

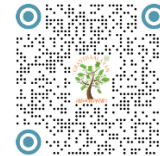
Original Article

IMPACT OF ONLINE REVIEWS AND RATINGS ON CONSUMER PURCHASE DECISIONS: A STUDY OF CONSUMERS IN THE BUNDELKHAND REGION OF UTTAR PRADESH

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ABSTRACT

Purpose: The purpose of this study is to examine the influence of online reviews and ratings on consumers' purchase decisions, with special reference to the Bundelkhand Region of Uttar Pradesh, India. The study specifically compares the influence of star ratings and written reviews and examines the relationship between the importance of the number of online reviews and purchase decisions.

Methodology: The study adopts a quantitative, descriptive and analytical research design. Primary data from 186 respondents were collected through an online questionnaire using convenience sampling. Data were analysed using frequency, percentage, mean, standard deviation, paired samples t-test, Pearson correlation and simple linear regression.

Findings: The findings show that written reviews have a great influence on purchase decisions than star ratings. The mean score for written reviews was 4.258 compared with 3.735 for star ratings, and the difference was significant ($p < .001$). The importance of the number of online reviews also showed a significant positive relationship with purchase decisions ($r = 0.609$, $p < .001$). Regression analysis showed that this factor explained 37.1% of the variation in purchase decision scores.

Originality/Value: The study provides region-specific primary evidence on the role of different characteristics of online reviews in consumers' purchase decisions in the Bundelkhand Region of Uttar Pradesh.

Keywords: Online Reviews, Star Ratings, Written Reviews, Review Volume, Consumer Purchase Decision, Online Shopping, Bundelkhand Region

INTRODUCTION

The growth of online shopping has changed the way consumers search for and evaluate product information before making purchase decisions. Unlike traditional shopping environments, online consumers often have limited opportunities to physically examine a product before purchasing it. In this context, online customer reviews have become an important source of consumer-generated information. Online reviews present information that reflects the experience and judgment of other consumers and, therefore, help prospective consumers in making purchasing decisions and reducing the uncertainty associated with the transaction [Mudambi and Schuff \(2010\)](#), [Filiari \(2015\)](#).

Online reviews represent one type of electronic word-of-mouth (eWOM). Empirical research conducted in this regard attests to the impact that eWOM has on consumers' purchasing behaviors and, therefore, has on markets. In particular, in the study by [Babić et al. \(2016\)](#), which included 96 papers and 1532 effect sizes, the authors analyzed the association between eWOM and sales. Among

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the findings, the researchers demonstrate that the effect of eWOM was positive but varied across studies, platforms, products, and specific eWOM measures. Similarly, [Floyd et al. \(2014\)](#) used a meta-analysis approach to review 26 empirical articles and 443 sales elasticities as outcome variables. With a focus on the impact of online product reviews on retail sales, the researchers noted the significance of valence and volume of the reviews.

In terms of the attributes of online reviews, star rating and written review offer different types of information to consumers. First, star rating generally provides a succinct summary of the consumer's evaluation, which takes the form of a numerical or graphical representation. The written component, however, includes more elaborate descriptions and details of the product or service. According to [Filieri \(2015\)](#), both review ratings and the extent of review content are positively associated with the perceived value of online reviews. [Mudambi and Schuff \(2010\)](#), based on an analysis of 1,587 Amazon reviews, also found that review depth affects perceived helpfulness. Further, [Chevalier and Mayzlin \(2006\)](#) found evidence that improvements in online reviews were associated with changes in relative book sales and that the effect of one-star reviews could be greater than that of five-star reviews.

The volume or amount of online reviews is also an important consideration in online consumer information. Products with greater numbers of reviews offer a more diverse source of experience-based information from other buyers, whereas items with few reviews provide limited information from only a few buyers. [Babić et al. \(2016\)](#) in their article, therefore, report that eWOM volume has a greater impact on sales in the overall analysis, compared to eWOM valence. [Floyd et al. \(2014\)](#) specifically analyzed volume as related to retail sales, and linked it to retail sales' elasticity. Most recently, a meta-analysis of 156 studies and 69,006 observations, therefore, concludes that online-review characteristics affect purchase intentions, but that these effects are different depending on contexts and cultures (How Online Reviews Affect Purchase Intention, 2024). The number of reviews available is therefore a key basis for analysis of the consumer's online purchasing. The Indian context also provides evidence for the relevance of studying online reviews and eWOM regarding consumer purchase behavior. [Chatterjee et al. \(2021\)](#) studied online customer reviews and electronic word of mouth (eWOM) with data from Indian and UK consumers and showed that online customer reviews and eWOM are relevant to consumers' purchase intentions. Another Indian study by [Iqbal et al. \(2022\)](#) studied the eWOM on online shopping and social networking sites based on 361 respondents from Uttar Pradesh and result revealed that the amount, reliability and way eWOM is displayed on online shopping sites had a impact on consumers' purchase intention for smartphones. These studies provide evidence from India from Uttar Pradesh and demonstrate the relevance of examining the characteristics of online reviews in a regional consumer setting. Notwithstanding the existing literature on online reviews and consumer responses, consumer behavior may vary across products, platforms and contextual settings. For example, [Zhu and Zhang \(2010\)](#) showed that the effects of online consumer reviews may be contingent on product and consumer characteristics. Therefore, consumer research in a given geographical setting can supply evidence within the context rather than assuming that evidence from other markets or consumer groups is equally valid. Against this background, the present study focuses on consumers in the Bundelkhand Region of Uttar Pradesh and examines two specific aspects of online reviews.

LITERATURE REVIEW

The present literature review combines various pieces of evidence from various studies dealing with how online reviews, star ratings, and review volume influence consumer purchase decisions, with relevance to the Bundelkhand region of Uttar Pradesh.

Author	Year	Methodology	Findings
Budiman and Martini (2023)	2023	Quantitative research with descriptive approaches. Malhotra sampling technique was taken with 115 respondents and Data and analysed through path analysis using SPSS.	Online customer ratings contributed 42.0% to purchasing decisions, whereas online customer reviews contributed 27.8%. Thus, ratings had a greater influence than written reviews. The combined effect of ratings and reviews was 69.8%.
Lestari and Maharani (2024)	2024	Path analysis used from data of 120 female respondents selected through purposive sampling.	Online customer reviews and ratings had a positive and significant effect on purchase intention through word of mouth.
Maala (2024)	2024	Chi-Square and regression analysis were used for analysing the primary data from 169 customers.	Customers were more influenced by product ratings while making purchase decisions and were less influenced by product pictures.
Ibrahim (2023)	2023	Comprehensive literature review and research.	Review volume was associated with consumer perceptions of product quality and popularity.
Wu (2024)	2024	Empirical research	The number of reviews negatively moderated the relationship between attribute variability and recommendation rate.

Gobbilla and Teja (2025)	2025	Descriptive and quantitative research with 170 respondents using questionnaires.	95.3% of consumers read reviews before purchasing, while nearly 82% changed their buying decisions based on the reviews they read.
Sharma et al. (2026)	2026	Quantitative research (Correlation and regression analysis) using questionnaires among a non-homogeneous sample of online shoppers.	Positive reviews had a stronger effect on customer trust and purchasing behaviour than negative reviews. Review trustworthiness and authenticity also influenced consumers.
Rachmiani et al. (2024)	2024	Quantitative research (Pearson correlation and linear regression) applied and online survey of 180 respondents selected through purposive sampling.	Positive reviews had a stronger effect on consumer trust, whereas negative reviews increased perceived risk and reduced purchase intention. Product ratings were positively correlated with customer trust.
Chen et al. (2022)	2022	Eye-tracking methodology with region-of-interest analysis.	Consumers paid greater attention to negative comments than positive comments.
Ullal et al. (2021)	2021	Analysis of 1,200 customers across Tier 1, Tier 2, and Tier 3 Indian cities using multiple studies.	Reviews had a positive effect on buying decisions, particularly in Tier 1 cities. Factual information in reviews had greater influence.
Santhoshkumar and Sowmya (2026)	2026	Descriptive research design using questionnaires and ANOVA was applied for data analysis.	Online reviews strongly affected customer trust, confidence, and purchase decisions. Positive reviews and higher star ratings increased customers' willingness to buy.
Saranya and Booja (2026)	2026	Study conducted in Tirupur City, examining consumer behaviour.	Online reviews and ratings increased customer confidence, reduced doubts about products, and helped customers make better purchase decisions.
S. and Sivakanni (2025)	2025	Examined trust development, pre-purchase information search, and final purchase decision-making in relation to online reviews.	The tone and truthfulness of reviews affected customer trust and purchase intention. Demographic factors had less influence.
Prakash and N (2026)	2026	Descriptive statistics, correlation, Chi-square, and One-Way ANOVA were conducted using SPSS with the help of 160 respondents.	Most customers checked reviews before buying and preferred products with higher ratings. Positive reviews increased confidence, while negative reviews discouraged buying.
Subramanya and Anil (2026)	2026	Questionnaire administered to 120 respondents from Bangalore and Kolar regions.	Verified reviews and positive ratings increased customer trust and influenced purchase decisions. Negative and fake reviews made customers hesitant to buy.

RESEARCH GAP

While previous research has established that online reviews, star ratings and the volume of reviews affect consumer purchase decisions, there has not been much emphasis on looking into these elements together within a specific region. The study of prior works shows that studies have mostly focused on larger-scale operations, specific e-commerce sites, metropolitan areas or specific categories of products. Hence, the present research aims to provide regional evidence via Bundelkhand consumers with the focus on finding how star ratings and written reviews are perceived differently as well as how the volume of reviews influences purchase decisions.

OBJECTIVES OF THE STUDY

- 1) To examine the difference between the influence of star ratings and written reviews on consumers' purchase decisions in the Bundelkhand Region of Uttar Pradesh.
- 2) To examine the relationship between consumers' perception of the number of online reviews and their purchase decisions in the Bundelkhand Region of Uttar Pradesh.

HYPOTHESES OF THE STUDY

- **H₀₁:** There is no significant difference between the influence of star ratings and written reviews on consumers' purchase decisions.
- **H₁₁:** There is a significant difference between the influence of star ratings and written reviews on consumers' purchase decisions.
- **H₀₂:** There is no significant relationship between consumers' perception of the number of online reviews and their purchase decisions.
- **H₁₂:** There is significant relationship between consumers' perception of the number of online reviews and their purchase decisions.

RESEARCH METHODOLOGY

The present study adopts a quantitative, descriptive and analytical research design to examine the impact of online reviews and ratings on consumers' purchase decisions, with particular reference to consumers in the Bundelkhand Region of Uttar Pradesh. The study is based on primary data collected from consumers through an online survey during the period from June 2025 to February 2026. A structured questionnaire was prepared to obtain respondents' perceptions regarding star ratings, written reviews, number of online reviews, and their influence on purchase decisions. The questionnaire employed a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

The methodological framework of the study is presented in [Table 1](#).

Table 1

Table 1 Summary of Methodological Design	
Particular	Description
Research approach	Quantitative
Research design	Descriptive and analytical
Study area	Bundelkhand Region, Uttar Pradesh
Population	Online shopping consumers
Sample size	186
Sampling technique	Convenience sampling
Main comparison	Star Ratings vs. Written Reviews
Main relationship	Number of Online Reviews and Purchase Decision
Statistical techniques	Frequency, Percentage, Mean, Standard Deviation, Paired Samples t-Test, Pearson Correlation and Simple Linear Regression
Software	MS Excel and SPSS

For better standing the hypotheses and their research design, we present a conceptual framework. The conceptual framework of the study is presented in Figure 1, illustrating the relationship between the study variables and the statistical techniques used for hypothesis testing.

Table 1

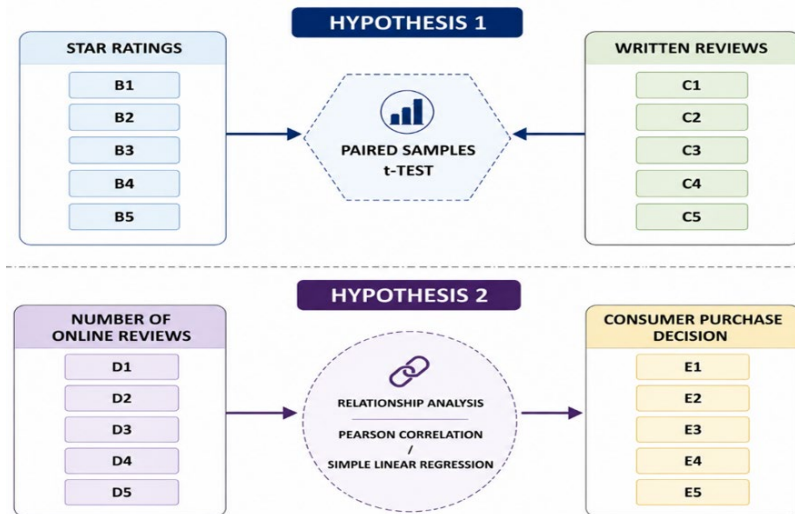


Figure 1 Conceptual Framework of the Study

RESULTS AND FINDINGS

Table 2 presents the demographic profile of the 186 respondents. The results show that 60.2% of the respondents were female and 39.8% were male. The largest age group was 25–35 years (36.6%), followed by 36–45 years (24.2%). In terms of education, 46.2% of respondents were graduates, while 28.0% were post-graduates. Regarding monthly income, the highest proportion of respondents, 33.9%, earned ₹20,000–₹40,000 per month. In terms of online shopping frequency, 36.0% shopped occasionally and 33.3% shopped frequently. Overall, the respondents represented different demographic groups and had varied online shopping habits.

Table 2

Table 2 Demographic Profile of Respondents (N = 186)			
Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	74	39.8
	Female	112	60.2
	Total	186	100.0
Age	Below 25 Years	42	22.6
	25–35 Years	68	36.6
	36–45 Years	45	24.2
	Above 45 Years	31	16.7
	Total	186	100
Educational Qualification	Up to 12th	29	15.6
	Graduation	86	46.2
	Post-Graduation	52	28.0
	Other	19	10.2
	Total	186	100.0
Monthly Income	Below ₹20,000	39	21.0
	₹20,000–₹40,000	63	33.9
	₹40,001–₹60,000	48	25.8
	Above ₹60,000	36	19.4
	Total	186	100
Frequency of Online Shopping	Rarely	24	12.9

Occasionally	67	36.0
Frequently	62	33.3
Very Frequently	33	17.7
Total	186	100

Table 3 shows the consumers' perception towards star ratings. The mean scores of all the statements are above 3.70, showing a generally positive perception of star ratings. The highest mean score was 3.76 for considering products with high star ratings for purchase. The statements related to preferring higher-rated products and considering star ratings as an indicator of product quality both had a mean of 3.75. The lowest mean score was 3.71 for the statement that a high star rating increases confidence in a product. Overall, the results indicate that star ratings play an important role in consumers' online purchase decisions.

Table 3

Table 3 Descriptive Statistics of Consumers' Perception Towards Star Ratings				
S. No.	Statement	Mean	Std. Deviation	
B1	I check the star rating before purchasing a product online.	3.72	0.57	
B2	A high star rating increases my confidence in a product.	3.71	0.58	
B3	I prefer products having higher star ratings over products having lower ratings.	3.75	0.56	
B4	I consider star ratings an important indicator of product quality.	3.75	0.59	
B5	A product with a high star rating is more likely to be considered for purchase by me.	3.76	0.58	

Table 4 presents the consumers' perception towards written reviews. The mean scores of all the statements are above 4.20, indicating a highly positive perception of written reviews. The highest mean score was 4.32 for the statement that positive written reviews increase consumers' willingness to purchase a product. This was followed by negative written reviews discouraging purchase, with a mean score of 4.30. The statements related to understanding product quality and finding written reviews more informative than star ratings both recorded a mean of 4.23. Overall, the results indicate that written reviews are considered highly informative and have a strong role in consumers' online purchase decisions.

Table 4

Table 4 Descriptive Statistics of Consumers' Perception towards Written Reviews				
S. No.	Statement	Mean	Std. Deviation	
C1	I read written reviews before purchasing a product online.	4.22	0.53	
C2	Detailed written reviews help me understand the actual quality of a product.	4.23	0.54	
C3	I find written reviews more informative than star ratings alone.	4.23	0.53	
C4	Positive written reviews increase my willingness to purchase a product.	4.32	0.53	
C5	Negative written reviews can discourage me from purchasing a product.	4.3	0.57	

Table 5 presents the results of the paired samples t-test comparing consumers' perceptions of star ratings and written reviews. The mean score for **star ratings was 3.735**, while the mean score for **written reviews was higher at 4.258**. The mean difference was **0.523**. The t-value was **18.344** with **185 degrees of freedom**, and the significance value was **p < .001**. Since the p-value is less than 0.05, the difference between star ratings and written reviews is **statistically significant**. Therefore, **written reviews have a significantly greater perceived influence on consumers' purchase decisions than star ratings**.

Table 5

Table 5 Paired Samples t-Test of Star Ratings and Written Reviews						
Variable	Mean	Std. Deviation	Mean Difference	t	df	Sig. (2-tailed)
Star Rating	3.735	0.476				
Written Reviews	4.258	0.420	0.523	18.344	185	< .001

Significant at 5% level

Table 6 presents consumers' perception towards the number of online reviews. The mean scores range from **3.177 to 3.360**, indicating a moderately positive perception. The highest mean score was **3.360** for the statement that consumers feel more confident purchasing a product when many customers have reviewed it. The lowest mean score was **3.177** for considering the number of reviews before making an online purchase. Overall, the results indicate that **the number of online reviews has a positive role in consumers' confidence and purchase decisions**.

Table 6

Table 6 Descriptive Statistics of Number of Online Reviews			
S. No.	Statement	Mean	Std. Deviation
D1	I prefer products that have a large number of customer reviews.	3.215	1.326
D2	A product with many reviews appears more reliable to me.	3.280	1.390
D3	I feel more confident purchasing a product when many customers have reviewed it.	3.360	1.325
D4	I consider the number of reviews before making an online purchase.	3.177	1.401
D5	A product with very few reviews makes me hesitant to purchase it.	3.253	1.334

Table 7 presents the descriptive statistics of consumers' purchase decisions. The mean scores range from **3.151 to 3.328**, indicating a moderate level of influence of online reviews and ratings on purchase decisions. The highest mean score was **3.328** for the statement that consumers are more likely to purchase products with favourable reviews and ratings. The lowest mean score was **3.151**, reported for both the influence on the final purchase decision and changing the purchase decision after reading online reviews. Overall, the results indicate that **online reviews and ratings have a moderate influence on consumers' purchase decisions**.

Table 7

Table 7 Descriptive Statistics of Consumer Purchase Decision			
S. No.	Statement	Mean	Std. Deviation
E1	Online reviews and ratings influence my final purchase decision.	3.151	1.286
E2	I am more likely to purchase a product with favourable online reviews and ratings.	3.328	1.297
E3	I have changed my purchase decision after reading online reviews.	3.151	1.327
E4	I avoid purchasing products with poor ratings or negative reviews.	3.204	1.316
E5	Online reviews and ratings help me decide between competing products.	3.263	1.407

Table 8 shows the Pearson correlation between the number of online reviews and consumer purchase decisions. The correlation coefficient is **0.609**, indicating a **positive and moderately strong relationship** between the two variables. The significance value is **$p < .001$** , which is less than 0.05. Therefore, the relationship is **statistically significant at the 5% level**. This indicates that consumers who give greater importance to the number of online reviews tend to report stronger purchase decision responses.

Table 8

Table 8 Pearson Correlation Between Number of Online Reviews and Consumer Purchase Decision			
Variables	Pearson Correlation (r)	Sig. (2-tailed)	N
Number of Reviews and Consumer Purchase Decision	0.609	< .001	186

Table 9 presents the model summary of the simple linear regression analysis. The value of **R** is **0.609**, indicating a positive relationship between the number of online reviews and consumer purchase decision. The **R Square value of 0.371** shows that **37.1% of the variation in consumer purchase decision is explained by the number of online reviews**. The Adjusted R Square is **0.368**, while the standard error of the estimate is **0.843**.

Dependent Variable: Number of Online Reviews **Variable:** Consumer Purchase Decision

Table 9

Table 9 Model Summary of Simple Linear Regression

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.609	0.371	0.368	0.843

Table 10 presents the ANOVA results for the simple linear regression model. The value of **F is 108.640** with **1 and 184 degrees of freedom**, and the significance value is **$p < .001$** . Since the p-value is less than 0.05, the regression model is **statistically significant at the 5% level**. This indicates that the number of online reviews significantly explains variation in consumers' purchase decisions.

Table 10**Table 10 ANOVA for Simple Linear Regression**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	77.133	1	77.133	108.64	< .001
Residual	130.637	184	0.710	-	-
Total	207.770	185	1.123	-	-

Table 11 presents the regression coefficients showing the effect of the number of online reviews on consumer purchase decisions. The coefficient for the number of reviews is **$B = 0.617$** , with a standardized beta value of **$\beta = 0.609$** . The t-value is **10.423** and the significance value is **$p < .001$** . Since the p-value is less than 0.05, the coefficient is **statistically significant at the 5% level**. This indicates that the number of online reviews has a **significant positive relationship with consumer purchase decisions**.

Table 11**Table 11 Regression Coefficients**

Predictor	B	Std. Error	Beta (β)	t	Sig.
Constant	1.210	0.202	—	5.973	< .001
Number of Reviews	0.617	0.059	0.609	10.423	< .001

DISCUSSION

The findings of the present study show that online reviews and ratings play an important role in consumers' online purchase decisions in the Bundelkhand Region of Uttar Pradesh. However, the results indicate that written reviews have a greater perceived influence than star ratings. The study also shows that the perceived importance of the number of online reviews is positively and significantly related to consumers' purchase decisions.

The descriptive results for star ratings show that consumers generally consider star ratings while making online purchases. The mean scores of the five statements ranged from 3.71 to 3.76, indicating a positive perception towards star ratings. Consumers particularly agreed that products with higher star ratings are more likely to be considered for purchase. This suggests that star ratings provide a quick and simple way for consumers to judge a product before purchasing it. These findings are consistent with earlier studies which reported that online ratings can increase consumer confidence and influence purchase intentions.

The findings related to written reviews show an even stronger consumer response. The mean scores ranged from 4.22 to 4.32, which are higher than the corresponding scores for star ratings. Consumers reported that they read written reviews before purchasing products and considered detailed reviews useful for understanding the actual quality of products. Positive written reviews increased the willingness of participants to purchase, whereas negative ones reduced such willingness. This outcome suggests that written reviews contain more useful and informative content than star ratings. The result is in line with [Filiari \(2015\)](#), who emphasized the importance of the content of reviews and their helpfulness to consumers. Indeed, the study by [Mudambi and Schuff \(2010\)](#) revealed that the depth and detail of reviews impact their perceived helpfulness.

The paired samples t-test also demonstrated the difference between the impact of star ratings and written reviews on purchase intentions. The mean score for star ratings was 3.735, whereas the mean score for written reviews was 4.258. Thus, the star ratings were less influential than written reviews ($t = 18.344$, $p < .001$). Therefore, the first null hypothesis (H_{01}) was rejected. The result suggests that, although consumers may use star ratings as a measure of the product's quality, they value detailed information in reviews higher.

Finally, the analysis of the number of reviews revealed that participants positively evaluated the number of online reviews moderately. The mean score ranged between 3.177 and 3.360. The result of the analysis shows that the more customers review a

product, the more confidence in the purchase decision. This is because a high number of reviews signify popularity of a product. This result is in line with the study conducted by Ibrahim (2023) which showed that the number of reviews could affect the consumer behavior due to the perception of the popularity of the product. The number of reviews is among the key factors of electronic word of mouth. The result of the Pearson correlation analysis showed that the perceived importance of the number of online reviews had a positive correlation with the purchase decision of the consumer ($r = 0.609$, $p < .001$). The relationship was significant at the 5% level. This result implies that the purchase decision of the consumers who put more importance on the number of reviews would be more intense. The result supports the idea that the volume of reviews can provide the consumer with extra information and confidence.

The result of the regression analysis further shows the relationship between the number of online reviews and the consumer purchase decision. The R and R^2 values of the regression analysis were 0.609 and 0.371 respectively. This means that 37.1% of the variance in the consumer purchase decision scores was explained by the perceived importance of the number of online reviews. The ANOVA result of the regression analysis was significant $F(1,184) = 108.640$, $p < .001$. Furthermore, the regression coefficient of the perceived importance of the number of reviews was positive and significant ($B = 0.617$, $\beta = 0.609$, $t = 10.423$, $p < .001$). Therefore, the second null hypothesis (H_{02}) was rejected. The result further shows that the volume of reviews is a significant predictor of the consumer purchase decision but not the sole predictor.

The results of the study are generally consistent with those of previous researchers. First, the obtained results echo the findings of Babić et al. (2016), who found that the impact of electronic word-of-mouth was positive and that its volume was significant for sales. The results are also similar to those of Floyd et al. (2014), who confirmed the relationship between online product reviews and sales of the product at retail level. Moreover, similar results were obtained by Iqbal et al. (2022) in the study about eWOM and consumer perception in Uttar Pradesh. All three studies revealed that the eWOM quantity, credibility, and formats affect consumer buying behavior, but the current study focuses on the consumer perceptions in the Bundelkhand Region of Uttar Pradesh and compares two types of electronic word-of-mouth. The study therefore suggests that online consumers in the Bundelkhand Region do not depend only on numerical ratings when making purchase decisions. They also seek detailed information from other consumers' experiences and consider the number of available reviews as an indicator of reliability.

CONCLUSION

The present study examined the influence of online reviews and ratings on consumers' purchase decisions in the Bundelkhand Region of Uttar Pradesh. The findings show that both star ratings and written reviews are important in online purchase decisions; however, written reviews have a greater perceived influence than star ratings.

The study also found a significant positive relationship between the perceived importance of the number of online reviews and consumers' purchase decisions ($r = 0.609$, $p < .001$). The regression results further showed that the perceived importance of the number of online reviews explained 37.1% of the variation in consumer purchase decision scores ($R^2 = 0.371$). The regression model was significant, showing that review volume is an important factor associated with consumers' purchase decisions.

In conclusion, based on the conducted research, it can be assumed that consumers in the Bundelkhand region are influenced by written reviews, star ratings, and the quantity of reviews when making their choices on online marketplaces. The factor of influence seems to be the highest for the written review since it provides the consumer with more information regarding the buyer experience and the quality of the purchased product. It can be recommended to provide accurate and sufficient information via customer reviews in order to ensure a positive buying experience and help consumers make informed purchase decisions.

LIMITATIONS OF THE STUDY

The study has certain limitations. First, the study used convenience sampling and included 186 respondents from the Bundelkhand Region of Uttar Pradesh and therefore, the findings may not represent all online consumers in the region or consumers in other parts of India. Second, the study was based on respondents' self-reported opinions and perceptions regarding online reviews, ratings, and purchase decisions so their responses may differ from their actual purchasing behaviour. Third, other factors such as price, product quality, brand reputation, discounts, seller credibility, and personal preferences may also influence online purchase decisions but were not included in this study. Data collected during the period from June 2025 to February 2026, that's why the findings may change with changes in online shopping practices and consumer behaviour.

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