Research Assessment #16

Date: January 30, 2023

Subject: Connecting people to solutions through products and services

MLA Citation:

Jia, Qiong, et al. "Design is More Than Looks: Research on the Affordance of Review

Components on Consumer Loyalty." *Psychology Research and Behavior Management*, vol.

15, 30 Nov. 2022, pp. 3347+. *Gale Academic OneFile*,

link.gale.com/apps/doc/A731232330/AONE?u=j043905009&sid=bookmark-AONE&xid=

afb7b53f. Accessed 30 Jan. 2023.

Assessment:

My previous project entailed studying factors that influence consumer behavior, and more specifically, understanding consumer preferences for 16- 18 year-olds. This project titled *What Do Teens Like? Understanding Consumer Preferences for 16 - 18 year-olds* resulted in understanding the various colors, music selections, and platforms upon which this age group can be most effectively marketed to. However, I later realized that other people's opinions, reviews, and recommendations are greatly considered by many and often significantly influence consumer decision making. Such influence can be seen in movies, online shopping, restaurants, and more. After recognizing the impact of reviews on consumer decision making, I decided to assist consumers by connecting them to solutions via products and services. To do this, I first need to research how reviews affect consumer's decision making ability and to what extent they are considered.

My research led me to an article titled *Design is More Than Looks: Research on the*

Affordance of Review Components on Consumer Loyalty. This article discusses a study conducted "to investigate the relations among the affordance of review systems, consumers' perceived beliefs, and their loyalty." (Jia, Li, Wang 3347) The article helped me understand due to the recent global pandemic, online shopping rates have increased exponentially. Poorly designed shopping websites and review systems significantly harm shopping experiences and create shopping barriers, leading to negative and dissatisfied experiences from customers. The goal of marketing is to make a product or service more appealing, and having trustworthy, positive reviews is a great way to do that.

The study uses several scientific models to help quantify, compare, and ensure that the data is valuable. After studying the survey, the team was able to determine that " integrity and social interaction affordance of review components have significant relations with perceived ease of use, perceived usefulness, and perceived enjoyment." (Jia, Li, Wang 3347) Additionally, intelligent topic mining and operability both also provide reinforcement to the study and show positive correlation between the results. This information helps us understand the significance of review systems such as reviews, recommendations, and opinions on maintaining or developing customer loyalty. This significant statistical data encourages the increased use of review systems that incorporate an affordance-based design.

This research helps me in my study because I can see the correlation between other people's opinions and consumer buying behavior. This significant impact on consumer behavior is also often recognized and taken advantage of. False reviews crafted by the seller are not uncommon and lead to distrust in customers not only for that site or company, but also when they are considering future purchases too. Although most of the reviews discussed during this analysis are online reviews, physical reviews such as word-of-mouth reviews are also very significant. In

fact, these reviews may even hold more weightage than online reviews since the person can be held accountable for their words.

I plan to use this research to back up the significance of my current project and understand more as to why other people's opinions are so significant and influential in consumer decision making.