THE IMPACT OF ONLINE REVIEWS ON PURCHASE DECISION; EVIDENCE FROM BUYERS OF SMARTPHONE IN NAIROBI

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A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF MASTER OF ARTS IN COMMUNICATION STUDIES.

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Declaration

Candidate's Declaration

I declare that this is my original work and has not been presented in any other University or College for Examination or Academic purposes.

20TH NOVEMBER, 2022

Signature…………………………… Date………………………………

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Registration Number: K50/34602/2019

This proposal has been presented for examination with my approval as the university supervisor.

20TH NOVEMBER, 2022

Signature…………………………… Date………………………………

Dr SAMUEL NGINGI

Dedication

I dedicate this research project to my father, Sylvester G Onganyi; my mother Elizabeth and family members. Your support and prayers have been worthwhile.

Acknowledgement

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Abstract

The opinions of consumers are drastically altered after reading the evaluations and comments of other consumers posted online. Some academics even go so far as to claim it is more effective than more conventional kinds of advertising. Since recommendations from prior consumers lessen the chance of a product failing to meet expectations, this strategy has been fairly successful in its purpose to influence the decision-making process. Even though this is a very important topic, studies in this area have not been able to agree on the direction of the link between online reviews and purchasing choices. There is a lack of consensus on whether positive or negative evaluations have a greater impact on a consumer's decision to make a purchase after reading them online. Furthermore, research has shown that reading online evaluations has little impact on whether or not a consumer makes a purchase. Furthermore, the majority of Kenyan research has focused on the effects of digital marketing on the overall performance of businesses and other organizations. Few studies have looked at how consumers' perceptions of products and services online affect their purchasing decisions. Thus, the purpose of this research is to determine whether customers' exposure to internet reviews affects their final purchase choices. This research uses a descriptive approach to determine the nature of the connection between the explanatory and observable variables. A systematic questionnaire was used to collect the necessary information for the investigation. Only 282 (or 74%) of the 384 people polled responded to our invitation. We'll choose a sample of those responders at random using some stratification method. In this research, quantitative techniques were used to examine the data. Topics in this field include descriptive statistics, correlation analysis, and ordinary least squares regression. The research indicated that although positive evaluations did influence buyers' decisions, bad reviews had the reverse impact. Respondents would rather see videos or visual representations to ensure that the evaluations are accurate. Consumers placed a higher importance on professional reviews than on those written by ordinary users, and users tended to read critical evaluations rather than flattering ones, according to the research. It has been shown that the price of a phone has a negative impact on sales, whereas customer interest in a specific brand and set of features has a positive impact. The study's findings suggest that businesses might win back prospective customers by responding empathetically to unfavorable online evaluations. Promoting phones to the general

public requires the use of expert-made instructional videos and critiques. The study's findings suggest further investigation into consumers' reliance on both expert and personal perspectives while making purchases.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

It has been human nature since the dawn of civilisation to seek the advice of those who have used a product or service before making a purchasing decision. Prior to the Internet, consumers depended heavily on recommendations from their friends and family (Keh, & Sun, 2018). This aspect of gaining a recommendation is based on the premise that by requesting the views of those who have previously used the product in question, a consumer may lessen the risk of having a bad experience with the product in question. Customers may now share their ideas on a number of platforms that can be reviewed on a global scale thanks to the emergence of the internet (Adomavicius, Bockstedt, Curley & Zhang, 2018). The great majority of websites allow visitors to rate their experience on a scale of one to five stars. Customers trust online reviews more than any other kind of advertising, according to Kim and Tanford's (2019) study.

The majority of the waking hours of the digital age are spent conversing and sharing information through various social media platforms. Choi, Yoon, Chung, Coh, and Lee (2020) observed that young people (16-35 years old) spend more than half of their waking hours engaged with digital media. All of this suggests that what youngsters view on the Internet influences their judgment. As a result, for this group, internet product reviews are critical in the purchase process (Nielsen, 2012). This method is popular due to its ease of use; all that is necessary is a web connection to get insight into a product's efficacy. Furthermore, digital natives respect online reviews more than traditional forms of advertising. Internet assessments are a more accurate predictor of true user experiences than advertising, which is only a promissory note (Hussain, Song, & Niu, 2020).

In Kenya, reviews are a common kind of online conversation. This is because the number of Kenyans aged 16 to 25 who own a smartphone has risen to 80 percent. However, studies have shown that the link between online reviews and final purchases is poorly understood. Kenyan scholars have mostly focused on how the

introduction of digital technology has influenced company productivity (Kimani, 2015; Onyango, 2016). More and more research have been conducted to investigate the impact of internet advertising on companies in general. There has been little study on the impact of online reviews on consumers' ultimate buying decisions (Mulunda, Mukabi, & Macharia, 2021). Furthermore, prior study has looked at the impact of internet recommendations on purchase behavior without discriminating between positive and negative ratings. Customers continue to be more prone to trust negative assessments than favorable ones (Azer & Alexander, 2020). Because the goal of this study is to see if negative evaluations have a greater influence on decision making than positive evaluations, online ratings are classified as either positive or negative.

There are three primary schools of thinking on the effect of customer reviews on websites on customers' ultimate purchase choices (the theory of reasoned action, the theory of informational social influence and the utility maximization theory). Persons close to the decision maker may influence their vote based on their own views and opinions, as demonstrated by the concept of reasoned action. The rational action theory has been empirically confirmed, proving its validity. As a result, a decision maker's actions may be influenced by the opinions of others around them (Ajzen & Fishbein,1969, 1980). However, according to the informational social theory, new consumers are more likely to confirm their own choices with others, especially if they lack product expertise. As a result, before making a final decision, consumers may seek feedback on the Internet. According to the maximum utility theory, customers prioritize maximizing the value they receive. They consult previous users of the products to reduce the likelihood of anything going wrong.

1.2 Research Problem

Consumers rely more on online reviews than they do on marketing when making purchases (Rosario, Sotgiu, Valck & Bijmolt, 2016). Customers all throughout the world have raised worries about the product's reliability. One strategy that may be used to reduce the possibility of a failed purchase is consulting with other consumers who have used the product in issue. New clients used to rely heavily on word of mouth recommendations from friends and family. However, because to the rise of digital marketplaces, it is now much easier for potential customers to learn about the opinions of previous buyers (Ma, Chen & Wei, 2017). As a result, consumers have a

resource where they may learn about the product from the perspectives of other users, reducing the likelihood of product disappointment (Zhao, Wang & Tang, 2020). For this reason, online product reviews are an integral element of both the sales process and the final buying decision. Customers nowadays are more inclined to trust online testimonials than they are to trust traditional advertising. Reviews discovered online give people all around the globe a voice in the conversation about the product. Customers may learn about the goods from a global perspective thanks to this.

The most important thing to keep in mind while reading evaluations of products online is that you can trust the reviewers. Although the prospective buyer has never met the reviewer in person, they must trust that the review is an honest reflection of the reviewer's experience. This is in contrast to the more conventional kind of word-of-mouth, in which the user shares information directly with a close personal acquaintance (Zheng et al., 2018). However, the experience a client has is largely subjective, and as a consequence, a poor contact that one person experiences may not even register as an issue for another consumer. As an added bonus, the circumstances that may have led to a bad experience may no longer be present. Furthermore, the company might provide financial incentives to customers who provide positive product evaluations (Azer & Alexander, 2020). Because of these two factors, consumers may have trouble making use of the information offered by online rating systems.

As a matter of fact, there is no agreement on whether internet reviews positively or negatively affect consumers' propensity to make a buy. There is a connection between the two factors, but this is still the case. Several studies have shown that recommendations made on the internet have a substantial impact on consumers' ultimate purchase choices (Adomavicius, Bockstedt, Curley & Zhang, 2018; Seiler, Yao & Wang, 2017). Other studies have shown little evidence of a connection between positive internet ratings and increased sales intent (Wu, 2013; Kimmel & Kitchen, 2014). But other research has shown that negative suggestions have a greater influence than good ones. This study's mixed results highlight the need for more academic inquiry on the topic.

Users of smart phones in Kenya have not given much thought to the concept of reading product reviews online and basing purchases on such recommendations.

Furthermore, unlike to nations like China and the United States of America, Kenya has not debated the idea that negative assessments are more convincing than favorable ones. The vast majority of studies conducted in Kenya have looked at the effects of digital advertising on corporate productivity (Mulunda, Mukabi & Macharia, 2021; Onyango, 2016; Kimani, 2015). However, not one of these research examined the weight that customers give to internet evaluations when deciding whether or not to buy a smart phone. Prior studies focused more on the company than on the customer. Therefore, this research will concentrate on factors that have a more direct impact on buyers' decisions than organizational factors.

1.3 Research Objective

To what extent consumers are influenced by online reviews before making a purchase is the focus of this research. The following are some additional targets:

i. To assess how the online reviews influences buyers' decisions
ii. To determine the impact of pricing review on buyer's decisions
iii. To examine how the extent to which phone features influence phone purchases
iv. To determine how phone brands influence purchasing decision of buyers

1.4 Research Questions

i. Do online reviews influences buyers' decisions?
ii. What are the impacts of pricing review on buyer's decisions?
iii. How do phone features influence buyers decisions?
iv. How do phone brands influence purchasing decision of buyers

1.5 Significance of the Study

The outcomes of this study will be very useful for professionals working in the fields of marketing and communication. Because this research will provide light on the importance of internet reviews in Kenya, participants will get valuable information. Since there is a lack of prior research on these concepts in the Kenyan market, the results of the study will serve as a guide for these managers. Consequently, the firm will use the study's results as a basis for its policy decisions regarding customer reviews posted on online platforms. Results from this study will help communication

experts shape new practices that may enhance the quality of their digital interactions with clients.

The literature that is presently available on this problem has solely focused on developed markets. When it comes to the direction of the relationships that exist between the various components, not much is known in developing nations like Kenya. Furthermore, there is a discrepancy in the results of the previous studies. Some studies find a negative correlation, others find no correlation at all, while yet others claim to have found a negative correlation. Therefore, by offering the most recent examination of the factors at play, this study will provide a useful addition to the academic community. The study's findings on a strengthening economy will provide useful information for the ongoing debate about the group's future course.

CHAPTER TWO
LITERATURE REVIEW

2.1 Introduction

The purpose of this section of the report is to critically examine the hypothesis or premise upon which the investigation was conducted. Within the scope of this study, we have examined the resource-based theory, the efficient structure theory, and the liquidity preference theory. Previous studies on the topics of interest rate controls and the success of Kenya's commercial banks will also be reviewed here. In the prior part, we conducted this investigation.

2.2 Theoretical Review

We investigate three competing theories for interest rates in this paper: the efficient structure theory, the resource-based theory, and the liquidity preference theory. According to the efficient structure hypothesis, interest rate limits are related with competent management and adequate capital, while interest rates are connected with liquidity according to the liquidity preference theory. According to the efficient structure concept, earning potential is connected to interest rate limitations. The proponent of a theory, its assumptions, and the relationship between the assumptions and the issues being addressed will all be considered during the assessment process.

2.2.1 Informational Social Influence Theory

The informational social theory was established by Bearden, Calcich, Netemeyer, and Teel (1986) to explain how a person's social environment impacts their decision-making. This theory explains why decision makers who know little about the product want to stick with their current strategy: confirmation bias. Here's an example: Here's an example: This occurs often when the person making the decision believes that others have a better understanding of the topic at hand. As a result, the theory contends, social influence plays a significant role in the buying choice. Prospective buyers who know little to nothing about a product may seek advice from people who have used it before making a buying decision, according to this theory. In a non-automated scenario, new users will seek assistance from more experienced consumers on how to utilize the things at hand successfully. However, in the modern day, social media has offered a venue for individuals to discuss the products or services they have received. They also rate the items and services on a scale of one to five stars.

Customers thought the items were of exceptional quality, and their experience with the product met or exceeded their expectations.

Positive online reviews, according to the logic of these theoretical frameworks, should have a positive influence on consumers' final purchase decisions. According to Lee et alstudy, .'s when making purchase decisions based on internet assessments, consumers are more likely to trust user-generated information than expert-generated content (2011). Based on their findings, they concluded that critical user assessments were equally as credible as expert reviews. Consumers are skeptical of good ratings because they think companies pay certain reviewers to promote positive feedback. Reading online reviews may reduce the time and effort required to gather product information and make an informed buying decision. The reviews are available to anybody who wants to read them at any time. Furthermore, Lau (2011) demonstrated that customer confidence in freshly introduced items is increased by social media reviews. According to the study's results, new consumers are better able to grasp the things as a consequence of the assessments, resulting in improved purchase decisions.

2.2.2 The Theory of Reasoned Action

Ajzen and Fishbein (1969, 1980) created this theory to clarify the connection between behavior and thought. Based on this theory, one's mental state plays a major role in deciding the results of one's decisions. Both positive and negative feelings about an action may be read from a person's attitude toward it. Decision-maker acquaintances have a significant impact on these assessments (this could include friends and family members who have experience in the action that the individual want to take or the online community who have had an experience with a product or a service). A person's decisions are influenced by the thoughts and feelings of those closest to him. For illustration, consider the following: A person's propensity to engage in an activity increases if their social circle approves of it.

Assumptions One's actions are therefore influenced not just by one's own knowledge but also by the opinions of others around them. Second, the idea suggests that individuals would constantly look to the actions of those who have been in similar circumstances to justify their own. When deciding whether or not to purchase a product or sign up for a service, many consumers now look to online reviews and comments from other delighted buyers for reassurance. Word of mouth was the

original medium for the dissemination of this knowledge. Companies to promote their wares to customers then used marketing. Before making a purchase, many people check social media sites like Twitter and Facebook for user evaluations of related products.

2.2.3 The Utility Theory

The utility theory is a school of thinking in economics that aims to explain how individuals would conduct when faced with allocating limited resources (Friedman, 1952; Fishburn, 1970). Prior to making a final selection, buyers must carefully assess the benefits and drawbacks of a limited number of possibilities. Therefore, the theory asserts that individuals are rational decision-makers who, given the choice between two choices with the same cost, would choose the one that provides the most value. In addition, the theory assumes that individuals would choose for the safer, less valued option. Since it is so accessible, everyone has access to free information that may be utilized to make informed decisions. The second premise is that individuals are continuously searching for ways to increase their personal pleasure and fulfillment. The second premise is supported by this concept. The idea also asserts that consumers have limited financial resources, therefore they must choose a solution that enhances their happiness without exceeding their budget.

From the above, it can be determined that internet reviews will play a crucial influence in determining the ultimate purchasing decision. This is because the feedback provided in these reviews is highly useful to the customer (Gu, 2019). The concept also predicts that the price of the phone will play a big influence in the consumer's decision to purchase or not. This is because the price of the phone is going to be the primary motivator for purchasers. This is because decision-making is constrained by the availability of resources, such as money. On the other hand, the notion that purchasers can precisely measure the degree of enjoyment supplied by a product may be foolish. Several more factors unrelated to the product's physical attributes may contribute to the overall satisfaction of the consumer. Due to the difficulties of analyzing these intangible attributes, ranking may become more of an emotional than a logical endeavor (IDC, 2014).

2.3 Empirical Review

Many factors, some related to the product's physical characteristics and others inspired by the consumer's emotions, play a role in the consumer's decision to make a purchase. Here, we'll evaluate the existing research on the factors that influence smart phone buyers' decisions. The smart phone's price, the capabilities it offers, and the reputation of the manufacturer are all factors to think about. There are also smart phone reviews written by users that can be found online.

2.3.1 Online Reviews

Le-Hoang, Le-Hoang, and Thi (2020) studied smartphone purchasing habits in China. Their major concentration was on the Chinese market. The motive of purchasers to purchase anything was the topic of this study. To be explicit, along with the phone's aesthetics, price, brand, and social influence, online ratings and reviews were included in the collection of predictor factors. The social status of users, the cost and brand of the phone, and the device's visual beauty all had a part in choosing who purchased it. The figures were gathered from 246 replies to an online survey disseminated across many social media networks (Facebook, Instagram and twitter). A mixture of factor analysis and ordinary least squares regression was used to analyse the research data. This was completed as part of a research study. According to studies, positive internet reviews have a higher influence on buyers' ultimate purchase choices. Patients' thoughts on this mattered more than either the price or the brand name, prompting experts to recommend that medical practitioners listen to what their patients have to say.

This research was carried out in a Kenyan hamlet with a higher-than-average standard of living. As a consequence, it's reasonable to expect the findings of a similar research conducted in Kenya to differ. This is due to the fact that the investigations were conducted in Kenya. The research did not investigate the differences in the impact of good and negative reviews on consumer purchase decisions. Furthermore, no one investigated how expert views influence consumer decisions.

Grewal and Stephen examined and contrasted expert judgments and customer evaluations (2019). According to the authors, "TripAdvisor customers' comments was the study's primary data source" (An online platform for booking hotels by tourist globally). 574 people were questioned using a judgmental sampling technique to see

whether they trusted expert evaluations more than those provided by common customers. The major goal of the research was to establish whether or not people put more weight on expert advice. According to the findings of an exploratory factor analysis of the data, people trust their peers' judgments more than experts'. According to the findings of this survey, hotels may boost the amount of favorable evaluations they get from tourists by delivering a better overall experience. This implies that the hotel's services may be improved. However, the researchers did not attempt to identify who buys telephones. Travelers on TripAdvisor and mobile phone consumers are likely to have opposing views on the value of professional advice before making a large purchase. Given this backdrop, it is critical to examine how much consumers depend on professional guidance when purchasing high-end mobile devices such as smartphones.

Joshi and Singh investigated how online suggestions influence people's proclivity to buy (2017). We utilized a simple selection technique to reduce the pool down to 230 individuals to guarantee that as many persons as possible from India's college population participated in the research. Students with higher levels of technical proficiency were chosen for this sample in the aim of having a more favorable educational experience overall. To examine the influence of automated reviews on consumers' final purchasing decisions, this research treated them as an independent variable. The findings suggest that positive comments displayed on the product's official website influences buyers to make a purchase. There is compelling evidence of a favorable relationship. Because this research concentrated on the basics, it did not evaluate the influence of internet reviews on specific product categories such as mobile phones.

Mbiti (2015) investigated how the internet influenced Kenyan consumers' choices to buy mobile phones. A descriptive research approach was used for this investigation to better understand the relationship between digital advertising (the independent variable in this study) and consumer preference. To that purpose, we set out to examine what factors influence consumers' perceptions of digital ads (dependent variable). Evidence was acquired from a sample of 100 University of Nairobi students using a judgemental sampling method. The significance of the connection between exposure to internet advertising and future purchases was assessed using descriptive statistics and logistic regression. According to study, consumers are more inclined to

acquire a product or service after seeing an online advertisement for it. Although the research focused on digital advertising, internet ratings were not evaluated. Furthermore, the survey did not examine how much weight customers placed on reviews when making a purchasing decision. Furthermore, the study did not take into account other factors that could influence a customer's final purchase decision.

2.3.2 Brand Equity

Historically, brand equity was considered a combination of market familiarity and product quality (Keller, 1993). Prior research suggested that product quality was the sole factor that customers considered important. However, studies using real-world data indicate that consumers' subjective perceptions have a substantial effect on the companies to which they choose to stay loyal. Customers are devoted to a brand because they feel it regularly provides a superior product or service (Aaker,1996). Regardless of whether these preconceptions are grounded in fact, they play a crucial part in the greater process of enhancing the brand's value. Additionally, the modern notion of brand equity incorporates consumer activities (Christodoulides & Chernatony, 2010). As previously stated, brand equity is the sum of a consumer's opinion of the brand, loyalty to the brand, awareness of the brand, perception of the product, and actions about the brand.

A person's brand perception is formed of their accumulated interactions with a company's goods and services. Depending on how individuals perceive these experiences, they may inspire positive or negative brand-related behaviors. When items respond to the emotions their users are now experiencing, people feel closer to such objects. Since the company is devoted to upholding its reputation, the buyer may purchase the product with full faith that it will function as promised (Shahzad, Bilal Xiao, & Yousaf, 2018). It achieves this by assessing the "hard" and "soft" properties of the product. Nasibu (2015) performed research and revealed evidence indicating that smart phone users in Mwanza, Tanzania, do not value brand loyalty. Price and estimated phone lifetime rated top and second, respectively, as the most important considerations when purchasing a phone. There were a total of 140 participants, all of whom were college students at the time of the study.

2.3.3 Price of the Phone

It is the amount of money you pay for the phone, and it accurately reflects its value. The value of the phone is equal to the price of the product. A product's pricing is a crucial determinant of whether or not a client will make a purchase (Kumari & Kumar, 2016) This occurs as a result of the limitations that mankind puts on its usage of natural resources. Pricing has been demonstrated to have a substantial influence on whether or not a client makes a purchase (Ngo et al., 2019; Dam, 2020; Rahman et al., 2020). The great majority of customers would rather pay less than the market price for a product. Despite this, people do not trust low-priced goods because they perceive them to be of inferior quality. Then, particularly if the product is offered at a low cost, buyers must rely on the experiences of other customers to make a purchasing decision. The minds of consumers are programmed to immediately associate low prices with substandard products (Rai, 2021). Price is an important element in the purchase choice, as seen by the previous discussion; nevertheless, the direction of the causal relationship between rice and the purchase decision is not entirely obvious. Consequently, it is essential to explore the possible link between price and the purchasing decisions of Kenyan cellphone customers.

2.3.4 Product Features

It's the amount you pay for the phone, and it's a reasonable representation of its value. The phone's price accurately reflects its value. The price at which a product is offered heavily influences a customer's decision to purchase that product. Man-made limits on resource extraction and utilization are to blame. Pricing has been found to have a substantial influence on customers' purchase choices (Ngo et al., 2019; Dam, 2020; Rahman et al., 2020). The majority of buyers prefer to pay less than the going rate for a service or item. Despite this, many people are wary of low-cost items because they believe they are of poor quality. Customers are thus forced to rely on previous purchasers' feedback, which is especially important if the product is being sold at a low price. Customers have been conditioned to associate low prices with poor quality goods. As we've seen, price influences consumer decisions, but it's unclear which factor influences which when it comes to rice. As a result, it is critical to investigate whether or not Kenyan consumers base their smartphone purchases on price..

2.4 Critique of the Existing literature

Le-Hoang, Le-Hoang, and Thi investigated Chinese smartphone purchasers' dependence on internet reviews (2020). The research is a recent addition to the literature, with a well-thought-out format. However, when analyzing internet reviews, it failed to distinguish between positive and negative comments, despite research indicating that these two types of evaluations influence buyers' decisions in different ways. The influence of expert opinion on client purchase choices was not the focus of this investigation.

However, Grewal and Stephen (2019) conducted a study that compared the reliability of user ratings to that of expert reviews and discovered that user ratings were more reliable. This research looked at persons who use travel advisers rather than those who bought cellphones. Users that match these characteristics have a better earning potential than the general population. The research, however, did not separate the user evaluations into good and negative criticism. Mbiti's (2015) and Mulunda, Mukabi, and Macharia's (2021) studies investigated the effect of internet advertising on consumer decision-making, but they did not take into account the weight of consumer evaluations. Kenya conducted the study on this. Joshi and Singh (2017) investigated the impact of online recommendations on customers' proclivity to make a purchase, however they did not narrow their emphasis to the smartphone industry. This carries a lot of weight.

2.5 Summary

Three theoretical models—the theory of informational social influence, the theory of reasoned behaviour, and the utility theory—were discussed in the study, and replies to each were offered. The link between online evaluations and final judgments may be explained by the idea of informational social impact. Prospective buyers may feel more confident in their decision by reading about other people's buying and using experiences. The theory of reason and action says that consumers' closest social networks have an impact on their purchase decisions. While the utility theory offers guidance on how to assess consumers' preferences in light of potential benefits from a product, it does not deal with the more important issue of what drives such judgments. This idea explains why consumers trust reviews and rating systems (to decrease the likelihood of product failure in order to obtain the greatest possible value from the

purchase) Le-Hoang, Le-Hoang, & Thi, 2020; Grewal & Stephens, 2019 on the other hand, some investigations found no correlation at all (Wu, 2013; Kimmel & Kitchen, 2014). Due to the fact that online evaluations are often reliable information sources, consumers place a lot of faith in them. Although the vast majority of customers give both positive and negative reviews equal weight, some consumers give negative ratings greater weight. But other people choose to ignore or never read the reviews. The fact that feedback is only given when requested is another issue. Due to the fact that some businesses employ people just to produce good feedback, customers find it difficult to trust reviews..

2.6 Research Gaps

Consider the four categories of research gaps listed below: contextual, conceptual, theoretical, and methodological. According to an analysis of available empirical data, it seems that the great majority of research assessing the influence of online reviews on consumer purchase decisions have been undertaken in more developed countries such as the United States, China, and the United Kingdom. The high level of living, extensive usage of cellphones, and pervasiveness of the Internet all contribute to these markets' distinct traits. As a consequence of the differing income levels, the same research is likely to provide diverse outcomes. Consumers in developed nations also trust internet reviews more than their counterparts in poor countries.

The primary reason for this lack of consensus is that most Kenyan research has concentrated on how digitalization impacts corporate performance. These studies investigated how digital marketing influences consumer decision-making or how digital marketing impacts corporate performance. The importance of good evaluations from prior purchasers on a prospective buyer's ultimate selection has been minimized in these investigations. Furthermore, the available study on the relationship between online reviews and purchasing behavior makes no distinction between positive and negative assessments. Even Nevertheless, negative evaluations are more likely to be trusted than good ones. Given this, it is critical to differentiate the effects of positive and negative assessments and focus on the former. Understanding the importance of reviews in academic publications is critical, especially in developing countries. The significance of investigating the influence of both good and negative internet evaluations on client purchase choices necessitates such studies for local academics.

2.7 Conceptual Framework

The conceptual framework is a picture that shows how the different factors being looked at fit together. It shows in a picture format how all of the variables relate to each other. Figure 2.1 shows how interest rates affect how well commercial banks do. It also shows how the mediation variable affects the independent and dependent variables.

Independent Variables   **Dependent Variables**

| Positive online reviews |

| Negative online reviews |

| Price of the phone |

| Brand of the phone |

| Features of the Phone |

| Purchase Decision |
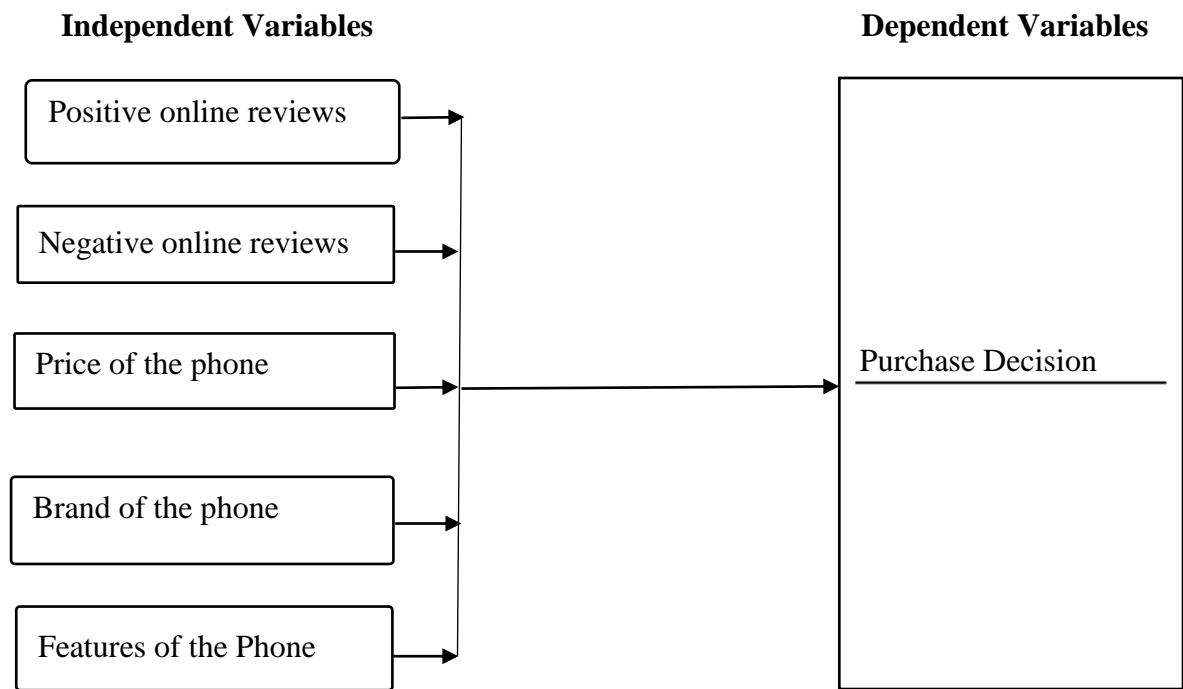
Figure 2.1: Conceptual Framework for the relationship between Online Reviews and Purchase Intention.

Source: Author (2022)

CHAPTER THREE
RESEARCH METHODOLOGY

3.1 Introduction

This chapter looks at the research methodology which will be utilized in order to accomplish the research objectives. The research methodology is the scientific steps to be followed while selecting the sample size, designing the data collection instruments, collecting data and analyzing the data. This chapter therefore defines how those process will be followed in a logical manner.

3.2 Research Design

Research design, as defined by Siedlecki (2020), is the blueprint that guides the investigation. Research designs provide out the steps that need to be taken in the right sequence to get valid findings. A good research design enhances the objectivity of the data collection, the reliability of the study instruments, the validity of the results, and their generalizability. The significance of the results is enhanced thanks to the research design's contribution of a lower error rate. Through a descriptive method, this study aims to establish what kind of relationship exists between the explanatory variables and the measurable ones. The researcher has chosen this methodology in order to learn more about the population and the connections between the many factors at play. The researcher's intent to first report the results and then extrapolate them to the larger population is another strong point for this approach. This method is also appropriate for studies in which the researcher has no control over the variables but can only use measurements to infer an association between them (Aggarwal, & Ranganathan, 2019).

3.3 Target Population

The population is the sum of all possibilities, it is the total possible observations in a enquiry. In this study the population will be the adult population in Nairobi who have purchased a smart phone before. The study will focus on the people who have purchased a smartphone in order to determine how they were influenced by online reviews, expert reviews, price and brand. The respondents in Nairobi are chosen because the smart phone penetration is at 80% as compared to their regions in the country which have relatively lower percentage of penetration. The high level of penetration will increase the response rate. It is noteworthy to mention that the

number of the adult population who have purchased a smart phone in Nairobi is not known with certainty. However, the study will utilize the available scientific methods to select the most appropriate sample which will be representative of the entire population.

3.3 Sampling Frame

The sampling from consists of all the elements which are relevant for the study in this case our sampling frame consist of all the smart phone users who have purchased or intend to replace the current phones. A pre requisite for qualification to participate in the research is that the respondent must own a smart phone. The justification for selecting this sample frame is based on the fact that the study intends to investigate whether online reviews affect the purchase decision of smart phone users. Therefore, the sampling frame must consist of people ho have ever purchased the smart phone before in order to get valid responses.

3.4 Sample and Sampling Technique

The researcher proposes to use purposive sampling technique to come up with the respondents. This method utilizes the professional judgment of the researcher while selecting those who qualify to answer (van, Janssen, Roes & Koffijberg, 2015). This methodology is preferred for this study because the researcher will have to determine whether the respondent has a smart phone before he/she can participate in the research. This is an important process because possessing a phone is a prerequisite for participation in the survey.

The population of the study comprises the entire adult population who have purchased a smart phone before. However, the size of this population is unknown, the research will therefore use a formula which recognizes which computes the sample size of

unknown population. Baidhyatamang (2020) proposed the following formulae (s =

z2*p*(1-p)/m2)

s = sample size for infinite population

z= Z score. It is determine based on confidence level. If we consider confidence level
95% then Z score=1.96.

p= % of population probability (assumed to be 50%=0.5)

m= Margin of error. It means miscalculation or change of circumstances. It will take
5%=0.05.

This therefore translates to s = 1.96^2*0.5(1-0.5)/0.05^2 = 384.16

3.5 Instruments

Participants will be chosen and contacted by questionnaire to give data for the study.
The respondents will be given a series of questions aimed to elicit the relative weights
of the study's key aspects. On the basis of a linkert scale, which will serve as the
foundation for the survey questions, researchers will be asked to evaluate the relative
relevance of numerous decision-making elements. The Linkert scale questionnaire
enables the researcher to translate the replies into a scale variable to aid statistical
analysis (Satya, 2012). Section A of the survey will provide precise demographic
breakdowns of respondents. In Section B, we will examine how respondents
evaluated the relevance of each factor. In Section C, the effect of the independent
variables on the dependent variable will be investigated. Appendix 1 provides
information pertinent to the questions.

Concerning the instrument's validity, the degree to which the variables under
investigation correlate to the scales used in the questionnaire is a crucial factor
(Taderhoost, 2016). This research will examine the theoretical and conceptual
arguments utilized to assure construct validity. Additionally, the content's validity will
be assessed. Experts will check the correctness of the data, but it should be safe to
utilize the findings. Before selecting whether to utilize the questionnaire, both the
teacher and the active researchers will administer it. Reliability refers to an
instrument's capacity to gather data that can be relied upon to represent the whole
population (Haradhan, 2017); hence, it is an essential factor in deciding whether or
not research findings can be relied upon to reflect the community as a whole. In the
investigation, Cronbach's alpha will be utilized to assess the instrument's reliability.

This important statistic examines the internal consistency of the scale utilized in the investigation. The standard deviation of dependable data sets is 0.7 (or 70%).

3.6 Data Collection Procedure

Primary sources of information will be used for this study, and a questionnaire will be used to collect the necessary information for analysis. To assess the themes, we will develop a set of questions that probe those areas of the study in further detail. For the study, we will use both in-person interviews and electronic questionnaires. In light of the widespread spread of the corvid 19 pandemic, both methods will be useful for the research as some participants may be unwilling to meet the researcher in person. Researcher will conduct in-person interviews with respondents who agree to take part in the study. Because the interviewer can observe the subjects' actual reactions, the data they yield are more accurate. Furthermore, the respondents are more likely to pursue further clarification in areas of uncertainty.

3.7 Pilot Test

Research instruments have been designed to facilitate the collection of data from respondents who match the requirements. However, since people assign varying significance to the same concepts, it's possible that the instruments are missing some key information. Therefore, it is crucial for the researcher to do preliminary study to ascertain whether or not the respondents would have the same understanding that the researcher intended for them to have. This preliminary study is known as a "pilot" in the academic community. It helps researchers zero in on the instrument's weak spots, which is crucial for overcoming any obstacles that may arise. After completing a pilot study, researchers should agree on the best order to list research instrument ideas.

Therefore, a preliminary pilot survey consisting of 5% of the overall sample size, or 19 people, will be conducted. The major goal of the pilot project will be the collecting of data, but it will also aim to learn about the challenges faced by respondents as they filled out the questionnaires. The pilot survey will also be used to assess the flow of questions. It will tell you whether the steps make sense and follow a logical progression. If the questionnaire is well-structured and easy to follow, it may boost the instrument's validity and reliability (Taderhoost, 2016). This is so because it opens the path for the answers to have familiarity with the concepts.

3.8 Data Processing and Analysis

For this study, we will be using quantitative theme analysis to make sense of the raw data collected from the respondents. The data, including the weights given to each variable, will be analyzed in light of the selected themes. The study will also employ the correlation analysis to ascertain the nature and strength of the link between the variables. Finally, ordinary least square regression will be used in the study to learn about the predictor-independent relationship. The researcher will average the responses of the participants and do a regression analysis to determine the strength and direction of the association.

3.8.1 Preliminary Diagnostics

Preliminary diagnostics are run on the data set to ascertain if the data are normal and if the data set is linear. By conducting these preliminary statistical tests, we can ensure that the data we use to draw conclusions is as accurate as possible. In addition, we will think about the model summary, which shows what percentage of the dependent variable can be explained by the chosen independent variables. To ascertain whether the selected independent factors have any appreciable effect on the dependent variable, an analysis of variance will be performed.

3.8.2 Model Specification

The ordinary least square regression methodology will be used to establish the relationship between the independent variables and the explanatory variable. The raw data which will be collected from the questionnaires will be converted to a scale variable (by averaging the responses) which can then be analyzed using the SPSS software. The following model has been proposed to guide the regression equation.

Purchase Decision = Constant Purchase Decision + β_1 Positive Reviews + β_2 Negative Review + β_3 Price of the Phone + β_4 Brand of the Phone + ε

The regression equation is further reduced to a mathematical:

$$Y_{i\text{-}j\,t} = C + \beta_1 X_{1i\text{-}j\,t} + \beta_2 X_{2\ i\text{-}j\,t} + \beta_3 X_{3i\text{-}j\,t} + \beta_4 X_{4i\text{-}j\,t} + \beta_5 X_{5i\text{-}j\,t} + \varepsilon$$

3.8.3 The Analytical Model and Hypothesis Testing

The analytical model is a statistical representation of how the regression model will analyze each objective of the study from a statistical point of view. The analytical model looks at how the independent variables affect the dependent variable individually.

Table 3.1: Study Objectives, Hypotheses, and Analytical Models

Objective	Hypotheses	Analytical Model
Determine the effect of positive review on Purchase decision	**positive review** and **Purchase decision** have no significant relationship	$Y_t = f$ (**Purchase decision**) $Y_t = \beta_0 + \beta_1 X_{1t} + e$ Where $Y_t =$ **Purchase decision**; β_0, β_1, are coefficients; $X_1 t =$ **positive review**; e = error term
Determine the effect of negative review on Purchase decision	**negative review** and **Purchase decision** have no significant relationship	$Y_t = f$ (**Purchase decision**) $Y = \beta_0 + \beta_2 X_{2t} + e$ Where $Y_t =$ **Purchase decision**; β_0, β_2, are coefficients; $X_{2t} =$ **negative review**; e =error term
Assess the effect of price of the phone on Purchase decision	**price of the phone** and **Purchase decision** have no significant relationship	$Y_t = f$ (**Purchase decision**) $Y = \beta_0 + \beta_3 X_{3t} + e$ Where $Y_t =$ **Purchase decision**; β_0, β_2, are coefficients; $X_{3t} =$ **price of the phone**; e =error term
Assess the effect of brand of the phone on Purchase decision	**The brand of the phone** and **Purchase decision** have no significant relationship	$Y_t = f$ (**Purchase decision**) $Y = \beta_0 + \beta_4 X_{4t} + e$ Where $Y_t =$ **Purchase decision**; β_0, β_4, are coefficients; $X_{4t} =$ **The brand of the phone**; e =error term
Assess the effect of phone features on Purchase decision	The phone **features** and **Purchase decision** have no significant relationship	$Y_t = f$ (**Purchase decision**) $Y = \beta_0 + \beta_5 X_{5t} + e$ Where $Y_t =$ **Purchase decision**; β_0, β_5, are coefficients; $X_{5t} =$ **The phone Features;** e =error term

Source (Research, 2022)

3.8.4 Test of Significance

The statistical significance of the variables will be tested based on the standard of 95% confidence level. This means that the statistical test will be conducted based on the 5% confidence interval.

3.9 Research Ethics

The study will respect the privacy of the respondents, the design of the questionnaire has taken into account the ethical issues. The questions have been designed in such a way that the researcher does not collect personal data from the respondents. Moreover, the tone of the questions is neutral and nondiscriminatory. The respondents' consent will be sought at each stage of the research. By omitting the name of the respondent from the questionnaire the data collected remain non identifying in nature. This enhances confidentiality of data since the information collected can not be linked to any person.

3.10 Chapter Summary

In this section, we examined the strategies the researcher will employ to carry out the study and achieve its stated aims. The research design was also discussed in detail in this chapter, outlining the necessary procedures. This chapter also includes an extensive defense of the study's population and sampling strategies. Methods of data collection, as well as their validity and reliability, are discussed in this chapter. This chapter has covered the methodology for data analysis that will be used in the project. This entails not only the model specification and general rules for testing the statistical significance of the models, but also the diagnostic test that will be run on the data set.

CHAPTER FOUR

DATA ANALYSIS, RESULTS, AND INTERPRETATION

4.0 Introduction

The data analysis process and its interpretation are covered in this section. First, this chapter looks at the instruments' validity, the study's response rate, and the demographics of its participants. In the next meeting, we will take a closer look at the results of the theme analysis and have a thorough conversation about all the issues that come into play when making a purchase. In this article's last section, we will use the tools of correlation and regression analysis to investigate the statistical connection. In addition to the findings, an explanation of those outcomes will be provided here.

4.1 Data Reliability

Cronbach's Alpha, a statistic that measures internal consistency in data structure and responses, was used in the study to assess the reliability of the instrument. Low numbers on the statistic indicates inconsistency, while high numbers indicates reliability of the instrument. The statistic is meant to be on a scale from 0 to 1, with lower values indicating more variation. After the conversion, the level of trustworthiness can be expressed as a percentage. It is generally accepted that a Cronbach's Alpha of 0.7 or higher indicates a reliable instrument.

Table 4.1: The Cronbach's Alpha

#	Variables	Cronbach's Alpha	Interpretation	Description
1	Purchase Decision	0.879	88%	Internally Consistent
2	Price	0.912	91%	Internally Consistent
3	Brand	0.836	84%	Internally Consistent
4	Positive review	0.951	95%	Internally Consistent
5	Negative review	0.901	90%	Internally Consistent
6	Phone Features	0.891	89%	Internally Consistent

Source (Research Findings, 2022)

Table 4.1 shows the results of the Cronbach Alpha statistics and how they should be interpreted. The purchase decision is internally consistent 88% of the time, while price is consistent 91% of the time, Brand is consistent 84% of the time, positive reviews are consistent 95% of the time, negative reviews are consistent 90% of the

time, and phone features are consistent 895 of the time. This means that the tool was consistent on the inside, which led to reliable data collection..

4.2 Response Rate

The percentage of the requested sample that actually responded to the survey is called the response rate. It's possible that a larger or less number of people may fill out the survey than was anticipated. In research, more is always better since it allows for more in-depth analysis. In all, 384 participants were invited to take part in the research and given questionnaires, but only 286 responded. There was a total of 74% participation, as displayed in Figure 4.1.
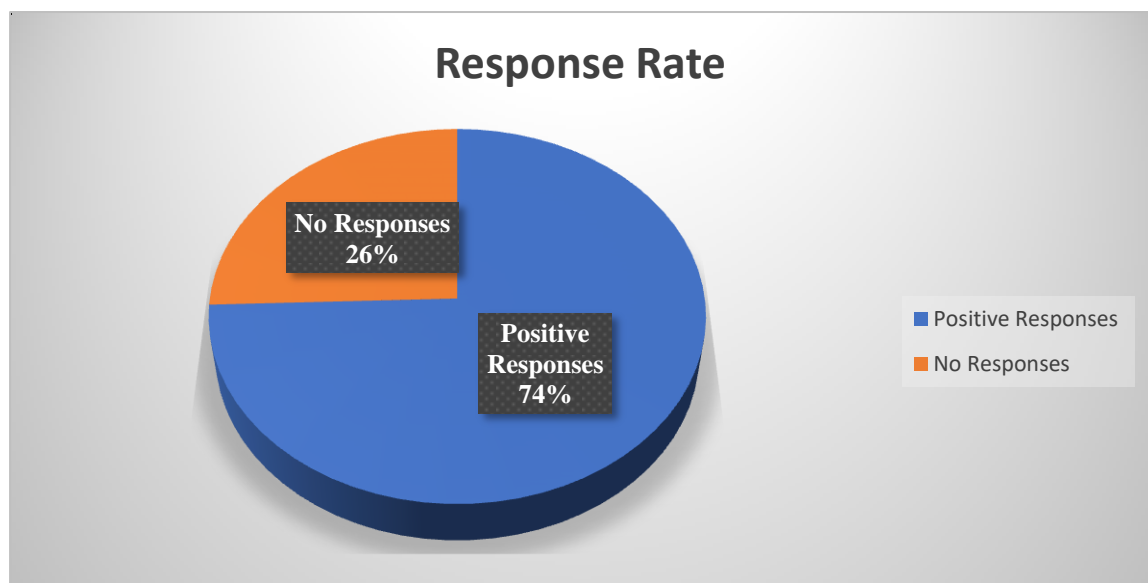
Source (Research Findings, 2022)

Figure 4.1: Response Rate

4.3 Demography Distribution

In this section, we'll analyze the respondents based on various demographic variables. In this section, we'll assess five demographic factors: gender, education, age, and monthly income.

4.3.1 Distribution of Respondents by Gender

Figure 4.2 shows that men made up 43% of all respondents, while women made up 57% of all respondents. This section talks about how the respondents were split up by gender.
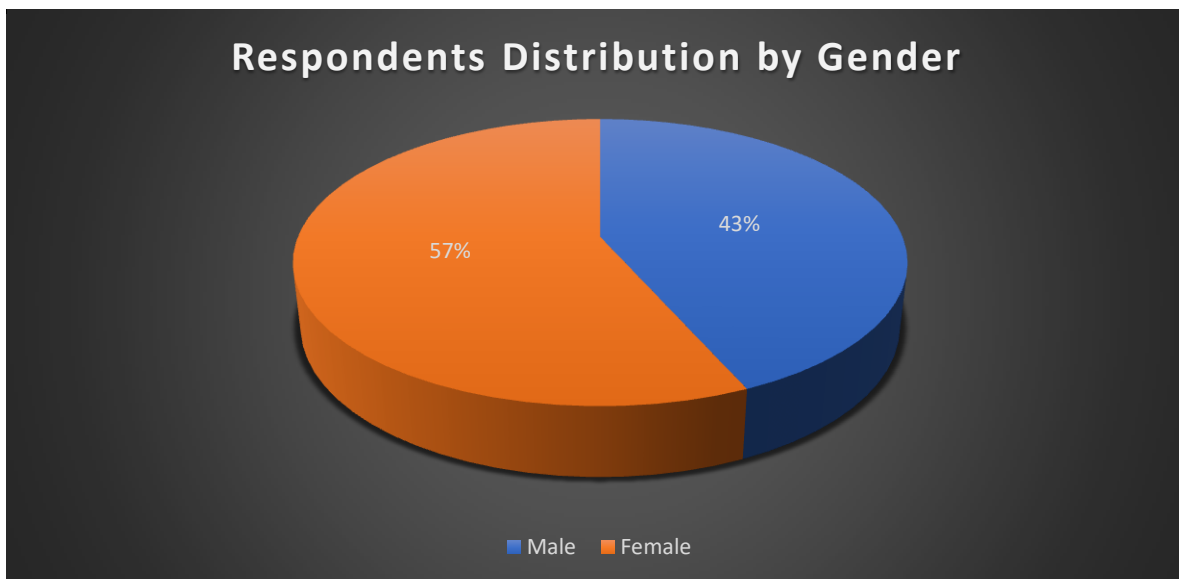
Source (Research Findings, 2022)

Figure 4.2: Respondents Distribution by Gender

4.3.2 Distribution of Respondents by Level of Education

Participants were asked to report their greatest level of education achieved. Section 4.3 presents a summary of the results obtained by categorizing respondents according to their level of education. The results showed that just 5% of respondents had obtained a bachelor's degree as their highest level of schooling. Sixty-nine percent of respondents held a bachelor's degree or higher from an accredited college or university, while twenty-six percent held a graduate or professional degree.
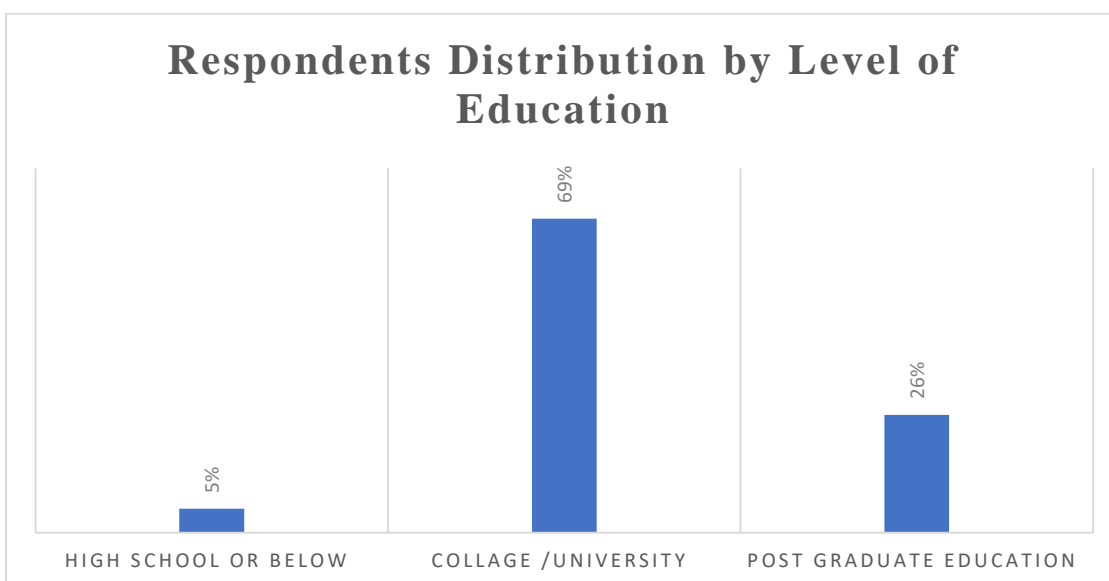
Source (Research Findings, 2022)

Figure 4.3: Respondents Distribution by Level of Education

4.3.3 Respondents Distribution by Age

From the data presented in Figure 4.4, we can infer that 10% of respondents were under the age of 20, 26% were between the ages of 21. And 25, 24% were between the ages of 26 and 30, 16% were between the ages of 31 and 35, 13% were between the ages of 36 and 40, and only 11% were 40 or older.
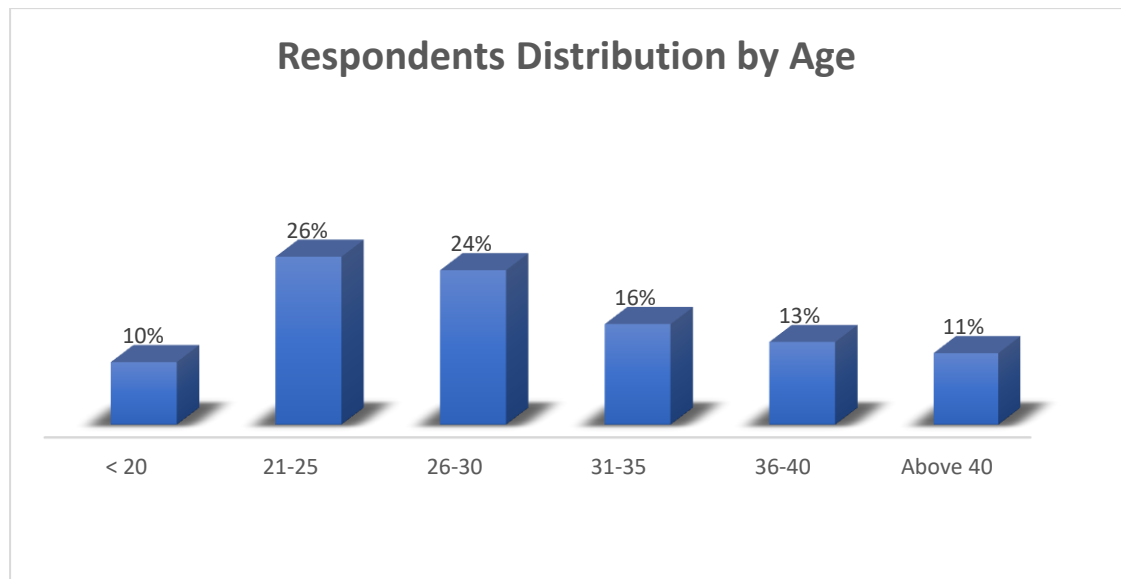
Source (Research Findings, 2022)

Figure 4.4: Respondents Distribution by Age

4.3.4 Distribution of Respondents by Level of Income

The respondents were asked to indicate their average monthly income figure 4.4 shows the results of the distribution by monthly income.6% of the respondents indicated that they earn less than 10,000 a month,25% of the respondents were earning between 10,1001- 30,000, while 35% of the respondents were earning between 30,001 to 50,000 a month. Another 25% were earning between 50,001 to 100,000 while 95 earned more than 100,000.00

Figure 4.4: Respondents Distribution by Monthly Income
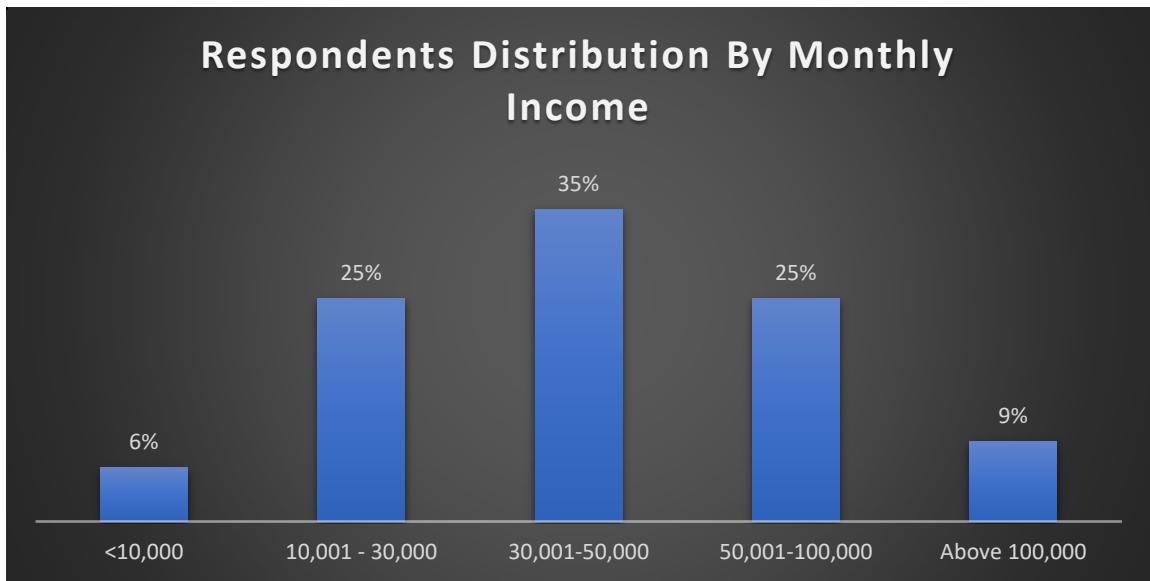
Source (Research Findings, 2022)

Figure 4.4: Respondents Distribution by Monthly Income

4.4 Thematic Analysis

This section will provide the thematic analysis based on the factors identified in the study objectives. The objective includes the impact of price on purchase decision, The role of brand in decision making, the effects of positive and negative reviews in decision making and the impact of phone features in decision making. Descriptive statistics will be used in this sub section

4.4.1 Effect of Positive Online reviews on Purchase Decision Making

The respondents were asked to respond to the questions relating to how positive online reviews affect the purchase decision making. The questions were scored on a five Linkert scale. Table 4.2 shows the results presented in form of mean and percentages. All the respondents agreed that positive online reviews affect their decision making positively. However only 61% agreed that positive reviews affect their decision making than negative rating 6% were neutral while 33% disagreed. Additionally, 79% of the respondents agreed that a negative review within positive reviews affects my purchase decision. This means that most respondents trust negative rating more than a positive rating.

The expertise of the positive reviewer also influences decision making.87% of the respondents indicated that they were influenced by the experience of the person rating the phone. Indeed 98% of the respondents indicated that positive review which is

attached to an image affects their buying decision. This means that users are more affected by the practical experience that other users have with the product as opposed to providing a review. The description of the experience makes the reviews more valuable and believable. However, the existence of many similar positive reviews influences buying decisions positively 87% of the respondents agreed with this preposition.

Table 4.2; The Impact of Positive Online reviews on Purchase Decision Making

#	Positive Reviews	Mean	SD	Agree	Neutral	Disagree
1	The positive online reviews about the phone influence me to buy the phone	4.79	0.53	100%	0%	0%
2	The positive online reviews affect my buying decision more than the negative reviews	3.65	0.52	61%	6%	33%
3	The expertise of the positive reviewer influences my decision to buy	4.17	0.42	87%	5%	8%
4	The existence of many similar positive reviews influences me to buy the phone	4.75	0.43	92%	8%	0%
5	The rating of the positive reviews by other users influences me to buy the smartphone	4.45	0.41	93%	0%	7%
6	A negative review within positive reviews affects my purchase decision	3.92	3.92	79%	4%	17%
7	A positive review which is attached to an image affects my buying decision	4.81	0.41	98%	2%	0%

8	Average Score	4.36	0.95	87%	5%	8%

Source (Research Findings, 2022).

4.4.2 Effect of Negative Online reviews on Purchase Decision Making

The respondents were asked to express their opinion on how negative online reviews affect decision making. All the respondents agreed that negative reviews prohibit them from buying the product.97% of the respondents indicated that they preferred negative online reviews which are based on verifiable facts. The rating of the negative online reviews by other online users was another factor which received an overwhelming consensus, all the respondents agreed that they consider the ratings in their decision making. Similarly, the respondents agreed that the Prescence of many negative ratings were a red flag and that hindered them from making a purchase decision.

The respondents also indicated that they are affected by the expertise of the reviewer. Meaning that users value the expertise of the reviews. Additionally, all the respondents agreed that negative reviews affect their decision more than a positive review. A demonstration of the product faults with a video or a picture was also found to affect the purchase decision making negatively, 93% of users agreed with this preposition. However, lack of any negative reviews was also considered as a hindrance of buying. It is considered suspicious by consumers; consumers have a feeling that lack of any negative review is indicative of manipulation by the sellers.

Table 4.3; The Impact of Negative Online reviews on Purchase Decision Making

#	Negative Reviews	Mean	SD	Agree	Neutral	Disagree
1	Negative online reviews from the users influences me not to buy the phone	4.91	0.37	100%	0%	0%
2	Negative online reviews which are based on verifiable facts influence me not to buy	4.79	0.31	97%	3%	0%
3	The rating of the negative online reviews affects my decision to rely on the review	4.83	0.29	100%	0%	0%

4	Many similar negative online reviews influence me not to buy the phone	4.82	0.23	100%	0%	0%
5	The expertise of the reviewer affects my decision to rely on the review	4.51	0.41	79%	19%	2%
6	Negative online reviews affect my purchase decision more than positive reviews.	4.77	0.37	100%	0%	0%
7	The lack of negative reviews affects my buying decision.	4.46	0.41	92%	5%	3%
8	A negative review with a demonstration using a video or a picture affect me more	4.89	0.34	93%	7%	0%
9	**Average Score**	**4.75**	**0.34**	**95%**	**4%**	**1%**

Source (Research Findings, 2022).

4.4.3 Effect of Phone Price in Purchase Decision Making

The question sought to find out the impact of phone price in purchase decision making. Using a five-point Likert scale the respondents were asked to respond on the table 4.2 shows the results of the results analyzed using means and percentages. The results indicate that most of the respondent's decisions affected by the price,98% agree that price is a factor, another 94% indicated that that they compare the price of the phone to other phones with similar product features before making a purchase decision. Additionally, all the respondents agreed that they match the price of the phone to ensure that they get value for their money.

The other thing that affects the purchase decision is the cost-of-service package charges affect 80% indicated that they consider this before buying the phone. The price of replacing the phone screen is another factor which affects the buying decision, this is because the phone screen is prone to damage and hence the buyers are interested in knowing how much they would need to replace a screen. A hire price of screen replacement is therefore likely to discourage purchase; 92% agreed that this will affect their buying decision while only 8% disagreed. Related to the is the cost of replacing the charger 88% of the respondent's agreed that they will consider the cost

of replacing the charger while 12% were neutral about this aspect. The phone charger is another replaceable part of the phone which is highly at risk of either getting lost or being stolen, it is therefore important for the buyers to understand how much they will need to replace the charger. The results indicate that the cost of repairing other defective phone parts and the cost of other phone accessories such as the earphones affects my buying decision; 95% agreed that the cost of repairs affect their purchase decision while 92% agreed that the cost of other phone accessories affect the.

Table 4.4; The Impact of Phone Price on Purchase Decision Making

#	Price	Mean	SD	Agree	Neutral	Disagree
1	I consider if the price of the phone is within my budget	4.83	0.63	98%	2%	0%
2	I compare the price of the phone to other phones with similar product features.	4.75	0.64	94%	6%	0%
3	I match the price of the phone to the features	4.75	0.72	100%	0%	0%
4	The service package charges affect my buying decision	4.84	0.73	80%	20%	0%
5	The price of replacing the phone screen affects my buying decision.	4.75	0.9	92%	0%	8%
6	The price of replacing the phone charger affects my buying decision.	4.67	0.89	88%	12%	0%
7	The cost of repairing other defective phone parts affects my buying decision.	4.65	0.62	95%	1%	4%
8	The price of other phone accessories such as the earphones affects my buying decision.	4.55	0.73	92%	6%	2%
9	**Average Score**	**4.72**	**0.73**	**92%**	**6%**	**2%**

Source (Research Findings, 2022).

4.4.4 Effect of Phone Feature on Purchase Decision Making

The respondents were asked to provide their opinion on the impact of phone features such as operating system, phone color, phone size, quality of camera processing speed, storage capacity and aesthetics of the phone. Most if the respondents (91% of the users agreed that the operating system is an important factor in decision making). However only 76% considered the color of the phone as an important factor while 96% indicated that the size of the phone affected their purchase decision. Indeed 71% of the respondents prefer lighter phones to heavier phones while 20% preferred heavier phones to lighter phones. Additionally, 97% of the respondents consider the quality of   phone camera before making a purchase decision. The phone storage capacity is another important factor which is considered by buyers, all the respondents indicated that they consider the storage capacity of the phone before they make a buying decision. Smart phone aesthetics and the processing speed are equally important factors in the buying decision.

Table 4.5; The Impact of Phone Features on Purchase Decision Making

#	Phone Features	Mean	SD	Agree	Neutral	Disagree
1	The operating system of the phone affects my buying decision	4.69	0.37	91%	9%	0%
2	I consider the color of the phone before buying	4.17	0.31	76%	20%	4%
3	The size of the phone affects my buying decision.	4.83	0.29	96%	4%	0%
4	I prefer to buy lighter phone to heavy phones.	3.89	0.23	71%	9%	20%
5	The quality of the phone camera is an important feature which affects my buying decision.	4.88	0.41	97%	3%	0%
6	The storage capacity of the phone is an important	4.97	0.37	100%	0%	0%

#		Mean	SD	Agree	Neutral	Disagree
	consideration in my buying decision.					
7	The smartphone aesthetics and the feeling of the phone surface is essential in decision making	4.94	0.41	100%	0%	0%
8	The processing speed is an important feature that I consider before buying a phone.	4.79	0.34	97%	3%	0%
9	Average Score	4.65	0.34	91%	6%	3%

Source (Research Findings, 2022).

4.4.5 Effect of Phone Brand on Purchase Decision Making

The study sought to establish how the various components of brand affect the buying decision of consumers. A majority of the users (98%) agreed that they consider the brand of the phone while making a purchase decision. All the respondents indicated that they are guided by the quality which is offered by the brand. Brand reputation was also an important decision-making criterion 92% of the respondents consider the brand reputation. Additionally, most (90%) of the respondents consider the social status conferred by the brand. The brand purpose also influences the decision making 86% of the respondents agreed that brand purpose affect their decision making. While 93% indicated that they prefer to buy from brands which support the local community. Similarly, 94% of the respondents agreed that they buy from brands which use environmentally friendly technology to produce their phones.

Table 4.6; The Impact of Phone Brand on Purchase Decision Making

#	Smart Phone Brand	Mean	SD	Agree	Neutral	Disagree
1	Smartphone brand name is a key priority when making purchasing decisions	4.72	0.45	98%	1%	1%
2	I am guided by the quality that the brand offers	4.88	0.44	100%	0%	0%
3	Brand reputation is	4.83	0.62	92%	6%	2%

	important to me while making a purchase decision					
4	I consider the social status conferred to me by the brand of the phone	4.45	0.65	90%	10%	0%
5	The phone brand popularity within the country affects my buying decision.	4.77	0.57	95%	5%	0%
6	The brand purpose affects my buying decision	4.23	0.42	86%	2%	12%
7	I prefer to buy from brands which support the local community.	4.61	0.52	93%	5%	2%
8	I Buy from brands which use environmentally friendly technology to produce their phones.	4.89	0.23	94%	4%	2%
9	**Average Score**	**4.68**	**0.49**	**94%**	**4%**	**2%**

Source (Research Findings, 2022).

4.5 Regression Analysis

Here, we examine the regression model that illustrates the connection between the independent variables (including Parental Involvement, Behavioral Foundations, Teacher-Student Interactions, and Student Involvement) and the dependent variable (Partnership Among Students). This section is broken down into three parts: (1) the Pearson correlation, which depicts the initial relationship; (2) the analysis of variance, which reveals whether or not the overall regression model is statistically significant; and (3) the regression model, which depicts how each individual predictor variable and the dependent variable are related.

4.5.2 Model Summary

The model's summary details the extent to which different changes in the dependent variable can be traced back to variations in the predictor variables. Table 4.7 displays the results of the model summary. For this study, we analyzed the relationships

between phone features, brand, negative review, price, and positive review to draw these conclusions. These results show that the selected predictor factors outlined above explain 69% of the total variance in the consumer choice.

Table 4.7: The Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.833a	0.69	0.69	0.16

a Predictors: (Constant), Phone Features, Brand, Negative review, Price, Positive review

4.5.2 Analysis of Variance (ANOVA)

An analysis of variance is considered a statistically significant test of a model when it can explain the variation in the dependent variable as a whole; in this case, the model has passed the test. In order for the model to be accepted, the Sig value must be lower than 5%, and the F value must be higher than 10. According to Table 4.11, the model is statistically significant, as evidenced by the fact that its Sig Value is 0.00 and its F Value is 127. The researcher is able to proceed with the regression analysis now that the model has been found to be significant.

Table 4.8: The Analysis of Variance (ANOVA)

#	ANOVA	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.09	5	3.22	127.2	.000b
2	Residual	7.09	280	0.025		
3	Total	23.18	285			
4	a Dependent Variable: Purchase Decision					
5	Predictors: (Constant), Phone Features, Brand, Negative review, Price, Positive review					

4.5.3 Regression Model

The regression model provides the statistical significance of the independent variables' individual relationships to the dependent variable. Standardized coefficients are used in calculating the regression equation because they are error-free. An independent variable is considered to have a significant effect on the dependent variable if its Sig value is less than 0.05; otherwise, it is considered to have no effect and is omitted from the final tally.

Table 4.9: The Regression Model

#	Model Coefficients	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
1	(Constant)	2.28	0.09		25.18	0.00
2	Price	-0.09	0.01	-0.23	-6.65	0.00
3	Brand	0.08	0.01	0.25	6.56	0.00
4	Positive review	0.23	0.01	0.65	18.21	0.00
5	Negative review	-0.02	0.01	-0.07	-2.02	0.04
6	Phone Features	0.02	0.01	0.08	2.34	0.02
7	a Dependent Variable: Purchase Decision					

Source (Research Findings, 2022).

In Table 4.9, the results of a regression analysis show that the decision to buy has nothing to do with the other factors that were studied. Since the study didn't take into account everything that affects a consumer's decision to buy, this is true both in theory and in real life. If the price of a phone went up by the amount of the coefficient (-0.23) and the Sig Value (0.00), less people would buy it. Since the phone brand has a positive coefficient of 0.25 and a Sig value of 0.00, we can assume that it has a positive effect on the consumer's final purchase decision. When people trust a company's brand, they are more likely to buy something from that company.

The study's results show that positive reviews make people more likely to buy a product (coefficient = 0.65, Sig = 0.00). Every additional positive review makes it 0.65 units more likely that a person will make a purchase. On the other hand, when people hear bad feedback, they are less likely to buy. This means that consumers are 0.07 percentage points less likely to buy a smart phone for every negative review they read. In the end, the phone's features are what make people want to buy it. It's good to see that people are willing to pay an extra 0.08 units for a phone with just one more feature. This makes it possible to simplify the regression equation in the following ways:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

$$Y = 2.28 - 0.23 X_1 + 0.25 X_2 + 0.65 X_3 - 0.07 X_4 + 0.08 X_5$$

Where X_1 = Price, X_2 = Brand, X_3 = Positive online reviews, X_4 = Negative online reviews and X5 = Phone features

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATION

5.1 Introduction

The goal of the study was to compare the number of discipline problems at public and private secondary schools in Kenya so that conclusions could be made about how well some parts of the cooperative discipline model work to reduce discipline problems. This chapter gives a summary of what was found and how it relates to the goals of the study. Teachers, students, parents, and policymakers will all get an analysis of the results and suggestions for changes. As a conclusion, this section will show where more research needs to be done and how the discussion could be expanded.

5.2 Summary

The goal of this research was to find out how much weight consumers put into online reviews. We also considered the phone's brand, its features, and its price, all of which factor into the final buying decision. Here, we present a brief overview of the study's findings, based on the analysis performed.

5.2.1 Effect of The Positive Online Reviews on Purchase Decision

Our major goal was to determine if and by how much favorable reviews influence people's propensity to purchase online. In addition, the purpose of this study was to determine if respondents gave positive assessments more weight than negative ones. The study showed that customers benefit from the effect of positive reviews. Reading the many positive internet reviews inspired many prospective new clients to purchase the goods. In addition to the demonstration, the previous knowledge of the reviewer played a key part in determining the decision. Additionally, the inclusion of reviews similar to the consumers' own had a positive effect. On the other hand, the vast majority of respondents admitted that they place greater importance on negative reviews than positive ones. The level of expertise of the reviewer is also significant because it influences the outcome. It seems that customers are also interested in the opinions of experts. However, the majority of users have stated that they place more stock in negative reviews than positive ones.

5.2.2 Effect of The Negative Online Reviews on Purchase Decision

The research shows that consumers are significantly influenced by negative reviews before making a purchase. Customers are more likely to pass on products with low ratings. This reflects the fact that bad feedback raises the odds that a product will be unsuccessful. In contrast, the respondents agreed that verifiable evidence should accompany any critical commentary. Therefore, offering a video demonstration of a faulty product is likely to increase the number of customers who are willing to acknowledge the validity of unfavorable reviews. Users have also said they place a high premium on reviewers' domain knowledge. Many people place more trust in professional reviews than they do those written by average users.

5.2.3 Effect of Price on Purchase Decision

The decision to purchase the phone is heavily influenced by its pricing. The vast majority of respondents said that they check the features and costs of several phones to ensure they are getting the best deal. However, the study results imply that the replacement cost of the phone charger and the phone screen should be taken into account. This is due to the high likelihood that these parts may be damaged or lost throughout the phone's useful lifespan. The results show that potential buyers are concerned about the expense of repairs for the phone in the event that it breaks down. Because of the high probability of a telephone technical problem, this is a crucial consideration. Customers are less enthusiastic about phones that need extensive maintenance. Lastly, shoppers worry about the cost of premium features and add-ons for their phones, such as wireless charging cases and noise-cancelling headphones. Those who use mobile phones regularly should consider these costs reasonable.

5.2.4 Effect of The Phone Features on Purchase Decision

The research indicates an association between specific phone characteristics and their final purchase. There was a correlation between the selected phone attributes (operating system, phone color, phone size, camera quality, processing speed, storage capacity, and aesthetics) and the purchase decisions. In deciding whether or not to make a purchase, consumers considered these aspects. Consumers were more likely to purchase a new phone as the quality of its features grew.

5.2.5 Effect of The Phone Brand on Purchase Decision

The survey concludes that consumers place significant weight on the phone brand when making a buying choice. A consumer's choice to buy a product may be

positively impacted by a variety of a brand's characteristics, including the brand's popularity, purpose, reputation in the community, and usage of environmentally friendly manufacturing processes. Telecoms should put money into building their brands and giving back to the neighborhoods they serve. Furthermore, the impact they have on the environment is a critical consideration. So, in a market where nearly all the features are equivalent, brand equity can serve as a differentiator.

5.3 Conclusions

The study's authors say that positive reviews have a big effect on whether or not someone buys a product and are also seen as a way to lower the risk of a product failing. The study shows that positive reviews are so important that they should be taken into account when deciding what to buy. The study also found that negative feedback made it harder for people to decide what to buy in the end. Most buyers agree that bad reviews show what's wrong with the product. So, the study came to the conclusion that bad reviews make people wait to buy something. Also, most consumers have said that negative reviews are more important to them than positive ones.

The study found that users' decisions are affected by expert reviews, and most people agree that expert reviews are more helpful than user reviews. So, the study comes to the conclusion that the opinions of professionals are very important when making a purchase. According to the research, users care about prices, so manufacturers and retailers need to think about how they price consumables like spare parts. The price of the goods is another thing that people think about. The research shows that users care about prices. During the engineering design phase, you must also think about things like maintenance costs. The study's results also show how important the features of mobile devices are to how consumers make their final decisions. The study also found that consumers' good feelings about a brand were a factor in whether or not they bought that brand. Because the brand is well-known, customers have more choices when they go shopping.

5.4 Policy Recommendation

The results show that people trust the opinions of experts more than they trust the opinions of other users. It was found that good reviews made people more likely to buy, but bad reviews made people less likely to buy. When video-based graphical evaluations became available, they were much more popular. When the evaluations

were put together in this way, they were more likely to be taken seriously. Based on the results of this study, communication strategists who work in the field should get help from experts in the field in order to use illustrative films to evaluate products. Businesses should also respond to bad reviews with compassion so they don't lose potential customers because of them.

The study found that people who are thinking about buying a smartphone also think about how much things like screen replacement kits and power adapters will cost. Before making a final choice, you should also think about how much it will cost to keep it running and buy any extra parts or accessories. So, not only the people who make the products but also the people who sell them are responsible for giving customers the parts they need. Retailers could work together on a plan to lower the cost of phone repairs by building their own service centers. This would make consumers more likely to buy from them.

Researchers found that people would rather buy phones that are lighter. Other important things to think about are the quality of the camera, how fast it works, and how much space it has. Also, you have to think about the operating system. Based on the results of the study, mobile phone makers should improve some features and keep prices low in order to stay competitive.

5.6 Suggestions for Further Studies

The study's objective was to quantify the effect that consumer feedback had on product sales. The study found that consumers are more likely to trust ratings and reviews when they are accompanied by visual evidence, such as a video, rather than just text. This result was only one of several that may be extrapolated from the study. As a result, this study's results call for more exploration into how first-person narratives influence customer behavior. Most studies on the effects of customer feedback have only looked at written assessments, therefore this will be the basis for expanding the study's focus. Users don't put much stock in these reviews because they can be swayed so easily, but they do put more stock in reviews written by people who have actually used the product in question.

Customers place greater stock in professional opinions than they do in evaluations written by random people, the survey found. As a result, further research is required to ascertain whether or not peer evaluations impact cellular phone sector business

decisions. Similar studies in the automotive sector found that evaluations like these influenced consumers' final purchases. In addition, the research will illuminate the factors that must be considered while doing expert evaluations.

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Appendix: Questionnaire

Section A: General Information

Please provide us with the following information about your self

#	Classification	Details	Response
A	Gender	Male	
		Female	
B	Education	High school or below	
		Collage /university	
		Post graduate Education	
C	Age	< 20	
		21-25	
		26-30	
		31-35	
		36-40	
		Above 40	
D	Monthly Income	<10,000	
		10,001 - 30,000	
		30,001-50,000	
		50,001-100,000	
		Above 100,000	

Source (Research, 2022)

Section B: Determinants of Purchase Decision

The questions in this section will seek your opinion on how price affects your purchase decision. Use the following scale to answer the questions; 1= Strongly disagree,2 = Disagree,3= Neutral ,4= Agree and 5 = Strongly Agree.

#	Price	Tick The Appropriate Answer				
1.	I consider if the price of the phone is within my budget	1	2	3	4	5
2.	I compare the price of the phone to other phones with similar product features.	1	2	3	4	5
3.	I match the price of the phone to the features	1	2	3	4	5
4.	The service package charges affect my buying decision	1	2	3	4	5
5.	The price of replacing the phone screen affects my buying decision.	1	2	3	4	5

#		Tick The Appropriate Answer				
6.	The price of replacing the phone charger affects my buying decision.	1	2	3	4	5
7.	The cost of repairing other defective phone parts affects my buying decision.	1	2	3	4	5
8.	The price of other phone accessories such as the earphones affects my buying decision.	1	2	3	4	5

Section C: Brand

The questions in this section will seek Your opinion how the various concepts of smart phone brand affects your purchase decision. Use the following scale to answer the questions; 1= Strongly disagree,2 = Disagree,3= Neutral ,4= Agree and 5 = Strongly Agree.

#	Smart Phone Brand	Tick The Appropriate Answer				
1.	Smartphone brand name is a key priority when making purchasing decisions	1	2	3	4	5
2.	I am guided by the quality that the brand offers	1	2	3	4	5
3.	Brand reputation is important to me while making a purchase decision	1	2	3	4	5
4.	I consider the social status conferred to me by the brand of the phone	1	2	3	4	5
5.	The brand reputation affects my buying decision.	1	2	3	4	5
6.	The phone brand popularity within the country affects my buying decision.	1	2	3	4	5
7.	The brand purpose affects my buying decision	1	2	3	4	5
8.	I prefer to buy from brands which support the local community.	1	2	3	4	5
9.	I Buy from brands which use environmentally friendly technology to produce their phones.	1	2	3	4	5

Source (Research, 2022)

Section D: Smart Phone Features

Please indicate the extent to which you agree with the following statements about the smart phone features and purchase decision. Use the following scale to answer the questions; 1= Strongly disagree,2 = Disagree,3= Neutral ,4= Agree and 5 = Strongly Agree.

#	Phone Features	Tick The Appropriate Answer				
1.	The operating system of the phone affects my buying decision	1	2	3	4	5
2.	I consider the color of the phone before buying	1	2	3	4	5
3.	The size of the phone affects my buying decision.	1	2	3	4	5
4.	I prefer to buy lighter phone to heavy phones.	1	2	3	4	5
5.	The quality of the phone camera is an important feature which affects my buying decision.	1	2	3	4	5
6.	The storage capacity of the phone is an important consideration in my buying decision.	1	2	3	4	5
7.	The smartphone aesthetics and the feeling of the phone surface is essential in decision making	1	2	3	4	5
8.	The processing speed is an important feature that I consider before buying a phone.	1	2	3	4	5

Source (Research, 2022)

Section E: Positive Reviews

The questions seek your opinion on how positive online reviews affect the purchase decision for smart phones. Use the following scale to answer the questions; 1= Strongly disagree,2 = Disagree,3= Neutral ,4= Agree and 5 = Strongly Agree.

#	Positive Reviews	Tick The Appropriate Answer				
1.	The positive online reviews about the phone influence me to buy the phone	1	2	3	4	5
2.	The positive online reviews affect my buying decision more than the negative reviews	1	2	3	4	5
3.	The expertise of the positive reviewer influences my decision to buy	1	2	3	4	5
4.	The existence of many similar positive reviews influences me to buy the phone	1	2	3	4	5
5.	The rating of the positive reviews by other users influences me to buy the smartphone	1	2	3	4	5
6.	Positive reviews affect my purchase decision more than negative reviews	1	2	3	4	5
7.	A negative review within positive reviews affects my purchase decision	1	2	3	4	5
8.	A positive review which is attached to an image affects my buying decision	1	2	3	4	5

Source (Research, 2022)

Section F: Negative Reviews

This questions seeks to find out how you feel about the following questions wih regards to negative online reviews Use the following scale to answer the questions; 1= Strongly disagree,2 = Disagree,3= Neutral ,4= Agree and 5 = Strongly Agree.

#	Negative Reviews	Tick The Appropriate Answer				
1.	Negative online reviews from the users influences me not to buy the phone	1	2	3	4	5
2.	Negative online reviews which are based on verifiable facts influence me not to buy	1	2	3	4	5
3.	The rating of the negative online reviews affects my decision to rely on the review	1	2	3	4	5
4.	Many similar negative online reviews	1	2	3	4	5

	influence me not to buy the phone				
5.	The expertise of the reviewer affects my decision to rely on the review	1	2	3	4	5
6.	Negative online reviews affect my purchase decision more than positive reviews.	1	2	3	4	5
7.	The lack of negative reviews affects my buying decision.	1	2	3	4	5
8.	A negative review with a demonstration using a video or a picture affect me more	1	2	3	4	5

Source (Research, 2022)

Section G: Purchase Decision

Please express your opinion on how you agree with the following statements about purchase decision Use the following scale to answer the questions; 1= Strongly disagree,2 = Disagree,3= Neutral ,4= Agree and 5 = Strongly Agree.

#	Purchase decision	Tick The Appropriate Answer				
1	I have a desire to buy a smart Phone	1	2	3	4	5
2	Positive reviews about the phone influences me to buy the phone	1	2	3	4	5
3	Negative reviews about the smartphone influence me not to buy the phone	1	2	3	4	5
4	The brand of the Phone affects my purchase decision	1	2	3	4	5
5	The price of the phone affects my purchase decision	1	2	3	4	5
6.	The camera specification of phone affects, buying decision	1	2	3	4	5
7.	The phone processing speed affects my buying decision.	1	2	3	4	5
8.	The phone storage capacity influences my buying decision.	1	2	3	4	5
9.	The size of the phone affects my buying	1	2	3	4	5

	decision.					
10	The dual sim slot affects my buying decisions.	1	2	3	4	5

Source (Research, 2022)

Appendix 2: Key Informant Questionnaire

1. The aim of the research is to investigate the impact of online Reviews on decision making of smart Phone users. Please help us respond to the following questions

2. In your opinion what is the role of online reviews on purchase decision making

3. In your opinion do you think that negative online reviews affect consumers more than the positive reviews.

4. What is the role of expert reviews on consumer decision making

5. Does the price of the phone matter in decision making

6. Do you think that the cost of replacing the phone screen and chargers affect decision making.

7. Do you think the cost of repairing phones is a factor considered by consumers before making a purchase decision.

8. What are the phone features which matter to the consumers

9. Does the physical attributes (color, size and, weight) affects consumer buying decisions.

10. Does the storage capacity and the processing speed affect consumer buying decisions

11. Does the type of the operating system of the phone affect decision making

12. What is the role of brand of phone in consumer buying decisions

13. Do you think brand popularity and reputation affect the buying decisions

14. Do consumers prefer to buy from brands which are friendly to the community and the environment?