

Influence of Feedback Mechanism on the Customer Buying Behavior in E-commerce Platforms

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ABSTRACT

This study aimed to determine the influence of feedback mechanisms on the customer buying behavior in E-commerce platforms. In the rapidly evolving digital marketplace, feedback mechanisms play a critical role in influencing consumer behavior. Using a descriptive quantitative research design, the study surveyed 100 respondent aged 25-34 years old in Cabiao, Nueva Ecija. Results showed that respondents strongly agreed on the importance of all five feedback characteristics, with feedback systems and online reviews being the most influential in their purchase decisions. However, in terms of subjective norms, the findings showed a not significant correlation, indicating limited influence of subjective norms on buying behavior. These results confirm that feedback mechanisms play a critical role in shaping online consumer behaviors. The study concludes that optimizing feedback systems on E-commerce platforms can enhance customer trust, reduce uncertainty, and positively influence buying behavior.

Keywords: E-commerce Platform, Feedback Mechanism, Evaluating Infrastructure, Ratings, Online Reviews, Evaluating Infrastructure, Attitude, Subjective Norms, Perceived Behavior

INTRODUCTION

In today's digital age, technology has a significant impact on our lives, especially in the field of business. The promising development of same-day delivery creates a significant impact on our daily lives. As we emerge into digital technologies with widespread internet access, global retail stores have become more efficient in facilitating fast transactions. With global internet access and millions of users around the world, the number of people making purchases online has surged. According to Gelder¹¹ (2025), Ecommerce sales are projected to reach 4.3 trillion U.S. dollars and are expected to grow further in the following years. In recent years, the Philippines has experienced significant growth in E-commerce activity, fundamentally changing face-to-face transactions and consumer behavior. According to Mordor Intelligence¹⁶, the Philippine E-commerce market is projected to reach USD 17.65 billion in 2025 and grow at a compound annual growth rate (CAGR) of 13.78%, reaching USD 33.65 billion by 2030.

To gain insight into the products bought through E-commerce, the different feedback mechanisms, such as customer reviews and ratings, are the primary factors in shaping customer buying behavior. As they have no physical interaction, these testimonials help them gain insights into product quality and seller reliability on the platforms. On Zarcos³⁴ study, reviews led to the product's reputation and expected product quality, which significantly affect the customers. The Department of Trade and Industry (DTI)⁶ received numerous consumer complaints against the seller, where deceptive practices have been used, such as misleading the customer about the reviews, counterfeiting the sales or defective products, and non-delivery of the orders, which leads the customer to undermine trust in the E-commerce platforms. According to Duncan (2024)⁷, a total of 75% of customers are concerned about the fake reviews they see online, which leads them to lose trust and affect confidence in purchasing from online websites. Despite their importance, the full impact of feedback systems on consumer behavior remains unexplored. Most of the previous studies have focused solely on customer satisfaction or service quality in E-commerce; limited research has been conducted on the feedback mechanism.

This study seeks to understand how feedback mechanisms, evaluating infrastructure such as feedback systems, online reviews, ratings, and reputation systems, influence customer attitudes, subjective norms, and perceived behavioral control. The goal of this study is to identify how the feedback mechanism influences the buying behavior of the consumer. Understanding the influence of the feedback mechanism will contribute to analyzing consumer behavior in the digital market place by offering valuable insights for the E-commerce platforms that seek to optimize their feedback system and create customer relationships.

RESEARCH METHOD

Research Design

This study assessed the influence of the feedback mechanism on the customer buying decision in an E-commerce platform—the quantitative and descriptive methods of research were used to collect and analyze the statistical data. The quantitative method is an essential requirement for researchers in this study to have a fundamental and ethical attribute that permits them to conduct all stages of the research process honestly and credibly. Descriptive research is exploratory research. It is a systematic and structured approach to collecting data from a sample of individuals or entities within a larger group, precisely and methodically.

Participants

The researcher used convenience sampling, to gathered an individual who are convenient to reach, contact, or include in the study. through focusing on all barangays of Cabiao researcher aimed to enhance the precision and reliability to ensure that the respondents accurately represent the customer base of the E-commerce platform. Sample size consists of 100 participants sample were randomly selected who are available and convenient to reach.

Instrumentation

The instrument used in this study was a research-made questionnaire used together the required information. The questionnaire was carefully made to collect the relevant data of the respondents appropriately. There were three sections of the questionnaire. The first is the demographic profile of the respondents. The second part contained the Factors that Influence of Feedback Mechanism in E-commerce Platform, such as evaluating infrastructure, feedback system, ratings, online reviews, and reputation system. The third part of the questionnaire contained the Factors that influence the Feedback Mechanism to the Buying Behavior of the customer in E-commerce Platform, such as attitude, subjective norms and perceived behavior. The researchers also used a five-point Likert were (5) Strongly Agree, (4) Agree, (3) Somewhat Agree, (2) Disagree, (1) Strongly Disagree.

Validation of Instrument

The instruments underwent contextual validation, examination, changes, and other actions as judged essential to establish validity. To gather data from the respondents, a questionnaire was chosen.

Data Gathering Procedures

After the researchers obtained the approval, they administered the surveys to the respondents who were 25-34 years old and making a purchase on an E-commerce platform and were willing to answer the questionnaire about the influence of the feedback mechanism on customer buying decisions on the E-commerce platform.

Analysis of Data

The information gathered in this study was arranged and used the research design as a guide. The study used weighted mean to measure the Influence of the Feedback Mechanism on Customer Buying Behavior. Also, Pearson r Correlation was used to examine if there is a significant correlation between feedback mechanism and customer buying behavior.

RESULT AND DISCUSSION

This chapter contained a detailed presentation and discussion of data analysis and the findings from 100 questionnaires completed by respondents from Cabiao, Nueva Ecija.

Table 1 Respondents' Level of Agreement on Feedback Mechanism in E-commerce Platforms

Feedback Mechanism	WM	VI
Evaluating Infrastructure	4.37	Strongly Agree
Feedback System	4.55	Strongly Agree
Ratings	4.39	Strongly Agree
Online Reviews	4.49	Strongly Agree`
Reputation System	4.50	Strongly Agree
Overall	4.46	Strongly Agree

Legend: 5–Strongly Agree; 5.00 –4.21– Agree; 4.20 –3.41–Somewhat Agree; 3.40–2.61–Disagree; 2.60–1.81 –Strongly Disagree;1.80– 1.00

Table 1 shows the respondents' level of agreement on feedback mechanisms in terms of evaluating infrastructure, feedback system, ratings, online reviews, and reputation system. The respondents' overall response gained a total weighted mean of 4.46, with the verbal interpretation of strongly agree. The feedback system shows the highest weighted mean with a 4.55, with a verbal interpretation of strongly agree. It is followed by the reputation system, which also strongly agrees with a weighted mean of 4.50. Closely, the online review got a weighted mean of 4.49, with the respondent strongly agreeing. It was followed by the ratings, where the weighted mean is 4.39 with a verbal interpretation of strongly agreeing. Lastly, the evaluating infrastructure also got a weighted mean of 4.37 and a verbal interpretation of strongly agree.

Table 2 Respondents' Level of Agreement on the Influence of Feedback Mechanism to their Buying Behavior in E-commerce Platforms

Planned Behavior	WM	VI
Attitude	4.36	Strongly Agree
Subjective Norms	4.09	Agree
Perceived Behavior	4.38	Strongly Agree
Overall	4.28	Strongly Agree

Legend: 5–Strongly Agree; 5.00 –4.21– Agree; 4.20 –3.41–Somewhat Agree; 3.40–2.61–Disagree; 2.60–1.81 –Strongly Disagree;1.80– 1.00

Table 2 shows the respondents' level of agreement with the factors that influence the feedback mechanism to their buying decision in the E-commerce platform in terms of attitude, subjective norms and perceived behavior. The respondents' overall response gained a total weighted mean, of 4.28, with the verbal interpretation of strongly agree. The perceived behavior shows as having the highest weighted mean, with a 4.38, with a verbal interpretation of strongly agree. It is followed by the attitude where it is also strongly agreeing with a weighted mean of 4.36. Lastly, the subjective norms got a weighted mean of 4.09 and a verbal interpretation of agree.

Table 3 Significant Correlation Between Feedback Mechanism to Customer Buying Behavior

Feedback Mechanism	p-value	Decision	Conclusion
Evaluating Infrastructure	0.008	Reject Ho	Significant
Feedback System	0.006	Reject Ho	Significant
Ratings	0.057	Reject Ho	Not Significant
Online Review	0.01	Reject Ho	Significant
Reputation System	0.001	Reject Ho	Significant
Overall	0.0164	Reject Ho	Significant

Legend: Accept Ho if computed $2 > 2 \cdot 0.05 =$ Not Significant; Reject Ho if computed $2 \leq 2 \cdot 0.05 =$ Significant

Table 3 shows a significant correlation between the feedback mechanism and customer buying behavior. The overall correlation of the feedback mechanism has a p-value of 0.0164, which shows a significant correlation and a decision to reject the null hypothesis. The ratings had a highest p-value of 0.057, which indicates that it has

no significant correlation and retains the null hypothesis. It was followed by online reviews with a p-value of 0.01, and evaluating infrastructure has a p-value of 0.008. In terms of the feedback system, it has a p-value of 0.006, and lastly, the reputation system has a p-value of 0.001.

CONCLUSION

The following are the conclusions of the research study:

1. The respondents strongly agreed that their characteristics of feedback mechanism way influence their buying behavior in E-commerce platform in terms of evaluating infrastructure, feedback system, ratings, online reviews and reputation system.
2. The respondents strongly agreed that feedback mechanism has an influence to their buying behavior in E-commerce platform in terms of attitude and perceived behavior. However, the respondents agreed in subjective norms.
3. The researcher rejected the null hypothesis, therefore, there is a significant correlation between the feedback mechanism (evaluating infrastructure, feedback mechanism, ratings, online reviews and reputation system) and customer buying behavior (attitude, subjective norms and perceived behavior). ratings, online reviews and reputation system.

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