An Analysis of The Role of Online Reviews In Online Shopping Decisions Among Students

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Abstract- *This study investigates the influence of online reviews on students' shopping behavior, focusing on how digital feedback shapes purchasing decisions. By examining patterns in student engagement with product ratings, comments, and recommendations, the research identifies key factors that guide their trust and choice in online marketplaces. Findings reveal that students are significantly impacted by both the perceived credibility and the volume of online reviews, suggesting that digital word-of-mouth plays a pivotal role in shaping consumer behavior within this demographic. The study offers insights for marketers and e-commerce platforms aiming to enhance engagement and tailor strategies for student consumers.*

Keywords: Online Reviews, Student Shopping Behavior, E-commerce, Purchase Decision, Consumer Trust, Electronic Word-of-Mouth (e-WOM)

I. INTRODUCTION

The rapid development of digital technology and increased access to the internet have brought significant changes in consumer purchasing patterns. E-commerce has become an integral part of modern retailing, providing consumers with greater convenience, wider product choices, and competitive pricing. Among various consumer segments, students represent a prominent group of online shoppers due to their technological awareness, frequent internet usage, and preference for digital platforms.

A key feature of e-commerce platforms is the presence of online reviews, which function as electronic word-of-mouth communication. These reviews consist of consumer-generated opinions, ratings, and experiences related to products and services. Online reviews assist potential buyers in evaluating product quality, credibility, and performance, thereby reducing perceived risk associated with online purchases. For students, who often make careful purchasing decisions due to limited financial resources, online reviews serve as an important decision-support tool.

Online reviews significantly influence consumer attitudes and purchase intentions. Positive reviews enhance trust and confidence, while negative or unreliable reviews may discourage purchasing behavior. However, the growing incidence of misleading, fake, or sponsored reviews raises concerns regarding the credibility of review information available on e-commerce platforms. This creates challenges for student consumers in distinguishing between genuine and manipulated reviews, potentially leading to biased or uninformed purchase decisions.

Although online reviews play a critical role in shaping consumer behavior, there is limited empirical research focusing specifically on their impact on student shopping behavior. Understanding how students perceive and utilize online reviews is essential for improving transparency in review systems and supporting informed consumer decision-making. Therefore, the present study aims to analyze the effect of online reviews on students' shopping behavior, with particular emphasis on trust, product evaluation, and purchase decision-making within the e-commerce environment.

1.1 OBJECTIVES

- To study the influence of e-commerce reviews on students' product purchasing decisions.
- To understand students' attitudes toward online product reviews.
- To identify whether positive or negative reviews influence students more.
- To examine whether students read online reviews before buying products.
- To analyze how online reviews help students choose the right product.

1.2 PROBLEM STATEMENT

The expansion of e-commerce platforms has significantly altered consumer purchasing behavior, especially among students who are highly engaged with digital technologies. With easy access to online shopping platforms, students increasingly depend on online reviews as a primary

source of information before making purchase decisions. These reviews provide insights into product quality, performance, and user satisfaction, helping students reduce uncertainty and evaluate available alternatives.

Online reviews play a vital role in influencing students' trust, product preferences, and buying intentions. Positive reviews can enhance confidence and encourage purchases, while negative reviews may discourage consumers from selecting certain products. However, the growing presence of misleading, fake, or biased reviews raises serious concerns regarding their credibility and reliability. Such reviews may distort students' perceptions and result in uninformed or inappropriate purchasing decisions.

Despite the increasing influence of online reviews on student consumers, limited studies have focused on understanding their specific impact on students' trust levels and purchasing behavior in the e-commerce environment. There is a lack of empirical evidence examining how different aspects of online reviews—such as ratings, review authenticity, and reviewer credibility—affect students' decision-making process. This research gap highlights the need for a focused analysis of the role played by e-commerce reviews in shaping students' buying behavior.

Therefore, the present study aims to examine the influence of e-commerce reviews on students' purchase decision-making process, with particular emphasis on trust, product evaluation, and buying behavior. The findings of this study are expected to provide valuable insights for e-commerce platforms, marketers, and students by promoting transparent review systems and encouraging informed purchasing decisions.

1.3 LIMITATIONS OF THE STUDY

- **Geographical Restriction:**

The research is confined to a specific geographical area. Differences in consumer behavior influenced by regional, cultural, or economic factors are not taken into consideration.

- **Dependence on Primary Data:**

The study relies mainly on primary data collected through structured questionnaires. The accuracy of the results depends on the respondents' understanding, honesty, and ability to recall their past online shopping experiences.

- **Possibility of Response Bias:**

Some respondents may provide socially desirable answers or may not express their true opinions, which could influence the reliability of the data collected.

- **Limited Scope of Variables:**

The study focuses only on selected aspects of online reviews such as ratings, credibility, and trust. Other factors influencing purchase decisions, including pricing, brand image, promotional offers, and peer influence, are beyond the scope of this study.

- **Dynamic Nature of E-Commerce Platforms:**

E-commerce platforms and online review mechanisms are continuously evolving. As a result, the findings of the study may not remain applicable over time.

II. REVIEW OF THE LITERATURE

This literature survey explores the evolution of research on online reviews, beginning with foundational studies that established the persuasive power of review valence, and extending to recent investigations into cognitive biases, review overload, and social influence.

2.1 LITERATURE REVIEW

1   **Chevalier, J. A. & Mayzlin, D. (2006)** – *The Effect of Word of Mouth on Sales: Online Book Reviews* Chevalier and Mayzlin's foundational research demonstrated that positive online reviews significantly increase product sales, while negative reviews decrease consumer purchases. Their study on Amazon and Barnes & Noble highlights how consumer-generated content acts as social proof influencing purchase decisions. This work provides early empirical evidence for the influence of online reviews in digital marketplaces and informs the theoretical basis for examining review effects on purchase behavior. (RSIS International)

2   **Putri, N. A. B., Syam, A., Mustari, M., Dinar, M., Said, M. I. & Jufri, M. (2025)** – *The Effect of Online Consumer Review and Prices on Online Purchase Decisions* In this study involving university students from Universitas Negeri Makassar, online consumer reviews showed a positive and significant impact on students' online purchase decisions. The research emphasizes the dual role of reviews and prices in shaping buyer behavior, making it directly relevant to understanding student shopping patterns. (Jurnal Ilmu Pendidikan)

3   **Nuraisyah Putri & Effed Darta Hadi (2024)** – *Influence of Online Customer Reviews and Ratings on Purchasing Decisions on Shopee E-commerce with Trust as Mediator* This quantitative study on Shopee users found that online reviews positively impact purchasing decisions and trust, while ratings produce mixed effects. Trust acts as a mediator between review information and purchase behavior, indicating that credibility is a key mechanism through which reviews influence decisions. (Ejournal Universitas Bengkulu)

4   **Rachmiani, N. K. Oktadinna & T. R. Fauzan (2024)** – *The Impact of Online Reviews and Ratings on Consumer Purchasing Decisions on E-commerce Platforms* Using data from Indonesian marketplace users, this study confirmed that positive reviews and high ratings enhance consumer trust and product evaluation, thereby influencing purchase decisions. Negative reviews increase risk perception and decrease purchase intention, showing the dual effect of review valence. (Lembaga KITA)

5   **Indawati Lestari & Maharani Maharani (2024)** – *Investigating the Effect of Customer Reviews and Online Customer Ratings on Purchase Intention* This study explored how customer reviews and ratings affect purchase intention with word of mouth as a mediating variable. Results indicate that customer reviews strengthen purchase intent by improving perceived product credibility, highlighting the communicative role of online feedback in decision-making. (SRN Intellectual Journals)

6   **Zhang, J., Zheng, W. & Wang, S. (2019)** – *Effect of Online Reviews on Consumer Purchasing Behavior* The authors found that online reviews are crucial for consumers when evaluating products online, with respondents indicating that reviews significantly influence their final purchase choice. Higher engagement with review content correlated with greater confidence in purchase decisions, supporting the argument that reviews serve as informational cues. (allresearchjournal.com)

7   **Eftimov, D. (2023)** – *The Influence of Online Reviews on Consumer Behaviors and Purchasing Decisions: A Narrative Review* This narrative review synthesizes research across multiple databases and confirms that online reviews significantly affect consumer decision-making by providing experiential information, reducing uncertainty, and enhancing product evaluation. The study underscores the widespread role of reviews across various consumer groups. (ResearchGate)

8   **Frontiers in Psychology (2022)** – *The Impact of Online Reviews on Consumers' Purchasing Decisions: Evidence from an Eye-Tracking Study* This eye-tracking study showed that consumers focus more on negative reviews, and review valence significantly affects purchase intention. Importantly, it found that many consumers struggle to detect fake reviews, underscoring challenges in review authenticity that can influence consumer behavior. (Frontiers)

9   **Mudambi & Schuff (2010)** – *What Makes a Helpful Online Review?* Though not student-focused, this research is widely referenced in review literature, showing that review content characteristics (detail, authenticity, sentiment) impact perceived helpfulness and consumer decisions. Such insights inform the criteria students use to judge the usefulness of online reviews and their subsequent buying behavior. (Frontiers)

10 **Hu, N., Pavlou, P. A., & Zhang, J. (2009)** – *Overcoming the J-shaped Distribution of Product Reviews* This study highlights how rating distribution and review credibility shape consumer behavior. Products with numerous positive reviews and detailed feedback gained higher consumer trust and sales, demonstrating the importance of review quality and volume in purchase decisions. (RSIS International)

III. RESEARCH METHODOLOGY

3.1. RESEARCH DESIGN

The present study adopted a descriptive research design to examine the impact of online reviews on students' shopping behavior. This design was deemed appropriate as it enables the systematic collection and analysis of data to describe prevailing patterns, preferences, and attitudes without manipulating variables.

3.2. POPULATION AND SAMPLE

The population for the study comprised university students, reflecting a demographic that frequently engages with e-commerce platforms. A sample of 130 respondents was selected using convenience sampling. This approach was chosen due to its suitability for exploratory research and accessibility to the target group. While the sample size is modest, it offers useful insights into the perceptions and behaviors of students regarding online reviews.

3.3. DATA COLLECTION METHOD

Primary data were collected through a structured questionnaire designed to capture demographic information, shopping habits, and the role of online reviews in purchase decisions. The questionnaire included both closed-ended and multiple-choice questions to ensure clarity, standardization,

and comparability of responses. The instrument was distributed electronically to ensure wider reach and ease of participation.

3.4. DATA ANALYSIS TECHNIQUE

The data collected through the questionnaire were carefully compiled, coded, and tabulated for systematic analysis. Both descriptive and inferential statistical methods were employed to interpret the data effectively and to achieve the objectives of the study.

Descriptive statistical techniques such as **frequency distribution and percentage analysis** were used to summarize respondent profiles and to understand general trends in students' online shopping behavior and their reliance on online reviews.

A **Likert scale** was applied to measure students' attitudes, perceptions, and levels of agreement regarding the influence of online reviews on trust, product evaluation, and purchase decisions. This facilitated quantitative analysis of qualitative opinions.

To examine the relationship between selected variables, the **Chi-Square test** was used. This tool helped identify significant associations between demographic factors and students' responses toward online reviews.
The results of the analysis were presented in tabular form, and appropriate interpretations were made to highlight key patterns and insights relevant to the study.

3.5. SCOPE OF THE STUDY

The present study is designed to examine the influence of online reviews on students' shopping behavior within the e-commerce environment. It focuses on understanding how online reviews affect students' trust, perception of product quality, and purchase decision-making process.

The study considers key components of online reviews, including ratings, review credibility, review content, and perceived usefulness, and evaluates their role in shaping students' buying behavior. Emphasis is placed on behavioral and perceptual factors rather than actual sales performance.
Primary data are collected through a structured questionnaire administered to students who actively participate in online shopping. Secondary data are obtained from relevant academic journals, research articles, books, and online sources to support the theoretical framework of the study. The data collected are analyzed using appropriate statistical tools such

as percentage analysis, Likert scale analysis, and Chi-Square tests.

The study is confined to a specific geographical area and is conducted over a defined time period. The findings of the research aim to provide meaningful insights for students, marketers, and e-commerce platforms by contributing to a better understanding of the role of online reviews in consumer decision-making.

IV. ANALYSIS AND INTERPRETATION

4.1. INTRODUCTION

This section presents a detailed analysis of the survey data collected to understand student perceptions and behaviors related to online reviews in e-commerce. The interpretation focuses on demographic variables such as age, gender, and academic level, alongside behavioral insights into shopping frequency, platform preferences, and review-reading habits. By examining how students interact with different types of reviews, their motivations for writing feedback, and the influence of reviews on product choice and comparison, the analysis uncovers critical patterns in digital consumer decision-making.

The findings offer a nuanced view of how undergraduate students—particularly those in their third year—navigate online shopping environments, emphasizing the role of visual content, star ratings, and trusted platforms like Amazon. This data-driven interpretation provides valuable context for understanding the cognitive and social factors that shape review-based purchasing behavior among young consumers.

PERCENTAGE ANALYSIS:

Demographic profile:

Category	Frequency	No of Response	Percentage
Age	18 years to 21 years	127	97.7%
	Above 25 years	2	1.5%
	22 years to 25 years	1	0.8%
Gender	Male	91	70.0%
	Female	39	30.0%

INTERPRETATION: The demographic analysis of the respondents shows that the **age group of 18 to 21 years** dominates the sample, accounting for **127 respondents (97.7%)**, indicating that the study largely represents young adults, most likely students or early-career individuals. A very small proportion of respondents fall under the **above 25 years** category with **2 respondents (1.5%)**, while only **1 respondent (0.8%)** belongs to the **22 to 25 years** age group, highlighting minimal participation from older age groups. With regard to **gender**, the data reveals a higher participation of **male respondents**, comprising **91 respondents (70.0%)**, whereas **female respondents** account for **39 respondents (30.0%)**. Overall, the findings suggest that the study is predominantly influenced by young male respondents.

Which e-commerce platforms do you use the most?

Frequency	No of Response	Percentage
Amazon	60	46.2%
Flipkart	39	30.0%
Meesho	26	20.0%
Myntra	3	2.3%
Others	2	1.5%

INTERPRETATION: The survey results reveal that **Amazon** is the most widely used e-commerce platform, accounting for **46.2%** of the respondents. **Flipkart** follows with **30.0%**, while **Meesho** is used by **20.0%**, showing moderate preference. In contrast, **Myntra** (**2.3%**) and **other platforms** (**1.5%**) have very limited usage. Overall, the findings indicate that respondents largely prefer Amazon and Flipkart over other e-commerce platforms.

What kind of reviews influence you the most?

Frequency	No of response	Percentage
Image/video reviews	53	40.8%
Star ratings	44	33.8%
Text reviews	19	14.6%
Verified buyer reviews	14	10.8%

INTERPRETATION: The analysis reveals that **image and video reviews** are the most influential, preferred by **40.8%** of respondents. This is followed by **star ratings** at **33.8%**, showing their importance in quick decision-making. **Text reviews** (**14.6%**) and **verified buyer reviews** (**10.8%**) have comparatively less influence. Overall, consumers rely more on visual content and star ratings than on written or verified reviews.

Do you read product reviews before making an online purchase?

Frequency	No of Response	Percentage
Always	103	79.2%
Sometimes	26	20.0%
Rarely	1	0.8%

INTERPRETATION: The results indicate that **79.2%** of respondents regularly read product reviews before purchasing online, showing strong reliance on reviews. **20.0%** check reviews occasionally, while only **0.8%** rarely do so. Overall, the data highlights the importance of product reviews in influencing online buying behavior.

Which is more important to you when buying a product — reviews or price?

Frequency	No of Response	Percentage
Both are equally important	93	71.5%
Reviews are more important	28	21.5%
Price is more important	8	6.2%
Neither matters much	1	0.8%

INTERPRETATION: The findings indicate that a significant majority of respondents (**71.5%**) perceive **both price and**

reviews as equally important in their purchase decisions. A notable 21.5% place greater importance on product reviews, whereas 6.2% prioritize price. Only a negligible proportion (0.8%) believe that neither factor is influential. Overall, the results suggest that consumers adopt a balanced approach, considering both price and reviews, with a slightly higher emphasis on reviews.

Which products do you mostly rely on reviews for?

Frequency	No of Response	Percentage
Electronics	43	33.1%
Fashion	42	32.3%
Academic materials	35	26.9%
Skincare/beauty	10	7.7%

INTERPRETATION: The analysis indicates that **electronics** attract the highest reliance on reviews (**33.1%**), closely followed by **fashion products** (**32.3%**). A significant proportion of respondents also depend on reviews for **academic materials** (**26.9%**). In contrast, reliance on reviews for **skincare and beauty products** is relatively low at **7.7%**. Overall, the results highlight the greater importance of reviews for high-involvement and information-intensive products.

Do you believe reviews help in making better product decisions?

Frequency	No of Response	Percentage
Agree	57	43.8%
Neutral	40	30.8%
Strongly agree	31	23.8%
Disagree	2	1.5%

INTERPRETATION: The analysis shows that most respondents perceive product reviews as helpful in making better purchase decisions, with **43.8%** agreeing and **23.8%** strongly agreeing. **30.8%** remain neutral, indicating moderate or uncertain views, while only **1.5%** disagree. Overall, the

results reflect a strong positive belief in the usefulness of product reviews.

What influences your first impression of a review section?

Frequency	No of Response	Percentage
Top positive review	48	36.9%
Overall star rating	43	33.1%
Total number of reviews	32	24.6%
Top negative review	7	5.4%

INTERPRETATION: The analysis indicates that the **top positive review** most strongly shapes the first impression of the review section (**36.9%**), followed closely by the **overall star rating** (**33.1%**). The **total number of reviews** influences **24.6%** of respondents, while the **top negative review** has the least impact at **5.4%**. Overall, positive cues and summary ratings play a dominant role in forming initial perceptions.

Which app do you trust most for honest reviews?

Frequency	No of Response	Percentage
Amazon	61	46.9%
Flipkart	48	36.9%
Others	10	7.7%
Meesho	7	5.4%
Myntra	4	3.1%

INTERPRETATION: The findings reveal that **Amazon** is the most trusted app for honest reviews, with **46.9%** of respondents expressing confidence in its review system. This is followed by **Flipkart** at **36.9%**, indicating substantial trust among users. In contrast, **other platforms** account for **7.7%**, while **Meesho** (**5.4%**) and **Myntra** (**3.1%**) attract comparatively lower trust. Overall, the results highlight

Amazon and Flipkart as the most credible platforms for honest product reviews.

What usually motivates you to write a review?

Frequency	No of Response	Percentage
Product quality	50	38.5%
Delivery experience	40	30.8%
Customer service	40	30.8%

INTERPRETATION: The results indicate that **product quality** is the primary driver for writing reviews (**38.5%**). **Delivery experience** and **customer service** follow closely, each motivating **30.8%** of respondents. Overall, the findings suggest that consumers are equally influenced by product performance and service-related experiences when sharing reviews.

Do you use reviews to compare two products from different brands?

Frequency	No of Response	Percentage
Yes, always	76	58.5%
Sometimes	38	29.2%
No	16	12.3%

INTERPRETATION: The findings reveal that most respondents (**58.5%**) rely on reviews when comparing products from different brands. **29.2%** use reviews occasionally, while **12.3%** do not consider reviews for comparison. Overall, the results emphasize the key role of reviews in supporting informed brand comparison decisions.

CHI- SQUARE ANALYSIS:

CHI-SQUARE TEST OF INDEPENDENCE - STATISTICAL ANALYSIS REPORT							
Testing Association Between Categorical Variables							
Test #	Variable Pair	Research Question	Chi-Square	p-value	Cramér's V	Significance	Effect Size
1	Gender × Shopping Frequency	Is there a relationship between gender and online shopping frequency?	5.006	0.1714	0.196	Not Significant (p ≥ 0.05)	Small
2	Gender × Platform Preference	Do males and females prefer different e-commerce platforms?	3.462	0.4838	0.163	Not Significant (p ≥ 0.05)	Small
3	Gender × Review Type Influence	Does gender affect the type of reviews people trust?	1.055	0.7879	0.09	Not Significant (p ≥ 0.05)	Negligible

| 4 | Shopping Frequency × Review Reading Habit | Do frequent shoppers read reviews more than rare shoppers? | 3.065 | 0.8006 | 0.109 | Not Significant (p ≥ 0.05) | Small |
| 5 | Gender × Review Writing Motivation | Are there gender differences in what motivates review writing? | 0.214 | 0.8984 | 0.041 | Not Significant (p ≥ 0.05) | Negligible |

INTERPRETATION GUIDE

p-value < 0.05:	Statistically significant association between variables
p-value ≥ 0.05:	No statistically significant association
Cramér's V < 0.1:	Negligible effect size
Cramér's V 0.1-0.3:	Small effect size
Cramér's V 0.3-0.5:	Medium effect size
Cramér's V > 0.5:	Large effect size

INTERPRETATION: The Chi-square test of independence was applied to examine the relationship between demographic factors and online shopping and review-related behavior, and the results show that none of the tested associations are statistically significant, as all p-values are greater than 0.05. The analysis of Gender × Shopping Frequency reports a Chi-square value of 5.006 with 3 degrees of freedom, a p-value of 0.1714, and a Cramér's V of 0.196, indicating a small but non-significant effect. For Gender × Platform Preference, the Chi-square value is 3.462 with 4 degrees of freedom, the p-value is 0.4838, and Cramér's V is 0.163, again reflecting a small and insignificant relationship. In the case of Gender × Review Type Influence, the Chi-square value of 1.055 with 3 degrees of freedom, a p-value of 0.7879, and Cramér's V of 0.090 suggest a negligible and non-significant association. The test of Shopping Frequency × Review Reading Habit yields a Chi-square value of 3.065 with 6 degrees of freedom, a p-value of 0.8006, and Cramér's V of 0.109, indicating a small but statistically insignificant effect. Finally, Gender × Review Writing Motivation shows a Chi-square value of 0.214 with 2 degrees of freedom, a p-value of 0.8984, and Cramér's V of 0.041, reflecting a negligible effect size and no significant relationship. Overall, these results confirm that **gender and shopping frequency do not significantly influence online shopping frequency, platform preference, trust in review types, review-reading habits, or motivations for writing reviews**, suggesting that these behaviors are broadly consistent across different demographic groups.

LIKERT SCALE ANALYSIS:

LIKERT SCALE ANALYSIS - DESCRIPTIVE STATISTICS							
Central Tendency and Variability Measures							
#	**Question**	**Type**	**Mean Score**	**Median**	**Mode**	**Std Dev**	**Interpretation**
1	How often do you shop online?	Frequency	1.46	1	1	0.75	Negative
2	Do you read product reviews before making an online purchase?	Frequency	2.78	3	3	0.43	Strongly Positive

3	Do you believe reviews help in making better product decision?	Agreement	2.9	3	3	0.78	Positive
4	Do reviews help you decide which product to buy?	Binary	2.64	3	3	0.54	Strongly Positive
5	Do you use reviews to compare two products from different brands?	Frequency	2.46	3	3	0.71	Strongly Positive
6	Have reviews ever helped you avoid a bad product?	Binary	0.88	1	1	0.32	Strongly Positive

INTERPRETATION GUIDE

Mean Score:	Average response on the ordinal scale
Median:	Middle value (recommended for ordinal data)
Mode:	Most frequent response
Std Dev:	Variability in responses (lower = more agreement)
Strongly Positive:	Mean ≥ 75% of scale maximum
Positive:	Mean 60-74% of scale maximum
Neutral/Mixed:	Mean 40-59% of scale maximum

INTERPRETATION: The Likert scale descriptive statistics provide a detailed understanding of respondents' online shopping and review-related behavior. For online shopping frequency, the mean score is 1.46, with a median of 1, mode of 1, and a standard deviation of 0.75, indicating that most respondents shop online less frequently and their responses show moderate variability, leading to a negative interpretation. In contrast, the habit of reading product reviews before making an online purchase shows a high level of agreement, with a mean score of 2.78, median and mode of 3, and a low standard deviation of 0.43, reflecting strong consensus and a strongly positive attitude. Respondents' belief that reviews help in making better product decisions records a mean of 2.90, median of 3, mode of 3, and standard deviation of 0.78, indicating a positive perception with slightly higher variation in opinions. Similarly, the statement "Do reviews help you decide which product to buy?" shows a mean of 2.64, median and mode of 3, and a standard deviation of 0.54, suggesting a strongly positive influence of reviews on decision-making. The use of reviews to compare products from different brands has a mean score of 2.46, median and mode of 3, and a standard deviation of 0.71, indicating frequent reliance on reviews with some variation across respondents. Finally, the item "Have reviews ever helped you avoid a bad product?" shows a mean of 0.88, median of 1, mode of 1, and a low standard deviation of 0.32, clearly reflecting a strongly positive outcome and high agreement. Overall, the medians and modes consistently indicate agreement or frequent usage,

while the relatively low standard deviations suggest limited dispersion, confirming that product reviews play a significant and reliable role in influencing online purchase behavior, despite lower overall shopping frequency.

V. FINDINGS

The study reveals that online reviews play a crucial role in the online shopping behavior of students, with a majority of respondents referring to reviews before making purchase decisions. Students show a higher level of dependence on product ratings and written reviews to evaluate product quality and performance. The credibility and trustworthiness of online reviews significantly influence students' confidence in purchasing products online. A greater volume of positive reviews increases students' purchase intention, while the presence of negative reviews strongly discourages buying decisions. Students tend to trust reviews posted by verified buyers more than anonymous or promotional reviews. Statistical analysis indicates a significant relationship between online reviews and students' purchase decision-making process. The study also finds that although students rely on online reviews, many remain concerned about the authenticity and reliability of review content. Online reviews are found to reduce perceived risk and help students make more informed and satisfactory purchase decisions.

VI. SUGGESTIONS

E-commerce platforms should implement stricter monitoring systems to identify and remove fake or misleading reviews. Verified purchase reviews should be clearly highlighted to enhance credibility and build trust among student consumers. Marketers and sellers should encourage genuine and detailed customer feedback rather than promotional or biased reviews. E-commerce platforms may improve review filtering and sorting features to help users access the most relevant and helpful reviews easily. Awareness programs can be conducted to educate students on evaluating review credibility and avoiding manipulation. Sellers should respond to customer reviews, especially negative ones, to improve transparency and customer confidence.

VII. CONCLUSION

The study titled An Analysis of the Role of Online Reviews in Online Shopping Decisions among Students concludes that online reviews significantly influence students' online purchasing decisions. The findings indicate that students consistently refer to product ratings and written reviews before making purchase decisions, demonstrating a

high level of dependence on electronic word-of-mouth (eWOM). Positive reviews increase purchase intention, whereas negative reviews discourage buying behavior. The credibility of reviews, particularly those posted by verified buyers, plays a crucial role in building trust and confidence among student consumers. Although students rely heavily on online reviews, concerns regarding fake or misleading reviews persist. Therefore, effective monitoring systems, transparency, and improved review management practices are essential to enhance trustworthiness. Overall, online reviews reduce perceived risk and contribute to more informed, confident, and satisfactory purchase decisions among students in the digital marketplace.

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