



The Implication of E-reviews on Product Marketing

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Abstract

Online Reviews are feedbacks made by customers who have tried or purchased the product or service which reflects their experiences, suggestions and opinions about the purchased product or service. E-reviews are highly accessible to potential and interested customers which supply proof of the product. It is a tool for business owners to improve their product, customer service and better understand their customers. This marketing plan aims to determine the implications of E-reviews to product marketing. A qualitative research method was utilized in this study to further assess the effects of E-reviews and further understand participants. An in-depth analysis was employed to determine how businesses can further enhance product marketing by the use of E-reviews. The respondents of this marketing plan are 15 participants that are Burger King consumers. The instrument used is an online interview to a focus group. Researchers have asked the participants three questions about the implication of E-reviews to product marketing. Findings revealed that E-reviews play a huge and critical role for building trust with the potential customer and influencing their purchasing decision. All participants have expressed those positive reviews boost their confidence in their purchasing decision and negative reviews increase doubts about whether they should purchase the product or not. E-reviews allow customers to verify credibility and quality while business owners on the other hand increase brand awareness, drive sales and build trust with the customers. Neutral reviews are an opportunity to understand consumer perception and refine product or service.

Keywords: consumers trust; e-reviews; product marketing; purchasing decision



1. Introduction

Consumers' consumer behavior constantly changes given purchasers' opinions concerning the product's performance as e-reviews began to exist. It became embraced by the sellers on such websites as eBay. Its role is to assist valuable consumers in purchasing products (Haije, 2017). The e-reviews appear to exist as a visible connection of business to consumers, and consumers to business wherein the consumers place their trust towards to product due to e-reviews. On the other hand, e-reviews affect consumers. It influences their consuming behavior that results in a vital impulsion of consumers in marketing wherein the studies show that valence and volume of e-reviews influence the sales (Bernritter, Malthouse, Malowska, 2017; Kordrostami, 2016).

In online reviews, there are many attributions to consider its effectivity on product marketing. One of these factors is valence. It is the degree of positivity and negativity of an online review. The level of positive and negative reviews has a vital role in the purchasing decision, product quality, and marketing as people see this as the manifestation of user experience. According to the negativity bias theory, consumers put more attention negative aspect of an object or subject because of its rarity compared to positive scales (Rozin and Royzman, 2001). Thus, negative reviews give more impact on consumers' decisions than positive reviews. Consumers also tend to base their decision on valence because it hinders them to take risks when it comes to the quality of the product purchase. For instance, pessimistic comments on a movie may constitute how consumers weigh the quality of the movie. In connection with this, the degree of valence also affects the sales of a business. With regard to previous research, scholars confirmed that negative reviews have significantly contributed to the decrease of sales compared to positive ratings which have a dramatic influence on the product (Chevalier and Mayzlin 2006). This is also for the reason, that degree of valence has a proportional effect on the purchasing decision which affects the sales. Positive reviews encourage consumers to avail the product same as if there are multiple unpleasant critics to it, customers will be discouraged to avail the product. On the other hand, word of mouth (WOM) has a vital element in marketing. Considered as powerful due to the fast rate of communication flow, electronic WOM became more crucial as it may break or build the reputation of the product to its customers. Any level of valence has a proportion effect on how WOM will circulate online. According to the studies, it is proven that EWOM affects the customer's decision making as surveys show that online critics and opinions were interpreted as a reliable source of brand information (Prasad et.al, 2017).

This study aims to assess customer knowledge of e-reviews inside small-to-medium firms in the e-commerce industry. Assess the degree of knowledge of product quality, "Word of Mouth" marketing, and the number of purchases, as well as its relationship to e-reviews in the interest of e-review helpfulness rating, customer choice, and sales. This also seeks to determine the possible effects of positive-negative valence and



how it would influence these aforementioned determinants and other approaches to understand the phenomenon.

2. Research Method

The purpose of this study is to determine the implications of E-reviews on product marketing to aid effective increase of sales by applying the customers' demands and feedback on the product according to E-reviews. Furthermore, researchers will be using a single-case research design as we intend to determine the implications of E-reviews to product marketing by different customer behaviors, attributes, decisions, and feedback. According to Yin (2003), a single-case design embedded is for researchers who are interested in looking for the same issue but interested in different decisions will be best considering the influence associated with decision making.

Convenience sampling was utilized by the researchers as a non-probability sampling strategy. According to QuestionPro (n.d.), this sampling is used by organizations and companies to assess their perception of their market image. Convenience sampling may help in the collection of data required to address the research questions posed by this study. Businesses also utilize it to get feedback from customers on a certain quality or a newly introduced product based on a sample generated.

The non-probability approach was employed by the researchers to obtain data from a sample size of 15 respondents. In addition to the claims for sample size, a study with 15 to 25 participants is relatively uncommon in obtaining data for research (Ritchie, 2003). Respondent criteria must affect their purchasing behavior, resulting in a critical impulsion of customers in marketing, where studies reveal that the valence and amount of e-reviews influence sales (Bernritter, Malthouse, Malowska. 2017; Kordrostami, 2016). Its factors will serve as the foundation of the study to provide a conclusion and debate by identifying the topic's pros and downsides.

The researchers chose the qualitative research for this study to analyze the belief, experiences, attitudes, behavior, and interactions of the consumer and retailer about the implication of positive and negative e-reviews toward product marketing such as product quality, word-of-mouth marketing, and purchases leading to the sales of business stores and the product itself. According to QuestionPro (n.d.) Qualitative research is founded on social science fields such as anthropology, sociology and psychology which enables in-depth and follow-up questioning and probing of participants based on their responses, with the interviewer/researcher also attempting to understand their purpose and feelings. Understanding how your target audience makes decisions might aid in market research conclusions. This allows researchers to ask open-ended questions and achieve conversational communication in which numbers cannot easily understand human experience and behavior.



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The researchers intended to employ an online focus group, in which the ten (10) respondents for this study would be assembled into one (1) group meeting using the Microsoft Teams or Zoom program. During the conversation, there will be a host and a moderator. The host is supposed to ask the researchers' questions. During the conversation, the moderator is expected to take notes, offer a transcript, and provide audio technicalities. Each respondent is required to answer each question before moving on to the next one. The researchers will record the talk and manually transcribe it after receiving permission. This sort of data collecting will provide for additional information about the topics for e-reviews. It seeks to comprehend the topic's issue, which researchers can access during the study (Humans of data, 2017).

3. Results and Discussion

The fifteen (15) research respondents were asked about their perceptions and knowledge of the topic of online reviews and its connection to product marketing and other sub-areas of it. Each respondent was able to answer all of the questions and provided information for the researchers' study. The following are the respondents' responses as codes with their corresponding themes.

Table 1. Presentation of data analysis for research questions number 1 using codes and corresponding descriptive themes.

Research Question	Codes	Themes
How does positive and negative e-review as a marketing strategy affect the quality of a product?	<ul style="list-style-type: none">• Give an overview towards the quality of the product.• Help improve or sustain features of their product.• Serves as a marketing strategy of the product.	Consumer Perception



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	<ul style="list-style-type: none">• Assess whether the product is good or bad.• Aid in the improvement of a product's quality• Receiving positive feedback on a could increase the value of the product's quality.• Negative feedback about your company, products, or offerings can quickly turn off customers	Consumer Evaluation
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Table 1 indicates how important e-reviews are as a marketing approach for product quality. It represented a variety of elements, including consumer perception, consumer preferences, and consumer evaluation. Consumer experience, product sales, or product quality enhancement. Due to the general convenience factor, the growth of online purchasing activities has made online reviews on any platform a useful information source for consumers. According to Das and Dhar (2021), online reviews from various platforms have a major influence on customer purchase decisions, whether positively or adversely, including consumer perception. This puts online reviews an influence on the satisfaction of consumers towards positive and negative reviews on the product including consumer preferences, consumer buying intentions, consumer commitment, and trust (Das and Dhar, 2021). This adds to the consumer intentions influencing their personality traits, attitude towards the product and motivational factor on their purchasing behavior Tata, S.V., Prashar, S. and Parsad, C. (2021).

This also highlights how e-reviews help consumers examine and evaluate such products online. Each customer interacts and assesses online items differently. This



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comprises the reviewer's reputation or quality, reviewer visibility, product coverage, and item age. These identify several stimuli that can aid in the generation of a customer response, perception, and assessment of a product (Singh 2021). Furthermore, factors such as In volume, In rating, In rating inconsistency, In analytic, In authentic, and In clout have a substantial influence on how consumers perceive the product and its involvement in online review visibility (Alzate, M.; Arce-Urriza, M.; Cebollada, J., 2021) After customers respond, whether positively or negatively, the brand or product benefits by functioning as a marketing strategy and generating sales. As a result, as information from online reviews influences consumer decision-making, positive or negative reviews influence perception of the product as well as product sales and can contribute to the overall status and quality of the product.

Table 2. Presentation of data analysis for research questions number 2 using codes and corresponding descriptive themes.

Research Question 2	Codes	Themes
How does positive and negative E-reviews affect your purchasing decision?	<ul style="list-style-type: none">• E-reviews shows product legitimacy and quality• Negative reviews mean customers are not satisfied by the product quality• If there are good reviews, customers are rest easy to decide that the money they will spend on product will not be wasted	Quality and Security
	<ul style="list-style-type: none">• Consumer and business trust is strengthened via reviews	Consumer Trust



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	<ul style="list-style-type: none">• A negative review would make consumer doubt the product and the shop owner• Word-of-mouth marketing could attract• Consumer purchasing online is a risk and reviews influence them whether to trust product quality or no	
	<ul style="list-style-type: none">• Reviews are basis for purchasing online• The more positive reviews, the more possibility to purchase product• Negative reviews prevent consumers to purchase• Reviews are critical determining element• No reviews. less chances of consumers buying the product	Purchasing decision



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Table 2 discusses the influence of E-reviews on consumers purchasing decisions. E-reviews are one of the supreme factors to build consumers' trust to the product and the brand. Participants expressed that E-reviews are their basis of product legitimacy and quality. In relation to that, E-reviews allows buyers to attach photos of the purchased products together with their feedback. The photos and feedback shows the quality and legitimacy of the product. They can check the difference between the product in the store's photos and the product received by the buyer. The more positive reviews, the more likely customers are enticed to purchase and the more negative reviews they read, customers would doubt the product quality and the store that might lead to not purchasing the product at all. Also, some participants mentioned that no reviews prevented them from purchasing the product.

According to Dellarocas et al., 2006; Houser and Woofers, 2006; Menlik and Alm, 2002 numerous studies state that online feedback is seriously considered by Buyers for purchasing decisions. Positive reviews reduce doubts and boost confidence in consumers' purchasing decisions and negative reviews prevent them from purchasing. E-reviews have a huge and important role to consumers purchasing decisions as it has the potential to lose and gain customers. Most importantly, it builds trust and increases purchasing potential.

Table 3. Presentation of data analysis for research questions number 3 using codes and corresponding descriptive themes.

Research Question 3	Codes	Themes
How do positive and negative E-reviews affect the dissemination of Word-of-mouth marketing?	<ul style="list-style-type: none">• False information• Brand reputation• Recommend high-quality items	Images
	<ul style="list-style-type: none">• Provides a glimpse• Disseminates information	Information source



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	<ul style="list-style-type: none"> • Encouraging other consumers • Precise review of a product 	Product Marketing
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Table 3 shows that positive and negative e-reviews affect the overall product, by these various themes which are the Images, Information source, and product marketing. Word of mouth has its role for the company in order to increase the sales. Its factors will be reflected towards the brand image, and usage for source of information in order to assist the consumers' purchasing decision. According to Duncan Kavanagh (2018), the use of word of mouth increases the consumers' familiarity to the brand, in which 16% up to 24% of the consumers became loyal to the brand. It serves as the consumers' preference in order to precipitate their mind discussion. Given that the word of mouth has its positive effect on its market. The downside of the word of mouth is it disseminates false information that results in negative review. However, the few research in the literature on discontent that investigate Word of Mouth are mostly limited to reporting the frequency of complaint behavior (Charlette, Garland, Marr. 1995).

4. Conclusion

This paper explores various variables affecting product marketing in E-reviews such as, product quality, number of purchases, and "Word-of-Mouth market. Recent research about consumer behavior found it to constantly change as because of purchasers review or general online review on a particular product being offered online. These online reviews appeared to have various attributes that contribute to the product marketing in a degree of positive and negative E-reviews. The purpose of this study is to identify consumer's knowledge in E-commerce particularly the impact of E-reviews to the overall product marketing. These will assess the degree of relationship and impact of Valence such as towards various determinants such as product quality, "Word of Mouth" marketing, and the number of purchases. This also caters to sub-factors namely, the helpfulness rating, customer choice, and sales.

According to the findings of the participants in this study, positive and negative e-reviews as a marketing strategy influence the quality of the product, purchasing decisions, and the spread of 'Word-of-Mouth marketing. Furthermore, online reviews impact total



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customer purchase decisions and can help improve the product. The following are the conclusions:

- There is a significant level of consumer understanding of E-reviews, as they view it as an assessment tool for evaluating products available online.
- In the E-commerce sector, three variables, including product quality, quantity of purchases, and "Word-of-Mouth marketing," correlate with each other and have a significant relationship with consumers.
- This reveals that in-depth understanding of consumer purchasing decisions including consumer perception, consumer preference, consumer evaluation and purchasing intentions is beneficial aligning products to suit diverse customer wants and needs leading to Consumers' purchases.
- E-reviews is a written basis and assessment that can benefit businesses in boosting confidence and building trust and credibility in providing quality products.
- "Word-of-Mouth marketing helps the business leading to an increase of sales, as "Word-of-Mouth marketing can be useful as a source of information in building familiarity towards the brand or product, brand image, and perception of the consumers in the product.
- Positive e-reviews contribute to a rise in purchases, which leads to an increase in sales, and they can alter customer preferences and choices when purchasing things online.
- Negative e-reviews may be extremely damaging, and businesses can suffer significant damage. However, this may be a method for reviewing consumers input in measuring product quality for product improvement and consumer satisfaction in the E-commerce industry.

Further exploration could be expanded on the behaviors of consumers in various variables such as, ratings system and its visibility, other types of online reviews from different platforms, and manipulation of E-reviews in increasing brand image and reputation leading to the sales.

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