filtering elements, which filters the buying motives of customers (Kumar and Dange, 2012). These factors are prioritized when customers take online buying decisions. However, the online customer may influence various uncontrollable factors such as exchange information between one customer to another on the web platform. This kind of exchanging information between customers is termed as C2C interaction (Huang & Hsu, 2010). C2C Interactions refers to a situation when a customer can freely exchange information with each other regarding brand, products and services in the online environment without any limitation of time or region (Huang & Hsu, 2010). This exchange of information connects several customers virtually that influences the behaviour of customers towards a particular product. Nicholls (2010) stated that C2C communication strongly affects clients buying choices in online brand communities.

2.4 Online Brand Communities

Online brand communities is a group of people having similar interests in a particular brand to interact with each other and exchange the information by sharing their opinions and experiences related to the product or service offered by the company via the brand platform offered by the organization (Brodie et al., 2013). Also it is a comparatively new medium for companies to

make the people aware and promote their products and services, to engage with the consumers as well as to monitor the behaviour of consumers (Kim et al., 2008). Such communities enhance the company's ability to understand the behaviour of its customers.

Besides, C2C communication among members of online brand communities helps customers to reduce the risk, which in turn improves the capacity to make buying decisions. The purchase frequency is increased as an impact of the positive feedback of C2C interactions of customers and increasing consumer loyalty. It allows the company in implementing new ideas for the product or service and decreasing the cost incurred on customer service. The C2C interactions impact the brand image of organizations and hence customer loyalty, with possibility of negative outcomes, impacting the reputation of an organizations, at whatever point customers share unsatisfied experiences with different customers. Along these lines, online brand communities help the administrator to figure out how to decrease the negative impacts and carrying a customer likely to have a positive purchasing decision (Wirtz et al., 2013). For building strong relationships with customers, the company must involve them in the improvement of the products and services. Helping companies to differentiate its products hence, increasing the competitive advantage. Now-a-days online brand communities have attained importance in the communication strategies and customer relationships management.

2. Research Methodology

The present study is based on descriptive research design. The data were obtained from ten semi-structured interviews with a list of questions (Yin, 2015). The sample was randomly drawn from PhD research scholars from the University of Lucknow, Lucknow, India with the age group of 25 years to 35 years and the respondents were stratified by ensuring that those who are taking consideration the review of a product while going for the final deal of the purchase. Findahl (2013) has argued that young people are mostly using the internet and social media to find any information they need related to a product or service. Out of the ten participants, four (40 %) were male and six (60%) were female. The interviews were conducted through the telephone in June 2020.

3. Data Analysis

4.1 Online Reviews and Comments

The data were obtained through interviews from 10 Ph.D. research scholars who were often buying products considering online information, which means the researcher has assured that they posted the review of the product online on various websites. The interviews have been used to collect data and have provided useful information to fulfil the objective of the present study. Comments posted online for various products were taken as shown in Table 1. All participants have used online comment and another consumer review to make a buying decision.

Table 1: Online Product Review Considered by the Potential Customers

No.	Participants with their Age	purchasing decisions are impacted by reviews and comments posted online
1	Male, 25 years	<i>"Yes, I mostly ask friends on social media like Facebook or Whatsapp if the product is costly".</i>
2	Female, 30 years	<i>"It is very helpful as we get the information about the product when making a final purchase decision on social media".</i>
3	Female, 26 years	<i>"I usually search for information related to the product on social media, but the type of product also makes a difference".</i>
4	Female, 25 years	<i>"In my view, writing a review online for any product is important for customer development. It is good that we have a social media platform to express our experience".</i>
5	Male, 25 years	<i>"I read online product reviews to be aware of product performance. It makes no difference to me that the product is expensive or not, if I want to buy it, I want to get information from the comment....."</i>
6	Male, 28 years	<i>"Okay, it depends on what kind of product it is because I don't think I will include myself in an online review about the product I use daily but in other types of products".</i>
7	Female, 26 years	<i>"I am always active on the various social media platforms and post my review on products that are important for me."</i>
8	Female, 25 years	<i>"I keep searching online on social media for the various products and am usually critical of the reviews posted online and I use the reviews posted by others."</i>

9	Male, 35 years	<i>"I go through the reviews and take suggestions when I have to decide to purchase a costly product."</i>
10	Female, 29 years	<i>"My review is the only door where Indian Express has given its honest views related to the product; Surely, many a times I have used the reviews and comments posted online about the various products I have to buy."</i>

4.2 Product Reviews and Social Media Platform:

Malthouse et al. (2013) have argued that social media is assuming an incredible function in improving customer management relationship. Companies need to manage the data available on social media platforms. In view of the customer companies have no control over social media and they have no idea of the advertisement goals of companies.

"At the point when I do a review online of what I bought, the company can't make any change in it and what I feel is that the company will attempt to improve their own product instead of overlooking my comments. Social media is the area of our dominance."

Spencer and Moon (2015) have found out that social media has extensively changed the lives of customers. All products are somehow affected by these comments and now it is difficult for the organization to overlook the negative comments about the product once posted on social media. Spencer and Moon (2015) have used the data from 2002 to 2011, to show that customers must be associated from the beginning phase of product development as they can give an insight about each minute detail related to product quality and specification, which was inaccessible before social media.

"At the point when I compose a remark or audit of the item, I realize that my companions and family members are benefitting from it, so if they need to purchase a similar item, they have information about that product."

According to Spencer and Moon (2015), the companies have understood the importance of having a space for online reviews as it provides for a higher chance for the companies to control the reviews posted online.

" By reading an online review about a particular product, we are trying to see that how many people have written positive comments and how many people have written negative comments about that product. We do not waste our time if the product is not expensive or has less involvement "

Guand Qiang (2014) found out that the importance of the reviews and comments posted on social media for each product changes with the degree of involvement of that product. It is seen that products with low-involvement are less expensive and usually carry less reviews and comments while high-involvement products are expensive products having a higher degree of involvement and usually carry more reviews.

The speed of buying decision can be used to tell about the low or high product involvement. In low-involvement products, the customers usually take quick and fast decision while in case of high-involvement product, customers take more time to arrive at certain decisions or it can be considered as a slow buying decision. However, if the product comes under essential items or daily basis use, it requires a fast decision, while other products require the opinions of another customer to choose from the available alternatives. Hence, the degree of product involvement is strongly related to buying decisions.

"I generally read the reviews and comments about the product, at the same time I can post as a query regarding the product and people respond to it by giving some information or sharing their experience, which is helpful for me."

4.3 Credibility and Reliability of Online Reviews and Comments

As per Efthymios and Holleschovsky (2016), "The customer is considers online reviews credible source." Generally people have an opinion that the quality of the comments and reviews is important on the other hand some believe that the quantity is more important. The data collected showed that 80% of participants found the quality of online reviews as the most important factor while 10% say that more the number of reviews builds more trust, the rest 10% believe that it is important to see a combined effect of both quality and quantity of the online reviews and comments. However it is seen that when it comes to low involvement

products, people were more interested in the quantity and for high involvement products people were more concerned about the quality.

Table 2: Data Collected from Interviews

Which is more important the quality or quantity of the review, comments and real life experiences posted online.	
1	<i>"Quantity is really important as it make comparison of products very easy"</i>
2	<i>"It shows both the pros and cons about the product quality."</i>
3	<i>" Additional information related to the product tells about both quality and quantity."</i>
4	<i>"Sharing a true story is better than having more number of reviews."</i>
5	<i>"Preference is always given to quality of the product."</i>
6	<i>"Comments on a reliable website are more important than the very long comments."</i>
7	<i>"The website has good quality reviews"</i>
8	<i>"My mind was influenced by the quality of the reviews"</i>
9	<i>"The quality and real experience of the products can be judged from the reviews."</i>
10	<i>"It is dependent on the product type and is very helpful."</i>

The result shows that the buyers are concerned about the credibility of the reviews. The credibility is considered to be high when the reviews are posted on a trusted website and the reviews show both the positive and negative aspects of the product. The findings of the present study reveal that customers prefer many comments and review while purchasing low-involvement products. On the other hand, if customers take buying decision of high-involvement products, they mainly focused on the quality of reviews and comments.

4. Discussion

Filieri (2015), says that the word of mouth spread through social media can have both positive and negative information related to the product. It impacts the customer buying decision. The findings support as 80 percent of the people are affected by the reviews posted online, the average of the positive and negative reviews helps in making the purchase decision. Two respondents have said that the information that they collected from their social contacts as family and relatives was more reliable than the online reviews. The result showed that 90 percent of the respondents were interested to read more online reviews when they had to make a purchase decision about a high involvement product to minimize the risk while making the purchase decision. Filieri (2015) stated that the customers use different factors to evaluate different products but quality, quantity and credibility are the common factors prefer by the customers.

Customers search for a product online to get more information about the product and also to find other available options. The reviews and comments posted online provide an easy and trusted opinion to buyers. In the first stage of the buying decision it is very important for the buyer to have clear information(Masha 2015). The result supports the idea as 90 percent of the respondents said that the information in online reviews and comments is useful for the beginning stage of the buying process. While 70 percent of the respondents said that online reviews are always useful and 30 percent of the respondents said that they don't always find an information available online useful. The results also showed that 70 percent of the people are interested in writing the reviews for only high involvement products while 90 percent of the people said that they prefer to write reviews only if they have a very good or a very bad experience with the high involvement product. Even when people encounter a bad experience they preferably want to post on social media or the company's website to help others to make the right buying decision.

As per Mahsa (2015), buyers feel more comfortable to hear information from social contacts and friends about low involvement products. The results favour the above statement as 90 percent of the respondents have said that they do not prefer to read online reviews and comments for low involvement products as there is a lot of variation in the comments which leads to confusion. Only 10 percent of the respondents believe that reading the online reviews is informative irrespective of the product type as it is the real life experiences that have been shared related to the product.

Lee et al., (2013) stated that “the quality of reviews and comments are highly appreciated in the high-involvement products”. The result of the present study supports this statement as 70 percent of the respondents have shown concern about the quality of online review for high-involvement products. All respondents have affirmed that they always want to write logical reviews that have information useful for the buyers. 30 percent of the respondents have talked about the style of review writing and prefer those reviews, which are written by professionals who have enough knowledge about the products. Therefore, a reliable person must write reviews. It is noteworthy that some of the respondents were more impacted by the quantity of reviews rather than the quality of the reviews.

Some researchers have said that “buyers are more impacted by the quantity of reviews posted for low-involvement products especially when people share their experiences related to the problems faced while using the product” (Lee et al., 2008; Feng & Zhang, 2010). The present study supports the above statement as 90 percent of the respondents stated that the online reviews were more useful when people posted the issues they faced or the good experiences they encountered related to the product. The important factor for the respondents was the reliability of reviews and comments on the product. Some studies have stated “the importance of credibility of reviews and how customers are influenced by these review to make a final purchasing decision” (Lee et al., 2007; 2015; Susan and Schuff, 2010; Ethel, 2014). When users post similar experiences that they encountered with the product it increase the validity of reviews. The result also support the statement as 90 percent of the respondents believe that the credibility is more when more number of people give similar review, however, 30 percent of the respondents have related the credibility issue with the website on which comments are posted. All the respondents are of the view that e-word of mouth is more reliable and easily accessible for all the products compared to traditional ways.

5. Conclusion

This study aimed to achieve the objectives of the present study. The goals were to verify whether the information posted online influences the purchasing behaviour of the online buying process. The data collected showed that buyers are influenced by online reviews and customer experience posted online. It can be said that people use online reviews and experiences posted online by other clients as assistance in making their final decision about the product and alternatives available. Online reviews can affect a brand or product depending on the number of positive and negative reviews and comments. A positive online comment review can greatly boost your buying process. The results also reveal that the people affected by online reviews and comments depend on the type of product if it is a high value (high engagement products) or a less valuable product (low engagement products).

Highly engaged products are those products that people are interested in investing more time reading online reviews of a product that influence their purchasing behaviour. It is important to note here that the quality and reliability of the reviews and comments posted online is very important for this type of product. So it can be said that the process of purchasing value products is longer than the process of purchasing products with low participation. The data shows that buyers are also taking into account the experience their family and friends have had.

When it comes to low engagement products, buyers are less influenced by online reviews and comments. The data showed that most of the respondents were not interested in investing their time researching information about the product. So it can be said that low engagement products have a shorter buying process and faster decision making with less information. Information from friends or family is very reliable and reduces the time of the buying process. Finally, the study revealed that online reviews can influence readers in different ways. It depends on what type of product is high or low. It influences buyers at different stages of the buying process, and mostly influences the final decision based on the inception stage, which is the information gathering stage. These reviews control the buying decision and also provide information about the product.

Online customer reviews allow buyers to obtain information and recommendations, which are essential before making purchasing decisions. The product information provided by the company is also beneficial to the consumers which helps in increasing the sales online. Hence, companies can create a discussion forum on their website by adding existing product information giving customers an opportunity to exchange information and their experiences about the product. Word of mouth through the online

situation is becoming more and more popular as it helps potential customers to get real both positive and negative reviews about the products.

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