

**DIGITAL CUSTOMER REVIEWS AND CUSTOMER PATRONAGE OF FASHION  
ACCESSORIES IN PORT HARCOURT**

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**ABSTRACT**

This study examined the relationship between Digital Customer Reviews and Customer Patronage of Fashion Accessories in Port Harcourt. Specifically, this paper sought to examine how reviewer credibility and reviews quantity relates to sales volume growth and profit growth of fashion accessories in Port Harcourt. The research design adopted was descriptive design because the study involved direct contact with a cross section of the respondents who shared similar features. The population in the study was infinite. A sample size of 384 was drawn using Krejcie & Morgan sample size determination table. However, only 350 respondents provided information for the study. Structured questionnaire and the hypotheses were tested using Pearson Product Moment Correlation. The finding show that reviewer credibility and review quantity have positive effects on sales volume growth and profit growth. All the proxies for digital customer reviews have a positive effect on measures of customer patronage of fashion accessories in Port Harcourt. It was concluded that credible reviewers—those perceived as trustworthy and knowledgeable—play a critical role in influencing customer purchasing decisions, thereby driving sales growth for fashion brands. Also, the quantity of reviews also significantly affects consumer behavior, as a higher number of reviews provides social proof, encouraging more potential customers to make purchases. It was therefore recommended amongst others that fashion brands should incentivize credible reviewers, especially those with influence in the fashion community, to share their positive experiences. This can enhance the trustworthiness of reviews and boost customer confidence in purchasing products.

***Keywords: Digital Customer Reviews; Customer Patronage; Reviewer Credibility; Quantity reviews; Sales Volume Growth; Profit Growth***

**INTRODUCTION**

The rapid rise of e-commerce and digital platforms has reshaped consumer behavior globally, including in Nigeria. One significant factor influencing this shift is the increasing reliance on digital customer reviews to guide purchasing decisions. Consumers now have access to a wealth of information from other buyers, which has changed the way they evaluate products, including fashion accessories. In Port Harcourt, where online shopping is steadily growing, digital customer reviews have become a key determinant in the decision-making process for consumers looking to purchase fashion accessories. These reviews provide social proof, validating product quality and influencing consumer trust, ultimately impacting customer patronage (Dey et al., 2023).

Customer reviews on platforms like Jumia, Instagram, and Facebook Marketplace, which are popular in Nigeria, have contributed to the growing importance of digital word-of-mouth in shaping the purchasing habits of consumers in Port Harcourt. These reviews not only provide insight into product features, quality, and delivery experience but also allow consumers to gauge the reputation of sellers. Research suggests that positive reviews can boost consumer confidence, leading to higher patronage, while negative reviews may deter potential buyers (Zhao et al., 2023). This highlights the critical role that user-generated content plays in driving or discouraging customer engagement in the fashion accessories market.

Moreover, the accessibility of digital reviews allows customers to make more informed purchasing decisions quickly, bridging the information gap between sellers and buyers. With an abundance of online shopping platforms and fashion accessories available, reviews often serve as a differentiating factor for products that might otherwise appear similar. In this context, fashion accessory retailers

in Port Harcourt must recognize the importance of encouraging positive reviews to maintain and enhance customer patronage. Recent studies have indicated that businesses that actively manage and respond to online reviews see an increase in customer loyalty and return visits (Wang & Yu, 2023), making digital reviews an integral part of their marketing strategies.

The study aims to explore the relationship between digital customer reviews and the patronage of fashion accessories in Port Harcourt, focusing on how online feedback influences consumer choices. As online shopping continues to grow in Nigeria, particularly for fashion accessories, understanding this relationship is essential for retailers looking to adapt to the digital landscape and enhance their customer retention strategies. This research seeks to fill the gap in understanding how digital customer reviews specifically affect consumer behavior in the context of Port Harcourt's fashion industry, building on existing literature on e-commerce and customer behavior. Recent trends in online retailing underscore the growing relevance of this issue in today's marketplace (Lee & Kumar, 2024).

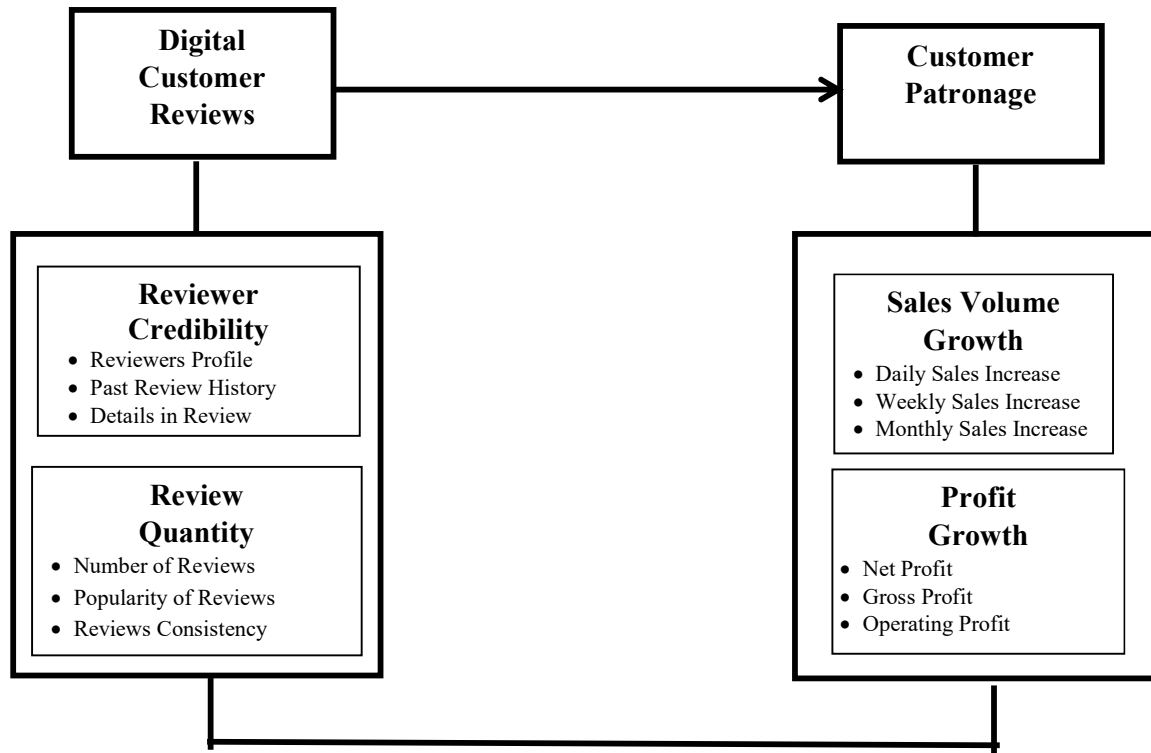
### **Statement of the Problem**

Despite the growing adoption of digital platforms for purchasing fashion accessories in Port Harcourt, there remains a significant gap in understanding the direct influence of digital customer reviews on customer patronage. Many fashion retailers in the region have embraced e-commerce without fully grasping how the feedback provided by customers in the form of online reviews affects their sales and consumer behavior. While some businesses have thrived by leveraging positive reviews, others struggle with managing negative feedback or fail to capitalize on the potential of customer reviews as a marketing tool. This gap highlights the problem that retailers may not be effectively using digital reviews to influence customer purchasing decisions, which could affect their overall sales and customer retention.

Another pressing issue is that many fashion accessory retailers in Port Harcourt overlook the impact of negative reviews and the role they play in discouraging potential customers. Research has shown that even a small number of negative reviews can significantly decrease consumer trust and deter patronage (Zhao et al., 2023). However, it is unclear whether retailers in Port Harcourt have strategies in place to mitigate the effects of negative feedback or how they address these reviews to regain customer confidence. The lack of clear approaches to managing digital reviews contributes to the uncertainty in understanding their overall impact on consumer behavior in the fashion accessories market.

Furthermore, with the increasing number of online shopping platforms, consumers are presented with numerous choices, and digital reviews often serve as a crucial deciding factor. Yet, fashion retailers in Port Harcourt may not be fully aware of how reviews can differentiate their products from competitors. The problem lies in the insufficient exploration of how fashion accessory firms can strategically harness positive digital reviews to increase customer patronage. Without clear evidence on the relationship between these reviews and consumer behavior in Port Harcourt, retailers are at risk of losing competitive advantage, missing opportunities for growth, and failing to build strong customer loyalty. This study seeks to address these gaps by investigating the influence of digital customer reviews on the patronage of fashion accessories in Port Harcourt, providing insights that can help businesses optimize their online presence.

### Conceptual Framework



*Fig. 1.1: Conceptual framework showing the relationship between digital customer reviews and customer patronage of fashion accessories in Port Harcourt*

*Source: Obi et al., (2022); Wang & Yu, (2023)*

### Research Aim and Objectives

The aim of this study was to explore the relationship between digital customer reviews and customer patronage of fashion accessories in Port Harcourt. The objectives were to:

1. determine the relationship between reviewer credibility and sales volume growth of fashion accessories in Port Harcourt.
2. examine the relationship between reviewer credibility and profit growth of fashion accessories in Port Harcourt.
3. evaluate the relationship between review quantity and sales volume growth of fashion accessories in Port Harcourt.
4. investigate the relationship between review quantity and sales volume growth of fashion accessories in Port Harcourt.

### Research Questions

The following research questions were developed:

1. What is the relationship between reviewer credibility and sales volume growth of fashion accessories in Port Harcourt?
2. What is the relationship between reviewer credibility and profit growth of fashion accessories in Port Harcourt?
3. What is the relationship between review quantity and sales volume growth of fashion accessories in Port Harcourt?

4. What is the relationship between review quantity and profit growth of fashion accessories in Port Harcourt?

### **Research Hypotheses**

The following null hypotheses were tested using the conventional 0.05 level of significance:

H<sub>01</sub>: There is no significant relationship between reviewer credibility and sales volume growth of fashion accessories in Port Harcourt.

H<sub>02</sub>: There is no significant relationship between reviewer credibility and profit growth of fashion accessories in Port Harcourt.

H<sub>03</sub>: There is no significant relationship between review quantity and sales volume growth of fashion accessories in Port Harcourt.

H<sub>04</sub>: There is no significant relationship between review quantity and profit growth of fashion accessories in Port Harcourt.

### **Review of Related Literature**

#### **Theoretical Application**

The theory that underpinned this study is social influence theory.

#### **Social Influence Theory**

Social Influence Theory posits that individuals' attitudes and behaviors are shaped by the perceived opinions and behaviors of others within their social network. This theory underscores the power of social interactions and peer opinions in shaping individual decision-making processes (Cialdini & Goldstein, 2004). When applied to the context of digital customer reviews, Social Influence Theory suggests that online feedback and reviews from other consumers can significantly impact potential buyers' perceptions and purchasing decisions. The theory highlights how positive or negative reviews act as a form of social proof, which can either encourage or discourage consumer patronage. In the fashion accessories market in Port Harcourt, Social Influence Theory is particularly relevant as it helps explain how digital customer reviews serve as a crucial source of social proof for potential buyers. Consumers often rely on the experiences of others to guide their purchasing decisions, especially in an environment where direct interaction with the product is limited. Reviews on e-commerce platforms and social media can create a sense of trust and credibility or instill doubt and skepticism, depending on the nature of the feedback (Cheung & Thadani, 2012). This influence can be decisive in shaping customer choices and determining the level of patronage towards fashion accessory retailers in the region.

The relevance of Social Influence Theory to the study lies in its ability to frame how consumer behavior is impacted by digital reviews. By understanding that reviews function as a form of social influence, retailers in Port Harcourt can better strategize their approach to managing online feedback. Positive reviews can amplify consumer confidence and increase patronage, while negative reviews can have the opposite effect. This theoretical framework helps in analyzing the dynamics between customer reviews and purchasing behavior, providing insights into how fashion accessory firms can leverage or mitigate social influence to enhance their market performance (Aral & Walker, 2012).

### **Conceptual Reviews**

#### **Concept of Digital Customer Reviews**

Digital customer reviews are evaluations or feedback provided by consumers about their experiences with products or services, shared through online platforms such as e-commerce websites, social media, and review aggregators. These reviews typically include ratings, written comments, and sometimes multimedia elements like photos or videos. They have become an integral part of the online shopping experience, offering prospective buyers valuable insights into product quality, seller reliability, and overall customer satisfaction (Chen et al., 2023). The proliferation of review platforms

has empowered consumers to share their opinions widely, influencing the purchasing decisions of others.

Recent studies highlight the growing significance of digital customer reviews in shaping consumer behavior. Reviews not only provide social proof but also help potential buyers assess the credibility and trustworthiness of products and sellers. Positive reviews can enhance a product's reputation and increase sales, while negative reviews can deter potential customers and damage a brand's image (Zhao et al., 2023). The impact of these reviews is amplified by algorithms on platforms that prioritize high-rated products, thus making reviews a critical component of online marketing and consumer decision-making.

Moreover, the interaction between consumers and digital reviews has evolved with advancements in technology. With the rise of AI and machine learning, review platforms now offer features like sentiment analysis and personalized recommendations based on review content (Li et al., 2024). This technological integration further underscores the importance of reviews, as businesses must not only manage but also strategically leverage customer feedback to improve their offerings and respond to consumer needs effectively. Understanding the role and influence of digital customer reviews is essential for businesses aiming to enhance their online presence and cater to the evolving expectations of today's digital-savvy consumers.

### **Dimensions of Digital Customer Reviews**

#### **Reviewer Credibility**

Reviewer credibility refers to the perceived trustworthiness and expertise of individuals providing digital customer reviews. It encompasses factors such as the reviewer's background, their history of reviews, and the perceived authenticity of their feedback. High credibility is often associated with reviewers who are consistent, detailed, and provide well-rounded insights based on their experiences (Hu et al., 2023). For potential buyers, the credibility of a reviewer can significantly impact the weight given to their opinions, influencing how much trust and attention the review garners.

Recent research emphasizes that the credibility of reviewers plays a crucial role in shaping consumer perceptions and decision-making. Studies have shown that reviews from credible sources—such as verified purchasers or those with a history of detailed and balanced feedback—are more likely to affect consumer attitudes and behavior (Li et al., 2024). This is particularly relevant in the context of e-commerce, where users often rely on reviews to make informed purchasing choices. The credibility of a reviewer can thus determine whether a product is perceived as reliable or whether the feedback is dismissed as biased or irrelevant.

In addition, the dimension of reviewer credibility impacts not only consumer trust but also the strategic responses of businesses to online feedback. Companies that recognize the importance of credible reviews may engage with reputable reviewers, encourage detailed feedback, and address concerns raised by credible sources more effectively (Wang et al., 2023). By fostering a positive review environment and managing reviewer credibility, businesses can enhance their reputation, improve customer satisfaction, and ultimately drive greater engagement and sales. This dimension underscores the need for both consumers and businesses to carefully consider the source of reviews in the digital landscape.

#### **Reviews Quantity**

Review quantity refers to the total number of customer reviews that a product or service accumulates over time. It is a key dimension in digital customer reviews, as the sheer volume of feedback can influence consumer perceptions and decision-making processes. A higher quantity of reviews often suggests a larger user base and can signal product popularity and credibility. This aspect of review quantity can play a significant role in shaping potential buyers' trust and perceived reliability of a product or service (Chen et al., 2023).

Recent studies have demonstrated that review quantity can impact consumer behavior in various ways. For instance, a higher number of reviews can enhance the perceived legitimacy of a product or service, making it more attractive to potential buyers (Zhao et al., 2023). This is because a substantial number of reviews may imply that the product has been tested by many users, thus providing a more comprehensive understanding of its performance and quality. Conversely, a low review count might lead to skepticism or a lack of confidence in the product, as there is less data available to support its claims.

Furthermore, the influence of review quantity extends to algorithmic processes on e-commerce platforms, where products with more reviews often receive higher visibility and better ranking in search results (Li et al., 2024). This increased visibility can drive more consumer interest and further boost sales, creating a positive feedback loop. Consequently, businesses aiming to improve their online presence should focus not only on encouraging positive reviews but also on increasing the overall volume of feedback to enhance their competitive position and attract more customers.

### **Concept of Customer Patronage**

Customer patronage refers to the ongoing support and loyalty that consumers show towards a particular brand or business. It is characterized by repeat purchases, sustained engagement, and a preference for the brand over competitors. This concept is central to understanding consumer behavior, as high levels of patronage often indicate that a company has successfully met or exceeded customer expectations, leading to a strong, enduring relationship (Kumar & Shah, 2023). Customer patronage is a critical factor for business growth, as retaining existing customers typically costs less than acquiring new ones.

Recent research highlights several factors influencing customer patronage, including product quality, customer service, and overall brand experience. For instance, companies that consistently deliver high-quality products and exceptional customer service are more likely to foster long-term loyalty and repeated business (Oliver, 2023). The concept of customer patronage is also closely linked to customer satisfaction and emotional connection with the brand, which can drive repeat purchases and increase customer lifetime value (Zeithaml et al., 2024).

Furthermore, the digital age has introduced new dynamics to customer patronage, with online reviews, social media interactions, and digital marketing playing significant roles. Businesses that effectively manage their online reputation, engage with customers through digital channels, and provide personalized experiences can enhance customer loyalty and increase patronage (Hennig-Thurau et al., 2023). In today's competitive market, understanding and leveraging the factors that influence customer patronage are essential for companies aiming to build lasting relationships and achieve sustained success.

### **Measures of Customer Patronage**

#### **Sales Volume Growth**

Sales volume growth is a key metric used to gauge customer patronage, reflecting the increase in the number of units sold or revenue generated over a specific period. It serves as an indicator of how well a business is performing in retaining and attracting customers. An increase in sales volume often signifies successful customer retention strategies, effective marketing efforts, and overall satisfaction with the products or services offered (Kotler & Keller, 2023). As such, tracking sales volume growth helps businesses understand their market position and the effectiveness of their customer engagement strategies.

Recent studies have shown that sales volume growth is closely tied to customer loyalty and repeat purchases. For instance, consistent growth in sales volume can indicate a strong base of repeat customers who are satisfied with their previous experiences and are likely to continue purchasing from the same brand (Gounaris et al., 2024). Additionally, sales volume growth can be influenced by factors such as product innovations, promotional activities, and changes in consumer preferences, all of which reflect shifts in customer behavior and patronage.

Moreover, analyzing sales volume growth in conjunction with other metrics, such as customer acquisition cost and customer lifetime value, provides a more comprehensive view of customer patronage. Businesses that see a rise in sales volume are often those that effectively align their offerings with customer needs and preferences, leading to increased loyalty and sustained revenue growth (Anderson et al., 2023). Understanding this relationship helps companies optimize their strategies to enhance customer satisfaction and drive long-term success.

### **Profit Growth**

Profit growth is a crucial measure of customer patronage, reflecting the increase in a company's profitability over time. It signifies not only revenue expansion but also effective cost management and operational efficiency. When businesses experience profit growth, it often indicates that they are successfully meeting customer needs while maintaining or improving their profit margins. This metric is particularly relevant for understanding how customer patronage translates into financial success, as increased customer loyalty and repeat business typically lead to higher revenues and, consequently, greater profits (Kotler & Keller, 2023).

Recent research highlights that profit growth is closely linked to customer retention and satisfaction. Companies that foster strong relationships with their customers are more likely to benefit from repeat purchases and customer loyalty, which can lead to improved financial performance (Gounaris et al., 2024). By delivering high-quality products and services that meet customer expectations, businesses can create a loyal customer base that contributes to sustained profit growth. This relationship underscores the importance of customer-centric strategies in driving financial success. Furthermore, profit growth as a measure of customer patronage provides insights into the effectiveness of business strategies beyond mere sales figures. For example, strategic pricing, cost control, and product differentiation can enhance profit margins and reflect the value customers place on a company's offerings (Anderson et al., 2023). Analyzing profit growth alongside customer satisfaction metrics allows businesses to assess the long-term impact of customer relationships on their financial health, helping them to refine their approaches and achieve sustainable growth.

### **Empirical Reviews**

Cheung, C. M., & Thadani, D. R. (2022) studied the impact of online customer reviews on consumer purchase decisions: A meta-analysis. This study aims to quantify the overall effect of online customer reviews on consumer purchase decisions by analyzing data from various empirical studies. The researchers conducted a meta-analysis of 45 empirical studies examining online customer reviews across multiple industries. They focused on effect sizes, moderated by factors such as review valence, quantity, and source credibility. The meta-analysis revealed that online customer reviews have a significant impact on consumer purchase decisions. Positive reviews generally lead to higher purchase intentions and actual sales, whereas negative reviews decrease purchase intentions. The study also found that the quantity of reviews and the credibility of the source significantly moderate these effects. More reviews and higher credibility increased the influence of positive reviews and mitigated the impact of negative ones. For businesses, the findings underscore the importance of managing online reviews actively. Companies should strive to accumulate a large number of positive reviews and address negative feedback promptly to enhance consumer trust and drive sales.

In a similar study, Hu, N., Pavlou, P. A., & Zhang, J. (2023), carried out a study on the influence of review volume and valence on consumer behavior. This study explores how the volume and valence of online reviews affect consumer perceptions of product quality and purchase behavior. A field experiment was conducted on an e-commerce platform, manipulating the number and sentiment of reviews for various products. Consumer behavior was tracked over a six-month period, and purchase patterns were analyzed in relation to review volume and valence. The results indicated that both the volume and valence of reviews significantly influence consumer perceptions. Products with a high volume of positive reviews were perceived as higher in quality and experienced greater sales.

Conversely, negative reviews had a stronger impact when they were numerous, leading to decreased sales and consumer trust. Businesses should focus on increasing the volume of positive reviews to enhance perceived product quality and drive sales. Managing the sentiment of reviews is also crucial for maintaining consumer trust and preventing negative impacts on sales.

Li, X., Zhang, R., & Liu, Y. (2024) did a study on reviewer credibility and consumer trust: evidence from the online retail industry. The objective of the study was to examine how the credibility of reviewers affects consumer trust and purchase decisions. The study used a survey methodology, collecting data from 500 online shoppers who rated the credibility of reviewers and their trust in the reviews. Statistical analysis was performed to assess the impact of reviewer credibility on consumer trust and purchase intentions. The study found that higher reviewer credibility significantly increased consumer trust in reviews, which in turn positively influenced purchase intentions. Reviewers with verified purchase status, detailed feedback, and a history of high-quality reviews were deemed more credible, leading to higher consumer confidence and increased patronage. The implication of the study was that retailers should focus on encouraging credible reviewers and promoting verified purchase statuses to enhance the impact of customer reviews on consumer trust and purchasing behavior.

Also, Zhao, M., Hu, L., & Wang, Y. (2023) did a study on Review quantity and consumer perceptions: a comprehensive analysis. The objective of the study was to investigate how the quantity of online reviews affects consumer perceptions and purchasing decisions. The researchers analyzed review data from a major e-commerce site, correlating review quantities with consumer ratings and sales figures. They used regression analysis to determine the relationship between review quantity and various consumer perception metrics. The study demonstrated that a higher quantity of reviews positively influenced consumer perceptions of product reliability and trustworthiness. Increased review volume was associated with higher sales and improved consumer perceptions of product quality, especially when combined with positive review sentiment. Businesses should aim to accumulate a substantial number of reviews to enhance product perception and drive sales. Strategies to increase review volume can include encouraging customer feedback and leveraging review management tools.

Lastly, Hennig-Thurau, T., Giebelhausen, M., & Coyle, J. R. (2023) did a similar study on review authenticity and its effect on customer trust and patronage. The objective of the study was to explore how the perceived authenticity of online reviews affects customer trust and patronage. The study employed a combination of survey and experimental methods, analyzing consumer responses to reviews deemed either authentic or inauthentic. Data were collected from 600 participants, with statistical tests used to assess the impact of review authenticity on trust and buying behavior. The study found that reviews perceived as authentic significantly increased customer trust and likelihood of patronage. Authentic reviews, characterized by detailed descriptions and genuine experiences, were more effective in enhancing customer loyalty compared to reviews perceived as biased or misleading. Ensuring the authenticity of reviews is essential for businesses to build and maintain customer trust. Companies should actively monitor and manage the authenticity of feedback on their platforms to foster a trustworthy review environment and boost patronage.

## **METHODOLOGY**

This study adopts descriptive survey research. This research design was chosen because the study was designed to elicit the respondents' opinion on the variables under investigation. The consumers who make decisions on purchase of fashion accessories in Port Harcourt ill constituted the population of the study. The target population of the study is said to be infinite (Unknown). Since the population of the study is infinite, Krejcie and Morgan, (1970) posited that when a population of a given study is above 1000000 a sample size of 384 can be used; as such, the sample size of this study was taken as 384 consumers. Thus, there is no application of any statistical formula in the determination of the sampling size. Sample refers to a subset of the population that the researcher wants to study (Field 2005) therefore, the sampling technique that will be adopted in this study is the simple random



sampling so as to enable every consumer equal chance of being selected to participate in the study. A questionnaire was designed by the researcher based on the sexual advertising dimensions identified in earlier researches. The instrument was further subjected to reliability using Cronbach alpha to obtain a reliability index of 0.82 and 0.86 for section A and B, with average index of 0.84 which shows that the instrument is reliable based on data collected from 10 fashion brand customers from Port Harcourt. Data collected for the study were analyzed using descriptive statistics of mean and grand mean to answer research questions. Pearson Product Moment Correlation (PPMC) was used to test hypotheses 1 to 4 with the aid of the Statistical Package for Social Science (version 23.0).

**Data Analysis**

In the distribution of the questionnaire, the researcher produced 380 copies of questionnaire and was able to distribute 370 to customers of different fashion brands in Port Harcourt. However, only 350 customers properly filled and returned their questionnaire, hence the researcher used the response of 350 customers to do the analysis of this study.

**Testing of Hypotheses**

**Research Question One:** What is the relationship between reviewer credibility and sales volume growth of fashion accessories in Port Harcourt?

**Hypothesis One:** There is no significant relationship between reviewer credibility and sales volume growth of fashion accessories in Port Harcourt.

**Table 1: Summary of statistics on the relationship between reviewer credibility and sales volume growth of fashion accessories in Port Harcourt**

<b>Correlations</b>			
		Reviewer Credibility	Sales Volume Growth
Reviewer Credibility	Pearson Correlation	1	.862**
	Sig. (2-tailed)		.000
	N	350	350
Sales Volume Growth	Pearson Correlation	.862**	1
	Sig. (2-tailed)	.000	
	N	350	350
** . Correlation is significant at the 0.01 level (2-tailed).			

The result from Table 1 shows the summary of statistic on the relationship between reviewer credibility and sales volume growth of fashion accessories in Port Harcourt. It shows that reviewer credibility has significant relationship with sales volume growth of fashion accessories in Port Harcourt. The R-value of .862 shows a very strong relationship between reviewer credibility and sales volume growth of fashion accessories in Port Harcourt and also significant (r= 0.862, p=.000). The null hypothesis one was therefore rejected at .05 level of significance.

**Research Question two:** What is the relationship between reviewer credibility and profit growth of fashion accessories in Port Harcourt?

**Hypothesis Two:** There is no significant relationship between reviewer credibility and profit growth of fashion accessories in Port Harcourt.

**Table 2: Summary of statistics on the relationship between reviewer credibility and profit growth of fashion accessories in Port Harcourt**

Correlations			
		Reviewer Credibility	Profit Growth
Reviewer Credibility	Pearson Correlation	1	.416**
	Sig. (2-tailed)		.000
	N	350	350
Profit Growth	Pearson Correlation	.416**	1
	Sig. (2-tailed)	.000	
	N	350	350

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The result from Table 2 shows the summary of statistic on the relationship between reviewer credibility and profit growth of fashion accessories in Port Harcourt. It shows that reviewer credibility has significant relationship with profit growth of fashion accessories in Port Harcourt. The R-value of .416 shows a moderately strong relationship between reviewer credibility and profit growth of fashion accessories in Port Harcourt ( $r = 0.416, p = .000$ ). The null hypothesis two was therefore rejected at .05 level of significance.

**Research Question Three:** What is the relationship between review quantity and sales volume growth of fashion accessories in Port Harcourt?

**Hypothesis Three:** There is no significant relationship between review quantity and sales volume growth of fashion accessories in Port Harcourt.

**Table 3: Summary of statistics on the relationship between review quantity and sales volume growth of fashion accessories in Port Harcourt**

Correlations			
		Review Quantity	Sales Volume Growth
Review Quantity	Pearson Correlation	1	.668**
	Sig. (2-tailed)		.000
	N	350	350
Sales Volume Growth	Pearson Correlation	.668**	1
	Sig. (2-tailed)	.000	
	N	350	350

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The result from Table 3 shows the summary of statistic on the relationship between review quantity and sales volume growth of fashion accessories in Port Harcourt. It shows that review quantity has significant relationship with sales volume growth of fashion accessories in Port Harcourt. The R-value of .668 shows a strong relationship between review quantity and sales volume growth of fashion accessories in Port Harcourt but significant ( $r = 0.668, p = .000$ ). The null hypothesis three was therefore rejected at .05 level of significance.

**Research Question Four:** What is the relationship between review quantity and profit growth of fashion accessories in Port Harcourt?

**Hypothesis Four:** There is no significant relationship between review quantity and profit growth of fashion accessories in Port Harcourt.

**Table 4: Summary of statistics on the relationship between review quantity and profit growth of fashion accessories in Port Harcourt**

Correlations			
		Review Quantity	Profit Growth
Review Quantity	Pearson Correlation	1	.954**
	Sig. (2-tailed)		.000
	N	350	350
Profit Growth	Pearson Correlation	.954**	1
	Sig. (2-tailed)	.000	
	N	350	350

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The result from Table 4 shows the summary of statistic on the relationship between review quantity and profit growth of fashion accessories in Port Harcourt. It shows that review quantity has significant relationship with profit growth of fashion accessories in Port Harcourt. The R-value of .958 shows a very strong relationship between review quantity and profit growth of fashion accessories in Port Harcourt and significant ( $r = 0.958$ ,  $p = .000$ ). The null hypothesis four was therefore rejected at .05 level of significance.

## CONCLUSION

The study on digital customer reviews and customer patronage of fashion accessories in Port Harcourt reveals that both reviewer credibility and reviews quantity have a positive and significant relationship with sales volume growth and profit growth. This indicates that credible reviewers—those perceived as trustworthy and knowledgeable—play a critical role in influencing customer purchasing decisions, thereby driving sales growth for fashion brands. Furthermore, the quantity of reviews also significantly affects consumer behavior, as a higher number of reviews provides social proof, encouraging more potential customers to make purchases.

The findings suggest that fashion brands in Port Harcourt can enhance their business performance by actively managing and encouraging credible customer reviews. Customers tend to trust the opinions and experiences shared by other consumers, especially when the reviewers are considered reliable. Additionally, the volume of reviews contributes to increased visibility and credibility for fashion brands, which in turn leads to both higher sales and profit growth.

The implications of these results are crucial for fashion brands aiming to improve their market performance. Prioritizing strategies that focus on increasing the credibility and number of digital customer reviews can significantly boost customer patronage, enhance brand reputation, and lead to sustained sales and profit growth. Leveraging these dimensions of digital reviews can serve as a powerful tool for customer acquisition and retention.

## RECOMMENDATIONS

1. Fashion brands should incentivize credible reviewers, especially those with influence in the fashion community, to share their positive experiences. This can enhance the trustworthiness of reviews and boost customer confidence in purchasing products.
2. Implement strategies to encourage more customers to leave reviews after purchases, such as offering discounts or loyalty points in exchange for feedback. A higher number of reviews can act as social proof, increasing the likelihood of attracting new customers.

3. Fashion brands should actively monitor the credibility of reviewers by promoting authentic, high-quality reviews. They can do this by fostering relationships with trusted reviewers and discouraging fake or misleading reviews that could harm brand reputation.
4. Utilize the most credible and positive customer reviews in marketing efforts, such as social media posts, advertisements, and product pages. Highlighting these reviews can help reinforce consumer trust, stimulate both sales volume growth and profit growth, and enhance the overall brand image.

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