

Research Article

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From Rating to Purchase Decisions: A Systematic Literature Review on Online Reviews and Consumer Behavior

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Abstract: *This study aims to identify consumer behavior through bold reviews, which play an essential role in purchasing decisions. The systematic approach in this study is a significant contribution, especially in exploring aspects of tone, review length, and content quality. The Prisma model Systematic Literature Review (SLR) method is used to map 536 literatures from 2020 to 2024, with the help of VOSviewer to analyze trends and research analysis. The results show the critical role of technology, such as sentiment analysis, in understanding consumer emotions and the significant impact of reviews on consumer preferences. This study opens opportunities to explore further review elements influencing consumer purchasing decisions.*

Keywords: *Purchase Decision, Online Reviews, Consumer Behavior, e-commerce.*

Introduction

The development of information and digital technology has had a significant impact on consumer behavior patterns in the last five years (H. M. Aji et al., 2020; P. M. Aji et al., 2020; Moslehpour et al., 2021), especially in utilizing online reviews before making a purchase. Based on data from Statista, more than 90% of global consumers read online product reviews as part of the decision-making process. In Indonesia, this trend also shows a sharp increase, especially on e-commerce platforms, where from 2019 to 2023, an average increase of 12% was recorded in the number of users who considered consumer reviews as a reference before making a transaction (Alamsyah et al., 2020; Ellitan, 2020; Redjeki & Affandi, 2021). This indicates the central role of consumer reviews in helping to form purchasing decisions.

Data from a Nielsen survey in 2023 showed that around 78% of consumers in Indonesia trust reviews written by other consumers more. Compared to traditional advertising or seller recommendations (Emon & Khan, 2023). Consumer reviews are considered an honest and independent form of feedback, providing more in-depth information about the advantages and disadvantages of a product (Choi, 2020; Effendi et al., 2020; Ellitan, 2020; Emon & Khan, 2023). This trust has changed the function of reviews from mere personal opinions to key factors that can influence product perceptions and build brand loyalty.

Research on online reviews has focused more on consumer trust in platforms or service providers. Still, only some have specifically explored how elements in review texts can influence consumer purchasing behavior (Molinillo et al., 2021). Previous studies have also often ignored factors such as tone of language, length of reviews, and frequency of positive or negative words, which significantly influence consumer

perceptions of products (Perez-Vega et al., 2020). In this context, a research gap needs to be studied further so that an understanding of consumer behavior through online reviews can be developed comprehensively.

In 2022, data from the Indonesian E-commerce Association also revealed that more than 65% of purchases on digital platforms were influenced by consumer reviews that included detailed descriptions of user experiences (Emon & Khan, 2023). Increasingly tight business competition has encouraged many companies to pay more attention to consumer reviews as part of their marketing and sales strategies. However, although statistical data shows the significant influence of consumer reviews on purchasing decisions, in-depth research on how these reviews shape consumer behavior still needs to be completed.

Against this background, this study was conducted to answer the need for a more systematic study of consumer behavior from online reviews. Given the rapid development of digital platforms and the increasingly diverse characteristics of consumers in Indonesia, a more comprehensive study is needed to understand the patterns that emerge from consumer reviews and how these patterns can help predict and influence purchasing decisions.

Previous research has made significant contributions that lead to an initial understanding of consumer behavior in the context of online reviews. For example, a study by (Alshurideh et al., 2020) showed that online reviews can significantly influence product rankings and sales volume, especially on e-commerce platforms. This study showed a strong relationship between the number of positive reviews and the level of product demand, providing a strong basis for consumer reviews' role in shaping product perceptions.

In addition, a study conducted by (Dijkstra et al., 2020) showed that informative reviews with detailed content tend to be more trusted by consumers than reviews that are short or too general. They found that factors such as clear and complete descriptions can increase consumer trust and make it easier to make purchasing decisions. This study emphasizes the importance of review quality in shaping consumer perceptions.

Furthermore, a study (Mariani & Wamba, 2020) found that review length is essential in attracting consumer attention and providing more profound insights. They noted that more extended and descriptive reviews are preferred, especially for consumers considering purchasing high-priced products. These results support the importance of studying specific elements in reviews that influence consumer purchase intention.

Research by (Park et al., 2020) also revealed that the tone of language in reviews, whether positive or negative, can significantly impact consumers' initial impressions of a product or service. Consumers tend to be influenced by the tone of reviews and are more careful in making decisions when reading reviews with a negative tone. This shows that in addition to information, emotions reflected in reviews also play an essential role in shaping consumer decisions.

The urgency of this research lies in the need to understand more deeply how online reviews can be utilized as a credible and influential source of information for companies in developing effective marketing strategies. Since more and more consumers in Indonesia rely on online reviews in decision-making, a systematic study of consumer behavior from consumer reviews becomes very relevant. The results of this study are expected to contribute to improving marketing strategies based on a comprehensive understanding of consumer behavior.

The novelty of this research lies in the systematic approach to analyzing how online reviews influence consumer behavior in purchasing decisions. This study aims to develop a more in-depth framework regarding the influence of these elements on consumer purchasing decisions. Thus, this study

is expected to provide new contributions to understanding consumer behavior and provide more practical guidance for companies to utilize consumer reviews in their marketing strategies.

Method

This study uses the Systematic Literature Review (SLR) approach to gain an in-depth understanding of Consumer Behavior, Online Reviews, and Purchase Decisions. SLR was chosen as a method to systematically filter, organize, and analyze literature in order to identify trends, patterns, and research gaps in the field of consumer behavior (Mariani et al., 2023; Nicolescu & Tudorache, 2022; Rad et al., 2022). The literature was limited to publications from 2020 to 2024 to fit the current context. This SLR aims to provide a comprehensive and evidence-based mapping of related literature covering the dynamics of consumer behavior in the context of online reviews.

The data collection process was carried out with the help of the Publish or Perish application, which allows effective metadata searches from Scopus. Keywords such as “Consumer Behavior,” “Online Reviews,” and “Purchase Decision” were used as the primary filters in the search to obtain the most relevant literature to the research topic. This metadata is then stored in Research Information Systems (RIS) format, a standard format for advanced analysis easily integrated into other analysis software.

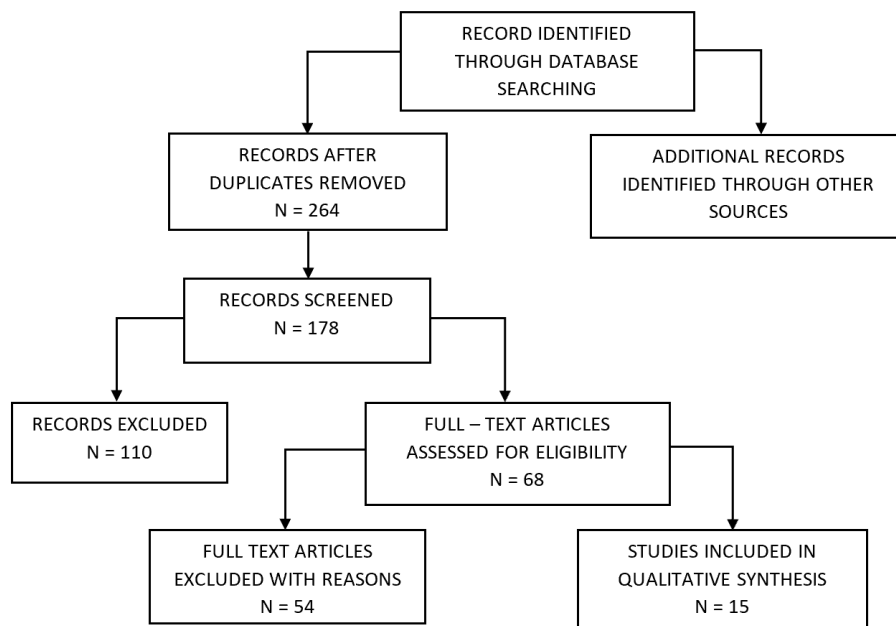


Figure 1. SLR Prisma Model

This diagram is fundamental in ensuring transparency in selecting studies to be included in the analysis so that readers can understand the stages researchers go through. The PRISMA diagram shows the flow from the initial identification of articles to finally leaving a small number of studies to be analyzed qualitatively or quantitatively where researchers found several articles through database searches and other sources—in this diagram, starting with 507 articles from database searches and 29 articles from other sources, resulting in a total of 536 articles. However, from this number, a process of eliminating duplicate articles was carried out so that 264 unique articles remained through the screening selection stage. A total of 264 articles were screened, but 76 were excluded because they did not meet the established criteria. This screening process is usually done by reading the abstract or summary of the article and assessing whether or not the article has relevant information.

Furthermore, the Eligibility stage is carried out by examining the full text of the remaining articles to ensure that they meet all previously established inclusion and exclusion criteria. In this diagram, 68 articles were examined in depth, and 54 were excluded for various reasons, such as lack of relevant data or inconsistency with the research objectives. The next stage is Inclusion, where articles that meet all criteria are selected for qualitative analysis.

In this diagram, only 15 articles made it to this stage after a rigorous selection process from thousands of initial articles. These studies were then analyzed in depth to understand their contribution to the research question. The selection of the 15 main articles in this study was carefully considered, considering the study's focus is to explore consumer behavioral insights from online reviews. Each selected article has met several strict relevance criteria, such as its relevance to consumer review analysis, its influence on purchasing decisions, and the use of technology in understanding consumer perceptions.

Table 1. Relevant Research

No	Author and Year	Article Title	Journal Name	Research Results	Gap Based on Theme
1.	Lebo, Yimo Chen And Xiaoli Yang (2023)	The Impact Of Contradictory Online Reviews On Consumer Online Purchase Decision : Experimental Evidence From China	Journal Sage	Contradictory Reviews (Positive And Negative) Have A Negative Impact On Purchase Decisions Because They Increase Perceived Risk, With High Emotionality (Both Positive And Negative) Either Worsening Or Improving Purchase Decisions, Depending On The Proportion.	Emotions In Reviews Influence Consumer Purchasing Decisions And How Perceived Risk Plays A Role.
2.	Yunjeong Ahn And Jieun Lee (2024)	The Impact Of Online Reviews On Consumer Purchase Intentions : Examining The Social Influence Of Online Reviews Group Similarity	Journal Of Theoretical And Applied Electronic Commerce Research	With High Review Ratings Increasing Purchase Intention, Especially For Consumers With Independent Self-Construction	Differences in Review Platforms, Long-Term Impact on Brand Loyalty These Shortcomings Will Provide Better Insights for Marketers in Designing Effective Strategies.

		And Self Construal			
3.	Veerajay Gooljar, Tomayess Issa, Sarita Hardin – Ramanan And Bilal Abu Salih (2024)	Sentiment-Based Predictive Models For Online Purchases In The Era Of Marketing 5.0 : A Systematic Review	Journal Of Big Data	Developing a More Comprehensive Predictive Model By Considering Various Factors That Influence Customer Purchasing Behavior.	Better Understanding Of Customer Buying Behavior And Improving Marketing Strategies In The Digital Age.
4.	Kai Ding, Xi Yun Gong, Tao Huang, Wei Chong Choo (2024)	Recommend Or Not A Comparative Analysis Of Customer Reviews To Uncover Factors Influencing Explicit Online Recommendation Behavior In Peer – To Peer Accommodation	European Research On Management And Business Economics	The Importance of Balance in Analysis to Understand the Review in Depth.	Understanding the Dynamics of Recommendation Behavior in the Context of Peer-To-Peer Accommodation, and How Emerging Themes Can Influence User Decisions.
5.	Junyu Long, Norzaidahwati Zaidin And Xiaojun Mai (2024)	Social Media Influencer Streamer And Live Streaming Shopping :Examining Consumer Behavioral Intention Through The Lens Of The	Future Business Journal	Genuine Interaction Between Social Media Influencers And Consumers Can Increase Consumer Trust Which In Turn Affects Their Attitude Towards Live-Streaming Shopping	Shaping Consumer Behavior in the Context of Live-Streaming Shopping, and Highlighting the Need for Further Research to Understand the Transition from Behavioral Intentions to Actual Actions

		Theory Of Planned Behavior			
6.	Mohd Azhar, Rehan Husain, Sheeba Hamid, Mohd Nayyer Rahman (2023)	Effect Of Social Media Marketing On Online Travel Purchase Behavior Post Covid 19 : Mediating Role Of Brand Trust And Brand Loyalty	Future Business Journal	The Importance of Building Trust and Brand Loyalty in the Context of Digital Marketing, Especially in Times of Crisis Like the Pandemic	Providing Empirical Insights On How Brand Trust And Loyalty Serve As Mediators In The Relationship Between SMM And Purchase Intention, Especially In A Pandemic-Influenced Situation.
7.	Xiaofei Li, Baolong Ma, And Rubing Bai (2020)	Do You Respond Sincerely ? How Sellers Responses To Online Reviews Affect Customer Relationship And Repurchase Intention	Frontiers Of Business Research In China	Effective Communication In Building And Maintaining Relationships With Customers In An Online Business Environment	The Importance of the Type of Response Given to Positive and Negative Reviews, and Their Impact on Consumer Perception.
8.	Tao Chen, Premaratne Samaranyake, XiongYing Cen, Men Qi and Yi Chen Lan (2022)	The Impact Of Online Reviews On Consumers Purchasing Decisions Evidence From An Eye Tracking Study	Frontiers in Psychology	Consumers Tend to Search for More Information and Make Comparisons When They See Negative Reviews	Consumer Attention to Negative Comments is Greater, Especially Among Female Consumers
9.	qi wang, Lin Wang, Xiaohang	Impact Research Of Online	Emerald Insight	Classified review presentation can increase risk	Classified review presentation can increase risk perception and delay

	Zhang, Yunxia Mao, Peng Wang (2017)	Reviews Sentiment Polarity Presentation On Consumer Purchase Decision		perception and delay consumer purchase intentions compared to mixed presentation.	purchase intentions compared to mixed presentation..
10.	Jinghua Zhang, Wenfeng Zheng and Shan Wang (2019)	The Study Of The Effect Of Online Review On Purchase Behavior	International Journal Of Crowd Science	purchase intention as an indicator of purchasing behavior,	Consumers tend to pay more attention to negative and neutral information in their decision-making process.
11.	Cristian Morosan, John T. Bowen (2018)	Analytic Perspectives On Online Purchasing In Hotels ; A Review Of Literature And Research Directions	International Journal of Contemporary Hospitality Management	online platforms and user satisfaction are crucial factors influencing purchasing decisions.	more comprehensive insights into online shopping
12.	Beatriz Casais (2023)	Cosmopolitan Tourists In P2P Accommodation: An Exploratory Study Of Online Reviews On Airbnb	Journal Sage	cultural values are not reflected in the way online reviews are written, and that value co-creation is done in a standardized way by guests	there are clear differences in the way guests write online reviews based on cultural background
13.	Coloma Alvarez Santamaria, Consuelo Riano Gil and Agustin V. Ruiz Vega (2024)	The Power Of Social : Commerce Understanding The Role Of Social Word – Of – Mouth Behaviors	Journal Sage	Consumers Actively Seek Opinions From Others, They Can Reduce Uncertainty Regarding Products They Want To Buy. This Increases Their Confidence In Making Purchase Decisions	understanding how users' experiences on social media can influence their decisions when purchasing something.

		And Flow Experience On Social Media Users Purchase Intention			
14.	Ana Reyes Menendez, Marisol B. Correia, Nelson Matos, and Charlene Adap (2020)	Understanding Online Consumer Behavior And E-Wom Strategies For Sustainable Business Management In The Tourism Industry	Sustainability	E-WOM and Consumer Behavior Being able to Manage and Utilize E-WOM Well Will Be Better Able to Attract and Retain Customers in an Increasingly Competitive Market.	Identifying and analyzing specific elements that influence consumer behavior in the context of tourism, so that businesses can formulate more effective and relevant strategies.
15	Mithun S. Ullal, Cristi Spulbar, Iqbal Thonse Hawaldar, Virgil Popescu and Ramona Birau (2021)	The Impact of Online Reviews on E – Commerce Sales in India : A Case Study	Economic Research- Ekonomiska Istraživanja	the emotions contained in reviews can influence consumer attitudes towards a product	further exploration of the interaction between emotions in reviews and consumer self-construction in different contexts

The studies in the table show how analyzing consumer behavior based on customer reviews provides deep insights into purchasing decisions, brand loyalty, and effective marketing strategies. One of the primary studies is on the use of supply chain analytics in targeted advertising in e-commerce, where consumer reviews help create more relevant and compelling ads. This confirms that data from customer reviews is a vital source of information for driving data-driven business decisions.

Results and Discussion

The analysis of 536 metadata shows that research on online reviews, consumer behavior, and purchase decisions still has a number of significant research gaps. Although many studies have explored the relationship between these three elements, several areas still need to be thoroughly studied.

One of the main gaps is the need for an in-depth understanding of how online reviews influence purchasing decisions in growing e-commerce. Existing research tends to focus on specific aspects, such as

the number of reviews or ratings, without considering other factors that may play a role, such as the emotions in the reviews, the social context, and the demographic characteristics of consumers. In addition, although many studies have discussed the influence of online reviews on purchase decisions, there still needs to be more exploration of how digital technologies, such as sentiment analysis and recommendation algorithms, can influence consumers' perceptions of these reviews. This suggests that the current literature still needs to fully capture the complexity of the interaction between online reviews and consumer behavior, especially in a dynamic digital environment. Therefore, further studies are required to fill this gap, focusing on a more comprehensive understanding of the patterns that emerge from consumer reviews and how digital factors can influence purchase decisions. More in-depth research in this area will not only provide new insights into consumer behavior. Still, it will also help companies formulate more effective marketing strategies in the e-commerce era.

From the metadata, it was also found that current research is still lacking in exploration; many studies discuss purchase decisions, online reviews, and consumer behavior, but several gaps still need to be explored in the literature on this topic, especially in the context of e-commerce and digital influence..

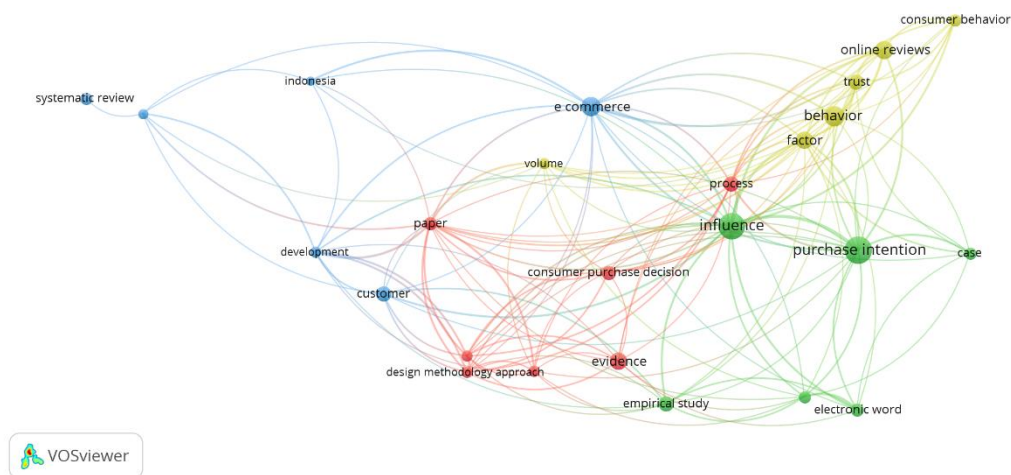


Figure 2. Gap Visualization Based on Theme

This figure highlights the relationship between key keywords in e-commerce research, focusing on purchase decisions, online reviews, and consumer behavior as the core clusters. These three themes form the core of modern research because they are closely related to understanding the consumer decision-making process in the digital era.

Purchase decisions are central to this network, reflecting the primary research focus on how consumers buy products or services. This keyword strongly relates to consumer behavior, which explains the psychological and social factors that influence consumer actions, such as perceptions, beliefs, and attitudes. Online reviews are one of the external factors that significantly influence purchasing decisions. Online reviews build consumer trust and influence purchase intention, which is the consumer's intention to buy, which ultimately influences their decision.

This cluster shows that in today's digital environment, consumer purchasing decisions no longer rely solely on traditional factors such as price or quality but also on information they obtain through online reviews and the experiences of other consumers. Trust built through electronic word of mouth is essential, while interrelated internal and external factors influence consumer behavior.

In conclusion, research in this area highlights how online reviews act as a bridge between consumer behavior and purchase decisions, making all three key elements that determine the success of marketing strategies in the modern e-commerce era.

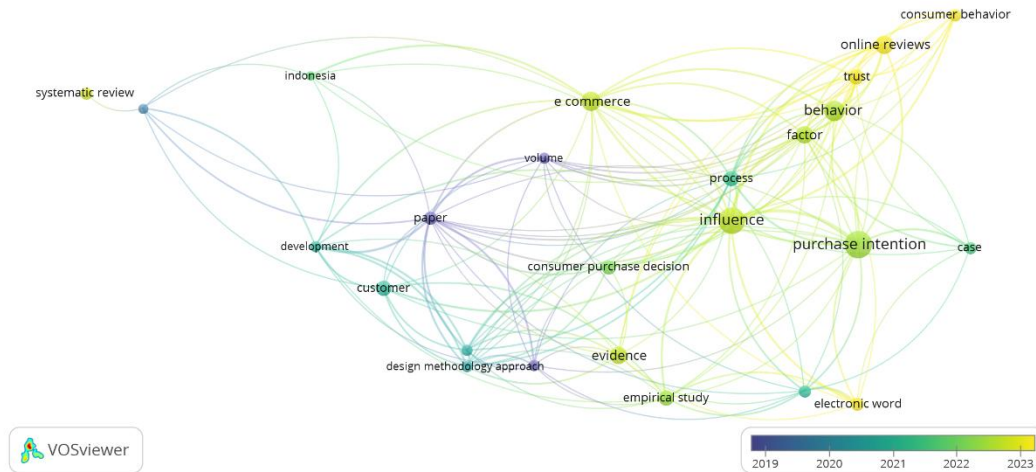


Figure 3. Gap Visualization Based on Theme

Based on the temporal visualization, the purchase decision is the core of e-commerce research, with its strong relationship to various other terms. In the early period (2019–2020), research on purchase decisions focused on developing methodologies and evidence-based approaches, as seen from the relationship with systematic review, paper, and evidence. Research during this period aimed to build a theoretical basis for understanding the factors that influence consumer decisions.

Entering the 2020–2021 period, purchase decisions began to be associated with terms such as influence and consumer purchase decision, indicating a deeper focus on how the consumer decision-making process is formed through external influences, such as the experiences of other users or empirical data. This relationship shows that purchase decisions are increasingly viewed as the result of the interaction between internal consumer factors and the influence of the digital environment.

In the current period (2022–2023), purchase decisions have become increasingly associated with terms such as online reviews, consumer behavior, and trust, colored bright yellow. This shows that modern research focuses on how online reviews build consumer trust, change their behavior, and influence intentions, ultimately driving purchase decisions. The role of online reviews as an element of electronic word of mouth is also highlighted, reflecting a significant shift in consumer decision-making processes that are now heavily reliant on digital platforms.

In conclusion, purchase decisions are at the center of e-commerce research dynamics, with the focus shifting from theoretical concepts to practical explorations of how consumer behavior is influenced by digital factors such as online reviews and trust, which are increasingly relevant in the modern world.

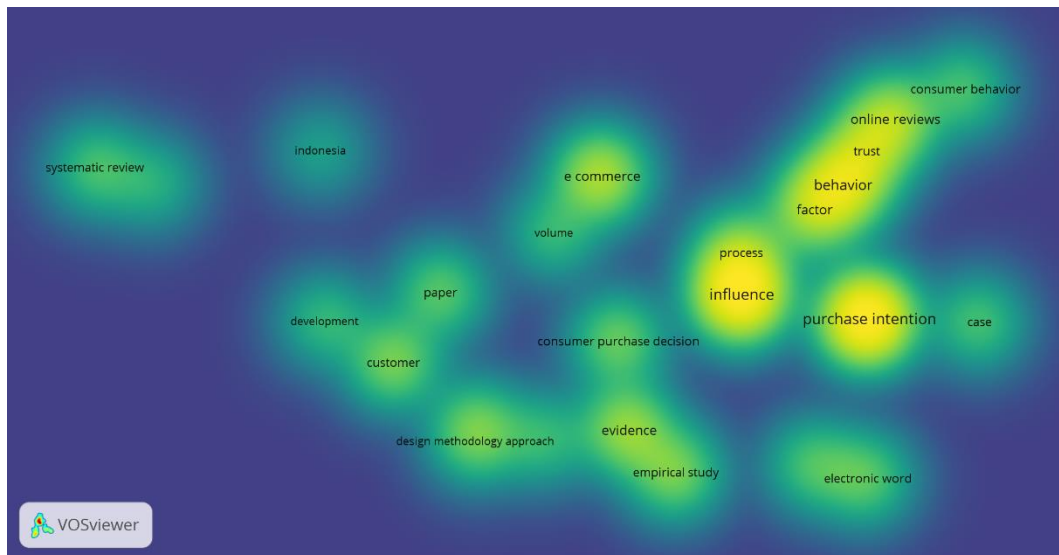


Figure 4. Visualization of Gap Based on Theme

In the figure shown, the relationship between purchase decisions, online reviews, and consumer behavior is represented by the striking yellow color, indicating that these terms are in a high-density area. The yellow indicates that this topic is the main focus in the analyzed literature, with a close relationship between the three.

The purchase decision is located in an area adjacent to terms such as influence and process, which are also in the yellow spectrum. This indicates that purchase decisions are often influenced by various decision-making processes involving external factors, such as online reviews. Online reviews are located in the greenish-yellow area, close to terms such as trust and behavior. This indicates that online reviews are essential in building consumer trust, ultimately influencing behavior and purchase intention.

Meanwhile, consumer behavior is directly connected to the terms purchase intention and factor located in the greenish-yellow area. This indicates that research on consumer behavior often focuses on factors that influence purchase intention, ultimately leading to purchase decisions. The yellow color in this area confirms that consumer behavior, online reviews, and purchase decisions are at the core of the literature analysis and are closely interconnected. This strong relationship reflects the research's primary focus on how online reviews shape consumer behavior and influence purchasing decisions in e-commerce environments.

Analysis of the Influence of Online Reviews on Consumer Behavior in Purchase Decision

Related studies highlight that online consumer reviews are an essential data source in understanding consumer preferences, perceptions, and satisfaction with products or services. Based on the results of a systematic literature review (SLR), online reviews have developed into a medium that can provide direct insight into consumer experiences, helping companies better adjust their marketing strategies.

Various studies highlight that online reviews significantly influence consumer behavior and purchase decisions, making them a strategic element in modern marketing. Elements such as tone, quality, emotion, technology, and reviews' social and cultural context are essential in shaping consumer perceptions. Research by Park et al. (2020) and Tao Chen et al. (2022) shows that a positive tone in reviews creates a good initial impression of a product, while negative reviews encourage consumers to seek additional information, helping them make more informed decisions. Lebo et al. (2023) support this finding by stating

that contradictory reviews can increase risk perceptions but, at the same time, open up opportunities for companies to highlight product advantages strategically. Regarding quality, Dijkstra et al. (2020) and Mariani & Wamba (2020) found that long, informative, and descriptive reviews are more trusted by consumers, especially when purchasing high-priced products. This aligns with Yunjeong Ahn & Jieun Lee's (2024) findings, which emphasized that high ratings and quality reviews significantly increase purchase intentions, especially for consumers with independent self-construction.

The role of emotions in reviews is an important theme conveyed by Mithun S. Ullal et al. (2021) and Qi Wang et al. (2017). Positive emotions in reviews strengthen consumers' attitudes toward products, while negative emotions increase risk perceptions, thus influencing emotional purchasing decisions. In addition, Xiaofei Li et al. (2020) showed that sellers' responses to reviews, both in the form of criticism and praise, significantly impact customer loyalty and encourage repeat purchases. In a social context, Ana Reyes Menendez et al. (2020) and Coloma Alvarez Santamaria et al. (2024) highlighted that e-WOM (electronic word-of-mouth) on social media is an essential factor in reducing consumer uncertainty through authentic user experiences. Technologies such as sentiment analysis and machine learning, as found by Veerajay Gooljar et al. (2024) and Mariani et al. (2023), further strengthen companies' ability to understand consumer preferences and design effective data-driven marketing strategies.

In the cultural context, studies by Beatriz Casais (2023) and Cristian Morosan & John T. Bowen (2018) show that online reviews need to be tailored to the cultural context to increase their relevance and effectiveness. Junyu Long et al. (2024) found that direct interactions through live-streaming platforms hosted by influencers helped build consumer trust, ultimately driving purchase decisions.

Furthermore, Mohd Azhar et al. (2023) emphasized that brand trust and loyalty are essential mediators between digital marketing and purchase intention, suggesting that effective online review management can increase consumer loyalty. In an eye-tracking study, Tao Chen et al. (2022) revealed that negative reviews often attract more attention from consumers, especially women, which can affect their decision-making process. Meanwhile, in the context of the accommodation sector, Cristian Morosan & John T. Bowen (2018) found that online review platforms play an essential role in building user satisfaction, directly affecting purchasing decisions.

Overall, this study shows that online reviews have a complex and multidimensional influence on consumer behavior and purchase decisions, including tone, structure, quality, emotion, seller response, e-WOM, Technology and cultural context. Online reviews are not only a source of information but also build consumer trust and reduce uncertainty in purchasing decisions. By leveraging insights from online reviews, companies can create more relevant and effective marketing strategies, increase customer loyalty, and provide a superior shopping experience in the digital era.

Conclusion

This study successfully identified the importance of online reviews as a primary data source for understanding consumer behavior. Through reviews, companies can gain insights into consumer preferences, perceptions, and satisfaction levels with products or services. In marketing, consumer reviews are highly relevant for forming more personalized and adaptive strategies, increasing consumer loyalty.

Systematic analysis using the PRISMA model and tools like VOSviewer allows for a comprehensive literature mapping, focusing on factors such as tone, review length, and content quality. The results of the analysis show that consumer reviews not only function as feedback but also influence perceptions and

purchasing decisions. For example, reviews that mention the price and quality of a product can influence potential consumers in considering a product or service.

The research gap is mainly related to the need for more exploration of the emotional aspect of consumer reviews. Emotions reflected in reviews, both positive and negative, play an essential role in shaping product image and consumer loyalty. Therefore, a technology-based emotional approach such as sentiment analysis is highly recommended for further research, especially to dig deeper into how emotions influence consumer decisions.

Overall, this study contributes to understanding how consumer reviews can be utilized optimally in marketing strategies. By combining aspects of trust, experience, and sustainability, consumer reviews become a rich data source that can help create more effective and relevant marketing strategies for modern consumers.

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