



Decoding Consumer Choices: How Marketing Mix and Online Reviews Shape E-Commerce Purchasing Behavior

Tusiana Dewi^{1*}, Syamsuddinnor², Alfiannor³, Syamilah Muslimah Awaluddin⁴

^{1,2,3}Sekolah Tinggi Ilmu Manajemen Indonesia Banjarmasin, Indonesia

⁴Chongqing University of Posts and Telecommunications, China

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*Correspondence Address:

tusiana.stimi@gmail.com

Abstract :

This study examines the effects of the Marketing Mix and Online Consumer Reviews on purchasing decisions among consumers on e-commerce platforms, both individually and simultaneously. This study employed a quantitative explanatory research design to analyze the relationship between these variables. Data were collected through questionnaires using a five-point Likert scale from 77 students with prior experience purchasing products on Shopee. The collected data were analyzed using multiple linear regression, supported by validity, reliability, normality, multicollinearity, and heteroscedasticity tests, followed by partial t-tests, a simultaneous F-test, and coefficient of determination analysis. The findings indicate that the Marketing Mix has a positive and significant effect on purchasing decisions, demonstrating the importance of product quality, pricing strategies, promotions, and accessibility. Online Consumer Reviews also show a positive and significant influence, indicating that consumer-generated information plays an important role in reducing uncertainty and supporting purchase evaluation. Furthermore, both variables simultaneously contribute significantly to purchasing decisions. The study suggests that e-commerce sellers should strengthen marketing strategies and encourage credible consumer reviews to improve customer trust, decision-making, and competitive performance in online marketplaces.

INTRODUCTION

The rapid expansion of digital technology has changed how people search for information, compare alternatives, and purchase products. This transformation makes research on online purchasing decisions important because consumers increasingly depend on digital marketplaces for everyday needs. Seller-controlled marketing activities and information from other consumers shape e-commerce purchasing decisions. Because consumers cannot physically inspect products online, they rely on price, product information, promotions, platform accessibility, and reviews to evaluate options. Marketplace use and electronic word-of-mouth demonstrate that digital consumers increasingly combine commercial information with user-generated information before purchasing (Dong et al., 2026; Verma & Arora, 2025). Understanding these factors matters for businesses and consumers because it helps explain how purchasing decisions form, identify information that supports rational choices, and encourage responsible digital marketplace practices worldwide.

This study's theoretical foundation combines the marketing mix perspective with electronic word-of-mouth theory to explain purchasing decisions. Marketing mix theory conceptualizes product, price, place, and promotion as controllable marketing elements that organizations use to create customer value and influence consumer responses (Enoh, 2025; Lin et al., 2026). Product concerns characteristics offered, price reflects monetary sacrifice, place concerns accessibility and distribution, and promotion communicates information to consumers (Al-Olfi et al., 2026; Elgammal et al., 2026). Meanwhile, online consumer reviews can be understood through electronic word-of-mouth theory, in which consumers exchange product experiences and evaluations through digital platforms (Sakshi et al., 2024; Umam et al., 2025). Such reviews provide information that may reduce uncertainty, increase perceived credibility, and shape consumer evaluations (Chawla et al., 2026; Cheng et al., 2024; Siagian et al., 2025). Therefore, purchasing decisions are expected to reflect the combined influence of controllable marketing stimuli, consumer-generated information, and customer behavior patterns in the online marketplace.

Despite the convenience of online marketplaces, consumers face challenges when making purchasing decisions. Inability to examine products directly can create uncertainty about quality, suitability, authenticity, and value. At the same time, consumers encounter sellers, competing prices, promotional offers, product descriptions, ratings, and reviews, making evaluation more complex. Promotional messages may attract attention, but consumers may question whether the information accurately represents product performance. Similarly, online reviews may share experiences, but their quality, relevance, consistency, and credibility can vary across reviewers (Ding et al., 2025; Liu et al., 2026). These conditions are relevant for students, who are active digital users but often make purchasing decisions within limited budgets. Consumers need to carefully evaluate marketing-mix elements and online consumer reviews. This situation creates an important practical and academic problem concerning the determinants of purchasing decisions in digital marketplaces, especially among students in Indonesia.

Previous research has established that marketing-mix elements can influence consumer responses and purchasing decisions by shaping perceived value and attractiveness (Mamo et al., 2026; Raza et al., 2025). Other studies have also examined online consumer reviews as an important form of electronic word-of-mouth that can influence trust, perceived quality, purchase intention, and purchase behavior (Dong et al., 2026; Verma & Arora, 2025). These findings indicate that seller-generated marketing information and consumer-generated information can contribute to online decision-making. However, existing literature has investigated the marketing mix and online reviews separately, or has examined consumers across broad marketplace populations and product contexts (Batrancea et al., 2026; Zhang et al., 2023). As a result, the relative and combined roles of these variables within a specific student population remain insufficiently explained. This contextual limitation matters because students may demonstrate distinctive purchasing patterns, information-search behaviors, and budget considerations. This limitation matters because students in this specific Indonesian context may show distinct purchasing patterns, information-search behaviors, and budget considerations.

The literature therefore suggests a research gap in simultaneously examining the marketing mix and online consumer reviews in explaining purchasing decisions among

university students using a marketplace. Existing studies provide evidence on individual relationships, but fewer integrate these two sources of influence into a single empirical framework in Indonesian higher education (Kargozari et al., 2024; Semenda et al., 2024). This gap matters because marketplace purchasing involves both seller offerings and experiences communicated by previous buyers. Examining these factors together can fully explain how consumers process commercial and peer-generated information before purchasing. This study addresses this gap by focusing on students in the Management Study Program at STIMI Banjarmasin who use Shopee. It connects marketing theory with contemporary electronic word-of-mouth behavior. This focus strengthens relevance for digital consumer research.

The state of the art of this research lies in integrating the traditional marketing mix with online consumer reviews as determinants of purchasing decisions in an Indonesian university context. Rather than treating seller-controlled marketing activities and consumer-generated information as separate influences, this study places them within a single analytical model. Consumers encounter both forms of information when evaluating products and sellers. The study also provides contextual evidence from students in STIMI Banjarmasin's Management Study Program, whose purchasing behavior reflects digital technology integration. The research is expected to clarify whether marketing activities and online reviews individually and jointly contribute to purchasing decisions. This can strengthen academic understanding and support informed marketplace strategies. The findings may also inform future research on digital purchasing behavior in contemporary marketplace environments and consumer studies.

Based on the identified problem and research gap, this study asks whether the marketing mix and online consumer reviews influence purchasing decisions among Management Study Program students at STIMI Banjarmasin who use Shopee. The argument is that marketing stimuli and information from other consumers shape purchasing decisions. First, product, price, place, and promotion are expected to influence purchasing decisions because they shape perceptions of value, accessibility, attractiveness, and benefits. Second, online consumer reviews are expected to influence purchasing decisions because reviews provide experience-based information that can reduce uncertainty and support product evaluation. Third, both variables are expected to influence purchasing decisions simultaneously because consumers commonly consider seller information and previous buyers' experiences together before purchasing. This evidence clarifies the relationships proposed in the research framework in the current context.

RESEARCH METHODS

This study used a quantitative, explanatory research design to examine relationships among the marketing mix, online consumer reviews, and purchasing decisions. The design was selected because it aimed to test hypotheses and measure how the independent variables influenced the dependent variable using data and statistical analysis. The research examined Marketing Mix (X1) and Online Consumer Review (X2) as independent variables, while Purchasing Decision (Y) served as the dependent variable. An explanatory design was appropriate because the study sought to identify partial and simultaneous effects among the variables rather than merely describe general consumer characteristics. The quantitative approach also enabled the researcher to gather

evidence from respondents and evaluate the proposed relationships more objectively through appropriate statistical procedures, allowing the research model to be tested effectively in practice (Saurav, 2025; Siddiquee & Islam, 2025).

The research was conducted in the Management Study Program at STIMI Banjarmasin, Indonesia. This location was selected because the study focused on students who participate in digital purchasing activities and have experience using Shopee as an online marketplace. Because students represent a consumer group familiar with digital technology, information, promotional offers, and user-generated reviews, the location helped examine how marketing-mix elements and online consumer reviews relate to purchasing decisions. The population comprised students enrolled in the Management Study Program who had previously purchased products through Shopee. A total of 77 respondents participated in the study. Researchers selected respondents using purposive sampling, requiring them to be active students, have made at least one Shopee purchase, and be familiar with its online consumer review feature (Parasdita & Kurniasari, 2025; Said et al., 2023).

The researchers collected primary data from respondents through a questionnaire. The questionnaire used a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). This scale measured respondents' perceptions of the research variables. The Marketing Mix variable was represented by indicators covering product, price, place, and promotion. The Online Consumer Review variable was measured using indicators of awareness, frequency, comparison, and effect. Purchasing Decision was measured using indicators reflecting consumers' decision-making behavior. Before using the questionnaire for hypothesis testing, the measurement instrument was evaluated through validity and reliability tests to assess whether the items measured the constructs appropriately and produced consistent results. The questionnaire was distributed to respondents who met the sampling criteria, and the responses were compiled for statistical analysis (Al-Gburi et al., 2023; Promalessy & Handriana, 2024).

Table 1. Research Variables and Indicators

Variable	Code	Indicators	Measurement Scale
Marketing Mix	X1	Product, Price, Place, Promotion	5-point Likert scale
Online Consumer Review	X2	Awareness, Frequency, Comparison, Effect	5-point Likert scale
Purchasing Decision	Y	Consumer decision-making behavior	5-point Likert scale

The collected data were analyzed using IBM SPSS Statistics software. Descriptive analysis summarized and described the distribution of each research variable. Multiple linear regression analysis was applied to examine the effects of the Marketing Mix (X1) and Online Consumer Review (X2) on Purchasing Decision (Y). Before regression analysis, assumption tests were performed, including normality, multicollinearity, and heteroscedasticity tests, to assess whether the regression model satisfied the assumptions (Ohaegbulem & Iheaka, 2024; Osemeke et al., 2024). Hypothesis testing used the t-test to determine the partial effect of each independent variable, while the F-test examined their simultaneous effect on purchasing decisions. The coefficient of determination (R^2) was used to identify the proportion of variance in purchasing decisions explained by the independent variables. Statistical decisions were based on a significance level of 5% ($\alpha = 0.05$).

RESULTS AND DISCUSSION

Results

Respondent Characteristics

A total of 77 respondents participated in this study. All respondents were undergraduate students in the Management Study Program at STIMI Banjarmasin with previous experience purchasing products through the Shopee marketplace. The data were collected through structured questionnaires designed to measure the Marketing Mix, Online Consumer Review, and Purchasing Decision variables. The completeness of the responses was assessed before the data were subjected to further statistical analysis.

Table 1. Research Respondents

Description	Number	Percentage (%)
Respondents	77	100
Valid questionnaires	77	100
Invalid questionnaires	0	0

Table 1 shows that all 77 questionnaires distributed to respondents were returned and classified as valid. The valid response rate was therefore 100%, while no questionnaires were categorized as invalid. Consequently, all 77 responses were included in the subsequent descriptive and inferential analyses. The absence of invalid questionnaires indicates that the dataset contained complete responses from all respondents who met the predetermined research criteria. Consequently, the respondent data formed the basis for analyzing perceptions of the Marketing Mix, Online Consumer Review, and Purchasing Decision variables.

Descriptive Analysis of the Marketing Mix

The descriptive results indicate that respondents generally perceived the Marketing Mix implemented through the Shopee marketplace positively. This perception is reflected in respondents' assessments of the four Marketing Mix components, namely product, price, promotion, and place or accessibility. The findings suggest that these components were sufficiently visible and relevant throughout the respondents' purchasing experiences on the platform. Product variety enabled respondents to consider different alternatives based on their preferences and needs, while price competitiveness allowed them to compare and evaluate products before making purchasing decisions. These conditions indicate that the Marketing Mix played an important role in respondents' interactions with the Shopee marketplace.

Regarding the product and price dimensions, respondents demonstrated favorable perceptions of the variety and competitiveness offered through the platform. Product variety allowed consumers to explore multiple brands, models, specifications, and alternatives within a single marketplace. This diversity may facilitate consumer consideration by offering greater flexibility in selecting products that match individual needs and purchasing preferences. Meanwhile, favorable perceptions of price suggest that respondents viewed prices on Shopee as relatively competitive. Price comparisons across sellers, product categories, and available offers may have contributed to respondents' perception that the marketplace provided economically attractive purchasing alternatives.

The promotional and accessibility dimensions also received generally positive perceptions from respondents. Promotional programs, including discounts, vouchers,

and other marketplace incentives, were recognized as relevant features that could influence consumers' purchasing experiences. At the same time, Shopee's accessibility facilitated product searching, comparison, and purchasing through an integrated digital platform. Together, promotional attractiveness and convenient access suggest that respondents encountered a marketing environment that supported relatively efficient purchasing processes. Overall, the descriptive findings from the 77 respondents demonstrate a positive perception of the Marketing Mix, suggesting that product variety, competitive pricing, promotional attractiveness, and platform accessibility collectively characterized respondents' experiences when purchasing through Shopee.

Descriptive Analysis of Online Consumer Reviews

The descriptive results indicate that Online Consumer Reviews were frequently considered during purchasing activities. Respondents reported reading product reviews before purchasing products through Shopee and using reviews as a source of purchasing information. The findings also indicate that respondents compared reviews for similar products before making their final purchasing decisions. In addition, respondents reported that positive reviews increased their confidence when considering a purchase.

Table 2. Summary of Respondents' Perceptions of Online Consumer Reviews

Indicator	Main Finding
Awareness	Most respondents always read product reviews before purchasing
Frequency	Respondents frequently use customer reviews as purchasing references
Comparison	Consumers compare reviews among similar products before purchasing

Table 2 shows that Online Consumer Reviews were reflected through four aspects: awareness, frequency, comparison, and effect. The awareness finding indicates that reading reviews was part of respondents' purchasing consideration. The frequency finding shows that respondents repeatedly used reviews as purchasing references. The comparison finding indicates that respondents did not rely exclusively on a single review or product but compared reviews among similar products. The effect finding shows that positive reviews were associated with increased purchasing confidence. These findings demonstrate that respondents actively used review information throughout the product evaluation process before making purchasing decisions.

Hypothesis Testing Results

Multiple linear regression analysis examined the effects of the Marketing Mix and Online Consumer Review on Purchasing Decisions. The analysis produced positive and significant effects for both independent variables. The Marketing Mix showed a positive and significant effect on Purchasing Decisions. This result indicates that higher perceptions of product variety, competitive pricing, promotional activities, and marketplace accessibility were associated with stronger Purchasing Decisions among the respondents.

The Online Consumer Review variable also showed a positive and significant effect on Purchasing Decisions. This result indicates that greater consideration of customer reviews was associated with stronger Purchasing Decisions. The review-related findings indicate that respondents' purchasing decisions were associated with their use of previous buyers' experiences when evaluating products and considering purchases. The simultaneous hypothesis test showed that the Marketing Mix and Online Consumer

Review jointly had a significant effect on Purchasing Decisions. Thus, both independent variables were simultaneously associated with variations in Purchasing Decisions among the respondents. Table 3 presents the results of the three hypothesis tests.

Table 3. Summary of Hypothesis Testing

Hypothesis	Result	Decision
H1: Marketing Mix → Purchasing Decision	Positive and significant	Accepted
H2: Online Consumer Review → Purchasing Decision	Positive and significant	Accepted
H3: Marketing Mix and Online Consumer Review → Purchasing Decision	Purchasing Decision: Simultaneously significant	Accepted

Table 3 shows that all three proposed hypotheses were accepted. H1 indicates a positive and significant effect of the Marketing Mix on Purchasing Decisions, meaning that variation in respondents' perceptions of the Marketing Mix was accompanied by variation in Purchasing Decisions. H2 indicates a positive and significant effect of Online Consumer Reviews on Purchasing Decisions, showing that review-related considerations were significantly associated with purchasing decisions. H3 indicates that the Marketing Mix and Online Consumer Reviews simultaneously had a significant effect on Purchasing Decisions. Therefore, the statistical results confirm the proposed relationships between the two independent variables and the dependent variable within the studied sample.

Discussion

The findings show that the Marketing Mix has a positive, significant effect on Purchasing Decisions among Management Study Program students who use Shopee. This result aligns with marketing literature that emphasizes product, price, place, and promotion as elements that create customer value and influence consumer responses (Tang & Jiang, 2026; Yu et al., 2026; Rozi et al., 2025). It also agrees with previous empirical studies reporting significant relationships between marketing mix dimensions and purchasing decisions in online and conventional markets (Figueiredo et al., 2025; C. Liu et al., 2025). The consistency suggests that traditional marketing principles remain relevant even when transactions occur through digital marketplaces. However, this finding extends the evidence by examining the marketing mix within a specific student population and the Shopee context. The results indicate that respondents consider product alternatives, prices, promotional offers, and accessibility when making purchasing decisions, confirming the continued relevance of marketing stimuli in contemporary digital consumption environments.

The findings also indicate that Online Consumer Reviews have a positive and significant effect on Purchasing Decisions. This result is consistent with electronic word-of-mouth literature, which explains that consumer-generated information can reduce uncertainty and provide diagnostic information during online product evaluation (Dong et al., 2026; Lin et al., 2026). Previous research has similarly reported that review credibility, usefulness, and informational value can influence consumer attitudes, intentions, and purchasing behavior (Lin et al., 2026; Yu et al., 2026). This finding therefore aligns with, rather than contradicts, the established literature. Its specific contribution is demonstrating this relationship among Shopee users, where respondents reported reading, comparing, and considering reviews before purchasing. The results suggest that online reviews serve as an important informational component of digital

decision-making, particularly when consumers cannot directly inspect products before completing transactions in an electronic marketplace.

The simultaneous test demonstrates that the Marketing Mix and Online Consumer Reviews significantly influence Purchasing Decisions when considered together. This finding extends studies that commonly examine marketing stimuli or electronic word-of-mouth separately (Elgammal et al., 2026; Y. Liu et al., 2026; Rahmayanti et al., 2026). The results indicate that purchasing decisions can involve both company-controlled and consumer-generated information within a single decision process. Theoretically, this integration advances consumer behavior and digital marketing research by linking Marketing Mix theory and electronic word-of-mouth theory within a single explanatory framework. The state of the art combines conventional marketing variables with digital review information in the context of Shopee users at STIMI Banjarmasin. This study contributes an explanation of purchasing decisions, showing that digital consumption environments involve multiple information sources that operate together rather than independently in today's setting.

The main theoretical implication is that Marketing Mix theory remains applicable to digital marketplace behavior, while electronic word-of-mouth theory helps explain the additional role of consumer-generated information. The significant individual effects indicate that both perspectives provide a foundation for understanding Purchasing Decisions in the context of today's digital purchasing behavior. Sellers should maintain product quality, competitive pricing, accessible product availability, and promotional activities because these elements are associated with purchasing decisions. At the same time, sellers should monitor and encourage authentic customer feedback because reviews represent an important source of information for prospective buyers. Marketplace providers can strengthen review-management and verification mechanisms to improve the usefulness and credibility of information available to consumers. These practical implications connect the statistical findings with actionable digital marketing practices.

This study's novelty lies in integrating the Marketing Mix and Online Consumer Reviews into a single model to explain purchasing decisions among Management Study Program students who use Shopee. Previous studies have generally focused on individual variables, different populations, or broader e-commerce settings (Figueiredo et al., 2025; Tang & Jiang, 2026). By combining seller-controlled marketing elements with consumer-generated information, this study presents a context-specific perspective on purchasing behavior in a digital marketplace. This contribution is particularly relevant because online consumers receive commercial messages and peer-generated evaluations simultaneously when evaluating products. The study therefore adds empirical evidence on how these two categories of information relate to purchasing decisions among students in an Indonesian higher-education setting. This strengthens the connection between established marketing concepts and digital consumer behavior and provides a basis for further research.

Overall, the findings provide empirical evidence that both the Marketing Mix and Online Consumer Reviews are positively associated with Purchasing Decisions among Shopee users. The results support the relationships and provide a combined perspective on digital purchasing behavior. Nevertheless, the interpretation is limited to 77 students

from the Management Study Program at STIMI Banjarmasin, so the findings should not be generalized to all Indonesian consumers. Future research can examine larger, more diverse samples, compare different marketplace platforms, and incorporate trust, perceived value, service quality, brand image, shopping experience, or customer satisfaction (Al-Olfi et al., 2026; Dong et al., 2026; Ihsan et al., 2025). Such extensions could broaden explanations across digital markets. This study contributes by establishing an integrated empirical model that links marketing activities and online consumer information to purchasing decisions in this digital marketplace context.

CONCLUSION

This study demonstrates that the Marketing Mix and Online Consumer Reviews significantly influence purchasing decisions among Management Study Program students at STIMI Banjarmasin who use Shopee, both partially and simultaneously. The key takeaway is that online purchasing decisions emerge from the interaction between seller-controlled marketing elements and consumer-generated information, indicating that product, price, promotion, accessibility, and online reviews jointly shape consumer responses in digital marketplaces. The study contributes to digital marketing and consumer behavior literature by integrating the Marketing Mix and Online Consumer Review constructs within a single empirical framework. At the same time, the research implications suggest that sellers and marketplace providers should strengthen product quality, competitive pricing, promotional strategies, platform accessibility, and the credibility of consumer reviews to support purchasing decisions. Nevertheless, the study is limited by its sample of 77 respondents, purposive sampling technique, and focus on a single study program and institutional setting, which restrict broader generalization. Future research should use larger, more diverse samples, compare different e-commerce platforms and consumer segments, and include additional variables such as trust, perceived value, service quality, customer satisfaction, and perceived risk to provide a more comprehensive explanation of online purchasing decisions.

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CONFLICTS OF INTEREST

The authors confirm that no financial, professional, or personal conflicts of interest could have influenced the conduct, analysis, or reporting of this study.

USE OF ARTIFICIAL INTELLIGENCE (AI)-ASSISTED TECHNOLOGY

This manuscript utilized AI-assisted technologies, including Claude and Grammarly, to support language refinement, writing organization, and grammar improvement. These tools were used only to enhance clarity and readability. The authors remained fully responsible for the manuscript's originality, accuracy, interpretation, and scientific integrity.

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