

DOI: <https://doi.org/10.36719/2789-6919/54/96-99>

**Elmira Talibli**  
Azerbaijan State University of Economics  
Master's student  
<https://orcid.org/0009-0001-5374-2417>  
[mira.talibli@gmail.com](mailto:mira.talibli@gmail.com)

## **Impact of Product Descriptions and Reviews on Purchasing Intentions in E-Commerce**

### **Abstract**

In the rapidly evolving landscape of online retail, product descriptions and consumer reviews play a critical role in shaping purchasing intentions. This study explores how the quality, clarity, and emotional appeal of product descriptions, alongside the credibility and valence of customer reviews, influence consumer decision-making in e-commerce environments. The analysis emphasizes that well-structured and informative product descriptions enhance perceived product value, reduce uncertainty, and build trust between sellers and buyers. Simultaneously, user-generated reviews – especially those perceived as authentic and detailed – serve as vital social proof that reinforces or alters customer perceptions. The study also identifies moderating factors such as product involvement, review consistency, and platform design, which affect the strength of these influences. Empirical research findings suggest that positive reviews significantly boost purchase intentions, while negative feedback can deter consumers even when product descriptions are favorable. Furthermore, multimedia content, such as images and videos accompanying product details, increases consumer engagement and confidence. The paper concludes that e-commerce platforms should adopt a dual strategy that combines persuasive product storytelling with transparent and trustworthy review systems to maximize consumer trust and conversion rates. This integrated approach not only improves user experience but also enhances brand reputation and customer loyalty in competitive digital marketplaces.

**Keywords:** *e-commerce, product, consumer, purchasing, online*

**Elmira Talibli**  
Azərbaycan Dövlət İqtisad Universiteti  
magistrant  
<https://orcid.org/0009-0001-5374-2417>  
[mira.talibli@gmail.com](mailto:mira.talibli@gmail.com)

## **Məhsul təsvirlərinin və rəylərinin elektron ticarətdə alış-veriş niyyətlərinə təsiri**

### **Xülasə**

Onlayn pərakəndə satışda sürətlə inkişaf edən mənzərədə məhsul təsvirləri və istehlakçı rəyləri alış niyyətlərinin formalaşmasında mühüm rol oynayır. Bu tədqiqat məhsul təsvirlərinin keyfiyyətinin, aydınlığının və emosional cəlbediciliyinin, müştəri rəylərinin etibarlılığı və dəyərliliyi ilə yanaşı, elektron ticarət mühitində istehlakçıların qərar qəbuletməsinə necə təsir etdiyini araşdırır. Təhlil yaxşı strukturlaşdırılmış və məlumatlı məhsul təsvirlərinin məhsulun qəbul edilmiş dəyərini artırıdığını, qeyri-müəyyənliyi azaltdığını və satıcılar və alıcılar arasında etimad yaratdığını vurgulayır. Eyni zamanda, istifadəçi tərəfindən yaradılan rəylər - xüsusən də orijinal və ətraflı kimi qəbul edilənlər - müştəri qavrayışlarını gücləndirən və ya dəyişdirən vacib sosial sübut kimi xidmət edir.

Tədqiqat bu təsirlərin gücünə təsir edən məhsul cəlbi, rəy ardıcılılığı və platforma dizaynı kimi moderator amilləri də müəyyən edir. Empirik tədqiqat nəticələri göstərir ki, müsbət rəylər alış niyyətlərini əhəmiyyətli dərəcədə artırır, mənfi rəylər isə məhsul təsvirləri əlverişli olsa belə istehlakçıları çəkindirə bilər. Bundan əlavə, məhsul detallarına müşayiət olunan şəkillər və videolar kimi multimedia məzmunu istehlakçıların cəlb olunmasını və etibarını artırır. Məqalədə belə bir nəticəyə gəlinir ki, elektron ticarət platformaları istehlakçı etibarını və konversiya nisbətlərini maksimum dərəcədə artırmaq üçün inandırıcı məhsul hekayələrini şəffaf və etibarlı icmal sistemləri ilə birləşdirən ikili strategiya qəbul etməlidir. Bu integrasiya olunmuş yanaşma yalnız istifadəçi təcrübəsini yaxşılaşdırmaqla yanaşı, həm də rəqabətli rəqəmsal bazarlarda brend nüfuzunu və müştəri sədaqətini artırır.

*Açar sözlər: elektron ticarət, məhsul, istehlakçı, alış, onlayn*

## Introduction

In the modern digital economy, e-commerce has transformed the way consumers search for, evaluate, and purchase products. Unlike traditional retail environments, where buyers can physically inspect items, online shoppers rely heavily on digital cues such as product descriptions, images, and customer reviews to form perceptions and make purchasing decisions. As competition among online retailers intensifies, the quality and credibility of product-related information have become crucial determinants of consumer trust and buying behavior.

Product descriptions serve as the primary source of factual and emotional information about a product (Chen, Samaranayake, Cen, Qi, Lan, 2023; Campos, Campos, 2024; Ologunobi, Taiwo, Alli, 2024). They provide details regarding features, benefits, and usage, helping potential buyers visualize ownership and assess value. A well-crafted description can create a sense of reliability and desire, directly influencing the perceived usefulness and attractiveness of a product. On the other hand, customer reviews represent authentic experiences and opinions shared by other consumers. These reviews act as social proof, reducing perceived risks and uncertainty in online shopping.

Research indicates that consumers are more likely to purchase products that have detailed, accurate descriptions accompanied by a high number of positive reviews. Moreover, the tone, language, and structure of descriptions, along with the credibility of reviewers, significantly shape the emotional and cognitive responses of potential buyers. As a result, businesses are increasingly investing in content optimization and feedback management to enhance customer engagement and trust.

Understanding the combined impact of product descriptions and reviews on purchasing intentions is essential for developing effective digital marketing strategies. It allows online retailers to bridge the gap between information asymmetry and consumer confidence, ultimately leading to higher conversion rates, stronger brand loyalty, and sustained competitive advantage in the digital marketplace.

## Research

The impact of product descriptions and reviews on purchasing intentions in e-commerce can be analyzed through psychological, informational, and behavioral dimensions. Product descriptions and reviews jointly influence how consumers process information, evaluate alternatives, and make final purchase decisions.

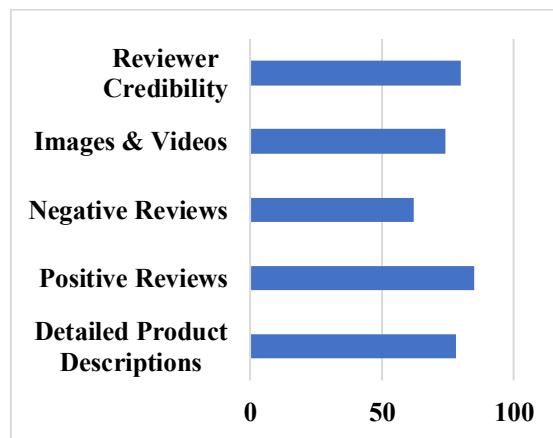
From an informational standpoint, reviews serve as a form of *electronic word-of-mouth (eWOM)* that helps consumers assess the credibility and performance of a product. Positive reviews boost trust, reinforce perceived product value, and encourage purchase intentions, whereas negative reviews can significantly deter consumers, especially when they highlight issues related to product quality or service reliability (Osman, Hui Ying, 2022; Suman Kalyan, 2024). The balance between positive and negative reviews also matters; a mix of both tends to be perceived as more authentic, increasing the overall credibility of the product page. Additionally, review depth (detailed feedback versus short comments) influences decision confidence – comprehensive reviews foster stronger purchase motivation (Ahn, Lee, 2024; Li, Zhang, et al., 2022).

Behaviorally, product descriptions and reviews interact to shape consumer pathways. When product descriptions provide technical and visual clarity, reviews function as confirmation cues that validate or contradict expectations. This *information congruence* determines whether consumers proceed to checkout or abandon their carts. Studies reveal that when both descriptions and reviews align positively, consumers exhibit higher willingness to pay, longer browsing times, and stronger post-purchase satisfaction.

In the context of modern e-commerce platforms like Amazon, Alibaba, and Etsy, algorithmic ranking and recommendation systems amplify this effect by promoting products with high-quality descriptions and favorable reviews. Businesses that strategically integrate persuasive textual content with authentic feedback management not only enhance their brand credibility but also foster sustained consumer engagement.

Therefore, the interplay between product descriptions and reviews is central to digital marketing success. Their combined influence extends beyond individual transactions – shaping long-term brand perception, consumer trust, and overall competitiveness in the online marketplace (Yogatama, 2023).

**Graphic 1.** Impact of Product Information and Reviews on Purchasing Intentions in E-Commerce



The graph 1 illustrates the relative influence of different types of product information on consumers' purchasing intentions in e-commerce environments. According to the data, positive reviews have the strongest impact, influencing about 85% of online shoppers' purchase decisions. This suggests that consumer feedback and social proof play a crucial role in building trust and reducing perceived risk. Reviewer credibility follows closely with an 80% influence rate, emphasizing that verified or experienced reviewers significantly enhance the persuasiveness of reviews (Li, et al. 2024; Dong, 2025; Hanaysha, 2025; Yogatama, 2023).

Detailed product descriptions also show a strong effect, influencing 78% of purchase intentions. This highlights the importance of providing comprehensive, accurate, and engaging product information that helps customers understand product features and benefits. Visual content such as images and videos ranks next at 74%, reflecting the growing role of multimedia in helping consumers visualize the product and make confident decisions.

## Conclusion

The analysis demonstrates that product descriptions and customer reviews are among the most powerful determinants of purchasing intentions in e-commerce. Clear, accurate, and engaging descriptions help consumers understand product value and reduce uncertainty, while authentic and credible reviews provide essential social proof that strengthens trust and confidence in online transactions. The integration of visual elements, such as images and videos, further enhances consumer engagement and supports decision-making.

## References

1. Ahn, Y., Lee, J. (2024). The Impact of Online Reviews on Consumers' Purchase Intentions: Examining the Social Influence of Online Reviews, Group Similarity, and Self-Construal. *Journal of Theoretical & Applied Electronic Commerce Research*, 19(2), 1072–1090.
2. Chen, T., Samaranayake, P., Cen, X., Qi, M., Lan, Y. (2023). The Impact of Online Reviews on Consumers' Purchasing Decisions: Evidence From an Eye-Tracking Study. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.865702>
3. Campos, J., Campos, J. (2024). Trust in E-commerce: How Reviews and Ratings Shape Purchase Intention. *Applied Quantitative Analysis*, 4(1), 12–28. [journal.pipbr.com](http://journal.pipbr.com)
4. Dong, H. (2025). The role of product type in online review generation, perceived helpfulness and decision-making. *Electronic Commerce Research*, 20(2), Article 135.
5. Hanaysha, J.R. (2025). Exploring the Impact of Customer Reviews, Website Quality and Product Assortment on E-commerce Purchase Intention. *Journal of Retailing and Consumer Services*.
6. Li, H., et al. (2024). A study on the influence of online reviews of new products on consumer purchase decisions. *Frontiers in Consumer Research*.
7. Li, X., Zhang, Y., et al. (2022). Impact of factors of online deceptive reviews on customer purchase behavior. *Frontiers in Psychology*, 13, Article 8548176.
8. Ologunobi, J.O., Taiwo, E.O., Alli, K.O. (2024). *Digital Consumer Behavior in E-commerce: A Study of Amazon and Temu's Customer Purchase Decision-Making Processes in the UK and USA*. MPRA Paper 123096. Munich Personal RePEc Archive.
9. Osman, S., Hui Ying, L. (2022). The Influence of Online Consumer Reviews on Purchase Intention Among Young Adults. *Global Business and Management Research: An International Journal*, 14(3S), 222–230.
10. Suman Kalyan, A. (2024). The Influence of User Reviews on Consumer Purchase Decisions in E-Commerce. *International Journal of Research Publication and Reviews*, 5(7), 1276–1280.
11. Yogatama, A.N., et al. (2023). *Impact of product description, product photo, rating and review on purchase intention in e-commerce*. Research Gate Preprint.
12. Yogatama, A.N. (2023). The Role of Product Information in E-commerce: A Consumer-Centric Analysis in the Marketing 5.0 Era. *JIBEKA: Journal of Indonesian Business and Economics*, 6(1), 11–28. [jibeka.asia.ac.id](http://jibeka.asia.ac.id)

Received: 10.10.2025

Approved: 14.01.2026