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# Effect of Online Review Rating on Purchase Intention

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**Abstract.** The recent adoption of Web 2.0 technology has brought an enormous change in customer buying behavior. The study proposed to find the effect of online review rating on purchase intention. The relationship between online review rating and purchase intention was investigated using primary data. The primary data was gathered through an online survey among one hundred and ninety two online buyers as respondents. The study is based on descriptive analysis. The independent variable is the customer review rating and the dependent variable is Purchase Intention. The result of the study shows that review and rating has a significant effect on purchase intention. Rating or star numeric from 5 stars to 1 star are given to any product and service through the recommendation system which has an impact on purchase decision. The implication of the study provides detailed insight for the researchers, online marketers, web retailers and online buyers.

**Keywords:** Customer reviews, Online buyer, Purchase Intention, Rating and social media.

## 1 Introduction

From past few years internet has been a necessity for day to day life. Social media and social media platform usage has provided a large scope for all types of business. No smaller scale business depends on big commercial advertisement. A small content on a blog, a picture on Facebook says more information about anything. Product and service achievement is reached based on customer review rating. Rating or the five stars given for any product or service determine the overview about it. The higher number of star or stars a product or service gets creates large goodwill for it. The Rating has a big impression among online user who is in search of any information about the product or service. User depends on digital rating and review before making buying decision. Rating creates accuracy and reliability about the product and service. Based on the product purchased customer discuss or share the opinion about the product. The customer gives a rating from five stars to one star. The rating helps the other online user to review information about the product and service before they intent to

buy anything. According to Prabha and Vasantha [16] The interaction with social network communities has an effect on consumer purchase intention.

The wide usage of social media via internet has initiated two way communications between buyer and seller. The growth of seller product has reached large customers doorstep through online shopping. The user generated content, electronic word of mouth has a vital role in promoting and creating brand awareness about product and services. People completely rely on review rating before making buying decision. A good product promotes by itself. Online products reach a large number of people all over the world through social network platforms. People are able to distinguish various products among many available alternatives and select a particular product according to their need. Rating in social media act as the one the source for online buyer before making a purchase decision. The star given by a customer after purchasing the product or obtaining the service helps the other people before making decision.

### **1.1 Role of Review Rating in Social Media**

The Rating has a significant role in social media. From the perception of online user first the user searches the various alternative products available on social network. At the time of deciding a particular product from various alternatives, he or she look into positive and negative reviews or content shared by consumers who bought the product or obtained service. The next phase the customer looks into a rating that how much rating that a specific product has reached. The star rating can be termed as an overall judgment of the product purchased through online or service obtained. The major difference between rating and review are, rating are the numbers given to any product purchased online. It can be 5 stars or 10 stars rating. It is the feedback number given by customers. Review means the short or long summary given by consumers who have purchased the product or obtained any service. It can only be text content or it can be both text content with image and the number of stars. The review is one form of recommending the product or service to benefit others. Rating and review can be best derived from the movie, product, and any service by taxi, any customer care execution phone conversation or online chats clarifying any query. Zheng et al. [43] The researcher combined three factors such as attributes types, user preference and Item relation as attribute boosting for review and rating. Rating prediction is determined by user preference. Kiran and Vasantha [17] There were speedy growth of different online platforms. Social media has become emerging trend to search and find needed information. As a result the consumer prefers these online platforms for making their buying decisions. Chen [7] The Author found that individuals purchase decision is influenced by five star rating. The cognitive fit based on 191 subjects obtained help in buying decision of individuals.

### **1.2 Effect of Review Rating on Purchase Intention**

There is the rapid shift from traditional buying to online buying. The online buyers use the maximum sources available on the internet on various social media platforms,

electronic commerce websites, service websites more before making the intend to buy anything online or to get service. The numeric rating and review are the one of the factors they followed before buying anything through internet. Ling et al. [23] discussed the brand orientation, trust on online, purchase experience shared by prior customer, quality orientation and impulse buy intention are positively connected with purchase intention. According to the Thomas et al. [26] the credibility of online reviews influences to the positive intention of purchasing through online. The online review rating approach are widely available in online websites, social media platforms, products community pages. The reviews are over taken the offline buying habit to online purchase and creating a purchase intention. The numeric star ratings display the overall score about the products and services. customer reviews and ratings assist the customers to locate the products easily and get more information through post purchaser than the sellers.

### **1.3 Objective of the study**

The purpose of the study is to analysis the importance of review and rating posted by online customer. The online users purchase various need products through online portal and leaves their reviews and rating as bookmark for new and potential purchasers. Therefore, the main objective of the study is to find the effect of online review rating on purchase intention. To investigate the relationship between online review rating and purchase intent, primary data were gathered from online buyers. The primary data was gathered using an online survey method. The survey research gathered information from 192 online buyers who participated in the survey. The research is descriptive in nature. The Hypothesis of the study is ( $H_1$ ) Customer review rating has positive influences on Purchase Intention.

## **2 Literature Review**

### **2.1 Review Rating on Purchase Intention**

Wang et al. [38] They studied how the product evaluation review is posted by users. Compared to rating reviews are most considered. They purpose the review rating forecast method rely on user context and product context. They integrate user and review information into review texts. They took their study in three models such as review rating prediction on worldwide, review rating prediction on product specific and review rating prediction of user specific. The study aimed at problem of sentiment word dependency by combining Review rating prediction (RRP) plus, User context (UC) plus and product context (PC). The triple word has a more important role in review rating prediction such as negative word, modifier and sentiment word. Web 2.0 and E-commerce increasing the number of online user reviews. Opinion seeking, quality monitoring becomes important before making purchase decision.

Wang et al. [39] explained that the internet rich web 2.0 created rapid growth in review rating. The authors suggested personalized sentiment expression compared with an existing unified model of review rating forecast. They predict the user personalized information by interpreting user item rating matrix and review text. Yelp and Douban dataset are taken to validate the prediction method. Yelp consisting of restaurant reviews and Douban is a Chinese website consisting of movie review. The review rating explosion of information helps others in making purchase decision. The online review rating has wide content about opinion mining, quality tracking and personalized utilization decisions which influence in a purchase decision.

Ling et al. [22] The authors suggested unified model to content based filtering and collaborative filtering. By utilizing rating and review information they reach accuracy of the recommendation system. Suggestion system has become mandatory in every aspect to finalize anything regarding purchasing a product or obtaining a service. The humans suggested system makes a way for the other people to buy or select anything online. Wang et al. [37] The growth of web 2.0 technology allows users to join in various community group and share their opinion freely related to a product or service. The shared reviews are useful for the others in their decision making. Latent Aspect Rating Analysis LARA was proposed by authors to analyze the deep understanding about the review. They gather both aspect weights and aspect rating of individual reviews to find the user rating behavior. Online users join various communities in their personal interest to share their purchase experience and access knowledge in order to support purchase decision and purchase intention of upcoming buyer or purchaser.

McAuley and Leskovec [27] The author presented Hidden Factors as Topics or HFT model. The Hidden Factors as Topics model for product recommendation by merging rating along with review text. The obtained forty two million reviews in the time of eighteen years. Total forty two million reviews from ten million users and three million items. This model works to analyses hidden factors and topics in product rating and review. The authors combine the rating and review text. By combing rating and review text the hidden rating for a product and hidden topic for a product are gathered. This help for the new product recommendation. According to the Sun [35] the informational role of the product and framed Hotelling 1929 linear city theoretical model. The model has two attributes as quality and mismatch cost. The customer like or dislike the product on average rating and variance. If the average rating is lower the demand for variance product is very high. People look for more information online about the product before intent to buy them. The customer review and collect information about product from Yelp.com and consumer reports posted by early patrons. They consider family and friends recommendation as a favorable suggestion about the product. He emphasizes based on report at least 68 percent of the online buyer look for four reviews and one quarter of buyer review at least eight reviews. The website like Yelp.com, Walmart.com and Amazon.com place the bar chart which often appears on the product page. The bar chart strengthens the percentage of reviews in connection with a height of rating. The marketer can be benefited if they obtain product variance of rating to create better demand forecast.

Kusgen and Kocher [21] They discussed based on the price and brand the traditional buying was carried on. They also consider family and friends suggestion before making purchase decision. The technology based buying conversion practice leads to more than a hundred messages about a product and its feature. The widely shared review rating about each product or service posted by a previous buyer sharing their experience about purchased product helps the other user in making the purchase decision. The wide information available on web 2.0 makes a way to buy online. Li [40] The author examined how online review rating shared via social media for the restaurant has an impact on consumer to redeem the voucher. He examines the dispersion of review rating as moderating effect and the impact on discount entry to bulk buying deal. Consumers share and endorse about the purchase in Facebook to convey the product information to family and friends. He examined online review rating was antecedent of social media support. He concluded dispersion and discount threshold of review ratings have a moderated effect on average rating widely.

Bao et al.[5] The authors proposed latent factor model as TopicMF. The study model will combine rating and unstructured review text. Recommendation has become an important element in today's online business. Ratings only predict the like and dislike preference of the customer. In order to get more information why the item is like and dislike, the rating can be associated with the review. The segment of review text explodes the different preference choice of user and item. Hung and Lai [15] They proposed this study to find relationship between rating and comment post by online purchaser. The content posted by them have influence on other online users purchase decision. The Web 2.0 has transformed electronic commerce from product oriented environment to social environment. User generated content and word of mouth emerges for interaction and communication. Customer review is determined as an asset for business and this review has increased sales. The customer reviews help the online users purchase decision. Facebook like page benefit both seller and buyer. Seller promotes the brand and buyer gather information before intent to purchase anything from Facebook. Customer star rating and open comment both benefit the web shopper.

Park et al.[31] They discussed how there is a rapid increase in the use of online platforms. Reviews with images posted on online platforms increase the purchase intent. The rating provided by previous customers combined with the image multiplies the likelihood of increasing purchase intent. From Smironva et al.[34] they explored user created rating perform as an important factor in decision making. Online review rating helps the customer in reducing uncertainty and increase the chance of buying decision from online platforms. Zhang et al. [28] with the advancement in usage of information technology social media users are more profited by sharing the information in social networks. The review sharing network assist in repeating the purchasing intention. Le et al. [25] They investigated online reviews for purchase decision making by including three concepts such as text, image, and star as one of the dimensions under behavioral components. Ghimire et al. [13] They exposed that online users reviews are more reliable posted on google reviews page.

Zhang et al.[41] discussed that the online buying trend of customer through the internet and electronic commerce is increasing day by day. They highlighted more than

ninety percent of online buying customers read and refer the customer reviews about the relevant product which they have a buying intention in the future. The feedback posted by online purchaser have a strong impact on future buyers buying intent or behaviour. Product reviews posted in online networking sites are often a beneficial source of information for predicting consumer buying behavior. Dennis et al. [24] They examined the factors like quality of information, richness of media, ratings and reviews influences millennial customers electronic purchase intent in Indonesia.

Mulyono [14] highlighted technology advancement in the internet era rapidly increased the purchase and sale transactions via online shopping mode. The author found from a study among four hundred respondents taking into consideration of particular online shop Lazada. The online shop contains a greater number of reviews and ratings influence positive effect on customer buying intention. More number of positive reviews and discussion build the reputation of the product and make the product popular.

According to Liu et.al [42] online media provides wide platforms to get more knowledge about various products and services available in the form of customer reviews. The reviews posted on online websites in the form of language style build the intention to purchase as the customer gets clear reviews in easily understandable language. The product type and social presence as moderator and mediator factors has a positive relationship between customer review rating and purchase intention.

Obieda [29] discussed the internet platforms are becoming more advanced to provide effective portal like shopping websites and forums to benefit online shoppers. With one hundred and twenty United Kingdom online customer the author examined and found customer review act as a smart method to create purchase intention. Further the high level of cognition provides more reviews about quality and quantity of the products rich available in online platforms. The purchase intention is very high when there is sound knowledge about the products. Elwalda and Lu [9] highlighted that there is a rapid increase in usage of online media. Numerous virtual communities engaged in electronic word of mouth sharing through online reviews about various products and services. The new form of electronic word of mouth recommendation has increased the customer buying decision. The customer is able to review and read more product related customer feedback online along with the star ratings.

Rahayu et al. [2] discussed the marketing method and strategy tends to change day by day with the growth of advanced social media. They conducted an empirical study among four hundred respondents to examine the reviews posted on Blibli shopping site. Online customers are benefitted through online reviews shared on internet platforms. The customer gets high impact to buy a product via customer reviews with dimension such as quality information shared, source reliability, timeliness, valence and volume. According to Filieri [11] the marketer should update themselves the new and trendy method to get more customer. The finding highlighted customer depend on online reviews more to gain more product knowledge and feature about it from post purchaser. The overall ranking and ratings act as a significant role in increasing the purchase decisions of customer along with customer reviews. The ranking system help the customers to differentiate various similar products available online. Engler et al.[8] they discussed the importance of online rating which act as a key component for

giving more insight about various products to online buyers, sellers and manufacture. The score of online rating was influenced by two sectors such as expectation before purchase of products and performance of a product after buying.

Kocher et al. [20] stated that in present scenario internet is accessed widely by the people and the companies. The companies use the connecting platforms to promote their products and services by reducing promotional expenses. The communication network opens an approach of creating and posting customer reviews in online electronic websites and platforms by increasing the sale and promoting the product through opinion sharing. They revealed from their finding negative reviews do not have an impact on rating when the product function is high. Aditya and Alversia [1] they conducted an empirical study among six hundred and fifty three respondents to analyse the customer reviews impact on purchase intention about cafe in Indonesia. The consumer was found to be loyal to the cafe business with six dimensions in relationship with online review and purchase intention. The online content posted in the form of reviews contain six factors such as effectiveness, timeliness, reviewer knowledge, comprehensiveness, favorable and unfavorable online reviews. Further Aditya and Alversia [4] discussed the digital era facilitate customers to share reviews in various social media platforms. Review platforms, customer reviews, profile of the customer and property features has an effect on customer buying decision.

Elwolda and Lu [9] they highlighted that more study investigating the relationship of online customer reviews on customer purchase intention. The technology usage and advancement bring customer reviews as a main component to create an intention to buy from online platforms. The customers share and discuss through various platforms like online discussion forum, blogs and electronic websites. The non numeric approach will provide insight to sellers to understand the customer behaviour in online purchase decision. Schreck and Chin [33] they discussed that in online shopping the customers are more dependent on post customers reviews as they are able to view the product picture online. The information shared by the post purchaser clear many questions in knowing the product better to purchase in the future. The requirement of knowledge and congruency for review rating has an important relationship on buying intention.

Based on the previously published articles few articles discuss about electronic word of mouth and user generated content are the two ways to post and retrieve online customer review rating. The content is the online reviews or feedback posted in virtual mode in various electronic websites and social media platforms about various products and services. when the products contain high number of reviews and numeric star rating create the intention to purchase the products. The score rating helps the customer to identify the best top product available in online platforms. Further the customer reviews ratings are shared with friends, family, online group, brand followers. Online members join with the interested community to get updates about particular products and services information. The customer review rating is recommended in order to increase sale as well to build the product reputation and make it popular among online buyers. Reviews and rating act as a powerful tool in creating intention to buy. When the products and services obtained high number of positive star ratings and reviews creates the high intention to buy the products in future.



### 3 Methodology

The chapter examined the effect of online review rating on purchase intention. The primary data have been collected from 192 respondents through the questionnaire survey. The construct items are adopted from previous research literature and modified according to the study. The scale for measuring customer rating was taken from Filieri [11] and Park et al.[30]. For measuring Purchase Intention the items have been adapted from Park et al. [30] and Celeste et al.[6]. Purchase intention construct questionnaire were developed using five point Likert scale with 1 for Strongly Disagree and 5 for Strongly Agree.

The survey respondents are customers who had purchased products from various online platforms. The purchaser also obtains the knowledge of customer reviews and rating. The post purchasers are the respondents who are familiar in posting various reviews and star rating in networking sites. The respondents completed the survey through the google form link shared. The chapter further examined the various electronic commerce websites to get insight about the customer reviews and rating.

Statistical Package SPSS version 21 is used to measure the percentage analysis of the demographic variables to find the gender wise and age wise respondents. Simple linear regression analysis is measured to find relationship between Customer review rating independent variable and purchase intention as dependent variable.

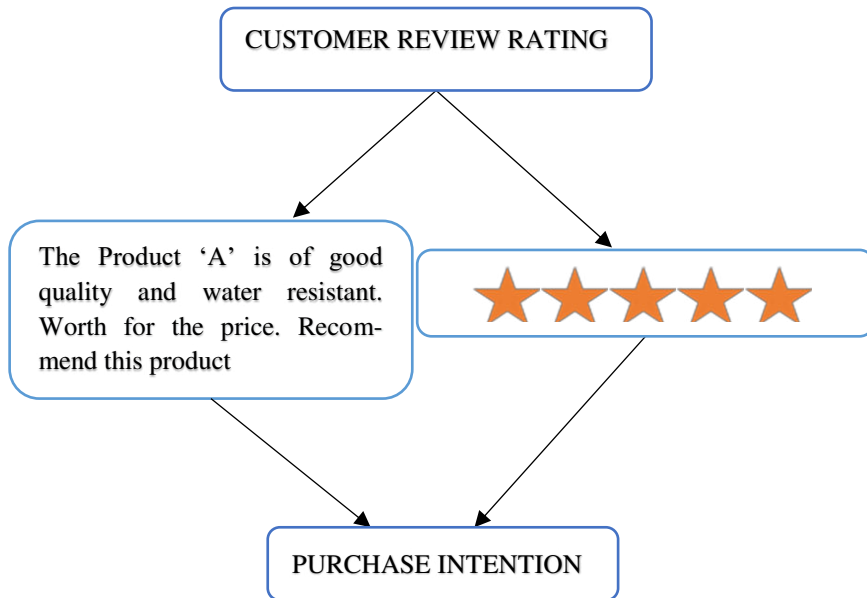


Fig. 1. Customer review rating on purchase intention

Source: Authors

Figure 1 illustrate the block diagram about customer review and star rating display example. The five stars are the rating method given by the customer for the purchased product and services online. The text content in the form of reviews is the bookmark posted in the purchased online platforms by the post purchaser. The words customer review and rating are important two important terms for creating purchase intention. The post purchaser opinion about various products and obtained services are documented in social networking online sites. The reviews give in depth information about the product features by creating an intention to purchase in the future.

#### 4 Analysis and Interpretation

The hypothesis of the study is measured by simple linear regression analysis to find the relationship between independent variable Customer review rating and dependent variable purchase intention. The below table 1 and table 2 display the percentage analysis of gender wise and age wise response of respondents. The table 3, 4 and 5 demonstrate the model summary, ANOVA and coefficients of regression.

**Table 1.** Gender wise distribution of respondents

Gender	Frequency	Percent
Male	91	47.4
Female	101	52.6
Total	192	100.0

Table 1 display the gender wise survey questionnaire distribution of the respondents. The results show that 47.4 percent of those surveyed are male and 52.6 percent are female. When compared to male responders, female respondents are higher.

**Table 2.** Age wise distribution of the respondents

Age	Frequency	Percent
Less than 20	6	3.1
21–30	69	36.0
31–40	101	52.6
More than 40	16	8.3
Total	192	100.0

Table 2 shows that 3.1 percent of respondents are less than 20 years, 36 percent of respondents are 20 - 30 years, 52.6 percent of respondents are 31 – 40 years and 8.3 percent of respondents are more than 40 years age group. The maximum respondents fall in the age group of 31 – 40 years and minimum respondents are in the age group of less than 20 years.

**Table 3.** Regression analysis of Customer Review Rating and Purchase Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.819 <sup>a</sup>	0.670	0.668	0.34583

a. Predictors: (Constant), CRR- Customer review rating

Table 3 shows that the R square value is more than 0.4 which is considered for further analysis. The study result shows the value of R square is (0.670) 67 percent of variation in Purchase intention.

**Table 4.** ANOVA for customer review rating and purchase intention

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	46.126	1	46.126	385.677	0.000 <sup>b</sup>
	Residual	22.724	190	0.120		
	Total	68.850	191			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Customer Review Rating

Table 4 the ANOVA result indicate that the customer review rating has a positive effect on purchase intention ( $F(1,190) = 385.677, p < 0.001$ ) where p value is less than 0.05 level of significance.

**Table 5.** Coefficient analysis of customer review rating and purchase intention

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
	(Constant)	0.550	0.167	0.819	3.304	0.001
	Customer review rating	0.825	0.042		19.639	0.000

a. Dependent Variable: Purchase Intention

Table 5 inferred that the probability value for the variable Customer Review Rating is 0.000 where the p value is less than 0.05 level of significance. Customer Review and Rating positively influence the Purchase Intention with  $\beta$  values of (0.825). Therefore, Hypothesis ( $H_1$ ) is supported.

## 5 Results and Discussion

The finding of the study reveals that the online customer review rating given by post or previous customers are the very important source to create purchase intention among online customer. By reviewing the star numeric and comments the new and potential customers have the intention to buy the products and obtain service through online mode. The finding of the study from 192 respondents reveals that when there is a higher number of online ratings for a product positively influence on purchase intention. This is similar with previous finding of Engler et al. [8] online rating given for a

product integrate with purchase intention. Therefore, the research study concludes that there is a positive connection between online customer review, rating and purchase intention. Prastiwi et al. [32] They conducted a study among one hundred online user who purchased product online in Surakarta in Indonesia. The people are more interested to buy and sell in the media. They review online review and rating information which help them in a purchase decision. Buying online has increased the sales. Buyers are more conscious about buying decision and spending money. They have taken customer review, rating and perception into three factors to continue their study and found that, rating and review has a positive effect on customer perception. Customer perception shows affirmative and significant effect and influence on customer buying decision. The customer looks for quality of product and they prefer to get information online as it is less cost compared with conventional channels. Kiran and Vasantha [19] They highlighted that the online review has major impact on buying behavior of customers.

The study is carried forward how the transformation of social media has changed the purchasing pattern of an individual. People tend to believe in review rating than anything. The product and service with highest star have the potential to repeat the purchase or help in buying decision. The rating is the opinion suggested by buyer who have already purchased product or rendered service. Kiran and Vasantha [18] said that the social media transformation and the customers attitude direct to purchase decision. The digital media has brought wide changes in the lives of people. Social media turned out to be one of the trending and important pillars among online user. Ganu et al. [12] concluded that the advancement of web 2.0 technology and the user generated content and recommendation has enlarged people to post information about the product and service before they intent to buy or obtain any service. The author highlighted online review is the asset of the internet and help with business, movie review, restaurant review. The feedback given by previous customer helps in a purchase decision. Sometimes people ignore the review and look for rating alone. Tran [36] he validated and proved the study that online reviews are closely linked to customer purchasing intent from one thousand one hundred and twelve respondents.

## **6 Conclusion**

This study focused on how the customer review and rating influence on purchase intention. The Study revealed that customer review and rating have a significant relation. The Hypotheses  $H_1$  Customer review rating has positive influences on Purchase Intention is supported. The study helps the online marketer to strengthen the product. The increased numeric stars or rating will increase the sales. Consumers like to buy a higher price product, if there is a higher number of stars or rating given to the product. Consumers have less preference if the product has a lesser rating compared with much alternative availability. The rating or five stars are highly useful if the product is new launched. The Rating or star recommendation will be favorable to buy a newly launched product among online users or purchaser along with existing product. The user preferred to buy a product which has a greater number of ratings. Therefore the

study concludes customer review rating in social media have a positive impact on purchase intention.

Further the research can be enlarged by implementing deep learning prediction of review rating for simplifier the learning process without human interaction. The bolts implement in webpage assist as supportive for interaction. The deep learning subset of artificial learning learns the keywords entered by the online users. This simplifies the job of the engineering process. According to the Ahmed and Ghabayen [3] they proposed and successfully experiment the deep learning framework into two phases. In second model they applied deep learning concept for predicting review rating from online users review text. The researcher found deep learning identify the words easily compared with traditional machine learning and had a significant impact on predicting review rating.

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