

Impact of Online Customer Reviews on Consumer Purchasing Decisions in Bangladesh

Background

In recent years, the fast growth of e-commerce platforms in Bangladesh such as Daraz, Chaldal, and pickaboo has transformed consumer buying behaviour. Online customer reviews now play a huge role in shaping purchasing intentions, as consumers increasingly rely on peer feedback rather than traditional advertising to assess product quality, reliability, and trustworthiness. Positive reviews can boost sales and strengthen brand reputation, while negative feedback can discourage potential buyers. Despite this growing influence, there remains limited academic research in the Bangladeshi context exploring how online reviews affect consumer trust, perception, and decision-making. This study aims to address that gap by investigating the extent to which online customer reviews impact consumer purchasing behaviour in Bangladesh's digital marketplace.

Aim

To explore how online customer reviews influence consumer purchasing decisions in Bangladesh's e-commerce sector.

Objectives

1. To identify key factors within online customer reviews (e.g., review quality, credibility, and sentiment) that affect consumer purchasing decisions and business performance.
2. To examine how consumer trust and perception mediate the relationship between online reviews and purchase intention.
3. To evaluate how e-commerce managers utilise online customer feedback for strategic marketing and service improvement.
4. To recommend managerial practices for effectively monitoring, responding to, and leveraging online customer reviews to enhance competitiveness and customer satisfaction.

Theory

Frederick Taylor's Scientific Management Theory supports the idea of using systematic and evidence-based approaches to improve efficiency and decision-making. In the digital marketplace, online customer reviews function as a modern application of Taylor's principles providing data that helps both managers and consumers make informed, rational, and efficient choices. E-commerce platforms analyse review data to enhance product quality, standardize service processes, and motivate performance improvement, reflecting Taylor's emphasis on measurable efficiency.

Research Gap

While several global studies have explored the role of online reviews in influencing consumer behaviour, there is a lack of empirical research focused on developing markets such as Bangladesh. Factors like digital trust and varying levels of technological literacy remain underexplored. This study aims to fill that gap by analysing how Bangladeshi consumers interpret and act upon online review information.

Question:

1. How often do you read online customer reviews before making a purchase?
2. To what extent do positive reviews influence your buying decision?
3. How important are customer reviews in shaping trust toward an e-commerce brand?
4. How effectively do you think companies in Bangladesh respond to customer reviews online?
5. Which aspect of online reviews most influences your purchase decision?
(☐ Average rating ☐ Detailed comments ☐ Number of reviews ☐ Photos/videos ☐ None)

Reference:

1. Evaluating the influence of customer reviews and consumer trust on online purchase behaviour (Mallik, Shafin Rahman & Rahman, 2025) — explores how online reviews and consumer trust interact to influence online purchasing decisions in Bangladesh.

https://journalwjarr.com/sites/default/files/fulltext_pdf/WJARR-2025-0015.pdf

2. Impact of online customer reviews on purchasing decisions of vocational college students on Tokopedia platform (Saniyah, 2023) — uses a quantitative approach to measure how review data affect purchase decisions in an e-commerce setting.

<https://ijabo.a3i.or.id/index.php/ijabo/article/view/333>

3. The Impact of Online Customer Reviews (OCRs) on Consumer Purchasing Decision (2025) — examines review valence, volume and other review metrics and their influence on consumer purchase behaviour.

https://aja.journals.ekb.eg/article_240217_ed6e1f715c906ccc4da025b8384bca84.pdf