

EFFECT OF PRODUCT QUALITY AND CONSUMER REVIEWS ON PURCHASE INTENTION OF ELECTRONIC GADGETS IN NORTH CENTRAL NIGERIA.

¹Yakubu, Daniel, ²Ipinsagba, Olajide Emmanuel

Department of Business Administration
Faculty of Administration
Nasarawa State University, Keffi

and

³Iorpuu, Timothy
Department of Entrepreneurship and Innovation Management
Phoenix University Agwada

Corresponding author email: timothy.iorpuu@phoenixuniversity.edu.ng

<https://doi.org/10.70118/ajbam-01-2025-98>

ABSTRACT

The increasing electronics gadget market in Nigeria has increased competition between manufacturers and retailers. Nevertheless, there is little understanding of the factors that affect consumer purchase intentions in this particular region, especially in terms of product quality and consumer reviews. This study examined the effect of product quality and consumer reviews on purchase intention of electronic gadgets in North Central, Nigeria. A survey research design was employed, with a determined sample size was 463 respondents using Cochran's formula for unspecified populations, and purposive sampling technique was used to select participants. A self-administered five-point Likert scale questionnaire was used to collect data, and Partial Least Squares Structural Equation Modeling (PLS-SEM) was used to analyze the data in a two-stage approach to examine the measurement and structural models. Both product quality and consumer reviews were found to have significant effects on purchase intention, and product quality had a greater effect. Based on the findings of the study, it is recommended that manufacturers and retailers of electronic gadgets in the North Central region of Nigeria should give a lot of attention to product quality as it has a great effect on consumer purchase intentions. Revising for durability, high performance, and good after-sales service will increase the consumer's confidence and frequency of purchase. Furthermore, reviews made by consumers are important in purchase decisions although not as much as the product quality. Organizations should therefore encourage customers to provide feedback, be transparent with the management of reviews, and use influencer marketing to increase trust.

Keywords: Product Quality, Consumer Reviews, Purchase Intention, Electronic Gadgets.

INTRODUCTION

Globally, the consumer electronics industry has evolved into one of the most competitive and dynamic markets, driven by rapid technological advancements and shifting consumer preferences. In this highly saturated market, the quality of products and the influence of consumer reviews

have become critical factors affecting purchase decisions. High-quality products not only fulfill consumer expectations but also foster brand loyalty and repeat purchases (Kotler & Keller, 2016). Simultaneously, consumer reviews, amplified by digital communication platforms, have emerged as a significant source of information, shaping consumer perceptions and

intentions in markets worldwide. This interplay between product quality and consumer reviews is increasingly relevant in understanding consumer behavior in both developed and developing economies.

Product quality remains a crucial factor in consumer satisfaction across global markets, particularly in the electronics sector, where innovation and functionality drive purchasing decisions. Attributes such as durability, performance, and design significantly impact user experience and brand perception (Zeithaml, 1988). While consumers in technologically advanced regions often prioritize cutting-edge features, those in developing areas may focus more on reliability and affordability. Despite these regional differences, the universal importance of product quality in shaping consumer preferences underscores its role as a key competitive advantage for manufacturers and marketers striving to maintain customer loyalty and market relevance.

In the digital era, customer reviews have grown to be a significant factor in determining consumer behaviour in addition to product quality. Online evaluations, which function as a type of electronic word-of-mouth (eWOM), give prospective customers important information about the dependability and performance of products (Cheung & Thadani, 2012). Particularly in the expanding e-commerce sector, the number, relevancy, and reliability of these reviews are critical factors in determining consumer trust and buy intentions. The relationship between product quality and reviews is especially important in the consumer electronics sector because costly and time-consuming choices require careful thought. Negative evaluations can nevertheless damage trust and affect sales, even when exceptional items often receive positive feedback (Park et al., 2007).

Businesses are realising more and more how important it is to keep an eye on and control internet reviews in order to improve marketing and product development. However, the effect of customer reviews on buying decisions may be mitigated in developing areas like North Central Nigeria by elements including digital literacy, technological accessibility, and cultural

preferences. With an emphasis on North Central Nigeria, this study looks at how user ratings and product quality together affect consumers' inclinations to buy electronic devices. The study aims to illustrate how these elements combine to influence consumer behaviour in emerging nations. The results will give electronics industry stakeholders important information to help them create strategies that meet customer expectations and boost sales in this quickly expanding market.

In the competitive electronics market, product quality and consumer reviews are key drivers of purchase intentions, as high-quality products enhance customer satisfaction and loyalty, while online reviews reduce uncertainties and shape perceptions of value (Dudutari et al., 2022; Nebo & Jeff, 2019). However, in North Central Nigeria, consumers face distinct challenges, including limited access to reliable information and digital resources, which affect their ability to accurately assess product quality and interpret reviews (Ukpata & Sambo, 2022). Additionally, socio-economic and cultural factors further complicate consumer behavior, making purchasing patterns less predictable for marketers. These contextual differences suggest that the interplay between product quality, consumer reviews, and purchase intention in North Central Nigeria may significantly diverge from trends observed in other regions.

In North Central Nigeria, despite the recognized importance of product quality and consumer reviews in shaping purchase intentions for electronic gadgets, current marketing strategies have not yielded the desired outcomes. Studies indicate that perceived risk negatively impacts consumer buying behavior in this region, suggesting that consumers remain hesitant to rely solely on product quality claims and online reviews when making purchasing decisions (Ayozie, 2016). This hesitancy may stem from factors such as limited digital literacy, concerns over transaction security, and cultural preferences, which collectively diminish the effectiveness of traditional marketing approaches. Consequently, there is a pressing need to develop more tailored strategies that address these specific consumer concerns to

enhance purchase intentions for electronic gadgets in North Central Nigeria.

Furthermore, despite the global recognition of the importance of these factors, there is a notable lack of research focusing on their combined impact in the context of North Central Nigeria. Empirical studies have examined product quality and consumer reviews individually, but few have explored how these elements interact to shape purchase intentions in this particular region. For example, studies by Beneke et al. (2016) and Zhu et al. (2020) have provided valuable insights into the effects of negative eWOM and review quality on purchase intention, but their findings are primarily based on different markets or contexts, such as those in Mexico and Jordan. Additionally, research by Kudeshia and Kumar (2017) and Ventre and Kolbe (2020) focused on social media and online reviews in other regions, which may not fully capture the unique consumer dynamics in North Central Nigeria. Therefore, addressing this gap is essential to develop more targeted marketing strategies that consider both the global impact of product quality and consumer reviews and the local challenges faced by Nigerian consumers. The study objectives are to:

- i. Examine the effect of product quality on consumer purchase intention of electronic gadgets in North Central Nigeria.
- ii. To determine the effect of consumer reviews on consumer purchase intention of electronic gadgets in North Central Nigeria.

LITERATURE REVIEW

Product Quality

Product quality encompasses the characteristics and attributes of a product that determine its ability to meet or exceed consumers' expectations and needs. Bhise (2023) emphasizes that product quality includes aspects such as design, functionality, and performance, all of which collectively shape how well a product aligns with consumer demands. Similarly, Kenyon and Sen (2014) elaborate that product quality is defined by the inherent characteristics and features of a

product that enhance customer satisfaction and foster loyalty. Pedeliento et al. (2016) expand on this perspective, asserting that product quality reflects the ability of a product to fulfill customer needs and desires through its performance, which incorporates durability, reliability, and design. These definitions highlight that product quality is not confined to a single attribute but rather a multifaceted concept that encompasses various elements contributing to an optimal user experience.

This multifaceted perspective is further supported by Kotler and Keller (2016), who define product quality as the extent to which a product meets consumer needs and expectations. Usually, this is determined by characteristics like performance, dependability, and durability. Luthra et al. (2020) emphasize that the perception of product quality is crucial, as it directly influences customer satisfaction and the product's success in the market. Similarly, Kano (2017) defines product quality as the integration of characteristics like performance, durability, and reliability that ensure the product meets customer expectations. Together, these perspectives underline the centrality of product quality in shaping consumer satisfaction and loyalty, demonstrating that it is the interplay of various attributes that ultimately determines a product's value and success.

Consumer Reviews

Consumer reviews are a powerful tool in the digital marketplace, significantly influencing consumer behavior and brand reputation. Consumer reviews, according to Lemon and Verhoef (2016), are assessments or comments made by clients who have bought and utilised a good or service. The majority of these reviews are disseminated online, where they serve as a resource for prospective customers (Aisha & Abdullahi, 2024; Lawal & Abdullahi, 2024). Mudambi and Schuff (2016) highlight the dual role of consumer reviews, emphasizing that they not only reflect personal experiences but also serve as guidance for others in their decision-making processes. This underscores the role of consumer reviews as a critical element in shaping purchasing intentions and trust in brands.

Building on this understanding, Consumer reviews are a type of electronic word-of-mouth (eWOM), where people share their thoughts and experiences about goods or services online (Cheung & Thadani 2017; Nnajiofor et al., 2024). Filieri (2015) and Park and Nicolau (2015) focus on the subjective nature of these reviews, noting that they are personal assessments grounded in individual experiences. Rindfleisch and Malter (2019) expand on this by defining consumer reviews as voluntary, consumer-generated opinions shared online about various product aspects, such as quality, performance, and satisfaction. Sharma (2023) further adds that consumer reviews often include ratings, which provide a concise summary of a customer's overall experience. Together, these definitions highlight the multifaceted nature of consumer reviews, combining subjective assessments and quantifiable feedback to influence consumer decision-making.

Consumer Purchase Intention

The drive or desire of a person to purchase goods or services from a particular brand is referred to as consumer purchase intentions. Purchase intention, according to Le et al. (2017), is the driving force behind a consumer's decision to consider making a purchase. This idea is directly related to how customers evaluate a product's perceived worth and advantages, which affects how they make decisions. According to Shanbhogue and Ranjith (2023), a major determinant of purchase intention is consumer brand engagement—the emotional and interactive connection between the consumer and the brand. Higher levels of engagement often translate to stronger purchase intentions, as consumers who feel emotionally attached to a brand are more inclined to choose its products, thereby fostering brand loyalty and repeat purchases. Aziz and Ahmed (2023) add that consumer attitudes, such as brand loyalty and perceived brand value, significantly impact purchase intention; consumers with positive views and trust toward a brand are likelier to prioritize it over competitors.

Ezeoha and Okorie (2020) frame consumer purchase intentions as the subjective probability that a consumer will buy a product in the future,

influenced by their evaluation of multiple factors like product attributes, perceived benefits, and brand image. This definition highlights the importance of personal perception and assessment in shaping purchase intention. Shahid et al. (2017) further emphasize that purchase intention involves the likelihood of a consumer acting on their desire to buy a product, driven by individual needs, preferences, and perceived product value. Kotler and Keller (2016) align with this view, defining purchase intention as a consumer's readiness and motivation to engage in a purchase, shaped by their evaluation of brand offerings and personal preferences. Understanding these interconnected definitions helps businesses identify the factors that motivate consumers, allowing them to tailor marketing strategies to enhance purchase intentions and cultivate brand loyalty.

Empirical Review

Product Quality and Consumer Purchase Intension

Pandey et al. (2021) examined the impact of product quality and price on Adidas purchase decisions in India, Indonesia, and Malaysia using a quantitative approach with Ordinary Least Squares (OLS) regression. Based on survey responses from 100 participants, their findings indicated that product quality and price significantly influence purchase decisions both individually and collectively, contributing 50.1% to consumer decisions. However, the study's scope was limited to three countries and did not explore consumer purchase intentions for electronic gadgets, making its findings inapplicable to electronics consumers in North Central Nigeria. Similarly, Wasik and Nugroho (2023) investigated how price, product quality, and promotional activities affect purchasing decisions for frozen food at RF Store, incorporating brand image as a mediator. Analyzing data from 150 respondents through Structural Equation Modeling-Partial Least Squares (SEM-PLS), they found that brand image did not mediate the link between product quality and purchasing decisions but did mediate the influence of price perception and promotional activities. While their study underscores the role of price perception and promotion in consumer

choices, its context differs from that of North Central Nigeria, limiting its generalizability.

Hardiyanto et al. (2020) explored the influence of product quality and Instagram social media marketing on customer purchase intentions for hijab fashion using the Theory of Reasoned Action (TRA). The study employed a quantitative approach with Structural Equation Modeling (SEM) and surveyed 210 purposively sampled respondents, revealing that both product quality and Instagram marketing significantly shape consumer purchase intentions. Their findings suggest that fashion retailers should integrate social media marketing alongside product quality strategies to boost consumer interest, yet the study's focus on hijab fashion limits its applicability to other markets, including North Central Nigeria. Similarly, Mardiyono and Digdowiseiso (2023) examined the effects of product quality, promotion, and personal selling on purchase intention and decisions among Amazink ink consumers in Cirebon City using path analysis with data from 154 respondents. Their study confirmed that these factors positively influence purchasing interest and decisions, although no significant link was found between purchase intention and purchase behavior. Given the study's specific context, its findings may not directly apply to consumers in North Central Nigeria.

Consumer Reviews and Consumer Purchase Intention

Beneke et al. (2016) explored the impact of negative online customer reviews on brand equity and purchase intention, highlighting the detrimental effects of negative electronic word of mouth (eWOM). Through a factorial experiment involving 236 respondents, they found that negative eWOM significantly harms brand equity and purchase intention, especially for high-involvement products. High-quality reviews were also shown to be more influential than low-quality ones, while source credibility had no significant impact. Similarly, Zhu et al. (2020) investigated how perceived information quality and social presence in online reviews affect purchase intention using the S-O-R framework and Smart PLS analysis. Their findings indicated that both factors positively influence trust, which

in turn enhances satisfaction and purchase intention. Moreover, positive online reviews with high perceived information quality had a stronger effect on trust and purchase intention. However, due to contextual differences, the findings from both studies may not be directly applicable to consumer purchase intentions in North Central Nigeria.

Ventre and Kolbe (2020) examined online purchase intention in Mexico City, focusing on the role of online reviews, trust, and perceived risk. Their PLS-SEM analysis of 380 online shoppers revealed that the perceived usefulness of online reviews positively influences trust and purchase intention, while trust reduces perceived risk. However, perceived risk was not found to directly affect purchase intention. Kudeshia and Kumar (2017) also analyzed the impact of social eWOM on brand attitude and purchase intention, specifically for consumer electronics, using SEM on data from 311 Facebook users. Their study confirmed that positive eWOM significantly enhances brand attitude and purchase intention. Additionally, Li et al. (2019) examined the effects of numerical and textual online reviews on product sales, demonstrating that numerical ratings mediate the impact of textual sentiments. Meanwhile, Al-Abbadi et al. (2022) investigated the role of product mental image as a mediator between online reviews and purchase intention among Jordanian cosmetic consumers using CB-SEM. While these studies provide valuable insights into online reviews and purchase behaviors, their findings may not be applicable to consumer purchase intentions for electronic gadgets in North Central Nigeria due to differing market contexts.

Theoretical Framework

Hierarchical Model of Consumer Decision Making

Howard and Sheth (1969) created the Hierarchical Model of Consumer Decision Making, which offers a methodical framework for comprehending how customers choose what to buy. This model integrates several internal and external forces to describe the stages that consumers go through, from problem detection to post-purchase behaviour. Key factors such as

psychological, sociological, and economic determinants play a crucial role in shaping consumer choices (Howard & Sheth, 1969). At the core of the model is the idea that consumer behavior is a learned process, driven by inputs from marketing stimuli, choice behavior as outputs, and intervening variables like attitudes and brand perception. By emphasizing a step-by-step approach, the model highlights the cognitive processes involved in decision-making.

Over time, scholars have expanded on the model, reinforcing its relevance in different consumer contexts. Bettman et al. (1998) described it as a foundational tool for examining how consumers navigate information overload in complex decision environments. Similarly, Engel et al. (1995) highlighted its focus on feedback loops and learning mechanisms, which offer valuable insights into how consumer preferences evolve. However, some critics argue that the model's linear structure may oversimplify decision-making, particularly in the digital age, where consumers rely heavily on vast online information and peer reviews (Kotler & Keller, 2016). The increasing role of digital interactions suggests a need to adapt the model to reflect the fluid and non-linear nature of contemporary consumer behavior.

In the context of North Central Nigeria, the Hierarchical Model provides a useful perspective for understanding the purchase decisions of electronic gadgets. Given that such high-involvement products require extensive information search and evaluation, factors like product quality and online reviews significantly influence consumer choices. The model's emphasis on external stimuli aligns with the rising impact of e-commerce platforms and digital feedback in shaping consumer perceptions. Additionally, cultural and socio-economic factors, such as the demand for durability and cost-effectiveness, interact with the hierarchical decision-making stages. These

insights enable marketers to develop targeted strategies that align with consumer preferences in the region, ensuring more effective engagement and product positioning.

METHODOLOGY

This study utilized a survey research design, focusing on customers of electronic gadgets in North Central Nigeria. Given the absence of a specific population database, the sample size was determined using Cochran's (1977) formula for infinite or unspecified populations.

$$n = \frac{Z^2 pq}{e^2} \quad n = \frac{(1.96^2)(.5)(.5)}{(0.05)^2} \quad n = \frac{3.8416 * 0.25}{(0.0025)} = 386$$

To account for potential issues such as incomplete or incorrectly filled questionnaires, the study added a 20% buffer to the calculated sample size of 386, resulting in a total of 463 respondents, following Bujang's (2021) recommendations.

$$386 \times .20\% = 76.8$$

$$386 + 76.8 = 463$$

A purposive sampling technique was utilized, selecting participants who align with the study's objectives, specifically customers of electronic gadgets in the specified region who have prior experience with such products. The electronic gadgets used are Fridge, Fans, Smart TV, and Smart Phones. Data was collected using a self-administered, five-point Likert scale questionnaire. This questionnaire was designed based on research objectives and adapted from established works by Pandey et al. (2021), Park and Srinivasan (1994), and Chechi and Lima (2020) to suit the current study. The study questionnaire was shared based on the NBS (2022) location populations projections as follows:

Table 1: Questionnaire Distribution

S/N	location	Population (2022)	Total
1.	Benue	6,687,706	83
2.	Kogi	5,053,734	64

3.	Kwara	4,259,613	54
4.	Nasarawa	3,632,239	47
5.	Niger	6,720,617	85
6.	Plateau	5,400,974	68
7.	Abuja (FCT)	4,802,443	62
8.	Total	36,557,326	463

Source: NBS (2023) Demographic statistics bulletin 2022

Partial Least Squares Structural Equation Modelling (PLS-SEM) was used to analyse the data in two stages: measurement and structural models. The measurement model evaluated the validity and reliability of the constructs, ensuring the data's robustness, while the structural model investigated the relationships between the constructs and tested the research hypotheses, adhering to Hair et al. (2014). The analysis also

assessed the significance of path coefficients, looked at the impact of consumer reviews and product quality, and conducted a sensitivity analysis to determine the findings' robustness. This thorough analytical approach ensured a thorough understanding of the factors influencing customer behaviour in the North Central Nigerian market for consumers of electronics gadgets.

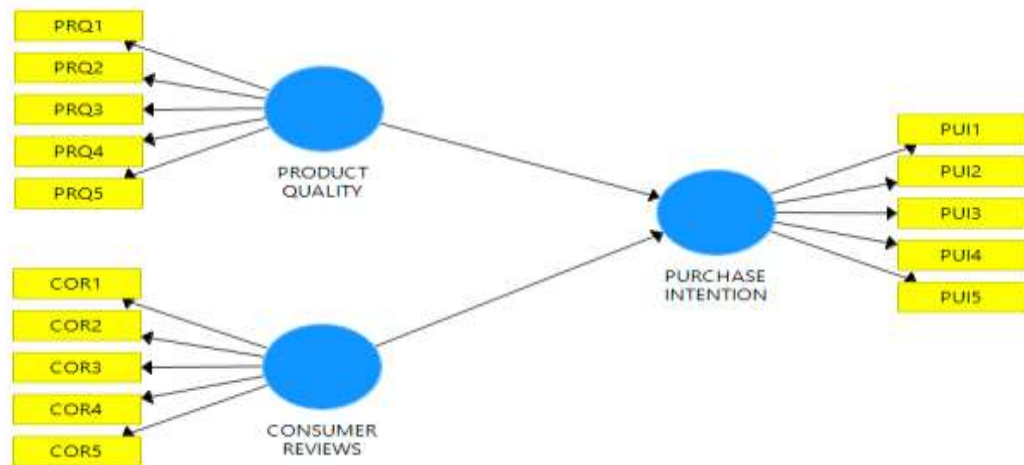


Figure 1: Model of study

RESULT AND DISCUSSION

A total of 463 copies of questionnaire were distributed to consumers of electronic gadgets in North Central Nigeria, with 399 correctly filled and returned, resulting in an 86% response rate. A preliminary assessment was conducted to ensure data integrity, which confirmed the absence of missing values, outliers, or biased responses, thereby ensuring the reliability of the collected information.

The Measurement Model

The first step in evaluating a measurement model is to look at the study items' outer loadings, which show how strongly they relate to the related constructs. According to Hair et al. (2017), loadings greater than 0.70 are often regarded as satisfactory since they show that the construct accounts for more than 50% of the indicator's variance and guarantee accurate measurement. By highlighting a close relationship between the items and their underlying constructs, this

benchmark improves the measurement model's validity and accuracy.

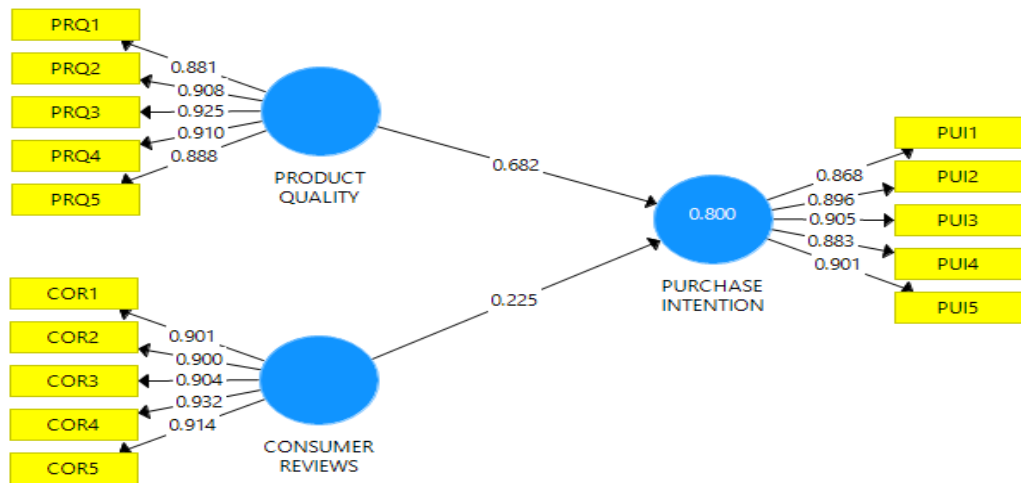


Figure 2: Indicator outer loading

Table 2; Reliability of the Study Scale

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
CONSUMER REVIEWS	0.948	0.949	0.960	0.828
PRODUCT QUALITY	0.943	0.943	0.956	0.814
PURCHASE INTENTION	0.935	0.935	0.951	0.794

Source : Smart PLS Output, 2024

The study evaluated internal consistency using composite reliability measures, as indicated in Table 3, the study's composite reliability measures for internal consistency all above the suggested cutoff point of 0.70, indicating strong construct consistency. Additionally, Cronbach's alpha values exceeded the Hair et al. (2017) suggested minimum acceptable criterion of 0.70,

confirming the measures' dependability. The average variance extracted (AVE) was used to evaluate convergent validity. All variables had values over 0.50, meaning that each construct explained at least 50% of the variance in the study items and showed satisfactory convergent validity.

Table 3: Heterotrait-Monotrait Ratio (HTMT)

CONSUMER REVIEWS	PRODUCT QUALITY	PURCHASE INTENTION
------------------	-----------------	--------------------

CONSUMER REVIEWS		
PRODUCT QUALITY	0.722	
PURCHASE INTENTION	0.634	0.716

Source : Smart PLS Output, 2024

The Heterotrait-Monotrait Ratio (HTMT) values, which measure discriminant validity by analysing the connections between components, are shown in Table 4. A moderate connection is indicated by the HTMT value of 0.722 between Consumer Reviews and Product Quality, and a correlation is indicated by the HTMT value of 0.634 between Consumer Reviews and Purchase Intention. The acceptable range is also reflected in the HTMT score of 0.716, which shows the link between Product Quality and Purchase Intention. Every value falls below the generally advised cutoff

point of 0.85, indicating that the constructs' discriminant validity is good.

The Structural Model

In assessing the structural model, standard evaluation criteria were applied, including path coefficients, t-values, p-values, and the coefficient of determination (R^2). The bootstrapping procedure was performed with a resample of 5,000.

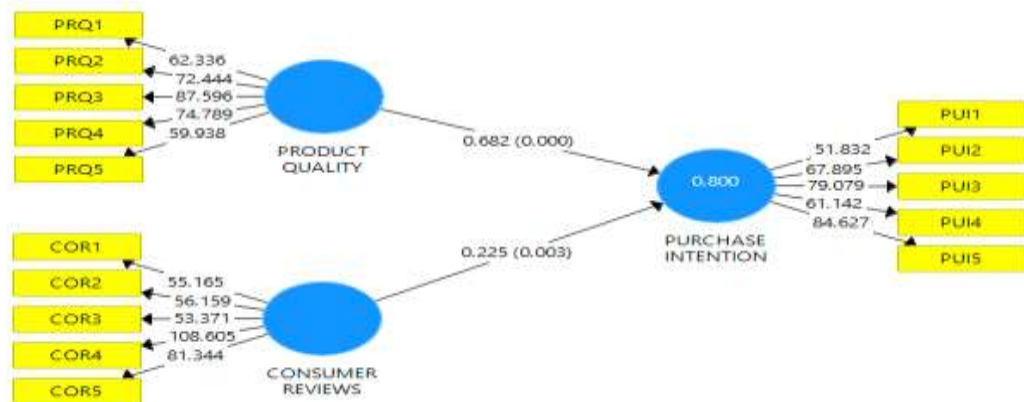


Figure 3: Path Coefficient of the regression model

Table 4: Path Coefficients

	Path coefficient Beta**	T Statistics	P Values	Decision	F ²
Consumer Reviews -> Purchase Intention	0.225	2.952	0.003	Rejected	0.13
Product Quality -> Purchase Intention	0.682	9.396	0.000	Rejected	0.33

Source : Smart PLS Output, 2024

The table 4 provides the path coefficients, T statistics, and p-values for the relationships between the study variables.

Test of Hypotheses

H01: Product quality has no significant effect on consumer purchase intention of electronic gadgets in North Central Nigeria.

The path coefficient for the effect of Product Quality on Purchase Intention is 0.682, with a T-statistic of 9.396 and a p-value of 0.000. Since the p-value is less than 0.05, H01 is rejected, indicating that Product Quality has a significant positive effect on consumer purchase intention. Additionally, the f^2 value of 0.33 suggests a large

effect size, emphasizing the strong impact of Product Quality on Purchase Intention.

H02: Consumer reviews have no significant effect on consumer purchase intention of electronic gadgets in North Central Nigeria.

The path coefficient for the effect of Consumer Reviews on Purchase Intention is 0.225, with a T-statistic of 2.952 and a p-value of 0.003. As the p-value is less than 0.05, H02 is rejected, indicating that Consumer Reviews also have a significant positive effect on Purchase Intention. However, the f^2 value of 0.13 reflects a medium effect size, suggesting that Consumer Reviews, while impactful, have a smaller influence compared to Product Quality.

Table 5: R² and Predictive Relevance

	R²	Q² (=1-SSE/SSO)
Purchase Intention	0.800	0.613

Source : Smart PLS Output 2024

The R2 and Q2 values, which assess the model's predictive relevance and explanatory power, are shown in Table 5. With an R2 value of 0.800 for consumer purchase intention, the independent variables in the model product quality and customer reviews account for 80% of the variance in purchase intention. This implies a high capacity for explanation. Furthermore, using the formula $1 - \text{SSE} / \text{SSO}$, the Q2 value of 0.613 is greater than the 0 threshold, indicating that the model has strong predictive relevance and offers significant forecasts for North Central Nigerian consumers' intentions to purchase electronic gadgets.

Discussion of Findings

The results of this study show that consumer reviews and product quality have a significant impact on purchase intention for electronic gadgets in North Central Nigeria. The rejection of H01 confirms that product quality has a strong influence on purchase intention, which is consistent with previous studies like Pandey et al. (2021) and Mardiyono and Digdowiseiso (2023), which emphasized product quality as a key determinant of purchasing decisions. However, unlike these studies, which focused on unrelated contexts such as sportswear and consumables,

this study specifically addresses electronic gadgets in a Nigerian setting. Additionally, the findings align with Wasik and Nugroho (2023) and Hardiyanto et al. (2020), who also underscored the importance of product quality, albeit in niche or non-electronic markets. This study fills a significant gap by examining product quality's role in a localized and underexplored context, offering actionable insights into consumer behavior in North Central Nigeria.

In a similar vein, the rejection of H02 suggests that customer reviews significantly, also significantly, influence purchase intention. These results align with studies by Li et al. (2019) and Kudeshia and Kumar (2017), which emphasised the impact of eWOM and customer reviews on brand sentiment and product sales. However, discrepancies arise when compared to studies like Beneke et al. (2016), which focused on negative eWOM, or Zhu et al. (2020) and Ventre and Kolbe (2020), which emphasized trust as a mediating factor in different geographical contexts. By situating this study in North Central Nigeria's electronics market, it extends the literature to a unique socio-economic and cultural setting, illustrating that consumer reviews are influential but secondary to product quality in this

region. These results provide valuable guidance for businesses aiming to prioritize product quality while leveraging consumer feedback to enhance purchase intentions.

CONCLUSION AND RECOMMENDATIONS

This study explored the impact of product quality and consumer reviews on purchase intention for electronic gadgets in North Central Nigeria. The findings indicate that product quality has a strong and significant influence on consumer purchase intentions, highlighting its crucial role in shaping buying decisions. While consumer reviews also affect purchase intentions, their impact is less pronounced compared to product quality. These results suggest that although both factors matter, product quality remains the primary driver of consumer behavior in this market. By offering localized insights into the unique dynamics of the Nigerian electronic gadget market, this study contributes to the literature and addresses gaps in previous research conducted in different or unrelated contexts.

Based on the study's findings, the following recommendations are made:

- i. The study recommends that electronic gadget manufacturers and retailers in North Central Nigeria prioritize product quality as a key strategy for enhancing consumer purchase intentions. Product quality has been shown to have a strong positive influence on purchase decisions, emphasizing the need for durable, high-performance gadgets with reliable warranties and after-sales support. Businesses should implement strict quality control measures and continuously improve product features based on consumer needs. Additionally, marketing communications should highlight quality assurance to reinforce brand credibility and foster consumer trust and loyalty.
- ii. Furthermore, the study highlights the importance of consumer reviews in influencing purchase intentions, though with a comparatively lower impact. Since

online and peer reviews play a crucial role in shaping consumer decisions, businesses should actively encourage satisfied customers to share positive feedback on e-commerce platforms and social media. Implementing review management strategies, such as responding to customer feedback and addressing concerns transparently, can enhance brand reputation and consumer confidence. Additionally, investing in influencer marketing and user-generated content can further strengthen the credibility of consumer reviews. While product quality remains the dominant factor, integrating consumer review strategies will complement efforts to drive higher purchase intentions for electronic gadgets in the region.

REFERENCES

- Aisha, A., & Abdullahi, N. (2024). Effect of focus strategy on the performance of Guinness Nigeria Plc, Abuja. *Abuja journal of business and management*, 2(4). <https://doi.org/10.70118/x2bhx433>
- Al-Abbadi, L., Bader, D., Mohammad, A., Al-Quran, A., Aldaihani, F., Al-Hawary, S & Alathamneh, F. (2022). The effect of online consumer reviews on purchasing intention through product mental image. *International Journal of Data and Network Science*, 6(4), 1519-1530.
- Beneke, J., de Sousa, S., Mbuyu, M., & Wickham, B. (2016). The effect of negative online customer reviews on brand equity and purchase intention of consumer electronics in South Africa. *The international review of retail, distribution and consumer research*, 26(2), 171-201.
- Bettman, J. R., Luce, M. F., & Payne, J. W. (1998). Constructive consumer choice processes. *Journal of Consumer Research*, 25(3), 187-217.

- Bhise, V. D. (2023). *Designing Complex Products with Systems Engineering Processes and Techniques*. CRC Press. http://books.google.ie/books?id=w6mgEAAQBAJ&pg=PT237&dq=Product+quality+refers+to+the+characteristics+and+attributes+of+a+product+that+determine+its+ability+to+meet+or+exceed+consumers%27+expectations+and+needs.&hl=&cd=3&source=gbs_api
- Cheung, C. M., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461-470.
- Cheung, C. M., & Thadani, D. R. (2017). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461-470.
- Dudutari, B., Ifeanyi, A. J., & Francis, N. (2022). Negative online reviews and consumer purchase intentions for search and credence goods: Reactions from users of online shopping platforms in Nigeria. *International Research Journal of Management, IT and Social Sciences*, 9(3), 328-339.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer Behavior* (8th ed.). Dryden Press.
- Ezeoha, A.E. & Okorie, N. (2020). Key product features and consumer purchase intention for home appliances in Nigeria. *Journal of Product & Brand Management*, 29(5), 657-670.
- Filieri, R. (2015). What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM. *Journal of Business Research*, 68(6), 1261-1270.
- Hair, J.F., Hult, G.T.M., Ringle, C.M. & Sarstedt, M. (2017), *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, Sage, Thousand Oaks, CA
- Hardiyanto, N., Perera, H. L. K., & Kusdibyo, L. (2020). Customer purchase intentions on hijab fashion: the role of social media marketing instagram and product quality. *International Journal of Applied Business Research*, 2(2), 139-149.
- Howard, J. A., & Sheth, J. N. (1969). *The Theory of Buyer Behavior*. John Wiley & Sons.
- Kenyon, G. N., & Sen, K. C. (2014). *The Perception of Quality*. Springer. http://books.google.ie/books?id=NIqaBQAAQBAJ&printsec=frontcover&dq=Product+quality+refers+to+the+inherent+characteristics+and+features+of+a+product+that+meet+or+exceed+customer+expectations,+contributing+to+customer+satisfaction+and+loyalty&hl=&cd=4&source=gbs_api
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Kudeshia, C. and Kumar, A. (2017), "Social eWOM: does it affect the brand attitude and purchase intention of brands?", *Management Research Review*, 40 (3) 310-330. <https://doi.org/10.1108/MRR-07-2015-0161>
- Lawal, N. A., & Abdullahi, N. (2024). Effect of naira redesign policy on the performance of selected small-scale businesses in Gwagwalada Area Council, FCT-Abuja. *Abuja Journal of Business and Management*, 2(3). <https://doi.org/10.70118/ajbam-03-2024-51>
- Lee, W. I., Cheng, S. Y., & Shih, Y. T. (2017). Effects among product attributes, involvement, word-of-mouth, and purchase intention in online shopping. *Asia Pacific Management Review*, 22(4), 223-229.
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding Customer Experience Throughout the Customer Journey. *Journal*

- of *Marketing*, 80(6), 69–96.
<https://doi.org/10.1509/jm.15.0420>
- Li, X., Wu, C., & Mai, F. (2019). The effect of online reviews on product sales: A joint sentiment-topic analysis. *Information & Management*, 56(2), 172-184.
- Luthra, S., Garg, D., Agarwal, A., & Mangla, S. K. (2020). *Total Quality Management (TQM)*. CRC Press.
http://books.google.ie/books?id=3K73DwAAQBAJ&pg=PT25&dq=%22Product+quality+is+the+perceived+value+and+excellence+of+a+product,+as+determined+by+its+ability+to+meet+or+exceed+customer+expectations+in+various+attributes+such+as+performance,+features,+and+reliability&hl=&cd=3&source=gbs_api
- Mardyono, F., & Digdowiseiso, K. (2023). Effect of Product Quality, Promotion and Personal Selling on Purchase Decisions Through Intention to Buy Amazink Ink Consumers in Cirebon City. *International Journal of Economics Development Research (IJEDR)*, 4(1), 481–506.
<https://doi.org/10.37385/ijedr.v4i2.2989>
- Mudambi, S. M., & Schuff, D. (2016). What makes a helpful online review? A study of customer reviews on Amazon.com. *MIS Quarterly*, 34(1), 185-200.
- National Bureau of Statistics Abuja-Nigeria (2023). Demographic statistics bulletin 2022
- Nebo, G. N., & Jeff, A. (2019). Effects of online marketing on the behaviour of consumers in selected online stores in Owerri, Imo State. *International Journal of Business Marketing and Management*, 4(5), 11-22.
- Nnajiofor, E. O., Mohammed, U. D., & Abdullahi, N. (2024). Impact of Nigeria's currency redesign policy on the performance of selected deposit money banks in Nigeria. *Abuja Journal of Business and Management*, 2(3). <https://doi.org/10.70118/ajbam-03-2024-45>
- Pandey, R., Reddy, L. S., Chaudary, V., Widyawati, V. T., Sin, L. G., Ghazali, M. K. A. B. M., ... & Mohamed, N. A. B. (2021). Analysis the effect of product quality and price on purchase decision (Case Study of Adidas India, Indonesia, and Malaysia). *International Journal of Accounting & Finance in Asia Pasific (IJAFAP)*, 4(1), 71-85.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(4), 41-50.
- Park, C., Lee, J., & Han, I. (2007). The effect of online consumer reviews on consumer purchasing intention: The moderating role of involvement. *International Journal of Electronic Commerce*, 11(4), 125-148.
- Park, S., & Nicolau, J. L. (2015). Asymmetric effects of online consumer reviews. *Annals of Tourism Research*, 50, 67-83.
- Pedeliento, G., Andreini, D., Bergamaschi, M., & Salo, J. (2016). Brand and product attachment in an industrial context: The effects on brand loyalty. *Industrial Marketing Management*, 53, 194–206.
<https://doi.org/10.1016/j.indmarman.2015.06.007>
- Rindfleisch, A., & Malter, A. J. (2019). *Marketing in a Digital World*. Emerald Group Publishing.
http://books.google.ie/books?id=OUirDwAAQBAJ&printsec=frontcover&dq=%22Consumer+reviews+are+voluntary,+consumer-generated+opinions+shared+online+about+the+quality,+performance,+and+overall+satisfaction+with+a+product+or+service,+often+influencing+other+consumers%27+purchasing+decisions&hl=&cd=4&source=gbs_api
- Saleem, A., Ghafar, A., Ibrahim, M., Yousuf, M., & Ahmed, N. (2015). Product perceived quality and purchase intention with consumer satisfaction. *Global Journal of*

- Management and Business Research: E Marketing*, 15(1), 21-28.
- Shahid Z, Hussain T, Zafar F (2017) The Impact of Brand Awareness on the Consumers' Purchase Intention. *J Account Mark* 6: 223. doi:10.4172/2168-9601.1000223
- Shanbhogue, A. V., & Ranjith, V. K. (2023). Effects of Consumer Dispositional Attitude on Purchase Intention in an Emerging Market. *F1000Research*, 12.
- Sharma, S. (2023). *Managing Product Reviews: A Comprehensive Guide for Brands and Businesses*. CSMFL Publications. http://books.google.ie/books?id=20jCEAAQBAJ&printsec=frontcover&dq=%22Consumer+reviews+are+written+feedback+and+ratings+provided+by+customers+based+on+their+personal+experience+with+a+product+or+service,+which+are+widely+used+by+other+consumers+to+assess+product+quality+and+make+informed+purchasing+decisions&hl=&cd=5&source=gb_api
- Ukpata, S. I., & Sambo, E. (2022). Impact of product quality on customer satisfaction and loyalty. *Proceedings of the 15th Annual International Conference*, 1389-1402
- Ventre, I., & Kolbe, D. (2020). The Impact of Perceived Usefulness of Online Reviews, Trust and Perceived Risk on Online Purchase Intention in Emerging Markets: A Mexican Perspective. *Journal of International Consumer Marketing*, 32(4), 287–299. <https://doi.org/10.1080/08961530.2020.1712293>
- Wasik, Z., & Nugroho, K. C. (2023). The Effect of Price Perception, Product Quality and Promotion on Purchasing Decisions Mediated by Brand Image. *International Journal of Advanced Engineering and Management Research* 8 (05). 16-30
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22.
- Zhu, L., Li, H., Wang, F.-K., He, W. & Tian, Z. (2020), "How online reviews affect purchase intention: a new model based on the stimulus-organism-response (S-O-R) framework", *Aslib Journal of Information Management*, Vol. 72 No. 4, pp. 463-488. <https://doi.org/10.1108/AJIM-11-2019-0308>