INDIAN JOURNAL OF LEGAL REVIEW

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influential factors within customer reviews, such as sentiment, credibility, and content, and their correlation with marketing outcomes.

Understanding the role of customer reviews in shaping marketing decisions is crucial for businesses seeking to enhance their online presence, optimize customer engagement, and ultimately drive sales. By elucidating the mechanisms through which reviews influence marketing effectiveness, this study intends to provide actionable insights for businesses to refine their marketing strategies and better leverage the power of customer feedback in today's digital landscape.

REVIEW OF LITERATURE:

A.TITLE : THE IMPACT OF ONLINE REVIEWS ON THE INFORMATION FLOWS AND OUTCOMES OF MARKETING SYSTEMS

CITATION: Forrest Watson and Yinglu Wu, The impact of online reviews on the information flows and outcomes of marketing systems

SOURCE: https://doi.org/10.1177/0276146211042552

OVERVIEW: Online reviews are changing the way that consumers shop and firms respond to consumer feedback. Viewed more broadly, online reviews are a type of information flow altering the functioning of marketing systems at the micro, meso, and macro levels. A systematic review of the past two decades of research shows great attention to the impact of online reviews on information flows, as well as the nuances of micro-and meso-level efficiency outcomes. However, there is scant consideration for the effectiveness related outcomes of online reviews (such as customer well-being, distributive justice, and externalities). Through a macro marketing lens, online reviews are an information flow with the potential to change well-being outcomes for all stakeholders, rather than just a tool to be exploited by firms or consumers. A theoretical framework and a series of questions are presented for future research on how online reviews and more generally information flows between actors may impact the efficiency and effectiveness of a marketing system**.**

B.TITLE: THE EFFECTS OF POSITIVE AND NEGATIVE ONLINE CUSTOMER REVIEWS

CITATION: Nga N.Ho-Dac, Stephen j.Carson and William L.Moore, The effects of positive and negative online customer reviews

SOURCE: https://doi.org/10.1509/jm.11.0011

OVERVIEW: Research has shown brand equity to moderate the relationship between online customer reviews (OCRs) and sales in both the emerging Blue-ray and mature DVD player categories. Positive (negative) OCRs increase (decrease) the sales of models of weak brands (i.e., brands without significant positive brand equity). In contrast, OCRs have no significant impact on the sales of the models of strong brands, although these models do receive a significant sales boost from their greater brand equity. Higher sales lead to a larger number of positive OCRs, and increased positive OCRs aid a brand's transition from weak to strong. This creates a positive feedback loop between sales and positive OCRs for models of weak brands that not only helps their sales but also increases overall brand equity, benefiting all models of the brand. In contrast to the view that brands matter less in the presence of OCRs, we find that OCRs matter less in the presence of strong brands. Positive OCRs function differently than marketing communications in that their effect is greater for weak brands.

C.TITLE: CUSTOMER ENGAGEMENT AND ONLINE REVIEWS

CITATION: Rakhi Thakur, Customer engagement and online reviews

SOURCE: https://doi.org/10.1016/j.jretconser.2017.11.002

OVERVIEW: This study aims at understanding the role of customer engagement in writing online reviews by shoppers with specific focus on mobile devices for shopping. Mobile devices are becoming first screen for the customers and are being used by marketers to have interactive communication making it more suitable for building customer engagement. The research in this space however is in a very nascent stage. Current study is one of the first few empirical studies exploring the role of customer engagement in writing online reviews. The study explores mediating role of customer engagement in satisfaction - online review intention and trust - online review intention relationships. Further moderating role of trust and satisfaction levels in customer engagement - online review intention is explored. This study contributes to marketing literature in the space of customer engagement, online reviews and mobile shopping behaviour. Further, this study provides a framework to managers for motivating the customers in writing online reviews. Also recommendations for retailers in exploiting customer engagement on mobile platforms are provided to address merchants and advertisers for better management of a new technology.

D.TITLE: THE IMPACT OF TEXT PRODUCT REVIEWS ON SALES

CITATION: Sangkil moo, Yoonseo Park, Yong Seog Kim, "The impact of text reviews on sales", European journal of marketing,Vol.48 No.11/12,pp. 2176-2197.

SOURCE: https://doi.org/10.1108/EJM-06-2013-0291

OVERVIEW: The aim of this research is to theorize and demonstrate that analyzing consumers' text product reviews using text mining can enhance the explanatory power of a product sales model, particularly for hedonic products, which tend to generate emotional and subjective product evaluations. Previous research in this area has been more focused on utilitarian products

RESEARCH METHODOLOGY:

This research is conducted to find the role of social media in digital marketing. The research design chosen is Quantitative research design. There is data randomly collected and with these data from students of various colleges and elders the results are going to be analysed.

METHODOLOGY :

This study uses both primary and secondary data for the purpose of research.

PRIMARY DATA :

The data was collected through questionnaire and responds were send link with few questions and it was a simple random sampling and a data among 110 samples were collected.

The collected data is analysed and interpreted with SPSS package for findings and interpretation.

This study used SPSS package for the data analysis and they bused various tools like t test, descriptive, frequencies, pie charts etc for the respondents.

SECONDARY DATA:

The data was collected from journals, articles, newspapers, companies reports and profit and loss statement, internet, books etc.

STUDY AREA:

Students from various colleges and elders are selected as research samples. This study researches the role of social media in digital marketing.

SAMPLING:

Simple random sampling was used as the sample. A total of 100 responses were collected at random from the people, especially from students and elders from different age groups as given below, majority of 66% from the 18-25 age group followed by other groups who are of similar percentages.
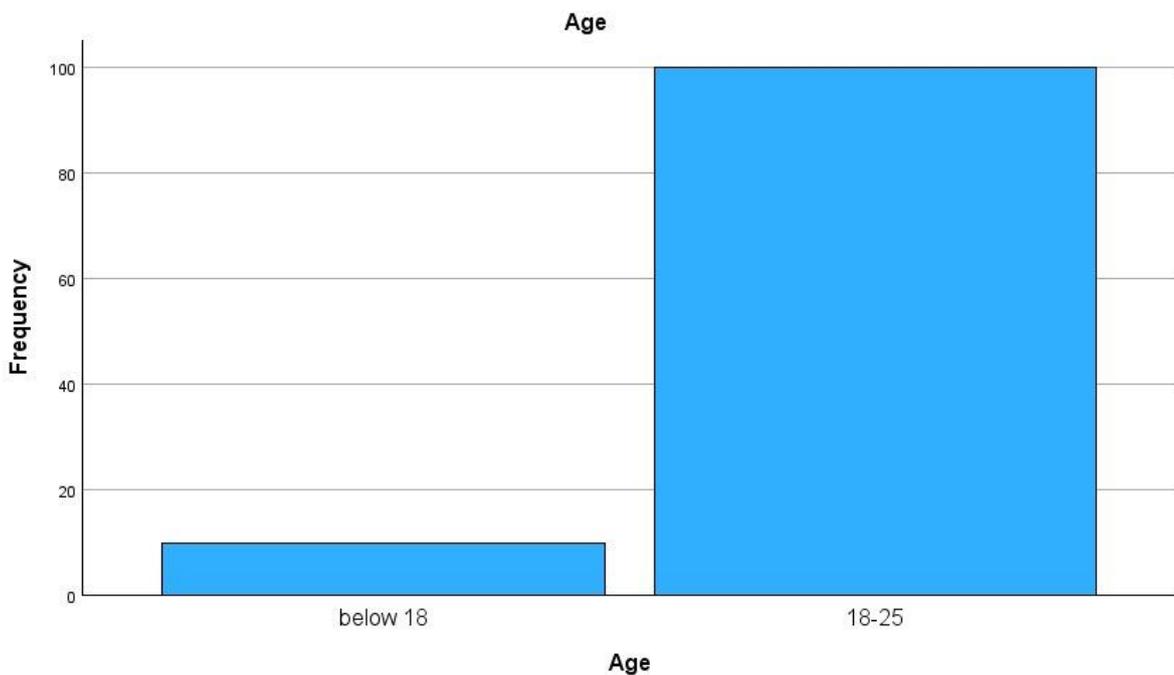
HYPOTHESIS:

1. Positive customer reviews correlate with increased sales.

2. Verified purchaser reviews have a stronger impact on consumer behavior.

3. Marketing strategies influence the generation of positive customer reviews.

4. Review sentiment significantly affects brand perception.

5. Higher review volume enhances consumer trust in products or services.

RESULTS:

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 18	10	9.1	9.1	9.1
	18-25	100	90.9	90.9	100.0
	Total	110	100.0	100.0	

Age
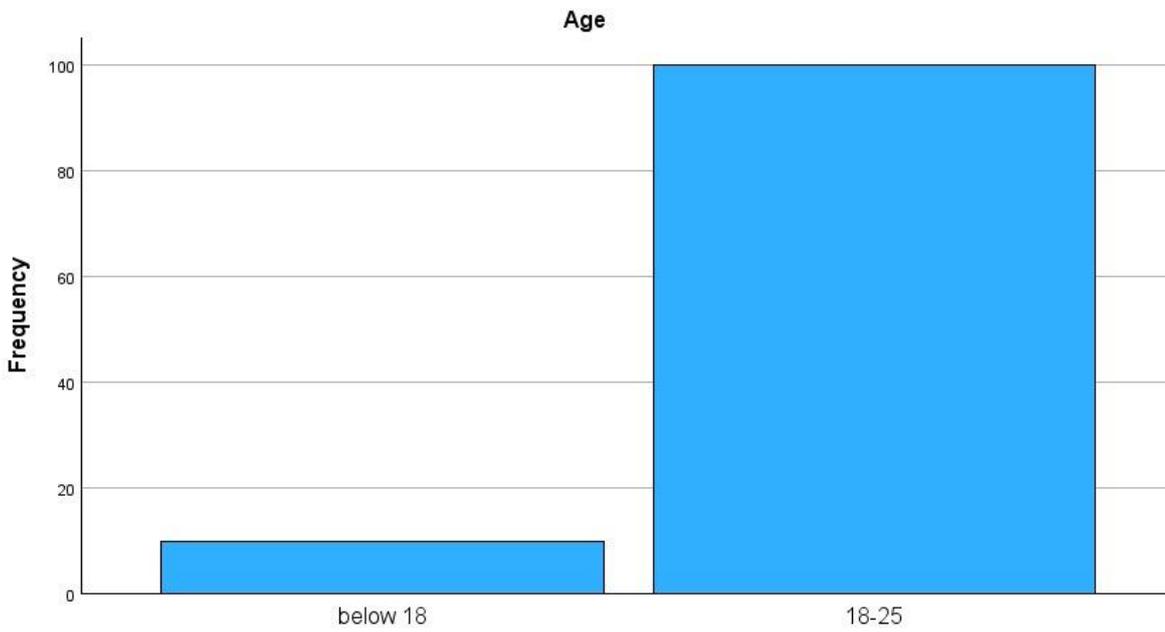
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	78	70.9	70.9	70.9
	female	32	29.1	29.1	100.0
	Total	110	100.0	100.0	

Gender
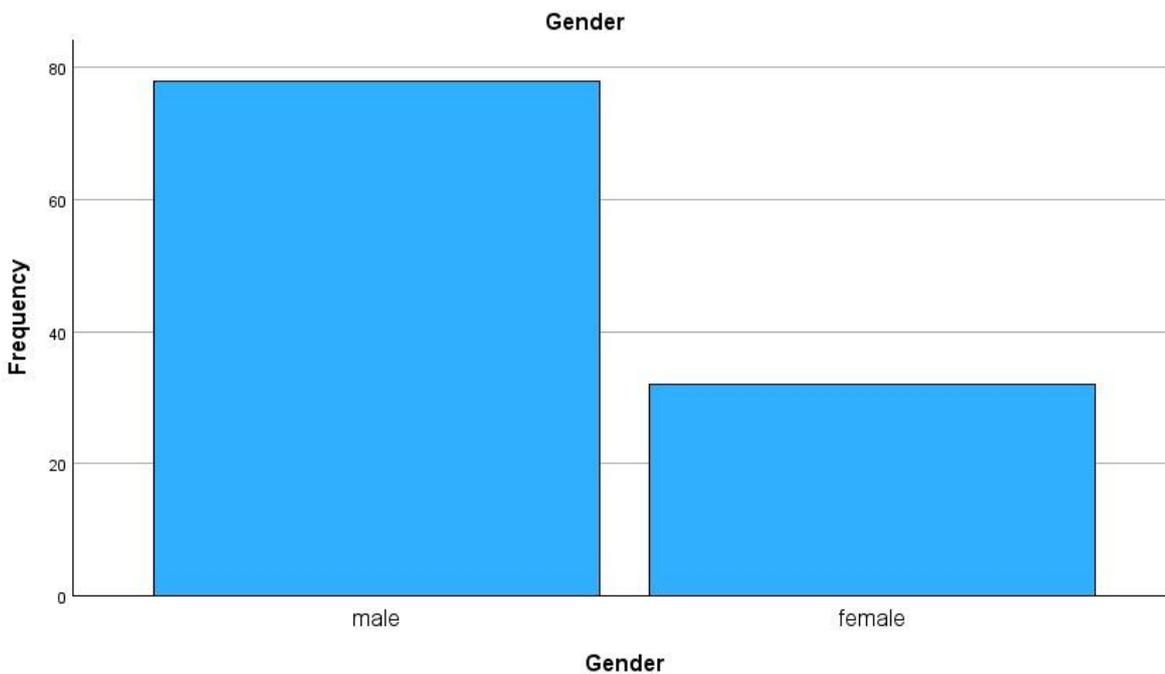
Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	student	104	94.5	94.5	94.5
	job handler	6	5.5	5.5	100.0
	Total	110	100.0	100.0	

Occupation
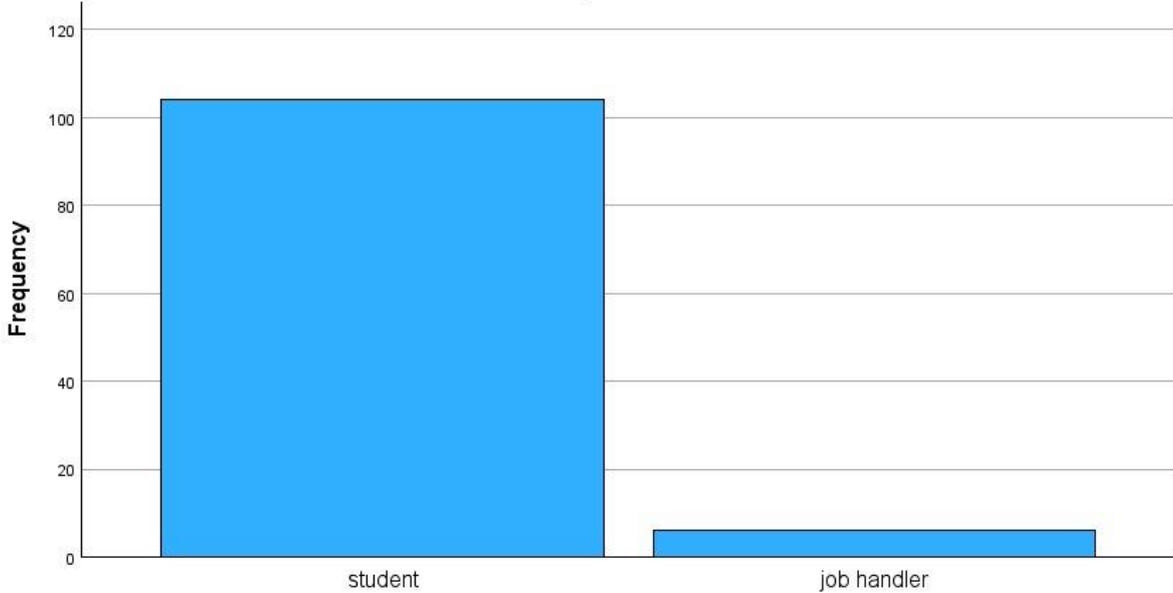
Area of residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	rural	50	45.5	46.3	46.3
	urban	49	44.5	45.4	91.7
	semi urban	9	8.2	8.3	100.0
	Total	108	98.2	100.0	
Missing	System	2	1.8		
Total		110	100.0		

Area of residence
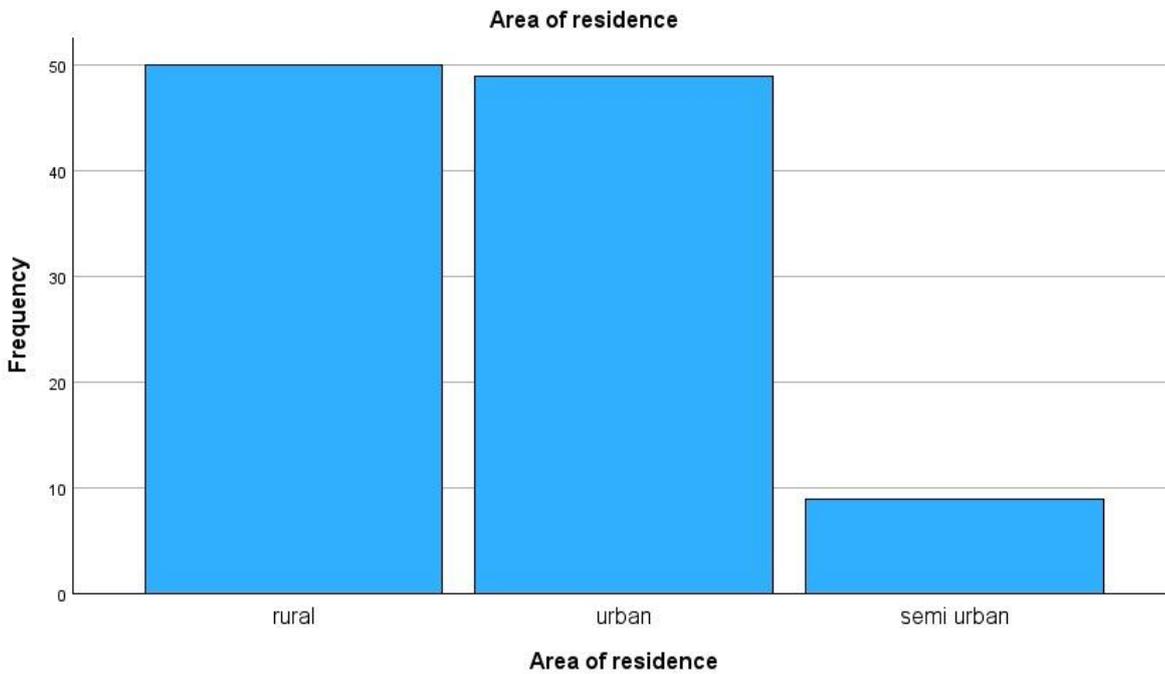
1.Would believe the information disclosed in website?

Would you believe the i

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	.9	.9	.9
	disagree	5	4.5	4.6	5.5
	neutral	43	39.1	39.4	45.0
	agree	44	40.0	40.4	85.3
	strongly agree	16	14.5	14.7	100.0
	Total	109	99.1	100.0	
Missing	System	1	.9		
Total		110	100.0		

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Would you believe the i

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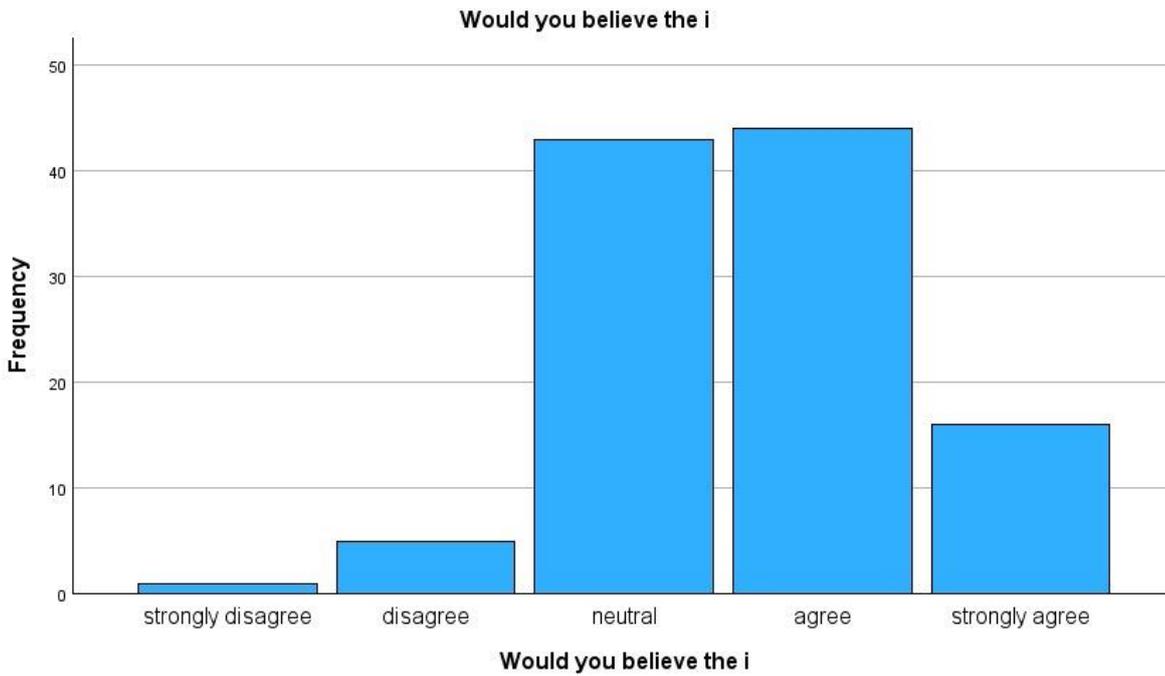
2.Does the review determine the product value in market ?

Does the review determ

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	89	80.9	80.9	80.9
	no	21	19.1	19.1	100.0
	Total	110	100.0	100.0	

Does the review determ

Does the review determ
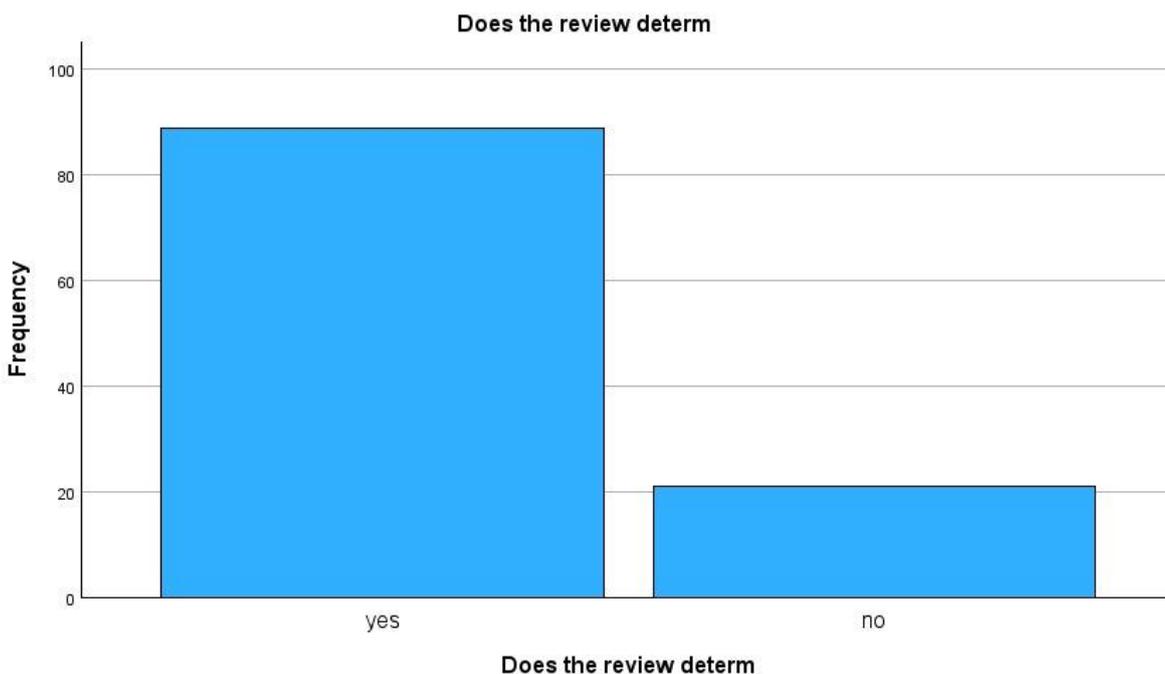
3.Is star rating impact the purchase in the market ?

Is star rating impact the

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	98	89.1	89.9	89.9
	no	11	10.0	10.1	100.0
	Total	109	99.1	100.0	
Missing	System	1	.9		
Total		110	100.0		
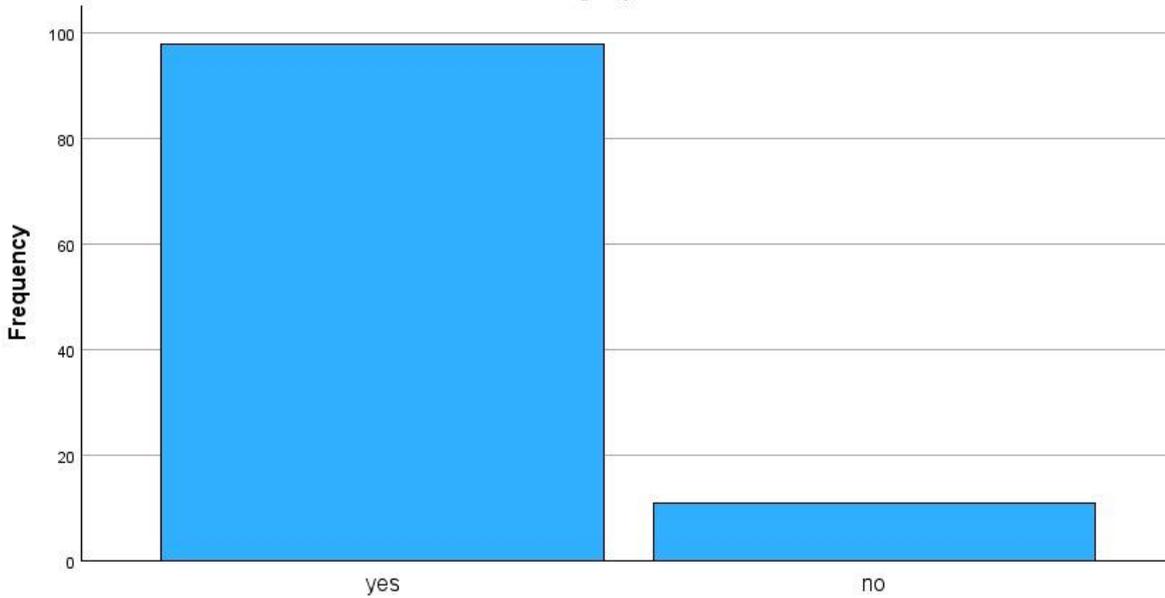
Is star rating impact the

4.Does the seller rectifies the mistake via customer reviews ?

Does the seller rectifies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	1.8	1.9	1.9
	disagree	9	8.2	8.4	10.3
	neutral	39	35.5	36.4	46.7
	agree	40	36.4	37.4	84.1
	strongly agree	17	15.5	15.9	100.0
	Total	107	97.3	100.0	
Missing	System	3	2.7		
Total		110	100.0		

Does the seller rectifies
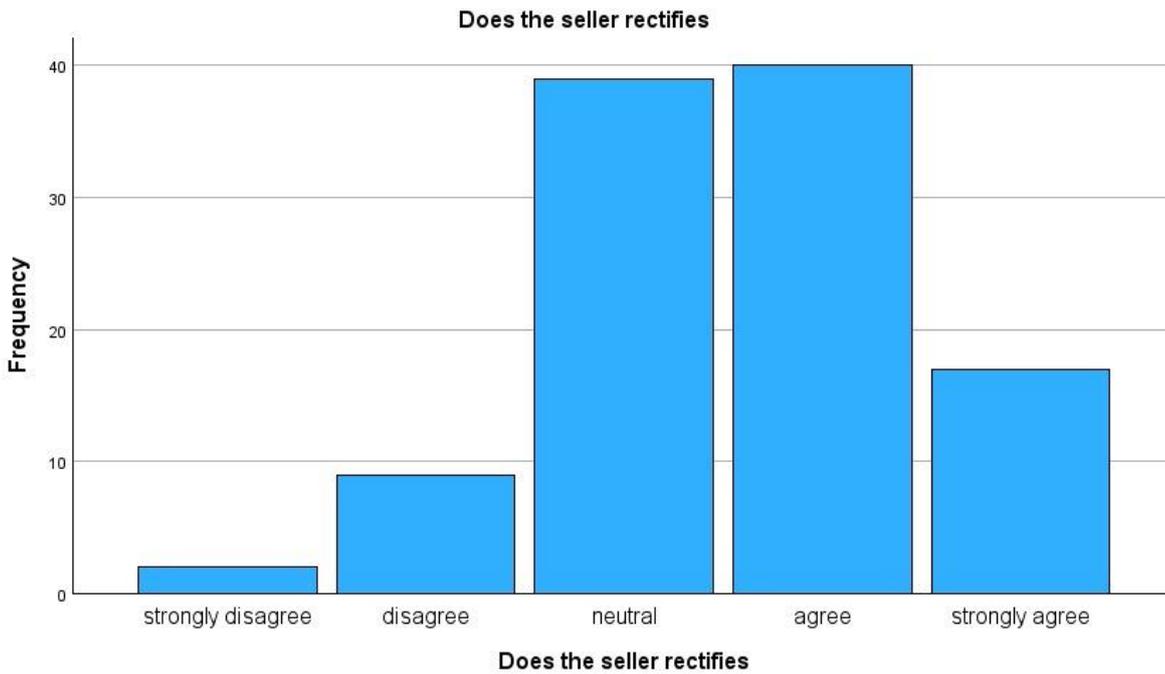
5.Do negative review influence more than positive review in purchasing the product?

Do negative review influ

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	1.8	1.8	1.8
	disagree	4	3.6	3.6	5.5
	neutral	35	31.8	31.8	37.3
	agree	41	37.3	37.3	74.5
	strongly agree	28	25.5	25.5	100.0
	Total	110	100.0	100.0	

Do negative review influ
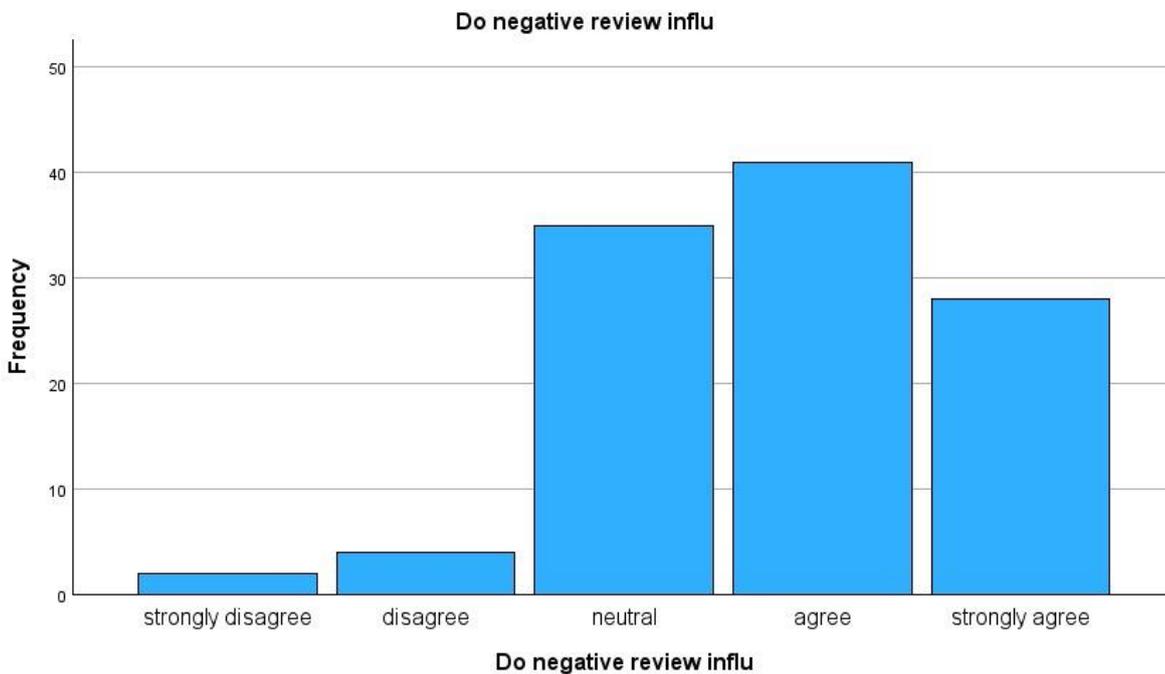
6.Do you think new review important than old review?

Do you think new review

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	.9	.9	.9
	disagree	4	3.6	3.6	4.5
	neutral	26	23.6	23.6	28.2
	agree	53	48.2	48.2	76.4
	strongly agree	26	23.6	23.6	100.0
	Total	110	100.0	100.0	
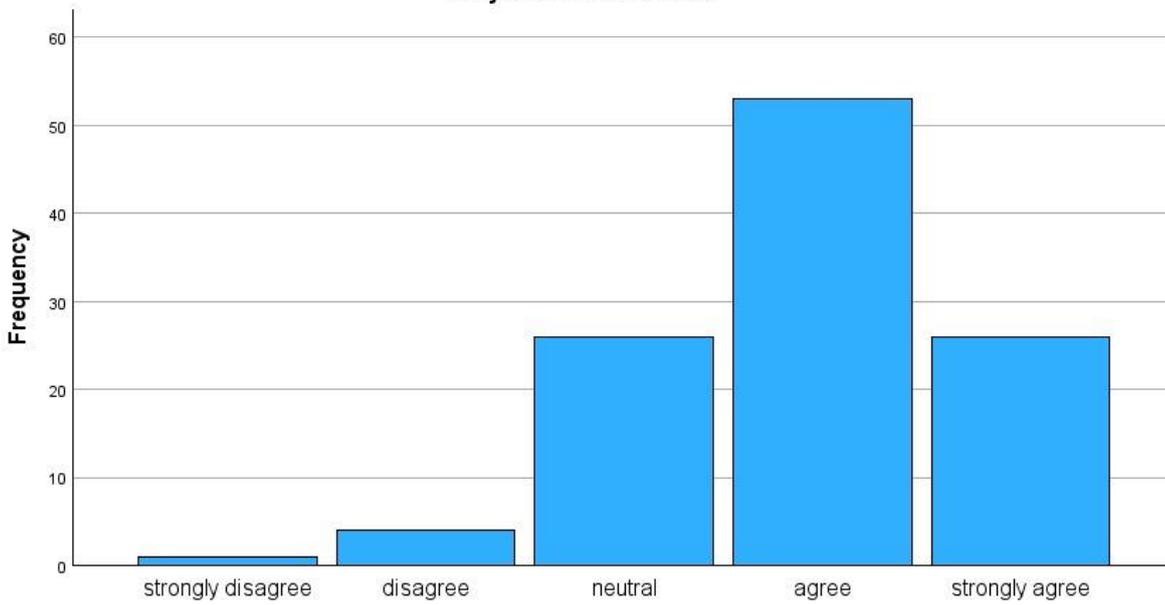
Do you think new review

7.Does the purchase of the product depend on number of reviews?

Does the purchase of pr

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	85	77.3	78.7	78.7
	no	23	20.9	21.3	100.0
	Total	108	98.2	100.0	
Missing	System	2	1.8		
Total		110	100.0		
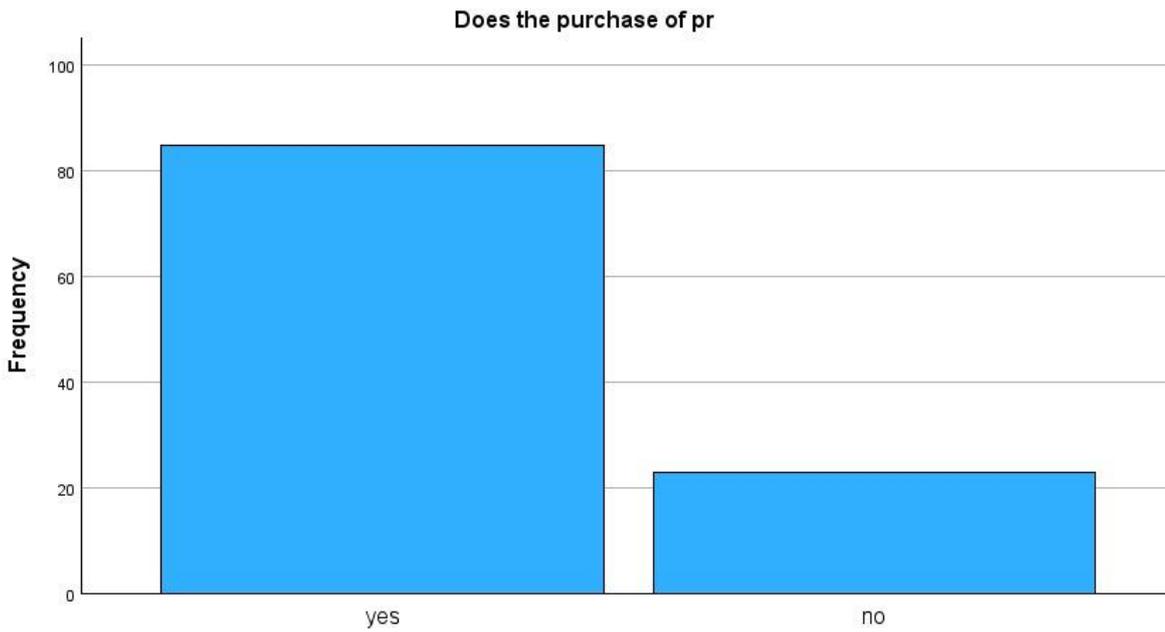
Does the purchase of pr

8.Does the review make the brand or product more familiar in the market?

Does the review make t

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	3	2.7	2.8	2.8
	disagree	4	3.6	3.7	6.4
	neutral	26	23.6	23.9	30.3
	agree	52	47.3	47.7	78.0
	strongly agree	24	21.8	22.0	100.0
	Total	109	99.1	100.0	
Missing	System	1	.9		
Total		110	100.0		

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Does the review make t
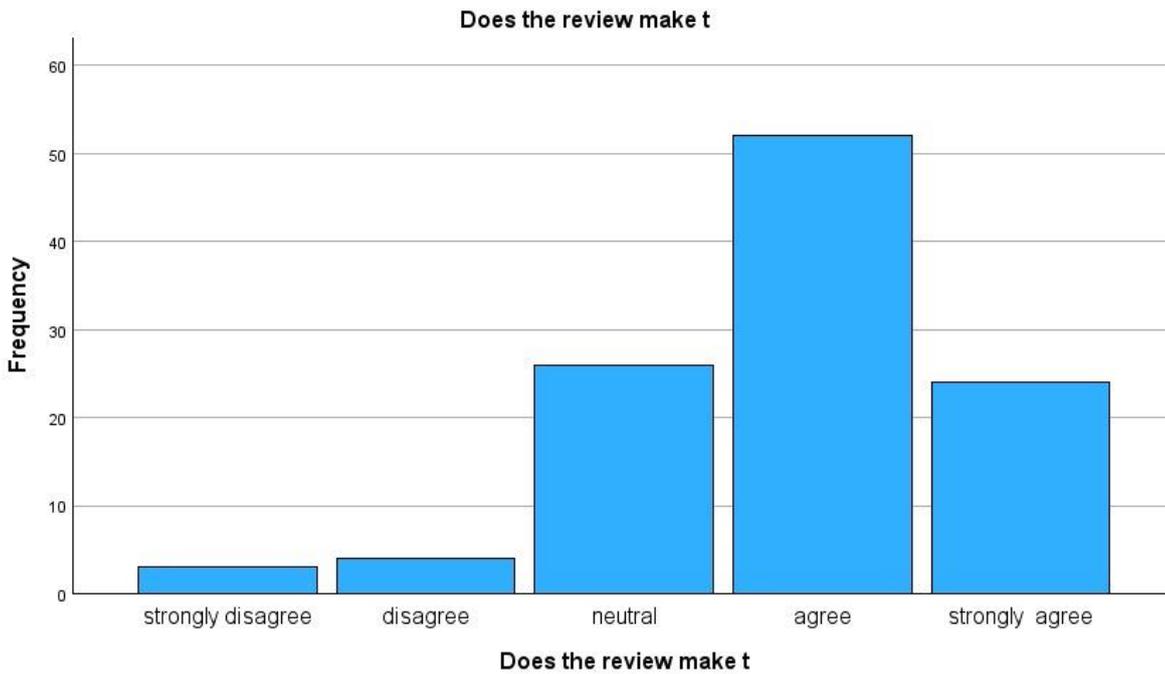
9.Does the review by customer in different website describe different things about the same product?

Does the review by cust

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	.9	.9	.9
	disagree	5	4.5	4.5	5.5
	neutral	43	39.1	39.1	44.5
	agree	43	39.1	39.1	83.6
	strongly agree	18	16.4	16.4	100.0
	Total	110	100.0	100.0	

Does the review by cust
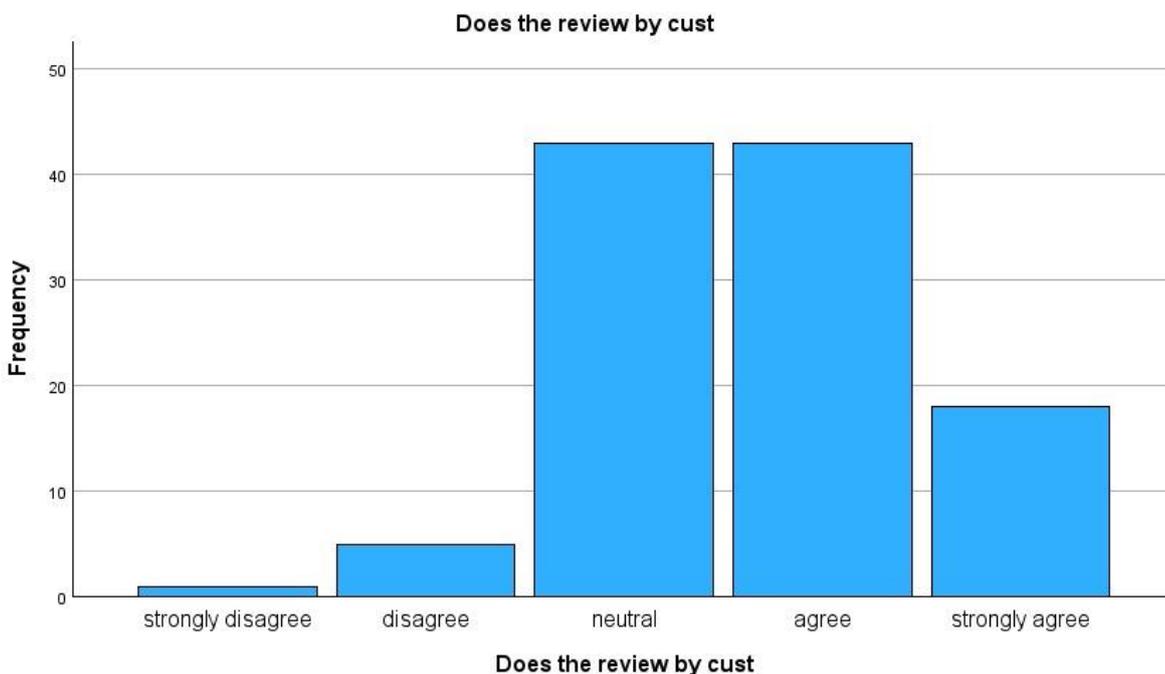
10.Does review enhance the quality of purchase?

Does review enhance th

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	1.8	1.8	1.8
	disagree	6	5.5	5.5	7.3
	neutral	29	26.4	26.4	33.6
	agree	51	46.4	46.4	80.0
	strongly agree	22	20.0	20.0	100.0
	Total	110	100.0	100.0	

Does review enhance th
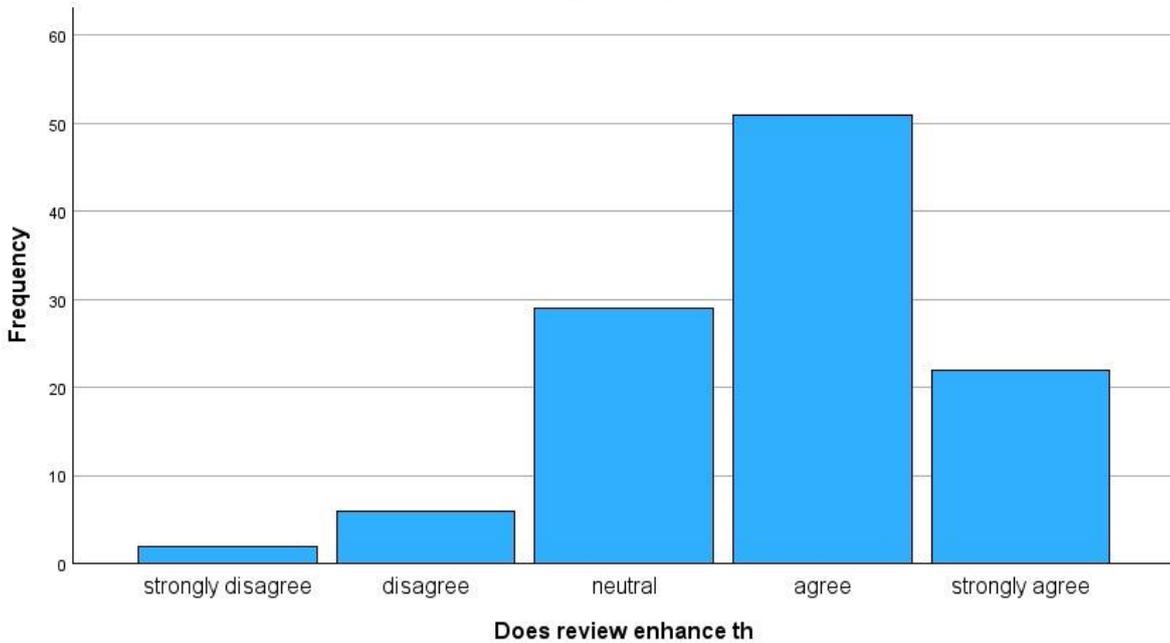
11.Do you think that the customer's reviews are advertised for seeking more attention from the customer?

Do you think that the cu

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongy disagree	3	2.7	2.7	2.7
	disagree	7	6.4	6.4	9.1
	neutral	32	29.1	29.1	38.2
	agree	48	43.6	43.6	81.8
	strongly agree	20	18.2	18.2	100.0
	Total	110	100.0	100.0	
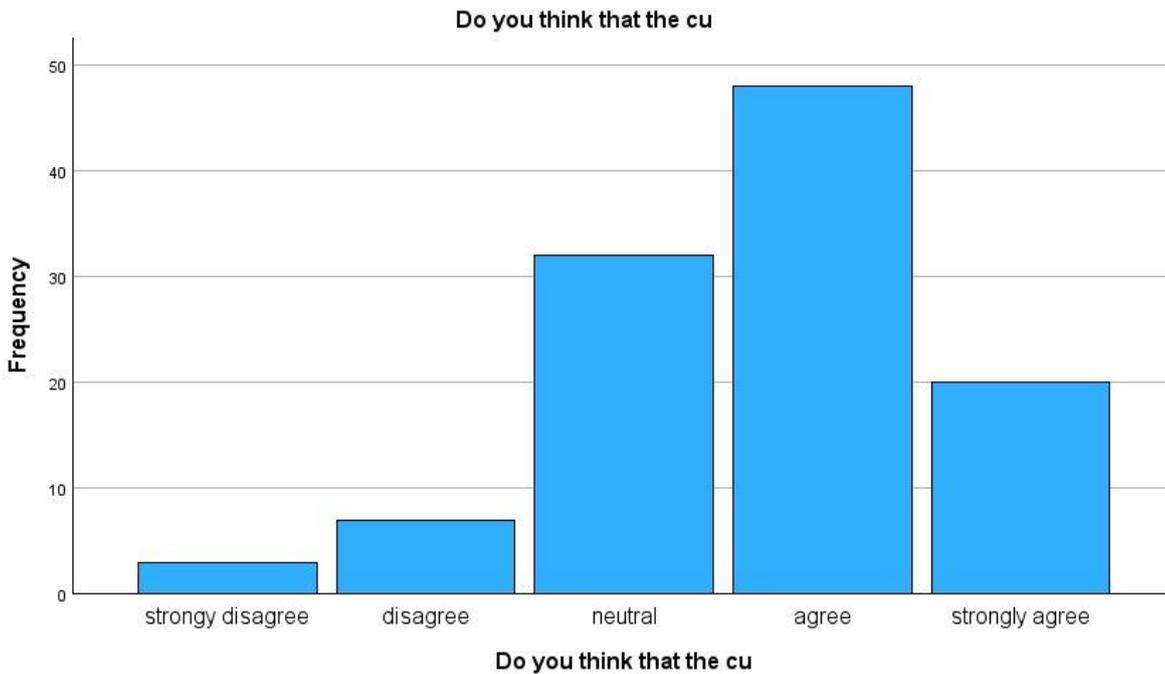
Do you think that the cu

Do you think that the cu

Do you think the product of existing brand took place over any new product of new brand based on the good reviews about the existing brand?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	3.6	3.6	3.6
	disagree	3	2.7	2.7	6.4
	neutral	30	27.3	27.3	33.6
	agree	43	39.1	39.1	72.7
	strongly agree	30	27.3	27.3	100.0
	Total	110	100.0	100.0	

Do you think the product of existing brand took place over any new product of new brand based on the good reviews about the existing brand?
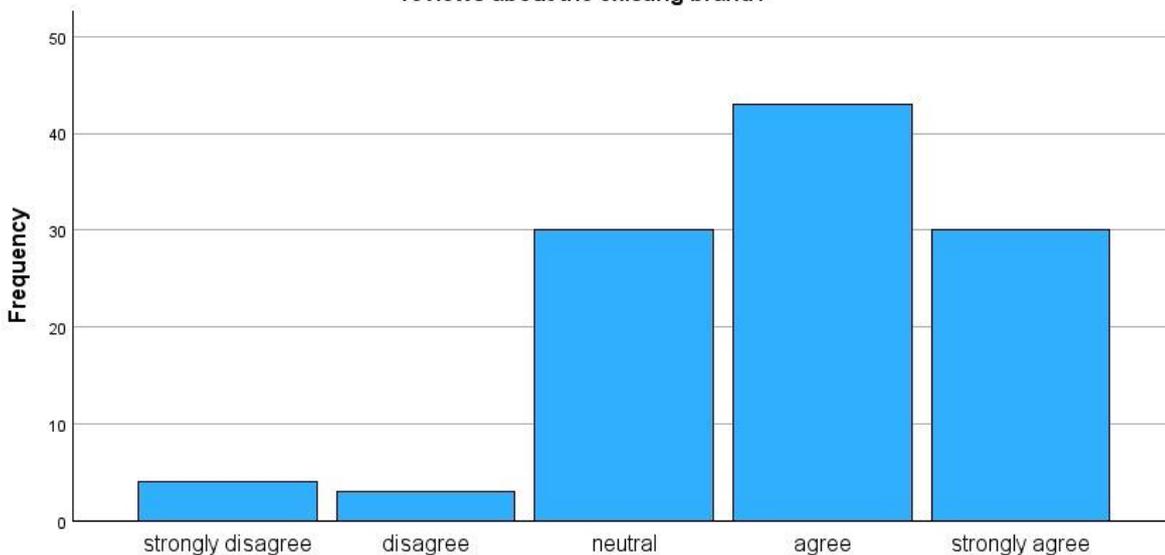
Do you think the product of existing brand took place over any new product of new brand based on the good reviews about the existing brand?

13.Does the influencers review or recommendation creates a desire in purchasing the product?

Does the influencers re

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	4	3.6	3.6	3.6
	neutral	31	28.2	28.2	31.8
	agree	54	49.1	49.1	80.9
	strongly agree	21	19.1	19.1	100.0
	Total	110	100.0	100.0	
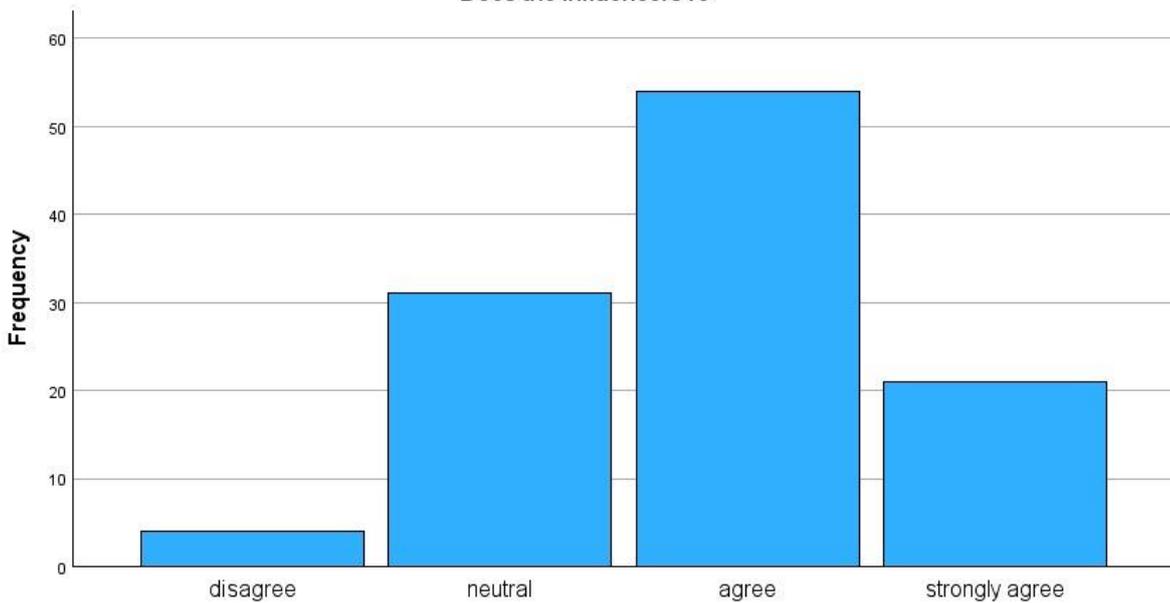
14.Do you believe that all the products which are promoted by influencers are unbiased?

Do you believe that all t

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	3.6	3.6	3.6
	disagree	15	13.6	13.6	17.3
	neutral	52	47.3	47.3	64.5
	agree	26	23.6	23.6	88.2
	strongly agree	13	11.8	11.8	100.0
	Total	110	100.0	100.0	
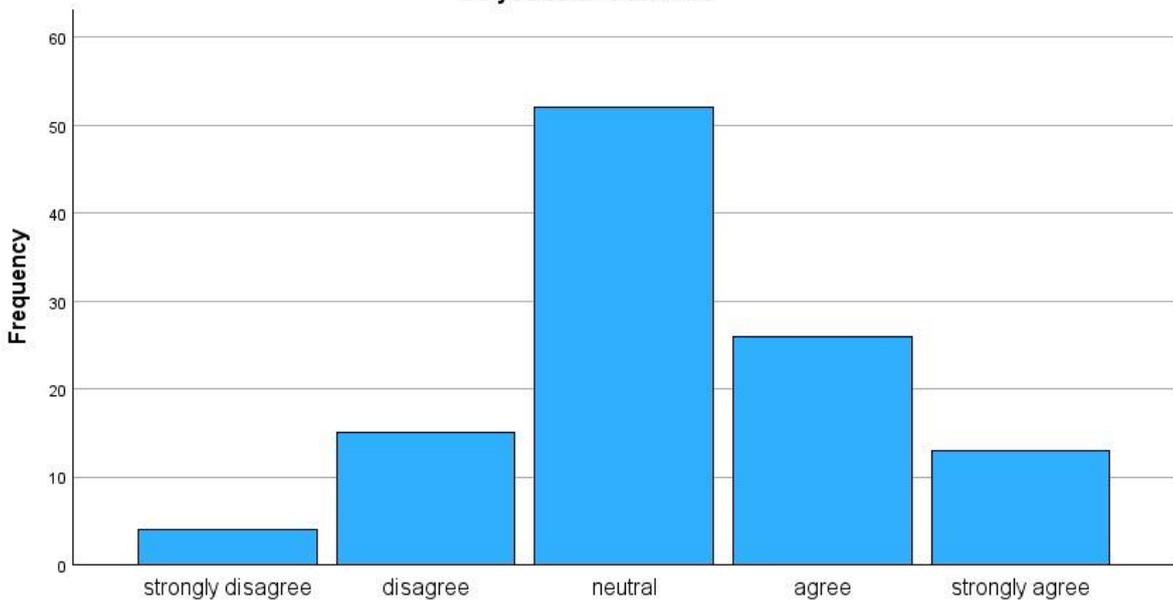
Do you believe that all t

DATA ANALYSIS AND INTERPRETATION :

INDEPENDENT SAMPLE TEST1:

1. Does the review determine the product value in the market?

   Null Hypothesis (H0): The review of a product does not significantly determine its value in the market, irrespective of gender.

   Alternative Hypothesis (H1): The review of a product significantly determines its value in the market, and this effect differs based on gender.

Group Statistics

	Does the review determ	N	Mean	Std. Deviation	Std. Error Mean
Gender	yes	89	1.29	.457	.048
	no	21	1.29	.463	.101

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean	Std. Error	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Difference	Difference	Lower	Upper
Gender	Equal variances assumed	.014	.907	.058	108	.477	.954	.006	.111	-.214	.227
	Equal variances not assumed			.057	29.912	.477	.955	.006	.112	-.222	.235

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Analysis:

From this table it is taken that since the sig. value is 0.907 and the other variable sig. value is 0.907>0.05 so the Null Hypothesis is not rejected. The review of a product does not significantly determine its value in the market, irrespective of gender.

2. Does star rating impact the purchase in marketing?

Null Hypothesis (H0): The star rating of a product does not significantly impact purchase decisions in marketing, regardless of gender.

Alternative Hypothesis (H1): The star rating of a product significantly impacts purchase decisions in marketing, and this effect varies depending on gender.

Group Statistics

	Is star rating impact the	N	Mean	Std. Deviation	Std. Error Mean
Gender	yes	98	1.31	.463	.047
	no	11	1.18	.405	.122

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Gender	Equal variances assumed	4.522	.036	.853	107	.198	.395	.124	.146	-.164	.413
	Equal variances not assumed			.952	13.131	.179	.359	.124	.131	-.158	.406

Analysis:

From this table it is taken that since the sig. value is 0.36 and the other variable sig. value is 0.36>0.05 so the Null Hypothesis is not rejected. The star rating of a product does not significantly impact purchase decisions in marketing, regardless of gender.

3. Does the purchase of a product depend on the number of reviews?

Null Hypothesis (H0): The purchase of a product does not depend on the number of reviews it has, regardless of gender.

Alternative Hypothesis (H1): The purchase of a product depends on the number of reviews it has, and this dependency differs based on gender.

Group Statistics

	Does the purchase of pr	N	Mean	Std. Deviation	Std. Error Mean
Gender	yes	85	1.31	.464	.050
	no	23	1.22	.422	.088

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Gender	Equal variances assumed	3.440	.066	.827	106	.205	.410	.088	.107	-.124	.301
	Equal variances not assumed			.874	37.677	.194	.388	.088	.101	-.117	.294

Analysis:

From this table it is taken that since the sig. value is 0.66 and the other variable sig. value is 0.66>0.05 so the Null Hypothesis is not rejected. The purchase of a product does not depend on the number of reviews it has, regardless of gender.

ONE WAY ANOVA ANALYSIS :

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Would you believe the i	Between Groups	2.046	2	1.023	1.504	.227
	Within Groups	70.739	104	.680		
	Total	72.785	106			
Does the seller rectifies	Between Groups	3.836	2	1.918	2.292	.106
	Within Groups	86.202	103	.837		
	Total	90.038	105			
Do negative review influ	Between Groups	.576	2	.288	.330	.720
	Within Groups	91.720	105	.874		
	Total	92.296	107			
Do you think new review	Between Groups	2.773	2	1.387	1.991	.142
	Within Groups	73.107	105	.696		
	Total	75.880	107			
Does the influencers re	Between Groups	.708	2	.354	.584	.559
	Within Groups	63.616	105	.606		
	Total	64.324	107			
Do you believe that all t	Between Groups	4.863	2	2.432	2.663	.074
	Within Groups	95.878	105	.913		
	Total	100.741	107			
Does the review make t	Between Groups	.758	2	.379	.447	.641
	Within Groups	88.214	104	.848		
	Total	88.972	106			
Does the review by cust	Between Groups	1.399	2	.700	.981	.379
	Within Groups	74.925	105	.714		
	Total	76.324	107			
Does review enhance th	Between Groups	3.565	2	1.782	2.252	.110
	Within Groups	83.102	105	.791		
	Total	86.667	107			
Do you think that the cu	Between Groups	.880	2	.440	.489	.615
	Within Groups	94.417	105	.899		
	Total	95.296	107			
Do you think the product of existing brand took place over any new product of new brand based on the good reviews about the existing brand?	Between Groups	1.422	2	.711	.725	.487
	Within Groups	102.902	105	.980		
	Total	104.324	107			

ANOVA Effect Sizes[a,b]

		Point Estimate	95% Confidence Interval	
			Lower	Upper
Would you believe the i	Eta-squared	.028	.000	.103
	Epsilon-squared	.009	-.019	.085
	Omega-squared Fixed-effect	.009	-.019	.085
	Omega-squared Random-effect	.005	-.009	.044
Does the seller rectifies	Eta-squared	.043	.000	.128
	Epsilon-squared	.024	-.019	.111
	Omega-squared Fixed-effect	.024	-.019	.110
	Omega-squared Random-effect	.012	-.010	.058
Do negative review influ	Eta-squared	.006	.000	.050
	Epsilon-squared	-.013	-.019	.032
	Omega-squared Fixed-effect	-.013	-.019	.032
	Omega-squared Random-effect	-.006	-.009	.016
Do you think new review	Eta-squared	.037	.000	.117
	Epsilon-squared	.018	-.019	.100
	Omega-squared Fixed-effect	.018	-.019	.100
	Omega-squared Random-effect	.009	-.009	.052
Does the influencers re	Eta-squared	.011	.000	.065
	Epsilon-squared	-.008	-.019	.047
	Omega-squared Fixed-effect	-.008	-.019	.047
	Omega-squared Random-effect	-.004	-.009	.024
Do you believe that all t	Eta-squared	.048	.000	.136
	Epsilon-squared	.030	-.019	.120
	Omega-squared Fixed-effect	.030	-.019	.119
	Omega-squared Random-effect	.015	-.009	.063
Does the review make t	Eta-squared	.009	.000	.058
	Epsilon-squared	-.011	-.019	.040
	Omega-squared Fixed-effect	-.010	-.019	.040
	Omega-squared Random-effect	-.005	-.009	.020
Does the review by cust	Eta-squared	.018	.000	.083
	Epsilon-squared	.000	-.019	.065
	Omega-squared Fixed-effect	.000	-.019	.065
	Omega-squared Random-effect	.000	-.009	.033
Does review enhance th	Eta-squared	.041	.000	.125
	Epsilon-squared	.023	-.019	.108
	Omega-squared Fixed-effect	.023	-.019	.107
	Omega-squared Random-effect	.011	-.009	.057
Do you think that the cu	Eta-squared	.009	.000	.060
	Epsilon-squared	-.010	-.019	.042
	Omega-squared Fixed-effect	-.010	-.019	.042
	Omega-squared Random-effect	-.005	-.009	.021
Do you think the product of existing brand took place over any new product of new brand based on the good reviews about the existing brand?	Eta-squared	.014	.000	.072
	Epsilon-squared	-.005	-.019	.054
	Omega-squared Fixed-effect	-.005	-.019	.054
	Omega-squared Random-effect	-.003	-.009	.028

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) Area of residence	(J) Area of residence	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
Would you believe the i	rural	urban	-.122	.167	.743	-.52	.27
		semi urban	.390	.299	.396	-.32	1.10
	urban	rural	.122	.167	.743	-.27	.52
		semi urban	.512	.299	.205	-.20	1.22
	semi urban	rural	-.390	.299	.396	-1.10	.32
		urban	-.512	.299	.205	-1.22	.20
Does the seller rectifies	rural	urban	.168	.186	.639	-.27	.61
		semi urban	.700	.331	.092	-.09	1.49
	urban	rural	-.168	.186	.639	-.61	.27
		semi urban	.532	.333	.251	-.26	1.32
	semi urban	rural	-.700	.331	.092	-1.49	.09
		urban	-.532	.333	.251	-1.32	.26
Do negative review influ	rural	urban	.145	.188	.720	-.30	.59
		semi urban	-.009	.338	1.000	-.81	.80
	urban	rural	-.145	.188	.720	-.59	.30
		semi urban	-.154	.339	.892	-.96	.65
	semi urban	rural	.009	.338	1.000	-.80	.81
		urban	.154	.339	.892	-.65	.96
Do you think new review	rural	urban	.265	.168	.258	-.13	.66
		semi urban	-.222	.302	.743	-.94	.50
	urban	rural	-.265	.168	.258	-.66	.13
		semi urban	-.488	.303	.245	-1.21	.23
	semi urban	rural	.222	.302	.743	-.50	.94
		urban	.488	.303	.245	-.23	1.21
Does the influencers re	rural	urban	.004	.156	1.000	-.37	.38
		semi urban	-.291	.282	.558	-.96	.38
	urban	rural	-.004	.156	1.000	-.38	.37
		semi urban	-.295	.282	.551	-.97	.38
	semi urban	rural	.291	.282	.558	-.38	.96
		urban	.295	.282	.551	-.38	.97
Do you believe that all t	rural	urban	-.007	.192	.999	-.46	.45
		semi urban	.764	.346	.074	-.06	1.59
	urban	rural	.007	.192	.999	-.45	.46
		semi urban	.771	.347	.072	-.05	1.59
	semi urban	rural	-.764	.346	.074	-1.59	.06
		urban	-.771	.347	.072	-1.59	.05
Does the review make t	rural	urban	.024	.185	.991	-.42	.46
		semi urban	-.305	.351	.661	-1.14	.53
	urban	rural	-.024	.185	.991	-.46	.42
		semi urban	-.329	.351	.618	-1.16	.51
	semi urban	rural	.305	.351	.661	-.53	1.14
		urban	.329	.351	.618	-.51	1.16
Does the review by cust	rural	urban	.229	.170	.372	-.17	.63
		semi urban	.224	.306	.744	-.50	.95
	urban	rural	-.229	.170	.372	-.63	.17
		semi urban	-.005	.306	1.000	-.73	.72
	semi urban	rural	-.224	.306	.744	-.95	.50
		urban	.005	.306	1.000	-.72	.73
Does review enhance th	rural	urban	.147	.179	.690	-.28	.57
		semi urban	-.533	.322	.227	-1.30	.23
	urban	rural	-.147	.179	.690	-.57	.28
		semi urban	-.680	.323	.093	-1.45	.09
	semi urban	rural	.533	.322	.227	-.23	1.30
		urban	.680	.323	.093	-.09	1.45
Do you think that the cu	rural	urban	.188	.191	.587	-.27	.64
		semi urban	.113	.343	.942	-.70	.93
	urban	rural	-.188	.191	.587	-.64	.27
		semi urban	-.075	.344	.974	-.89	.74
	semi urban	rural	-.113	.343	.942	-.93	.70
		urban	.075	.344	.974	-.74	.89
Do you think the product of existing brand took place over any new product of new brand based on the good reviews about the existing brand?	rural	urban	-.016	.199	.996	-.49	.46
		semi urban	-.422	.358	.469	-1.27	.43
	urban	rural	.016	.199	.996	-.46	.49
		semi urban	-.406	.359	.497	-1.26	.45
	semi urban	rural	.422	.358	.469	-.43	1.27
		urban	.406	.359	.497	-.45	1.26

1. Would you believe the information disclosed on a website?

Null Hypothesis (H0): The area of residence does not significantly influence the belief in information disclosed on a website.

Alternative Hypothesis (H1): The area of residence significantly influences the belief in information disclosed on a website.

Would you believe the i

Tukey HSD[a,b]

Area of residence	N	Subset for alpha = 0.05
		1
semi urban	9	3.22
rural	49	3.61
urban	49	3.73
Sig.		.129

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 19.746.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

ANALYSIS :

From this table it is taken that since the sig. value is 0.129 and the other variable sig. value is 0.129>0.05 so the Null Hypothesis is not rejected. The area of residence does not significantly influence the belief in information disclosed on a website.

2. Does the seller rectify mistakes via customer reviews?

Null Hypothesis (H0): The area of residence does not significantly affect whether sellers rectify mistakes via customer reviews.

Alternative Hypothesis (H1): The area of residence significantly affects whether sellers rectify mistakes via customer reviews.

Does the seller rectifies

Tukey HSD[a,b]

Area of residence	N	Subset for alpha = 0.05	
		1	2
semi urban	9	3.00	
urban	47	3.53	3.53
rural	50		3.70
Sig.		.167	.833

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 19.687.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

ANALYSIS :

From this table it is taken that since the sig. value is 0.833 and the other variable sig. value is 0.833>0.05 so the Null Hypothesis is not rejected. The area of residence does not significantly affect whether sellers rectify mistakes via customer reviews.

3. Do negative reviews influence more than positive reviews in purchasing the product?

Null Hypothesis (H0): The area of residence does not significantly affect whether negative reviews influence purchasing decisions more than positive reviews.

Alternative Hypothesis (H1): The area of residence significantly affects whether negative reviews influence purchasing decisions more than positive reviews.

Do negative review influ

Tukey HSD[a,b]

Area of residence	N	Subset for alpha = 0.05
		1
urban	49	3.73
rural	50	3.88
semi urban	9	3.89
Sig.		.862

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 19.799.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

ANALYSIS :

From this table it is taken that since the sig. value is 0.862 and the other variable sig. value is 0.862>0.05 so the Null Hypothesis is not rejected. The area of residence does not significantly affect whether negative reviews influence purchasing decisions more than positive reviews.

4. Do you think new reviews are more important than old reviews?

Null Hypothesis (H0): The area of residence does not significantly influence the importance of new reviews over old reviews.

Alternative Hypothesis (H1): The area of residence significantly influences the importance of new reviews over old reviews.

Do you think new review

Tukey HSD[a,b]

Area of residence	N	Subset for alpha = 0.05 1
urban	49	3.73
rural	50	4.00
semi urban	9	4.22
Sig.		.162

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 19.799.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

ANALYSIS :

From this table it is taken that since the sig. value is 0.162 and the other variable sig. value is 0.162>0.05 so the Null Hypothesis is not rejected. The area of residence does not significantly influence the importance of new reviews over old reviews.

5. Does the influencer's review or recommendation create a desire in purchasing the product?

Null Hypothesis (H0): The area of residence does not significantly influence whether influencer reviews or recommendations create a desire to purchase the product.

Alternative Hypothesis (H1): The area of residence significantly influences whether influencer reviews or recommendations create a desire to purchase the product.

Does the influencers re

Tukey HSD[a,b]

Area of residence	N	Subset for alpha = 0.05
		1
urban	49	3.82
rural	50	3.82
semi urban	9	4.11
Sig.		.461

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 19.799.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

ANALYSIS :

From this table it is taken that since the sig. value is 0.461 and the other variable sig. value is 0.461>0.05 so the Null Hypothesis is not rejected. The area of residence does not significantly influence whether influencer reviews or recommendations create a desire to purchase the product.

6. Do you believe that all products promoted by influencers are unbiased?

Null Hypothesis (H0): The area of residence does not significantly affect the belief that products promoted by influencers are unbiased.

Alternative Hypothesis (H1): The area of residence significantly affects the belief that products promoted by influencers are unbiased.

Do you believe that all t

Tukey HSD[a,b]

Area of residence	N	Subset for alpha = 0.05	
		1	2
semi urban	9	2.56	
rural	50		3.32
urban	49		3.33
Sig.		1.000	1.000

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 19.799.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

ANALYSIS :

From this table it is taken that since the sig. value is 0.1000 and the other variable sig. value is 0.1000>0.05 so the Null Hypothesis is not rejected. The area of residence does not significantly affect the belief that products promoted by influencers are unbiased.

7. Does the review make the brand or product more familiar in the market?

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Null Hypothesis (H0): The area of residence does not significantly influence whether reviews make the brand or product more familiar in the market.

Alternative Hypothesis (H1): The area of residence significantly influences whether reviews make the brand or product more familiar in the market.

Does the review make t

Tukey HSD[a,b]

Area of residence	N	Subset for alpha = 0.05
		1
urban	49	3.80
rural	50	3.82
semi urban	8	4.13
Sig.		.531

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 18.137.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

ANALYSIS :

From this table it is taken that since the sig. value is 0.531 and the other variable sig. value is 0.531>0.05 so the Null Hypothesis is not rejected. The area of residence does not significantly influence whether reviews make the brand or product more familiar in the market.

8. Do customer reviews on different websites describe different things about the same product?

Null Hypothesis (H0): The area of residence does not significantly affect whether customer reviews on different websites describe different things about the same product.

Alternative Hypothesis (H1): The area of residence significantly affects whether customer reviews on different websites describe different things about the same product.

Does the review by cust

Tukey HSD[a,b]

Area of residence	N	Subset for alpha = 0.05
		1
urban	49	3.55
semi urban	9	3.56
rural	50	3.78
Sig.		.671

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 19.799.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

ANALYSIS :

From this table it is taken that since the sig. value is 0.671 and the other variable sig. value is 0.671>0.05 so the Null Hypothesis is not rejected. The area of residence does not significantly affect whether customer reviews on different websites describe different things about the same product.

9. Does review enhance the quality of purchase?

Null Hypothesis (H0): The area of residence does not significantly influence whether reviews enhance the quality of purchase.

Alternative Hypothesis (H1): The area of residence significantly influences whether reviews enhance the quality of purchase.

Does review enhance th

Tukey HSD[a,b]

Area of residence	N	Subset for alpha = 0.05	
		1	2
urban	49	3.65	
rural	50	3.80	3.80
semi urban	9		4.33
Sig.		.862	.148

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 19.799.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

ANALYSIS :

From this table it is taken that since the sig. value is 0.148 and the other variable sig. value is 0.148>0.05 so the Null Hypothesis is not rejected. The area of residence does not significantly influence whether reviews enhance the quality of purchase.

10. Do you think customer reviews are advertised to seek more attention from customers?

Null Hypothesis (H0): The area of residence does not significantly influence the perception that customer reviews are advertised to seek more attention from customers.

Alternative Hypothesis (H1): The area of residence significantly influences the perception that customer reviews are advertised to seek more attention from customers.

Do you think that the cu

Tukey HSD[a,b]

Area of residence	N	Subset for alpha = 0.05 1
urban	49	3.59
semi urban	9	3.67
rural	50	3.78
Sig.		.807

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 19.799.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

ANALYSIS :

From this table it is taken that since the sig. value is 0.807 and the other variable sig. value is 0.807>0.05 so the Null Hypothesis is not rejected. The area of residence does not significantly influence the perception that customer reviews are advertised to seek more attention from customers.

11. Do existing brand products overshadow new brand products based on good reviews about the existing brand?

Null Hypothesis (H0): The area of residence does not significantly influence whether existing brand products overshadow new brand products based on good reviews about the existing brand.

Alternative Hypothesis (H1): The area of residence significantly influences whether existing brand products overshadow new brand products based on good reviews about the existing brand.

Do you think the product of existing brand took place over any new product of new brand based on the good reviews about the existing brand?

Tukey HSD[a,b]

Area of residence	N	Subset for alpha = 0.05
		1
rural	50	3.80
urban	49	3.82
semi urban	9	4.22
Sig.		.375

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 19.799.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

ANALYSIS :

From this table it is taken that since the sig. value is 0.375 and the other variable sig. value is 0.375>0.05 so the Null Hypothesis is not rejected. The area of residence does not significantly influence whether existing brand products overshadow new brand products based on good reviews about the existing brand.

FACTOR ANALYSIS :

From the above results the factor analysis for the impact of customer reviews on marketing can be summarized as follows:

1. The review of a product does not significantly determine its value in the market, irrespective of gender.

2. The star rating of a product does not significantly impact purchase decisions in marketing, regardless of gender.

3. The purchase of a product does not depend on the number of reviews it has, regardless of gender.

4. The area of residence does not significantly influence the belief in information disclosed on a website.

5. The area of residence does not significantly affect whether sellers rectify mistakes via customer reviews.

6. The area of residence does not significantly affect whether negative reviews influence purchasing decisions more than positive reviews.

7. The area of residence does not significantly influence the importance of new reviews over old reviews.

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8. The area of residence does not significantly influence whether influencer reviews or recommendations create a desire to purchase the product.

9. The area of residence does not significantly affect the belief that products promoted by influencers are unbiased.

10. The area of residence does not significantly influence whether reviews make the brand or product more familiar in the market.

11. The area of residence does not significantly affect whether customer reviews on different websites describe different things about the same product.

12. The area of residence does not significantly influence whether reviews enhance the quality of purchase.

13. The area of residence does not significantly influence the perception that customer reviews are advertised to seek more attention from customers.

14. The area of residence does not significantly influence whether existing brand products overshadow new brand products based on good reviews about the existing brand.

CONCLUSION :

In conclusion, the impact of customer reviews on marketing is profound and multifaceted. Through our exploration, it's evident that customer reviews wield significant influence across various dimensions of marketing strategy. Firstly, they serve as powerful social proof, shaping consumer perceptions and purchase decisions. Positive reviews can bolster brand credibility and trustworthiness, while negative reviews present opportunities for improvement and authenticity.

Moreover, customer reviews contribute immensely to the visibility and discoverability of products and services, particularly in the digital landscape. With the prevalence of online review platforms and search engine algorithms favoring user-generated content, businesses must actively manage and leverage customer feedback to enhance their online presence and competitiveness.

Furthermore, customer reviews have become integral to the customer journey, influencing not only purchase decisions but also post-purchase experiences and brand loyalty. Effective review management strategies can foster stronger customer relationships and drive repeat business.

Additionally, the rise of influencer marketing and user-generated content has further amplified the impact of customer reviews, as consumers increasingly seek authentic and relatable voices to inform their choices.

In conclusion, understanding and harnessing the power of customer reviews is essential for modern marketing success. By actively engaging with and responding to customer feedback, businesses can not only improve their products and services but also cultivate stronger connections with their target audience, ultimately driving growth and competitiveness in an increasingly crowded marketplace.

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