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A Study on the Investigation of the Role of Customer Rating and Review in Shaping Consumer Preference and Choices at Naturals Salon

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ABSTRACT

In today's digital age, consumer decisions are increasingly influenced by online ratings and reviews. This study investigates the correlation between store ratings and sales in the naturals services industry, aiming to discern if higher ratings directly correspond to increased sales. Additionally, it delves into the role of online consumer reviews and ratings in shaping customer opinions and decision-making processes when selecting naturals services. Through a comprehensive analysis of both positive and negative reviews, this research aims to uncover how these evaluations sway consumer perceptions and choices within the naturals services market. By shedding light on these dynamics, businesses operating in this sector can better understand and leverage the power of online feedback to enhance their offerings and attract more customers.

INTRODUCTION

The manufacturing, marketing, and distribution of skincare, hair care, makeup, personal care, and fragrance items are all included in the category of personal grooming and salon services. The market is very competitive and ever-changing, with new trends and innovations appearing regularly. Despite the presence of several small and medium-sized businesses, it is dominated by a small number of huge international enterprises.

It is anticipated that the global beauty business will keep expanding due to rising consumer demand for cosmetics and personal grooming goods, as well as the expansion of the middle class and rising disposable income in many nations. Technological developments have also fuelled the business, enabling the creation of novel and cutting-edge goods and therapies.

OBJECTIVES

- To analyses whether the ratings of a store have a direct influence on its sales.
- To examine the influence of online consumer reviews and ratings on the opinion formation and decision-making process of customers when selecting naturals services.
- To analyses how positive and negative reviews and ratings of naturals services affect consumer opinions and their choices.

SCOPE OF THE STUDY

- The findings have important implications for the selection and evaluation of naturals

(salon) services, as the study sheds light on the influence of online consumer evaluations. Naturals salons can utilize this data to better serve their consumers, monitor their internet reputation, and market to new clients.

- Decision-Making Elements Identified by Analysis The analysis identifies the elements that influence consumers' choice of naturals services. Salons can benefit from a better understanding of various elements, such as price, suggestions, online reviews, reputation, and location, to better serve their clientele.

- The importance of online user reviews as a credible information source for customers is emphasized in the study. Given these results, it's clear that natural salons must monitor and cultivate favorable customer reviews to establish confidence and credibility among prospective clients.
- Customer Feedback and Opinions: The analysis of customer feedback and opinions reveals both good and negative attitudes towards natural salons. With this data in hand, salons will be better equipped to pinpoint problem areas, respond to client feedback, and provide a more satisfying service overall.

LIMITATIONS OF THE STUDY

- The study used a small sample size, therefore the results may not apply to the general population of people who visit natural hair salons. Generalizability is compromised by the possibility that results were impacted by respondent attributes and preferences.
- The information for this study came from a Google Form poll and user feedback found on several websites. If respondents are truthful and give accurate answers, the data will be accurate and reliable. Further, the study did not disclose any details about the respondents that would affect the reliability of the findings.
- Competition, market trends, and cultural influences are not taken into account, even though they may have an impact on how natural services are perceived and ultimately chosen. However, the analysis does not take into account the potential influence these elements may have on customers' final purchasing decisions.
- Limited The scope of this research is limited to the effect that internet consumer reviews have on natural (salon) services; it does not take into account other factors that may influence customers' choices, such as individual tastes, advertising, or personal recommendations.
- Time constraints: The study only includes information up to a certain date. The views and preferences of consumers may shift over time as a result of shifting market dynamics, new entrants, or other factors.

REVIEW OF LITERATURE

Meek's (2021), study explores how contextual and descriptive attributes of restaurant reviews influence readers' perception of helpfulness and "Likes." Findings indicate that positive recommendation framing, strong argument quality, and moderate recommendation ratings generate more "Likes" from readers, highlighting the impact of heuristics on Online Opinion Platforms.

Helversen's (2018), study investigates the influence of product attributes, consumer ratings, and affect-rich reviews on online purchasing decisions among younger and older adults. Younger adults consider all three types of information but can be swayed by a single effective review. In contrast, older adults are strongly influenced by a single negative review, disregarding average ratings and positive reviews.

Xu (2021), Building on narrative transportation theory, this study examines the impact of online reviews on destination choice and purchasing behavior. Results from Gulangyu, a UNESCO World Heritage Site, reveal that online reviews positively influence tourists' decisions. The study contributes to theoretical and practical understandings of how tourists utilize online reviews in travel-related decisions.

Chevalier (2003), This study focuses on the influence of consumer reviews on book sales on Amazon.com and BarnesandNoble.com. The findings highlight the predominance of positive reviews, the relationship between review improvement and sales, and the greater impact of negative reviews on consumer behavior.

Clemons (2006), This study examines the utilization of online reviews in evaluating product differentiation strategies, using the craft beer industry as an example. The research finds that variance in ratings and the strength of positive reviews significantly influence the growth

Browning's (2013), research explores the impact of online hotel reviews on consumer attitudes and behaviors, specifically focusing on attributions of service quality and the firm's ability to control service delivery. The study finds that remarks related to core services in reviews induce positive service quality attributions, while recent negative reviews affect consumers' perceptions of the firm's control over service delivery. These findings emphasize the importance of effectively managing core services and prompt action by hotel managers to address customer service issues.

Blal's (2014), paper explores the effects of hotel reviews on sales and revenue, focusing on review volume and valence across various hotel chain scale segments. It finds that luxury hotels are more influenced by review valence, while lower-tier hotels are more affected by review volume. These effects apply to urban and suburban, as well as chain and independent hotels, with minimal impact of rating scores on economy and midscale segments and potential negative effects of increasing reviews on higher-end hotels.

Sparks (2011), This research explores the influence of electronic word of mouth in the hotel context. The study identifies four key factors (target, valence, framing, numerical rating) that affect consumer perceptions of trust and choice. The findings reveal that early negative information has a stronger impact, but

positively framed reviews with numerical ratings enhance booking intentions and trust. Consumers rely on easily processed information and demonstrate higher trust when reviews focus on interpersonal service. This research provides valuable insights for hotel managers in leveraging online reviews for decisionmaking.

Sparks (2013), This literature review investigates the influence of online review sources, content style, and credibility cues on consumer beliefs and purchase intentions in eco-resort tourism. Specific information posted by customers is perceived as most useful and trustworthy, impacting overall attitudes and beliefs in corporate social responsibility. These findings emphasize the importance of online reviews in tourism decision-making and provide valuable insights for eco-resort managers and marketers.

Qin (2023), This review explores the combined impact of live streaming and online consumer reviews (OCRs) on purchase intention. It finds that these social commerce modes jointly influence consumers' purchase intention, sense of community, interactivity, perceived usefulness, and perceived trust, with customer engagement playing a mediating role.

Kim (2022), This research highlights the significance of online reviews in understanding customer experiences and their impact on hotel customer satisfaction. The study collected 8,229 reviews from Google travel websites and utilized text mining and semantic network analysis for data analysis. The findings emphasize the crucial role of service quality and dining in influencing customer satisfaction. The study suggests that hotels should prioritize specific services, especially in the post-COVID-19 context, to develop sustainable strategies and enhance customer satisfaction.

Ravikumar (2019), This research emphasizes the impact of web-based technologies on word-of-mouth communication and the significance of online customer reviews in ecommerce shopping communities. It highlights the limited academic research in this area and introduces a conceptual framework that examines the influence of online reviews on consumer buying behavior. The study applies social cognitive theory and provides valuable insights into consumer perceptions and attitudes towards online reviews, contributing to the existing literature in this field.

RESEARCH METHODOLOGY

RESEARCH DESIGN:

For this study research design combines exploratory and descriptive research methods. Exploratory research involves a review of existing literature on social media & Brand awareness, while descriptive research involves the collection and analysis of data through surveys.

SAMPLING AND SIZE:

In this report, the sampling method used for the project is a Random sampling technique.

Participants for the survey were taken from various online platforms and social media groups.

Sampling technique: Random sampling Sample size: 128 respondents

DATA COLLECTION:

Primary data: Respondents who completed the online survey were randomly selected to provide the primary data for this study. The purpose of the questionnaire was to gather data on the variables that Enhancing Beauty Industry Branding and Analytics through Social Media.

Secondary data: This study's secondary data was gathered from widely used encyclopedias and a variety of websites that offer more details on the influence of Social media on brand enhancement and analytics.

TOOLS FOR ANALYSIS:

Data collection tools are the devices or instruments used to gather data for research purposes. In this study, a well-structured questionnaire is used as the primary data collection tool. The questionnaire is designed to collect data from the respondents, and its effectiveness and quality will have a significant impact on the success of the research. It is important to ensure that the questionnaire is carefully designed, validated, and administered to collect reliable and accurate data for the research study.

- Basic Introduction
- Personal Details
- Research and Questions

DATA ANALYSIS AND INTERPRETATION

AGE AND EFFECTIVENESS OF INFLUENCING ONLINE RATING AND REVIEWS

- **H0:** There is a significant relationship between the age group and the importance of online ratings of nature in influencing purchase decisions across different age groups.
- **H1:** There is no significant difference in the importance of online ratings of natural products in influencing purchase decisions across different age groups.

ANOVA

AGE

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.106	4	1.777	4.902	.001
Within Groups	42.402	117	.362		
Total	49.508	128			

INTERPRETATIONS

The p-value is 0.001 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted. And H1 is rejected.

INFERENCE

There is no significant difference in the importance of online ratings of nature in influencing purchase decisions across different age groups.

Correlations

	AGE	Importanceofonline ratings of natural products influencing your decision
	1	.355**
		.000
	122	122
AGE		
	.355**	1
	.000	
Importanceofonline ratings of natural products influencing your decision		
	128	128

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

INTERPRETATION

The p-value is 0.355 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted. Therefore, there is no significant difference in the importance of online ratings of natural products in influencing purchase decisions across different age groups.

FINDINGS

1. The majority 54.1% of the respondents are male.
2. The majority 65.6% of the respondents belong to the age group of 18-24 category.

3. The majority 50% of the respondents of Students
4. The majority 50% of the respondents of Neutral.
5. The majority 50% of the respondents of Neutral
6. The majority 46% of the respondents of Moderately
7. The majority 34.4% of the respondents of Rarely
8. The majority 41.3% of the respondents of Moderately trustworthy
9. The majority 31% of the respondents of Mostly.
10. The majority 45.0% of the respondents of Neutral
11. The majority 27% of the respondents of Slight impact.
12. The majority 39.3% of the respondents of Moderately important
13. The majority 31.1% of the respondents of Slightly

CONCLUSIONS:

Moderate Influence of Reviews: While the majority of respondents hold neutral opinions, reviews and ratings still play a moderately important role in shaping consumer opinions and choices.

Demographic Skew: The dominance of younger male respondents suggests that findings may not fully represent the broader population, emphasizing the importance of cautious generalizations.

Mixed Usage of Reviews: Although many respondents use reviews and ratings moderately or rarely, there is still a significant portion that considers them important and perceives a slight impact on their decision-making process.

Need for Further Research: The findings highlight the need for additional research to understand the complexities of how reviews influence consumer behavior across different demographics and contexts.

Importance of Trustworthiness: Respondents generally perceive reviews as moderately trustworthy, indicating the significance of credibility and reliability in influencing consumer trust and confidence.

Potential for Platform Improvement: Collaboration with review platforms to enhance credibility and usability could further strengthen the impact of reviews on consumer decisionmaking.

Educational Opportunities: Educational initiatives aimed at helping consumers navigate and interpret online reviews effectively could contribute to a more informed and empowered consumer base.