

ONLINE SHOPS UNRELATED REVIEWS AND ITS EFFECTS IN CUSTOMER BUYING BEHAVIOR AROUND CAMARIN, CALOOCAN CITY

ABSTRACT

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This study aims to evaluate the effects of unrelated reviews on online shops and their influence on customer buying behavior in Camarin, Caloocan City. Online product reviews significantly impact purchasing decisions, especially for first-time buyers. However, many reviews focus on aspects unrelated to the product itself—such as delivery delays, packaging, or customer service—which may distort customer perceptions of product quality. This research seeks to examine how these unrelated reviews influence consumer behavior and to explore ways to guide first-time buyers toward informed decision-making. A quantitative descriptive research design was employed to gather data from sixty (60) respondents, equally divided between male and female participants, who have encountered unrelated reviews on online platforms. The study focused on consumers within Camarin, Caloocan City. Data were analyzed using frequency and percentage, weighted mean, and hypothesis testing via a Z-test to determine the statistical significance of the observed effects. The demographic analysis showed an equal gender distribution, with most respondents aged between 18 and 25 years. Although many of them rarely make online purchases, the majority agreed that unrelated reviews had an impact on their buying decisions. This suggests that even occasional online shoppers are influenced by comments that are not directly related to the product, reinforcing the idea that customer perceptions can be shaped by seemingly minor factors. The findings highlight the need for sellers to manage the review sections of their product pages more effectively. Allowing moderation or filtering of unrelated reviews may protect the seller's reputation and product credibility. A well-structured review system, along with targeted marketing strategies, can minimize the negative impact of off-topic reviews and improve product profitability. Ultimately, addressing these factors can lead to better customer experiences and more accurate representations of product value.

RECOMMENDED CITATION

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