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## PRODUCT REVIEWS AND ONLINE BUYING BEHAVIOR AMONG MOTHERS IN DAVAO CITY

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### Abstract

The consumers in the new century have a strong need to obtain information, particularly information on the products (goods or services) they wish to purchase. This information may be coming from the referrals, the word-of-mouth and of course the online. Researchers tending to know what are the factors that affect the consumer to purchase online. It aims to examine the primary factor that impacted the mother's online purchasing behavior and comprehend the significance of product reviews and their impact on online business performance. The respondents of this study were 100 aspiring mothers of Davao City who are frequent online buyers. There are two parts that the respondents answered. The first part consists of the profile of the respondents and the second part consist of questions that correspond the review related platforms which are qualitative reviews, quantitative reviews, and peers' influence. Using a descriptive correlational research method particularly partial correlation, the findings show that the product reviews have a significant relationship with the online buying behavior of mothers from Davao City. Based on the result, the researchers recommend that future researchers should further conduct research on the context of product reviews and online buying behavior of potential customers to see to it that improvements and developments are continuously promoted in the online business sector.

**Keywords:** Online buying behavior, Product reviews, Quantitative reviews, Qualitative reviews, Peers influence.

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### Introduction

Consumers in the new century have a strong need to obtain information, particularly information on the products or services they wish to purchase. When it comes to buying, there are several factors to consider. Before making a purchase decision, some consumers are persuaded only by the influence of their peers, while others are swayed by product reviews, and still, others think it vital to read the reviews offered by previous customers before deciding whether to purchase it.

The internet's accessibility and affordability have given people a benefit in exchanging information and connecting a social network, "Online consumer reviews, product and service recommendations, and peer opinions play an increasingly important role in the customer's decision-making process" (Constantinides, 2016: p1). According to Zhao et al. (2018), web 2.0 and social media developments are giving an unrivaled platform for online buyers to share their experiences and thoughts about a product. Customers nowadays like to share their online experiences with a product or service with others (Niu and Fan, 2018).

Online shopping is convenient and accessible. Most of the time, it's even less expensive. This makes online shopping the more efficient way to shop for products and may be one of the reasons why many people prefer to shop online. Especially moms, who are mostly responsible for purchasing the items that their families consume. Mothers, like many other people, have realized that shopping online is more convenient and provides the same quality of products as traditional shopping. As a result, even if they no longer have a virus to worry about, they would choose to maintain their online buying habits. Singaporean customers have boosted their online buying activity as a result of the viral epidemic, according to Nielsen (2020). Mothers are 50% more likely than the typical consumer to buy toys and 35% more likely to shop for apparel online. Due to COVID, the Philippines was subjected to one of the world's longest lockdowns (Asian parent Insights, 2021). Filipino moms were forced to stay at home due to the severe lockdowns and the fear of getting the virus. In addition, they boosted their digital usage. Many Filipinos, particularly parents, were forced to try online buying more frequently and find its benefits.

The purpose of this research study is to close the gap in the literature concerning online buying behavior and product reviews among mothers in Davao City. It aims to examine the primary factor that impacted the mother's online purchasing behavior, as well as to comprehend the significance of product reviews and their impact on the online business's sales performance. The main objective of this study is to determine the significant relationship between product reviews and online buying behavior of the mothers from Davao City. Specifically intended to provide answers to the following : (1) To determine the level of influence of product reviews on the respondent's online buying behavior in terms of: Peers' Influence, Quantitative Reviews, and Qualitative Reviews. (2) To determine the level of online buying behavior among mothers of Davao City. (3) To determine whether there is a significant relationship between product reviews and online buying behavior of the mothers of Davao City when moderated by age, marital status, and employment status.

This study was anchored from the study of online buying behavior (Chaste, 2021), where online marketing is widespread among those who prefer to use the internet. Consumers' online buying decisions increasingly anticipate the factors of peers' influence and product reviews. In addition, product reviews are widely utilized in businesses and on shopping websites to allow customers to rank and share their opinions or feedback on the products they have purchased. According to the study conducted by PowerReviews (2018), today's purchasing platforms provide consumers with access to product-related reviews (both qualitative and quantitative) from other individuals regarding a specific product. According to Zang et Al., (2013) the sales influence of online customer reviews is a rapidly growing topic nowadays, and buyers are increasingly relying on customer reviews when making purchase decisions. It is important for researchers, as well as online merchants and marketers, to comprehend the published research on online customer reviews.

## **Materials and Methods**

### **Research Design**

The descriptive correlational research method is used in this study to examine the relationship between the variables and its effect on the respondents. Descriptive correlation analysis methodology refers to the ways that describe the variables and the inherent relationships that exist between and among them. Descriptive correlational research includes quantitative research methods and involves statistics, reasoning, and an impartial perspective. The main components of quantitative research are precise, convergent reasoning and numerical, unchanging data. When your data isn't normal, non-parametric tests are used. Determining whether your data are regularly distributed is therefore crucial.

### **Research Instrument**

The researchers that are used in this Study is adapted survey questionnaire by Chaste(2021) in their study: " Effects of Product Reviews to the Online Buying Behavior of Senior High School Students" this would be based on the study's prior mentioned indicator. The first part describes the profile of the respondents which consists of their name, age, marital status and employment status. The second part correspondent with peers' influence, and product reviews. Each of the platforms functions peers' influence, quantitative review, and qualitative reviews consisting of ten (10) questions each for a total of forty (40) questions. The questionnaire use a five-point Likert scale ranging from: (1) very low, (2) low, (3) neutral , (4) high and (5) very high.

### **Research Procedure**

In the gathering of data, the researchers observed the following steps. Permission to conduct study it is a letter from the researchers requesting permission to perform the study. Construction and validation of the test instrument a letter of authorization from the researchers that will be provided for the approval to conduct the study. The questionnaire was adapted by the researchers from the existing journal and forwarded to the advisor for review and validation by the research panel. Distribution of questionnaire, the potential respondents were given survey questionnaires by the researchers, who asked them to complete the relevant questions. Scoring and collation of data, The information will be gathered from the survey, totaled, and statistically interpreted before being analyze. Analysis and interpretation of data the statistician was given the raw scores and the associated data for computation, analysis, and interpretation.

## Statistical Treatment of Data

The information gathered from the survey questionnaire will be collected and categorized for analysis. The scores obtained in this section will be computed to mean scores, with the highest accumulated mean score confirming the types of product reviews that have the most influence on the moms' online buying behavior. Furthermore, in order to solve the problem of the study, the data acquired will be submitted to the following statistical tools: (1) mean is a tool use to determine the level of online buying behavior among product reviews and peers' influence; (2) partial correlation is a measure of the strength and direction of a linear relationship between two continuous variables when one or more other continuous variables are taken into account.

## Results and Discussions

### Product Review of the Respondents

Shown in Table 1 is the summary of the level of product review factors among the mothers in Davao City. Results revealed that product reviews obtained an overall mean of 4.18, described as high. In addition, the overall standard deviation is 0.15 which is less than one denoting that the respondents have ratings that are practically almost the same. This indicates that respondents believe that product reviews is oftentimes observed in terms of quantitative reviews, qualitative reviews, and peers' influence.

Meanwhile, results on the table indicate that product review factors in terms of quantitative reviews have the highest mean score of 4.26, described as very high. In addition, the overall standard deviation is 0.64 which is less than one denoting that the respondents have ratings on product review in terms of quantitative reviews that are practically almost the same. This guarantees that the responses have high reliability. The means of this indicator, quantitative reviews, as shown on the appended detailed statistics result ranged from 4.10 to 4.44. The item Considering the number of buyers who rated the product low got the mean of 4.10 described to be high, interpreted as item oftentimes observed. Meanwhile, the item, checking quantitative reviews of a product has a mean of 4.44 described as very high, interpreted as item always observed.

In addition, results on the table show that product review factors in terms of peer influence obtained a mean score of 4.21 which was described as very high. The standard deviation value of 0.60 means that the responses of the respondents, on average, were 0.60 away from the mean. The results denotes that the respondents always observed the items under this particular indicator. The means of this indicator, peer influence, as shown on the appended detailed statistics result ranged from 4.03 to 4.44. Meanwhile, the item, Buying decision is influence by peers compared to other forms of reviews such as qualitative reviews and quantitative reviews got the mean of 4.03 described as high, interpreted as oftentimes observed among the respondents. Moreover, the item asking for my friends' comments on a certain product has a mean of 4.44 described as very high, interpreted as item always observed by the mothers in Davao City.

Moreover, product review factors in terms of qualitative reviews obtained the lowest mean score of 4.07, described as high. The standard deviation value of 0.76 means that the responses of the respondents, on average, were 0.76 away from the mean. The result implies that the respondents oftentimes observed the majority of the items under this particular indicator. The means of this indicator, qualitative reviews, as shown on the appended detailed statistics result ranged from 3.83 and 4.19. The item, Basing my buying decision on qualitative reviews got the mean of 3.83 described as high, interpreted as item oftentimes observed. Meanwhile, the item Seeing a lot of positive qualitative feedback leads me to purchase a product that has a mean of 4.19 described as high, interpreted as an item oftentimes observed by respondents.

The results of the survey indicate that product review greatly affects the intention of the respondents to purchase through online. Acquiring knowledge regarding a product increases the likelihood of the individuals to purchase products or services online. Reviews and feedback increase the perception of the individual about the quality of the

product or services. This finding is in agreement with the proposition of Tobi et al. (2020) that the majority of internet users visit the websites of organizations to learn more about their goods and services. This will boost their consumer base and help them increase their market share. According to Zhao, Wu, Hua, and Fang (2019), some reviewers like to write comprehensive reviews expressing their feelings and experiences with the product, whilst others want to include their reviews in as few words as possible.

Additionally, the result denoted that positive reviews on a product or services accounts for the online buying decision of the respondents. The finding is congruent to the view of Kawaf and Istanbuluoglu (2019) that online consumer reviews have proven to be an important feature for the majority of e-commerce companies. This also agrees with Parameswar et al. (2020) that potential buyers check reviews before buying, therefore it is important to consistently listen to the voice of clients. Sheer existence on social media has a bit more importance to consumers with respect to having trust towards a brand or not. Continually creating interesting and relevant content and providing fast and precise answers to all queries of the customers will help brands to look trustworthy, insightful, and sincere in the eyes of customers.

**Table 1.** The Level of Product Reviews of the respondents

Indicator	Mean	SD	Descripton
Qualitative Review	4.26	0.64	Very High
Qualitative Review	4.07	0.76	High
Peer Influence	4.21	0.6	Very High
<b>Overall</b>	<b>4.18</b>	<b>0.15</b>	<b>High</b>

#### Online Buying Behavior Among Mothers in Davao City

Table 2 shows the summary result on the level of online buying behavior of the mothers in Davao City. Results on the table indicates that online buying behavior of the mothers acquired a mean score of 3.74, descriptively rated as high. The standard deviation value of 0.89 indicates that the responses of the respondents, on average, were 0.89 away from the mean. The results denotes that the respondents oftentimes observed majority of the descriptors on this particular variable. The means of this variable, as shown on the appended detailed statistics result ranged from 3.49 to 3.99. It is notable that item, Feeling comfortable buying products online got the mean of 3.49 described as high, interpreted as item is oftentimes observed while item, The internet comes first in my mind when I need a certain product has a mean of 3.99 described as high, interpreted as item oftentimes manifested. The high level of online buying behavior among Mothers in Davao City is attributed on the high rating assigned by the respondents on the statements that describes this variable. The high descriptive rating denotes that respondents oftentimes preferred to purchase online because they feel comfortable and they can save more time. This finding supports the view of Jeanne (2020) that ease of use of buying online and the enhanced likelihood that the job the customer set out to complete will be successful both appear to have an impact on their decision to purchase. This also supports the view Widyastuti (2020) that consumers' attitudes about online buying are affected by their level of trust, while their level of perceived benefit is more influenced when their level of trust is low.

Adding more, the findings of the study showed that the respondents oftentimes show flexibility to adapt to new industry and market trends. They employed strategy that are developed, reviewed and updated periodically based on the information from customers, environment, and performance measurement. This finding is parallel to the findings of Blackburn et al. (2016) defined business performance is the act of setting corporate goals, monitoring the methods used to achieve those goals, and then creating ways for managers to more effectively achieve those goals. This also supports the proposition of Lockett (2018) that business performance management is related to the improve the performance of personnel and management.

**Table 2.** The Level of Online Buying Behavior among Mothers in Davao City

Statements	Mean	SD	Description
The internet comes first in my mind when I need a certain product.	3.99	1.04	High
Purchasing products online	3.64	1.06	High
Buying online saves my time.	3.89	1.11	High
Shopping online is convenient for me.	3.88	1.04	High
Being able to shop any time online is a great advantage for me	3.86	1.07	High
Preferring to buy from online resellers than on websites	3.67	1.19	High
Feeling comfortable buying products online.	3.49	1.06	High
Feeling relieved when I purchase products online	3.57	1.03	High
Feeling satisfied after an online purchase.	3.63	0.98	High
Shopping online is not just buying products but is entertainment for me	3.81	1.05	High
<b>Overall</b>	<b>3.47</b>	<b>0.89</b>	<b>High</b>

### Significant Relationship Between Product Reviews and Online Buying Behavior of the Respondents in Davao City with Age, Marital Status, and Employment Status as Intervening Variable

Illustrated in Table 3 is the significance of the relationship between Product Reviews, and Online Buying Behavior Among Mothers in Davao City which was tested using Partial Correlation Analysis. With age as intervening variable, result on the table shows that product reviews in terms of quantitative reviews, quantitative reviews, and peer influence has a significant positive relationship with the online buying behavior among mothers in Davao City with p-values of .000 that is less than .05 level of significance (2-tailed) ( $r = .607, p < .05$ ), ( $r = .558, p < .05$ ), and ( $r = .675, p < .05$ ), respectively. With marital status as intervening variable, results in Table 3 reflected that product reviews in terms of quantitative reviews, quantitative reviews, and peer influence has a significant positive relationship with the online buying behavior among mothers in Davao City with p-values of .000 that is less than .05 level of significance (2-tailed) ( $r = .607, p < .05$ ), ( $r = .558, p < .05$ ), and ( $r = .675, p < .05$ ), respectively.

Moreover, results in Table 3 reflected that product reviews in terms of quantitative review-related factors, quantitative review-related factors, and peer influence has a significant positive relationship with the online buying behavior among mothers in Davao City with employment status as intervening variable. The result is significant as denoted with p-values of .000 that is less than .05 level of significance (2-tailed) ( $r = .611, p < .05$ ), ( $r = .552, p < .05$ ), and ( $r = .662, p < .05$ ), respectively. Based on the result, the null hypothesis was rejected as the relationship between product reviews in terms of quantitative reviews, quantitative reviews, and peer influence and online buying behavior among mothers in Davao City remains significant when age, marital status, and employment status is considered as intervening variable.

In particular, the product reviews have a significant relationship on the online buying behavior of the respondents when age, marital status, and employment status is considered as intervening variables. Regardless of age and status, customers buying behavior when shopping online wants clear information about the product and service is what internet shoppers are looking for, along with time savings, convenience, a large selection, and better prices when they need them. This supports the findings of Kavitha (2017) that to increase customer awareness of information technology services and foster good perceptions, all online retailers should improve their advertising and service methods. This will increase the number of time customers spend shopping online while also increasing their level of satisfaction. This agrees with the view of Manu and Fuad (2022) that consumers derive perceived benefits from online shopping since it gives the necessary information on a product or service, saves time, cheap pricing, and convenience in the availability of products that aren't available locally.

**Table. 3** Significant Relationship between Product Reviews and Online Buying Behavior of Mothers in Davao City with Age, Marital Status, and Employment Status as Intervening Variable

Age	Online Buying Behavior			
	r-value	p-value	Interpretation	Decisions Ho
Quantitative Reviews	0.607	<0.05	Significant	Do Not Accept
Qualitative Reviews	0.558	<0.05	Significant	Do Not Accept
Peer Influence	0.675	<0.05	Significant	Do Not Accept
Marital Status	Online Buying Behavior			
	r-value	p-value	Interpretation	Decisions Ho
Quantitative Reviews	0.608	<0.05	Significant	Do Not Accept
Qualitative Reviews	0.556	<0.05	Significant	Do Not Accept
Peer Influence	0.666	<0.05	Significant	Do Not Accept
Employee Status	Online Buying Behavior			
	r-value	p-value	Interpretation	Decisions Ho
Quantitative Reviews	0.611	<0.05	Significant	Do Not Accept
Qualitative Reviews	0.552	<0.05	Significant	Do Not Accept
Peer Influence	0.662	<0.05	Significant	Do Not Accept

## Conclusion and Recommendation

### Conclusion

Based on the findings of this study and within the limitations and restrictions such as survey questionnaire and number of participants, several conclusions are generated:

It was found in this study that product reviews acquired high descriptive rating indicating that product review greatly affects the intention of the respondents to purchase through online. This supports the views of various authors (Tobi et al. 2020; Zhao et al., 2019) that reviews and feedbacks increases the perception of the individual about the quality of the product or services.

Meanwhile, the status of online buying behavior of the respondents obtained a high descriptive rating denoting that respondents oftentimes preferred to purchase online because they feel comfortable and they can save more time. Since it has been observed that fast-paced life nowadays requires convenience in purchasing, this supports the idea of Jeanne (2020) that the ease of use of buying online and the enhanced likelihood that the job the customer set out to complete will be successful both appear to have an impact on their decision to purchase.

Moreover, there is a significant relationship found between product reviews and online buying behavior among mothers in Davao City. The findings conform with the proposition of Kavitha (2017) that to increase customer awareness of information technology services and foster good perceptions, all online retailers should improve their advertising and service methods.

### Recommendations

In reference to the findings generated in this study, the following are recommendations:

**Marketers.** Marketers can use this study as a basis to create a marketing plan. Considering how the buyer will critique the product, will help marketers create marketing methods that will generate favorable comments and persuade customers.



**Online Seller/Online Business Owners.** The researchers recommend online sellers/online business owners that they should also focus on having their own social media involvement to vigorously advertise and market their products to boost this industry by attracting more customers.

**Future Researchers.** The researchers recommend that future researchers should further conduct research on the context of product reviews and online buying behavior of potential customers to see to it that improvements and developments are continuously promoted in the online business sector.

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