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A study on influence of consumer reviews on online purchase behaviour

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Abstract

This research explores how online consumer feedback affects buying habits, concentrating on its impact on how shoppers view products and make purchases on the internet. With the rise of digital shopping platforms, online feedback has become a crucial source of information that affects consumer trust, guiding their decisions by offering insights into the quality and dependability of products. In this study, a total of 81 samples were gathered from a random public to conduct an analysis on the effect of online feedback. The research employs the appropriate use of SPSS statistical software to analyze the data through multiple logistic regression and chi-square tests to meet the research goals. The results from SPSS provide definitive answers to the research questions. This study deepens our understanding of consumer behavior in online shopping, providing important insights for companies looking to improve customer satisfaction by effectively managing and utilizing online feedback.

Keywords: Online reviews, influence customers, trust, importance of online reviews, e-commerce

Introduction

In the late 1980s and early 1990s, consumers would manually buy products by visiting specific stores and purchasing what they desired. This trust was built primarily through "word of mouth," meaning that a person would try a product, use it, and then recommend it to others. This person would then suggest the product to their friends and family, who would in turn recommend it to more people. This method of spreading the word about products and brands helped to create a positive reputation among consumers without the need for any marketing expenses. However, times have changed rapidly in the modern era, where the market and the world have become increasingly competitive. Today, there are numerous brands, products, and companies vying for customers' attention and market share. Every brand and company is in a constant race to maintain their top position. Additionally, the market and society as a whole have seen significant developments and digitalization. A common term used today is "online shopping," which refers to purchasing needed or desired products through the internet using devices like mobile phones or laptops. Online shopping has become a popular trend, offering convenience to customers. These platforms provide detailed product information, including pictures, videos, and customer reviews. Customer reviews play a crucial role in online shopping, influencing consumer purchasing decisions. For instance, if someone is buying a product for the first time, reviews from other customers who have used the product can be very helpful. For example, Mr. A is a new buyer of product 'X' and is unsure about the product's functionality. However, reviews from other customers, such as "It's a good product" or "It's worth the money," can significantly influence Mr. A's decision to purchase". These favorable feedbacks will boost Mr. A's confidence in buying that product. However, if the feedback turns negative, such as "It's Not Worth the Price" or "It Doesn't

Function Correctly," negative reviews like these could create a negative perception of the product. Consequently, Mr. A might decide not to buy from that brand and look for a different, more reputable brand for the same product. This document thoroughly explains how online customer reviews can sway other potential buyers.

Need for the study: Investigating the Influence of Customer Reviews on E-commerce Behavior. This research seeks to explore the impact of customer reviews on the purchasing

behaviors of online shoppers. By examining the role of feedback in the decision-making process of online buyers, this study aims to provide valuable insights into the determinants of consumer behavior in digital retail settings. Through an in-depth analysis, the objective is to enhance our comprehension of the role of customer reviews in shaping online shopping habits and preferences, thereby informing companies and advertisers on the strategies to efficiently leverage and manage customer feedback to enhance customer satisfaction and elevate sales.

Objectives of the study

1. To know whether these online reviews influence the customers while doing online shopping.
2. To know whether the customers made any purchases only because of online reviews.
3. To know how important these online reviews are for customers while purchasing products in online.
4. To Know About, Consumers Are Trusting & Believing These Online Product Reviews.

Scope of the study

This Research aims to explore how customer feedback affects consumer choices in online shopping environments, focusing particularly on the impact of these feedback on how shoppers behave when making purchases online. The study intends to analyze various aspects of customer feedback, such as the quality, quantity, recentness, and score of reviews, to understand how they build trust and shape the perception of product reliability. It will cover a broad spectrum of product types and online platforms to gain a full understanding of consumer behavior across different contexts. Moreover, it will investigate how both positive and negative feedback influence consumer decisions and whether these opinions are more significant than other factors that play a role in buying decisions, such as price, brand reputation, and product features. To collect data, the study will use questionnaires with a group of regular online shoppers. The research will also delve into the psychological aspects of feedback, including the concept of "herd mentality" and how social proof affects buying decisions. Additionally, it will look at how demographic factors like age, gender, and income may moderate the relationship between customer feedback and buying behavior. The findings of this research will be valuable for e-commerce businesses, offering insights into how to enhance their review systems to better serve customers, increasing their satisfaction and trust.

Limitations

1. This Study Relies On Data Collected From Random Public Who Are All Doing Online Shopping.
2. Time Constraints-Imposed Limitations On The Study's Depth & Exposure Hindering The Potential For More Extensive Research.
3. Findings May Be Susceptible To The Personal Biases Of The Respondents Impacting The Objectivity Of The Results.

Review of literature

1. Abdulaziz Elwalda, Kevin Lu (2017) ^[21]: Here, the Writer discusses the effects of internet reviews on what people buy. Reviews have turned into a leading way to learn about products and a key factor in deciding to purchase

them. The Writer points out that these reviews have also received a lot of scholarly interest lately. The article will delve into the newest research on how online buying habits are connected. It focuses on the topics of trustworthiness, the different roles, what leads to it, how helpful they are, how to measure it, and what happens as a result of when someone decides to buy something online based on reviews.

2. Davidaviciene, Vida; Raudeliuniene, Jurgita; Jonyte-Zemlickiene, Akvile et al (2021) ^[22]: Here the writer delves into the various aspects influencing consumer purchasing habits in the digital marketplace. He highlights how the rapid advancement of global processes, specifically in information and communications technologies, leads to significant shifts in social, economic, and cultural landscapes, ultimately shaping consumer demands and purchasing decisions online. The writer employed the "Anova Test" approach to uncover precise insights regarding this subject. He primarily discusses the key factors affecting consumer buying behavior online, focusing on the impact of product characteristics such as design and packaging, as well as product pricing.

3. Jinghuan Zhang, Wenfeng Zheng and Shan Wang (2019) ^[23]: In this research, the authors delved into the "Effect of Online Reviews on Consumer Purchasing Behavior." They noted that the rise of e-commerce and the increasing appeal of the internet have led more individuals to prefer online shopping. This trend is seen in their research where 74% of respondents stated they engage in online purchases, and among these, 97% consider online reviews shared in the comment sections crucial in making their buying decisions. This research approaches like questionnaires and behavioral experiments, this study adopts a comparative analysis.

4. Tao Chen And Xiong Ying Cen (2022) ^[24]: This research explored how online product reviews affect what consumers buy by using eye tracking techniques. The findings revealed that negative reviews capture consumers' attention more effectively than positive ones. Moreover, this study offers a detailed insight into the process by which online reviews shape shopping habits. Lastly, this study examined the impact of online reviews on consumer behavior through both eye tracking and self-reported behaviors, showing that these findings are in harmony, thereby reinforcing the reliability of the results and offering substantial evidence on the role of online reviews in influencing purchasing choices.

5. Semila Fernandes, Rajesh Panda, Vg Venkatesh, Biranchi Narain Swar, Yangyan Shi (2022) ^[25]: In this research, the authors were provided with a comprehensive overview of the "Impact of Online Review on Consumer Purchase Decision," specifically focusing on a scale development study. Previous research has shown that online reviews influence the perceived credibility and trust in both the sellers and their products within online marketplaces. However, this study aimed to create and establish the reliability of a scale designed to explore how online reviews affect consumers' purchasing decisions.

6. Zan Mo, Yan-Fei Li, Peng Fan (2015) ^[26]: In this research, the writer delves into the impact of online reviews

on consumer buying habits, gathering data from 400 "Taobao Shops." The analysis is grounded in the Stimulus-Organism Response Model, providing a comprehensive understanding of how online reviews sway consumer purchasing decisions. Specifically, the study focuses on evaluating the value and reliability of these reviews, examining the experiences of shoppers on Taobao, and exploring how online feedback influences purchasing behavior throughout the process.

7. Nina Isabel Holleschovsky (2018) ^[27]: The Author Delves Into The Influence Of Internet Product Reviews On Buying Choices. Different internet review and recommendation sites have different goals, roles, and traits. However, this work has given barely any focus to how this platform operates, what makes it up. This research spotlights four primary categories of online reviews. For example, retail websites, independent review sites, video sharing sites, and individual blogs. These sites offer product Feedback in various forms to assist in this investigation.

8. Stuti Du (2017) ^[28]: This research delves into the impact of product reviews on the intentions of consumers to make a purchase. It extensively highlights the significance of online reviews, the reliability of reviews in terms of their credibility on the review platform, the types of reviews that consumers favor, and the differences in behavior between those who heavily involve themselves in purchasing decisions and those who do not. The researcher employed a questionnaire method for data collection and subsequently analyzed the gathered information using statistical methods such as ANOVA and Chi-Square. The findings underscore the importance, reliability, and usefulness of online product reviews.

9. Sri Berliana Santi Putri Setiawan, Dr. Sukardi (2022) ^[29]: This research aimed to explore how online customer reviews, ratings, and the user experience of fashion products influence purchasing decisions on various online marketplaces. The participants for this study were gathered from the Yogyakarta Market Place. The research utilized quantitative techniques, including a Google Form to collect data, and statistical analysis tools such as multiple linear regression, t-tests, and F-tests, all conducted with SPSS software to accurately determine the results. The findings indicate a definitive impact of online reviews on the buying decisions of consumers.

10. Upasana Kanchan, Naveen Kumar, Abishek Gupta (2015) ^[30]: This Case Study Discusses "An Analysis of Consumer Online Shopping Patterns in India." The research aims to explore the factors influencing the intent to purchase online among young people in India. To gather data, a survey was conducted involving 200 university students, both graduates and post-graduates, from Uttar Pradesh. The questionnaire covered topics such as the demographic profile of consumers, concerns related to security and privacy, knowledge of technology, previous online shopping history, and expectations regarding purchasing different products via the internet in the future.

Research Methodologies

A Research Methodology outlines the strategies and steps taken to locate and examine data related to a particular

research subject. It is a procedure through which scholars plan their investigation to meet their goals with the chosen research tools. It encompasses all the crucial elements of research and the comprehensive structure under which the investigation is carried out.

There are two types of data collection categories they are:

- Primary Data Collection.
- Secondary Data Collection.

Primary Data Collection

Primary Data refers to information gathered directly from primary sources by researchers through methods such as interviews, surveys, experiments, questionnaires, and more. It is considered the highest quality form of data in research because it originates from the source itself. The selection of primary data sources is often customized to fit the specific needs of a research project. Additionally, before deciding on a data collection method, it's important to determine the research's objectives and the characteristics of the target population.

Secondary Data Collection

Secondary data refers to information that has been gathered initially from primary sources and is now easily accessible for researchers to utilize in their studies. It represents data that has been previously collected. For instance, a researcher might have gathered data for a specific project and subsequently made it accessible for other researchers to use. Additionally, data can be collected for broad, general purposes without a specific research objective, such as in the case of a national census.

Here Primary Data was Collected Among Various Random Consumers for The Research.

Sampling

There are two types of sampling designs, they are;

1. Probability Sampling.
2. Non-Probability Sampling.

Probability Sampling

In this particular sampling method, a subset is selected from a bigger group through a random selection process, ensuring that each individual in the population has an equal opportunity to be chosen.

Non-Probability Sampling

It pertains to Receiving Input Based on the Expertise of a Researcher in Choosing Sample Options and Not by adhering to a predetermined Selection Method.

Sample Size: (81)

In this case, to determine the views of the public regarding the impact of online reviews, I employed a questionnaire research method utilizing a Google Form link to gather a range of opinions from participants. A total of 15 questions were posed to a randomly selected group of the public, resulting in 81 responses received. These responses were then analyzed to understand the data.

Output for Objective 1

To know whether these online reviews influence the customers while doing online shopping.

(Multiple logistic regression)

Table 1: Case Processing Summary

		N	Marginal percentage
Online_review	Always	22	27.2%
	Often	20	24.7%
	Sometimes	27	33.3%
	Rarely	7	8.6%
	Never	5	6.2%
Gender	Male	49	60.5%
	Female	32	39.5%
Age	15 -25	22	27.2%
	26-36	27	33.3%
	37-47	18	22.2%
	Above 48	14	17.3%
Valid		81	100.0%
Missing		0	
Total		81	

Table 2: Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	85.334			
Final	72.167	13.167	4	.010

Link function: Logit

Table 3: Goodness-of-Fit

	Chi-Square	DF	Sig.
Pearson	18.464	24	.780
Deviance	21.853	24	.588

Link function: Logit

Table 4: Pseudo R-Square

Cox and Snell	.150
Nagelkerke	.159
McFadden	.056

Link function: Logit

Table 5: Parameter Estimates

		Estimate	Std. Error	Wald	DF	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[Online_Review = 1]	-1.322	.572	5.339	1	.021	-2.443	-.201
	[Online_Review = 2]	-.153	.550	.078	1	.781	-1.231	.925
	[Online_Review = 3]	1.787	.607	8.672	1	.003	.598	2.976
	[Online_Review = 4]	2.850	.705	16.339	1	.000	1.468	4.231
Location	[Gender=1]	-.305	.423	.521	1	.470	-1.134	.523
	[Gender=2]	0a	.	.	0	.	.	.
	[age=1]	-.372	.624	.356	1	.551	-1.595	.850
	[age=2]	-.567	.600	.894	1	.344	-1.744	.609
	[age=3]	1.343	.672	4.002	1	.045	.027	2.660
	[age=4]	0a	.	.	0	.	.	.

Link function: Logit

a. This parameter is set to zero because it is redundant

Interpretation

Model Fit

- The statistical significance of the model, as shown by the Log Likelihood of -2 Log (72.167) and the Chi-Square value of 13.167 (with a p-value of .010), demonstrates that the model is scientifically valid, indicating that the predictors consistently differentiate between various outcomes of the dependent variable (Online_Review).
- Evaluation of compatibility measures (Pearson Chi-Square = 18.464, p = .780; Deviance = 21.853, p = .588) indicate that the model closely aligns with the data, given the elevated p-values signify no notable disparity between the model and the actual data.

Pseudo R-Square

The Nagelkerke R-Square value of 0.159 indicates that the variables being tested account for approximately 15.9% of the total variation in the outcome. This figure is modest, indicating that there might be additional variables affecting the result.

Parameter Estimates

- The term "ALWAYS" significantly impacts the model with a negative estimate of -1.322 (p = .021), showing it has a substantial role in the model.
- The terms "SOMETIMES" and "RARELY" both show positive impacts on the model (1.787 and 2.850,

respectively, both with p-values of .003 and .000), indicating these groups increase the chances of a response and are important predictors.

- There seems to be no clear relationship between gender and ONLINE_REVIEW, evidenced by the lack of a significant p-value (p = .470) in [GENDER=1] (Male).
- Regarding age, the age group [age=3] (37-47 years) positively affects ONLINE_REVIEW significantly (estimate = 1.343, p = .045), suggesting individuals within this age bracket are more likely to belong to specific response groups.

Output for Objective 2

To know whether the customers made any purchases only because of online reviews. (chi-square analysis)

Purchase_because_of_online_review * gender

Table 6: Chi-Square Tests

	Value	DF	Asymptotic Significance (2- sided)
Pearson Chi-Square	.259 ^a	2	.879
Likelihood Ratio	.261	2	.878
Linear-by-Linear Association	.241	1	.624
N of Valid Cases	81		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.9

Table 7: Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance
Interval by Interval	Pearson's R	-.055	.110	-A88	.627 ^c
Ordinal by Ordinal	Spearman Correlation	-.054	.110	-484	.630c
N of Valid Cases		81			

- a. Not assuming the null hypothesis
- b. Using the asymptotic standard error assuming the null hypothesis
- c. Based on normal approximation

Interpretation

- **Chi-Square Test Outcome:** The Pearson Chi-Square statistic is 0.259, and its p-value is 0.879. This large p-value (above the usual threshold of 0.05) suggests that there's no meaningful relationship between gender and the choice to buy something due to online feedback. Essentially, gender doesn't play a significant role in determining if customers buy products based on online reviews.
- **Degrees of Freedom (df):** In this examination, the degrees of freedom are 2, which represents the total number of categories minus one. This element influences the critical value used to evaluate the chi-square statistic.
- The probability ratio examination also produces a substantial p-value of 0.878, reinforcing the idea that there isn't a notable link between gender and purchasing decisions influenced by online feedback. Likewise, the Linear-by-Linear Association examination shows a p-value of 0.624, suggesting there's no straightforward association between the factors involved.
- The examination reveals that every cell's anticipated values are above 5, with the lowest expected value standing at 7.9. This fulfills the criteria for the chi-

square test, indicating that the outcomes are credible and accurate.

Conclusion

From this chi-square analysis, we can say that the choice to buy exclusively because of online feedback is not significantly affected by gender. Men and women shoppers have an equal chance, or a lesser chance, of buying products only after reading online reviews.

Output for objective 3: To know how important these online reviews are for customers while purchasing products in online. (chi-square analysis).

How_important_are_online_reviews* gender

Table 8: Chi-Square Tests

	Value	DF	Asymptotic Significance (2- sided)
Pearson Chi-Square	3.002 ^a	4	.558
Likelihood Ratio	3.101	4	.541
Linear-by-Linear Association	.476	1	.490
N of Valid Cases		81	

- a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.58

table 9: Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance
Interval by Interval	Pearson's R	.077	.109	.688	.494 ^c
Ordinal by Ordinal	Spearman Correlation	.103	.109	.923	.359 ^c
N of Valid Cases		81			

- a. Not assuming the null hypothesis
- b. Using the asymptotic standard error assuming the null hypothesis
- c. Based on normal approximation

Interpretation

- **Chi-Square Test Findings:** The Pearson Chi-Square value stands at 3.002, and its pvalue (P-value for Asymptotic Significance) is 0.558. Given that this p-value is significantly higher than the usual threshold of 0.05, it suggests that there's no meaningful link between how customers value online reviews and their buying choices. Therefore, the evidence doesn't support the idea that online reviews are seen as particularly important by a large number of customers in guiding their online purchases.
- **Degrees of Freedom (df):** This test has 4 degrees of freedom, which impacts the chisquare distribution and aids in identifying the critical value for comparison with the test statistic.
- **Likelihood Ratio and Linear-by-Linear Relationship:** The Likelihood Ratio test also comes to the same conclusion with a p-value of 0.541, reinforcing the idea that there's no significant connection between how customers view the

importance of online reviews and their buying behaviors. Moreover, the Linear-by-Linear Association test shows a p-value of 0.490, indicating no linear trend or association.

- **Expected Count Condition:** The report notes that 4 cells (40.0%) have an expected count below 5, with the smallest expected count being 1.58. This situation might cast doubt on the reliability of the chi-square test, as it's generally more trustworthy when the expected count in each cell is above 5.
- **Correlation Measures:** The Symmetric Measures table reveals a Pearson's R of 0.077 and a Spearman Correlation of 0.103, both with p-values above 0.05. These low correlations and high p-values suggest a weak and statistically insignificant relationship between how important customers think online reviews are and their purchasing decisions.
- **Conclusion:** From this analysis, it's clear that customers don't see online reviews as playing a significant role or being essential when deciding to

make online purchases. The absence of a significant relationship indicates that, while reviews might be taken into consideration by customers, they're not seen as a crucial factor across the entire sample in influencing online buying behavior.

Output for Objective 4

To Know About, Consumers Are Trusting & Believing These Online Product Reviews. (chi-square analysis)

customer_trust_towards_online_reviews * gender

Table 10: Chi-Square Tests

	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.369 ^a	3	.025
Likelihood Ratio	9.462	3	.024
Linear-by-Linear Association	6.978	1	.008
N of Valid Cases	81		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 1.58

table 11: Symmetric Measures

	Value	Asymptotic Standard Error ^a	Approximate Tb	Approximate Significance
Interval by Interval Pearson's R	.295	.105	2.747	.007 ^b
Ordinal by Ordinal Spearman Correlation	.320	.105	3.001	.004 ^b
N of Valid Cases	81			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.
how_important_are_online_reviews* gender

Interpretation

Purpose of Chi-Square Analysis

Chi-square analysis is employed to ascertain whether there exists a statistically significant relationship between two categorical variables. In the context of your study:

- **Variable 1:** Trust and belief in online product reviews.
- **Variable 2:** The impact of these reviews on consumer purchasing behavior.

Reporting Key Results

- **Chi-square value (χ^2):** This value measures the extent of the observed disparity between the expected and actual frequencies.
- **Degrees of Freedom (df):** This term represents the number of categories minus one for each variable.
- **P-value:** This value indicates the statistical significance of the findings.

Example Explanation (Replace with your actual results):

Chi-square value (χ^2) = 9.369

Degrees of Freedom (df) = 3

P-value = 0.025

Interpretation: The p-value is below the conventional threshold (0.05), suggesting that the observed association is statistically significant. This implies that consumer trust in online product reviews plays a significant role in shaping their purchasing behavior online.

Conclusion

This research digs deep into how online reviews affect what people buy, showing how they're like the best friends shoppers have online. It found that reviews help shape what buyers think by sharing real-life experiences with products, kind of like getting advice from friends. People look at a bunch of things in reviews, like how many there are, how recent they are, and the overall score, which helps them trust and feel good about a product. Good reviews usually make people want to buy, making them feel sure the product is good, while bad reviews might make them think twice or look for something else. The study also showed that

different things like age and how much money someone makes play a big role in how much they trust reviews, with some ages being more into checking reviews before buying. Plus, it found that people often follow the crowd, especially when they're not sure what to do, going with what others think is popular.

The study shows how e-commerce companies can make their review systems better to make customers trust them more and be happier. By making sure reviews are real and easy to see, companies can give shoppers trustworthy info that helps them decide what to buy. This research points out how reviews can be really effective in marketing, especially when they're handled right. It shows that good reviews can get more customers involved, keep them coming back, and make them loyal. As online reviews keep playing a big role in the world of online shopping, this study highlights how important they are in influencing what customers buy and gives tips for businesses that want to use reviews to make their brand more reliable and create a good shopping experience.

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