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CHANGEMAKERS: CREATIVITY AND VALUE CREATION

(IUBA5002)

E-PORTFOLIO EVIDENCE OF LEARNING

ASSIGNMENT 1

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Task 1

Research Question

The title "Investigating the Impact of Online Reviews on Consumer Decision-Making in E-commerce" piqued my interest because of its relevance in our increasingly digital environment. As a person who is fascinated by the interaction of technology and human behaviour, this topic piqued my interest right away. The importance of online reviews on our purchasing decisions is apparent, and this influence is especially strong in the area of e-commerce. The rise of online shopping has changed the way we make purchases. When making my own internet purchases, I've personally felt the weight of reviews. This phenomena is influenced by the power of social evidence, a sense of connection with other consumers, and the aim for authenticity in the virtual marketplace. Dive into the world of online reviews and you'll discover not only the psychological aspects of consumer behaviour, but also the complicated techniques that businesses use to leverage this effect. The research being done revolves around a key question: How do online reviews influence consumer decisions in the world of e-commerce, and what benefit can we extract from understanding this dynamic? This research is significant in that it sheds insight on the complex interaction between online reviews and consumer choices in the e-commerce area.

Research Approach

There are three types of research approaches: deductive, inductive, and abductive. Deductive reasoning requires empirically verifying existing beliefs, whereas inductive reasoning produces theories from observed patterns (UKEssays, 2018). Abductive reasoning is a combination of deductive and inductive reasoning that seeks to explain observations by producing new hypotheses and to generate explanations based on the best available data (Kumar, 2019). The chosen research approach for this study is an abductive mixed-methods approach. This will enable me to develop hypotheses based on existing consumer decision-making theories while also venturing into new and unexplored areas. Apart from that, qualitative, quantitative, and mixed methodologies techniques can also be used to categorise research methods. These methods act as various lenses through which researchers collect, analyse, and interpret data in order to answer specific research questions. Qualitative research entails investigating subjective experiences and environments using methods such as interviews and content analysis. It aspires

for in-depth comprehension but falls short of statistical generalizability (Merriam & Tisdell, 2016). Quantitative research collects numerical data in order to uncover trends and connections, while also providing statistical precision and generalizability (Creswell & Creswell, 2017). Creswell and Plano Clark (2018) describe how mixed methods combine both approaches to provide comprehensive insights by leveraging their strengths. In the case of the research titled, "Investigating the Impact of Online Reviews on Consumer Decision-Making in E-commerce," a mixed methods approach would allow researchers to analyse statistical relationships and delve into the underlying motivations for consumer behaviour.

Data Collection Methods

Primary research requires the direct collection of new and unique data in order to answer specific research questions. This information is obtained via procedures such as surveys, interviews, observations, and experiments that are customised to the researcher's goals (Smith, 2015). Secondary research, on the other hand, includes the study and summary of previously collected material, which is frequently drawn from sources such as academic journals, reports, and databases. This approach analyses and draws conclusions from prior research (Saunders et al., 2018). The primary research method of choice for this research's title is a questionnaire. A questionnaire is an organised method of gathering quantitative data from a large number of respondents, which enables an analysis of patterns and connection related to online evaluations and customer decisions. The questionnaire might include Likert scale questions to assess the impact of online reviews, as well as open-ended questions that gather qualitative information about the underlying motivations. The questionnaire is a practical choice since it efficiently collects data from a large number of participants in a short period of time (Bryman, 2016). It enables standardised data collecting, increasing the potential for quantitative analysis and the generalizability of results. Additionally, it fits in well with the mixed methods approach because the qualitative analysis of open-ended responses can be used to supplement the quantitative data from the questionnaire and provide a thorough understanding of the phenomenon. In addition, a secondary research method, specifically a full literature analysis, will also be used to obtain insights from existing studies on online reviews, consumer decision-making, and e-commerce.

Sampling Methods and Sample Size

Sampling methods are ways for selecting a subset, or sample, from a broader population in order to undertake research. The objective is to collect representative data from the sample that may be utilised to draw conclusions about the total population. The number of elements in the selected sample is referred to as sampling size. There are various sampling procedures, each with its own set of advantages and disadvantages. Stratified sampling, purposive sampling, convenience sampling, and random sampling are some of the common methods. Random sampling ensures that each member of the population has an equal chance of being chosen, improving the generalizability of results (Creswell & Creswell, 2017). An interesting fact is that, while convenience and purposeful sampling are useful, they may introduce bias and diminish generalizability due to non-random selection. However, purposive sampling may be appropriate for the current research. Purposive sampling entails selecting individuals with relevant knowledge or experience connected to the research issue (Palinkas et al., 2015). Participants who are online consumers and have interacted with online reviews might provide significant information in this type of situation. The sample size for this research has been set at 30. While bigger sample sizes yield more accurate results in general, qualitative research frequently prioritises depth above breadth. I can do more in-depth analyses of individual cases with a smaller sample size, uncovering nuances and trends in the data (Morse, 2015). Achieving data saturation, where no new insights arise, is a typical criterion for establishing sample size appropriateness in qualitative research (Guest et al., 2006).

Task 2

Research Techniques

As part of the research process, I created a detailed questionnaire using Google Forms to learn more about the impact of internet reviews on consumer decision-making in e-commerce. The questionnaire was created to collect information from active online buyers about their use of internet reviews in the process of making purchasing decisions. It includes getting individuals who use e-commerce platforms and rely on online reviews to make purchasing decisions. This questionnaire is the outcome of my primary research.

Here is the link to my questionnaire; <https://forms.gle/nuv9pbLKaKLnwxcF9>

Secondary source - Literature review

In recent years, there has been a lot of discussion about the issue of internet reviews and their impact on customer behaviour. As consumers increasingly rely on online platforms to make purchasing decisions, the importance of reviews, ratings, and testimonials in affecting their selections has emerged as an important field of research. Online reviews not only provide information about the quality and characteristics of a product, but they also help to create trust and lower perceived risks in online transactions (Chevalier & Mayzlin, 2006). According to the literature, the credibility and valence of these reviews influence consumer attitudes and buy intentions (Zhang & Zhao, 2009). According to the literature study, online reviews play an important part in producing a virtual word-of-mouth effect, in which consumers rely on the experiences of others to guide their decisions (Dellarocas, 2003). Furthermore, the manner in which reviews are presented, including their volume and rating distribution, might influence consumer perceptions and decision results (Liu, 2006). Furthermore, the increased number of false reviews and their ability to mislead consumers has been identified as an issue in this area (Ott et al., 2011). Based on the findings of the literature review has influenced the development of particular questions in the questionnaire, with the goal of delving into the complexities of how internet reviews influence various facets of consumer decision-making. The questionnaire results, together with findings from the literature, will help us gain a better understanding of the complex interaction between online reviews and consumer behaviour in the world of e-commerce.

Task 3

Presentation on Ideas

Based on the feedback I got for my elevator pitch, I should have given the audience more time to absorb the information on the slides, especially on the second slide detailing the content of my pitch. Slowing down the pace and allowing the audience to absorb and digest the points would improve their comprehension. I'll work on pacing myself more efficiently to improve my presentation skills. I'll practise timing my slides to ensure that there is enough time for information intake. In addition, I'll pay close attention to the rhythm of my speech, keeping a constant and interesting tempo. My plan of action includes rehearsing my presentation many times, fixing the timing issue, and fine-tuning my pace. I'll also concentrate on including pauses where necessary to allow the audience to read and comprehend the contents of the page. Furthermore, I plan to test several attention-grabbing tactics when I begin my presentations and assess their efficacy in capturing the audience's attention from the start.

Presentation link:

https://drive.google.com/drive/folders/1kJiNNlqQdD4uO7rtPzrV_IS6t9ilwjVw?usp=sharing

Task 4

Poster

HOW DO ONLINE REVIEWS INFLUENCE CONSUMER DECISION-MAKING IN E-COMMERCE?

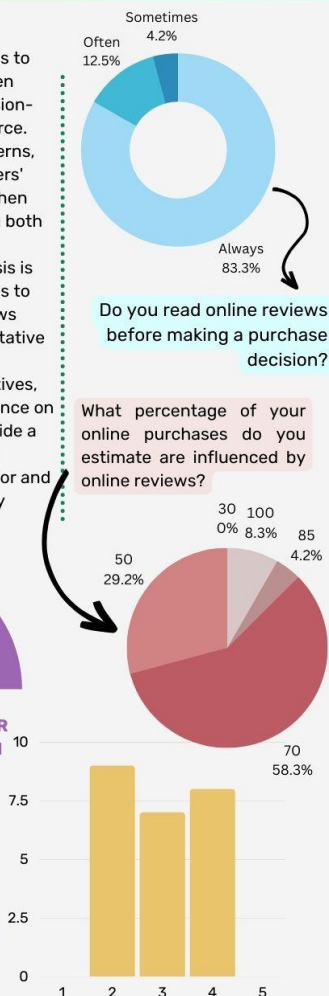
KEY ANALYSIS:

The primary focus of the research is to investigate the relationship between online reviews and consumer decision-making in the context of e-commerce. The study intends to discover patterns, correlations, and trends in customers' dependence on internet reviews when making purchasing decisions using both quantitative and qualitative methodologies. Quantitative analysis is statistically analysing survey replies to evaluate the extent to which reviews influence decision outcomes. Qualitative analysis dives into consumers' fundamental motives and perspectives, revealing the reasons for their reliance on reviews. The research aims to provide a thorough knowledge of how online reviews influence customer behavior and shape e-commerce transactions by combining various findings.



HAVE YOU EVER CHANGED YOUR PURCHASE DECISION BASED ON A NEGATIVE ONLINE REVIEW, EVEN IF THE PRODUCT HAD MOSTLY POSITIVE REVIEWS?

HOW TRUTHFUL DO YOU BELIEVE ONLINE REVIEWS ARE ON AVERAGE?



In conclusion, this research shows the huge influence of online reviews on consumer decision-making in e-commerce. According to the results, there is a substantial association between positive evaluations and increased purchase likelihood, which is consistent with previous research (Zhang & Zhao, 2009). However, certain online data imply a more nuanced relationship, in which negative evaluations might also encourage engagement due to increased skepticism (Xie et al., 2011). This variation highlights the complexities of customer behavior in the digital landscape. Despite differences, this study emphasizes the critical role that online reviews play in determining customer decisions and urges for more research into the relationship between reviews and consumer trust.

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