

The Impact of Online Customer Reviews on Purchase Decisions in E-Commerce Platforms

Abstract

The rapid growth of e-commerce has transformed the way consumers search for information and make purchasing decisions. Among the various sources of information available online, customer reviews have become one of the most influential factors affecting consumer behavior. This study examines the impact of online customer reviews on purchase decisions in e-commerce platforms. Specifically, it explores how review characteristics such as rating scores, review quality, credibility, and volume influence consumer trust and purchase intention. The research highlights that positive reviews significantly enhance consumer confidence and increase the likelihood of purchase, while negative reviews can discourage potential buyers and affect brand perception. Furthermore, the study investigates the role of trust as a mediating factor between customer reviews and purchasing decisions. A quantitative research approach is proposed, utilizing survey data collected from online shoppers. The findings are expected to provide valuable insights for e-commerce businesses, marketers, and platform managers in developing strategies to improve customer engagement, trust, and sales performance. The study contributes to the growing body of knowledge on consumer behavior in digital marketplaces and emphasizes the importance of effective review management in achieving e-commerce success.