

THE INFLUENCE OF PRODUCT REVIEWS, ELECTRONIC WORD OF MOUTH ON PURCHASING DECISIONS ON THE SHOPEE MARKETPLACE PLATFORM

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Abstract: This study aims to analyze the effect of product reviews and electronic word of mouth (e-WOM) on purchasing decisions within the Shopee marketplace. In today's digital era, product reviews and e-WOM play crucial roles in shaping consumer perceptions and influencing online purchasing decisions. Using a quantitative approach combined with a library research method, this study synthesizes data from 15 peer-reviewed articles published between 2019 and 2024, sourced from online libraries such as Google Scholar, Google Books, and Publish or Perish. The findings reveal that product reviews have a positive and significant impact on purchasing decisions, as they serve as credible sources of information for consumers. Similarly, e-WOM, which consists of consumer recommendations shared digitally, significantly strengthens consumer trust and loyalty due to its authenticity. The implications of this research highlight the importance of managing product reviews and e-WOM effectively through tools such as sentiment analysis and interactive features like live streaming. These strategies enable businesses to better understand consumer preferences, enhance customer engagement, and build long-term trust. This study offers valuable insights for sellers and digital marketers to design more effective strategies, fostering stronger relationships with consumers in a competitive e-commerce landscape.

Keywords: *Product Reviews, e-WOM, Purchasing Decisions, E-commerce, Consumer Trust*

Introduction

The rapid development of information technology has brought significant changes in people's consumption patterns, especially through the increasing popularity of e-commerce. In Indonesia, Shopee has become one of the most widely used marketplace platforms, offering convenience in product search, price comparison, and transactions. However, with the high competition between sellers on Shopee, consumers are often faced with the challenge of choosing the best product among the many options available. In this context, product reviews and electronic word of mouth (e-WOM) play an important role in helping consumers make purchasing decisions.

Product reviews, which are information or experiences shared by previous buyers, cover various aspects such as product quality, seller service, and delivery experience. Research shows that positive reviews can increase consumer trust and influence their purchasing decisions. Suwanan noted that the convenience offered by e-commerce, including product reviews, can increase consumer purchase intentions (Suwanan & Allya, 2023) In addition, Ellitan and

Suhartatik emphasized that consumer satisfaction resulting from good transactions contributes to loyalty and future purchase intentions. This is in line with research by Hidayat et al. which shows that trust and perceived value have a positive effect on purchasing decisions on online platforms (Hidayat et al., 2021).

Meanwhile, e-WOM refers to recommendations submitted by consumers through digital platforms. E-WOM is considered more authentic and trusted than traditional advertising, so it has a significant influence on consumer purchasing decisions. Research by Sulistyowati shows that the trust factor in e-commerce is very important in building consumer purchase intentions (Sulistyowati & Husda, 2023) In addition, research by Kurniadi highlights that consumer trust plays a role in increasing satisfaction and loyalty in digital businesses (Kurniadi & Rana, 2023) In the context of Shopee, e-WOM can take the form of discussions on social media, video reviews on YouTube, or recommendations from influencers that can shape public opinion regarding a product or seller.

By understanding the influence of product reviews and e-WOM, sellers and marketplaces such as Shopee can develop more effective strategies to increase consumer trust and loyalty. Research by Yang et al. shows that sentiment analysis of product reviews can help in understanding consumer preferences and improving their shopping experience (Yang et al., 2020) In addition, a study by Zhang et al. shows that interactive features in e-commerce, such as live streaming, can increase the perceived utility value and trust of consumers, which in turn can influence their purchase intentions (Song et al., 2022) Therefore, good management of product reviews and e-WOM is essential to build consumer trust and improve their purchasing decisions on e-commerce platforms.

Literature Review

Product Review

Product reviews are a factor that can influence consumer decisions in making purchases when consumers are looking for various information relevant to the product or service to be purchased. Spink in (Nurul et al., 2019) revealed that product reviews are reviews that contain information about a product reviewed by customers. Product reviews refer to information that contains reviews or reviews displayed by online travel applications on the products offered.

Product reviews are information that contains evaluations about products that have been used by consumers. At the stage of seeking information to meet needs and making purchasing decisions, consumers can use product reviews as a source of information. Consumers use product reviews more often in the stages of evaluating alternative choices than in the stages of making purchasing decisions (Jang et al., 2012).

According to (Jang et al., 2012), product reviews are a very important source of information for consumers who make it possible to assess the quality of the service or product offered. Product reviews that contain positive information about the product will influence purchasing decisions for consumers who have never bought the product (Kuswanto & Vikaliana, 2020).

The objectives of product reviews are :

1. Provide Information: Helps potential buyers understand the product before deciding to buy it.
2. Decision Guidance: Assists other consumers in making better decisions based on previous user experiences.
3. Feedback to Manufacturers: Provides feedback to manufacturers to improve product quality or service.

Product reviews are often found on e-commerce platforms, blogs, forums, or social media and can take the form of text, images, or videos.

Electronic Word Of Mouth

Electronic Word of Mouth (E-WOM) is a positive or negative statement made by customers, both current and former customers about a product, service, or company via the internet. People can share information through the Journal of Business, Management and Informatics reviews made, the ability to exchange information online is what is called Electronic Word of Mouth or "Online Buz"(Liu, 2006).

Komunikasi dari mulut ke mulut (WOM) adalah proses komunikasi dalam bentuk pemberian rekomendasi baik secara individu maupun kelompok terhadap suatu produk atau jasa yang bertujuan untuk memberikan informasi yang bersifat personal (Luthfiyatillah et al., 2020).

According to the research journal Goyette et.al focuses on positive e-WOM towards a restaurant. The study states that the dimensions of positive electronic word of mouth (e-WOM) are reflected through four dimensions, namely: Intensity of e-WOM, Valence of opinion, Content (Goyette et al., 2010). In his research, Henning-Thurau defines eWOM into 8 dimensions, namely: Platform Assistance, Venting negative feelings, Concern for other consumers, Extrusion / positive self-enhancement, Social benefits, Economic incentives, Helping the Company, Advice seeking (Hennig-Thurau et al., 2004). In this study, researchers used three dimensions of eWOM adopted from the Goyette et.al journal entitled e-WOM Scale: Word-of-Mouth Measurement Scale for content, namely e-WOM intensity, valence of opinion, content.

Method

The research method uses a literature review with data sources in the form of scientific article literature, official documents as the basis for collecting information. The literature review research method uses the Publish or Perish 8 application with the source google scholar. The keywords used are product reviews and electronic word of mouth on purchasing decisions with the publication year 2019-2024 as the research data population. The criteria used in selecting scientific articles are based on relevant literature and sourced from accredited national journals. The next process is to screen the article by opening the Open Journal System (OJS) link which aims to find out whether the journal is included in a national journal, repository, researchgate, scribd, accredited national journal, copernicus, proceeding, thesis or other. In this research using data from scientific articles from national accredited journals, the data obtained will be processed by first determining topics related to green accounting, publication year, volume and number, research objectives, keywords, research methods, population and research samples and conclusions. Data analysis is used to build an understanding that discusses product reviews and electronic word of mouth on purchasing decisions that have been carried out by previous studies and find research areas that need to be the subject of further research.

Result and Discussion

The results of searching, reviewing and tracking articles using Publish Or Perish (PoP) using the keywords Product Reviews, Electronic Word Of Mouth on Purchasing Decisions obtained 200 articles and years 2019 - 2024. From these results there are a total of 1668 citations, while the annual citation is 278.00 and cites per article are approximately 8.34 articles cited by the authors. While citations/author 755.82 and papers/author 96.90 so that the average citation perauthor reaches 2.17.

Citation metrics		Help
Publication years:	2019-2024	
Citation years:	6 (2019-2025)	
Papers:	200	
Citations:	1668	
Cites/year:	278.00	
Cites/paper:	8.34	
Cites/author:	755.82	
Papers/author:	96.90	
Authors/paper:	2.40	
h-index:	19	
g-index:	37	
hI,norm:	13	
hI,annual:	2.17	
hA-index:	12	
Papers with ACC >= 1,2,5,10,20:	108,77,34,17,4	

Figure 1. Matrix Product Reviews, Electronic Word Of Mouth on Purchasing Decisions on Publish or Perish
Source: Data processing

From these results, there are articles from nationally accredited journals (Sinta) ranging from the highest Sinta 2 to the lowest Sinta 6. The total number of articles used was 15.

This research uses descriptive analysis as an explanation of various journals that have been cited and checked for the truth and authenticity of the data. The Shopee platform is a forum for marketing products to be sold to direct consumers, especially users who actively use the Shopee platform. Consumers who will be influenced in making purchases when there are products that are always promoted and appear when consumers use the Shopee application.

No.	Variabel	Author	Jurnal/Vol. No. Tahun Sinta	Topik Penelitian
1.	Ulasan Produk Terhadap Keputusan Pembelian	Khafidatul Ilmiyah, Indra Krishernawan	Maker Jurnal Manajemen Volume 6 Nomor 1 Tahun 2020 Sinta 3	Pengaruh Ulasan Produk, Kemudahan, Kepercayaan, Dan Harga Terhadap Keputusan Pembelian Pada Marketplace Shopee Di Mojokerto
2.		Eko Putra	E-Jurnal Apresiasi Ekonomi Volume 8, Nomor 3, September 2020: 467- 474 Sinta 3	Pengaruh Promosi Melalui Sosial Media Dan Review Produk Pada Marketplace Shopee Terhadap Keputusan Pembelian (Studi Pada Mahasiswa Stie Pasaman)
3.		Khudaifah Alfirdausi , Netti Natarida Marpaung	JURNAL PARAMETER, Volume 7, No. 1, Februari 2022 Hal. 181-192 Sinta 5	Pengaruh Harga Dan Ulasan Produk Terhadap Keputusan Pembelian Pada Marketplace Shopee Di Kabupaten Bekasi
4.		Winda Arum Pinasty Muhammad Alhada Fuadilah Habib	TRILOGI: Jurnal Ilmu Teknologi, Kesehatan, dan Humaniora, 5(1), Januari-Maret 2024: 9-19 Sinta 6	Pengaruh Harga, Promosi, dan Ulasan Produk terhadap Keputusan Pembelian Melalui MarketplaceShopee pada Mahasiswa Jurusan Manajemen Bisnis Syariah Angkatan 2019-2022
5.		Stepanus Dwi Nugroho Adi, Audita Nuvriasari	Jurnal Ilmiah Mahasiswa Ekonomi Manajemen Vol. 6, No. 1, 2021 Februari: 178-193 Sinta 4	Pengaruh Kepercayaan, Promosi, Dan Ulasan Produk Terhadap Keputusan Pembelian Produk Akomodasi Di Aplikasi Traveloka
6.		Umi Amalia Nasution Elvina Harahap Mulya Rafika	Journal Of Business And Economics Research (JBE)Vol 3, No 2, June 2022, Pp. 58–63 Sinta 5	Pengaruh Harga, Ulasan Produk, Dan Sistem Pembayaran COD Terhadap Keputusan Pembelian Di Shopee (Studi Kasus Mahasiswa FEB-ULB)
7.		Indah Permata Sari,Realize 1074	Jurnal Ekonomi & Ekonomi Syariah Vol 6 No 2, Juni	Pengaruh Ulasan Produk, Kemudahan Dan Promosi

			2023 Sinta 4	Terhadap Keputusan Pembelian Pada Shopee Di Kota Batam
8	Electronic Word of Mouth terhadap Keputusan Pembelian	Wahyu Eko Setianingsih	Jurnal Manajemen Dan Bisnis Indonesia Vol. 08 No 01 Juni 2022 Hal. 88 – 95 Sinta 4	Analisis Pengaruh Promosi, E-WOM Dan Brand Image Terhadap Keputusan Pembelian
9		Lidyawati Munawaroh, Bayu Wijyantini, Wahyu Eko Setianingsih	Journal of Business, Management and Accounting Vol 3, No 2, Januari-Juni 2022 Sinta 5	Celebrity Endorser, E-Wom Dan Harga Yang Kompetitif Terhadap Keputusan Pembelian Secara Online
10		Wayan Wijaksono, Adi Santoso, Eka Destriyanto Pristi	Jurnal MANOVA Vol V, No 2, 2022 Sinta 4	Analisis Pengaruh Keragaman Produk, Gaya Hidup Dan E-Wom Terhadap Minat Beli Konsumen Pada Kedai Gusti Ponorogo
11		Alvendo Teguh Santosa	Jurnal Manajemen Maranatha Vol 18, No 2, Mei 2019 Sinta 4	Pengaruh Kualitas Pelayanan, Kualitas Produk, Store Atmosphere, Dan E-Wom Terhadap Proses Keputusan Pembelian (Survei Terhadap Konsumen Zenbu-House Of Mozaru Paris Van Java, Bandung)
12		Tawisku Galuh Rufaida	Syntax Literate : Jurnal Ilmiah Indonesia Vol. 6, No. 11, November 2021 Sinta 4	Pengaruh EWOM, Brand Image Dan Brand Trust Terhadap Keputusan Pembelian VOD Netflix
13		Maria Anita Carolina Kioek, Lena Ellitan, Yuliasti Ika Handayani	Jurnal Bisnis Perspektif (BIP's) Vol 14, No 1, Januari 2022 Halaman 11-28 Sinta 5	Pengaruh Instagram Dan Ewom Terhadap Minat Dan Keputusan Pembelian Konsumen Produk Skincare
14		Elsa Rizki Yulindasari, Khusnul Fikriyah	Journal Of Islamic Economics And Finance Studies Vol 3, No. 1 (June, 2022), Pp. 55-69 Sinta 3	Pengaruh e-WoM (Electronic Word of Mouth) terhadap Keputusan Pembelian Kosmetik Halal di Shopee
15		Luthfiyatillah, Afifah	Jurnal Penelitian	Efektifitas Media

		Nur Millatina, Sitti Hamidah Mujahidah, Sri Herianingrum	Ipteks Vol. 5 No. 1, Januari 2020, HAL: 101-115 Sinta 3	Instagram Dan E-Wom (Electronic Word Of Mouth) Terhadap Minat Beli Serta Keputusan Pembelian
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The Effect of Product Reviews on Purchasing Decisions

In research (Putra, 2020) revealed that for the Product Review variable, the tcount value was obtained at 3.229 with a significance level of 0.002. By using a significance level of 0.05, the significance value is smaller than the 5% level. So it can be concluded that partially promotion through social media and Shopee marketplace product reviews have a significant effect on purchasing decisions for STIE Pasaman students. A product that has good reviews from previous customers will give positive value to the product so that it will make consumers more confident in the products sold at Shopee.

Article (Ilmiyah & Krishernawan, 2020) revealed that the results of the product review variable t count 1.109 and t table 1.661 (1.109 < 1.661) with a significant value of 0.270 (0.270 > 0.05) and a regression coefficient value of 0.090, so the hypothesis explaining that “product reviews have a positive and significant effect on purchasing decisions on the Shopee marketplace in Mojokerto” was not successfully proven. This shows that many consumers do not see the product review feature from other consumers who have bought to make purchasing decisions. The results of this study support research by Sudjatkika (2017) entitled The effect of price, product reviews, convenience, and security on online purchasing decisions. Explaining that the product review variable has no influence on purchasing decisions.

In the research article (Nabilah & Wardhana, 2024) revealed that from the results of this study, partial testing obtained a t value for Product Reviews of 5.276 with a significant level of 0.000. Therefore, the calculated t value of 5.276 > the t table value of 1.985 and the resulting significance value of 0.000 < 0.05, so Ho is rejected and Ha is accepted, meaning that the independent variable Product Reviews Partially has a significant effect on the dependent variable Purchase Decision.

The results of the study (Pinasty & Habib, 2024) The T test results show a number 0.042 < 0.05, which means that the product review variable has a positive and significant effect on purchasing decisions through the Shopee marketplace. If the product reviews given by consumers are positive, the purchasing decision will also increase. By looking for information about the product to be addressed, consumers will compare with other products and make an assessment that leads to a purchase decision (Gunawan et al., 2022). This is in line with previous research which states that product reviews have a positive and significant effect on purchasing decisions through the Shopee marketplace (Shafa & Hariyanto, 2020). This means that before deciding to make a purchase, potential consumers will look for information about the product to be purchased by looking at product reviews. This means that the better the product reviews obtained from consumers directly, the higher the influence on purchasing decisions.

And the results of research (Adi & Nuvriasari, 2021) know that the value of t count (3.561) > t table (1.98498), and the significance value is 0.001 < 0.05. The coefficient value of the product review variable (X3) is positive and significant, so H03 is rejected and Ha3 is accepted. This means that product reviews have a positive and significant effect on the decision to purchase accommodation products in the Traveloka application product reviews as the sharing of information in the form of evaluations or opinions about products that have been used, used, or experienced by consumers. On e-commerce platforms, product reviews are synonymous with electronic world of mouth in the form of a review or rating description.

Product reviews contain reviews or images that reflect the quality of the goods in their actual state, such as color specifications, consistency, usage problems, and good usage experience. good usage experience

The results of the study (Nasution et al., 2022) Product Reviews partially have a positive and significant influence on a purchase decision made on the Shopee Application. The t test results show that the significance value of the independent variable Product Reviews is 0.000 ($\text{sig} < 0.1$) and the value of $t_{\text{count}} > t_{\text{table}}$ is $4.476 > 1.290$, this shows that the Product Reviews variable 0.237 shows a positive direction, meaning that the Product Reviews variable has a positive and significant effect on Purchasing Decisions in the shopee application.

Dan pada penelitian (Sari & Realize, 2023) Pada variable Ulasan, t tabel yang diperoleh 1,966 sertat hitung 8,687, dengan demikian 8,687 lebih besar dari 1,966. Kesimpulan yang bisa ditarik yaitu variabel Ulasan terdapat pengaruh terhadap Keputusan Pembelian. Hasil temuan ini memiliki kesamaan dengan penelitian (Mita et al., 2021) yang mengemukakan bahwa ditemukannya pengaruh pada ulasan terhadap minat beli ulang.

The Effect of Electronic Word Of Mouth on Purchasing Decisions

From the results of research (Setianingsih, 2022) In the millennial era like today, companies need to carry out various promotions, especially online. This is done because young people who are the company's target market are accustomed to using gadgets. They always follow the development of information conveyed online through various social media and google pages. Companies can also use online mass media to promote their place of business. In the mass media, the company displays pictures of Nuansa Coffee with its advantages, namely the location in the middle of rice fields with natural scenery, there is a music stage, many seating options, large parking lots, and so on. Through this promotion, buyers are curious about Nuansa Coffee and want to try making a purchase at Nuansa Coffee. Sometimes Nuansa Coffee also brings in young artists who often appear on You Tube. This is a special attraction for potential buyers to visit Nuansa Coffee.

Research results (Volume, 2022) The results showed that the Electronic Word of Mouth variable had a positive and significant effect on online purchasing decisions for @msglowjemberid consumers. So this study succeeded in proving the second hypothesis which states that Electronic Word of Mouth has a positive and significant effect on online purchasing decisions for consumers @msglowjemberid. So the first hypothesis in this study is accepted.

From research (Wijaksono et al., 2022) In the test test, it was calculated that $ewom > t_{\text{table}}$ $4.097 > 1.666$ and the significance value was $0.000 < 0.05$, so it had a positive and significant impact so that H_3 was accepted H_0 was rejected. So it can be concluded that ewom has a positive and significant effect on consumer buying interest in Kedai Gusti Ponorogo. The existence of the internet makes it easier for consumers to communicate and share their experiences, both positive and negative, about something that has previously been experienced to others via the internet which functions as information that can influence consumer buying interest. This is in accordance with the theory from (Jalilvand et al., 2012) recommendations or reviews shared by consumers on a media review / review platform are able to influence consumer buying interest. The results of this study are in accordance with previous research from (Firdayulia & Jamiat, 2021) with the title the influence of electronic word of mouth on buying interest in toko coffee shops states that electronic word of mouth has a positive and significant effect on consumer buying interest.

Research (Santosa, 2019) H_0 : There is no influence of Zenbu PVJ e-WOM on the purchasing decision process. H_5 : There is an influence of Zenbu PVJ e-WOM on the purchasing decision process. Based on Table 11, it is known that the p-value of the e-WOM variable of 0.000 is smaller than 0.05, so H_0 is rejected and H_5 is accepted. This shows that there is an

influence of the e-WOM variable on the purchasing decision process. This can be caused by e-WOM being one of the most easily accessible information centers through social media and also providing honest and neutral reviews from various social media users who have experienced dining at Zenbu PVJ. So the e-WOM variable becomes a variable that influences the purchasing decision process.

Research (Rufaida, 2021) Based on the distribution of data, it shows that for the questionnaire statement in the EWOM indicator variable (X1), 0.37% of respondents stated strongly disagree, 9.12% of respondents stated disagree, 20.38% of respondents stated neutral, 44.88% of respondents stated agree and 25.25% of respondents stated strongly agree. The average result of this statement is 3.87 which indicates that EWOM in the interval interpretation falls into the “agree” category.

From the article (Kioek et al., 2022) When a consumer gets their trust and desire for a product or service from EWOM communication (Sa'ait et al., 2016), then, at the beginning of a consumer's purchasing decision, consumers previously dig up information about the product rather than just looking at advertisements. According to Almana and Mirza (2013) in Fatimah (2020) EWOM such as comments and usage testimonials are the main cause before consumers make purchasing decisions. This sentence is reinforced by research by Apriani and Pradana (2017) and Akbar and Sunarti (2018) which state that EWOM has a significant effect on purchasing decisions. When exchanging information in EWOM, consumers will evaluate the product. Purchasing decision is the process when the buyer is determined to make a purchase decision and use it (Suharno, 2010 dalam Fatimah, 2020). Thus the proposed hypothesis: H4: EWOM has an influence on consumer purchasing decisions.

From the article (Yulindasari & Fikriyah, 2022) Mouth Communication, which is commonly called word of mouth communication, is a way of communicating by sharing recommendations or suggestions both individually and in a group of people for a product in the form of goods or services that aim to provide information individually. It is also explained that the electronic form of Word of Mouth or called e-WoM according to Kotler and Keller (Kotler & Keller, 2016) ewom is a form of communication, both positive and negative, made by capable consumers, honest consumers and former users of products or services related to a good or service sold by a company via the internet. So it can be concluded that ewom is a form of communication in the form of both positive and negative statements about a product that is channeled from one consumer to another on the internet. E-WoM has eight dimensions as described by Thurau et al., in Putri (2018) in her research, namely, Social Benefit, Helping the Company, Venting Negative Feelings, platform assistance, Concern for Other consumers, Extraversion / Positive Selfenhancement, Advice Seeking, Economics Incentives.

Article (Luthfiyatillah et al., 2020) Word of mouth communication (WOM) is a communication process in the form of providing recommendations both individually and in groups for a product or service that aims to provide personalized information (Kotler, 2007). According to (Duana, gub, & Whinston, 2008) in (Mustika Sari, 2012) WOM functions based on social networking and trust: people rely on family, friends, and other people in their social network. Research also shows that people seem to be more interested in the opinions of people outside their social network, such as online reviews. This form is known as online WOM or Electronic Word of Mouth (e-WOM). According to the research journal Goyette et.al focuses on positive eWom towards a restaurant. The study states that the dimensions of positive electronic word of mouth (e-WOM) are reflected through four dimensions, namely: Intensity of e-WOM, Valence of opinion, Content (Geyyotte, 2010). In his research, Henning- Thurau defines eWOM into 8 dimensions, namely: Platform Assistance. Venting negative feelings, Concern for other consumers, Extrasion / positive self-enhancement, Social benefits, Economic incentives, Helping the Company, Advice seeking (Henning- Thurau, 2004). In this study, researchers used three

dimensions of eWOM adopted from the Goyette et.al journal entitled e-WOM Scale: Word-of-Mouth Measurement Scale for content, namely e-WOM intensity, valence of opinion, content. As well as combining them

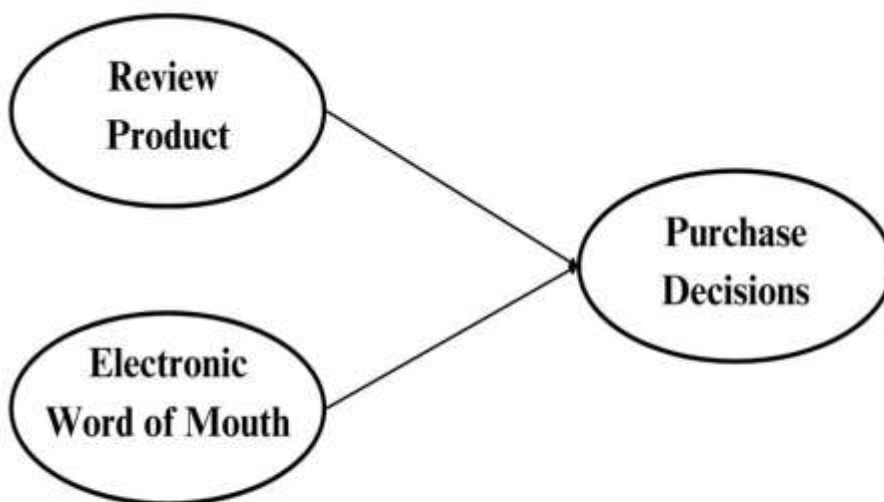


Figure 2 : Research Conceptual Framework

Conclusion

The conclusion of this journal shows that product reviews and electronic word of mouth (e-WOM) have a significant influence on consumer purchasing decisions, especially on e-commerce platforms such as Shopee. Product reviews serve as a source of information that can help consumers evaluate the quality of a product based on previous user experience. Consumers tend to use product reviews to compare alternatives before making a purchase decision. Research conducted shows that positive reviews tend to increase consumer confidence in the product and strengthen their decision to buy.

Electronic word of mouth (e-WOM), which are recommendations or reviews delivered digitally through social media, blogs or other platforms, are considered more authentic and trustworthy than traditional advertising. E-WOM plays an important role in building public opinion towards a product or service. Recommendations from other consumers, either directly or through influencers, have a significant impact on the level of consumer trust and loyalty to a particular product.

The research also highlights that effective management of product reviews and e-WOM is an important element for businesses on e-commerce platforms. Strategies such as sentiment analysis of product reviews and the use of interactive features such as live streaming can help understand consumer needs better. This not only improves the shopping experience, but can also build stronger customer loyalty. Thus, both product reviews and e-WOM are proving to be crucial tools to improve consumer purchasing decisions in this digital era.

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