

Abstract

This research explores consumer trust in online reviews and examines how perceived credibility influences purchasing decisions. As online reviews become a central part of the consumer decision-making process, understanding the factors that shape trust is crucial for both businesses and consumers. Using a mixed-methods approach, this study combines qualitative interviews and quantitative surveys to gain a comprehensive understanding of how trust in online reviews is built and how it impacts consumer behavior.

The qualitative component of the study includes in-depth interviews with consumers to explore their attitudes toward online reviews and the factors that contribute to trustworthiness. Key aspects such as reviewer authenticity, review volume, and platform reputation are analyzed to identify how these elements influence consumer perceptions. Additionally, focus group discussions highlight how consumers evaluate reviews in relation to their purchase decisions and the level of influence they hold in different product categories.

In the quantitative phase, a survey is conducted to measure the impact of online reviews on consumer purchase intent. Statistical analysis helps determine the correlation between trust in reviews and the likelihood of purchasing, while also examining the role of review characteristics such as sentiment and source credibility. The study's findings provide actionable insights for businesses seeking to enhance their online review strategies and build consumer trust, ultimately fostering more informed and confident purchasing decisions.