



CONSUMER ATTITUDES TOWARDS ONLINE REVIEWS IN SHAPING THEIR PURCHASING DECISION

MICAELLA S. SEVILLA

Dr. Francisco L. Calingasan Memorial Colleges Foundation, Inc.

ABSTRACT

This study aimed to understand the Consumer Attitudes Towards Online Reviews in Their Purchasing Decision. It focuses on how online reviews influence the choices and preferences of consumers when buying products or services.

The participants in the study were thirty (30) Consumers residing in Nasugbu, Batangas using correlational type of Quantitative Research methods. Purposive sampling was used in this study based on the following criteria: 1. Must be residents of Nasugbu, Batangas. 2. Must have prior experience using online reviews as a basis for making purchasing decisions.

The researcher conducted survey which was especially accustomed for the use of gathering significant data regarding respondents' profile specifically the age, sex and Frequency of online shopping, the significance of influence of online reviews on purchasing decisions in terms of Customer Attitudes, Observational Learning and Specifications of the Product.

The study yielded the following findings: Most of the respondents are young adults, particularly those within the 18–24 age range, with the majority being female. Most of them are also frequent online shoppers, making purchases more than four times a month. The three significance of influence of online reviews on purchasing decisions are not significant variables.

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Despite this, a marketing plan can be developed to address these areas by focusing on universal strategies that highlight the importance of online reviews and build consumer trust.

Keywords: *Online Reviews, Consumer Attitudes, Observational Learning, Specifications of the Product*



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