

Impact of Online Reviews and Ratings on Shopee to the Purchasing Intention of Customers in Cabiao, Nueva Ecija

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ABSTRACT

The study, "Impact of Online Reviews and Ratings on Shopee on the Purchasing Intention of Customers in Cabiao, Nueva Ecija," examined how online information—specifically reviews and ratings—influenced customer purchasing decisions. The e-commerce industry experienced significant growth in recent years, particularly during the COVID-19 pandemic. Platforms such as Shopee gained an unprecedented number of users. Online reviews and ratings emerged as influential tools, offering accessible insights regarding product quality, customer satisfaction, and seller reliability—factors that heavily influenced purchasing decisions.

Although awareness of online evaluations is widespread, previous research indicated that gaps remain in understanding customers' perceptions of these reviews and, more importantly, how those perceptions influence their intent to purchase. This study focused on Shopee users in Cabiao, Nueva Ecija, aged 18 and above, who had completed at least one transaction on the platform within the past three months. It investigated both central cues (e.g., content quality and accuracy) and peripheral cues (e.g., visuals and star ratings) to determine how these factors aligned with the respondents' agreement or disagreement with reviews. Guided by the Theory of Planned Behavior, the study further examined how review perceptions correlated with three key components of purchase intention: attitude, subjective norms, and perceived behavioral control.

A descriptive quantitative method was employed, using a Likert-scale questionnaire to gather data. Spearman's rho correlation test was utilized for analysis. Results revealed statistically significant relationships ($p < .001$) between both central and peripheral cues and all three behavioral components. In conclusion, respondents who placed trust in and reacted positively to reviews—and who were influenced by peer opinions and their own confidence in making purchase decisions—demonstrated a significantly higher intention to buy.

INTRODUCTION

Internet technology has made online shopping more popular and accessible for people worldwide. It became even more common during the COVID-19 pandemic, when many individuals had to stay home and shop online instead of visiting physical stores. Today, more consumers prefer buying products online due to its convenience, ease of access, and cost-effectiveness. Ren (2022) explained that as internet tools improved, more e-commerce platforms emerged, and consumers' shopping habits adapted to the digital environment.

The internet also gave rise to online reviews and ratings. The ability to easily share information through digital platforms enabled customers to express their thoughts, emotions, and satisfaction regarding specific products or services (Burnaz et al., 2019). Online reviews have become a significant resource for both businesses and consumers seeking product-related information. They directly influence the intentions of potential buyers who are considering the same products or services.

Despite consumers' general familiarity with online reviews, the existing literature revealed that users' perceptions of these reviews were still not fully examined (Changchit et al., 2022). To address this knowledge gap regarding the relationship between purchase intention and its influencing factors, researchers have included

additional elements in recent studies, as earlier findings often yielded inconsistent and inconclusive results. This study investigated the impact of online reviews and ratings on Shopee on the purchasing intentions of customers in Cabiao, Nueva Ecija. According to a report on the drivers of e-commerce in the Philippines, individuals aged 25 to 34—followed by those aged 16 to 24—were more likely to shop online daily compared to other age groups. Survey respondents were required to have access to a digital device (e.g., smartphone, laptop, or tablet), to have purchased products on Shopee at least once in the past three months to ensure recent and relevant experience with the platform, and to be at least 18 years old.

THEORETICAL FRAMEWORK

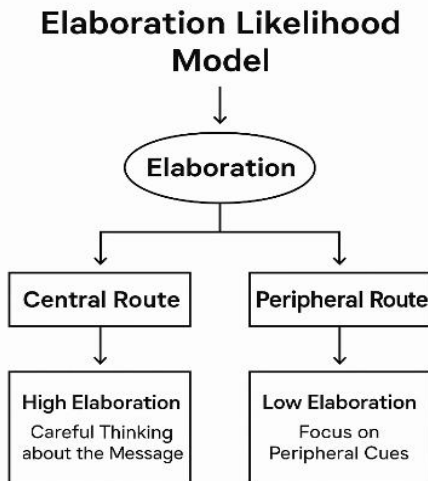


Figure 1. Elaboration Likelihood Model (Petty and Cacioppo, 1986)

This study is grounded in the Elaboration Likelihood Model (ELM), which was chosen because it offers valuable insight into how individuals processed and absorbed messages or information. Originally developed by Petty and Cacioppo in 1986, the ELM served as a well-established framework for understanding the processes behind persuasive communication (Emi, 2018). The researchers applied the ELM to better understand how information diagnosticity influenced consumers' purchase intentions. Numerous previous studies consistently adapted and utilized the ELM to analyze how consumers interpreted and evaluated online reviews and recommendations. Additionally, the ELM emphasized that both central and peripheral routes could be activated during the persuasive process, although the strength of influence may have varied (Thomas et al., 2015). After careful examination, the researchers identified review quantity, consistency, and expertise as peripheral elements, while accuracy, completeness, and timeliness were classified as central factors.

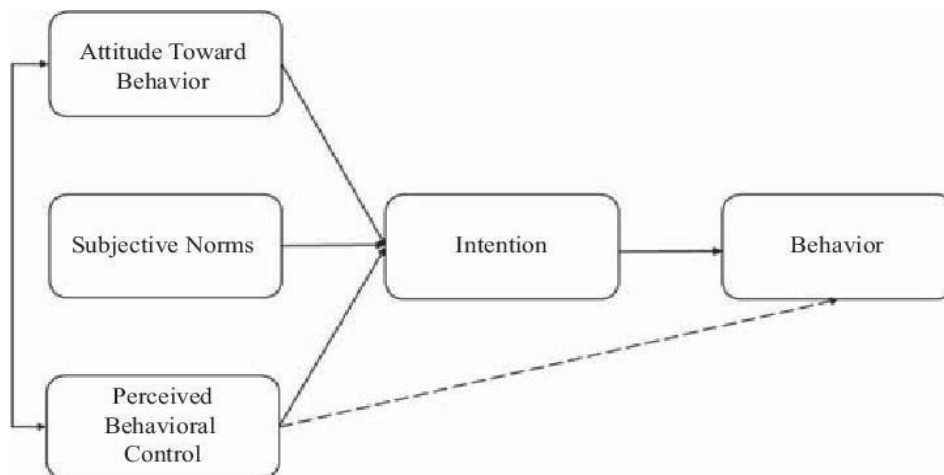


Figure 2. Theory of Planned Behavior (Icek Ajzen, 1991)

The Theory of Planned Behavior was an extension of the Theory of Reasoned Action that introduced the concept of control beliefs alongside the two existing determinants of purchase intention: behavioral and normative beliefs. This theory considers various factors influencing consumer purchase intention to determine behavioral outcomes within the market environment.

Conceptual Framework

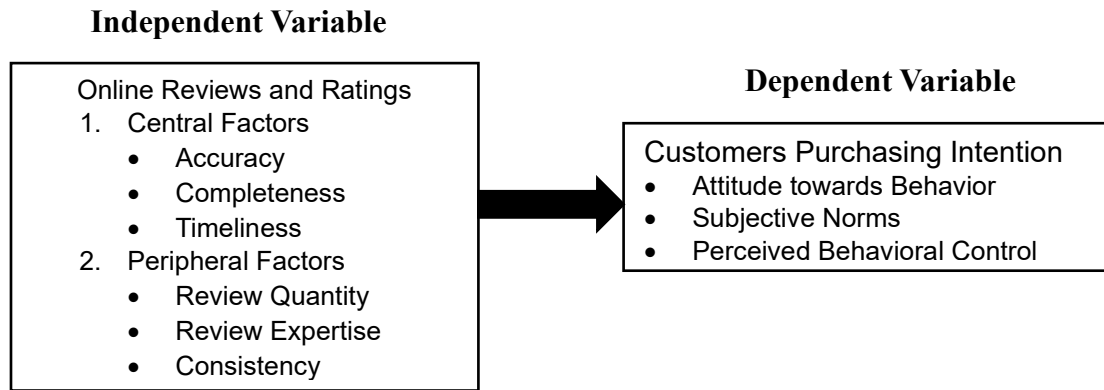


Figure 3. Research Paradigm

Figure 3 illustrates the conceptual paradigm of the impact of online reviews and ratings on consumers' purchasing intention. The researchers used the I.V.D.V. model, with all variables derived from the theoretical frameworks of the Elaboration Likelihood Model (ELM) and the Theory of Planned Behavior (TPB). The first frame consisted of independent variables, which included central factors such as accuracy, completeness, and timeliness, as well as peripheral factors such as review quantity, review expertise, and consistency.

The ELM suggested that persuasive messages are processed through two main routes: the central and the peripheral (Luo et al., 2013; Thomas et al., 2019). Central factors are related to consumers' in-depth evaluation of information, particularly when they are motivated and engaged in the decision-making process (Filiari et al., 2018).

In contrast, consumers are more likely to follow the peripheral route when they are less motivated or unwilling to carefully evaluate the content (Xiaobing et al., 2017). The dependent variables included attitude, subjective norms, and perceived behavioral control. According to the Theory of Planned Behavior, consumers have varying degrees of control over how they respond to different influences, ultimately affecting their decisions and behavior (Paul et al., 2016).

Statement of the Problem

This study aimed to determine the impact of online reviews and ratings on Shopee on the purchasing intention of Cabiao, Nueva Ecija customers.

Specifically, the researchers sought to answer the following questions:

1. What is the respondents' level of agreement on online reviews and ratings on Shopee in terms of:
 - 1.1 central factors; and
 - 1.2 peripheral factors?
2. What is the respondents' level of agreement with the impact of online reviews and ratings on customer purchasing intention in terms of:
 - 2.1 attitude;
 - 2.2 subjective norms; and

2.3 perceived behavioral control?

3. Is there a significant relationship between the respondents' level of agreement on the impact of online reviews and ratings on Shopee towards customer purchasing intention?

Hypothesis

There is no significant relationship between the respondents' level of agreement on the impact of online reviews and ratings on Shopee towards customer purchasing intention at the 0.05 level of significance.

Scope And Limitations

The study entitled "Impact of Online Reviews and Ratings on Shopee on the Purchasing Intention of Customers in Cabiao, Nueva Ecija" focused on customers' level of agreement with online reviews and ratings on Shopee in relation to their purchase intention. This study determined the impact of online reviews and ratings on customers' purchasing intention based on central factors such as accuracy, completeness, and timeliness, and peripheral factors including review quantity, review expertise, and consistency.

It also examined the significant relationship between the respondents' level of agreement on online reviews and ratings on Shopee and the central and peripheral factors influencing purchasing intention in terms of attitude, subjective norms, and perceived behavioral control.

A descriptive quantitative research design was utilized, and a Likert-scale questionnaire served as the main instrument for data collection. The study was conducted in Cabiao, Nueva Ecija. Respondents were required to meet the following criteria: (1) ownership or access to a digital device (e.g., smartphone, laptop, or tablet), (2) at least one Shopee purchase made within the last three months to ensure recent and relevant experience with the platform, and (3) must be 18 years old or older.

Significance of the Study

The researchers believed that the findings of this study would benefit the following:

To the Business Owners- This research may help business owners gain a deeper understanding of customer preferences and expectations. Insights derived from online reviews and feedback can be used to improve products and services, thereby increasing customer satisfaction and fostering brand loyalty.

To the Customers- The results of this study may assist customers in making better-informed and more confident purchasing decisions. By considering reviews and ratings shared by other buyers, customers can evaluate products or services that align with their needs and preferences.

To Future Researchers- This study may serve as a reference for future researchers who wish to explore similar topics. The findings, outcomes, and relevant data presented herein may provide a foundation for further research related to online reviews, ratings, and purchasing intentions.

Definition Of Terms

The following terminologies are defined to aid in better understanding the study and to ensure clarity:

Accuracy – Refers to how closely the information in an online review matches what the customer actually saw, felt, and experienced with the product or service.

Completeness – Refers to how well an online review delivers clear, detailed, and comprehensive information about specific aspects of a product or service. This helps other customers understand and trust the review more effectively.

Consistency – Refers to how well the content of a review aligns with other reviews for the same product or service on Shopee. This indicates whether buyers share similar perspectives.

Online Reviews – User-generated comments on the Shopee platform that describe customers' personal experiences with a product or service they have purchased or used.

Review Expertise – Refers to the level of knowledge or experience the reviewer has regarding the product, service, or related field they are reviewing.

Review Quantity – Refers to the number of reviews submitted for a particular product or service on an e-commerce platform such as Shopee.

Ratings – Numerical or symbolic indicators (typically presented as stars, e.g., 1 to 5 stars) that represent customers' evaluations of a product or service.

Timeliness – Refers to how recently a review was posted on Shopee. More recent reviews are generally considered more relevant and useful.

REVIEW OF RELATED LITERATURE AND STUDIES

This chapter presented and discussed literature and studies based on themes closely related to the present research. The information provided aimed to support the investigation of the impact of online reviews and ratings on Shopee on customers' purchasing intention in Cabiao, Nueva Ecija.

Accuracy

Existing studies confirm that accuracy in online reviews is a crucial element in establishing consumer trust and encouraging purchase decisions. If reviews are accurate, they provide genuine and factual information that makes buyers feel more confident in their choices. Filieri (2016) and Salehan et al. (2021) explained that when reviews appear accurate, individuals tend to trust both the product and the platform more. Xie et al. (2017) and Zhang et al. (2020) confirmed that precise reviews reduce uncertainty and help consumers decide what to buy. Liu and Park (2022) further emphasized that even positive reviews have little impact if consumers perceive them as inauthentic. Other researchers, such as Thomas et al. (2018) and Jamil and Hasnu (2013), noted that precision indicates the information in a review is genuine and correct. Moriuchi (2018) explained that a precise review helps others learn more about the product based on actual user experience. Bickart and Schindler (2012) also affirmed that when a review is precise, the reviewer appears more credible. Aghakhani et al. (2018) supported that precision makes reviews more useful, as individuals are more likely to trust them. In summary, accurate reviews help consumers make informed decisions and increase the likelihood of a purchase.

Completeness

Past studies have shown that the completeness of online reviews is one of the important drivers of a consumer's buying intention. Completeness can be described as thorough and detailed reviews that cover multiple product characteristics, strengths and weaknesses, and personal experiences (Xiaobing et al., 2017; Luo et al., 2013). Thomas et al. (2019) confirmed that complete reviews support more confident and accurate purchasing decisions. Since online shoppers cannot physically examine products, they rely on reviews with images, detailed explanations, and genuine opinions to reduce perceived risks (Chen & Chang, 2018; Zhu et al., 2020). Elaborate reviews help consumers identify a product's weaknesses, strengths, and realistic usage scenarios. Teng, Khong, and Goh (2020) also claimed that more complete reviews exert greater influence, while Zhang and Benyoucef (2016) emphasized that completeness enhances the usefulness of reviews, particularly on platforms where consumers rely heavily on peer opinions.

Timeliness

Timeliness of online reviews refers to how recent a review is when viewed by consumers. Weyerer et al. (2019) defined it as the number of days since someone left a comment or review, which affects the relevance of the information. Newer reviews typically reflect a product's current performance and quality, making them more informative for decision-making (Shareef et al., 2019; Park & Lee, 2019). Clare et al. (2016) clarified that reviews lose value rapidly as they age. However, some researchers, such as Wang et al. (2018) and Pan and

Zhang (2011), suggested that older reviews remain significant due to the volume of content and increased engagement they receive over time. Nevertheless, research agrees that timely reviews reduce uncertainty (Tang et al., 2016) and build trust, as they capture recent consumer experiences. Thomas et al. (2019) added that recency enhances review quality, making the arguments more compelling and authentic. Lastly, Cao et al. (2021) emphasized that timely reviews are especially influential in fast-moving industries, such as fashion or technology, where products are frequently updated. In such contexts, the fresher a review is, the more authentic and impactful it becomes in helping consumers decide what to purchase.

Review Quantity

Because they can typically gather general information from all the reviews, customers regard the volume of reviews as beneficial (Grewal et al., 2020; Yi & Oh, 2022). However, Yi et al. (2022) refuted the belief that consumers can judge an online review's credibility solely by quantity, finding that a single review can influence a buyer's purchase intention more than multiple reviews combined. According to Hong (2020), the quantity of online reviews does not indicate whether a product is desirable or undesirable. Instead, it serves as a cue that supports the ratings and product reviews found in other online review components. A few unfavorable reviews may persuade customers not to purchase a product, even if it has an acceptable average rating (Li, Meng, & Pan, 2020). Online buyers often examine the total number of reviews a specific product has on the platform. While review length may or may not assist consumers in the decision-making process (Li et al., 2020), the overall number of reviews helps evaluate the product and builds confidence in the overall score when more reviews are available. If fewer reviews are perceived, customers may be reluctant to accept the product (Yi & Oh, 2022). This finding implies that a few positive reviews might not be sufficient to influence a customer's decision. Customers are more likely to associate trust with a product when there are numerous reviews. It becomes easier to form an opinion based on the average score or rating when assessing products with a larger volume of feedback (Rauschnabel et al., 2019).

Review Expertise

Review expertise is a critical dimension that affects consumers' perception and trust in online reviews. Banerjee et al. (2019) opined that expertise can be based on a reviewer's qualifications and experience, making their views more trustworthy than those of ordinary users. Weyerer et al. (2019) confirmed this, adding that expert reviews are generally perceived as more credible. Vendemia et al. (2019) posited that the content and style of a review can influence the reader's perception of the reviewer's expertise, thereby affecting the interpretation of the content. Li et al. (2020) established that reviews providing trustworthy information and expressing the reviewer's personal experience help build consumer trust. Thomas et al. (2019) emphasized the importance of prior experience, while Lee and Shin (2020) noted that reviewer expertise reduces uncertainty by giving buyers greater confidence in their choices. Consumers are more likely to accept reviews that align with their prior knowledge and are also willing to accept new information from a reviewer perceived as trustworthy.

Consistency

The consistency of online reviews has a significant impact on consumer trust and purchase intention. Reviews that align with others under similar circumstances are generally perceived as more credible (Roy et al., 2019), while reviews that are inconsistent with the majority are often met with consumer skepticism (Thomas et al., 2019). Abedin et al. (2021) emphasized that consistent reviews are considered more trustworthy. Husain et al. (2023) explained that consistency between a review's content and its rating is also critical; inconsistency may lead to confusion and reduce purchase intention. Aghakhani et al. (2020) concluded that the consistency of reviews positively affects their perceived helpfulness and serves as an indicator of review quality. Similarly, Wei et al. (2018) demonstrated that consistent feedback enhances the credibility of information and increases product acceptance, while Zhang et al. (2020) found that inconsistent reviews could lead to consumer confusion and diminished confidence in purchase decisions to be done.

Attitude

Attitude has been studied as an important predictor of consumers' willingness to shop online. Positive feelings toward a brand, a product, or the overall shopping experience often increased the likelihood of purchase.

Customers were more positive, less skeptical, and more assured of the purchase when they perceived online reviews to be honest and trustworthy (Filieri, 2015). This was further supported by Erkan and Evans (2016), who demonstrated how truthful and pertinent internet reviews influenced customer attitudes and increased purchase intentions. Recent studies conducted by Hajli et al. (2020) proved that customer attitude not only mediated the effect between social influence and actual purchasing behavior, but also served as a medium linking social influence with the final action. In addition, Lin et al. (2021) highlighted that customer attitude toward the product might be affected by the information, emotion, and perceived product value. Likewise, Al Halbusi et al. (2022) discovered that a positive attitude toward e-platforms usually resulted in repeat purchases, particularly under conditions of safety and sufficient information. It can be reasoned from these investigations that consumers were more likely to make purchases when they held optimistic views regarding both the product and the information presented.

Subjective norms

Subjective norms referred to consumers' views about societal pressures from external sources that could influence specific behaviors. Research indicated that social influence, in the form of convincing or unconvincing behaviors among individuals surrounding the consumer, affected purchasing intentions and, consequently, actual behavior (DeLamater & Myers, 2010). Consumer purchases online were influenced primarily by an individual's social, psychological, cultural, or personal characteristics (Kotler & Armstrong, 2018). Social influence supported customers' purchasing intention because the World Wide Web and social media significantly affected buying behavior.

Subjective norms included perceived pressures from influential people in one's life, such as family, friends, or peers, which affected behavior and choices, including online shopping. This social pressure played a significant role in consumers' purchasing intentions, particularly in social media and group contexts. Social media consumers were perceived to follow the same purchasing behaviors as influencers, online groups, or their peers (Alalwan, 2021). Additionally, Shmueli et al. (2021) stated that social network recommendations influenced online spending, with outcomes escalating in line with popular social perceptions. Ham et al. (2019) further noted that individuals depended on others' experiences and comments when purchasing something new online. Ventre and Kolbe (2020) identified that influencers' recommendations influenced purchasing decisions and helped establish trust in the brand. Furthermore, Yadav and Rahman (2018) asserted that observable likes, peer feedback, and common online evaluations could coerce consumers into making similar purchases. These studies indicated that individuals often made internet-based purchasing decisions based on the reviews and actions of others who were significant to them.

Perceived Behavioral Control

Perceived behavioral control referred to the extent to which individuals felt they had control or confidence when purchasing online. These factors encompassed a customer's capability, knowledge, experience, and external aspects such as website design, secure payment options, and delivery processes. Research by Lim et al. (2016) and Tan and Leby Lau (2016) indicated that individuals were more likely to purchase online if they felt that the process was easy and manageable. Akman and Mishra (2017) found that customers who were confident with digital tools were more likely to conduct online transactions. Shareef et al. (2019) concluded that a simple and trustworthy platform enhanced users' confidence, resulting in a higher willingness to purchase. Ham et al. (2020) discussed that straightforward mobile applications provided users with greater confidence when making purchases. Yaprak and Prince (2020) further contributed that minimizing issues such as confusing menus or inadequate customer service helped establish trust and encouraged repeat purchases. Alalwan (2021) explained that this feeling of control was a major component of mobile shopping behavior. Finally, Chen et al. (2022) affirmed that ease of use and seamless platform operation increased customers' confidence in successfully completing their purchases.

Synthesis of the Reviewed Literature and Studies

The literature and studies reviewed in this research highlighted several implications for customers' buying considerations. The findings from previous, related studies helped the researchers better understand the main

topic of the study. Attributes such as accuracy, completeness, timeliness, review quantity, review expertise, and consistency were found to be important in influencing consumer intention, attitude, subjective norms, and perceived behavioral control. Accuracy in reviews instilled trust and minimized uncertainty, making buyers feel more at ease. Completeness, or the level of detail in a review, increased understanding and supported more informed decision-making. Timeliness was important because recent reviews were more relevant and indicative of a product's current quality or performance. The quantity of reviews could reflect a product's popularity; however, even one or two negative reviews had the potential to significantly influence purchase behavior. Reviewer expertise increased credibility, particularly when the review was based on actual experience. Consistent feedback strengthened consumer confidence, whereas contradictory reviews generated confusion and uncertainty. A positive attitude toward the product or platform, generally shaped by credible and persuasive reviews, increased the likelihood of purchase. Subjective norms—including social influence and the role of social media—also affected consumer purchasing decisions. Lastly, perceived behavioral control, or the ease and simplicity of the shopping process, played a role in online buying behavior, especially when platforms were safe, seamless, and easy to use.

In summary, the analysis of both local and international literature in this study was valuable in understanding how various factors—including online reviews, ratings, and their underlying components—could influence customers' purchasing intentions in the context of online shopping.

METHODOLOGY

This chapter contains the research design, location, population, sample, sampling method employed in the study, participant description, data gathering procedures, instrument employed, and statistical data treatment.

Method of Research

The study quantified the Impact of Online Reviews and Ratings on Shopee on the Purchasing Intention among customers in Cabiao, Nueva Ecija. This research employed the descriptive-survey research technique, which involves data collection through surveys, interviews, or observation.

Quantitative research illustrates phenomena by collecting quantifiable data and analyzing it using mathematical processes (Aliaga & Gunderson, 2002). It is a method of testing objective hypotheses by investigating the relationship between variables (Creswell, 2003). As noted by Siedlecki (2020), descriptive research design refers to a purposeful study that systematically and cautiously describes, observes, or verifies group aspects derived through measurable data, such as the relationship between variables under natural settings. The descriptive research approach accurately and methodically explains a population, setting, or phenomenon. It can provide answers to what, where, when, and how, but not why (Combes, 2023).

Descriptive-survey research, as defined by Creswell (2023), is a study that describes the features of a population or phenomenon being investigated. It is mostly employed to understand a group or phenomenon. Trends and averages identification, formulation of hypotheses, determination of causality, and projection to larger populations are possible through the use of this method.

Population, Sample Size and Sampling Technique

The researchers carried out the study in Cabiao, Nueva Ecija. In order to yield the desired number of respondents, the researchers surveyed one hundred (100) participants. The participants were selected based on specific criteria using a purposive sampling method. Purposive sampling is a non-probability sampling technique that involves selecting respondents who meet certain predefined criteria. For this study, respondents were required to (1) have access to any device (smartphone, laptop, tablet, etc.); (2) have made at least one purchase on Shopee within the past three months, ensuring they had recent and relevant experience with the platform; and (3) be 18 years of age or older. According to Bisht (2024), purposive sampling is a non-probability technique in which researchers intentionally select individuals, cases, or events based on the judgment that they are appropriate for the study's objectives. It is a strategic and purposeful selection process used to investigate particular characteristics or behaviors relevant to the research.

Description of the Respondents

The respondents were chosen from various barangays in Cabiao, Nueva Ecija. Selection criteria required that each respondent: (1) had access to a gadget such as a smartphone, laptop, or tablet; (2) had made at least one purchase on Shopee within the past three months to ensure recent and relevant platform experience; and (3) was at least 18 years old.

Research Instrument

The researchers developed a survey questionnaire to collect data and pre-tested it on non-participating customers in Cabiao, Nueva Ecija. Clear instructions were provided to respondents on how to complete the questionnaire and what steps to follow afterward. The instrument collected responses through multiple-choice questions and a checklist.

The first section of the questionnaire included a screening question to determine whether participants met the eligibility criteria for the study. The second section contained statements measuring the respondents' level of agreement regarding online reviews and ratings in terms of accuracy, completeness, timeliness, review quantity, review expertise, and consistency. Responses were recorded using a five-point Likert scale: (5) Strongly Agree, (4) Agree, (3) Slightly Agree, (2) Disagree, and (1) Strongly Disagree.

The third section included statements intended to determine whether online reviews and ratings influenced purchase intention, specifically in relation to attitude, subjective norms, perceived behavioral control, and intention.

The information collected from the questionnaire helped the researchers address the specific problems outlined in the study. A checklist was also included to ensure all relevant questions were raised. The questionnaire concluded with a request for participant cooperation and an expression of gratitude for their time and assistance.

Validation of Instrument

The research instrument was initially reviewed and validated by the thesis adviser, Mr. Erwin Matunan, to ensure consistency with the study's objectives and relevance to the research questions. It was subsequently validated by Ms. Dina Grace T. Magnaye and Mr. Ville Andrei M. Villano, who assessed its clarity, content validity, and suitability for data collection. Based on the feedback provided by the validators, the researchers revised and refined the instrument to improve its reliability and validity.

Data Gathering Procedure

The researchers selected appropriate respondents for the study based on the predefined criteria. To determine eligibility, participants were first provided with the initial section of the questionnaire, which contained screening questions aligned with the selection criteria. If the respondents were deemed qualified, they proceeded to answer the remaining sections of the instrument.

During data collection, the researchers assisted respondents who had difficulty understanding any part of the questionnaire to ensure clarity and accuracy in responses. After the questionnaires were completed, the researchers proceeded with statistical analysis of the data using weighted mean and Spearman's rho correlation to examine relationships among the study variables.

The study adhered to the provisions of the Data Privacy Act of 2012 (Republic Act No. 10173), which aims to protect all forms of personal information—private, personal, or sensitive—of individuals and legal entities involved in data processing. Respondents' information was kept confidential and used solely for academic purposes.

Ethical Concerns

The researchers held the highest ethical standards throughout the research process. Voluntary participation was the case in every way and the participants were told about their right to leave the survey or the interview at any

moment without the need of giving any personal or sensitive information. Before the research started, all participants received detailed and simple explanations of the goal and design of the research, therefore getting informed consent without any sort of pressure or coercion. The survey and all researcher-respondent interactions were conducted politely and with respect.

Total compliance with the Data Privacy Act of 2012 (RA 10173) regarding confidentiality and data privacy was practiced, and the use of all personal information was limited to strictly academic purposes. In addition, the proper citation of all sources and acknowledgment of the contributions of other authors were some of the ways through which academic integrity was maintained. And lastly, the researchers ensured data integrity by relying on the data collected only from the validated survey instrument and not using any external or fabricated data.

Statistical Treatment of Data

The researchers employed the following statistical tools to interpret the data collected:

Weighted Mean

The weighted mean was used to determine the average or central tendency of the responses to each statement. It was computed by dividing the total weighted score by the total number of responses. This method was applied to analyze responses to the Likert-scale questions, which used an interval of 0.8.

Scale	Weighted Mean	Interpretation
5	4.21 – 5.00	Strongly Agree
4	3.41 - 4.20	Agree
3	2.61 – 3.40	Slightly Agree
2	1.81 – 2.60	Disagree
1	1.00 - 1.80	Strongly Disagree

Where:

\bar{x} = weighted mean

Σ = summation

F = frequency of each option

x = weight of each option

$$\bar{x} = \frac{\sum fx}{\sum f}$$

Figure 4. Weighted mean formula

Spearman’s Rho

Spearman’s rho, also known as the Spearman rank correlation coefficient, is a non-parametric measure used to determine the strength and direction of a monotonic relationship between two ranked variables. It assesses whether an increase or decrease in one variable corresponds with an increase or decrease in the other, without requiring a linear relationship.

$$\rho = 1 - \frac{6 \sum d_i^2}{n(n^2 - 1)}$$

ρ = Spearman's rank correlation coefficient

d_i = difference between the two ranks of each observation

n = number of observations

Figure 5. Spearman's rho formula

Decision Rule

If the p-value is less than 0.05, the null hypothesis is rejected, indicating a statistically significant relationship between the variables. If the p-value is greater than 0.05, the null hypothesis is accepted, suggesting no significant relationship exists. Additionally, if the computed correlation coefficient exceeds the critical value, the null hypothesis is rejected; if it does not exceed the critical value, the null hypothesis is accepted.

RESULTS AND DISCUSSION

This chapter includes a thorough presentation of the data from 100 respondents. The data is presented using tabular form and supported with corresponding interpretation, implication, and theoretical basis.

1. Respondents' Level of Agreement on Online Reviews and Ratings on Shopee

Table 1 Respondents' Level of Agreement on Online Reviews and Ratings on Shopee in terms of Central Factors (Accuracy)

Central Factors	Weighted Mean	Verbal Interpretation
Accuracy		
1. The reviews on Shopee accurately reflect the quality of the products.	4.16	Agree
2. Online reviews on Shopee are thoroughly written.	3.74	Agree
3. I often find differences between the product descriptions and the reviews on Shopee.	4.28	Strongly Agree
4. The more accurate the review towards the product details on Shopee, the more likely I am to purchase the product.	4.69	Strongly Agree
5. I often check online reviews to ensure the information is accurate before making a purchase.	4.70	Strongly Agree
6. When reviews seem inaccurate from the product description, it affects my intention to buy.	4.50	Strongly Agree
7. Reviews that contain incorrect information affect my trust in the product.	4.51	Strongly Agree
8. I tend to disregard reviews that contain vague or unclear descriptions.	3.94	Agree
9. If a product has multiple inaccurate reviews, I hesitate to purchase it.	4.56	Strongly Agree
10. A product review is more credible when it includes specific examples of product performance.	4.58	Strongly Agree
Overall	4.37	Strongly Agree

Legend: 4.21 – 5.00 – Strongly Agree; 3.41 - 4.20– Agree; 2.61 – 3.40– Slightly Agree; 1.81 – 2.60- Slightly Disagree; 1.00 - 1.80– Disagree

The overall weighted mean of 4.37, which is interpreted as "Strongly Agree," indicates that accuracy is one of the main things that affects consumers' trust and buying decisions at Shopee. The most frequent response was to the statement, "I often check online reviews to ensure the information is accurate before making a purchase," with a weighted mean of 4.70, reflecting that accuracy is an essential element in review credibility. Similarly, the affirmation, "The more precise the review towards the product information on Shopee, the more I am inclined to buy the product," received a similarly high score of 4.69. Users rated reviews containing detailed information about how the product is used as more credible, earning an average rating of 4.58. When reviews were inaccurate, individuals reported being less likely to purchase the product, as evidenced by weighted means of 4.56, 4.51, and 4.50 on various statements. The statement, "I usually notice discrepancies between the product descriptions and the reviews on Shopee," received a weighted average of 4.28, still showing strong agreement. On the other hand, reviewers were not so definite about "reviews being a true representation of the products' quality" (4.16) and "vague reviews being unworthy of attention" (3.94), which means that some reviews were not considered helpful or clear by the respondents. The statement "Shopee reviewers write reviews in detail" also got a lower score of 3.74, indicating moderate agreement. The highest average of 4.70 backs up Chen et al. (2022), who discovered that online reviews are read by customers to check the correctness of products prior to buying them. The study stated that honesty, accuracy reviews create trust and facilitate the customers' decision-making process in favor of the purchase.

Table 2 Respondents' Level of Agreement on Online Reviews and Ratings on Shopee in terms of Central Factors (Completeness)

Completeness	Weighted Mean	Verbal Interpretation
1. Online reviews on Shopee contain all the information needed about the product.	3.91	Agree
2. I prefer reviews that describe all aspects of a product, such as features, benefits, and drawbacks.	4.65	Strongly Agree
3. A review that lacks sufficient information makes me less likely to buy a product.	4.39	Strongly Agree
4. I find incomplete reviews unhelpful when considering a product.	4.26	Strongly Agree
5. I trust reviews more when they provide a full description of the product's existence.	4.69	Strongly Agree
6. I find reviews with step-by-step usage explanations more helpful.	4.46	Strongly Agree
7. If a review does not mention key product details, I hesitate to buy it.	4.24	Strongly Agree
8. I prefer reviews that provide a detailed breakdown rather than just an opinion.	4.40	Strongly Agree
9. Reviews that provide additional tips or suggestions about the product are more useful to me.	4.50	Strongly Agree
10. Lack of information in a review decreases my interest in the product.	4.46	Strongly Agree
Overall	4.4	Strongly Agree

Legend: 4.21 – 5.00 – Strongly Agree; 3.41 - 4.20– Agree; 2.61 – 3.40– Slightly Agree; 1.81 – 2.60- Slightly Disagree; 1.00 - 1.80– Disagree

The overall weighted mean score of 4.40 shows that the respondents were really of one mind as regards the importance of complete and detailed reviews in product purchases. The top score of 4.69 indicates they are more

inclined to trust the reviews when they cover the entire product description. Reviews that cover the whole product range (4.65) are also very much liked. Tips, suggestions (4.50), and step-by-step explanations (4.46) are helpful. The respondents pointed out the lack of information (4.46) as one of the factors that turns them off a product. The giving of detailed breakdowns in reviews (4.40) and insufficient details overall (4.39) were the reasons for them not to buy. Reviews judged as incomplete (4.26) and missing key product info (4.24) were seen as unhelpful, while the reviews on Shopee were considered extremely informative, with the lowest mean score of 3.91. The 4.69 feedback for "I trust more when they give a full description of the product's existence" goes along with Filieri et al. (2021), who determined that a lack of detailed reviews created doubts and helped consumers feel less educated and confident in their purchases.

Table 3 Respondents' Level of Agreement on Online Reviews and Ratings on Shopee in terms of Central Factors (Timeliness)

Timeliness	Weighted Mean	Verbal Interpretation
1. Timely reviews and ratings on Shopee influence my purchase intention.	4.31	Strongly Agree
2. I consider products with recent reviews as more reliable.	4.27	Strongly Agree
3. Outdated reviews on Shopee affect my intention to buy products.	3.94	Agree
4. I prioritize recent reviews over older ones when choosing a product.	4.08	Agree
5. The timeliness of reviews on Shopee plays a significant role in my purchasing decision.	4.16	Agree
6. I believe that older reviews may not be similar to the current quality of a product.	3.93	Agree
7. Frequent updates in product reviews indicate better reliability.	4.45	Strongly Agree
8. I always check the date of the review before trusting it.	4.10	Agree
9. If a product has no new reviews for a long time, I hesitate to buy it.	4.18	Agree
10. If a product has recent negative reviews, I hesitate to buy it.	4.46	Strongly Agree
Overall	4.19	Agree

Legend: 4.21 – 5.00 – Strongly Agree; 3.41 - 4.20– Agree; 2.61 – 3.40– Slightly Agree; 1.81 – 2.60- Slightly Disagree; 1.00 - 1.80– Disagree

In terms of timeliness, the weighted mean from the respondents was 4.19 (Agree), indicating that it was important but at the same time their feedback had some inconsistencies. The statement "If a product receives recent bad comments, I don't want to buy it" received a score of 4.46, which was the highest rating among all, thus showing that the latest negative reviews had a major impact on making the consumers think twice before buying the product. The participants also gave a strong agreement to the statement "Reviews with frequent updates appear more reliable," which was assigned a weighted mean of 4.45. The item "Timely reviews and ratings on Shopee make me think to buy" received a weighted mean of 4.31, with a verbal interpretation of "Strongly Agree." Furthermore, participants noted that products with new reviews appear more credible, supported by a mean of 4.27. Nonetheless, there was a slight drop in the agreement level for certain items. The statement "No new reviews for a long time makes me not buy" received a mean score of 4.18, while "The timeliness of reviews on Shopee has an important impact on my buying decision" got 4.16, both categorized as "Agree." "I always check the date of the review" received 4.10, and "I prefer more recent reviews to older ones when selecting a product" got 4.08, also classified as "Agree." The ratings of the statements "Old reviews influence my purchase" (3.94)

and "Older reviews would not be comparable to the existing standard of a product" (3.93) were the lowest, and both were considered "Agree" statements. These findings imply that the review time is essential, but the consumers might still find the older reviews trustworthy if they are pertinent. The high rating on "If a product receives recent bad comments, I don't want to buy it" (4.69) is in agreement with Park and Lee (2020), who discovered that lately negative reviews usually cause consumers to mistrust the product quality and avoid buying it.

Table 4 Respondents' Level of Agreement on Online Reviews and Ratings on Shopee in terms of Central Factors

CENTRAL FACTORS	Overall Weighted Mean	Verbal Interpretation
Accuracy	4.37	Strongly Agree
Completeness	4.4	Strongly Agree
Timeliness	4.19	Agree
TOTAL	4.32	Strongly Agree

Legend: 4.21 – 5.00 – Strongly Agree; 3.41 - 4.20– Agree; 2.61 – 3.40– Slightly Agree; 1.81 – 2.60- Slightly Disagree; 1.00 - 1.80– Disagree

Table 4 presents the respondents' opinions about the Shopee online reviews regarding accuracy, completeness, and timeliness. The mean score of 4.32 overall shows that the consumers are very much in favor of the reliable, detailed, and up-to-date reviews when deciding what to buy. Accuracy got a weighted average of 4.37, completeness took first place with 4.40, while timeliness got 4.19.

Table 5 Respondents' Level of Agreement on Online Reviews and Ratings on Shopee in terms of Peripheral Factors (Review Quantity)

Peripheral Factors	Weighted Mean	Verbal Interpretation
Review Quantity		
1. I prioritize products with a high volume of positive reviews.	4.62	Strongly Agree
2. A product with high ratings on Shopee is more trustworthy.	4.63	Strongly Agree
3. If the reviews are fewer, I hesitate to consider buying the product.	4.37	Strongly Agree
4. I am more likely to trust products that have a large number of reviews.	4.41	Strongly Agree
5. A product with a high quantity of reviews signal's reliability to me.	4.36	Strongly Agree
6. I tend to trust products with more reviews over those with fewer reviews.	4.36	Strongly Agree
7. I am more likely to buy a product if it has a large number of reviews, even if some are negative.	3.86	Agree
8. A product with very few reviews makes me question its popularity or reliability.	4.14	Agree
9. The quality of reviews is more important to me than the quantity.	4.38	Strongly Agree
10. If a product has many reviews but most are negative, I will not buy it.	4.55	Strongly Agree
Overall	4.37	Strongly Agree

Legend: 4.21 – 5.00 – Strongly Agree; 3.41 - 4.20– Agree; 2.61 – 3.40– Slightly Agree; 1.81 – 2.60- Slightly Disagree; 1.00 - 1.80– Disagree

The overall weighted average of 4.37 indicates that the respondents were in strong agreement that the review quantity was very important. The mean score of 4.63 for products rated the highest on Shopee are trusted more was the main contributing factor. It was closely followed by many positive comments for the product (4.62) and the strong agreement that the respondents would not buy a product if there were numerous negative reviews about it (4.55). They were more likely to trust products that have a large number of reviews (4.41) and believed that the quality of reviews is more important than the quantity (4.38). Respondents expressed hesitation to buy products with fewer reviews (4.37) and agreed that a high quantity of reviews signals reliability (4.36). They also placed slightly more trust in products with more reviews than in the ones with fewer (4.36) and associated few reviews with a product’s unpopularity or unreliability (4.14). The statement that they are more likely to buy a product with many reviews, even if some are negative, received the lowest mean of 3.86, which was nevertheless interpreted as “Agree.”

The respondents strongly agreed that “a product with high ratings on Shopee is more trustworthy,” with one of the highest weighted means at 4.63. This suggests that quantitative ratings significantly influence perceptions of product credibility among peripheral cues such as review volume, expertise, and consistency. On platforms like Shopee, where physical inspection is not possible, customers often rely on quantifiable indicators—such as star ratings—as heuristics to make informed purchase decisions.

A high rating acts as a mental shortcut, suggesting the product has been positively evaluated by many users, thereby reducing perceived risk. This result is in line with Putri and Hadi (2021) who argued that the online customer ratings on Shopee have a positive impact on trust which then affects the purchases made. High ratings serve as signals of product quality and contribute to the formation of consumer trust—this is a major factor in the process of making the product choice. The buyers perceive the product as reliable and thus worth buying mainly because of the very high ratings even without going through all the reviews. The two studies validate that product ratings are critical in the process of consumer trust building and thus online purchase decisions.

Table 6 Respondents’ Level of Agreement on Online Reviews and Ratings on Shopee in terms of Peripheral Factors (Review Expertise)

Review Expertise	Weighted Mean	Verbal Interpretation
1. Well-structured and organized reviews show the customer’s expertise.	4.52	Strongly Agree
2. Reviews written by first-time buyers don’t get my attention.	3.56	Agree
3. Reviews from users with technical knowledge about the product are more reliable.	4.45	Strongly Agree
4. I rely more on detailed reviews written by experienced users.	4.35	Strongly Agree
5. I trust reviews on Shopee more if the reviewer demonstrates expertise or experience with the product.	4.47	Strongly Agree
6. I trust reviews written by users who have purchased multiple similar products.	4.41	Strongly Agree
7. I find reviews with professional or expert language more trustworthy.	4.18	Agree
8. A well-organized review with detailed formatting appears more credible to me.	4.38	Strongly Agree
9. I prefer reading reviews from users who provide insights into the product.	4.51	Strongly Agree
10. Reviews from customers with a verified purchase are more reliable to me.	4.50	Strongly Agree
Overall	4.33	Strongly Agree

Legend: 4.21 – 5.00 – Strongly Agree; 3.41 - 4.20– Agree; 2.61 – 3.40– Slightly Agree; 1.81 – 2.60- Slightly Disagree; 1.00 - 1.80– Disagree

The overall weighted mean of 4.33 indicates that the respondents were in strong agreement concerning the necessity of the reviewer’s expertise that would influence their purchase decisions. The mean score of 4.52 indicates that the customer expertise is best shown through reviews that are well-structured and organized. The respondents, meanwhile, preferred reviews giving insights into the product with a mean of 4.51 and from verified customers with a mean of 4.50. They put their trust in reviews that show expertise or experience, which earned a mean of 4.47, and the ones written by technically knowledgeable users that got a mean of 4.45. Reviews from users who had similar product experience besides showing their use clearly earned 4.41, and the reviews that were detailed with experienced users got 4.35. Well-organized review with detailed formatting got a mean of 4.38 “Strongly Agree” while professional or expert language won the trust of the audience with a score of 4.18, while the reviews from first-time buyers got the lowest mean score of 3.56.

These findings are in line with the study of Nayeem and Rafiei (2023), which states that reviewer expertise and detailed review history are the two most important factors affecting credibility and influence on buying decisions.

Table 7 Respondents’ Level of Agreement on Online Reviews and Ratings on Shopee in terms of Peripheral Factors (Consistency)

Consistency	Weighted Mean	Verbal Interpretation
1. Ratings on Shopee are consistent with the detailed reviews provided by customers.	4.17	Agree
2. Written reviews on Shopee differ from the video or photo that a reviewer uploaded.	3.91	Agree
3. There are a number of overlaps among different online reviews about products on Shopee.	4.13	Agree
4. I am more likely to trust a product with consistent positive reviews.	4.52	Strongly Agree
5. Products with mixed or contradictory reviews make me hesitant to buy.	4.34	Strongly Agree
6. If reviews for a product are inconsistent, I usually look for more opinions before making a purchase.	4.51	Strongly Agree
7. If most reviews for a product agree on certain strengths and weaknesses, I find them more reliable.	4.39	Strongly Agree
8. If many reviews mention the same issue, I believe it to be a real problem.	4.52	Strongly Agree
9. I trust a product more if its positive reviews consistently mention the same benefits.	4.58	Strongly Agree
10. Inconsistent reviews decrease my interest in purchasing the product.	4.44	Strongly Agree
Overall	4.35	Strongly Agree

Legend: 4.21 – 5.00 – Strongly Agree; 3.41 - 4.20– Agree; 2.61 – 3.40– Slightly Agree; 1.81 – 2.60- Slightly Disagree; 1.00 - 1.80– Disagree

Concerning consistency, it was given a total average weighted score of 4.35, which is verbally interpreted as "Strongly Agree." The highest level of agreement was in the statement that consistent reviews pointing out the same advantages increase faith in the product, scoring a total weight of 4.58. The participants also strongly indicated that if many reviews talk about the same problem, the problem is probably there, and the agreement of positive reviews raises people's trust in the product, both getting a mean of 4.52. Furthermore, when reviews were inconsistent or contradictory, the respondents indicated that they would probably look for more reviews before deciding to buy, as shown by a mean score of 4.51. Trust was at its highest point at (4.44), when several reviews presented the same strengths and weaknesses in different ways but still agreed on the fundamental issue; conversely, trust was lowered by conflicting or contradictory reviews at (4.39). Mixed reviews acted as a barrier, getting a mean of 4.34, meaning that respondents consider consistency a significant reliability indicator. They

have also agreed (4.17) that usually there is a correspondence between star ratings and written comments, even though they were slightly less convinced that reviews are similar across different users (4.13) or that pictures always correspond to the written content, which received the lowest score of 3.91 (Agree).

The findings of this research are similar to the ones reported by Husain et al. (2023), who discovered that the presence of review content consistency and the rating being in line significantly sway the consumers' trust and purchase decisions. Through their investigation on Amazon reviews, they noticed that customers consider reviews in which the sentiment and rating match to be more trustworthy since such consistency really helps to clear up the confusion created by conflicting information. Likewise, the current research provides evidence that when reviews continuously mention the same positive features—like product performance, durability, or functionality—trust in the product among the respondents is raised. Apart from that, consistent reviews also increase the perceived credibility of not only the reviewer but also the platform. In the end, the results of the study indicate that the reviews which are consistent, coherent, and repetitive cause the consumers to feel less uncertain, and they even may trust the sellers more since such practices have the transparency effect—an issue in the online shopping environments where the physical evaluation of the products is not possible.

Table 8 Summary of Respondents’ Level of Agreement on Online Reviews and Ratings on Shopee in terms of Peripheral Factors

PERIPHERAL FACTORS	Overall Weighted Mean	Verbal Interpretation
Review Quantity	4.37	Strongly Agree
Review Expertise	4.33	Strongly Agree
Consistency	4.35	Strongly Agree
TOTAL	4.35	Strongly Agree

Legend: 4.21 – 5.00 – Strongly Agree; 3.41 - 4.20– Agree; 2.61 – 3.40– Slightly Agree; 1.81 – 2.60- Slightly Disagree; 1.00 - 1.80– Disagree

Table 8 indicates the respondents' level of agreement on the online ratings and reviews on Shopee in terms of Peripheral Factors, which received higher scores than Central Factors, with a total weighted mean of 4.35, verbally interpreted as "Strongly Agree." The highest rating among the peripheral factors was for review quantity (4.37), indicating that a higher number of reviews contributes significantly to consumer trust in the platform. This was followed by consistency (4.35), showing that users value coherent and uniform feedback across various reviews. Lastly, review expertise obtained a weighted mean of 4.33, emphasizing the importance of knowledgeable and experienced reviewers in shaping purchase intentions. These findings suggest that, in addition to the core content of reviews (Central Factors), Peripheral Factors—such as review quantity, reviewer expertise, and consistency—also play a significant role in influencing consumer behavior on Shopee.

2. Respondents’ Level of Agreement on the Impact of Online Reviews and Ratings towards Customer Purchasing Intentions

Table 9 Respondents’ Level of Agreement on the Impact of Online Reviews and Ratings towards Consumer Purchasing Intentions in terms of Attitude

Attitudes	Weighted Mean	Verbal Interpretation
1. Online reviews and ratings on Shopee positively affect my attitude towards trying new products.	4.40	Strongly Agree
2. My attitude towards a product becomes more favorable if it has consistent positive reviews on Shopee.	4.51	Strongly Agree

3. Negative reviews on Shopee strongly affect my attitude towards purchasing a product.	4.50	Strongly Agree
4. When I see mixed reviews on Shopee, it negatively impacts my attitude towards purchasing the product.	4.33	Strongly Agree
5. My attitude towards purchasing on Shopee is greatly influenced by the overall rating of the product.	4.47	Strongly Agree
6. Reading multiple reviews on Shopee helps me develop a more positive attitude towards a product.	4.49	Strongly Agree
7. Reading online reviews makes me more open to trying new products.	4.36	Strongly Agree
8. Positive reviews increase my excitement about buying a product.	4.46	Strongly Agree
9. I avoid products that have mostly neutral or unclear reviews.	4.36	Strongly Agree
10. If I read a detailed and persuasive review, I am more likely to purchase it immediately.	4.31	Strongly Agree
Overall	4.42	Strongly Agree

Legend: 4.21 – 5.00 – Strongly Agree; 3.41 - 4.20– Agree; 2.61 – 3.40– Slightly Agree; 1.81 – 2.60- Slightly Disagree; 1.00 - 1.80– Disagree

Table 9 presents the level of agreement among respondents regarding the role of online reviews and ratings in shaping consumer purchasing intention, specifically in terms of attitude. The overall weighted mean for this variable was 4.42, which falls under the "Strongly Agree" verbal interpretation. Respondents showed the highest level of agreement (4.51) with the statement, "Online reviews and ratings on Shopee have a positive influence on my attitude to experiment with new products." This was closely followed by "Unfavorable reviews on Shopee highly influence my attitude towards buying a product" (4.50) and "Reading multiple reviews on Shopee makes me have a more favorable attitude towards a product" (4.49). Respondents also strongly agreed that product ratings and reviews significantly affect their attitude toward buying on Shopee, as seen in the mean score of 4.47. Similarly, positive reviews increase their excitement and interest in purchasing a product (4.46). Additionally, respondents agreed that online reviews and ratings influence their intent to try new products (4.40), and that online reviews make them more willing to try new products (4.36).

Regarding avoidance behavior, the respondents agreed (4.36) that they avoid products with predominantly neutral or ambiguous reviews, and that mixed reviews negatively impact their buying behavior (4.33). Furthermore, the statement "If I read a thorough and compelling review, I am likely to purchase the product immediately" also received strong agreement (4.31).

The statement that received the highest weighted mean (4.51)—"My attitude toward a product improves if it has good and consistent reviews on Shopee"—emphasizes the importance of review consistency in forming customer attitudes. Consistency helps create positive impressions and strengthens buying intentions. This finding is supported by the recent study of Ahn and Lee (2024), titled "The Impact of Online Reviews on Consumers' Purchase Intentions: Examining the Social Influence of Online Reviews, Group Similarity, and Self-Construal", published in the Journal of Theoretical and Applied Electronic Commerce Research. Their research concluded that "consumers with an independent self-construal exhibit a stronger positive purchase intention when the online review rating is high, independent of group similarity." The authors argued that positive and consistent reviews reduce uncertainty, boost credibility, and help form stable expectations regarding a product's performance and value. Thus, this study reinforces the notion that consistent favorable reviews not only shape positive attitudes but also serve a strategic function, enabling consumers to make informed choices in competitive e-commerce platforms like Shopee. For sellers, maintaining review consistency is crucial for establishing credibility and increasing purchase conversions through online review systems.

Table 10 Respondents’ Level of Agreement on the Impact of Online Reviews and Ratings towards Customer Purchasing Intentions in terms of Subjective Norms

Subjective Norms	Weighted Mean	Verbal Interpretation
1. My purchasing intention is influenced by the reviews from my friends and family.	4.05	Agree
2. People around me believe that it is better to look for comments or feedback.	4.38	Strongly Agree
3. My friends would think that I should not rely on the information online.	3.81	Agree
4. My family suggests that I should consider reviews and ratings before I purchase something.	4.33	Strongly Agree
5. I consider what others are saying in reviews when making a purchase.	4.39	Strongly Agree
6. I consider product ratings more seriously if people I know have recommended the product.	4.48	Strongly Agree
7. I feel more confident in my purchase when others in my social circle have bought the product.	4.42	Strongly Agree
8. I am influenced by trending products with high reviews.	4.04	Agree
9. The popularity of a product based on my peers influences my purchase intention.	4.05	Agree
10. Negative reviews from people I trust discourage me from buying a product.	4.42	Strongly Agree
Overall	4.24	Strongly Agree

Legend: 4.21 – 5.00 – Strongly Agree; 3.41 - 4.20– Agree; 2.61 – 3.40– Slightly Agree; 1.81 – 2.60- Slightly Disagree; 1.00 - 1.80– Disagree

Table 10 presents the respondents’ degree of agreement regarding the effect of online reviews and ratings on purchasing intentions in the form of subjective norms—that is, the influence of others’ opinions and behaviors. The overall weighted mean was 4.24, which corresponds to a "Strongly Agree" interpretation. The highest-rated statement was, "I take product ratings more seriously if individuals I know recommend the product," with a weighted mean of 4.48, indicating that word-of-mouth endorsements from familiar individuals are highly credible. Respondents also strongly agreed with the statement, "Negative feedback from people I trust discourages me from buying a product" (4.42), reflecting that trusted social networks significantly impact purchase hesitation.

Similarly, the statement, "I feel more confident about my purchase when other people within my social network have purchased the product," also received a weighted mean of 4.42, suggesting that peer purchasing behavior boosts consumer confidence. The respondents likewise strongly agreed with the statement, "I consider what other people say in reviews when making a purchase" (4.39), which indicates that consumers highly value peer opinions in online comments when deciding whether to buy. The statement, "I prefer to search for comments or feedback when buying products," yielded a weighted mean of 4.38, further reinforcing that the social context encourages consumers to seek reviews before making purchase decisions. Respondents also strongly agreed (4.33) with the statement, "My family advises that I should look at reviews and ratings before buying," showing the influence of familial guidance on online shopping behavior. The statements, "My family members' and my own reviews motivate my buying intention" and "The popularity of a product among my peers matters to my buying intention," received slightly lower means of 4.05, interpreted as "Agree", indicating a moderate but notable influence of family and peer popularity on purchase decisions.

Respondents also agreed (4.04) that popular products with positive reviews influence their buying choices. The lowest rating was given to the statement, "My friends would think I shouldn't rely too much on online information" (3.81, Agree), suggesting that while some respondents recognized the importance of caution when trusting online information, skepticism was not dominant. The statement, "I take product ratings more seriously

if friends I know recommend the product," which received the highest mean of 4.48, aligns with the findings of Kim and Park (2021), who concluded that consumers tend to trust product ratings more when endorsed by friends or relatives. This result reinforces the powerful role of social influence in enhancing the credibility of online ratings and improving consumers' confidence in purchase decisions.

Table 11 Respondents' Level of Agreement on the Impact of Online Reviews and Ratings towards Customer Purchasing Intentions in terms of Perceived Behavioral Control

Perceived Behavioral Control	Weighted Mean	Verbal Interpretation
1. I would be able to use reviews and ratings for my shopping decisions.	4.50	Strongly Agree
2. I believe my interest in online shopping will increase because of online reviews and ratings.	4.43	Strongly Agree
3. I recommend others consider reviews and ratings before making a purchase.	4.49	Strongly Agree
4. I feel confident in making a purchase based on online reviews.	4.25	Strongly Agree
5. I rely on online reviews to help me assess whether I can afford or manage a product.	4.36	Strongly Agree
6. Shopee reviews give me a sense of control over my purchasing choices.	4.36	Strongly Agree
7. Online reviews help me feel more in control of my purchasing decisions.	4.43	Strongly Agree
8. I feel more confident buying expensive products if they have strong positive reviews.	4.44	Strongly Agree
9. Online reviews help me avoid making bad purchase decisions.	4.51	Strongly Agree
10. Reviews that discuss return policies or warranties make me feel safer when purchasing.	4.52	Strongly Agree
Overall	4.43	Strongly Agree

Legend: 4.21 – 5.00 – Strongly Agree; 3.41 - 4.20– Agree; 2.61 – 3.40– Slightly Agree; 1.81 – 2.60- Slightly Disagree; 1.00 - 1.80– Disagree

Table 11 presents the respondents' degree of agreement with online reviews and ratings in relation to perceived behavioural control in the context of customer buying intentions. The overall weighted mean was 4.43, with a verbal interpretation of "Strongly Agree," indicating that respondents felt significantly more in control when shopping online due to online reviews and ratings. The statement, "Reviews that discuss return policies or warranties make me feel safer when purchasing," received the highest weighted mean of 4.52, showing that reviews containing policy details reduce perceived risk and increase consumer security during purchase decisions. The statement, "Online reviews help me avoid making bad purchase decisions," was closely followed by a weighted mean of 4.51, reinforcing the idea that consumers view online reviews as a tool for risk mitigation. The item, "I would be able to use reviews and ratings for my shopping decision," scored a 4.50, suggesting a strong consensus that reviews and ratings are actively used to guide online purchasing behaviour. Respondents also strongly agreed with the statement, "I recommend others to consider reviews and ratings before making a purchase," with a mean of 4.49, indicating that not only do they rely on reviews themselves, but they also encourage others to do so, reflecting the influence and trustworthiness attributed to peer-generated content. The statement, "I feel more confident buying expensive products if they have strong positive reviews," received a 4.44 mean score, showing that positive online reviews play a critical role in justifying high-cost purchases. Similarly, "I think my interest in online shopping will grow due to online reviews and ratings" (4.43) and "Online reviews make me feel more confident with my buying decisions" (4.43) underscore how online feedback enhances purchase confidence and stimulates buying behaviour. Respondents also agreed with the statement, "I

make choices based on online reviews in order to determine if I can afford or sustain a product," which earned a mean of 4.36, highlighting that budget considerations and product sustainability are also influenced by online reviews. The item, "Shopee reviews make me feel in control of my purchasing decisions," also received a mean of 4.36, indicating that review content contributes to a sense of autonomy and empowerment in decision-making. The lowest-scoring item, although still high, was "I feel confident in making a purchase based on online reviews", with a weighted mean of 4.25, which also falls under "Strongly Agree." This shows that while all statements received high levels of agreement, some slight variability exists in the perceived reliability or personal confidence derived from online reviews.

The statement that got the highest weighted mean of 4.52, showing that reviews containing policy details reduce perceived risk and increase consumer security during purchase decisions aligns with Huang and Wang (2021), who found that online reviews mentioning return policies or warranties enhance customer confidence and alleviate concerns about potential purchase issues.

Table 12 Summary of Respondents' Level of Agreement on Online Reviews and Ratings on Shopee in terms of Attitude, Subjective Norms, and Perceived Behavioral Control

Theory of Planned Behavior	Overall Weighted Mean	Verbal Interpretation
Attitude	4.42	Strongly Agree
Subjective Norms	4.24	Strongly Agree
Perceived Behavioral Control	4.43	Strongly Agree
TOTAL	4.36	Strongly Agree

Legend: 4.21 – 5.00 – Strongly Agree; 3.41 - 4.20– Agree; 2.61 – 3.40– Slightly Agree; 1.81 – 2.60- Slightly Disagree; 1.00 - 1.80– Disagree

The results indicate that respondents strongly agree with all components of the Theory of Planned Behavior, with a total mean of 4.36. They have a positive attitude (4.42), feel social influence (4.24), and believe they have control over the behavior (4.43), suggesting a firm intention to perform the behavior.

3. Significant Relationship between Respondents' Level of Agreement on Online Reviews and Ratings and its Impact on Customer Purchasing Intentions

Table 13 Spearman's rho on the Significant Relationship between Respondents' Level of Agreement on Online Reviews and Ratings and its Impact on Customer Purchasing Intentions (Central Factors)

CENTRAL FACTORS	Online Reviews and Rating			
	Spearman's rho	p-value	DECISION	CONCLUSION
Attitudes	0.63	<.001	Reject Ho	Significant
Subjective Norms	0.673	<.001	Reject Ho	Significant
Perceived Behavioral Control	0.662	<.001	Reject Ho	Significant

Legend: Accept Ho if p-value > 0.05 = Not Significant; Reject Ho if p-value ≤ 0.05 = Significant

The results presented in Table 13 revealed a statistically significant relationship between respondents' level of agreement with online reviews and ratings and their purchasing intentions. Using Spearman's rho, the analysis indicated that attitude had a correlation coefficient of 0.630, subjective norms had 0.673, and perceived behavioral control had 0.662, all with a p-value less than .001.

Since all the p-values were below the 0.05 significance level, the null hypothesis was rejected, indicating a significant positive relationship between online reviews and each of the three behavioral intention components. These findings suggest that as agreement with online reviews and ratings increases, so does the likelihood of favorable attitudes, stronger subjective norms, and higher perceived behavioral control, all of which contribute to consumers' purchasing intentions on Shopee.

Table 14 Spearman’s rho on the Significant Relationship between Respondents’ Level of Agreement on Online Reviews and Ratings and its Impact on Customer Purchasing Intentions (Peripheral Factors)

PERIPHERAL FACTORS	Spearman’s rho	Online Reviews and Ratings		
		p-value	DECISION	CONCLUSION
Attitudes	0.635	<.001	Reject Ho	Significant
Subjective Norms	0.697	<.001	Reject Ho	Significant
Perceived Behavioral Control	0.698	<.001	Reject Ho	Significant

Legend: Accept Ho if p-value > 0.05 = Not Significant; Reject Ho if p-value ≤ 0.05 = Significant

The results in Table 14 showed that online reviews and ratings on Shopee also had a substantial impact on the peripheral factors influencing customers' purchasing intention. Based on Spearman’s rho, the correlation coefficients were $\rho = 0.635$ for attitude, $\rho = 0.697$ for subjective norms, and $\rho = 0.698$ for perceived behavioral control. All values were associated with p-values less than .001, indicating a strong and statistically significant positive correlation.

These findings provided strong evidence against the null hypothesis and confirmed a considerable relationship between online reviews and the peripheral factors that shape consumer behavior. This meant that consumers who held positive attitudes toward online reviews, were influenced by social norms, and felt confident in using reviews as part of their decision-making process, were more likely to be influenced in their purchasing intentions on Shopee.

SUMMARY OF FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

This chapter presented the summary, conclusions, and recommendations based on the data presented, analyzed, and interpreted in the previous chapter.

Summary of Findings

Based on the previous chapter, the following summary was drawn from the analysis and interpretation of the presented data:

1. The respondents’ level of agreement on the impact of online reviews and ratings on Shopee in terms of central factors had an overall weighted mean of 4.32, while the peripheral factors received a slightly higher score of 4.35, suggesting that both the content (message) and presentation (form) of reviews are strong drivers of consumer trust and purchasing decisions.
2. The respondents’ level of agreement on the impact of online reviews and ratings on Shopee toward customer purchasing intention had an overall weighted mean of 4.36, indicating a high level of agreement that online reviews and ratings influence purchase decisions.
3. A significant relationship was found between the respondents’ level of agreement on the impact of online reviews and ratings on Shopee and customer purchasing intention, in terms of both central and peripheral factors. For central factors, the correlations were: Attitude ($\rho = 0.630$, $p < .001$), Subjective Norms ($\rho = 0.673$, $p < .001$), and Perceived Behavioral Control ($\rho = 0.662$, $p < .001$). For peripheral factors, the correlations were: Attitude ($\rho = 0.635$, $p < .001$), Subjective Norms ($\rho = 0.697$, $p < .001$), and Perceived Behavioral Control ($\rho = 0.698$, $p < .001$). These results reflected high and statistically significant correlations, confirming that both central and peripheral review characteristics influenced the behavioral components related to purchasing intention.

Conclusions

1. Respondents strongly agreed that central factors (accuracy, completeness, and timeliness) as well as peripheral factors (review quantity, reviewer credibility, and consistency) of Shopee's online reviews and

ratings significantly impacted their purchasing intentions by promoting trust, confidence, and perceived product reliability.

2. Respondents strongly agreed that online ratings and reviews had a notable impact on their purchasing decisions by influencing their attitudes, being affected by social influence from others (subjective norms), and increasing their confidence and sense of control in making purchases (perceived behavioral control).
3. The researchers rejected the null hypothesis, establishing that a significant relationship existed between the respondents' agreement with online reviews and ratings and their purchasing intentions, as determined by central and peripheral factors, including attitudes, subjective norms, and perceived behavioral control.

Recommendations

Based on the findings and conclusions of the study entitled "Impact of Online Reviews and Ratings on Shopee on the Purchasing Intention of Customers in Cabiao, Nueva Ecija", the following recommendations are made:

1. Business owners can enhance customer trust and purchasing confidence by integrating customer feedback directly into the product display page through a "Customer Review Wall" and a "Top 5 Questions from Reviews" feature. The Review Wall, displayed among product images, may showcase a visually appealing collage of authentic review quotes and user-uploaded photos, ensuring accessibility even to customers who do not open the review tab. The Top 5 Questions section can summarize frequently mentioned concerns or insights from previous reviews, accompanied by clear and concise responses from the seller. This approach not only boosts transparency and trust but also demonstrates seller responsiveness, which can significantly improve purchasing intention.
2. Buyers may adopt a "trusted filter pattern" when reviewing products, prioritizing those with consistently positive feedback from multiple users, especially when supported by personal recommendations from known individuals. To enhance decision-making safety, buyers should also assign greater importance to reviews that mention return policies or warranties. This layered approach—emphasizing consistency, personal endorsement, and safety—can effectively reduce perceived risk and increase customer satisfaction.
3. Future studies may explore how different formats of online feedback—such as written reviews, customer-uploaded photos, product demonstration videos, or live-stream presentations—affect consumer trust and purchasing behavior. Researchers can also examine which format provides the highest perceived credibility, emotional engagement, and informational value, depending on the product category. For example, videos may better illustrate product functionality, while images may be more effective in showing aesthetics or quality. Additionally, researchers may conduct comparative studies across different e-commerce platforms or geographic locations to identify cultural or market-based differences in how online feedback influences purchasing behavior. This insight would enable sellers, marketers, and platform designers to optimize review presentation for specific consumer segments.

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APPENDIX 1

Questionnaire

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	<p style="text-align: center;">Appendix 1</p> <p style="text-align: center;">QUESTIONNAIRE</p> <p>Dear Respondent,</p> <p>We are marketing students of Polytechnic University of the Philippines, Cabiao Campus. We are working on a research on the "Impact of online reviews and ratings on Shopee to the purchasing intention of customers in Cabiao, Nueva Ecija". May we request to kindly answer the questions in this survey questionnaire. The information you provide will enable the researchers to attain the purpose of the study. Thank you for your cooperation.</p> <p style="text-align: right;"> Researchers, Agustin, Mico G. Hipolito, John Kenneth M. Justo, Janna Crista A. Manalili, Janine S. Pelicano, Frances Nicole V. </p> <p>Noted by:</p> <p><u>Mr. Erwin M. Matunan</u> Adviser</p>	

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Direction : This part is intended for *data gathering purposes* only and does not actually part of the survey. Please answer the following questions carefully and put a check mark on the box of your answer.

Name (Optional): _____ **Age:** _____

1. Do you have an access to any gadgets (cellphone, laptop, tablet etc.)?

Yes No

If yes, proceed to the next question. If no, do not.

2. Do you have experienced purchasing products on Shopee at least once in the last three months?

Yes No

If yes, proceed to the next question. If no, do not.

If you answer yes to all of the questions mentioned above, you may now proceed to the following questions below, thank you.

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Part 1: This part is necessary to determine the respondents level of agreement on online reviews and ratings on Shopee.

Direction: Please respond to the following questions by placing a check mark (✓) in the answer box that corresponds to your response.

- | |
|-----------------------|
| 5 - Strongly Agree |
| 4 - Agree |
| 3- Slightly Agree |
| 2 - Disagree |
| 1 - Strongly Disagree |

CENTRAL FACTORS	5	4	3	2	1
A. Accuracy					
1. The reviews on Shopee accurately reflect the quality of the products. <i>Ang mga pagsusuri sa Shopee ay tumpak na nagpapakita ng kalidad ng mga produkto.</i>					
2. Online reviews on Shopee are thoroughly written . <i>Ang mga online na review sa Shopee ay lubusang isinulat ng tama.</i>					
3. I often find differences between the product descriptions and the reviews on Shopee. <i>Madalas akong makakita ng mga pagkakaiba sa pagitan ng mga deskripsyon ng produkto at mga review sa Shopee.</i>					
4. The more accurate the review towards the product details on Shopee, the more likely I am to purchase the product. <i>Mas malaki ang posibilidad na bilhin ko ang produkto kapag nagtutugma ang review sa mga detalye ng produkto na nakalagay sa Shopee.</i>					

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	<p>5. I often check online reviews to ensure the information is accurate before making a purchase.</p> <p><i>Madalas kong tignan ang mga online na review para siguraduhing tumpak ang impormasyon bago gumawa ng pagbili.</i></p>							
	<p>6. When reviews seem inaccurate from product description, it affects my intention in buying.</p> <p><i>Kapag mukhang hindi tumpak ang mga review kumpara sa deskripsyon ng produkto, naapektuhan ang aking intensyon na bumili.</i></p>							
	<p>7. Reviews that contain incorrect information affect my trust in the product.</p> <p><i>Ang mga review na may maling impormasyon ay nakakaapekto sa tiwala ko sa produkto.</i></p>							
	<p>8. I tend to disregard reviews that contain vague or unclear descriptions.</p> <p><i>Hindi ko gaanong pinapansin ang mga review na hindi malinaw o kulang sa detalye.</i></p>							
	<p>9. If a product has multiple inaccurate reviews, I hesitate to purchase it.</p> <p><i>Kung maraming hindi tamang impormasyon sa mga review, nagdadalawang-isip akong bilhin ang produkto.</i></p>							
	<p>10. A product review is more credible when it includes specific examples of product performance.</p> <p><i>Ang isang review ay mas kapani-paniwala kapag may tiyak na halimbawa ng pagganap ng produkto.</i></p>							
	B. Completeness							
	<p>1. Online reviews on Shopee contain all the information needed about the product.</p> <p><i>Ang mga online na review sa Shopee ay naglalaman ng lahat ng impormasyong kailangan tungkol sa produkto.</i></p>							
	<p>2. I prefer reviews that describe all aspects of a product, such as features, benefits and drawbacks.</p> <p><i>Mas gusto ko ang mga review na naglalarawan ng lahat ng aspeto ng produkto, tulad ng benepisyo, at mga kakulangan nito.</i></p>							

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<p>3. A review that lacks sufficient information makes me less likely to buy a product.</p> <p><i>Ang review na kulang sa sapat na impormasyon ay nagpapababa ng posibilidad na bilhin ko ang produkto.</i></p>		
<p>4. I find incomplete reviews unhelpful when considering a product.</p> <p><i>Hindi nakakatulong ang mga hindi kumpletong review kapag nag-iisip akong bumili ng produkto.</i></p>		
<p>5. I trust reviews more when they provide a full description of the product existence.</p> <p><i>Mas pinagkakatiwalaan ko ang mga review kapag nagbibigay sila ng kumpletong deskripsyon tungkol sa produkto.</i></p>		
<p>6. I find reviews with step-by-step usage explanations more helpful.</p> <p><i>Mas kapaki-pakinabang para sa akin ang mga review na may pagkakasunod-sunod na paliwanag sa paggamit ng produkto.</i></p>		
<p>7. If a review does not mention key product details, I hesitate to buy it.</p> <p><i>Kung hindi nabanggit sa review ang mahahalagang detalye ng produkto, nag-aalangan akong bilhin ito.</i></p>		
<p>8. I prefer reviews that provide a detailed breakdown rather than just an opinion.</p> <p><i>Mas gusto ko ang mga review na may detalyadong paliwanag kaysa sa isang simpleng opinyon lamang.</i></p>		
<p>9. Reviews that provide additional tips or suggestions about the product are more useful to me.</p> <p><i>Mas kapaki-pakinabang ang mga review na nagbibigay ng karagdagang payo o mungkahi tungkol sa paggamit ng produkto.</i></p>		
<p>10. Lack of information in a review decreases my interest in the product.</p> <p><i>Kung kulang sa impormasyon ang isang review, nababawasan ang interes ko sa pagbili ng produkto.</i></p>		

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C. Timeliness

1. Timely reviews and ratings on Shopee influence my purchase intention.

Ang mga napapanahong review at rating sa Shopee ay may epekto sa aking intensyon na bumili.

2. I consider products with recent reviews as more reliable.

Itinuturing ko na mas maaasahan ang mga produkto na may kamakailang review.

3. Outdated reviews on Shopee affects my intention in buying products.

Ang mga lumang review sa Shopee ay nakakaapekto sa aking intensyon na bumili ng mga produkto.

4. I prioritize recent reviews over older ones when choosing a product.

Binibigyan ko ng higit na prayoridad ang mga kamakailang review kaysa sa mga luma kapag pumipili ng produkto.

5. The timeliness of reviews on Shopee plays a significant role in my purchasing decision.

Ang pagiging napapanahon ng mga review sa Shopee ay may malaking epekto sa aking desisyon sa pagbili.

6. I believe that older reviews may not similar to the current quality of a product.

Naniniwala ako na ang mga lumang review ay maaaring hindi na katulad sa kasalukuyang kalidad ng produkto.

7. Frequent updates in product reviews indicate better reliability.

Ang madalas na pag-update ng mga review ay isang indikasyon ng pagiging maaasahan ng produkto.

8. I always check the date of the review before trusting it.

Palagi kong tinitingnan ang petsa ng review bago ito paniwalaan.

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<p>9. If a product has no new reviews for a long time, I hesitate to buy it.</p> <p style="text-align: center;"><i>Kapag matagal nang walang bagong review ang isang produkto, nagdadalawang-isip akong bilhin ito.</i></p>		
<p>10. If a product has recent negative reviews, I hesitate to buy it.</p> <p style="text-align: center;"><i>Kung may bagong negatibong review ang isang produkto, nagdadalawang-isip akong bilhin ito.</i></p>		
PERIPHERAL FACTORS		
A. Review Quantity		
<p>1. I prioritize products with a high volume of positive reviews.</p> <p style="text-align: center;"><i>Binibigyan ko ng higit na prayoridad ang mga produktong may mataas na bilang ng mga positibong review.</i></p>		
<p>2. A product with high ratings on Shopee is more trustworthy.</p> <p style="text-align: center;"><i>Ang isang produkto na may mataas na rating sa Shopee ay mas maaasahan.</i></p>		
<p>3. If the reviews are fewer, I hesitate to consider buying the product.</p> <p style="text-align: center;"><i>Kapag kakaunti ang mga review, nagdadalawang-isip akong isaalang-alang ang pagbili ng produkto.</i></p>		
<p>4. I am more likely to trust products that have a large number of reviews.</p> <p style="text-align: center;"><i>Mas malaki ang posibilidad na pagkatiwalaan ko ang mga produktong may maraming review.</i></p>		
<p>5. A product with a high quantity of reviews signals reliability to me.</p> <p style="text-align: center;"><i>Ang isang produkto na may mataas na bilang ng review ay nagpapakita ng pagiging maaasahan para sa akin.</i></p>		
<p>6. I tend to trust products with more reviews over those with fewer reviews.</p> <p style="text-align: center;"><i>Mas pinagkakatiwalaan ko ang mga produkto na may mas maraming review kaysa sa mga may kakaunting review.</i></p>		

Continuation of Appendix 1

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<p>7. I am more likely to buy a product if it has a large number of reviews, even if some are negative.</p> <p><i>Mas malaki ang posibilidad na bilhin ko ang isang produkto kung marami itong review, kahit na may ilang negatibo.</i></p>					
<p>8. A product with very few reviews makes me question its popularity or reliability.</p> <p><i>Kung kakaunti ang review ng isang produkto, iniisip ko kung ito ba ay sikat o maaasahan.</i></p>					
<p>9. The quality of reviews is more important to me than the quantity.</p> <p><i>Mas mahalaga sa akin ang kalidad ng review kaysa sa dami nito.</i></p>					
<p>10. If a product has many reviews but most are negative, I will not buy it.</p> <p><i>Kung maraming review ang isang produkto pero karamihan ay negatibo, hindi ko ito bibilhin.</i></p>					
B. Review Expertise					
<p>1. Well-structured and organized reviews show the customer's expertise.</p> <p><i>Ang isang malinaw at organisadong review ay nagpapakita ng kaalaman ng customer tungkol sa produkto.</i></p>					
<p>2. Reviews written by first time buyer don't get my attention.</p> <p><i>Hindi ko gaanong binibigyan ng pansin ang mga review na isinulat ng mga first-time na bumibili.</i></p>					
<p>3. Reviews from users with technical knowledge about the product are more reliable.</p> <p><i>Mas maaasahan ang mga review mula sa mga gumagamit na may teknikal na kaalaman sa produkto.</i></p>					
<p>4. I rely more on detailed reviews written by experienced users.</p> <p><i>Mas umaasa ako sa mga detalyadong review na isinulat ng mga palaging gumagamit sa produkto.</i></p>					


Continuation of Appendix 1

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<p>5. I trust reviews on Shopee more if the reviewer demonstrates expertise or experience with the product.</p> <p style="text-align: center;"><i>Mas pinapagkakatiwalaan ko ang mga review sa Shopee kung ang reviewer ay nagpapakita ng kaalaman o karanasan sa produkto.</i></p>						
<p>6. I trust reviews written by users who have purchased multiple similar products.</p> <p style="text-align: center;"><i>Mas pinagkakatiwalaan ko ang mga review na isinulat ng mga mamimili na bumili na ng maraming katulad na produkto.</i></p>						
<p>7. I find reviews with professional or expert language more trustworthy.</p> <p style="text-align: center;"><i>Mas pinagkakatiwalaan ko ang mga review na gumagamit ng propesyonal o ekspertong lengguwahe.</i></p>						
<p>8. A well-organized review with detailed formatting appears more credible to me.</p> <p style="text-align: center;"><i>Ang isang maayos na nakasulat na review na may malinaw na estruktura ay mas kapani-paniwala para sa akin.</i></p>						
<p>9. I prefer reading reviews from users who provide insights into the product.</p> <p style="text-align: center;"><i>Mas gusto kong basahin ang mga review mula sa mga may kaalaman tungkol sa produkto.</i></p>						
<p>10. Reviews from customers with a verified purchase are more reliable to me.</p> <p style="text-align: center;"><i>Para sa akin, mas maaasahan ang mga review mula sa mga kumpirmadong mamimili.</i></p>						
C. Consistency						
<p>1. Ratings on Shopee are consistent with the detailed reviews provided by customers.</p> <p style="text-align: center;"><i>Ang mga rating sa Shopee ay tumutugma sa mga detalyadong review na ibinibigay ng mga customer.</i></p>						
<p>2. Written reviews on Shopee is differ from the video or photo that a reviewer uploaded.</p> <p style="text-align: center;"><i>Ang mga nakasulat na review sa Shopee ay naiiba sa video o larawan na in-upload ng reviewer.</i></p>						

Continuation of Appendix 1

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<p>3. There are a number of overlaps among different online reviews about products on Shopee.</p> <p style="text-align: center;"><i>May mga pagkakaiba sa mga review tungkol sa mga produkto sa Shopee.</i></p>							
<p>4. I am more likely to trust a product with consistent positive reviews.</p> <p style="text-align: center;"><i>Mas malaki ang posibilidad na pagkatiwalaan ko ang isang produkto na may pare-parehong positibong review.</i></p>							
<p>5. Products with mixed or contradictory reviews make me hesitant to buy.</p> <p style="text-align: center;"><i>Ang mga produktong may halo-halo o magkasalungat na review ay nagpapagulo sa aking desisyon at nagiging sanhi ng aking pag-aalinlangan na bumili.</i></p>							
<p>6. If reviews for a product are inconsistent, I usually look for more opinions before making a purchase.</p> <p style="text-align: center;"><i>Kung ang mga review ng isang produkto ay hindi magkakatugma, madalas akong naghahanap pa ng ibang opinyon bago magdesisyon na bumili.</i></p>							
<p>7. If most reviews for a product agree on certain strengths and weaknesses, I find them more reliable.</p> <p style="text-align: center;"><i>Kung karamihan sa mga review ay may parehong pananaw tungkol sa kalakasan at kahinaan ng produkto, mas pinaniniwalaan ko ito.</i></p>							
<p>8. If many reviews mention the same issue, I believe it to be a real problem.</p> <p style="text-align: center;"><i>Kung maraming review ang nagsasabing may parehong problema ang produkto, pinaniniwalaan ko itong totoo.</i></p>							
<p>9. I trust a product more if its positive reviews consistently mention the same benefits.</p> <p style="text-align: center;"><i>Mas nagtitiwala ako sa isang produkto kung ang positibong review ay pare-pareho ang sinasabi.</i></p>							
<p>10. Inconsistent reviews decrease my interest in purchasing the product.</p> <p style="text-align: center;"><i>Kapag hindi tugma ang mga review, nababawasan ang interes ko sa pagbili ng produkto.</i></p>							

Continuation of Appendix 1

						
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<p>Part 2: This part is necessary to attain if there is an impact of online reviews and ratings on respondents purchase intention. Please respond to the following questions by placing a (✓).</p>						
A. Attitude		5	4	3	2	1
<p>1. Online reviews and ratings on Shopee positively affect my attitude towards trying new products.</p> <p style="text-align: center;"><i>Ang mga online na review at rating sa Shopee ay positibong nakakaapekto sa aking attitude sa pagtangkilik ng mga bagong produkto.</i></p>						
<p>2. My attitude towards a product becomes more favorable if it has consistent positive reviews on Shopee.</p> <p style="text-align: center;"><i>Ang aking attitude sa isang produkto ay nagiging mas paborable kung ito ay may pare-parehong positibong review sa Shopee.</i></p>						
<p>3. Negative reviews on Shopee strongly affect my attitude towards purchasing a product.</p> <p style="text-align: center;"><i>Malaki ang epekto ng mga negatibong review sa Shopee sa aking attitude sa pagbili ng isang produkto.</i></p>						
<p>4. When I see mixed reviews on Shopee, it negatively impacts my attitude towards purchasing the product.</p> <p style="text-align: center;"><i>Kapag nakikita ko ang hindi magkakaparehong review sa Shopee, negatibong naaapektuhan ang aking attitude sa pagbili ng produkto.</i></p>						
<p>5. My attitude towards purchasing on Shopee is greatly influenced by the overall rating of the product.</p> <p style="text-align: center;"><i>Malaki ang epekto ng kabuuang rating ng produkto sa aking attitude sa pamimili sa Shopee.</i></p>						
<p>6. Reading multiple reviews on Shopee helps me develop a more positive attitude towards a product.</p> <p style="text-align: center;"><i>Ang pagbabasa ng maraming review sa Shopee ay nakakatulong sa pagbuo ng mas positibong attitude ko patungkol sa isang produkto.</i></p>						

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<p>7. Reading online reviews makes me more open to trying new products. <i>Ang pagbabasa ng mga online na review ay nagpapalakas ng aking interes na subukan ang bagong produkto.</i></p> <p>8. Positive reviews increase my excitement about buying a product. <i>Ang mga positibong review ay nagpapataas ng aking pananabik na bilhin ang isang produkto.</i></p> <p>9. I avoid products that have mostly neutral or unclear reviews. <i>Iniiwasan ko ang mga produkto na may karamihang hindi malinaw na review.</i></p> <p>10. If I read a detailed and persuasive review, I am more likely to purchase it immediately. <i>Kapag nakabasa ako ng detalyado at kapanipaniwalang review, mas mabilis akong mahihikayat na bumili.</i></p> <p>B. Subjective Norms</p> <p>1. My purchasing intention are influenced by the reviews from my friends and family. <i>Naiimpluwensyahan ako ng mga review na galing sa aking mga kaibigan at pamilya.</i></p> <p>2. People around me, believe that it is better to look for comments or feedbacks. <i>Naniniwala ang mga tao sa paligid ko na mas mabuting maghanap ng mga komento o feedback bago bumili.</i></p> <p>3. My friends would think that I should not rely on the information online. <i>Sa tingin ng mga kaibigan ko, hindi ko raw dapat ganap na umasa sa impormasyon online.</i></p> <p>4. My family suggest that I should consider reviews and rating before I purchase something. <i>Sinasabi ng pamilya ko na dapat kong isaalang-alang ang mga review at rating bago ako bumili ng isang bagay.</i></p>						

Continuation of Appendix 1

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	<p>5. I consider what others are saying in reviews when making a purchase.</p> <p><i>Isinasaalang-alang ko ang sinasabi ng iba sa mga review kapag nagdedesisyon akong bumili.</i></p>						
	<p>6. I consider product ratings more seriously if people I know have recommended the product.</p> <p><i>Mas pinapahalagahan ko ang mga rating ng produkto kung inirerekomenda ito ng mga kakilala ko.</i></p>						
	<p>7. I feel more confident in my purchase when others in my social circle have bought the product.</p> <p><i>Mas kumpiyansa akong bumili ng produkto kung alam kong ginamit na ito ng iba sa aking social circle.</i></p>						
	<p>8. I am influenced by trending products with high reviews.</p> <p><i>Naiimpluwensyahan ako ng mga trending na produkto na may mataas na review.</i></p>						
	<p>9. The popularity of a product based on my peers influences my purchase intention.</p> <p><i>Ang kasikatan ng isang produkto ayon sa mga kakilala ko ay may epekto sa aking intensyon na bumili.</i></p>						
	<p>10. Negative reviews from people I trust discourage me from buying a product.</p> <p><i>Kapag ang isang taong malapit sa akin ay nagbigay ng negatibong review, nagdadalawang-isip akong bilhin ito.</i></p>						
	C. Perceived Behavioral Control						
	<p>1. I would be able to use reviews and ratings for my shopping decision.</p> <p><i>Magagamit ko ang mga review at rating sa paggawa ng desisyon sa pamimili.</i></p>						
	<p>2. I believe my interest towards online shopping will increase because of online reviews and ratings.</p> <p><i>Naniniwala akong tataas ang interes ko sa online shopping dahil sa mga online na review at rating.</i></p>						

Continuation of Appendix 1

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<p>3. I recommend others to consider reviews and ratings before making a purchase.</p> <p><i>Inirerekomenda ko sa iba na isaalang-alang ang mga review at rating bago gumawa ng pagbili.</i></p> <p>4. I feel confident in making purchase based on online reviews.</p> <p><i>Nakakaramdam ako ng kumpiyansa sa paggawa ng pagbili dahil sa mga online na review.</i></p> <p>5. I rely on online reviews to help me assess whether I can afford or manage a product.</p> <p><i>Umaasa ako sa mga online na review para matulungan akong alamin kung kaya ko bang bilhin o gamitin ang isang produkto.</i></p> <p>6. Shopee reviews give me a sense of control over my purchasing choices.</p> <p><i>Ang mga review sa Shopee ay nagbibigay ng kontrol sa aking mga desisyon sa pagbili.</i></p> <p>7. Online reviews help me feel more in control of my purchasing decisions.</p> <p><i>Mas nagiging tiwala ako sa aking desisyon sa pagbili dahil sa mga online review.</i></p> <p>8. I feel more confident buying expensive products if they have strong positive reviews.</p> <p><i>Mas madali akong bumili ng mahal na produkto kung marami itong positibong review.</i></p> <p>9. Online reviews help me avoid making bad purchase decisions.</p> <p><i>Ang pagbabasa ng review ay nakakatulong sa akin upang maiwasan ang maling pagbili ng produkto.</i></p> <p>10. Reviews that discuss return policies or warranties make me feel safer when purchasing.</p> <p><i>Ang mga review na nagbabanggit ng return policy o warranty ay nagbibigay sa akin ng kasiguraduhan sa pagbili.</i></p>	<p>Thank you for your time and cooperation!</p>	

APPENDIX 2

Certificate of Instrument Validation



Certificate of Instrument Validation

This is to certify that the research instrument of the study entitled **IMPACT OF ONLINE REVIEWS AND RATINGS ON SHOPEE TO THE PURCHASING INTENTION OF CUSTOMERS IN CABIAO, NUEVA ECIJA**, authored by Mico G. Agustin, John Kenneth M. Hipolito, Janna A. Justo, Janine S. Manalili, and Frances Nicole V. Pelicano, had undergone the process of validation.

Dina Grace T. Magnaye, Head of Academic Programs – PUP Bansud Campus, conducted this validation process. The Instrument demonstrated a high level of reliability and validity in the assessment of the researcher's variables.

This certification is issued on the 28th day of May 2025. This is also upon the request of the researchers for any research-related purposes it may serve.

Dina Grace T. Magnaye
Instrument Validator



Certificate of Instrument Validation

This is to certify that the research instrument of the study entitled **IMPACT OF ONLINE REVIEWS AND RATINGS ON SHOPEE TO THE PURCHASING INTENTION OF CUSTOMERS IN CABIAO, NUEVA ECIJA**, authored by Mico G. Agustin, John Kenneth M. Hipolito, Janna A. Justo, Janine S. Manalili, and Frances Nicole V. Pelicano, had undergone the process of validation.

Mr. Ville Andrei M. Vilano, a Master in Applied Statistics, conducted this validation process. The Instrument demonstrated a high level of reliability and validity in the assessment of the researcher's variables.

This certification is issued on the 28th day of May 2025. This is also upon the request of the researchers for any research-related purposes it may serve.

Mr. Ville Andrei M. Vilano
Instrument Validator

APPENDIX 3

Grammarian's Certificate

GRAMMARIAN'S CERTIFICATE

This is to certify that the undersigned has thoroughly examined and reviewed the contents of the research manuscript entitled: **“IMPACT OF ONLINE REVIEWS AND RATINGS ON SHOPEE TO THE PURCHASING INTENTION OF CUSTOMERS IN CABIAO, NUEVA ECIJA,”** submitted by **Mico G. Agustin, John Kenneth M. Hipolito, Janna Crista A. Justo, Janine S. Manalili,** and **Frances Nicole V. Pelicano.** The manuscript has been checked for grammatical correctness, clarity of expression, sentence structure, punctuation, word usage, and overall language coherence.

The undersigned hereby affirms that the manuscript is grammatically sound, adheres to academic writing standards, and is deemed suitable for submission in partial fulfillment of the requirements for the degree program under which it is submitted.

Signed this 26th day of September, 2025.

LORIEJANES. JOSE, PhD, LPT
Grammarian

APPENDIX 4

RMO's Certification



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CERTIFICATION

This is to certify that the research output conducted from **3/4/2024** to **7/5/2025**, titled **Impact of Online Reviews and Ratings on Shopee to the Purchasing Intention of Customers in Cabiao, Nueva Ecija** conducted by **Mico G. Agustin, John Kenneth M. Hipolito, Janna Crista A. Justo, Janine S. Manalili, Frances Nicole V. Pelicano** of the **PUP Cabiao, Nueva Ecija Campus** has been recorded in the RMO Database with complete information and required documentary evidence/s.

This certification is issued upon request of the faculty as part of the requirements for paper presentation/publication/citation incentive/s per **Executive Order No. 25, series of 2020**.

JACKIE D. URRUTIA
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APPENDIX 5

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**IMPACT OF ONLINE REVIEWS AND RATINGS ON
SHOPEE TO THE PURCHASING INTENTION OF
CUSTOMERS IN CABAJO, NUEVA ECIJA**

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Frances Nicole V. Pelicano

Bachelor of Science in Business Administration
Major in Marketing Management

2025

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APPENDIX 6

Reliability Test

Accuracy Reliability Analysis	
Scale Reliability Statistics	
Cronbach's α	
scale	0.83
Item Reliability Statistics	
If item dropped	
Cronbach's α	
A	0.803
B	0.842
C	0.827
D	0.812
E	0.792
F	0.806
H	0.848
G	0.797
I	0.814
J	0.793

Completeness Reliability Analysis	
Scale Reliability Statistics	
Cronbach's α	
scale	0.952
Item Reliability Statistics	
If item dropped	
Cronbach's α	
K	0.958
L	0.944
M	0.948
N	0.945
O	0.945
P	0.943
Q	0.948
R	0.948
S	0.945
T	0.945

Timeliness Reliability Analysis	
Scale Reliability Statistics	
Cronbach's α	
scale	0.936
Item Reliability Statistics	
If item dropped	
Cronbach's α	
U	0.934
V	0.931
W	0.927
X	0.933
Y	0.932
Z	0.925
AA	0.924
AB	0.927
AC	0.926
AD	0.929

Review Quantity Reliability Analysis	
Scale Reliability Statistics	
Cronbach's α	
scale	0.927
Item Reliability Statistics	
If item dropped	
Cronbach's α	
AE	0.92
AF	0.916
AG	0.918
AH	0.915
AI	0.911
AJ	0.918
AK	0.933
AL	0.92
AM	0.916
AN	0.923

Review Expertise Reliability Analysis	
Scale Reliability Statistics	
Cronbach's α	
scale	0.93
Item Reliability Statistics	
If item dropped	
Cronbach's α	
AO	0.922
AP	0.947
AQ	0.92
AR	0.921
AS	0.921
AT	0.918
AU	0.92
AV	0.916
AW	0.919
AX	0.926

Consistency Reliability Analysis	
Scale Reliability Statistics	
Cronbach's α	
scale	0.957
Item Reliability Statistics	
If item dropped	
Cronbach's α	
AY	0.955
AZ	0.95
BA	0.95
BB	0.951
BC	0.952
BD	0.956
BE	0.95
BF	0.951
BG	0.951
BH	0.952

Continuation of Appendix 6

Attitude Reliability Analysis	
Scale Reliability Statistics	
Cronbach's α	
scale	0.933
Item Reliability Statistics	
If item dropped	
Cronbach's α	
BI	0.919
BJ	0.926
BK	0.924
BL	0.929
BM	0.922
BN	0.933
BO	0.929
BP	0.929
BQ	0.927
BR	0.926

Subjective Norms Reliability Analysis	
Scale Reliability Statistics	
Cronbach's α	
scale	0.931
Item Reliability Statistics	
If item dropped	
Cronbach's α	
BS	0.921
BT	0.923
BU	0.924
BV	0.928
BW	0.924
BX	0.921
BY	0.924
BZ	0.926
CA	0.926
CB	0.924

Perceived Behavioral Control Reliability Analysis	
Scale Reliability Statistics	
Cronbach's α	
scale	0.944
Item Reliability Statistics	
If item dropped	
Cronbach's α	
CC	0.937
CD	0.939
CE	0.942
CF	0.941
CG	0.938
CH	0.939
CI	0.937
CJ	0.94
CK	0.935
CL	0.935