Report On

"Determine the effects of negative information on consumer attitudes
and behavioral intentions towards online products"

By

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requirements for the degree of
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BRAC Business School
BRAC University

DECLARATION

It is hereby declared that

1. The thesis report submitted is my/our own original work while completing degree at Brac University.

2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

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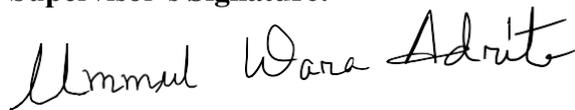
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EXECUTIVE SUMMARY

The goal of this research is to define how negative information or we can say word of mouth, online review influence consumer attitude and behavioral intentions towards online products. Because of the rapid growth and widespread application of Internet technology, online shopping has emerged as a significant new channel. Online product reviews have become increasingly valuable as consumer information search and release has shifted from offline to online. According to research, the majority of online customers read product reviews before making a purchase. Online product reviews, as one of the most important techniques of disseminating awareness, have a growing influence on customer purchasing decisions and have steadily become an urgent topic in network marketing research. This phenomena forces companies to acknowledge that online reviews have a big impact on trading volume. Businesses have attempted to influence online reviews by posting a large number of favorable comments in the hopes of gaining consumer trust and resulting in product purchases. According to research, the primary goal of negative internet reviews is to influence the positioning of fashion products. The criteria studied in this study are the perception of bad internet reviews, buying attitudes, and behaviors. Negative online evaluations of apparel and accessories sold online are examined, as well as their impact on consumer buy intent and sentiments. The goal of the study is to prove that unfavorable online reviews influence consumer purchasing intent, attitudes, and actions. Furthermore, purchasing attitudes have an impact on behavior intention.

In the research I employed both secondary and primary data. 80 respondents' data was acquired as primary data, which was analyzed using SPSS software. According to the research negative

information has impact on customers attitude and behavioral intentions. The data show how word-of-mouth is based on trustworthiness and commitment. Despite the fact that the results were based on a small number of respondents, the approach could be beneficial in future research. The importance of word - of - mouth, particularly in terms of consumer buying behavior, is steadily growing. Marketers will gain a better knowledge of negative information along with consumer perceptions after reading this paper.

Keywords: WOM, Online Review, SPSS, Consumer Attitude, Behavioral Intentions, eWOM

LIST OF ABREVIATION

SPSS- Statistical package for the Social Science.

WOM- Word-of-Mouth

eWOM- Electronic word-of-mouth

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INTRODUCTION AND BACKGROUND OF THE STUDY

1.0 Chapter 1: Introduction

Online brand communities as a type of social media, help to enhance consumer brand bonds and boost brand performance (Liao, and Wang, 2020). Customers rate services and goods, recommend them to others, and complain about them in internet communities, which swiftly spread and affect a large number of people (Brodie et al., 2013). Any allegation made by prospective and current customers about something such as a company or one of its products, via the internet, whether positive or negative, are shared publicly to a vast number of persons and organizations. (Hennig-Thurau and colleagues, 2004). Consumers, on the other hand, are more likely to value negative information, which is a concept known as negative discrimination Kim and colleagues (Kim et al., 2020). Negative publicity frequently leads to a significant reduction in sales and/or a switch to a different brand.; hence, brands must adopt a variety of measures to help their customers avoid being influenced by unfavorable publicity about their brands (Torres and Augusto, 2019). As consumer availability of new media grows, so does the impact of negative statements, making it critical to address consumer resilience to bad information.

Branding is also intangible, serving as a collection of promises to customers about a product's or service's trustworthiness, reliability, preferences, (Davis, 2002) and accomplishment (Kotler, 1999). As a result of their importance in consumer preferences, brands are regarded as a company's second most valuable asset, trailing only consumers (Ambler, 2000). Brands may also protect consumers through serving as identifiers for the product's manufacturers. (Bhakar and Bhakar,

2013). The strength of a brand is influenced by consumer impressions and grasp of what they have learned, witnessed, acknowledged, and heard about it (Keller, 2003). According to Keller & Lehmann (2006) "For consumers, brand names can clarify choice, offer a certain quality level, decrease risk, and/or create trust,"

On the other hand, branding and business news seem to be not always positive. Consumers are bombarded with unflattering news about firms on a regular basis. Negative news about a company has been shown in many studies to influence consumer thoughts and behaviors (Griffin & Attaway, 1991); (Ahluwalia, & Unnava, 2000).

The impact of unfavorable corporate news on customers whose favorite products are created by the companies that are the subject of the unfavorable publicity is the topic of this study. Before presenting the research sample and methods, reviewing the survey data, and lastly evaluating the findings, research limitations, and future research opportunities, this article provides pertinent literature on branding.

However, not every news regarding brands and enterprises is great. Consumers are confronted with unflattering news about companies on a regular basis. Negative news about a company has been shown in many studies to alter consumer intention and behavior (Ahluwalia and Unnava, 2000). The effects of negative information and media affecting customers whose favorite items are manufactured by organizations with a negative image is the subject of this research.

1.1 Problem Definition & Objective

When a customer decides to purchase a product or service, he must choose from various options. The external environment and personal preferences are rarely taken into account while making such a decision. Individual decision-making is strongly linked to the social or collective context of everyday life" (Zeleny, 1982). Nowadays, Promotional offers are made available to individuals through a number of media. (Godin, et al., 2000). They don't know who or what to believe, and 70% of 15- to 30-year-olds believe there is excessive advertising on the road, on television, and even in the newspapers (Ipsos study, 2011). They have lost faith in traditional media, and businesses are having increasing difficulty attracting customers' attention. The effectiveness of traditional marketing might also be questioned, given the popularity of modern marketing tactics that use a variety of methods to increase a company's notoriety. The majority of such new alternatives are based on one of humanity's oldest phenomena: word - of - mouth (WOM).

Customer decision-making is influenced more by word-of-mouth news than information provided through marketers using typical marketing promotion strategies, because it is obtained via trusted relationships and eliminates trade confusions. (Katz and Lazarfeld, 1995; Engels, Keferreis, and Blackwell, 1969)

1.2 Research Objectives

The study's main goal is to determine the negative aspects that have an impact on customers attitudes and intentions regarding online products. The following are the specific objectives:

1.To determine the factors that has effects on consumer's attitude and intentions toward online products

2. To compare the relative effect of the determinants on consumer's attitude and intentions toward online products

1.3 The Research Problem

In terms of the above-mentioned specific objectives, the research will seek to answer the following questions:

1. What negative information influences customers' attitude and intentions toward online products?

2. What effects do the factors have on customers' attitude and intention toward online products?

2.0 Chapter 2: Literature Review

2.1 Word-of-mouth

In the last thirty years, the term "word-of-mouth" already has taken on new meaning, due to the internet, which provides an online medium for sharing reviews. Sharing one's satisfaction with a goods or service is becoming fashionable. Word-of-mouth (WOM) refers to consumer feedback on a product or service, whether positive or negative (Hennig 2004). The phrase "word-of-mouth" refers to information exchange. It has the power to influence others' perspectives, views, and judgments. If a company effectively uses and builds word-of-mouth, it can win long-term

customers, as well as any brand can generate a long-term image. Customer purchasing decisions are heavily influenced by word-of-mouth. Effect of word-of-mouth, from the other side, is dependent on the sort of product and the product's credibility (C. Park and Lee, 2009), (Lopez and Sicilia, 2014).

The extensive usage of the Internet as well as other forms of media has enhanced the spread of online word-of-mouth communication in recent years (eWOM). Product sales and consumer online loyalty have been shown to be influenced by eWOM communication (Craig and colleagues,2015). Regardless of those facts that eWOM communication can take several forms (Chevalier & Mayzlin, 2006), consumer evaluations have been one of the most crucial deciding elements in purchasers' purchasing decisions (Engler et al., 2015). People have learned about product qualities, system features, and productivity measurements from the perspective of a customer through reading customer feedback (Bickart & Schindler, 2001). Customers believe web feedback more than statements made by sellers since they come from other buyers. (Floyd et al., 2014). According to recent industry research, 90% of internet users read consumer product evaluations online, and 83% feel the evaluations have a direct influence on their purchasing decisionsA previous study discovered that overall impact of internet reviews upon purchasing intent is influenced by many factors, including the specific product, sources as well as increased rate of evaluations, reader and reviewer traits, product specificity, and brand familiarity. (Zhu and Zhang, 2010), (De Maeyer, 2012). When it comes to online purchasing, customers look at the reviews. (Econsultancy, 2014). Customers rely heavily on customer reviews when making purchasing decisions. The basic online buying process includes consumer preferences, commodity information gathering, comparison choices, purchase, and post-purchase behavior. When it comes to comparing items, online reviews have shown to be really helpful. According to internet

consumer surveys and studies, an increasing percentage of people use search engines to learn more about products before making a purchase. (Econsultancy, 2014).

2.2 Negative Online Review Studies

2.2.1 Online Review

Consumer reviews on the internet are a common kind of word-of-mouth (WOM) networking. Consumers utilize the internet to buy, use, and review items and services based on information provided by their firms. Consumer reviews on the internet reflect more detailed knowledge (Chevalier and Mayzlin, 2006)

Although there are some differences in definitions of online reviews (Chevalier & Mayzlin, 2006); (Hennig-Thurau, 2004), the main statements demonstrate similarities. (1) The most effective mode of communication is through online reviews. This type is distinct from typical WOM, and it has brought in a new era. (2) Online reviews are reliable, convenient, and time-saving.

2.2.2 Negative Online Review

Consumers in a typical setting can only tell five people about their dissatisfaction, however consumers in a connected context can tell 6,000 or even more individuals (Hanson, 2000). Negative WOM, according to Richins (1983), means that customers who are dissatisfied with a product will pass on their negative emotions to other customers. Negative remarks are based on consumers' own dissatisfaction with goods and services, according to Liang and Chen (2006), and customers share their experiences among relatives or families, encouraging others not to buy the products or services. As a result of informed, negative reviews, consumer satisfaction is extremely poor. Based on previous studies (Chen, 2006; Richins, 1983), Unfavorable online comments are

described as an online platform for disgruntled customers to share negative information and opinions about a service or product.

2.2.3 Impact of Negative online reviews

Nielsen (2010) published a report on the behaviors of Internet users in Asia-Pacific nations in 2010.Chevalier & Mayzlin (2006) investigated how Amazon and Barnes and Noble.com's book selling were affected by consumer reviews. They discovered that 1-star reviews have a bigger influence than 5-star reviews. However, according to Ahluwalia et al. (2000) within the area of marketing, consumers often assume that negative news has more impact than good information, thus they will rely more on unfavorable news in their purchase behavior. This increase indicates a growing understanding of Online consumers' rights during the online purchasing process. Negative reviews and decreasing in-store purchases indicate that a growing percentage of people are aware of and believe negative evaluations.

2.3 Purchase Attitudes and behavioral intentions towards online products

2.3.1 Purchase Attitude

Consumers' overall assessment of a product, whether positive or negative, is referred to as attitude (Low & Lamb, 2000). Individual psychological preferences on specific items are held by attitude (people, ideas, emotions, or events). Consumer protection and understanding of object authenticity and quality are aided by attitudes with self-protective traits. Attitude is a psychological characteristic as well as a form of evaluation. Perception of information leads to a change in attitude. The current study examines consumer purchase attitudes based on negative recommendations.

2.3.2 Behavioral Intentions

Behavioral intention is one of a relatively small number of variables that are routinely used in consumer research studies for a variety of objectives and across a wide range of products and services (Kalwani & Silk, 1982). Behavioral intention refers to consumer behavior in terms of getting, consuming, and disposing of consumer products and services, as well as their preferences and decision-making process. The exchange of goods or services is inextricably related to behavioral intention. Consumers make decisions by analyzing products and forming purchasing intentions. Under normal circumstances, customers frequently purchase their preferred brands. However, their purchasing selections are sometimes influenced by other people's views and accidents.
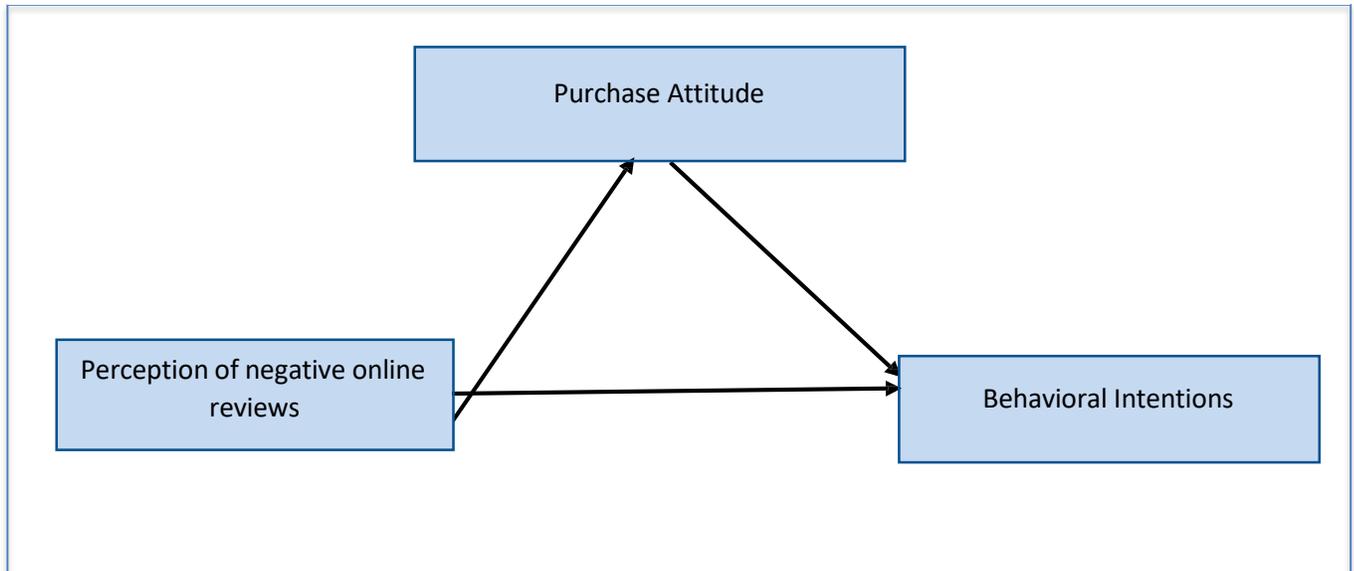
3.0 Research Framework

Figure 1 1 Theoretical Framework

This research is conducted out from possible perspectives. To begin, to investigate the impact of unfavorable feedback on consumer's purchasing attitudes as well as behavioral intentions, negative reviews were used as dependent variables. Negative reviews are seen as separate factors that influence buying attitudes and behavior intentions. Second, taking attitude and behavioral intents as independent and dependent variables, the impact of consumer purchasing attitudes on behavior intention was examined. Figure 1 presents the model.

1.Influence of negative reviews on consumer's attitude

Consumer purchase attitudes are influenced by negative online reviews. People adopt a certain attitude to fulfill their internal demands, according to attitude functional theory. Furthermore, it is

simpler to persuade people to change their beliefs when external knowledge meets individual needs (Song and colleagues, 2009). Negative reviews give customers more accurate information and are more likely to influence purchasing decisions.

H$_1$: Negative reviews do have a significant negative influence on customer purchasing attitudes.

2. Influence of purchase attitudes towards behavioral intentions

(Chen,2009) indicated that consumers' intention to buy is influenced by their network's positive or negative attitudes. A higher purchase probability is associated with a stronger purchasing intention (Lapierre, 2000). Positive or negative attitudes, according to Driver et al. (1991), have a significant impact on behavior willingness, with positive attitudes resulting in increased willingness and negative attitudes resulting in lower behavioral intentions. The consistency of attitudes can be shown in consumer behavior intentions.

H$_2$: Purchase attitudes do have a significantly positive influence on consumers behavioral Intentions.

3. Negative review's impact on Behavioral intention

Consumers who investigate into specific brand suggestions are higher likely to purchase the recommended item than customers who may not look into a referral source, according to Senecal and Nantel (2004). Theoretical, subjective, and perceived behavioral controls are important factors in online shoppers' purchase intentions and adoption.

H$_3$: Negative reviews have a major negative impact on consumer behavior intentions.

4.0 Chapter 3: Methodology

This chapter discusses the methods for determining whether there is a relationship between the determinants of negative information and the purchasing intention. Also, to determine if those determinants influence consumer attitude and behavioral intentions towards online products.

4.1 Research Design

This is a research project that will be conducted in a quantitative manner. This is because I need numerical data to analyze the questionnaire's reliability and the influence of negative information on customers purchasing attitude and intention and run it through the SPSS software.

4.2 Data Collection

Primary data is information that we collect primarily for the purpose of conducting a research study. Primary data has the advantage of being directly customized to our study objectives. It allows researchers to respond to specific study questions, test hypotheses, and assess results. Surveys are an interesting approach for gathering primary data. Indeed, they enable the collection of fine quantitative data and responses to a significant number of questions. Surveys can be sent via email, the Website, or over the phone.

In attempt to evaluate the effect of negative information upon consumer attitude as well as behavioral intention, this research project conduct a survey instrument to collect the data from the sample population. I chose survey as a key data collection since it is the least expensive and fastest way to acquire quantitative data. By conducting a survey, I have collected 80 valid questionnaires where 47.5% were Male,47.5% were Female and 5% preferred not to disclose their Gender.

4.3 Sample and Sampling Technique

This research adopted probability sampling technique (Simple random Sampling) because I want to produce results that are representative of the whole population. As a result, probability sampling methods are the best option.

4.4 The survey Instrument and What it measures

I have collected the data by a structured questionnaire. There are two parts to the questionnaire. Five questions make up the first part of the assessment regarding the respondent's basic personal information, including gender, age, and income. The second part is related to the measurement of the variables which are Negative reviews, Purchase Attitude and Behavioral intentions. Except for the demographic questions, Respondents were asked to indicate their opinion with many assertions, and their attitudes about each index item were measured using a 5-point Likert scale based on their responses to every question. 1,2,3,4, and 5 that represent Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree, respectively. All of items in this survey must be answered, and respondents will not be able to move on to the next section or submit the form unless they have answered all of them.

Research Questionnaire

Gender	a. Male b. Female
Age	a. 18-25 b. 26-30 c. 31-35 d. Above 36
Monthly disposable Income	a. 5000-15000 b. 15000-35000 c. 35000-45000 d. Above 50000 e. Not Applicable

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Negative Reviews affect my decision while purchasing a product.	1	2	3	4	5
It's worth reading negative reviews before purchasing a product.	1	2	3	4	5
Online shops with negative reviews offer excellent products.	1	2	3	4	5
Online shops sell high-quality products compared to physical stores despite having negative reviews.	1	2	3	4	5
Negative reviews do not affect online shops customer service.	1	2	3	4	5
I will definitely buy products from online shops.	1	2	3	4	5
I will recommend products from online shops.	1	2	3	4	5

Figure 2 1 **Research Questionnaire**

4.5 Statistic Study Method

We must first assess the questionnaire's reliability before examining the acquired data. In this study, the statistical analysis of the collected data is done in two parts. The initial phase is to define and comprehend the respondent's socio-demographic profile, followed by a descriptive survey analysis. The second stage is to utilize SPSS software to predict how negative information effects on consumer buying attitudes and behavioral intentions.

Reliability Measurement: In SPSS software we have to put collected data information in Data view with the code number.

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded[a]	0	.0
	Total	80	100.0

a. Listwise deletion based on all variables in the procedure.

Table: 1

Reliability Statistics

Cronbach's Alpha	N of Items
.756	11

Table: 2

In the first Table (Table: 1) it shows that there were 80 participants who participated in the research and they were able to share their opinion. The study's Cronbach's Alphas demonstrated the measurement's item dependability.

The Reliability Statistics Table (Table: 2) shows that it was .756 reliable. Normally we have 70% or 50% reliability but, in our case, it shows 75% which means the questionnaire is highly consistent.

We can also measure each of the three variable related question's reliability. Negative review perception (Cronbach's Alpha =.80), Purchase Attitude (Cronbach's Alpha =.85), and Behavioral Intentions (Cronbach's Alpha =.77) were created using the responses to the three questions relating to negative review perception.

This reliability test is essential because it shows us whether the questionnaire can be utilized in similar or different circumstances, leading to enhanced findings. However, this improves the data's reliability, authenticity, and credibility, allowing us to decide whether or not to proceed with our data.

5.0 Chapter 4: Results

5.1 Descriptive Analysis

Demographic characterization

Gender, age, and disposable income are the demographic characterization variables in the current survey. These three qualities were chosen because they appear to be the most relevant to our study.

Gender

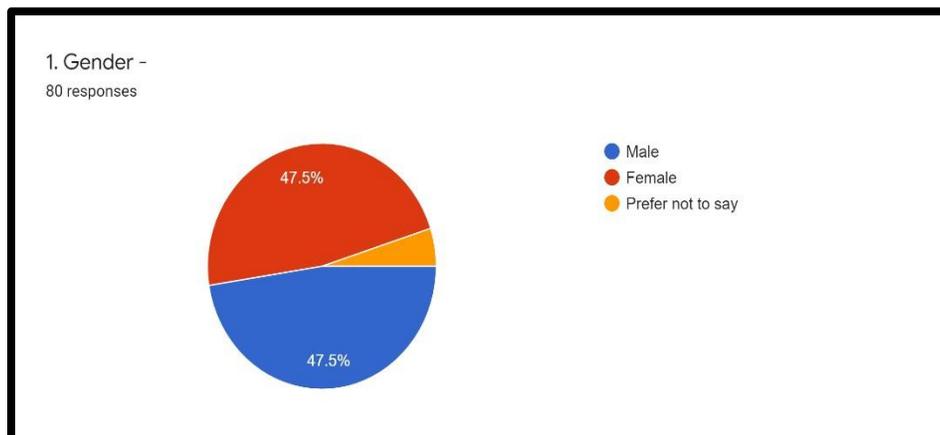|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	38	47.5	47.5	47.5
	Female	38	47.5	47.5	95.0
	Prefer not to say	4	5.0	5.0	100.0
	Total	80	100.0	100.0	

Figure 3 1 **Pie Chart (Gender)**

The respondents were questioned about their gender at the start of the survey. The respondent had to choose between Male, Female, and Prefer not to say. According to the (Figure:3) The respondent's number for both Male and Female are 47.7% and 5% choose prefer not to say option.

The age of the respondents was the survey's second question. The ages of the participants were categorized as "18-25," "26-30," "31-35," and "Above 36."

Age

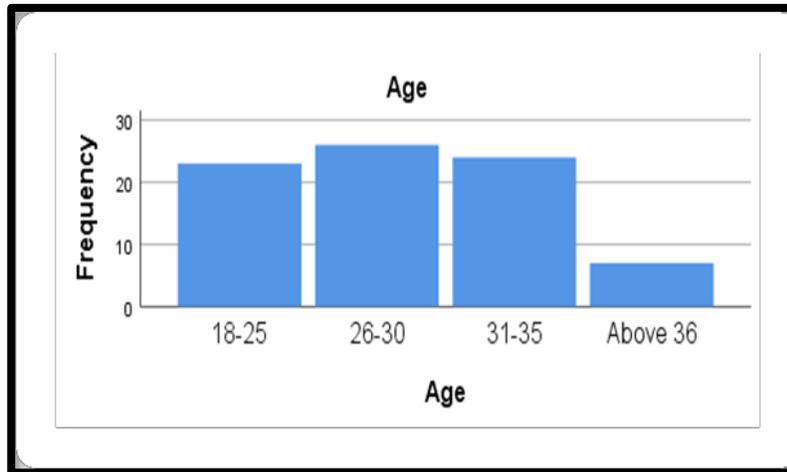|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	23	28.7	28.7	28.7
	26-30	26	32.5	32.5	61.3
	31-35	24	30.0	30.0	91.3
	Above 36	7	8.8	8.8	100.0
	Total	80	100.0	100.0	

Table: 5

Figure 4 1 **Bar Chart (Age)**

According to (Figure:4), the majority of respondents are between the ages of 26 and 30, accounting for 32.5 percent of the total. With a 30% share, the age group of 31-35 years old is the second most important. With a proportion of 8.8%, the age group above 36 years old is the least significant. With a proportion of 28.7%, the sample's median age is 18-25 years old.

Income

	Frequency	Percent	Valid Percent	Cumulative Percent
5000 BDT - 15000 BDT	11	13.8	13.8	13.8
15000 BDT - 35000 BDT	24	30.0	30.0	43.8
35000 BDT - 45000 BDT	18	22.5	22.5	66.3
Above 50000 BDT	15	18.8	18.8	85.0
Not Applicable	12	15.0	15.0	100.0
Total	80	100.0	100.0	
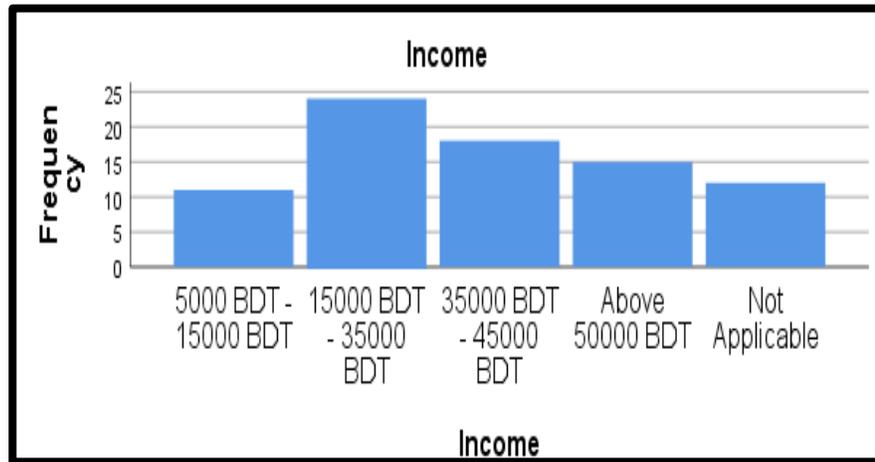
Figure 5 1 **Bar Chart (Income)**

According to (Figure: 5) The high range income group is between 15000 BDT-35000 BDT with a proportion of 30%. Second high range income group is between 35000 BDT-45000 BDT with a proportion of 22%. The lowest income group is between 5000 BDT-10000 BDT with a proportion of 11%. The medium income groups are Above 50000 BDT with a proportion of 15% and some respondents choose the Not application option with a proportion of 12%.

5.2 Regression Analysis

This section focuses on the above-mentioned regression analysis variables.

1.Consumer purchase attitudes are significantly influenced by negative reviews.

The regression analysis findings are reported in Tables 7, 8, and 9. To get these conclusions, the impression of Purchase attitude was used as a dependent variable, with negative review constituting an independent variable.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.598[a]	.358	.349	.67157

a. Predictors: (Constant), Negative Review

b. Dependent Variable: Purchase Attitude

Table: 7

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.577	1	19.577	43.406	.000[b]
	Residual	35.179	78	.451		
	Total	54.756	79			

a. Dependent Variable: Purchase Attitude

b. Predictors: (Constant), Negative Review

Table: 8

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.071	.236		21.529	.000
	Negative Review	-.694	.105	-.598	-6.588	.000

a. Dependent Variable: Purchase Attitude

Table: 9

Histogram
Dependent Variable: Purchase Attitude

Mean = 1.80E-15
Std. Dev. = 0.994
N = 80
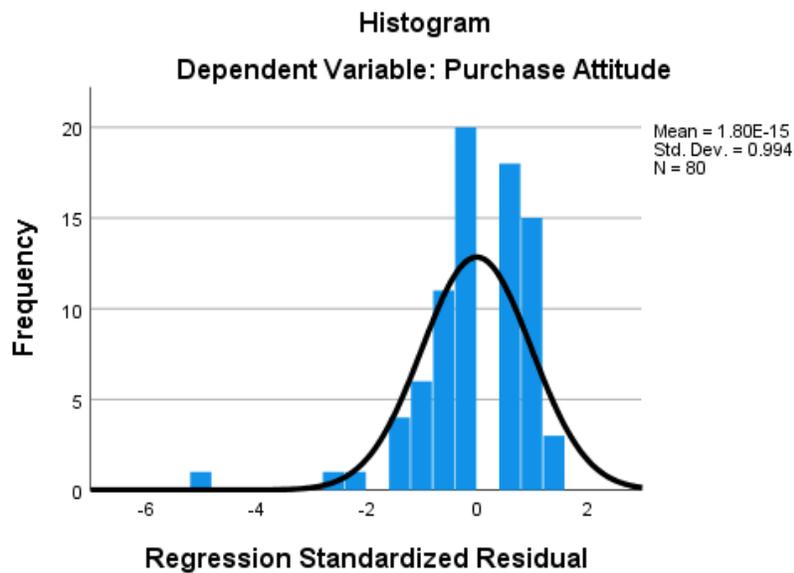
This regression model can explain 35.8% of total variance with a F value of 43.406 and an adjusted coefficient R2 of 0.35.

The purchasing attitude regression results are obvious; the regression coefficient is negative. Negative reviews do have perceived significance probability mostly less than 0.05. The regression

model coefficient is -.598, suggesting that negative reviews do have significant negative effect on consumer purchasing attitudes. Hypothesis 1 was shown to be correct as a consequence.

2) Purchase attitudes to behavioral intentions: a regression analysis

The regression analysis findings are shown in Tables **10, 11**, and **12**. To get these results, the independent variable was purchase attitudes, while the dependent variable was behavioral intentions.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.162[a]	.026	.014	.93849

a. Predictors: (Constant), Purchase Attitude

b. Dependent Variable: Behavioral Intention

Table: 10

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.851	1	1.851	2.101	.151[b]
	Residual	68.699	78	.881		
	Total	70.550	79			

a. Dependent Variable: Behavioral Intention

b. Predictors: (Constant), Purchase Attitude

**Table: 11**

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.913	.468		6.218	.000
	PA	.184	.127	.162	1.450	.151

a. Dependent Variable: Behavioral Intention

Table: 13

Histogram
Dependent Variable: Behavioural Intention

Mean = -4.42E-16
Std. Dev. = 0.994
N = 80
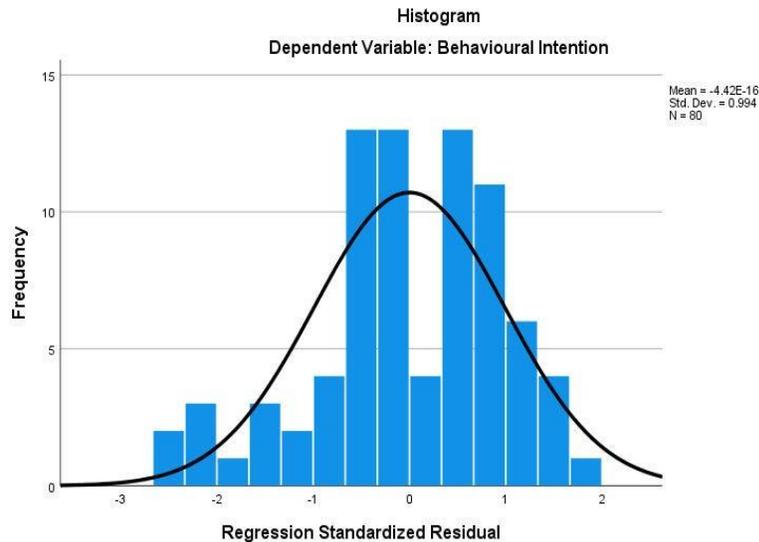
The modified adjusted r - Squared is 0.026, implying that this regression equation might account for 2.6 percent of total variation. A value of 2.101 on the F scale. The probability of a significant buying attitude is much less than 0.05, the intent to do regression findings is highly significant, and the regression coefficient is positive. These data imply how customer behavioral intents are

positively influenced by buying attitude. The coefficient of regression is 0.162, Hypothesis 2 has been shown to be true.

3) Negative reviews and behavioral intentions: a regression analysis.

Tables 14,15, and 16 show the regression results analysis. To reach these conclusions, the independent variable was the perception of negative reviews, while the dependent variable was behavioral intentions.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.172[a]	.030	.017	.93686

a. Predictors: (Constant), Negative Review
b. Dependent Variable: Behavioural Intention

Table: 14

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.089	1	2.089	2.380	.127[b]
	Residual	68.461	78	.878		
	Total	70.550	79			

a. Dependent Variable: Behavioural Intention
b. Predictors: (Constant), Negative Review

Table: 15

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.056	.329		12.342	.000
	NegativeRevie w	-.227	.147	-.172	-1.543	.127

a. Dependent Variable: Behavioural Intention

Table: 16

Histogram
Dependent Variable: BehaviouralIntention

Mean = 1.51E-16
Std. Dev. = 0.994
N = 80
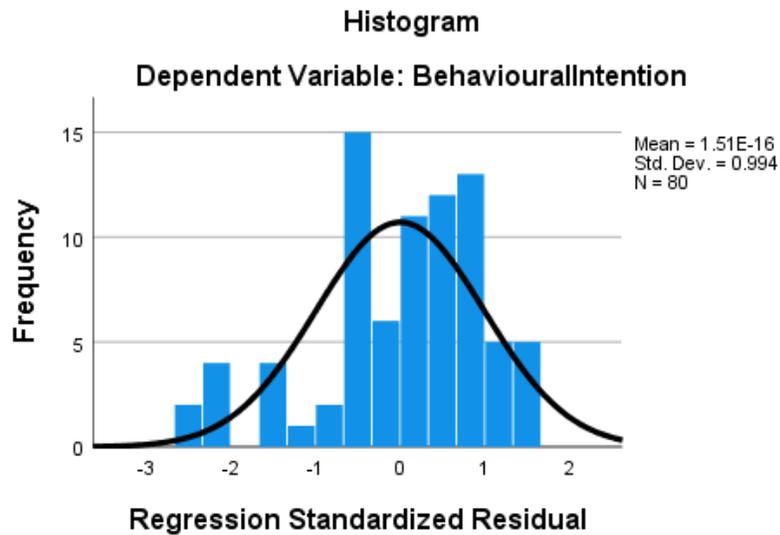
The adjusted coefficient R2 of 0.30, showing that this regression may describe 3% of overall variance and the F value of 2.380 are determined by the model. Negative reviews are perceived to have a significance probability of less than 0.05. The impact on behavioral intent is profound. The coefficient of regression is negative. Detrimental reviews have a considerable negative impact on consumer behavioral intentions, according to these data. -.172 is the standardized regression coefficient. As a result, Hypothesis 3 was shown to be true.

6.0 Chapter 5: Conclusion

The independent variables in this article's design model framework were negative reviews perceptions and purchase attitudes. The following are the conclusions reached.

(1) Consumers' perceptions of bad reviews have a detrimental impact upon their intention of purchasing. A lower consumer's purchasing attitude is related with a higher impression of negative reviews. This discovery is in line with Katz and Lazarsfeld's (1970) and other experts' findings. The first hypothesis has been confirmed.

It is just a contradiction of references when the strength of customer perception of negative evaluations does not reach a specific level, and purchasing attitudes are unaffected.

(2) Consumer purchase attitudes have a substantial impact on their behavior. A positive buying attitude is associated with a positive consumer behavioral intention. This conclusion is in line with that of Kalwani & Silk (1982) as well as other researchers. Hypothesis 2 has been confirmed. Consumers' mental attitude is defined as their tendency to purchase goods or services. A larger likelihood of consumer behavior is associated with a more serious attitude.

(3) Consumer behavior intentions are directly influenced by the perception of negative reviews. Negative reviews are associated with poorer consumer behavioral intentions. This discovery is in line with Senecal and Nantel's findings (2004). Hypothesis 3 has been confirmed. Chevalie & Mayzlin (2006) observed that 1-star web reviews have a greater impact on book sales than 5-star ratings. Poor evaluations have a direct impact on sales; customers will refuse to purchase products that have received negative feedback. Negative reviews are therefore explicit judgments of the influence on buyer behavioral intention. Negative reviews can be

established through influencing customer opinions in order to influence their behavioral intentions indirectly and have a direct effect on consumer behavior.

6.1 Recommendation

1) The development of online consumer bad reviews should be given more emphasis. Consumers' access to bad review posts diminishes their purchasing attitudes and behaviors, as well as their trust in businesses. Most Internet users gather product information by visiting online shops or reading online reviews before making purchasing selections. Inspection is becoming a habit, It also has a significant effect on performance. Because the procedure is faster, internet reviews have a greater impact than traditional feedback. Consumers may quickly share negative information on various product online review sites and community forums, influencing consumer purchasing decisions. As the World wide web continues to grow in popularity, online businesses should pay close attention to negative feedback.
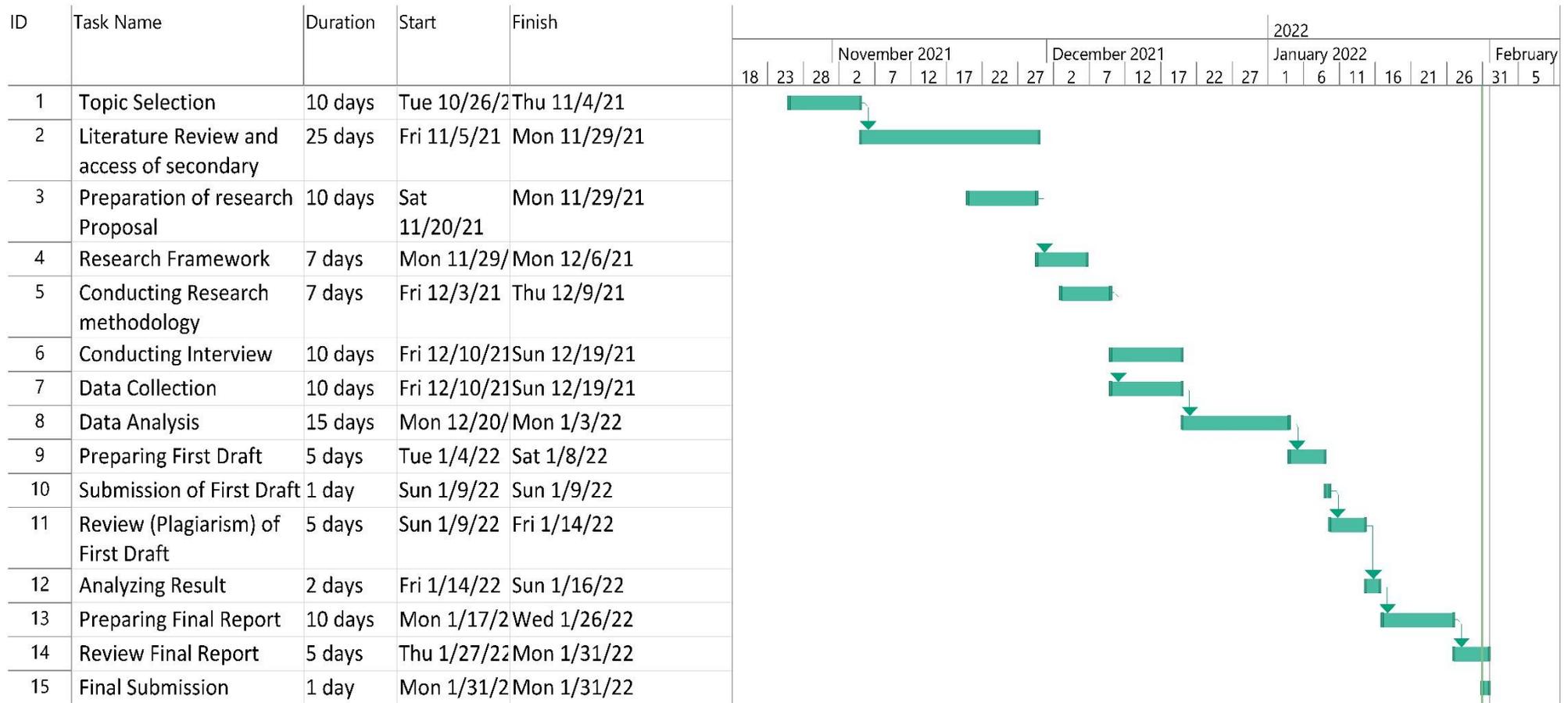
2) Customers should always approach negative reviews with caution. Negative reviews have an effect on customers' overall attitudes and behavioral intentions, according to this study. Eliminating negative reviews can thereby alter customer purchasing attitudes and intentions.

6.2 Limitations & Prospects

The current study of unfavorable online reviews is based on data collected in the city of Dhaka. Through empirical work on past comprehensive and complementary investigations, these findings have yielded some novel study findings. However, the current work's researcher's capacity and the circumstances-imposed limits.

(1) Samples that are excessively concentrated the results of the above-mentioned descriptive statistical analysis are mainly focused on respondents who are aged between 18-above 36 years old. The data acquired from these sample may not be representative, which could have an impact on the conclusions' general applicability.

(2) Perceived negative reviews The measurement items' validity has been questioned due to the lack of attention for the perceptions of bad feedback and attitudes of retailers of logistic and other services. Furthermore, the selection of apparel available on the internet is limited. Due to a lack of attention to this factor, data which are not representative may have been collected, affecting the results' general applicability. Furthermore, because worldwide perceptions of unfavorable evaluations varied, a cultural perspective was required for future research.

Gantt Chart of this Research paper

ID	Task Name	Duration	Start	Finish
1	Topic Selection	10 days	Tue 10/26/2	Thu 11/4/21
2	Literature Review and access of secondary	25 days	Fri 11/5/21	Mon 11/29/21
3	Preparation of research Proposal	10 days	Sat 11/20/21	Mon 11/29/21
4	Research Framework	7 days	Mon 11/29/	Mon 12/6/21
5	Conducting Research methodology	7 days	Fri 12/3/21	Thu 12/9/21
6	Conducting Interview	10 days	Fri 12/10/21	Sun 12/19/21
7	Data Collection	10 days	Fri 12/10/21	Sun 12/19/21
8	Data Analysis	15 days	Mon 12/20/	Mon 1/3/22
9	Preparing First Draft	5 days	Tue 1/4/22	Sat 1/8/22
10	Submission of First Draft	1 day	Sun 1/9/22	Sun 1/9/22
11	Review (Plagiarism) of First Draft	5 days	Sun 1/9/22	Fri 1/14/22
12	Analyzing Result	2 days	Fri 1/14/22	Sun 1/16/22
13	Preparing Final Report	10 days	Mon 1/17/2	Wed 1/26/22
14	Review Final Report	5 days	Thu 1/27/22	Mon 1/31/22
15	Final Submission	1 day	Mon 1/31/2	Mon 1/31/22

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Appendix

Survey on negative reviews of online shops.

1. Gender - *

Male

Female

Prefer not to say

2.Age- *

18-25

26-30

31-35

Above 36

3. Monthly disposable Income- *

5000BDT - 15000 BDT

15000 BDT-35000 BDT

35000 BDT - 45000 BDT

Above 50000 BDT

Not Applicable

4. Negative Reviews affect my decision while purchasing a product. *

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

5.It's worth reading negative reviews before purchasing a product. *

Strongly disagree

Disagree

Neutral

Agree

Strongly Agree

6. Online shops with negative reviews offer excellent products *

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

7. Online shops sell high-quality products compared to physical stores despite having negative reviews. *

Strongly disagree

Disagree

Neutral

Agree

Strongly Agree

8. Negative reviews do not affect online shops customer service. *

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

9. I will definitely buy products from online shops. *

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

10. I will recommend products from online shops. *

Strongly disagree

Disagree

Neutral

Agree

Strongly agree