

A Study on Consumer Trust in online review on E-commerce Platforms

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ABSTRACT

Individuals take the time to listen to others when they are looking forward to shopping online. The reason behind this is the fact that they are not able to view the products before their purchases. Therefore, they read what other people say about the products. I would like to examine how the Internet influences people to believe what they are told about products and whether it has any impact on their purchases. Some of the aspects I am looking at include whether the reviews are authentic, whether the reviews are truthful, whether the ones writing the reviews are people and whether the site is truthful. Reviews, online reviews, are of high importance. The study also examines the occurrences of people writing reviews or false reviews and the impact it has on whether people can rely on what they read on the internet about products. Consumers rely on reviews, and they guide individuals on what to purchase on online stores, such as Amazon. The results seem to point out that credible and thorough reviews are associated with a high level of consumer confidence and purchasing intention, and misleading reviews are associated with lower consumer trust and satisfaction. The researchers conclude that online retail platforms should guarantee the credibility and validity of online reviews to gain customer trust in the long term and improve the overall customer experience.

Keywords: *Consumer Trust, Online Reviews, E-commerce Platforms, Purchase Decision, Reviewer Credibility, Review Authenticity, Customer Perception, Digital Marketing.*

1. INTRODUCTION

Digital technology and the internet have actually transformed how individuals purchase items. Individuals are now able to make purchases in stores at any time in any location. Buying online gives individuals no opportunity to see the products prior to making purchases, hence they must read what other individuals have to say concerning the products. Online reviews inform individuals whether a product is good or not, whether it works and whether the seller is an individual whom individuals can trust. Such online reviews can be said to be similar to individuals conversing. They actually influence the thoughts of the people as regards products. To make good decisions, people must have trust in reviews regarding what they purchase. Online reviews have become a significant portion of shopping, and people have relied on them to determine what they will purchase in stores, owing to the internet and digital technology. Customers genuinely enjoy reading reviews when they are online shopping. Such reviews make people feel more confident in what they are purchasing, and they are less uncertain. Negative reviews on the hand are also useful since they offer a realistic perspective on what to expect, to the people. The issue is that not all reviews are real on the internet. People may mistrust the online reviews because these kinds of reviews lead to their distrust of the website. They do not feel content with what they purchase. That is why it is extremely necessary to understand how individuals choose which online reviews should be credited. Websites that sell items through the Internet must ensure that their review system is fair and transparent. This research is regarding the level of trust in online reviews on websites that sell things.

2. REVIEW OF LITERATURE

Hennig-Thurau et al. (2004), in their title “Impact of Online Reviews on Consumer Trust and Purchase Intention”, explained that online reviews act as electronic word-of-mouth (e-WOM) and strongly influence consumer opinions and purchase decisions. The study highlighted that consumers rely on reviews to reduce uncertainty while shopping online.

Cheung and Thadani (2012), in their title “Role of Online Reviews in Shaping Consumer Purchase Decisions”, studied the impact of online reviews on consumer behaviour and found that review credibility and usefulness significantly affect consumer trust. Their research emphasised that trustworthy reviews improve purchase intention.

Park and Lee (2009), in their title “A Study on Consumer Trust Towards Online Reviews in E-commerce Platforms”, analysed the effect of negative and positive online reviews and found that balanced reviews are perceived as more reliable. Their study showed that both positive and negative reviews help consumers make better decisions.

Filieri and McLeay (2014), in their title “Influence of Review Credibility and Quality on Consumer Buying Behaviour”, examined factors affecting trust in online reviews and concluded that review quality, clarity, and relevance play a major role in building consumer confidence. Consumers prefer detailed and informative reviews over short or vague ones.

Kotler and Keller (2016), in their title “A Study on Consumer Buying Behaviour Based on Online Reviews in E-Commerce Platforms”, stated that consumer trust is a key factor in online marketing success. According to them, trustworthy information and transparent communication help reduce consumer risk and increase confidence in online purchasing.

3. STATEMENT OF THE PROBLEM

People spend more and more money on purchases. Online reviews are actually significant when we are shopping. We review these reviews and decide whether a product is good, in case the seller is trust worthy, and whether nothing is wrong... The number of counterfeit reviews is high. There are biased and outright wrong reviews. This is bringing a lot of confusion, and people do not trust reviews as they did before. Reviews online are an issue, as most individuals are unable to identify which ones are authentic and which ones are not. It takes people time to determine the authenticity and authenticity of online reviews and fake online reviews. This distrust may result in poor purchasing choices, discontentment and mistrust towards online stores. Thus, the need to examine the way consumers perceive and trust online reviews and determine the factors that affect their trust in e-commerce platforms is needed.

4. OBJECTIVES OF THE STUDY

1. To study the gender-wise profile of online shoppers. To analyse the age-wise distribution of respondents using online shopping platforms.
2. To study whether consumers read online reviews before purchasing a product. To analyse the extent to which online reviews help consumers make better purchase decisions.
3. To analyse the usage level of different online shopping platforms such as Amazon, Flipkart, Meesho, Myntra, and Ajo.

5. RESEARCH METHODOLOGY

How we conducted our research is how we considered how people are trusting the words of others about the products on the internet when they are purchasing the goods offered by sites such as Amazon. Our desire was to know what people think of reviews on e-commerce websites such as these. The research process is concerned with how we researched the issue of consumer trust in online reviews on these e-commerce sites.

1. Research Design

The study adopts a descriptive research design. This design helps to understand consumers' level of trust in online reviews and how these reviews influence purchase decisions on e-commerce platforms.

2. Sources of Data

The study is based on both primary data and secondary data.

Primary Data:

Primary data were collected directly from consumers using a structured questionnaire. The questionnaire included questions related to reading online reviews, trust in reviews, and the impact of reviews on purchasing decisions. totally 60 responses have been collected

Secondary Data:

Secondary data were collected from research journals, books, websites, articles, and previous studies related to consumer trust, online reviews, and e-commerce platforms.

3. Tools for Data Analysis

The collected data were analysed using the following statistical tools:

Percentage analysis

Chi-square test

4. Period of the Study

The present study was conducted from November 2025 to January 2026. for a period of one month, during which data were collected from respondents through a structured questionnaire and analysed systematically.

6. DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

Table No : 6.1 Personal profile of the respondents

Personal Profile	Particulars	No of Respondents	Percentage
Gender	Male	43	71.7%
	Female	17	28.3%
AGE	Below 18	4	6.7%
	18-25	15	25%
	26-35	37	51.7%
	36-45	8	13.3%
	Above 45	2	3.3%
How often do you shop online?	Very often	26	43.3%
	Often	6	10%
	Sometimes	28	46.7%

INTERPRETATION

The study reveals that online shopping is predominantly preferred by male respondents and individuals in the 26–35 age group, with most respondents engaging in online shopping either sometimes or very often. The total respondents, 71.7% are male and 28.3% are female. The age-wise distribution shows that the majority of respondents (51.7%) belong to the 26–35 years age group, followed by 25% in the 18–25 years category. A smaller proportion of respondents fall under 36–45 years (13.3%), below 18 years (6.7%), and above 45 years (3.3%). Frequency of Online Shopping Regarding online shopping frequency, 46.7% of respondents shop online sometimes, while 43.3% shop very often. Only 10% shop often.

Table No: 6.2 Trust online customer reviews

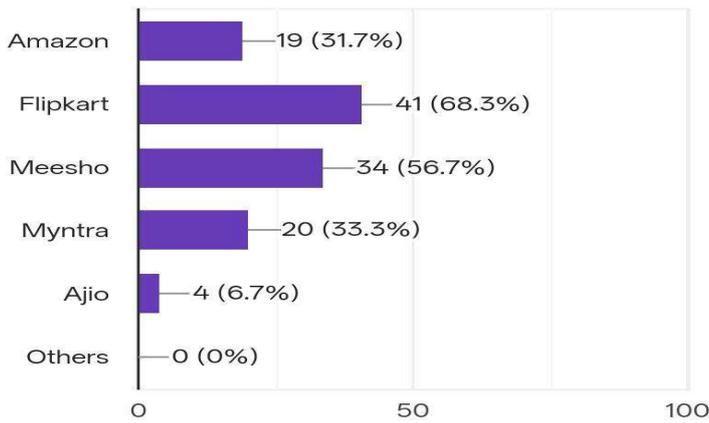
Particulars	Categories	No. of Respondents	Percentage
Do you read online reviews before purchasing a product?	Always	35	58.3%
	Often	4	6.7%
	Sometimes	21	35%
Online reviews help me make better purchase decisions.	Strongly agree	37	61.7%
	Strongly disagree	23	38.3%
Negative reviews stop me from buying a product.	Always	31	51.7%
	Often	2	3.3%
	Sometimes	27	45%
I compare reviews across multiple platforms before purchasing.	Yes	42	70%
	No	3	5%
	Sometimes	15	25%

INTERPRETATION

Reading Online Reviews Before Purchase. The data shows that a majority of respondents (58.3%) always read online reviews before purchasing a product, while 35% read reviews sometimes. Only 6.7% read reviews often. Online Reviews and Purchase Decisions. With regard to whether online reviews help in making better purchase decisions, 61.7% of respondents strongly agree with this statement, whereas 38.3% strongly disagree. Impact of Negative Reviews. The findings reveal that 51.7% of respondents are always stopped from buying a product due to negative reviews, and 45% are sometimes influenced by negative feedback. Only a small percentage (3.3%) are often affected. Comparing Reviews Across Platforms. The majority of respondents (70%) compare reviews across multiple platforms before making a purchase, while 25% do so sometimes. Only 5% do not compare reviews.

Table No :6.3 E-commerce platforms you most

Particulars	No. of Respondents	Percentage%
Amazon	19	31.7%
Flipkart	41	68.3%
Meesho	34	56.7%
Myntra	20	33.3%
Ajio	4	6.7%



INTERPRETATION

e-commerce platforms used by respondents. From the analysis, it is evident that Flipkart is the most preferred platform, chosen by 41 respondents (68.3%), indicating a high level of popularity and user trust. Meesho stands as the second most preferred platform with 34 respondents (56.7%), suggesting its growing acceptance, especially due to affordable pricing and reseller-based models. Myntra is preferred by 20 respondents (33.3%), mainly for fashion-related purchases, while Amazon is used by 19 respondents (31.7%), showing moderate preference among users. Ajo has the least preference with only 4 respondents (6.7%), and no respondents selected other platforms, indicating limited usage beyond the major players.

CHI-SQUARE TEST

Table No : 6.4 The genuineness of online reviews trust.

Cell	Basis	Observed Value	Expected Value	$X^2 = (O-E)^2 / E$
1	Strongly Agree	31	15.00	17.06
2	Agree	4	15.00	8.06
3	Neutral	23	15.00	4.26
4	Disagree	2	15.00	11.26
	Total	60	60	40.64

CHI-SQUARE TEST=

$$X^2 = \sum (O - E)^2 / E$$

$$X^2 = 40.64$$

INTERPRETATION

The Chi-square test reveals that the calculated value (40.64) is higher than the table value (7.81) at a 5 per cent level of significance. Therefore, the null hypothesis is rejected. Hence, there is a significant difference in respondents’ opinions regarding the genuineness of online reviews.

7. FINDINGS

1. Gender-wise distribution.

The majority of the respondents are male (71.7%), while 28.3% are female. This indicates that male consumers are more actively involved in online shopping in the study area.

2. Age-wise distribution.

Most respondents belong to the 26–35 age group (51.7%), followed by 18–25 years (25%) . This shows that young and middle-aged consumers are the primary users of e-commerce platforms.

3. Frequency of online shopping.

46.7% of respondents shop online sometimes, and 43.3% shop very often. This reveals that online shopping has become a regular habit among consumers.

4. Reading online reviews before purchase

A majority (58.3%) always read online reviews before buying a product. This confirms that online reviews play an important role in purchase decisions.

5. Impact of reviews on purchase decisions.

61.7% of respondents strongly agree that online reviews help them make better purchase decisions. This indicates a high level of trust in online customer reviews.

6. Influence of negative reviews.

51.7% of respondents stated that negative reviews always stop them from buying a product. This shows that negative reviews have a strong influence on consumer behaviour.

7. Comparison of reviews across platforms.

A large majority (70%) compare reviews across multiple platforms before purchasing. This reflects that consumers are careful and information-oriented while shopping online.

8. Preferred e-commerce platforms.

Flipkart (68.3%) is the most preferred platform, followed by Meesho (56.7%) and Amazon (31.7%). This indicates that Indian platforms have strong acceptance among consumers.

9. Chi-Square test result

The calculated Chi-square value (40.64) is significantly high. This indicates that there is a significant difference in respondents' opinions regarding trust in online reviews.

8. CONCLUSION

The researcher concludes that online reviews are critical in developing consumer trust in e-commerce platforms. Given that consumers are not in a position to physically test products, they have been very dependent on reviews to make purchases. Authentic, in-depth and confirmed reviews enhance customer trust and minimise doubts. Nevertheless, trust and satisfaction are harmed by the existence of false or deceitful reviews. Thus, online shopping websites have to be oriented to support the principles of transparency and authenticity in their review solutions. By focusing on honest online critics, platforms are able to gain consumer loyalty in the long-run and enhance the customer experience.

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