

**UNIVERSITI TEKNOLOGI MARA**

**Examining the Relationship Between  
Appropriateness, Aggregate, and  
Disposition of Consumer Review  
Towards Online Purchasing Decisions**

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## ABSTRACT

The Covid-19 pandemic has had a lasting impact on consumer behaviour in Malaysia and resulted in a preference shift from purchases performed in traditional brick and mortar storefronts to e-commerce platforms. The change in consumer purchase behaviour is forcing online shopping platforms to implement new strategies, such as the implementation of feature-rich online consumer review sections of a product to capitalize on the influx of new customers. It is established that selling high-quality products and services paired with effective marketing is no longer adequate to attract customers. The advent of the Pandemic has since facilitated the increase of online consumers in Malaysia by 33%. This study aims to determine the impact of the appropriateness, aggregate and disposition of online consumer reviews on consumer purchase decisions and propose a recommendation based on the TOWS Matrix. An online questionnaire was distributed to various potential online consumers across Malaysia. The multiple regression analysis shows a positive and significant impact on the appropriateness, aggregate and disposition of online consumer reviews towards a consumer purchase decision. SWOT analysis was performed to gauge the strengths, weaknesses, opportunities and threats of online consumer reviews on an online shopping platform. Based on the results obtained and SWOT analysis, the recommendation from TOWS Matrix was proposed which is Online shopping platforms should provide incentive-based online reviews, improve customer service relations, improve review functions to incorporate customer preferences and key influence variables and regulate online reviews in order to attract consumers on a shopping platform.

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## CHAPTER ONE

### INTRODUCTION

The introduction covers the fundamental part of the research, which encompasses of research background, research objectives, research question, scope and limitation of the study and the significance of the study. This chapter begins with the study background comprised of existing literature in the area of research and how these issues will be addressed and then moves on to the problem statement that justifies the research. The chapter then continues to the primary research objectives and research questions. The scope of the study explains the extent to which the research area will be explored and followed by its limitations. The significance of the study is a section that clarifies why the study is needed and its contribution to the current need. SWOT analysis were performed to identify each traits.

#### 1.1 Background of the study

With the advent of the COVID-19 pandemic, many consumers turn to online purchases to meet their daily needs, but only a few establishments can meet consumer needs. During the Malaysian Movement Control Order (MCO) implementation, only 38.1% of online establishments are operational (DOSM, 2021). However, establishments that managed to remain in operation reported a 19.1% increase in profits (TheStar, 2021), and 80.6% said that their income remained stable during the MCO period (DOSM, 2021). Regardless of the number of operational online establishments, the reported profit remains stable, and some have increased in profit during the MCO period. This observation indicates that the e-commerce market is gaining traction and many consumers have a high tendency to purchase online.

International Trade Administration (2021) website reported that the availability of high internet speed and decent connectivity resulted in Malaysia having high e-commerce transactions. About half of the populace use the internet to shop, with 83% using their smartphones to purchase online (Kemp, 2021). Additionally, Malaysian online shoppers usually are driven by the product quality and variety, cost-saving, and