Positive Online Customer Reviews Significantly Boost Sales for Micro-Businesses

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ABSTRACT

Online customer evaluations are a great resource for shoppers, and this study intends to examine them. It highlights the difficulty of making the correct selections from merchant websites because of the abundance of possibilities. The most recent findings about the links and connections between OCRs and consumers' intentions to buy are analyzed in this research. Here we take a look at the most important aspects of OCRs and how these influence consumers' propensity to buy. Many product reviews affect consumers' propensity to make a purchase, with an eye on conversion rates. The author used the Prisma Model, which incorporates 390 studies from different sources (including Google Scholar and 85 extra web pages), to draw our conclusions. The results demonstrated that: (1) customer reviews on the internet positively and significantly impact purchasing decisions and (2) online customer reviews positively and significantly impact trust. Two studies look at how different industries' purchasing patterns are affected by consumer feedback. Bringing attention to the impact of reviews on awareness and persuasive outcomes.

Keywords- Online Customer Reviews, Electronic Word of Mouth, Online Product Reviews, Internet, Experience Goods.

I. INTRODUCTION

Online customer reviews

Selecting the appropriate goods (including services) to purchase online may be a time-consuming and difficult task (Rowley,2000). It might be difficult to navigate the enormous selection of items that are available on merchant websites. Online review sites (OCRs) have become an essential tool for customers to assess items before making a purchase (Elwalda, & Lu, 2016). This is because OCRs can handle such a broad variety of assortments (Cui, et.al.2012). Online customer evaluations also known as OCRs, are a sort of digital referral that is now an essential component of the World Wide Web and an essential component of online purchasing in particular. OCRs are frequently offered in the form of summary statistics (Moe & Trusov, 2011). Through optical character recognition (OCR), clients have access to an unparalleled amount of generated users' product information quickly and easily (Duan, Gu, & Whinston, 2008). To assist consumers in selecting the product that best suits their tastes by drawing on the experiences of other customers (Moe & Trusov, 2011). The experiences and views of other customers can provide insight into the quality and worth of a product, which can lessen the risk buyers face when making their choices (Cui, et.al. 2012). As well as supplement other modes of communication between businesses and their customers (Chevalier & Mayzlin, 2006). Previous studies have shown that OCRs have a significant impact on sales, which is more evidence of the practical importance of OCRs. (Cui,et.al.2012). The majority of the research that has been done in the past has been on attempting to explain or forecast revenue, profits, or sales growth by taking into account OCRs. Valence, which is volume, and variance are the three parameters that define optical character recognition (OCR) systems. (Ambrein, & Clematide, 2018).

Advantage	Disadvantage
1. There is no cost associated with content and advertising for your company on another website	The perception that a potential consumer has about a product or company might be skewed by a single unfavorable review of either.
2. Increased amounts of trust and confidence that customers have in your company. This is of utmost significance for specialty merchants, as it has the potential to enhance their competitive advantage over rivals who do not make use of consumer feedback.	A customer's impression of your company and their choice regarding a purchase might be influenced by the absence of customers who have left unfavorable reviews. 68 percent of consumers are more likely to trust reviews & the firm if they have both good and negative ratings. On the other hand, thirty percent of customers assume that reviews are manufactured or that they are being censored since they cannot locate any bad reviews.
3. This leads to a rise in the potential conversion rate because of the increased trust and confidence.	When they use the services of the majority of third-party review sites, they will be charged. They need to see if the advantages are greater than the disadvantages.
4. The potential for improved search engine rankings to result in the desired outcomes. When determining the ranks of search results, search engines take into consideration the number of times a business name appears in related searches. The number of postings that include your company's name contributes considerably to this.	Dissatisfied consumers can express themselves freely on review websites that are not affiliated with the company. This may result in material that is harmful or malicious being uploaded.

II. ADVANTAGES & DISADVANTAGES OF OCR (ONLINE CUSTOMER REVIEW)

The Role of Online Customer Reviews (OCRs) in Shaping Consumer Decision Making:

Optical character recognition, also known as OCRs, is an extra data source for customers. This information can be utilized as a sign of quality to lessen the quantity of susceptibility that arises in the process of decision-making (Walpole, 2017). It is common practice to attribute this function to the firm (Erdem & Swait, 2004), nonetheless, it has also been assigned to the price of the product (Volcker, 2008). In addition to that, this role has been delegated to the pricing of different products. The other side of the coin is that there is a dearth of research that assesses the effectiveness of optical character recognition, optical component recognition, and branding in their different forms (Taghva et al. 1996). Particularly noteworthy are the studies carried out by Ho-Dac, & Carson, (2013), which analyze what effect OCRs have on sales after weighing into focus the success of the brand. Whether components of the brand have been accountable for creating word-of-mouth, but they do not analyze whether or not the inclusion of OCRs affects the role of a company in a choice scenario (for example, selecting a product during an online shopping experience). Because of the prevalence of OCR technology, it is vital to have a grasp of how clients respond to a dynamic information set.

This understanding is a crucial component of the business. This is because companies spend a considerable amount of money on the process of developing their brands and building prices in the hearts of their customers.

1. OCR Software Reviews: There are a variety of characteristics that customers may use to evaluate optical character recognition (OCR) software (Hamad, & Kaya, 2016). These criteria include speed, precision, simplicity in use, compatibility with multiple file types, customer service, and cost.

2. Customer Feedback on OCR Services: Feedback might be provided by users regarding OCR services that they have utilized, particularly the degree to which the service operated in terms of accurately converting documents, Nguyen, et.al. (2021) researched how well it handled a variety of languages, and how well it handled the user experience as a whole.

3. Points of Evaluation: Reviewers frequently highlight particular aspects or features that they consider to be significant (Ghose & Ipeirotis, 2010). These may include the capability for converting document scans into flexible text, assistance in various tongues, collaboration into additional apps, based on the cloud rather than the computer options, and cost structures (Kumar, & Malik 2008).

4. Comparisons and Ratings: Customers can evaluate and contrast various optical character recognition (OCR) solutions, offering ratings or ranks depending on their overall satisfaction with various goods or services (Mahr, et. al. 2019).

III. REVIEW OF RELATED LITERATURE

Minqing Hu, (2004) analyzed retail merchants who sold things on the Internet and frequently encouraged their consumers to provide feedback on the products they had purchased as well as the services related to those products. There was a substantial increase in the variety of purchaser testimonials that a product acquires as a result of the growing popularity of online shopping. When it went to a product that was widely used, the number of complaints might range anywhere from hundreds to thousands. The fact that they were tough to read made it hard for a potential buyer to make an educated decision about whether or not to purchase the goods. Additionally, it made it harder for the maker of the thing to keep track of and successfully manage the opinions of the customers. There are extra challenges for the manufacturer because the fact that several merchant websites may offer the same product, and since the manufacturer often manufactures a wide variety of items, there are additional challenges.

Judith A. Chevalier, (2006) assessed the effect on book sales at two big online bookstores, Barnes & Noble and Amazon, based on consumer comments. The authors found that (1) reviews were usually positive, except Amazon, which had multiple and longer reviews. (2) Relative sales on that site increased as booked reviews improved. (3) reviews with one star were more influential than those with five stars in the majority of samples. (4) research on review length suggests that consumers read the entire review rather than relying on summary statistics.

Wenjing Duan, (2008) examined what impact user evaluations had on the daily box office success of films, both in terms of persuasion and awareness. This approach is different from previous research in that the author took into account reviews as a two-way street, with reviews impacting and being impacted by movie sales. Taking into account that user evaluations on the internet were endogenous alters the analysis in a big way. After controlling for endogeneity, these findings revealed that user review ratings did not significantly affect box office receipts for films, suggesting that reviews posted online did not persuade consumers to buy the products in question. The significance of the awareness effect is suggested by the fact that movie theatre ticket sales were heavily impacted by the level of internet posts.

Pradeep Racherla, (2012) researched the importance of online reviews, a type of eWOM, as a source of information for contemporary customers had grown in recent years. There has been a lack of recent research on the mechanisms that influenced consumers' perceptions of eWOM, with most studies concentrated on the dissemination and effects of online evaluations. Similarly, there was a dearth of research that examined service users' viewpoints. The previously mentioned gaps in the existing research were filled in by this study. Reviews from Yelped.com, (Yelp provides a one-stop local platform for consumers to discover, connect, and transact with local businesses of all sizes a prominent) US-based online advised website for service firms, were used to evaluate the research model that was based on the wealth of literature on the topic of how information influenced individuals. The study's findings revealed that reviewers' and reviews' individual traits are substantially associated with how helpful people found recommendations.

Sony Kusumasondjaja, (2012) investigated the effects of calculating mood and identification of sources on consumers' perceptions of the reliability of online reviews and their initial confidence when they reviewed traveled services, along with the relationship between the two. In all, 639 tourists contributed to the trial's blueprint. Even though negative evaluations were more credible overall, favorable feedback did a better job of establishing confidence in the beginning than negative ones. The outcomes were unchanged upon disclosure of the reviewer's identity. Although the reviewer's name was concealed, there was no discernible difference between positive and bad reviews in terms of reputation perception or their impact on customer trust. Future directions, analytical and managerial implications, and limitations were also covered.

Manuel Trenzm, (2013) analyzed how Word-of-mouth took on new significance as online customer evaluations had an ever-increased impact on consumers' online selections. This is supported by an increased amount of scholarly work in several fields that utilize online consumer reviews as an information source. However different approaches provided different outcomes in these investigations. To investigate the research practiced around the use of online client review data and the insights gained from these studies, the author undertook a comprehensive and multidisciplinary literature analysis. The majority of the 49 paper abstracts were reviewed and focused on three main areas: the impact of online customer reviews on sales, the usefulness of reviews, and review manipulation.

Santiago Melián-González, (2013) looked at Online and social media evaluations from customers, known as electronic word of mouth (eWOM), which has become more important for tourist businesses. However, the majority of research has focused on the effects of review content, namely negative reviews, and their valence. Using a collection of 16,680 rooms across 249 tourist destinations, this study takes eWOM's volume and valence into account. Initial evaluations of a company are often more critical than later ones, according to the study's findings, which suggests a correlation between valence and volume. The negative impact is reduced as the quantity of reviews grows, leading to a more balanced valence. Positive comments outnumber negative evaluations, according to the survey and previous research. Hoteliers should aim to increase

the number of evaluations they receive to equilibrium both beneficial and adverse representations of their property.

Nga N. Ho-Dac, (2013) analyzed the connection between OCRs and profits in the developed Blu-ray and established DVD player markets. Models from weak brands (those without substantial positive brand equity) saw an uptick (downtick) in sales when OCRs were positive (negative). On the other hand, strong brand models saw a considerable increase in sales due to their higher brand equity, but OCRs did not affect these models' sales at all. An improved shift from a weak to a strong brand was facilitated by an increase in positive OCRs, which in turn was caused by higher sales. All of a weak brand's models stand to gain from the virtuous cycle that results from this, as sales go up and positive OCRs go up for those models.

Vincent T. P. Cheng, (2014) studied the influence of online customer reviews on hotel sales, which has garnered a lot of interest in the field of hospitality research. In actuality, should exert control over the production of such evaluations, particularly those that express negative opinions. How hotel management chooses to react to such critical feedback is, however, entirely under their discretion. This study delves into two crucial aspects that might help marketers craft answers that can win over clients who have come across bad reviews. With 259 participants, the study employed a quasi-experimental approach. The prevalence of distributive justice was modeled as a moderating variable using the Elaboration Likelihood Model (ELM). When dealing with bad reviews, publishing a response that used a central channel of persuasion was determined to be more effective than traditional complaint handling procedures.

Graham L. Bradley, (2015) examined the effects of unfavorable internet evaluations written by customers on companies and their personnel in the hospitality industry. (NOR Stress) is defined as "occupational anxiety due to being negatively impacted by negative online reviews." The article went on to offer ways to study and minimize the harm that negative reviews could cause.

Yi-Hsiu Cheng, (2015) looked at a plethora of customer reviews that had a significant impact on consumers' selections to buy. Online customer reviews, whether good or negative, were seen by customers as offering valuable information. This study applied the model of elaboration likelihood (ELM) to the analysis of online customer reviews with an emphasis on the core and peripheral route components that contribute to the reviews' credibility and usefulness in the eyes of readers. Researchers were also curious about how customers are influenced by social elements mentioned in reviews. This study used content analysis to sift through 983 evaluations left by actual customers on review websites for various restaurants.

Daniel S. Kostya, (2016) researched that Customers now rely heavily on OCRs, or online customer reviews while researching products and services online. It is a significant difficulty for both academics and practitioners to understand how OCRs affect consumers' decisions. The author evaluated the impact of OCRs upon choice using a choice-based combined experiment that incorporates all pertinent levels across the OCR variables (volume, variance, and valence). Previous research has mostly ignored the reciprocal consequences of the OCR dimensions; however, their experimental setup enables us to quantify both the immediate and secondary impacts.

Georgios Askalidis, (2016) studied how many reviews a product has on a certain page affects the number of people who are likely to buy it (the conversion rate). To investigate the relationship between review quantity and conversion rates, they provide an exponential learning curve model. The "value of reviews" is the disparity in the conversion rate between a scenario with no reviews and one with an infinite amount of them. According to the author's research, a product's conversion rate may go up to 270% as it gains evaluations from consumers who opt to show it. The majority of the aforementioned gain occurs in the first five reviews, and they also see declining marginal worth as a product collects reviews.

Abdulaziz Elwalda, (2016) researched Academic and commercial groups that have recently shown a great deal of interest in the impact of OCRs, or online customer reviews on consumers' willingness to buy. Thanks to the internet, consumers can quickly and easily share their thoughts and feelings about any service or product; these reviews, in turn, might sway consumers to make a purchase. While several research has looked at how virtual OCR qualities like volume and valence affect customers' intentions, far less has been done to investigate how derived attributes work. Customers' confidence and intention are affected by the perceived derived features of OCRs, and this study seeks to understand how. To analyze how OCRs affect consumers' intent to buy, this research builds a model called the Perceived Retrieved Attributes (PDA) that combines the Principles of Planned Behavior's (TPB) notion of perceived control with the idea of technology acceptance (TAM).

Lu, Kevin, (2016) researched OCRs, or online customer reviews, which have grown in importance as a resource for consumers seeking product details before making a purchase. This has a major effect on how consumers choose to make their purchases. There has been a recent uptick in scholarly interest in the topic of how OCRs influence consumer behavior. Consequently, a summary of these impacts is required. This research delves into the most recent findings about the connections and correlations between optical character recognition (OCRs) and consumers' intentions to buy.

Alec Minnema, (2016) examined the lack of clarity on the impact of OCRs, or online customer reviews on product returns, in contrast to their influence on product sales. Utilizing a robust multi-year dataset spanning the electronic and furniture categories from a prominent online store, this study delves into the influence of OCR attributes (valence, volume, and variation) on return decisions. The most important takeaway is that reviews with an excessively favorable valence (above the average during the product's lifetime) lead to more sales and fewer returns. Optical character recognition (OCR) aids in the formation of product expectations during the purchasing process, which might explain these findings. Consequently, there's a higher chance of buying it, but if the high expectations caused by the reviews aren't fulfilled, it might lead to disappointment and a higher chance of returning it. For less experienced consumers and less expensive goods, the impact of evaluation valence on return is more pronounced.

Armin Felbermayr, (2016) researched emotions that are frequently conveyed in online consumer evaluations. Marketers may use this information to sift through review language for clues about the influence of emotions on other consumers. The author offers a method for extracting emotional information from reviews online and using it to rank the relative value of different emotion characteristics across product types. In addition to extracting emotion words from an emotion lexicon, this method constructs a system of classification to rank the significance of emotion aspects according to review quality. The utility of reviews posted on the internet is a key metric for review quality.

Graham L. Bradley, (2016) studied the proliferation of social media and other online platforms, more and more consumers are sharing their thoughts and experiences with products and services through online reviews. Service providers and their employees have been the targets of several scathing internet evaluations. This article aims to record the experiences of service sector professionals with customer-authored, negatively valence internet reviews, the personal effects of these evaluations, and the emotional and behavioral responses of participants.

Laurie Wu, (2016) analyzed that more and more customers in the present global service industry rely on online reviews before making a purchase. This essay explored the subject of how influence impacts customers' tendency to share positive experiences through online reviews, specifically looking at the role of word-of-mouth (WOM). According to the author, power is moderated by the client's service perception and how it compares to other forum users. This is rooted in the self-enhancement theory, which states that individuals are driven to propagate WOM to enhance their self-image and the agentic vs community view of power. **Sumedha Sinha, (2017)** study seeks to determine if there is a correlation between the opinions expressed in hotel reviews and the ratings given by those same customers. What they call "customer sentiment" are the feelings conveyed by reviewers in written form. Emotions can range from upbeat to downbeat or even neutral. The research delves into consumer feelings and presents them according to the polarity of those feelings.

Methodology:
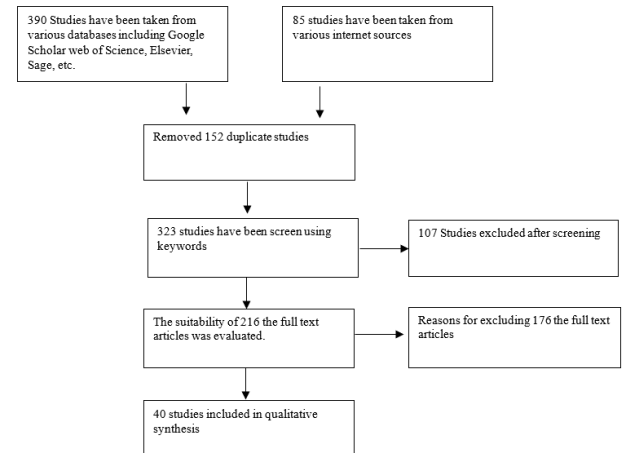
IV. DISCUSSION

> *Study regarding Positive online customer reviews significantly boost sales for micro-businesses*

The data suggest how good evaluations serve as social proof, assuring prospective clients of a company's caliber and dependability. By presenting the experiences of past clients, they foster trust consumers may quickly and easily access a rarity created by user's product information through OCRs, which can assist them in selecting the best product based on their unique preferences and the experiences of other consumers. The benefits and drawbacks of OCR are mentioned in OCR Technology Assessments, Comments from Customers on OCR Services, and Points of Assessment, Comparisons, and Ratings (online customer reviews). Minqing Hu (2004) investigated offline sellers who sold items on the Internet often and encouraged their customers to submit comments regarding the goods that they got as well as the services that were associated with those products. As a result of the exponential growth in popularity of online shopping, there has been a significant increase in the number of customer evaluations that a product receives. Similarly, Manuel Trenzm (2013) analyzed how word-of-mouth becomes more significant as the influence of online customer reviews on the decisions that consumers make when shopping online becomes increasingly significant. A study by Judith A. Champagne (2006) investigated the impact of customer input on the sales of publications at two of the most prominent online bookstores, namely Barnes & Noble and Amazon. Wenjing Duan (2008)

investigated the influence that user reviews had on the daily box office success of films, focusing on the levels of awareness and persuasion that were influenced by these reviews. According to a study conducted by Pradeep Racherla (2012), the significance of online reviews, which are a form of electronic word of mouth (eWOM), as a source of information for modern clients has increased over the past few years. In recent years, there has been a dearth of studies on the mechanisms that influence consumers' perceptions of electronic word of mouth (eWOM). The majority of studies have focused on the dissemination and effects of online assessments. The research conducted by Sony Kusumasondjaja (2012) investigated the influence of evaluation valence and source identification on customers perceptions of the reliability of online reviews and their initial trust in services that have been reviewed by other travelers, as well as the interaction between these two elements. Santiago Melián-González (2013) investigated this phenomenon, which has grown increasingly significant for enterprises that cater to tourists. The majority of studies, on the other hand, have concentrated on the consequences of review content, namely negative reviews, and the valence of those reviews. The volume and valence of eWOM are taken into consideration in this study, which makes use of a diverse collection of 16,680 rooms covering 249 different tourist destinations. According to the findings of the study, which imply that there is a correlation between valence and volume, initial evaluations of a company are frequently more critical than subsequent ones. In the developed Blu-ray and established DVD player markets, Nga N. Ho-Dac (2013) investigated the relationship between optical character recognition (OCR) and earnings. When OCRs were positive (negative), sales increased (decreased) for models that were associated with weak brands, which are defined as those that do not have a considerable amount of positive brand equity. A significant amount of interest in the field of hospitality research has been generated by the research conducted by Vincent T. P. Cheng (2014), who investigated the impact that online customer reviews have on hotel sales. When it comes down to it, one should exercise control over the development of such evaluations, particularly those that convey negative sentiments. An investigation was conducted by Graham L. Bradley (2015) to investigate the impact that unfavorable internet reviews submitted by customers have on businesses and the employees working for them in the hotel industry. An occupational anxiety disorder known as "negative online review stress" (NOR Stress) is characterized as "occupational anxiety due to being negatively impacted by negative online reviews." In his study, Yi-Hsiu Cheng (2015) examined a large number of customer evaluations that had a substantial influence on the choices that consumers made regarding their purchases. Customers viewed online customer evaluations, regardless of whether they were positive or negative, as providing information that was helpful to

them. Research conducted by Daniel S. Kostya (2016) found that customers increasingly place a significant amount of importance on online customer reviews, also known as OCRs when conducting online research on products and services. The understanding of how optical character recognition (OCR) affects the decisions that customers make is a key challenge for both academics and practitioners. Using a choice-based combined experiment that takes into account all relevant levels across the OCR variables (volume, variance, and valence), they investigate the influence that OCRs have on how individuals make their selections. Georgios Askalidis (2016) conducted research to determine how the amount of reviews that a product has on a certain page influences the conversion rate, which is the percentage of individuals who are inclined to purchase the product. A model of an exponential learning curve is presented here to investigate the relationship between the number of reviews and the conversion rates. When comparing a scenario in which there are no reviews to one in which there are an infinite number of reviews, the "value of reviews" refers to the difference in the conversion rate on the former. In the research conducted by Abdulaziz Elwalda (2016) Both academic and commercial organizations have recently demonstrated a significant amount of interest in the influence that online customer reviews, often known as OCRs, have on the consumers' propensity to make purchases. According to research by Kevin Lu (2016), online customer reviews, also known as OCRs, have become increasingly significant as a resource for customers looking for product information before making a purchase. How customers choose to make their purchases is significantly impacted as a result of this. In contrast to the impact that online customer reviews (OCRs) have on product sales, Alec Minnema (2016) found that there is a lack of clarity on the impact that OCRs, also known as online customer reviews, have on product returns. This study investigates the influence of optical character recognition (OCR) attributes (valence, volume, and variety) on return decisions by making use of a comprehensive dataset that spans multiple years and includes both the electrical and furniture merchandise categories from a well-known online retailer. In the research conducted by Armin Felbermayr (2016), Emotions are regularly communicated in reviews that are posted on different websites. Marketers can make use of this information to sift through review language in search of hints on the influence of emotions on customer behavior. They provide a way for collecting emotional information from internet reviews, and they utilize this method to rate the relative importance of various emotional traits across different types of products. According to research conducted by Graham L. Bradley (2016), an increasing number of customers are using online reviews to communicate their opinions and experiences with various products and services. This trend can be attributed to the expansion of social media

and other online platforms. Several harsh reviews that have been posted on the internet have been directed at service providers and the personnel who work for them. In today's worldwide service industry, there is an increasing tendency of consumers who rely on Internet reviews while making purchases, according to an analysis conducted by Laurie Wu (2016). Within the scope of this essay, the subject of how influence influences the likelihood of customers publishing online evaluations to spread word-of-mouth (WOM) feedback is investigated. The author suggests that the influence of power is moderated by the positivity of the customer's service experience and the degree to which it matches the experiences of other forum users. The purpose of the study conducted by Sumedha Sinha in 2017 is to ascertain whether or not there is a connection between the points of view expressed in hotel reviews and the ratings that are provided by the same consumers. What they refer to as "customer sentiment" refers to the feelings that are expressed by reviewers in textual form. Emotions can range from positive to negative, or even neutral all the way through. The research investigates the feelings of consumers and portrays those feelings in a manner that is based on the degree of polarity that they possess.

V. CONCLUSION

Online customer reviews (OCRs), a type of electronic referral that has become a crucial component of the Internet in general and online purchasing in particular, are frequently displayed as summary statistics. consumers may quickly and easily access an unparalleled amount that user-generated product information through OCRs, which can assist them in selecting the best product based on their unique preferences and the experiences of other consumers. By presenting the experiences of past clients, they foster trust. According to the research, positive reviews serve as social proof, ensuring prospective clients of a company's caliber and dependability. buyers may now freely and conveniently share their thoughts and opinions about any good or service online thanks to technology; these reviews can have a big impact on what buyers decide to buy.

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