

**RESEARCH ON THE IMPACT OF CONSUMER REVIEWS WHILE SELECTION OF EDUCATION  
INSTITUTIONS AMONG YOUTH**
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**Abstract:**

*This study aims to investigate the impact of consumer reviews on the decision-making process of young people when choosing educational institutions. The research will use a mixed-methods approach, combining qualitative analysis of consumer reviews and quantitative surveys to gather data from a diverse sample of young people. The findings will provide valuable insights for both educational institutions and prospective students, contributing to a deeper understanding of how consumer reviews shape the choices of young people when selecting educational institutions.*

**Keywords:** *Online Reviews, Youth, Education*

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**Introduction:**

In today's digital age, the availability of consumer reviews has revolutionized the way individuals make decisions about various products and services. The education sector is no exception to this trend, with prospective students now heavily relying on consumer reviews when selecting an educational institution. In particular, young people are increasingly turning to online platforms to gather insights and opinions from their peers to inform their decision-making process.

Educational institutions and policymakers must understand the impact of consumer reviews on the selection of educational institutions among young people. The influence of consumer reviews on the decision-making process of young people when selecting an educational institution is a complex area that requires further investigation. Factors such as the credibility of the reviewer, the relevance of the review to the individual's needs, and the overall reputation of

the institution is just one of the factors that shape the decision-making process of young people.

Therefore, this research aims to delve into the influence of consumer reviews and shed light on the factors that shape the decision-making process of young people when choosing an educational institution. The study will investigate the types of reviews that young people find most helpful, the role of social media in shaping their perceptions of educational institutions, and the impact of negative reviews on their decision-making process.

The findings of this study will be of great significance to educational institutions and policymakers in developing marketing strategies that are tailored to the needs and preferences of young people. By understanding the impact of consumer reviews on the selection of education institutions among young people, institutions can improve their reputation, attract more students, and enhance the overall quality of education.

### Review of Literature:

#### 1. Definition of Consumer Reviews

(Hitesh Bhasin, July 21, 2023) A consumer review is a true testament to one's experience with your company. Consumer reviews offer an invaluable resource for businesses, providing plenty of potential to increase sales and grow your influence. Not only do consumer reviews supply you with valuable insights, but they can also help grow your sales and bring in more leads.

#### Importance of Consumer Reviews:

##### 1) Establish credibility

The impact of consumer reviews on businesses cannot be underestimated. These reviews are shared by actual customers who have had first-hand experience with a product or service. This makes them highly valuable as they offer a platform for word-of-mouth marketing online. The more authentic reviews a business has, the greater the likelihood of making a successful sale.

##### 2) Unlock invaluable insights

Consumer reviews are incredibly powerful because they are shared directly by people who have used a

product or service. This feedback helps customers feel valued and listened to while also providing businesses with a valuable online marketing tool. The more genuine, user-generated content a business has, the greater its chances of making a sale.

#### Objectives of the Study:

- To study how consumer reviews impact the decision-making process of prospective students.
- To study how consumer reviews impact educational institutions.
- To study the dependency of youths on consumer reviews while selecting educational institutions.

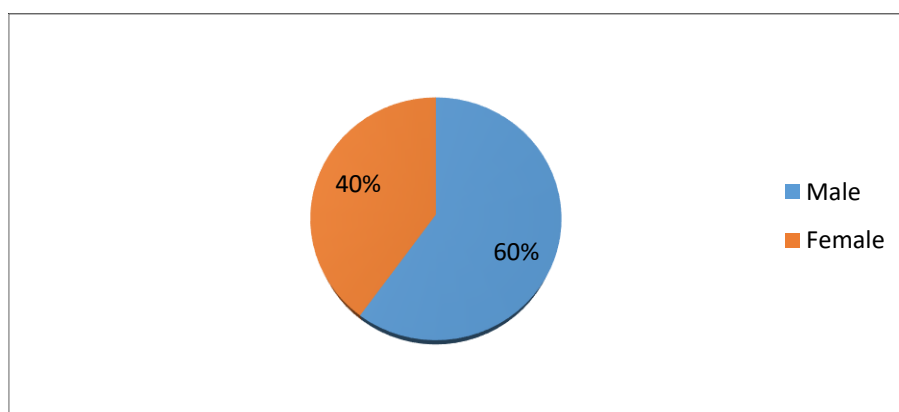
#### Research Methodology:

The data of the research is collected based on Primary and Secondary sources.

- The Primary Data is collected by surveying 58 students by applying a simple random sampling method.
- The Secondary Data is collected from online websites and articles.

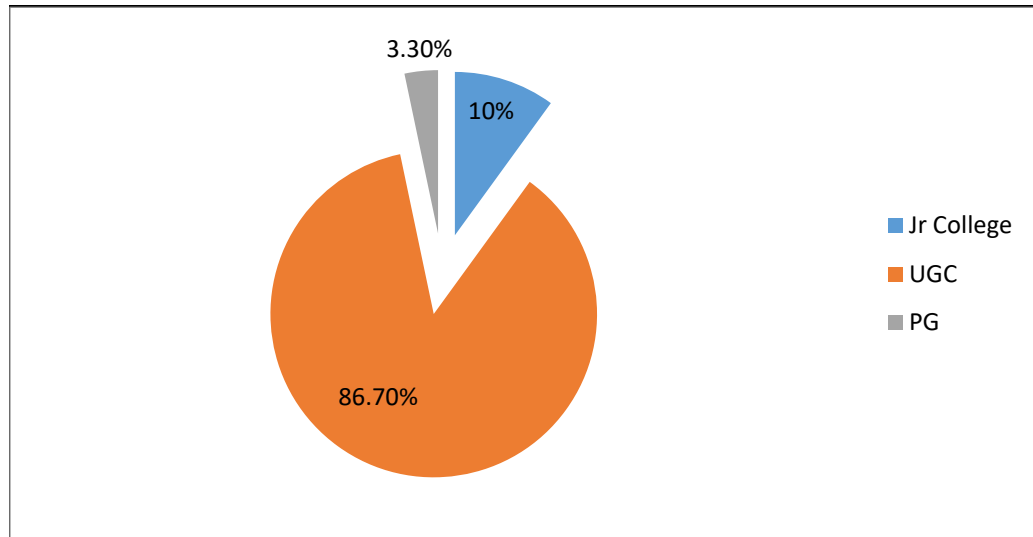
### Data Analysis:

Question 1) Gender



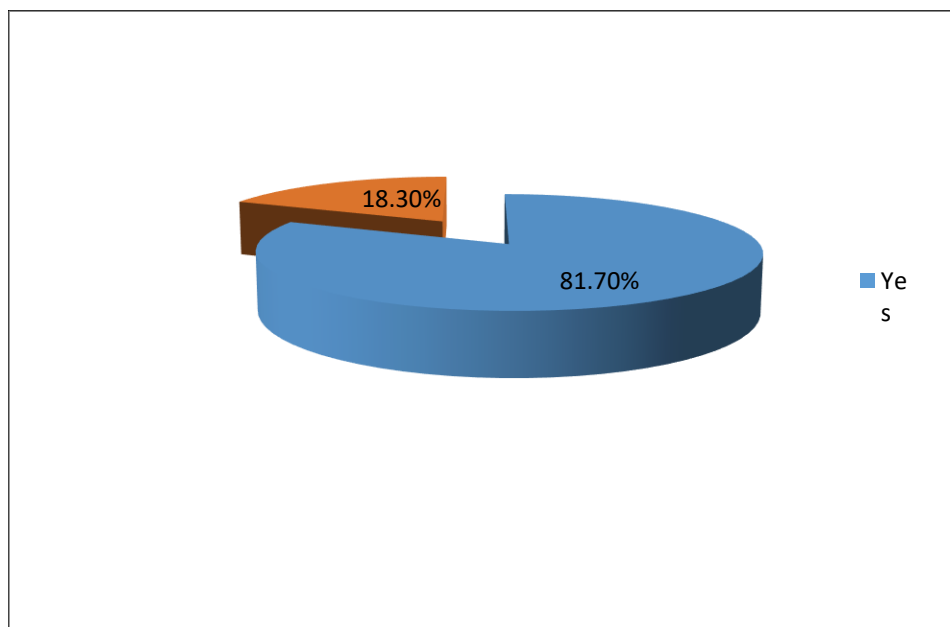
**INTERFACE:** The sample was divided into two gender categories i.e., male and female. The results in the gender categories received the most number of respondents belonging to Male (60%) and followed by Female (40%) respondents.

Question 2) Currently studying in



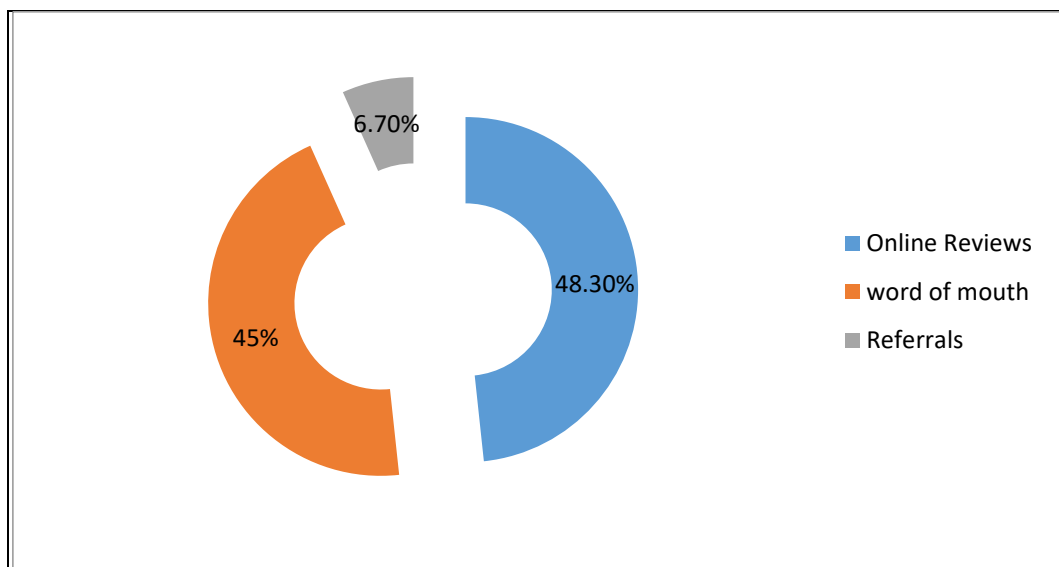
**INTERFACE :** Out of 100% , 86.70% students were from the UGC section, 10% students were from Jr College section, 3.30% students were from the PG section.

Question 3) Have you ever used consumer reviews to help you decide on an education institution?



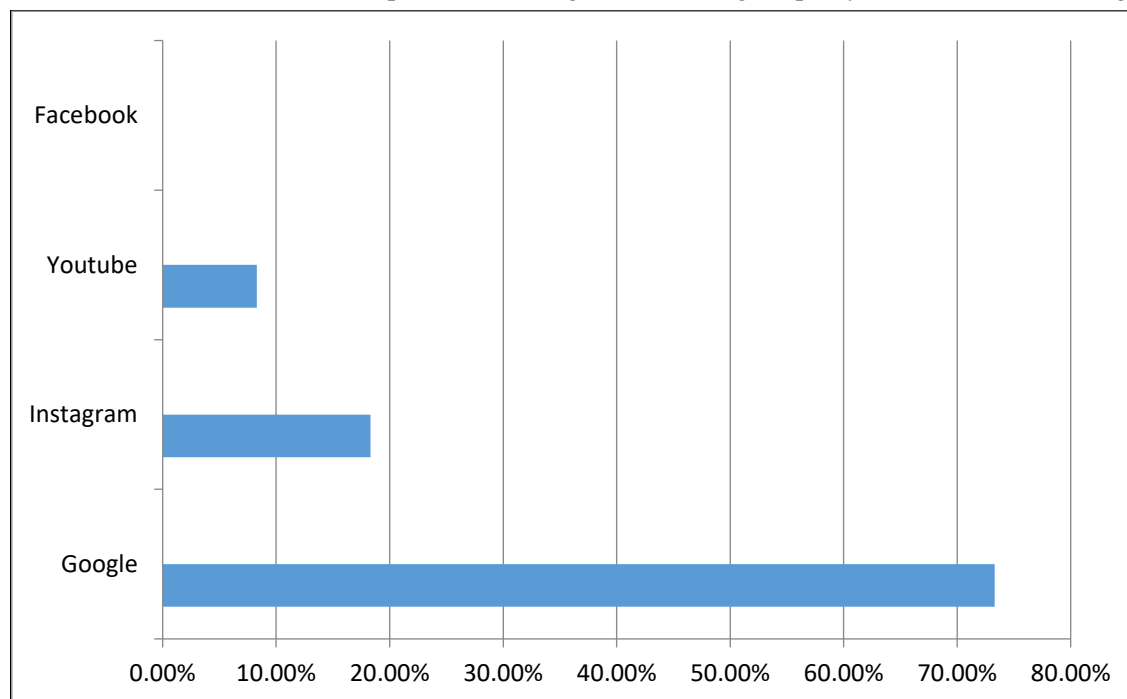
**INTERFACE:** Out of 100% , 81.70% students have used consumer reviews to decide educational institutions while 18.30% students have not. This shows that reviews play an important role while deciding an educational institution.

Question 4) Which type of review was helpful for you?



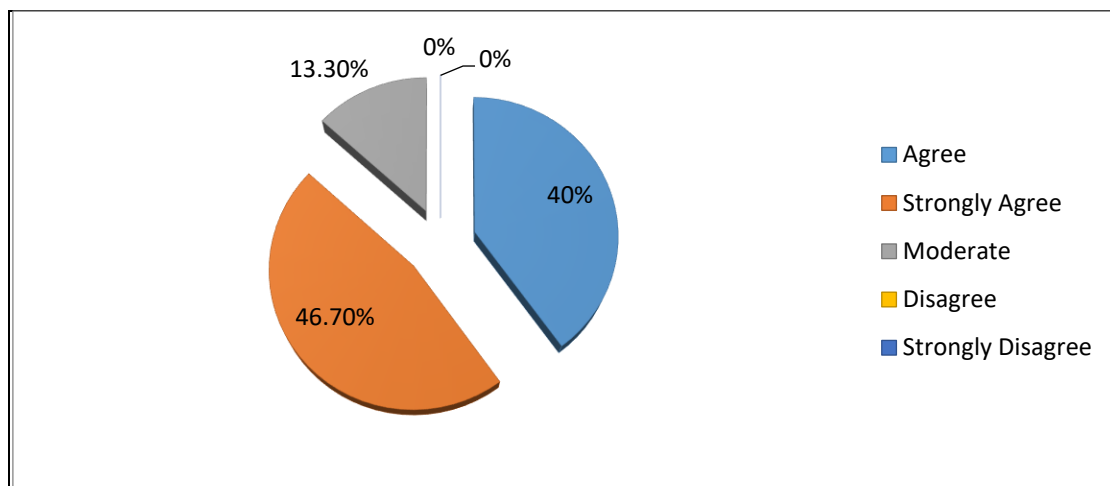
**INTERFACE :** Out of 100%, 48.3% believed that online reviews was very helpful for them, 45% believed that word of mouth helped them while only 6.7% believed that referrals were a good option for them. Through this it is observed that students rely more on online reviews and word of mouth.

Question 5) If ONLINE then which platform among the following helped you in decision making?



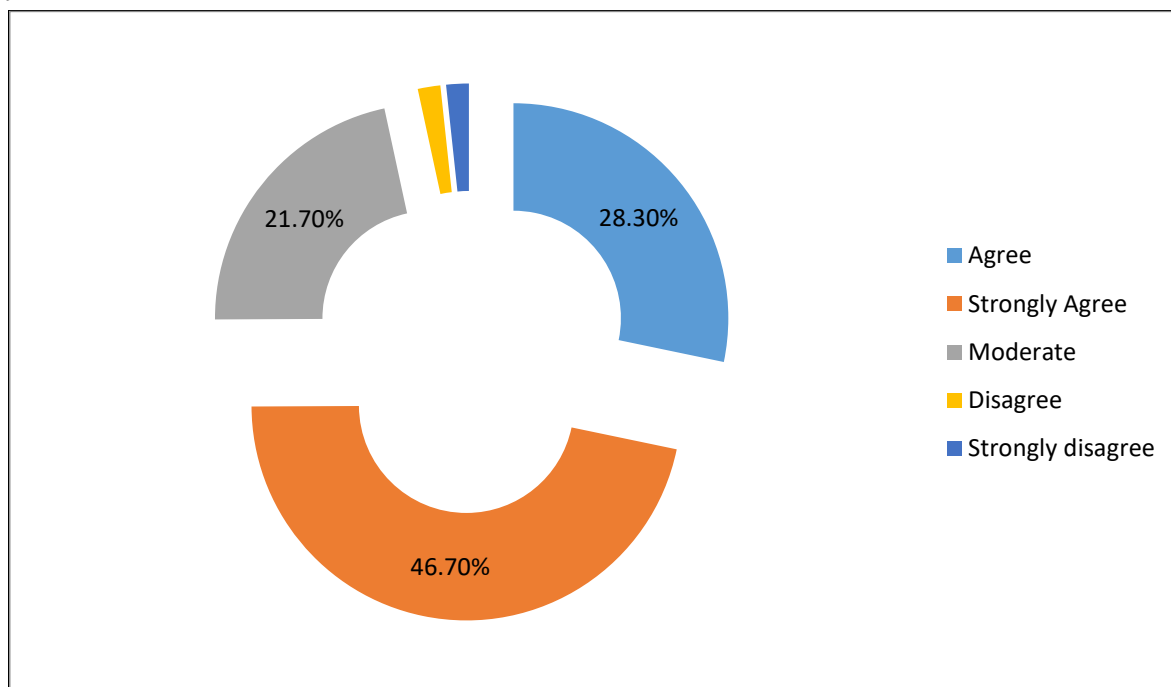
**INTERFACE :** In this, the reviews from Google helped 73.3% students, Instagram helped 18.3% students and Youtube helped 8.3% students in the decision making process whereas the percentage of facebook was Zero. This states that the students are more dependent on Google and Instagram than any other social media handle.

Question 6) "Consumer reviews are important in decision making process" how you find this statement?



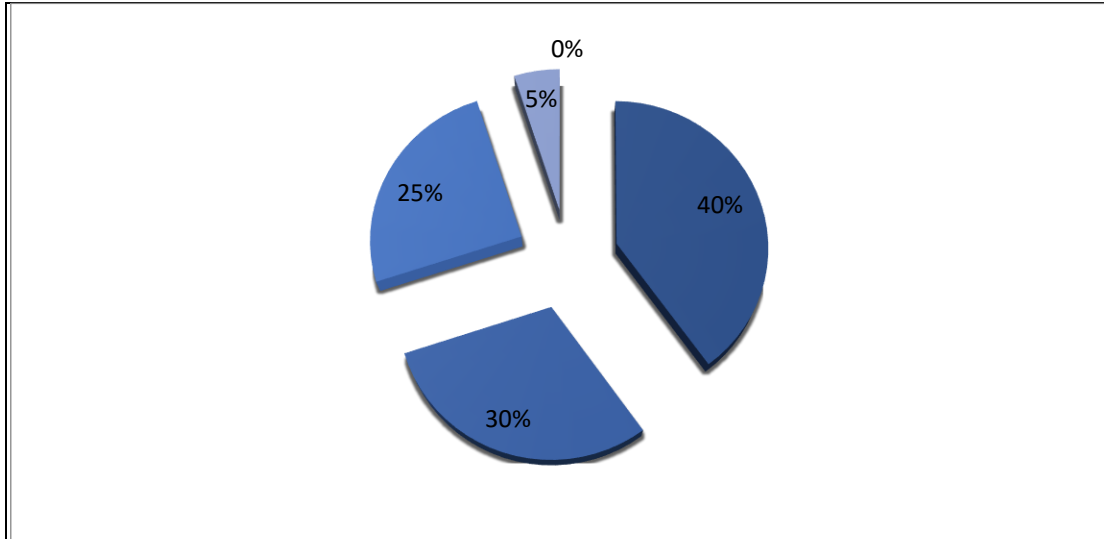
**INTERFACE:** Out of 100%, 46.7% strongly agreed and 40% agreed that the reviews are important in the decision making process while selecting the education institution.

Question 7) "Consumer reviews are more trustworthy than the official information provided by the institution" how you find this statement?

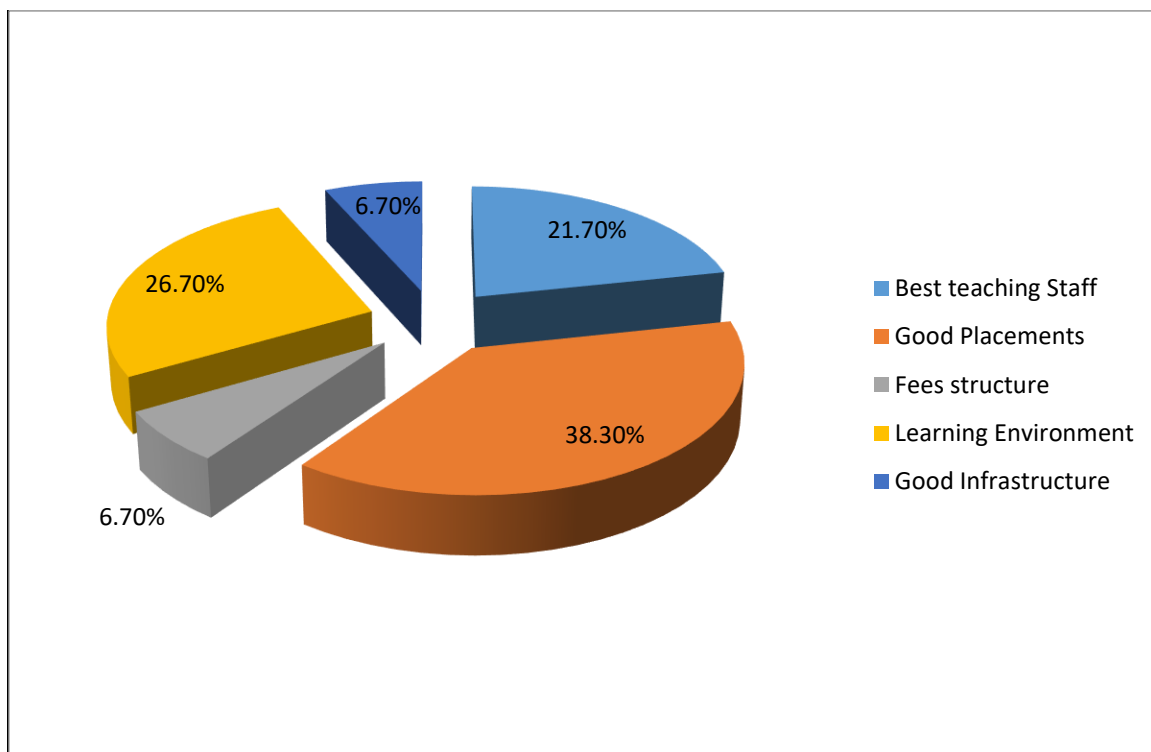


**INTERFACE :** Here, out of 100% a total of 75% believed that the reviews about the educational institutions are more trustworthy than the official information provided by the institution whereas only 3.4% disagreed with this.

Question 8) "Responding to negative consumer reviews by the institution might hamper the reputation of the institution" how you find this statement?

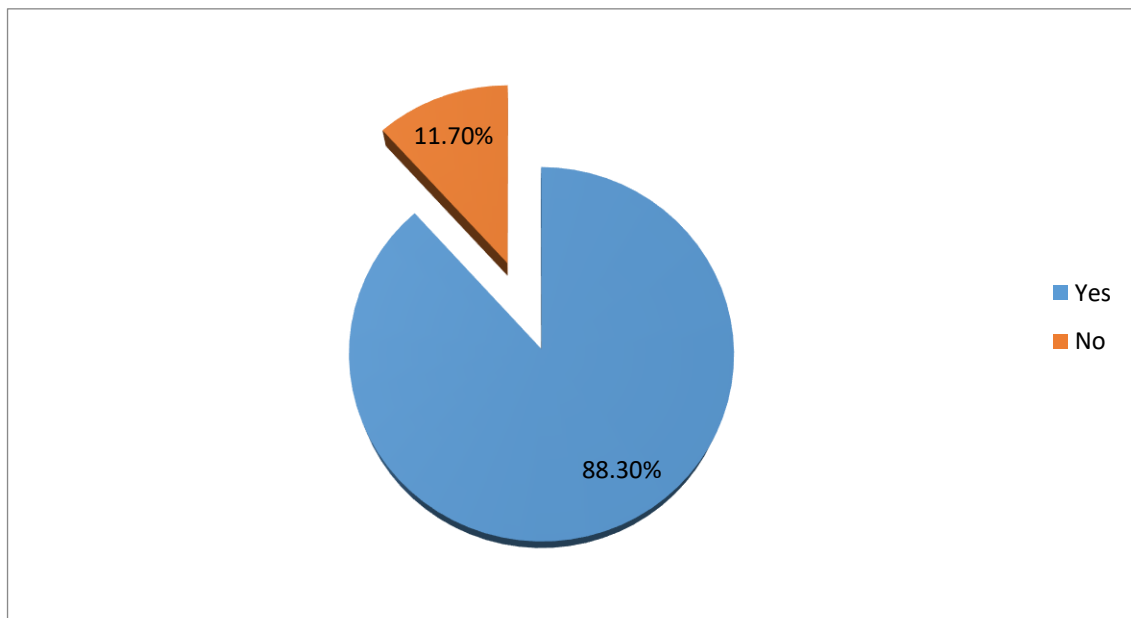


**INTERFACE :** Out of 100% a total of 70% agreed that responding to negative consumer reviews by the institution will hamper the reputation of the institution whereas 5% disagreed with this statement and only 25% acted as neutral. Question 9) For what reason you are dependent on reviews while selecting education institution?



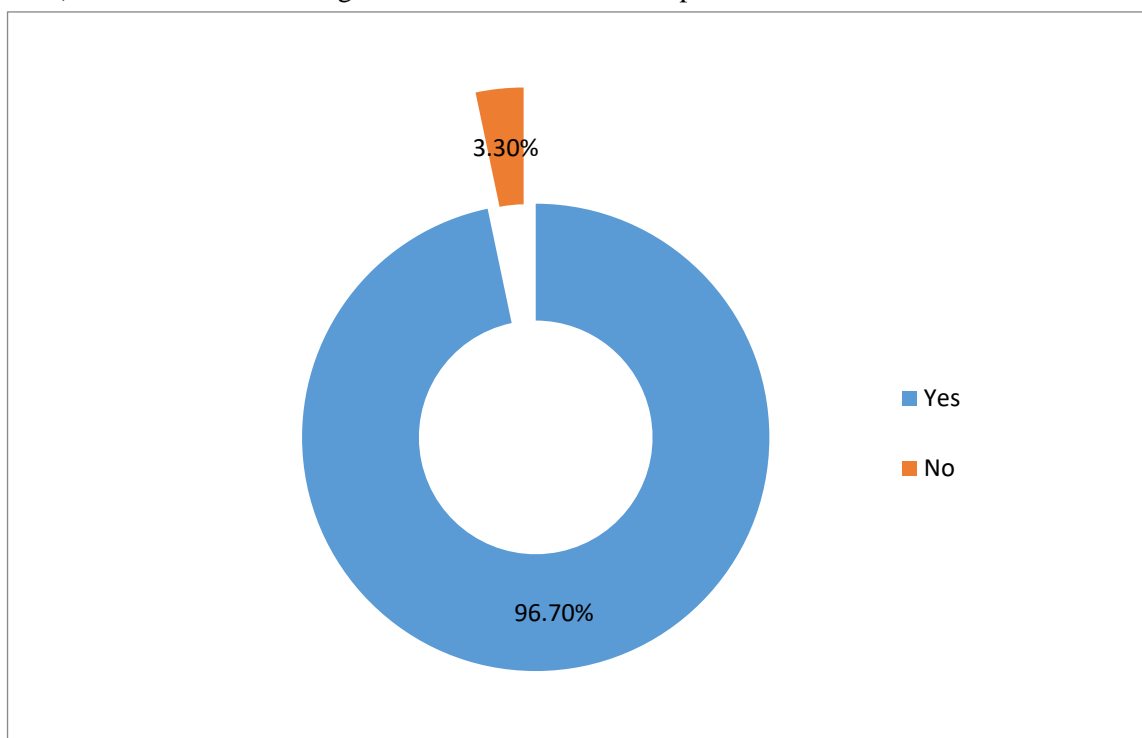
**INTERFACE :** Out of 100%, 38.3% students refer to reviews to know about the placements, 21.7% students refer to know about the type of teaching staff provided, 26.70% students refer to know about the learning environment whereas 6.70% and 6.70% refer to reviews to know about the fees structure and infrastructure of the institution.

Question 10) Have you ever changed your mind about a particular institution based on negative consumer reviews?



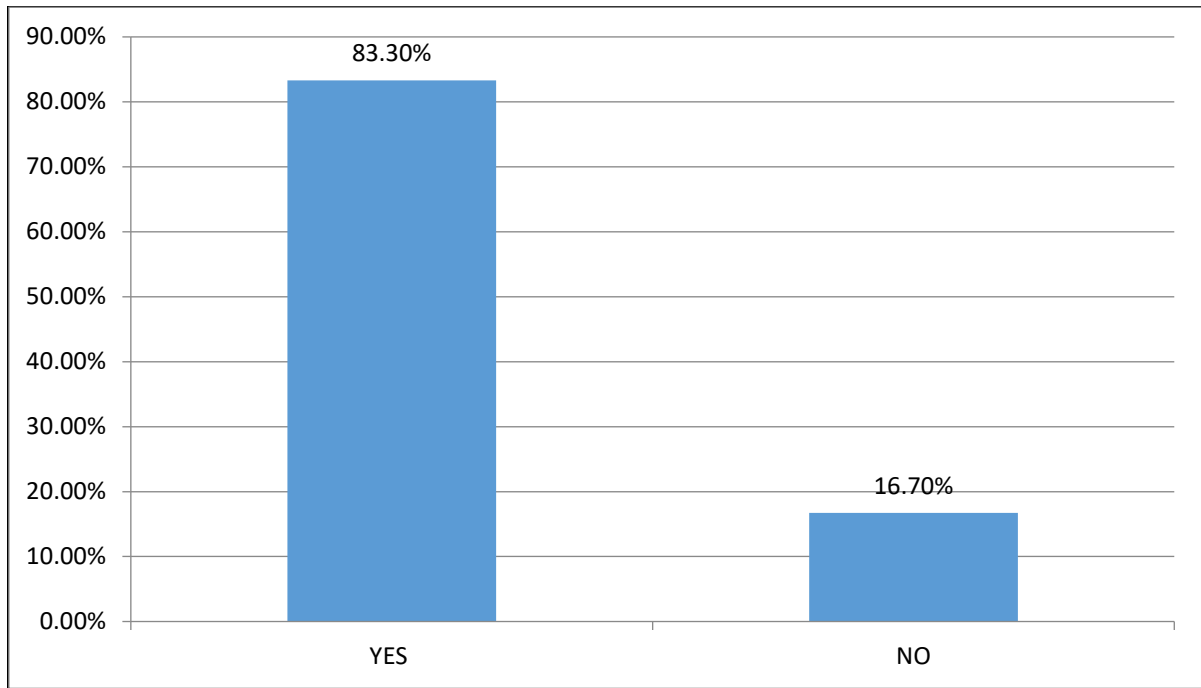
**INTERFACE :** Here, the negative reviews about the institution changed the mind of 88.30% students whereas it was not effective on 11.70% of students.

Question 11) Do reviews have a significant influence on the reputation of education institution?



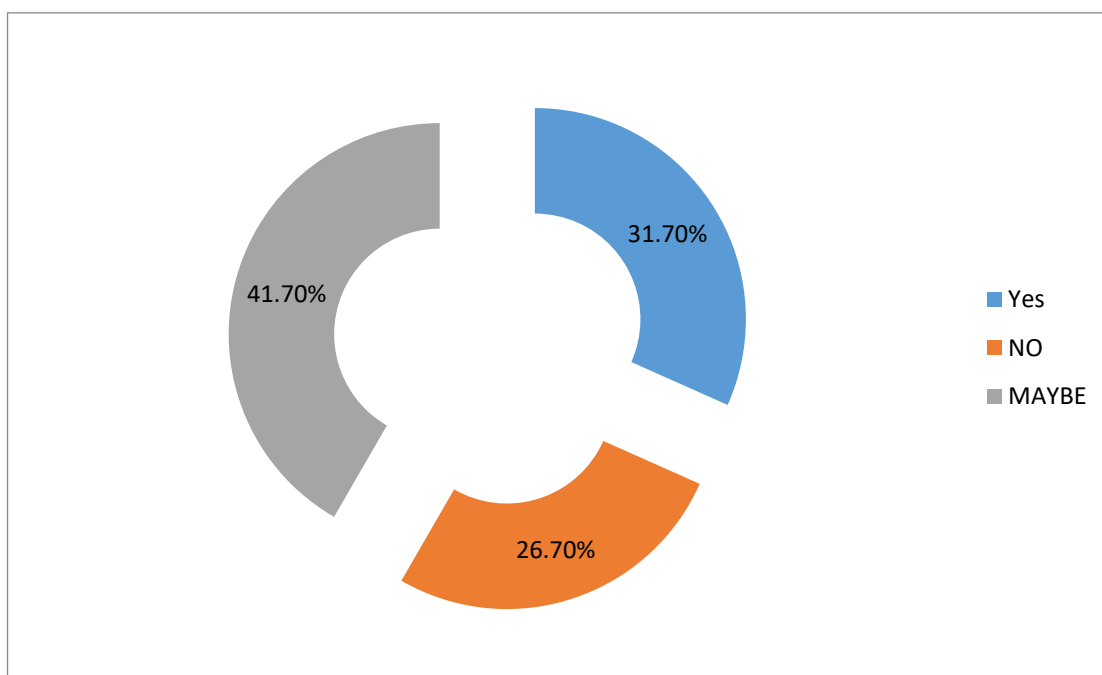
**INTERFACE :** Here, 96.70% students believed that reviews have a significant influence on the reputation of the institution and only 3.30% disagreed with this.

Question 12) With the help of the reviews did you end up making a decision to choose the institution?



**INTERFACE :** Here, 83.30% of students ended up making a decision to choose the educational institution with the help of reviews and only 16.70% students did not.

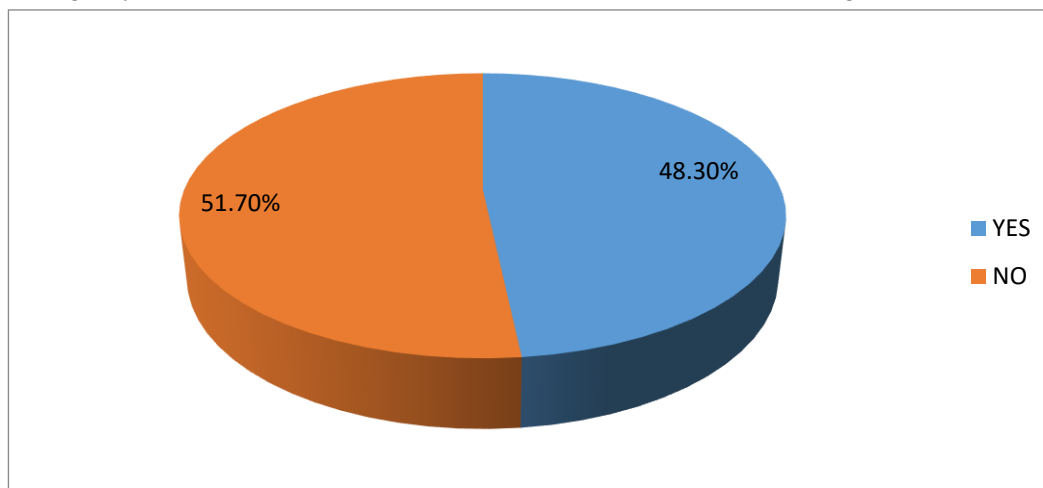
Question 13) With the help of reviews you have selected the institution and after experiencing it do you find the reviews about the institution to be true?



**INTERFACE :** Out of 100% students, 31.70% students agreed that the reviews about the institution were true, 26.70% students disagreed with this and 41.70% students acted as neutral.



Question 14) According to you, are the consumer reviews sufficient source for selecting the institution?



**INTERFACE :** Here, 48.30% students believed that the consumer reviews are sufficient for selecting the institution whereas 51.70% students believe that only reviews are not sufficient.

#### Conclusion:

From the above data analysis, we can observe that the reviews about the institution play an important role as a huge percentage of students rely on these reviews before applying for admission. The institutions have to focus on their image on several social media platforms as that is also a reason for the students to select the institution. Positive reviews can provide reassurance and confidence in their decision, while negative reviews may lead them to reconsider their options. It's important for educational institutions to maintain a positive reputation and address any concerns raised by consumers. The institutions should also focus on the learning environment, placements, and infrastructure provided as these factors hold significant importance and impact the decisions of the students. In this generation of digitalization, students often prefer to

gather information about educational institutions online by using different platforms like Google, YouTube, Instagram, etc., rather than physically visiting the institution. In this scenario, it becomes important for the institution to maintain a good image on these platforms to attract more students. Hence, consumer reviews play a crucial role in guiding the choices of youth when it comes to selecting an educational institution.

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Filed under: Marketing: Customer Reviews: Definition, Importance and Strategies

Retrieved from

<https://www.marketing91.com/customer-reviews/>

#### Cite This Article:

**Prof. Gupta S. & Kanaujiya K. (2024).** *Research on the Impact of Consumer Reviews while Selection of Education Institutions among Youth.* In *Aarhat Multidisciplinary International Education Research Journal: Vol. XIII (Number I, pp. 54–62).* **AMIERJ.** <https://doi.org/10.5281/zenodo.10576738>