

# Influence of Product Reviews on Purchase Intention of College

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**Abstract:** This study examined the influence of online product reviews on the purchase intention and purchase decisions of college students in a private university in Santiago City during Academic Year 2025–2026. As e-commerce continues to grow, online reviews have become a significant form of electronic word-of-mouth that shapes consumer behavior, particularly among digitally active students. The study employed a quantitative research design using a validated and adapted questionnaire, with data gathered from 261 BSBA students selected through stratified random sampling. Statistical tools such as frequency, mean, standard deviation, and the Kruskal-Wallis H Test were used for data analysis.

Findings reveal that respondents strongly rely on both literary and figurative product reviews, as these enhance trust, reduce uncertainty, and improve confidence in online purchasing decisions. Search behavior, product experience, online customer reviews, and perceived product quality were identified as key determinants of purchase decisions. Results further show that demographic profiles such as age, sex, and degree program do not significantly influence purchase intention and purchase decisions, indicating homogeneous consumer behavior among respondents.

The study concludes that online product reviews play a critical role in shaping informed purchasing behavior among college students. It recommends strengthening digital literacy, financial education, and critical evaluation skills to promote responsible online consumption and improve students' decision-making in e-commerce environments.

**Keywords:** *Online Product Reviews, Purchase Intention, Purchase Decision, E-Commerce, Consumer Behavior.*

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## I. INTRODUCTION

In the digital marketplace, a single customer review can now influence thousands of purchasing decisions within seconds, reshaping how consumers evaluate products and make buying choices (Ocampo et al., 2025). As online shopping continues to expand, consumers increasingly share their shopping plethora of experience on e-commerce platforms such as Shopee, Lazada, Temu, Shein, Wish.com, TikTok Shops, and other social media applications. These shared experiences take the form of online product reviews, which constitute electronic word-of-mouth (eWOM) in which previous buyers express their opinions, satisfaction, or dissatisfaction with products available online.

Online product reviews have become a crucial source of information that influences consumer trust and purchase intention, particularly among college students who are highly engaged with digital platforms. These reviews shape perceptions of product quality, credibility, and risk, thereby affecting consumers' decisions to place items in their virtual shopping carts. The growing reliance on reviews underscores their role in shaping buying behavior, as students often rely on peer feedback before committing to online purchases.

The emergence of online product reviews parallels the rapid growth of e-commerce, driven by convenience, accessibility, and ease of use. Reviews commonly include both positive and negative feedback, helping consumers minimize uncertainty and perceived risk when shopping online. However,

challenges such as misinformation, fake reviews, and declining consumer trust have also surfaced, prompting the use of artificial intelligence tools to detect and manage deceptive content. Despite these advancements, not all consumers rely equally on online reviews, particularly those with limited exposure to social media or digital platforms.

Online reviews function as a vital communication channel between reviewers and potential buyers. By examining the content of these reviews, researchers can gain insights into consumer opinions and develop models that explain how purchase intention is shaped through online interactions (Zhang & Yu, 2022). Given the increasing reliance on online reviews as a decision-making tool, issues of credibility, trust, and information accuracy remain significant concerns. This study seeks to address these gaps by examining the influence of product reviews on college students' purchase intentions, building on and supporting previous research (Dwidienawati, 2020).

#### ➤ *Background of the Study*

In recent years, the rapid expansion of e-commerce and social media platforms has significantly transformed the purchasing behavior of college students, making online product reviews a central source of information in shaping purchase intention (Bo et al., 2023; Ray & Singh, 2025). As digitally native consumers, college students increasingly rely on peer-generated content, influencer endorsements, and interactive online platforms when evaluating products, particularly in environments characterized by information overload and perceived risk.

Despite the growing reliance on online reviews, existing studies yield mixed findings on the factors influencing college students' purchase intention. For instance, a study conducted in Negros Occidental revealed that although customer reviews and product quality are commonly considered important, product quality did not significantly affect students' purchasing decisions. Instead, factors such as perceived risk, price promotions, and brand reputation were found to be more influential (Villanueva et al., 2025). These findings suggest that purchasing decisions among college students are complex and influenced by multiple psychological, economic, and social factors rather than by product attributes alone.

Research further indicates that the credibility and quality of online reviews play a critical role in shaping consumers' purchase intentions. Trustworthy and well-articulated reviews not only directly influence buying decisions but also indirectly bolster review credibility by clearly explaining product strengths and weaknesses. However, prior studies often focus on specific product categories or single online platforms, which may limit the generalizability of their findings. Additionally, inconsistencies in how review credibility is measured and the heavy reliance on questionnaire-based data collection raise concerns about data validity and depth, suggesting the need for more comprehensive methodological approaches.

Moreover, contemporary digital platforms such as Facebook, Instagram, TikTok, and Shopee Live have further intensified the influence of online reviews through personalized recommendations, live selling, and influencer marketing. These platforms cater to college students' preferences for convenience, visual appeal, entertainment, and social validation, with studies indicating that humorous and engaging advertising content can positively influence purchase intention. Given this evolving digital landscape, there is a need to understand better how online product reviews influence college students' purchasing behavior and promote informed, responsible, and sustainable consumption.

Against this backdrop, the present study examines the impact of product reviews on college students' purchase intention by identifying the key factors shaping their decision-making and evaluating the role of review credibility and quality in influencing purchasing behavior. By addressing gaps in the existing literature, this study aims to deepen the understanding of college students' online buying behavior and provide insights relevant to both consumers and marketers in the digital economy.

#### ➤ *Research Questions*

- What is the demographic profile of the respondents in terms of their:
  - ✓ Age
  - ✓ Sex
  - ✓ Degree Program
- What is the level of influence of product reviews on the purchase intention of respondents in terms of:
  - ✓ Literary Review
  - ✓ Figurative Review
- What is the influence of the product decision of the respondents in terms of:
  - ✓ Search Products
  - ✓ Product Experience
  - ✓ Online Customer Reviews
  - ✓ Product Quality
- Is there a significant difference in the purchase intention of the respondents when they are grouped based on their demographic profile?
- Is there a significant difference in the purchase decision of the respondents when grouped based on their demographic profile?
- Is there a significant relationship between purchase intention and purchase decision as perceived by the respondents?

- What measures can be proposed as a strategy to enable students to make more informed purchasing decisions from product reviews?

➤ *Hypothesis*

- There is no significant difference in the purchase intention of the respondents when they are grouped based on their demographic profile.
- There is no significant difference in the purchase decision of the respondents when they are grouped based on their demographic profile.
- There is no significant relationship between purchase intention and purchase decision as perceived by the respondents.

➤ *Significance of the Study*

This study aims to provide insights into how online product reviews influence the buying behavior of college students at a premier university in Santiago City, Isabela. Understanding this dynamic is crucial for multiple stakeholders in the digital marketplace.

The results of this study serve as a foundation for future investigations, providing empirical data and insights that can be incorporated into related studies. It encourages further exploration of digital marketing strategies, online consumer psychology, and the evolving role of product reviews in e-commerce, enabling subsequent research to build upon these findings and expand knowledge in this field.

Overall, this study highlights the multifaceted significance of online product reviews, demonstrating their impact not only on consumer behavior but also on business strategy, marketing effectiveness, regulatory frameworks, and academic research.

## II. THEORETICAL FRAMEWORK

This study examines the influence of online product reviews on the purchase intentions of college students in the rapidly growing e-commerce environment, particularly in the post-pandemic era. To guide the investigation, the research adopts two established theories: the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB).

The Technology Acceptance Model (TAM), proposed by Davis (1989), explains how users come to accept and use technology. The model highlights two primary factors: perceived usefulness (the degree to which a person believes that using a technology will enhance their performance) and perceived ease of use (the degree to which a person believes that using the technology will require little effort). In the context of this study, TAM is relevant because online product reviews are part of digital platforms and technological interfaces. College students' engagement with these reviews is influenced by how easy it is to access and interpret them, as

well as the usefulness of the information in making informed purchasing decisions.

The Theory of Planned Behavior (TPB), developed by Ajzen (1991), suggests that an individual's behavioral intention is determined by three factors: attitude toward the behavior, subjective norms, and perceived behavioral control. TPB applies to this study as it helps explain how college students form intentions to purchase products online. Reviews shape students' attitudes by providing positive or negative evaluations of products, influence subjective norms by reflecting peer opinions and social pressures, and affect perceived behavioral control by reducing uncertainty and perceived risk in online transactions.

By integrating TAM and TPB, this study provides a comprehensive framework for understanding the factors that drive college students' purchase intentions through online product reviews. Trust, social influence, perceived ease of use, and perceived risk emerge as key determinants in shaping consumer decisions. Using these theories, the study seeks to quantify the effect of product reviews on purchase intention and offer insights for marketers, business owners, and researchers into how online reviews can be strategically leveraged to influence buying behavior.

## III. LITERATURE REVIEW

This section presents a synthesis of related studies and literature relevant to the influence of product reviews on purchase intention among college students. It discusses key concepts such as e-commerce, online customer reviews, product quality, and purchase decision, drawing from both local and international sources. The reviewed literature provides theoretical and empirical support for the study's variables and establishes a foundation for understanding how product reviews shape consumers' purchasing behavior in an online shopping environment.

➤ *E-Commerce, Online Platforms, and Consumer Behavior*

Organizations have increasingly adopted diverse digital strategies to effectively reach and serve consumers, with the ultimate goal of enhancing profitability and market competitiveness (Aboagye et al., 2025). The rapid expansion of electronic commerce, particularly in the Philippines, has significantly transformed consumer purchasing behavior. This growth was further accelerated during the COVID-19 pandemic, when mobility restrictions compelled consumers to rely heavily on online shopping platforms (Ahn et al., 2024; Sagarino et al., 2022).

The usability and accessibility of e-commerce platforms play a crucial role in shaping consumer satisfaction and engagement. User-friendly interfaces, flexible transaction processes, and entrepreneurial marketing strategies contribute positively to the overall online shopping experience (Valdez-Juarez et al., 2021). Consumers are increasingly drawn to online

shopping due to convenience, broader product selection, and competitive pricing, which collectively encourage prolonged engagement in online purchasing activities (Kushwaha, 2021; Sapitri et al., 2025).

Moreover, the ability to perform online transactions at any time and from any location has made digital purchasing more adaptable to consumers' lifestyles, especially among college students who are highly exposed to technology (Kaburuan et al., 2022). Despite these advantages, online shopping presents a significant limitation: consumers cannot physically examine or experience products before purchase, which increases uncertainty and perceived risk (Tomić et al., 2025). As a result, consumers increasingly depend on product reviews and shared experiences from other buyers to reduce ambiguity and guide their purchase intentions (Ahn & Lee, 2024). However, as online marketplaces continue to expand, concerns regarding the credibility and authenticity of online reviews have also intensified (Imran, 2025).

#### ➤ *Product Quality*

Product quality remains a fundamental determinant of consumer satisfaction and purchase intention, particularly in online shopping environments where direct product evaluation is not possible. E-commerce consumers often struggle to accurately assess a product's value due to the lack of physical interaction before purchase (Rosillo-Díaz et al., 2023). Product quality is commonly defined as the extent to which a product meets customer needs, fulfills its intended function, and conforms to established industry standards (Indeed Editorial Team, 2023).

Kotler and Keller (2022) describe product quality as a product's ability to perform its intended functions reliably and consistently, emphasizing accuracy, durability, and dependability as key components. Similarly, Jumriani et al. (2025) identify performance, durability, features, reliability, conformity, aesthetics, and overall impression as essential indicators of product quality. These attributes collectively influence consumers' perceptions and evaluations of products.

High product quality contributes to positive shopping experiences, leading to increased consumer satisfaction and stronger brand loyalty (Law et al., 2024). Maia et al. (2023) further emphasize that superior product quality enhances perceived customer value and fosters a favorable brand image. Both of which are vital for maintaining a competitive advantage. In the online context, product quality serves as a critical factor in shaping consumers' trust and confidence, especially when purchasing decisions rely heavily on indirect information sources such as reviews and ratings (Alhamid et al., 2024).

When product quality aligns with or exceeds consumer expectations, customers are more likely to make purchases, make repeat purchases, and recommend the product to others,

ultimately contributing to improved organizational performance and reputation (Alhamid et al., 2025).

Verzosa and colleagues (2025) examined how perceived product quality and online customer reviews influence the purchase decisions of BSBA students on the Shopee platform, finding that although product quality is recognized as important in the evaluation process, its direct statistical association with final purchase decisions was less clear when compared to other variables like reviews and price, highlighting the complex interplay between quality perception and purchase intention in digital marketplaces. In the artisanal food market, Bidania (2024) reported that Filipino consumers highly prioritize product quality when deciding to purchase artisanal chocolates, with quality consistently ranking above packaging and branding as a determinant of purchase intention among Metro Manila residents, suggesting that intrinsic product attributes are key drivers of consumer willingness to buy premium local products. Extending this theme to street food consumption, Tacardon, Ong, and Gumasing (2023) found that perceptions of food quality and food value significantly influence the purchasing intentions of street food consumers in the Philippines, with higher perceived quality correlating with stronger purchase motivation, thereby reinforcing the notion that quality assessments are central to food-related buying behavior.

Beyond product categories, broader consumer behavior research also indicates that product quality is an influential factor in the dynamics of purchase intention. Cayaban et al. (2023) identified product quality as one of the significant determinants of Filipino consumers' behavioral intentions toward Korean products and services, where higher perceived quality strengthened positive attitudes, thereby supporting purchase intention within an extended Theory of Planned Behavior framework. Moreover, studies focusing on online environments and digital commerce platforms reveal indirect mechanisms linking quality perceptions to purchase intent. For example, Campos and Campos (2024) demonstrated that review quality (encompassing indicators of product performance and information completeness) mediates the effect of review credibility on the intention to buy online, suggesting that quality-linked review attributes enhance purchase intention in e-commerce. Related research on e-commerce user behavior at the Philippine college level further suggests that satisfaction with product quality—alongside other factors such as trust and safety—increases purchase intention among online shoppers, indicating that product quality remains foundational even when integrated into broader satisfaction constructs. Across these studies, the consensus is that perceived product quality, whether assessed directly or through quality-related proxies (e.g., review detail, post-purchase satisfaction), consistently contributes to stronger purchase intentions among Filipino consumers. However, its effect may vary by context and by interacting factors such as price, reviews, or experiential expectations.

#### ➤ *Online Customer Reviews*

Online customer reviews have become a primary source of information for consumers seeking to evaluate products and services before purchase. Digital platforms and e-commerce websites play a vital role in shaping consumer perceptions and influencing buying behavior by providing access to peer-generated content (Anisuzzaman, 2024; Katyal & Sehgal, 2025; Song et al., 2025). Through the internet, consumers can easily access product-related information and learn from other users' experiences (Nesi et al., 2018).

Online reviews are publicly shared evaluations, opinions, and experiences posted by consumers on digital platforms regarding products, services, or brands (Pocchiari et al., 2024). These reviews highlight product strengths and weaknesses and often influence comparisons among competing products, particularly those receiving favorable feedback (Liu et al., 2025). For potential buyers, online reviews function as a substitute for direct product experience, offering insights into quality, functionality, and usability that are not always evident from product descriptions or advertisements (Chen et al., 2024).

Numerous studies emphasize the substantial role of online reviews in shaping purchase intentions, especially when consumers cannot physically assess products before buying (Kim & Kim, 2022; Sapitri et al., 2025). Reviews provide valuable information that helps consumers evaluate product performance and overall quality, thereby reducing perceived risk and uncertainty (Ray & Singh, 2025; Wu et al., 2025).

Empirical evidence indicates that online reviews exert a strong influence on purchasing behavior. Howarth (2023) reports that approximately 93% of consumers read online reviews before making a purchase decision, while Paget (2025) notes that only a small fraction of consumers do not consult reviews. Consumers tend to share feedback when their experiences are extremely positive or negative, making reviews particularly influential (Karaman, 2021). Additionally, reviews from verified buyers or known individuals are perceived as more credible than traditional advertising (Lago & Peñafior, 2021). Nonetheless, the prevalence of fake or manipulated reviews poses challenges to consumer trust and decision-making (Cao, 2023).

According to Campos and Campos (2024), the credibility and quality of online product reviews significantly influence Filipino consumers' purchase intention, emphasizing that informative and trustworthy reviews strengthen consumer confidence and reduce perceived risk. Similarly, Verzosa et al. (2025) reported that online customer reviews serve as primary informational cues for Filipino consumers on e-commerce platforms such as Shopee, with detailed, experience-based reviews exerting a stronger influence on purchase decisions than product descriptions alone. These findings suggest that Filipino consumers rely heavily on peer-generated evaluations when assessing product value and suitability.

According to Lucero et al. (2023), perceived authenticity and honesty of online reviews significantly enhance consumer trust, which in turn increases the likelihood of purchase intention among Filipino youth consumers. In a related study, Roldan and Montenegro (2025) emphasized that active engagement with online reviews—such as reading multiple reviews and comparing reviewer experiences—reduces uncertainty and strengthens buying intentions. Moreover, Garcia et al. (2022) observed that review characteristics such as expertise, consistency, and completeness indirectly influence purchase intention by shaping consumers' perceived usefulness of reviews. Collectively, these studies confirm that in the Philippine context, product reviews influence purchase intention not only through informational content but also through trust-building and risk-reduction mechanisms.

## IV. METHODS

#### ➤ *Research Design*

This study employs a quantitative research design to examine the relationship between online customer reviews and college students' purchase decisions on online shopping platforms. Quantitative research is appropriate because it enables objective measurement and statistical analysis of consumer perceptions, attitudes, and behavioral intentions related to online reviews. With the increasing prevalence of deceptive or fake reviews in digital marketplaces, this study investigates how such reviews influence college students' purchasing decisions.

The research design is grounded in prior empirical findings that emphasize the roles of brand experience, customer satisfaction, and customer trust in shaping purchasing decisions. As highlighted by Jiwa & Yobeanto (2025), positive brand experiences and customer satisfaction foster trust, which directly and positively affects purchase decisions. In this context, the present study seeks to generate empirical evidence on how online reviews, particularly their perceived credibility and quality, contribute to trust formation and ultimately influence purchase decisions among student consumers.

The research design enables the systematic collection and analysis of data to provide meaningful insights into consumer behavior, particularly how transparency and trust cultivated through online reviews can influence purchasing outcomes in online shopping platforms.

#### ➤ *Study Site and Participants*

The study was conducted in a private university in Santiago City during the Academic Year 2025–2026. The respondents comprised undergraduate students from the College of Business Education (CBE) who were officially enrolled at the time of data collection. Preference was given to second- and third-year students, as they are presumed to have greater exposure to online shopping platforms and sufficient consumer experience to provide informed responses.

The official list of enrolled students was obtained through coordination with the University Registrar's Office, upon submission of a written request duly endorsed and approved by the researchers' Research Adviser. This ensured the accuracy of the population frame and the ethical selection of participants.

➤ *Population, Sampling Method, and Sampling Technique*

The total population of the College of Business Education consisted of 818 students across various academic programs. To determine the appropriate sample size, the Raosoft calculator was used to determine a total of 261 respondents. A stratified sampling technique was employed to ensure proportional representation from the different programs under the College of Business Education. Within each stratum, simple random sampling was applied to minimize sampling bias and ensure that each eligible student had an equal chance of being selected as a respondent.

➤ *Research Instrument*

The primary data collection instrument used in this study was an adapted questionnaire based on the work of Verzosa et al. (2025), titled "*The Influence of Product Quality and Online Customer Reviews on Purchase Decision*," published in the *International Journal for Multidisciplinary Research* (Vol. 3, No. 7). The questionnaire was modified to align with the objectives and context of the present study.

The instrument consisted of four parts, namely: Part I - Profile of the respondents (e.g., age, major, and course); Part II - Influence of Product Reviews and Part III - Purchase Decision particularly on search product, online review experience with products purchased online, perceptions of online customer reviews, and their effect on purchase decisions.

Before full-scale data analysis, Cronbach's Alpha was used to assess the instrument's internal consistency and reliability. The validity of the measurement scales was examined using exploratory and confirmatory factor analyses. Subsequently, the proposed research model and hypotheses were tested using Structural Equation Modeling to examine the relationships among variables.

➤ *Data Gathering Procedure*

Before data collection, approval of the research title was obtained from the Research Adviser. Upon approval, the study was formally submitted by the Dean of the College of Business Education, who issued an endorsement letter authorizing its conduct. This endorsement was used to facilitate access to respondents and ensure institutional compliance.

The researchers personally administered the questionnaires via face-to-face distribution to ensure clear instructions and address any question raised by participants. After completion, each questionnaire was reviewed to verify completeness. In cases of missing responses, follow-up clarification was immediately conducted with the respondent to ensure accurate data collection. Personal supervision during

data gathering also ensured a high retrieval rate of completed questionnaires. All collected data were subsequently tabulated, checked for accuracy, and prepared for statistical analysis.

## V. DATA ANALYSIS

Statistical tools were utilized to ensure systematic presentation, analysis, and interpretation of the data. The data were processed and tested for normality using appropriate statistical software.

- Frequency counts and percentages were used to describe the demographic profile of the respondents.
- Descriptive statistics, including mean, were employed to determine respondents' perceptions of product quality, online customer reviews, and purchase decisions. The standard deviation was used to assess the consistency of responses.
- The Kruskal-Wallis H Test was employed to determine whether there are statistically significant differences in purchase decisions among groups of college students based on varying levels of online customer reviews. This nonparametric test is appropriate for comparing three or more independent groups without assuming normality, thereby providing a robust basis for identifying differences across groups.

➤ *Ethical Considerations*

This study adhered to establish ethical standards to safeguard the rights, dignity, and well-being of all participants.

Participants were provided with complete and comprehensible information regarding the study's objectives, procedures, estimated duration, potential risks, and benefits. Only those who voluntarily signed the informed consent form were included in the study.

Participation in the study was entirely voluntary. Respondents were informed of their right to decline participation or withdraw from the study at any stage without penalty or negative consequences.

The study complied with the Data Privacy Act of 2012 (Republic Act No. 10173). All data were treated with strict confidentiality. Identifying information was excluded from reports, and codes were used to ensure respondent anonymity. Electronic data were stored in password-protected files accessible only to the primary investigator and authorized statistician.

The researchers ensured honesty and accuracy in data collection, analysis, and reporting. Fabrication, falsification, or manipulation of data was strictly avoided, and all sources were properly cited to prevent plagiarism.

AI-assisted tools will be utilized for structuring or language refinement; their use will be transparently disclosed, with interpretation and analysis remaining the sole responsibility of the researchers.

These ethical measures collectively ensure responsible research conduct and uphold the integrity of the study.

## VI. RESULTS & DISCUSSION

This section presents the results and findings of the study on the influence of product reviews on the purchase intention of college students. Data are shown in tables with corresponding statistical analysis. It includes the respondents' demographic profiles, the level of influence of product reviews, differences by profile, and proposed strategies for informed purchasing decisions.

### ➤ Part I - Demographic Profile

Table 1. Distribution of the Demographic Profile of the Respondents

Variables	f	P
Age		
18 Years old and Below	22	8
19 Years Old	83	32
20 Years Old	91	35
21 Years Old	42	16
22 Years Old and Above	23	9
Sex		
Female	141	54
Male	120	46
Course		
BSBA – Financial Management	75	29
BSBA – Human Resource Mgt	5	2
BSBA – Marketing Management	104	40
BS Hospitality Management	27	10
BS Tourism Management	50	19

N=261

As shown in Table 1, the demographic profile of the respondents shows that 91 or 35 percent of the respondents were 20 years old, 83 or 32 percent were 19 years old, 42 or 16 percent were 21 years old, 23 or 9 percent were 22 years old and above, and 22 or 8 percent were 17 years old and below. Most respondents were female (141, 54 percent), and 120 (46 percent) were male. The respondents were enrolled in the different programs, with 104 or 40 percent enrolled in BSBA – Marketing Management, 75 or 29 percent enrolled in BSBA – Financial Management, 50 or 19 percent enrolled in BS Tourism Management, 27 or 10 percent enrolled in BS Hospitality Management, and 5 or 2 percent were enrolled in BSBA – Human Resource Management. It implies that the respondents were 20 years old, female, and enrolled in the BSBA – Marketing Management program.

### ➤ Part II – Influence of Product Reviews

This section presents the results on the influence of product reviews on purchase intention, focusing on both literary and figurative reviews. It examines how these two forms of reviews contribute to consumers' decision-making processes and overall perception of products.

As gleaned on Table about the influence of product reviews on purchase intention particularly in literary reviews

that the respondents were strongly agree with the different indicators like the clarity and detail in literal reviews help me decide if I should or shouldn't purchase online (M=3.45), the higher number of literal reviews influence me when shopping online (M=3.40), likewise with my decision to buy a product online is heavily influenced by literal reviews (M=3.38), even I feel more confident relying on literal reviews whenever I'm buying online (M=3.36) and I find that literal reviews are useful when I'm making decisions about what to buy online (M=3.29). It implies that the majority of respondents strongly agree that product reviews strongly influence their purchase intention, indicating a high reliance on reviews when making purchasing decisions, with a category mean of 3.38.

#### • Figurative Review

The influence of product reviews on purchase intention on figurative reviews shows that the respondents strongly agree on the different indicators like I find that figurative reviews enhance my online shopping experience (M=3.42), higher number of figurative reviews influence me when shopping online (M=3.39), I'm more likely to buy Online if the figurative reviews are interesting and creative (M=3.36), even figurative reviews give a lasting impression that increases my likelihood of buying online (M=3.35) and my decision to buying online increased by figurative reviews (M=3.34). It indicates

respondents strongly agreed, with a category mean of 3.37, that product reviews strongly influence their purchase intention,

indicating a high reliance on reviews when making purchasing decisions.

Table 2 Mean Responses of the Respondents on the Influence of Product Reviews on Purchase Intention

Indicators	wm	Qualitative Interpretation
Literary Reviews	3.38	Strongly Agree
Figurative Reviews	3.37	
Overall Mean	3.38	Strongly Agree

Legend: 1.00–1.74 = Strongly Disagree; 1.75–2.49 = Disagree; 2.50–3.24 = Agree 3.25–4.00 = Strongly Agree

As presented on Table 2 on the summary of the influence of product reviews on purchase intentions, the findings indicate that both literary reviews (M=3.38) and figurative reviews (M=3.37) were evaluated within the “strongly agree” range, yielding an overall mean score of 3.38 which means that the respondents consistently perceive product reviews as highly influential in shaping their purchase intentions. The results further imply a strong reliance on both descriptive and visual forms of review content in making purchasing decisions, highlighting the critical role of product reviews in determining consumer behavior.

### ➤ Part III – Purchase Decision

This section presents the results on the influence of product reviews on purchase decisions, focusing on search products, product experience, online customer reviews, and product quality. It highlights how these factors shape consumers’ evaluation process and affect their final purchasing decisions.

Purchase decision about the search products that majority of the respondents believed that they strongly agree indicating in the different indicators like I like to view several photos of the products I’m looking at from various perspectives before making a purchase (M=3.51), even that I prefer to evaluate the quality of products based on detailed specifications and features before making a purchase (M=3.44) and the availability of comprehensive and detailed product specifications assists me in making more precise purchase decisions (M=3.44) likewise with my confidence in buying products is influenced by how detailed the product images online (M=3.40) and because I can easily get information about products, I feel secure in my decisions (M=3.39). It implies that the respondent believed, with a category mean of 3.44 (strongly agree). It means that the respondents strongly agree that product reviews strongly influence their purchase intention, indicating high reliance on reviews in making purchasing decisions.

The table presents the mean responses regarding the influence of product quality on purchase decisions in terms of product experience. It examines how consumers’ actual product use, perceived quality, and overall experience shape their buying behavior and decision-making. The results show that all indicators were rated as strongly agree, with a category mean of 3.39, indicating that product experience strongly influences purchase decisions, the indicator “I feel that the overall

customer experience with a product influences my decision to purchase products (M = 3.43),” suggesting that overall satisfaction and experience play the most significant role in purchase decisions. My own experience with product quality influences me to purchase online again (M=3.42), indicating that positive personal experience encourages repeat online purchases. After learning about and trying the product’s quality, the more I want to purchase online (M=3.39), indicating that product familiarity and confirmed quality increase purchase intention. I frequently have doubts about product quality until I’ve used them (M=3.37), which reflects that consumers remain uncertain until they personally experience the product. I think it’s necessary to evaluate product quality after I’ve purchased and properly used it (M=3.34), which has the lowest mean but is still interpreted as strongly agree, indicating that post-purchase evaluation is still considered important but slightly less influential than direct experience factors.

Online customer reviews affecting their purchase decision shows that all indicators were rated as “Strongly Agree,” with a category mean of 3.40, indicating that online customer reviews have a strong influence on respondents’ purchasing behavior or the respondents strongly agree that product reviews strongly influence their purchase intention, indicating high reliance on reviews in making purchasing decisions. As an indicator of purchase decisions, I will always rely on online customer reviews (M=3.43), suggesting that respondents place a very high level of trust in them when making purchasing decisions. I will continue to make my purchase decisions based on online customer reviews (M=3.42), indicating a strong likelihood of sustained reliance on reviews in future buying behavior. Online Customer Reviews affect the Purchase Decisions of BSBA Students (M=3.41), reinforcing the general perception that reviews significantly influence decision-making. At the same time, my purchase decision is informed by online customer reviews (M=3.39), which shows that respondents actively use reviews as a guiding reference during the decision-making process. I am very satisfied with my purchase decision based on online customer reviews (M=3.35), which I still interpret as strongly agree. It implies that online customer reviews are a highly trusted and consistently used source of information, significantly shaping and reinforcing purchase decisions among BSBA students.

The study findings indicate that all indicators were rated “Strongly Agree,” with a category mean of 3.36, reflecting a

consistently high level of agreement among respondents. I make my purchase decisions with the help of online customer reviews (M=3.38), suggesting that respondents primarily rely on online reviews as a key reference. My purchase decision is heavily influenced by online customer reviews (M=3.37), which significantly shape consumer judgment and product evaluation. I am very satisfied with basing my purchase decisions on online customer reviews (M=3.36), and I will always rely on them to make purchase decisions (M=3.36). These results imply that respondents not only depend on online reviews but also generally feel satisfied with decisions influenced by them, reinforcing continued trust in review-based information. I will continue to make my purchase decision based on online customer reviews (M=3.35), which is still

interpreted as “Strongly Agree.” This suggests that, while slightly lower than other indicators, respondents still demonstrate a strong intention to continue relying on online customer reviews in future purchase decisions. The category mean of 3.36, interpreted as “Strongly Agree”, indicates that online customer reviews play a significant and consistent role in influencing respondents’ purchase decisions. The findings suggest that consumers highly trust and depend on online reviews as a credible source of information, which strongly guides their buying behavior and reinforces positive decision-making outcomes. The respondents strongly agree that product reviews influence their purchase intention, indicating a high reliance on reviews when making purchasing decisions.

Table 3 Mean Responses of the Respondents on Purchase Decisions

Indicators	wm	QI
Search Products	3.44	Strongly Agree
Products Experience	3.39	
Online Customer Reviews	3.40	
Product Quality	3.36	
Overall Mean	3.40	Strongly Agree

Legend: 1.00–1.74 = Strongly Disagree; 1.75–2.49 = Disagree; 2.50–3.24 = Agree; 3.25–4.00 = Strongly Agree

As presented in Table 3, the results show that Search Products (M=3.44), indicating that respondents strongly rely on actively searching for product information before making purchase decisions. The Online Customer Reviews (M=3.40) suggest that peer feedback and user experiences significantly guide consumer choices. Product Experience (M=3.39), showing that personal use and satisfaction also strongly influence repeat purchasing behavior. Product Quality (M=3.36), interpreted as “Strongly Agree,” indicates that it remains an important but comparatively less dominant factor. An overall mean of 3.40, interpreted as "strongly agree," suggests that all variables strongly influence purchase decisions. This suggests that respondents make informed buying choices by combining product search behavior, online reviews, personal experience, and perceived quality, highlighting a comprehensive and highly engaged decision-making process. Respondents strongly agree that product reviews influence their purchase intention, indicating a high reliance on reviews when making purchasing decisions.

➤ *Part IV – Significant Difference and Relationship*

Table 4, Kruskal-Wallis H Test was used to determine whether there were statistically significant differences in Purchase Intention, as perceived by the respondents, across age groups. The test results revealed that respondents' purchase intention does not differ significantly by age (H(4)=2.619, p=0.623). The test results revealed that the purchase intention, as perceived by the respondents, does not differ significantly by sex (H(4)=0.188, p=0.664), and the test result, of course, also shows no significant difference (H(4)=6.584, p=0.160). This means that the respondents believed that their age, sex, and

degree program did not differ significantly. Thus, the null hypothesis was not rejected at the 0.05 significance level.

Table 5 Kruskal-Wallis H Test was used to determine whether there were statistically significant differences in Purchase Decision, as perceived by the Respondents, across demographic groups. The test result revealed that respondents' purchase intention does not differ significantly by age (H(4)=4.511, p=0.341). The test results revealed that purchase intention, as perceived by the respondents, did not differ significantly by sex (H(4)=0.075, p=0.784), and the test result, of course, also showed no significant difference (H(4)=9.030, p=0.060). This means that the respondents believed that their age, sex, and degree program did not differ significantly. Thus, the null hypothesis was not rejected at the 0.05 significance level.

Table 6 Kruskal-Wallis H Test was used to determine whether there were any statistically significant relationships between Purchase Decision and Purchase Intention as perceived by the respondents. The test result revealed that the purchase decision and purchase intention have a significant relationship based on the result of (H(3)=158.620, p=0.000). The test results revealed that purchase decision and purchase intention are significantly related. This means that the respondents believed that their purchase decision and purchase intention are significantly related. Thus, the null hypothesis is rejected at a 0.05 significance level.

According to Dunn’s pairwise tests, there was very strong evidence (adjusted using the Bonferroni correction) of a

relationship between the purchase decision and purchase intention (p<0.001).

Table 4 Significant Difference Between the Purchase Intention and their Demographic Profile

Purchase Intension	N	Mean Rank	H Test	df	p-value	Decision
Age						
18 Years Old and Below	22	115.07	2.619	4	0.623	Failed to Reject the Null Hypothesis
19 Years Old	83	140.10				
20 Years Old	91	127.77				
21 Years Old	42	132.44				
22 Years Old & Above	23	123.52				
Sex						
Male	120	128.81	0.188	1	0.664	Failed to Reject the Null Hypothesis
Female	141	132.86				
Course						
BSBA – Financial Mgt	75	133.52	6.584	4	0.160	Failed to Reject the Null Hypothesis
BSBA – Human Res Mgt	5	171.80				
BSBA – Marketing Mgt	104	120.10				
BS Hospiltality Mgt	27	126.00				
BS Tourism Management	50	148.51				

\*at 0.05 significance level

Table 5 Significant Difference Between the Purchase Decision and their Demographic Profile

Purchase Decision	N	Mean Rank	H Test	df	p-value	Decision
Age						
18 Years Old and Below	22	119.09	4.511	4	0.341	Failed to Reject the Null Hypothesis
19 Years Old	83	143.57				
20 Years Old	91	121.26				
21 Years Old	42	135.17				
22 Years Old & Above	23	127.17				
Sex						
Male	120	132.39	0.075	1	0.784	Failed to Reject the Null Hypothesis
Female	141	129.82				
Course						
BSBA – Financial Mgt	75	128.84	9.030	4	0.060	Failed to Reject the Null Hypothesis
BSBA – Human Res Mgt	5	158.50				
BSBA – Marketing Mgt	104	118.62				
BS Hospiltality Mgt	27	133.52				
BS Tourism Management	50	155.88				

\*at 0.05 significance level

Table 6 Significant Relationship Between the Purchase Intention and the Purchase Decision of the Respondents

Purchase Decision	N	Mean Rank	H Test	df	p-value	Decision
Purchase Intention						
Strong Disagree	2	2.00	158.620	3	0.000	Reject the Null Hypothesis
Disagree	24	58.06				
Agree	203	123.97				
Strongly Agree	32	238.39				

\*at 0.05 significance level

➤ *Part V – Proposed Strategy*

- The following measures are proposed based on the findings of the study to help students make more informed purchasing decisions from product reviews.
- Train students to critically evaluate both literary and figurative reviews by checking clarity, relevance, and credibility.
- Strengthen financial literacy and consumer education programs to promote informed decision-making.
- Ensure product reviews are authentic and verified to improve trust and reliability.
- Provide accurate product descriptions and high-quality visuals to support better evaluation.
- Integrate digital literacy into the curriculum to enhance students' ability to assess online information.
- Promote awareness of responsible online shopping practices to reduce impulsive buying

**VII. CONCLUSION**

The conclusion of this study is drawn from the analysis and discussion of the results:

- The majority of the respondents were 20 years old, female, and BSBA Marketing Management students.
- Most of the respondents believed they strongly agree with purchase intention, particularly the literary reviews and figurative reviews influence their product reviews, like the clarity and details in literary reviews help them decide if they should or should not purchase online. They find figurative reviews that can enhance their online shopping experiences.
- The respondents strongly agreed that their purchase decision influences their product reviews, particularly on search product, product experience, online customer reviews, and product quality.
- The demographic profile of the respondents has no significant difference on the influence of product reviews on their purchase intention and purchase decision. Still, respondents' purchase intentions and decisions influence their product reviews.
- Equipping students with critical evaluation skills, financial literacy, and digital awareness is essential in promoting informed and responsible purchasing decisions based on product reviews.

**RECOMMENDATION**

The following recommendations were drawn from the findings and conclusions of the study:

- Students should carefully evaluate both literary and figurative reviews before making purchase decisions to improve judgment and reduce impulsive buying.
- Online sellers should provide clear, detailed, and accurate product information to support better consumer understanding.
- E-commerce platforms should enhance the visual presentation of products to strengthen consumer engagement and trust.
- Financial literacy programs should be strengthened to help students become more critical of online reviews.
- Schools may integrate consumer education into relevant subjects to promote responsible online purchasing behavior.
- Platforms should improve review verification systems to ensure the authenticity and reliability of customer feedback.
- Future studies should replicate this research in other institutions, degree programs and populations to further validate and compare findings.

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