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INFLUENCE OF CONSUMER REVIEWS ON ONLINE PURCHASING DECISIONS IN OLDER AND YOUNGER ADULTS

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Abstract:

Customer reviews have taken on a more significant role in influencing consumer behavior in the ever-changing world of modern business. The purpose of this study is to look into the relationship between customer age and the influence of customer reviews on purchase decisions and general consumer behavior. Businesses and marketers must acknowledge the heterogeneous demographic makeup of consumer marketplaces and comprehend the ways in which varying age groups react to and are impacted by customer feedback.

Key words: Demographic, Customer reviews, Consumer behavior, Customer feedback.

Introduction

The impact of customer evaluations on consumer behavior and purchase decisions has become increasingly significant in today's consumer-driven economy. A connected and information-sharing era has been brought about by the digital age, and as a result, customers are increasingly using online platforms to ask questions and offer feedback on goods and services. The traditional customer decision-making process has changed as a result of the widespread availability of user reviews on e-commerce websites, social media platforms, and specialized review platforms.

The importance of customer evaluations is rooted in their frequency as well as their perceived relevance and legitimacy to prospective customers. Customers frequently use their peers' experiences and opinions as a guide when making purchases, transforming the once-personal suggestion into a

widespread, digital phenomena. Diverse age groups may encounter differences in technology knowledge, trust in digital platforms, and information consumption preferences as they navigate this massive terrain of online reviews.

The study's methodology, theoretical underpinnings, and a thorough examination of the variables impacting age-related differences in customer reviews are covered in detail in the parts that follow. Our goal in doing this research is to provide valuable insights that will help companies better understand how to interact and market to a variety of age groups in the ever-changing context of consumer behavior.

METHODOLOGY

In a survey, the researcher uses a questionnaire to gather information from the respondents to answer the research questions. A questionnaire is a very convenient way of collecting information from a large number of people within a period of time. Hence, the design of the questionnaire is of utmost importance to ensure accurate data is collected so that the results are interpretable and generalizable. A bad questionnaire renders the results uninterpretable, or worse, may lead to erroneous conclusions.

A survey can come in many forms: postal survey, telephone interviews, face-to-face interviews and internet surveys. Each type of survey requires a slightly different design.



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Sampling Techniques

When you conduct research about a group of people, it's rarely possible to collect data from every person in that group. Instead, you select a sample. The sample is the group of individuals who will actually participate in the research. To

draw valid conclusions from your results, you have to carefully decide how you will select a sample that is representative of the group as a whole.

Association between age and opinions regarding importance of reviews for buying decision

AGE * IMPORTANCE OF REVIEWS FOR BUYING DECISION Cross tabulation

% within AGE

	IMPORTANCE OF REVIEWS FOR BUYING DECISION				Total
	IMPORTANT	MODERATELY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	
12-20	45.2%	24.8%	26.8%	3.2%	100.0%
21-30	24.1%	28.5%	37.2%	10.2%	100.0%
31-40	17.6%	26.5%	51.5%	4.4%	100.0%
ABOVE 40	12.5%	30.0%	50.0%	7.5%	100.0%
Total	30.1%	26.9%	36.8%	6.2%	100.0%

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.295	.000
N of Valid Cases	402	

Based on the contingency value (0.295) there exist positive association between the age of responds and the opinions regarding the influence of consumer reviews on consumer behaviour.

HYPOTHESIS TESTING BETWEEN THE AGE OF RESPONDENTS AND OPINIONS REGARDING THE INFLUENCE OF CONSUMER REVIEWS ON CONSUMER BEHAVIOUR

For testing the above hypothesis we apply chi-square test.

Null Hypothesis:

Opinions regarding the influence of consumer reviews on consumer behaviour are not dependent on the age of respondent.

Alternative Hypothesis:

Opinions regarding the influence of consumer reviews on consumer behaviour are dependent on the age of respondent.



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GENDER * IMPORTANCEOFREVIEWSFORBUYINGDECISION Cross tabulation

% within GENDER

		IMPORTANCEOFREVIEWSFORBUYINGDECISION				Total
		IMPORTANT	MODERATELY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	
GENDER	MALE	31.3%	27.5%	35.5%	5.7%	100.0%
	FEMALE	28.8%	26.2%	38.2%	6.8%	100.0%
Total		30.1%	26.9%	36.8%	6.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.666	3	.881
Likelihood Ratio	.666	3	.881
Linear-by-Linear Association	.621	1	.431
N of Valid Cases	402		

Here the significant value (0.881) is greater than level of significance (0.05), we accept our null hypothesis. Therefore, Opinions regarding the influence of consumer reviews on consumer behaviour are not dependent on the age of respondent.

HYPOTHESIS TESTING BETWEEN THE AGE OF RESPONDENTS AND OPINIONS REGARDING TYPE OF REVIEWS AS A BASIS FOR BUYING PRODUCT

Null Hypothesis:

Opinions regarding type of reviews as a basis for buying product are not dependent on age of the respondents.

Alternative Hypothesis:

Opinions regarding type of reviews as a basis for buying product are dependent on age of the respondents.



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AGE *

TYPE OF REVIEWS USE AS A BASIS FOR BUYING DECISION

Cross tabulation

Count

	TYPE OF REVIEWS USE AS A BASIS FOR BUYING DECISION		Total
	QUALITATIVE	QUANTITATIVE	
12-20	114	43	157
21-30	79	58	137
31-40	40	28	68
ABOVE 40	25	15	40
Total	258	144	402

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.283 ^a	3	.041
Likelihood Ratio	8.414	3	.038
N of Valid Cases	402		

Here the significant value (0.041) is less than level of significance (0.05), we reject our null hypothesis. Therefore, Opinions regarding type of reviews as a basis for buying product are dependent on age of the respondents.

ASSOCIATION BETWEEN TYPE OF PLATFORM CHOOSE FOR REVIEWS AND IMPORTANCE OF REVIEWS FOR BUYING BEHAVIOUR

For calculate association we use Cramer's V value

WHAT TYPE OF PLATFORM CHOOSE FOR PRODUCT REVIEWS *

IMPORTANCE OF REVIEWS FOR BUYING DECISION Cross tabulation



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Count

	IMPORTANCE OF REVIEWS FOR BUYING DECISION				Total
	IMPORTANT	MODERATELY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	
WHAT TYPE OF PLATFORM CHOOSE FOR PRODUCT REVIEWS	72	31	37	1	141
RETAILING WEBSITES					
INDEPENDENT PLATFORMS	17	28	38	5	88
VEDIO PLATFORMS	12	36	40	6	94
BLOGS	10	6	23	10	49
PERSONAL REVIEWING	10	7	10	3	30
Total	121	108	148	25	402

Symmetric Measures

	Value	Approx. Sig.
N	Phi	.437
	Cramer's V	.252
N of Valid Cases		402



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Based on the Cramer's V value (0.252) there exist positive association between type of platform choose for reviews and importance of reviews for buying behaviour.

Null Hypothesis:

Opinions regarding information regarding the product are not dependent on the selection of platform for giving online reviews.

Alternative Hypothesis:

Opinions regarding information regarding the product are dependent on the selection of platform for giving online reviews.

HYPOTHESIS TESTING BETWEEN SELECTION OF PLATFORM AND INFORMATION REGARDING THE PRODUCT

WHAT TYPE OF PLATFORM CHOOSE FOR PRODUCT REVIEWS *
ONLINE REVIEWS HELP TO GET INFORMATION ABOUT CONSUMER DURABLES Cross
 tabulation
 Count

		ONLINE REVIEWS HELP TO GET INFORMATION ABOUT CONSUMER DURABLES			Total
		STRONGLY AGREE	AGREE	DISAGREE	
WHAT TYPE OF PLATFORM CHOOSE FOR PRODUCT REVIEWS	RETAILING WEBSITES	14	90	37	141
	INDEPENDENT PLATFORMS	7	26	55	88
	RMS VIDEO PLATFORMS	10	23	61	94
	RMS BLOGS	4	26	19	49
	PERSONAL REVIEWING	5	18	7	30
Total		40	183	179	402



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Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	57.496	8	.000
Likelihood Ratio	59.249	8	.000
Linear-by-Linear Association	.837	1	.360
N of Valid Cases	402		

Here the significant value (0.000) is greater than the level of significance (0.05), we reject our null hypothesis. Therefore Opinions regarding information regarding the product are dependent on the selection of platform for giving online reviews.

CONCLUSION

The results show a positive correlation between respondents' ages and their perspectives on how customer reviews affect purchasing decisions. By carefully examining cross-tabulations and statistical tests, the study showed that age influences how important consumers' reviews are to them when making selections about what to buy. Compared to older age groups, younger consumers—especially those between the ages of 12 and 20—showed a greater propensity to perceive customer evaluations as important considerations when making selections about what to buy.

The impact of gender on perceptions of the significance of customer evaluations was also examined in this study. Nonetheless, the findings suggested that gender had no discernible influence on the reliance on customer evaluations when making purchasing decisions.

The study also investigated the association between respondents' ages and the kind of evaluations they prefer to read before making a purchase. The results showed a strong correlation between age and the desire for qualitative as

opposed to quantitative reviews, suggesting that age affects the choice for particular kinds of review material.

To sum up, this study offers insightful information on the complex interactions that exist between age, customer feedback, and purchase behavior. The results of the study can help firms better target their marketing campaigns and customer engagement initiatives at different age groups in the ever-changing world of consumer behavior. Businesses hoping to succeed in a cutthroat market must grasp these age-related characteristics as the digital revolution continues to influence how customers find and exchange information.

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