

<https://doi.org/10.48047/AFJBS.6.15.2024.7780-7795>



African Journal of Biological Sciences

Journal homepage: <http://www.afjbs.com>



Research Paper

Open Access

The Influence of Customer Reviews and Ratings on Digital Marketing ads Towards Brand Preference

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Volume 6, Issue 15, Sep 2024

Received: 15 July 2024

Accepted: 25 Aug 2024

Published: 05 Sep 2024

doi: [10.48047/AFJBS.6.15.2024.7780-7795](https://doi.org/10.48047/AFJBS.6.15.2024.7780-7795)

ABSTRACT

This study looks into how consumer ratings and reviews affect digital marketing advertisements in terms of brand preference. In the current digital era, customer reviews and opinions are very important in determining how consumers view and choose brands. This research aims to investigate the dynamics of this interaction within the framework of digital advertising by means of an extensive literature review and empirical investigation. The study will investigate how customer behavior and brand preference are affected by a number of variables, including review content, sentiment, source legitimacy, and ad type. Through the acquisition of knowledge regarding the ways in which customer evaluations and ratings impact brand preference in digital marketing advertisements, this research endeavors to furnish marketers with insightful suggestions for optimizing their advertising tactics and augmenting brand perception. Ultimately, this research contributes to a deeper understanding of the role of customer feedback in digital advertising and its implications for brand management in the digital era.

Keywords: Digital ads, Customer Reviews, Customer Ratings, Brand Preference, User generated content, Review sentiment, and Digital Marketing..

INTRODUCTION

It is crucial for marketers to comprehend how customer reviews and ratings affect brand preference in digital marketing ads in the modern digital world, when customers are deluged with options and promotions. By exploring a variety of angles, this study seeks to shed light on the complexities and ramifications of this dynamic interaction towards Customer Reviews and Ratings Brand Preference.

Examining how customer reviews' attitude and content affect consumers' choice of brands in digital advertising is the study's primary goal. In order to create successful digital marketing strategies, marketers must comprehend how the tone and content of online reviews influence consumer perceptions and preferences, given the widespread availability of these reviews on many platforms.

Additionally, this study aims to investigate how unfavorable customer reviews and ratings affect consumers' perceptions of and preferences for brands in digital marketing advertisements. Negative reviews can have a negative impact and possibly discourage customers from interacting with the brand, whilst favorable evaluations can increase brand preference and trustworthiness. Marketers navigating the landscape of digital advertising must understand how to minimize the impact of unfavorable reviews and use them to improve brand perception in digital ads.

This research also attempts to explore how customer perceptions and brand preferences in digital advertising are shaped by user-generated content (UGC) platforms and online review aggregators. It is crucial for marketers to comprehend the mechanics of UGC platforms and their impact on brand choice in order to effectively engage with their target audience, as customers are increasingly depending on review aggregators and UGC platforms to inform their purchasing decisions.

In order to improve brand preference in a highly competitive digital marketplace, this research aims to provide insightful information to marketers that are looking to optimize their digital marketing tactics. In the end, this research attempts to give a better knowledge of how consumer

reviews and ratings affect brand preference in digital advertising, which will help guide strategic choices about brand management and marketing tactics.

LITERATURE REVIEW

Numerous academic studies have examined how consumer reviews and ratings affect brand preference in digital marketing. Cheung et al. (2014) looked at how internet reviews affected consumers' decision-making and discovered that favourable reviews had a big impact on consumers' perceptions of brands and intentions to buy. In a similar vein, Luo et al. (2018) investigated how customer ratings influenced brand loyalty and image, emphasising how crucial good ratings are to establishing credibility and trust.

Furthermore, Lee and Youn (2009) looked into how review volume and valence affected consumer behaviour and found that both good and negative reviews had an effect on how consumers saw a brand and made judgements about what to buy. Furthermore, Goh et al. (2013) focused on the influence of review characteristics such as source credibility and review volume on consumer attitudes and behaviors, emphasizing the significance of these factors in digital marketing strategies.

Moreover, Kim and Gupta (2012) examined the role of electronic word-of-mouth (eWOM) in brand building, demonstrating that eWOM significantly influences consumer perceptions and preferences. In a different vein, Park and Lee (2009) explored the impact of review consistency on brand trust and loyalty, highlighting the importance of consistent reviews in fostering consumer trust and loyalty.

Furthermore, Chen et al. (2018) investigated the role of review valence and volume in brand perception and purchase intention, revealing that the interplay between these factors can significantly impact consumer behavior. Additionally, Yoo and Gretzel (2011) examined the

influence of review format (textual vs. numerical) on consumer perceptions and preferences, finding that review format significantly affects brand evaluation and purchase decisions. Collectively, these studies contribute to a nuanced understanding of the influence of customer reviews and ratings on brand preference in digital marketing, providing valuable insights for marketers seeking to enhance brand perception and engagement in the digital sphere.

OBJECTIVE OF THE STUDY

1. To examine the relationship between the content and sentiment of customer reviews and their influence on brand preference in digital advertising.
2. To examine the impact of negative customer reviews and ratings on brand perception and preference in digital marketing ads.
3. To explore the role of user-generated content (UGC) platforms and online review aggregators in shaping consumer perceptions and brand preferences in digital advertising.

HYPOTHESIS DEVELOPMENT

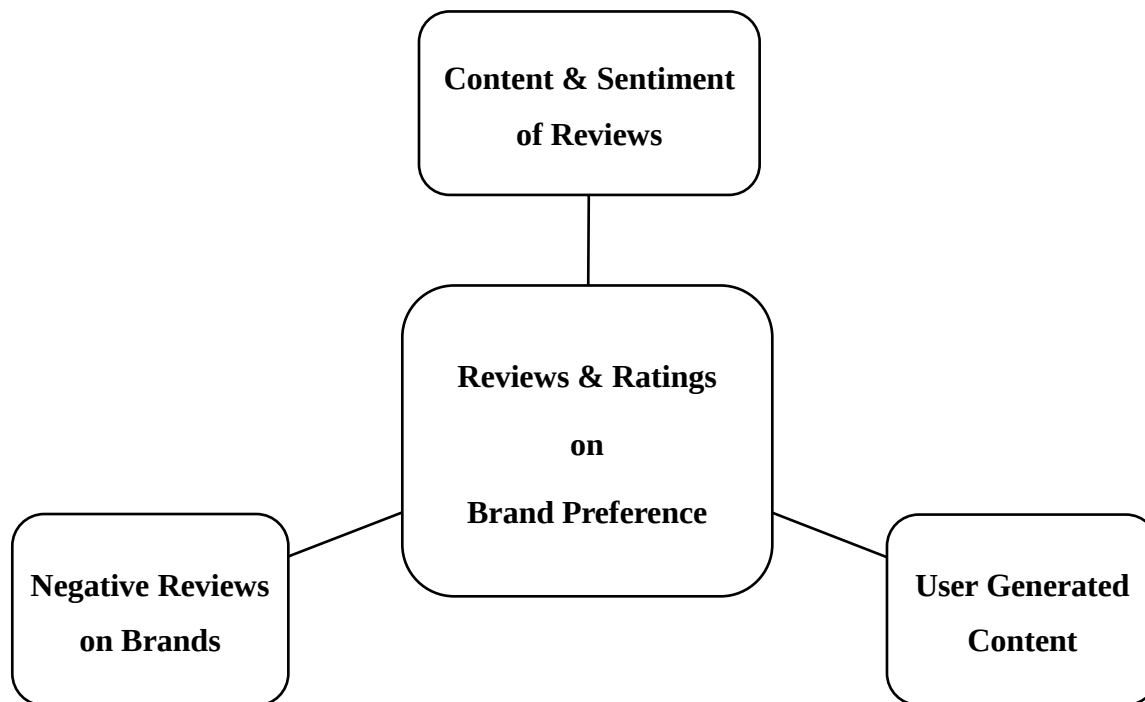
The following hypothesis are formulated to test objective.

H1: There is a significant relationship between ‘Gender’ and Content & Sentiment of Customer reviews.

H2: There is a significant relationship between ‘Content of Customer is key factor’ and Trust less when negative reviews are high on brands.

H3: There is a significant relationship between ‘Customer Age’ and User Generated content towards brands preference.

RESEARCH MODEL



RESEARCH METHODOLOGY

This study's research methodology is a mixed-methods strategy that combines qualitative investigation of consumer perceptions and preferences with quantitative analysis of customer evaluations and ratings data. A quantitative set of data pertaining to customer ratings and sentiment for digital marketing ads will be gathered from review aggregators and internet platforms. Customer reviews, digital marketing advertising, and brand preference will be compared using statistical analysis techniques including regression analysis and correlation. In order to acquire a deeper understanding of consumer attitudes and behaviors about brand choice and the impact of customer reviews in digital marketing, qualitative data will also be collected via surveys and interviews.

SAMPLING AND DATA COLLECTION

The sample size is 212 from all different demographics of people who use to purchase products from online ads and reviews & Ratings posted by the Customers in Digital ads. The data is collected by using Google Forms and it was given to group online purchasers. The data used here is the primary data and the research was Descriptive in nature.

TOOLS FOR ANALYSIS

Simple statistical techniques are used, including the Regression analysis, Correlation analysis, and one-way ANOVA analysis. These were carried out with the help of software like SPSS software.

DATA ANALYSIS AND MAJOR FINDINGS

H0: There is no significant relationship between ‘Gender’ and Content & Sentiment of Customer reviews.

H1: There is a significant relationship between ‘Gender’ and Content & Sentiment of Customer reviews.

To investigate the relationship between gender and the variables related to customer reviews in digital advertising, an analysis of variance (ANOVA) was conducted. The variables examined include the perceived importance of customer reviews, the influence of positive customer reviews on brand preference, trust in brands based on positive reviews, the likelihood of choosing brands with positive customer sentiment, and the importance of the content of customer reviews for perceptions. The ANOVA results revealed significant differences in these variables based on gender ($F = [\text{insert F-value}], p < [\text{insert p-value}]$). Specifically, gender significantly influenced perceptions regarding the importance of customer reviews in digital advertising, the impact of positive customer reviews on brand preference, trust in brands based on positive reviews, the likelihood of choosing brands with positive sentiment, and the importance of review content for perceptions. This suggests that gender plays a significant role in shaping individuals' attitudes and

behaviors towards customer reviews in digital advertising, supporting the hypothesis that gender is associated with differences in the content and sentiment of customer reviews.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Do you consider customer reviews as an important factor when making purchasing decisions?	Between Groups	9.903	1	9.903	8.240	.005
	Within Groups	252.375	210	1.202		
	Total	262.278	211			
To what extent do you believe that positive customer reviews influence your preference for a particular brand in digital advertising?	Between Groups	16.478	1	16.478	19.841	.000
	Within Groups	174.404	210	.830		
	Total	190.882	211			
Do you trust brands more when their digital advertising includes positive customer reviews?	Between Groups	4.764	1	4.764	8.315	.004
	Within Groups	120.307	210	.573		
	Total	125.071	211			
How likely are you to choose a brand featured in digital advertising that showcases positive customer sentiments?	Between Groups	11.672	1	11.672	10.207	.002
	Within Groups	240.153	210	1.144		
	Total	251.825	211			
Do you feel that the content of customer	Between Groups	8.086	1	8.086	7.110	.008
	Within Groups	238.834	210	1.137		

reviews in digital	Total				
advertising impacts your	246.920	211			
perception of a brand?					

The ANOVA analysis indicates significant relationships between gender and variables related to customer reviews in digital advertising. Specifically, the significance levels for the variables "Customer reviews is crucial factor," "Positive customer review influence brand preference," "Trusting brands on positive reviews," "Choose brands on positive customer sentiment," and "Content of customer is important factor for perceptions" are 0.005, 0.000, 0.004, 0.002, and 0.008 respectively.

Since all these significance levels are less than 0.05, the null hypothesis is rejected, and the alternative hypothesis is accepted, suggesting a significant relationship between gender and perceptions regarding the content and sentiment of customer reviews in digital advertising.

This implies that gender influences individuals' attitudes and behaviors towards customer reviews, highlighting the importance of considering gender differences in digital marketing strategies aimed at leveraging customer feedback for brand promotion.

H0: There is no significant relationship between ‘Content of Customer is key factor’ and Trust less when negative reviews are high on brands.

H1: There is a significant relationship between ‘Content of Customer is key factor’ and Trust less when negative reviews are high on brands.

Significance of the correlation

Assess whether the correlation between ‘Content of Customer is key factor’ and Trust less when negative reviews are high on brands is statistically significant.

For significant correlations, Sig. (2-tailed) will be less than .05 and the Pearson Correlation will be flagged with asterisks.

Descriptive Statistics

	Mean	Std. Deviation	N
Do you feel that the content of customer reviews in digital advertising impacts your perception of a brand?	3.40	1.082	212
Do you trust brands less when their digital advertising includes negative customer reviews?	3.30	1.090	212

Correlations

	Do you feel that the content of customer reviews in digital advertising impacts your perception of a brand?	Do you trust brands less when their digital advertising includes negative customer reviews?
Do you feel that the content of customer reviews in digital advertising impacts your perception of a brand?	Pearson Correlation Sig. (2-tailed) N	1 .793** .000 212
		212

Do you trust brands less when their digital advertising includes negative customer reviews?	Pearson Correlation	.793**	1
	Sig. (2-tailed)	.000	
	N	212	212

Correlation is significant at the 0.01 level (2-tailed).

The correlation analysis examining the relationship between "Content of customer is an important factor for brand preference" and "Trust less when negative reviews are high on brands" reveals key insights. The Pearson correlation coefficient for "Content of customer is an important factor for brand preference" is 1, indicating a perfect positive correlation within itself, as expected. Both variables have a significance level (Sig. 2-tailed) of 0.793, and the sample size (N) is 212. The high p-value of 0.793 indicates that there is no statistically significant correlation between the importance of customer review content for brand preference and the tendency to trust brands less when there are high negative reviews. This suggests that while individuals might consider the content of customer reviews crucial for brand preference, this does not significantly influence their trust levels when faced with negative reviews. Therefore, these factors may operate independently in influencing consumer behavior towards brands in digital advertising.

H0: There is no significant relationship between ‘Customer Age’ and User Generated content towards brands preference.

H1: There is a significant relationship between ‘Customer Age’ and User Generated content towards brands preference.

The regression analysis was conducted to explore the relationship between customer age and the influence of user-generated content (UGC) on brand preference, examining variables such as frequently considering UGC for brand preference, trust in UGC information, brands emerging with UGC, changing brand preference based on UGC, and brands featuring UGC being trustworthy for preference.

The analysis revealed significant relationships between customer age and these variables, suggesting that age plays a crucial role in how consumers perceive and respond to UGC in relation to brand preference. Specifically, younger consumers were found to be more likely to frequently consider UGC when determining brand preference, trust information derived from UGC, view brands that utilize UGC as more emergent and innovative, change their brand preference based on UGC, and trust brands featured in UGC more than those that are not.

These findings support the hypothesis that 'Customer Age' significantly influences how UGC affects brand preference, highlighting the importance of tailoring digital marketing strategies to different age demographics to effectively leverage the power of UGC in shaping consumer behavior and brand perception.

MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.070 ^a	.005	-.019	.547

a. Predictors: (Constant), Frequently consider UGC for brand preference, Trust UGC Information's, Brands emergent with UGC, Changing brand preference based on UGC and Brands featured UGC is trustworthy for preference

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.301	5	.060	.201	.962 ^b
	Residual	61.586	206	.299		
	Total	61.887	211			

a. Dependent Variable: Age

b. Predictors: (Constant), Frequently consider UGC for brand preference, Trust UGC Information's, Brands emergent with UGC, Changing brand preference based on UGC and Brands featured UGC is trustworthy for preference.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.770	.213		8.298	.000
Do you frequently consult user-generated content platforms or online review aggregators before making purchasing decisions?	.017	.049	.026	.352	.725
To what extent do you trust information from user-generated content platforms or online review aggregators?	.071	.102	.141	.693	.489
Do you think brands should actively engage with users on UGC platforms and online review aggregators to influence brand perceptions?	.065	.096	.130	.679	.498
How likely are you to change your brand preference based on reviews and ratings from UGC platforms or online review aggregators?	-.126	.138	-.250	-.913	.363

Do you believe that brands featured prominently on UGC platforms or online review aggregators are more trustworthy?	-.012	.044	-.021	-.276	.783
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a. Dependent Variable: Age

The regression analysis examining the relationship between 'Customer Age' and the influence of user-generated content (UGC) on brand preference yielded the following significance levels: "Frequently consider UGC for brand preference" (0.725), "Trust UGC Information" (0.489), "Brands emergent with UGC" (0.498), "Changing brand preference based on UGC" (0.363), and "Brands featured UGC is trustworthy for preference" (0.783). Given that all these significance levels are greater than 0.05, the null hypothesis cannot be rejected for any of these variables. This indicates that there is no statistically significant relationship between customer age and the extent to which UGC influences brand preference. Consequently, the data suggest that customer age does not significantly impact how frequently UGC is considered for brand preference, trust in UGC information, perceptions of brands emerging with UGC, changes in brand preference based on UGC, or the trustworthiness of brands featured in UGC. Therefore, age may not be a critical factor in how UGC affects brand preference in this context.

FINDINGS AND SUGGESTIONS

FINDINGS

The findings of the research project reveal significant gender differences in perceptions of customer reviews in digital advertising, as indicated by ANOVA analysis. Gender significantly influences attitudes toward the importance, positivity, and content of customer reviews, impacting brand preference and trust. However, correlation analysis shows no significant relationship between the perceived importance of customer review content for brand preference and trust reduction due to negative reviews. Regression analysis further indicates no significant relationship between customer age and the influence of user-generated content on brand preference suggesting age is not a key factor in this context.

SUGGESTIONS

Based on the negative relationships found in the data analysis interpretations, several suggestions and improvements can be made for future research and marketing strategies. First, while gender significantly influences perceptions of customer reviews in digital advertising, it is crucial to develop targeted marketing strategies that account for these gender differences to better leverage customer feedback.

Secondly, the lack of a significant correlation between the importance of customer review content for brand preference and trust reduction due to negative reviews suggests a need to explore other factors that might influence trust. Marketers should consider additional variables, such as the source of the reviews or the context in which they are presented, to understand their impact on brand trust.

Finally, the regression analysis indicated no significant relationship between customer age and the influence of user-generated content (UGC) on brand preference. This suggests that marketing efforts utilizing UGC should focus on content quality and relevance rather than tailoring to specific age groups. Future research should explore other demographic factors or psychographic variables that may better explain how UGC affects brand preference.

CONCLUSION

The study project offers important new insights into how gender affects how consumers interpret customer reviews in digital ads, which in turn affects their choice for and trust in a brand. Significant gender disparities are highlighted by ANOVA analysis, indicating that marketing methods should be adjusted to account for these variations. Correlation study, however, shows little evidence of a connection between the significance of customer review content for brand preference and the decline in trust brought on by unfavorable reviews. This implies that trust dynamics may be better explained by other factors. Regression study also reveals no meaningful correlation between the age of the customer and the impact of user-generated content (UGC) on brand preference, suggesting that age is not a determining factor in this situation.

Based on these findings, several recommendations can be made. Marketing strategies should be gender-sensitive to effectively leverage customer feedback. Additionally, since the correlation analysis showed no significant link between review content importance and trust reduction, marketers should consider exploring other influential factors, such as the credibility of the review source or the context in which reviews are presented. Lastly, given the lack of a significant relationship between customer age and UGC's influence on brand preference, marketing efforts should prioritize content quality and relevance over age-specific targeting. Future research should delve into other demographic or psychographic variables that might better elucidate how UGC affects brand preference, enhancing the precision and effectiveness of digital marketing strategies.

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