



# **A STUDY ON ONLINE PRODUCT REVIEW INFLUENCE CONSUMER BUYING BEHAVIOUR**

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## **CHAPTER 1**

### **INTRODUCTION:**

The rapid growth of the Internet and implementation of digital technology into daily life Completely changed consumers' purchasing behavior. Advanced technologies accelerated the Development and usage of e-commerce marketplace and global society became priority to Purchase online rather than to go into physical stores and purchase products in-person. With The rapidly growing number of Internet users online shopping websites became vital In the global retail environment. The drastic change in the level of awareness and shift in social structure has Generated various forms of communication and interaction, online word-of-mouth is the Cheapest, fastest and effective means.

E-commerce has grown substantially over the past years and has become increasingly important in our daily life, especially under the influence of COVID-19 recently, Today consumers hold a rational behavior towards their purchasing preferences and access to a various of online reviews and ratings has made easier for consumers to make buying decision .consumers are increasingly inclined to obtain product information from reviews the customer who already have used the product, it makes easier for potential consumer to influence their buying behaviour. For example, showed that reviews and ratings are an important source of information for consumers. Consumer purchasing decision after reading online comments is a psychological process combining vision and information processing, because when a customer gives positive or negative review it definitely impact the buying behaviour of new customer and it can also help in increased or decreased the sales of a company. A company product image is always based on the consumer buying behaviour.

Consumers shopping online cannot touch or smell products, as would be possible in traditional Retail outlets, so their purchase judgments are based on the product information presented on the Web site or some other online platform like instagram, YouTube .

An existing customers share their experiences of using a particular product on different online platform. Visibility of review identity on the review platform significantly or Positively affects the authenticity of a review perceived by the consumers. The findings Underline the significance and usefulness of online product reviews along with Consumer reviews as input in the decision making process. Customers considered 'reviews' and 'ratings' as two essential sources of information (Shin and Darpy, 2020). Such reviews and opinions on the web and e-commerce portals have been referred to as e-WOM (electronic Word of Mouth). Online product reviews have developed into a valuable resource for shoppers looking for information before making a purchase.

They provide customers a chance to learn about the experiences of other customers and can affect how valuable a product is considered. This study intends to investigate how online product reviews affect purchasing choices by concentrating on elements including the quantity, quality, and credibility of the reviews. This study seeks to offer useful insights for businesses and aid them in enhancing their online presence and consumer interaction by gaining knowledge of the function of online product development in the purchasing process. Thus, the main purpose of this research is to investigate the impact of online reviews on consumers' purchasing decisions, from the perspective of information processing have been available.

Data were collected from 100 young online shoppers for this project . Always a online reviews on different online sites it creates a confident to customer to analysis the product can satisfy the need of them. Consumers can infer the Quality of goods according to the reviews and experience, to reduce Personal time and the risks of purchase . Information seeking for any product or services may include motivation For learning how a product is to be used and which product is popular or Which product/service is worth spending money. Consumers think that Reviews available on sites provided by expert bloggers or consumers are More trustworthy than information provided by the marketer and it make consumer to buy the product without any doubt.

Buyers are heavily depended upon the reviews given by the real users Which are often genuine. So, reviews are social proof and help in Building trust. Buyers pay attention to online reviews and in this regard they pay Attention to the quantity of reviews as well as the average star ratings and Timeliness of the reviews . Most important factors that Influence online purchasing are trust, risk, demographics, Gender, website, content and variety. Results also highlight the Impact of negative reviews on buying decisions . The survey conducted through Online survey forms (Google forms) in which the method of Purposive Sampling was used. The sample size of 100 members of both females and males respondent. .

## **OBJECTIVE OF THE STUDY**

- 1) The study to identify influence of consumer buying behaviour based on online product review
- 2) The study to understand different online platform used by consumer for review a product before purchasing the product .
- 3) The factors which influence consumer purchasing behaviour

## SCOPE OF STUDY

- ❖ Online product reviews gives precise information about the product's features, its utility and the resultant value for money.
- ❖ Scope of the Study The present study focuses on consumers of high and low involvement products and their choices of online product reviews used for making a purchase decision.
- ❖ The number of on-line product reviews given by the customers is used to show the product's acceptance and popularity in the market.
- ❖ Purchasing and selling products and services over the internet without the need of going physically to the market is what online shopping all about. Online shopping has made shopping painless and added more fun. Online stores offer product description, pictures, comparisons, price and much more.
- ❖ A scope of study which platform used by customer for review of product.

## STATEMENT OF PROBLEMS :

- ❖ A lot of consumers, when searching online for something to buy, will take a look at an online review or rating for a product. It seems like a great way to get an view on quality but research indicates most online reviews are too simple and may misguide consumers .
- ❖ Online product review is one of the sources of product feature information and is increasingly valued by online consumers. The multi-dimensional information conveyed by these reviews provides important references for consumers to choose appropriate products.
- ❖ Customers are more likely to purchase from a website that has customer reviews than a website that doesn't. Displaying reviews on website gives potential customers more confidence in their purchasing decisions and reduces doubts.
- ❖ negative reviews can also lead to lower sales to company, When customers are not satisfied with a product or service, they are more likely to make not to purchases and doesn't recommend the business to their friends and family members.
- ❖ Fake reviews destroy consumers' objective and accurate perceptions of a product, also known as spam or bogus reviews.

## IMPORTANCE OF STUDY :

- ❖ Online product reviews have source for shoppers looking for information before making a purchase. They provide customers a chance to learn about the experiences of other customers and can affect how well and how valuable a product is considered.
- ❖ Online product reviews play a crucial role in influencing consumer buying behavior. They provide valuable insights, build trust, and help potential buyers make informed decisions. Positive reviews can enhance a product's value and negative reviews lead to decrease in product value. According to Invsep,

90% of customers read online reviews before visiting a business and 88% of them trust online reviews as much as personal recommendations.

- ❖ Reviews are vital for maintaining a positive reputation, increasing sales opportunities, and driving brand recognition .One of the most important tools in your ecommerce, reviews are user-generated content that doesn't cost money, but can help business earn big profits. There are many different sources and types of product reviews that consumers rely on when making purchasing decisions, including reviews on social media sites, product review websites, product listing pages on ecommerce sites.
- ❖ Whether a product manufacturer or an online retailer, it's important to respond to negative product feedback in a timely manner. It is essential for maintaining good customer relations
- ❖ A well-written, honest review helps potential buyers get an idea of what to expect from product. An effective product review includes photos or videos of the product being used. This helps to give potential buyers a better understanding of how the product works.
- ❖ Quality reviews provide of the product's performance and features. This gives readers a clear picture of the product, and helps them feel confident about their purchasing decision. A high number of positive reviews can encourage potential customers to make a purchase from business.

## LIMITATIONS OF STUDY :

As more people Use the internet to research products and make Purchasing decisions, the impact of online reviews On customer behaviour has become a hot topic for Researchers and businesses alike. The fact that the Growth of e-commerce and online marketplaces has Made it easier for consumers to access and read Reviews . The study's goal is to learn how reviews Influence customer behaviour and how businesses Can use this knowledge to improve their online Visibility and sales. A previous research about this topic only mentioned about different online platform used by customer to review an product, but this research fulfill the gap of why do customer write an review of an product and how this review can attract potential consumer to buy the product.

A limitation of study can be that only small group of population has been selected for this research work and the samples and Validity of finding may not be applicable to all groups of consumers . A study does not cover non online shoppers.

## RESEARCH METHODOLOGY:

In this i have used descriptive research design For exploring the factors that Impact of Online Product Reviews and Purchasing Decision making of customer .

**Source of Data:** The study is based on primary and secondary data .

**Data Analysis:** Analysis of data and the information collected from the secondary sources were made Keeping the objectives of the study in mind.

**Primary data:** For this study a survey was conducted through online survey forms (Google forms) in which the method of random Sampling was used. The questionnaire comprised of total 20 questions with their sub Parts. Questions were comprised of closed ended as well as two open ended question. The sample size set by researchers was 100 which comprises of Male and female( males respondents and female respondents).Coverage of the Study: This research paper is restrained to the study of online product review.

## CHAPTER SCHEME

### Chapter-1 Introduction and Design of the study

This chapter deals with the introduction, objectives of the study, importance of the study, scope of the study, statement of problem, research methodology, limitations of the study and chapter scheme.

## CHAPTER 2

### REVIEW OF LITERATURE

#### REVIEW OF LITERATURE

- ❖ The research revealed that online product reviews are one of the essential considerations taken Up by the consumer in the process of purchase decision making. This suggests that marketers should manage Reviews by responding to every type of feedback given by the consumer and consumers should Actively participate in review creation for their own betterment in terms of getting a better Product , **STUTI DUA 2020 ( Delhi University, b.com hons)**
- ❖ The measurement model developed is a reliable and valid tool that drives online consumer purchase decisions. The empirically derived four-factor model resulted in Source Credibility, Volume, Language Comprehension, and Relevance dimensions.
- ❖ Companies must identify consumer review platforms, understand their features, and constantly monitor their impact on buyer decision in order to respond to customer evaluations effectively. From the research findings of our study the following factors considerably impact the customer buying behaviour namely Reliability, Trustworthy, Genuine, client reviews ,Educating, Belief of the consumerYuvaraj1 **Dr. A. R. Nithya2 ( Hindustan Institute of Technology and Science, Chennai, August 2023)**Another study suggests that consumers write reviews for two reasons: to help other consumers and to influence companies (**Wang & Wang, 2020**)
- ❖ the study found that online product reviews can be an effective way for consumers to evaluate product quality. Brands can leverage this by ensuring that their products meet the needs and expectations of their customers, and by encouraging satisfied customers to leave positive reviews to help others make informed purchase decisions (**Sunil Sharma & Satish Kumar , 2SKS Consulting & Advisors, India**

- ❖ A study observed that customers are facing difficulties in terms of lack of information about the product, its trustworthiness etc. To overcome such difficulties the customers are using online product reviews and ratings, which in turn guides their future purchase behaviour. **Dimoka et al. (2012)**
- ❖ Internet is one of the major source of collecting the information about a product or service for making an informed choice. online product reviews are one of the important and used by the customers while buying product or availing a service. **Dr. Yogesh Gurav assistant professor, Bharati Vidyapeeth deemed University pune.**
- ❖ **Bickart, Schindler (2001)** found that, the online product reviews are more important than the made available through a company website. Consumer reviews are more credible, offers more confident to purchase products.
- ❖ **Almanza and Mirza (November 2013)** worked on “The Impact of Electronic Word of Mouth on Consumers' Purchasing Decision”. The study reveals an effect of online reviews on buyers and many shoppers are influenced by the E-WOM.
- ❖ Consumer’s motives to search for reviews were identified in the literature as personal and social motives, more precisely as Informational behavior, Risk reduction, Quality seeking and Social belonging. The platform choices thereby differ, as well as the platform’s review function characteristics **Efthymios Constantinides and Nina Isabel Holleschovsky University of Twente, The Netherlands**

## CHAPTER 3

### THEORETICAL FRAMEWORK

#### EVOLUTION OF ONLINE SHOPPING :

Online shopping had a rather slow journey in India, it has not as much known due to it Should have primarily due to the fact that internet penetration itself was quite low and secondly the customers were not aware about it as well. Moreover the customers are not ready to Take the risk of buying a product without seeing it physically. Traditionally, Indians are conservative in Their approach to shopping. They want to touch and feel the products and test its features before Buying anything. Online shopping started early in 1995 by the introduction of internet in India. Online shopping became Popular during the Internet boom in 1999-2000 with the well know auction site know as baze.com.

Soon amazon.com, the online bookstore founded by Jeff Bezos, created history by becoming the first Bookstore on the Internet. Later on following the success of Amazon, many other online shopping platform also created an online presence on the Internet. Thereafter in 2005 Baze.com was taken up by ebay. The trend of online shopping took a good pace and many new Portals started like amazon, flipkart, snapdeal, yebhi, gadgetsgur, myntra, iBibo, makemytrip, yatra,Craftsvilla and so on. Many home portals such as Yahoo.com, Indiatimes.com and Rediff.com came up With online shopping options for the Indian consumer.

It Is convenient, faster and sometimes also cheaper than the traditional buying. Now a day's buying Train ticket, bus ticket, air ticket all of them have gone through online option as well. Buying or placing an order online is also Useful when you need to send a gift to a friend who is staying in a different city or country. For Example, you can send flowers, cake and chocolates to your friend in New York on his/her birthday by Placing an order for it on the Internet from your home in Mumbai.

### IN MID NINETIES: INTRODUCTION Of E-COMMERCE

The year 1991 was noted as a new chapter in the history of the online world where e-commerce Became a hot choice amongst the commercial use of the internet. Later in 1995 e-commerce started in India. At that time nobody would have even thought that the buying and selling online or say the Online trading or services that we enjoy today will become a routine trend in the world and India will Also share a good proportion of this success.

**Table: 1. Evolution of Online Shopping**

1 Jan 1995	<ul style="list-style-type: none"> <li>• Indiatimes, Yahoo, Sify, Rediff set the ball rolling!!</li> </ul>
16 Jan 2005	<ul style="list-style-type: none"> <li>• website giant ebay acquired Baazee.com, it was doing good business at that point of time</li> </ul>
15 Jan 2007	<ul style="list-style-type: none"> <li>• Flipkart!!( nobody knew it would grow so BIG)</li> </ul>
1 Jan 2010	<ul style="list-style-type: none"> <li>• Niche websites like Yebhi , gadgetsguru, myntra, iBibo, makemytrip, yatra, craftsvilla joined the fleet</li> </ul>
1 Jan 2011	<ul style="list-style-type: none"> <li>• Groupon bought the Indian deal-of-the-day website sosasta.com point of time</li> </ul>
1 Feb 2012	<ul style="list-style-type: none"> <li>• Amazon has entered the online market with Junglee.com</li> </ul>

### 2000S: MONETIZATION GOES MAINSTREAM

When the Internet's novelty started to wear off around the early 2000s, monetization methods and platforms started to become more sophisticated. In 2000, Google introduced Google AdWords as an online advertising tool for businesses to promote their products.

### 2010S: THAT ESCALATED QUICKLY

By the 2010s, e-commerce rapidly started to pick up speed. In 2010 there was growth in online shopping consumer.

## PRESENT DAY: THE FUTURE IS BRIGHT

Amidst the global pandemic, businesses were forced to close their brick-and-mortar stores, and lockdown restrictions drove consumers online. By May 2020, e-commerce sales had reached \$82.5 billion, a 77% rise year-over-year. And while the world has started to open up again, online shopping is expected to continue growing and expanding its market. Online shopping in its early stage was a simple medium for shopping with fewer options. The users Can just place an order and pay cash on delivery. But, in last few years this field has been renewed to a High extent and hence captivated many customers.

Today, the online shopping has become a trend in India and the reason behind the adoption of this technique lies in the attractive online websites, Discounted sales, user friendly interface, bulky online stores with new fashion, easy payment methods (i.e. secure pay online via gateways like PayPal, net banking, credit/debit card or cash-on-delivery), no Bound on quantity & quality, one can choose the items based on size, color, price, free home delivery, Etc. Further, the addition of discounts, coupons, offers, referral systems, 30 days return guarantee, 1-7 days Delivery time, even some companies have started same day delivery in the metros, etc. to the online Shopping and the E-Market have added new flavors to the e-commerce industry.

## PROS OF ONLINE SHOPPING:

**Saves Time & Money:** Online shopping can save your time and money. As you can do your Shopping by sitting at your home or office without moving outside to the specific destination to Buy the product and you save that time as well the cost which is incurred in travelling. Firstly Travel costs are saved since you in your comfort zone and you get the products at cash on delivery Facility. Secondly there are often great discounts and offers available while you shop online and That saves you some money. Moreover sometimes you get more benefitted by adding extra Discount / coupon codes.

**You can do it 24/7:** You can shop whenever you want as per your own convenient time. If you Want to buy a new Mobile at 3 a.m., you can go for it.

**Comparative Shopping and Reviews:** You can compare the features, price, etc. of the products While shopping. You can compare the products and look into the reviews of the buyers and then Decide whether to buy or not.

**Wide variety of stores within a few clicks:** You get wide variety of products available at just one Click an even you get the options to search the products by size, price, design and so on.

**No nagging Sales guys:** While online shopping you can do it on your own without any pressure as No one is behind you trying to sell the stuff you don't need. There are of course certain Recommendations and all, but there is no person talking to your face and giving the irritating sales Talk. You are free that way.

**One can shop in private:** There are times when privacy really matters for many people. For Example, let's say that someone needs to buy condoms, or undergarments. Many people would be Too embarrassed to buy these items in a store where they have to face at least one other person who Knows what they are buying. When you buy these items online, that awkwardness is minimized. There is no one to judge you and no one to watch around as to what and why you are buying it.

**Discount coupons are more readily available online:** If you are looking for some garments, Footwear, electronics, etc. you get them at the discounted rate as well you can search for some Coupon codes and get additional discounts.

**Online shopping is very perfect for buying gifts that are to be sent to far-away friends or Relatives:** This is very perfect as you can send the gifts to your friends or relatives by wrapping it We Which is being done by the service provider itself. This generally happens during the festive Season when there is a heavy rush at the stores. But for online shopping you don't have to worry About it. You can do the shopping without a worry to stand in a line to pay the bill as well.

**You can listen to whatever music you like while shopping online:** You can do online shopping your own mood. You can listen to any music of your choice while shopping. Rather than Hearing someone else's kid screaming, hear boring music or hear stuff you just don't want to listen

**You don't have to drag kids all over the place:** It could be a pleasant shopping when your kids Are sleeping or they are out to play. Instead of taking them to the shopping mall where they used to Drop all the things and you need to pay attention to them rather than shopping.

**You can use anyone's credit card or even COD:** The benefit over here is you can use anybody's Credit card (assuming that they have authorized you to use it). Moreover you have an option of Paying it after receiving the products.

#### **CONS OF ONLINE SHOPPING IN INDIA :**

**Differentiation in product:** There are lot many good things about online shopping but still there are Certain disadvantages as well. One of them is a Surprise factor. It means you have placed the order Looking towards the images and features mentioned on the site but when it actually comes to you Find it to be different from what was mentioned on the site. There can be a lot of more surprises if You are ordering from relatively lesser known online stores whose credibility can be in doubt.

**Chances of delay in delivery:** This happens very rarely but still there are chances of delay in the Delivery of the product and as per their communication.

**Chances of Substandard Good:** In terms of products particularly electronic items like chargers And accessories etc., there are chances of duplicate and sub-standard items existence. You may Have ordered a Samsung mobile Charger and you may get the same, albeit made in China which is A duplicate one. These things do happen and while the seller may give you replacement warranty, The question is once you receive a

bad item, would you trust a replacement? Hence it is sensible to Shop from trustworthy stores and also read user reviews about the seller and the product before Buying it.

**You can't touch the items:** You can't have that actual shopping experience of touch and feel About the product.

**Fittings may be weird:** You may be able to get all sizes when shopping online, however the Fittings of the clothes may at times be weird and different from what you expected. The size of the Garments varies from company to company. This can be worrying and while you can always return In under the sellers terms and conditions, but still it is a disturbance and the time saved while Shopping is contradicted while trying to send it back and shopping again for something else.

**Returns of the good are more difficult in online shopping than the traditional store:** While Most sellers offer replacement of return guarantees, they may not cover the cost of shipping it back. So if you are returning something to the seller, you may have to bear that expense from your Own pocket. So you need to be clear with the terms and condition of online shopping.

**Poor internet connection:** Poor internet connection may eat up your time and still you may not be Able to browse the products and when we talk about buying if the speed is slow the payment Gateway gets expired and it becomes a horrible experience.

**Payment frauds:** Even though online payment is getting easier and secure day by day, still it is Not foolproof. Credit card information can be hacked, there could be frauds on your debit card, or Bank accounts can be hacked if you are not careful while making online payments. Keep certain Things in mind while online shopping, like always check for the words „https:, before the sites url While making payments. Use online virtual keyboards for entering passwords. OTP or One Time Password is also an added layer of security to stop the fraudulent activities. Lastly, make sure the Computer you are using has updated antivirus software giving you real time internet protection and Avoid using public computers like cyber cafes, etc for shopping online. The growing trend online shopping is a great thing for a lot of people for various reasons. More and More things will be available online in the future and though it has its fair share of pros and cons, if You are careful about it, the experience of online shopping can be pretty pleasant.

## **FACTORS RESPONSIBLE FOR GROWTH OF ONLINE SHOPPING IN INDIA:**

**The Key drivers of in Indian ecommerce have been:**

- ❖ Increasing broadband Internet
- ❖ Growing Living standards
- ❖ Availability of much wider product range
- ❖ Busy lifestyles and lack of time for offline shopping
- ❖ Increased usage of online categorized sites
- ❖ Increase in usage of smart phones
- ❖ Evolution of the online marketplace model with websites like eBay, Flipkart, Snapdeal,
- ❖ Shop clues, etc

- ❖ Technological advancements
- ❖ Improving the delivery experience
- ❖ Improving the payment options and making it more secure
- ❖ Increase in the range of products
- ❖ Enhanced shopping experience

## **ONLINE REVIEW PLATFORM TYPES :**

As the motives for consumers to seek reviews have been Identified, it will be analyzed which diverse online reviewing Platforms are used by consumers. Further, it will be Characterized which review design characteristics on platforms Might influence consumers' product choice.

### **Online Retail Websites:**

Websites that enable people to buy goods or Services directly from the internet are known as Online retail websites. These websites often sell a Wide variety of things, including food, household Goods, clothing, and gadgets. They frequently Include comprehensive product information, client Feedback, and price comparison options as well. Numerous e-commerce businesses that sell goods Also provide extra services like quick deliveries and Simple returns. Amazon, Wal-Mart, and Alibaba are a few examples of well-known e-commerce Sites. Due to the convenience and ease of use they Provide to customers, online retail websites have Become very popular in recent years.

### **Personal Blog and social media:**

Reviews on personal blogs are those written by People who run their own blogs about goods or Services. These evaluations are frequently written By individuals who are enthusiastic about a certain Subject and may concentrate on particular product Categories, such as tech accessories or cosmetics. Consumers may find personal blog reviews to be a Significant source of information because they are Frequently more thorough and intimate than Reviews on other sorts of platforms. Reviews Written by bloggers can have a big impact on their Readers' purchasing decisions because they Frequently have a following of followers who value Their opinions. Personal blog reviews can also help Tiny or niche firms get noticed. However, it's Crucial to remember the opinions expressed on Personal blogs can be biased and subjective. The Opinions expressed on personal blogs can be biased And subjective. Always keep in mind that reviews Of personal blogs can be biased.

### **Video-sharing Platforms**

Websites or mobile applications that let users Publish, share, and view videos are known as Video-sharing platforms. Since the advent of Mobile devices and broadband internet, these Platforms have grown in popularity. YouTube and Vimeo are a few examples of well-Liked video-sharing websites. The content available on video-sharing websites is Extremely diverse, ranging from music videos and Movie trailers to user-generated content like vlogs, Tutorials, and product review videos. These Platforms are used by a lot of content producers And influencers as a way to share their work, Interact with their followers, and develop their Brands. Through influencers collaborations and video Marketing, video-sharing platforms also give

Businesses and advertisers the chance to connect With a sizable and varied audience. Additionally, Certain sites, such as YouTube, allow users to Monetize their material through advertisements and Sponsorships. However, it's crucial to remember that not all of the Content on these platforms is trustworthy or Accurate, so it's crucial to check the facts before Making any decisions based on it.

### CONSUMER MOTIVES FOR READING ONLINE REVIEWS:

Personal purchasing motives include the physical activity or the Information seeking while social motives include Communications. These motivations are not the same as for a Consumer's simple information search in an online environment But differ due to the consumer's intention of purchasing Products while searching for reviews. Consumers see online Communities as helpful and at the same time they are Empowering for the consumers .

Further, consumers show uncertainty about their purchasing Decision and the consequences those decisions can bring along. Besides relying on brand image or own purchase experiences, Customers can seek information from former consumers in Order to reduce the risk of consequences of their Actions. Consumers perceive the Source of consumer opinion reviews as trustworthy and less Risky than marketer information. The author of the review is Seen as similar to oneself by the reader (Bickart & Schindler, 2001). Also, the process of seeking reviews can be used as a Reassurance for the consumer that a right and risk-free choice Was made. Especially when consumers plan to purchase high-Priced products, the search for reviews is performed even more Intensively in order to minimize uncertainty.

## CHAPTER 4

### DATA ANALYSIS AND INTERPRETATION

#### ONLINE PRODUCT REVIEW ANALYSIS

**Table 4.1 Gender of respondent**

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	MALE	40	40%
2	FEMALE	60	60%
TOTAL		100	100%

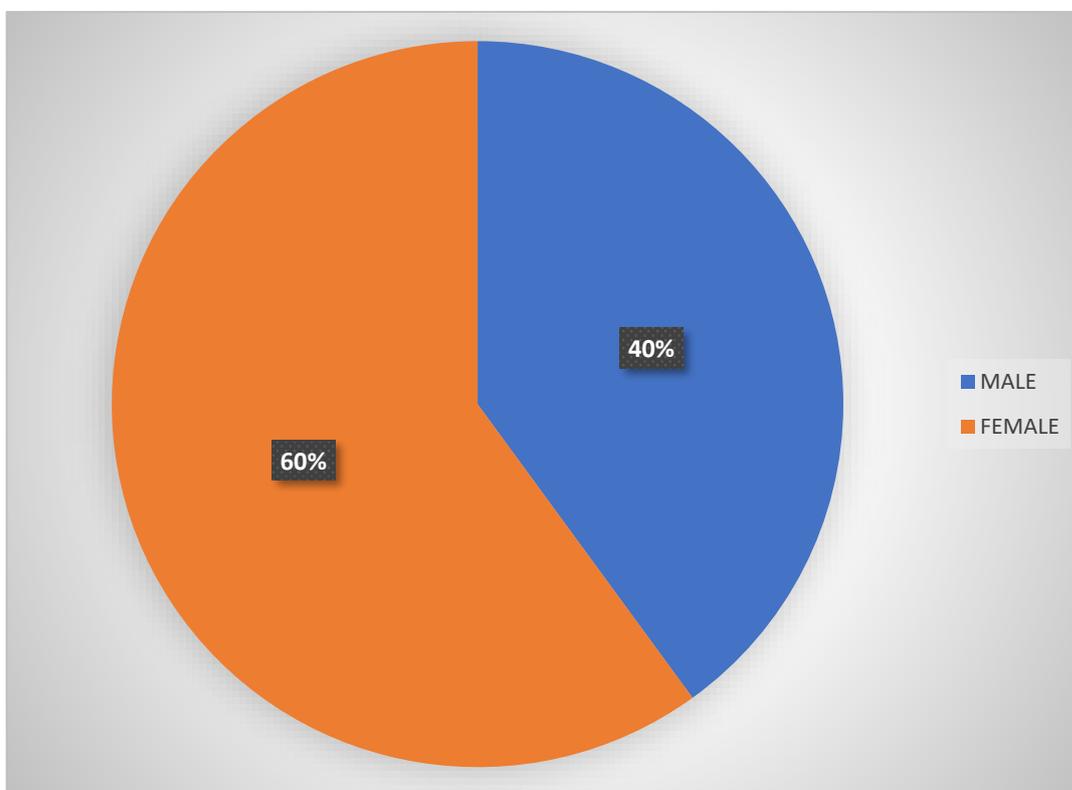
Source: primary data

#### INTERPRETATION:

From the above table, it is interpreted that the percentage of male respondents is 40 And the female respondents is 60.

Inference: Majority (60%) of the consumers are female

**Chart 4.1 Gender of respondent**



**Table 4..2 Age of repondent**

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	18 – 25	80	80
2	26 – 30	15	15
3	31 – 40	Nil	-
4	Above 40	5	5
<b>TOTAL</b>		<b>100</b>	<b>100%</b>

sources : primary data

**INTERPRETATION:**

From the above table it is interpreted that out of 155 responses, the number of Respondents between 18 to 25 years of age is 79.3%, between 26 to 30 years of age Is 15.5%, 31 to 40 years of age is 0 and above 40 years of age is 5.5%.

**Inference**

Majority (79.3%) of the respondents are between the age group 18 to 25



Chart 4.2 Age of repositent:

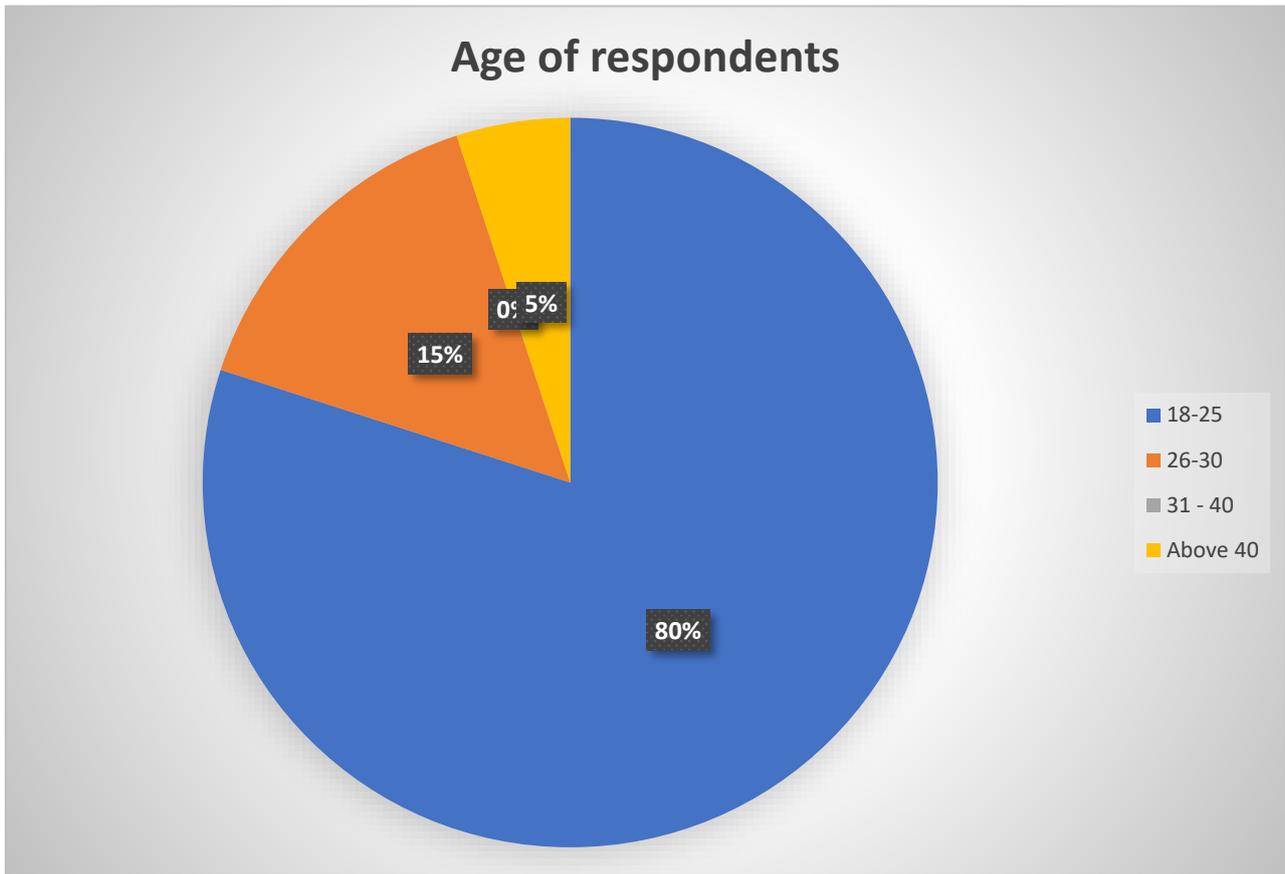


Table 4.3 occupation of repositent

S.NO	OCCUPATION	NO.OF REPOSENDENT	PERCENTAGE
1	Students	40	40
2	employee	30	30
3	business	10	10
4	others	20	20
TOTAL		100	100%

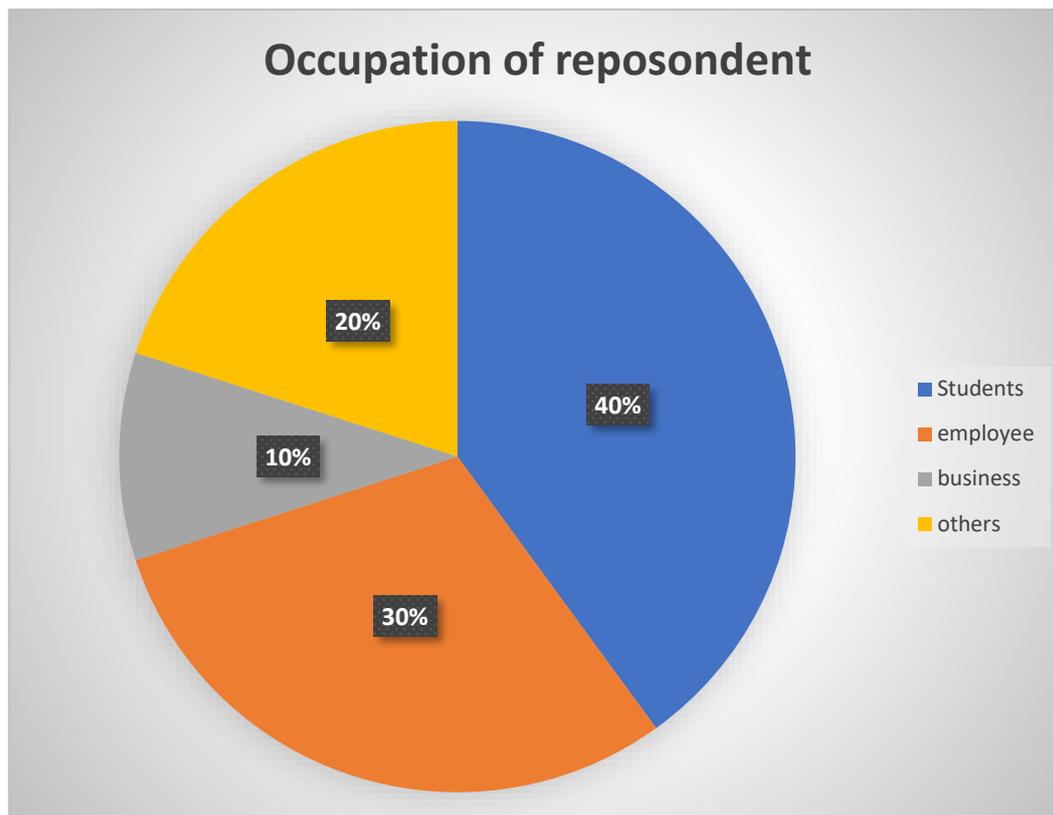
Source: primary data

INTERPRETATION:

From the above table it is interpreted that out of 155 respondent, 40 percentage of people answer the questionnaire are students, 30% are employee, 20% answered by business person and 10% answered other like non working person.

Inference

Majority of person answered the questionnaire is students i.e 40 percentage.

**Chart4.3 occupation of repositendent****Table 4.4 Type of source for purchasing a product**

S.NO	particular	NO.OF REPOSENDENT	PERCENTAGE
1	internet	31	31
2	television	14	14
3	magazine	7	7
4	product review	30	30
5	family and friend	31	31
TOTAL		100	100%

Source: primary data

**INTERPRETATION:**

From the above table it is interpreted that the 28% people prefer as internet as an tool for information to purchase an product, 27% people influence by family and friends for purchasing Decision, 27% people prefer to buy products after the reviewing of product already given by the existing customer.

**Inference**

Majority of people prefer Internet and product reviews which is given by existing customer for purchasing Decision

Chart 4.4 Type of source for purchasing a product

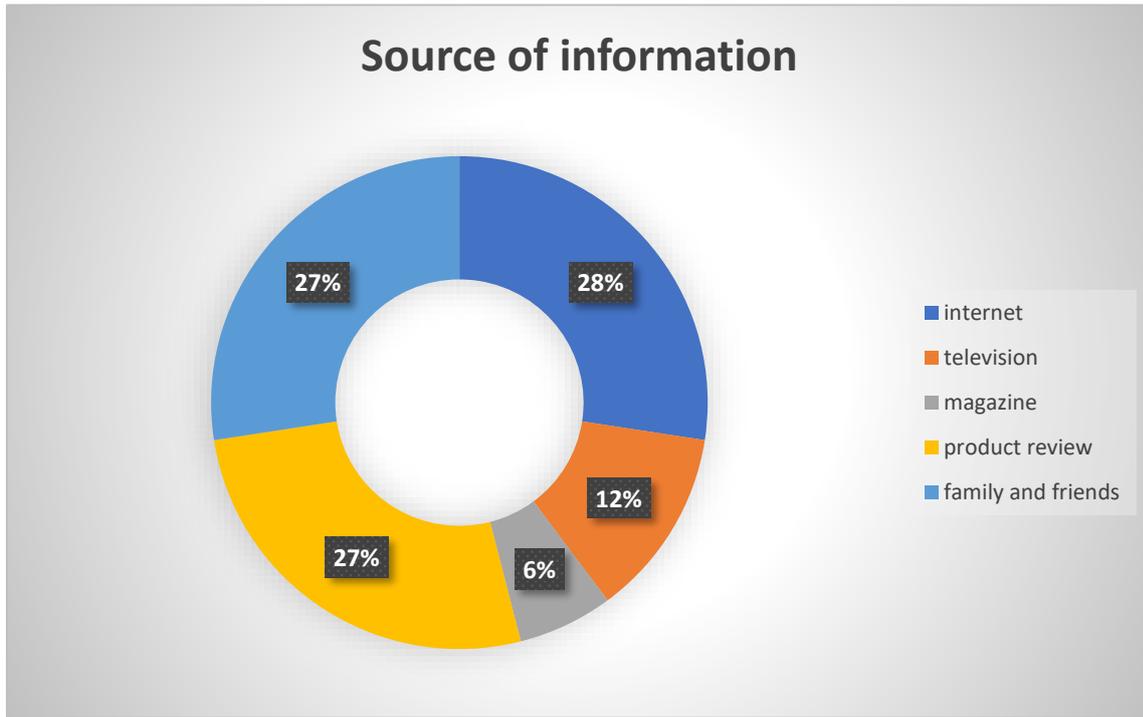


Table 4.5 Frequency of checking online reviews

S.NO	particular	NO.OF REPOSENDENT	PERCENTAGE
1	sometimes	20	20
2	rarely	30	30
3	often	40	40
4	no	10	10
TOTAL		100	100%

Source: primary data

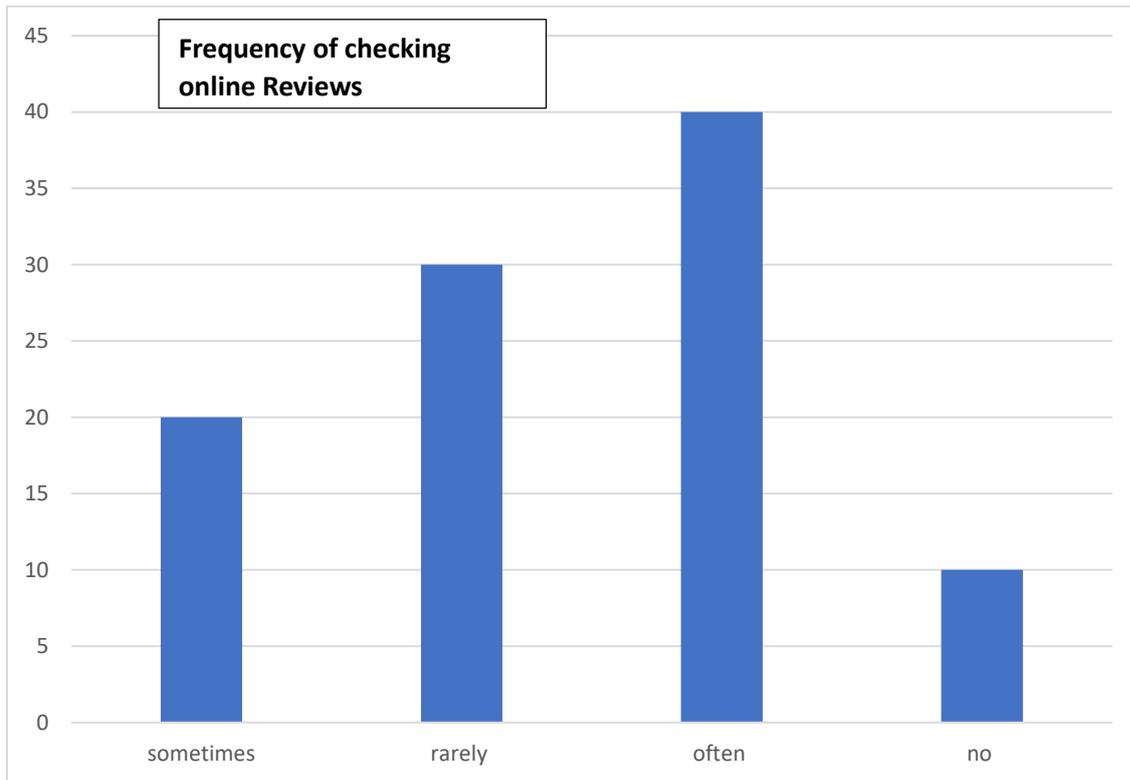
INTERPRETATION:

A maximum of people prefer to check online product review to make best choice to purchase a product . A 40% people often prefer to check the reviews of product.

Inference

Moreover, people frequently check online reviews convey that Indian consumers are Highly dependent over online product reviews before purchasing a product

**Chart 4.5 Frequency of checking online reviews**



**Table 4.6 when does customer usually read review**

S.NO	particular	NO.OF REPOSENDENT	PERCENTAGE
1	when before siting a company website	15	15%
2	before adding item to cart	35	35%
3	Right after company website but before shopping	50	50%
Total		100	100%

source : primary data

**INTERPRETATION:**

Somewhat depicts the importance of the online product reviews as most of the Respondents said that they usually read reviews while on company’s site, while browsing , before Adding items to the cart. This means online reviews are referred immediately before the Purchasing decision is taken. Maximum of people prefer to review product before shopping the product .

**Inference**

Respondents were asked about independent platforms they use to check online reviews, nearly 50% of them voted for retailing website before shopping the product

**Chart 4.6 when does customer usually read review**



**Table 4.7 Review Platforms preferred by consumers**

S.NO	particular	NO.OF REPOSENDENT	PERCENTAGE
1	search engine ( Google)	25	25%
2	retailing website (like Amazon etc)	40	40%
3	video platform	5	5%
4	friends	10	10%
5	vlogging video ( social media)	20	20%
		100	100%

Source : primary data

**INTERPRETATION:**

Moreover an open ended question (not mandatory) was asked where the respondents were Required to mention specific sites which offer better consumer review and rating services . 40% of the total respondents answered this question and most of them mentioned Retailing sites like, Amazon, Flipkart , Club factory and Mynta . Few of them mentioned You Tube and other sites

**Inference**

Therefore, it can be inferred that Retailing or E-Commerce sites are mostly Preferred by the consumers to look over online product reviews.Results with respect to the review kind or type preferred by consumers in order to undertake their Buying decisions.

Chart 4.7 Review Platforms preferred by consumers

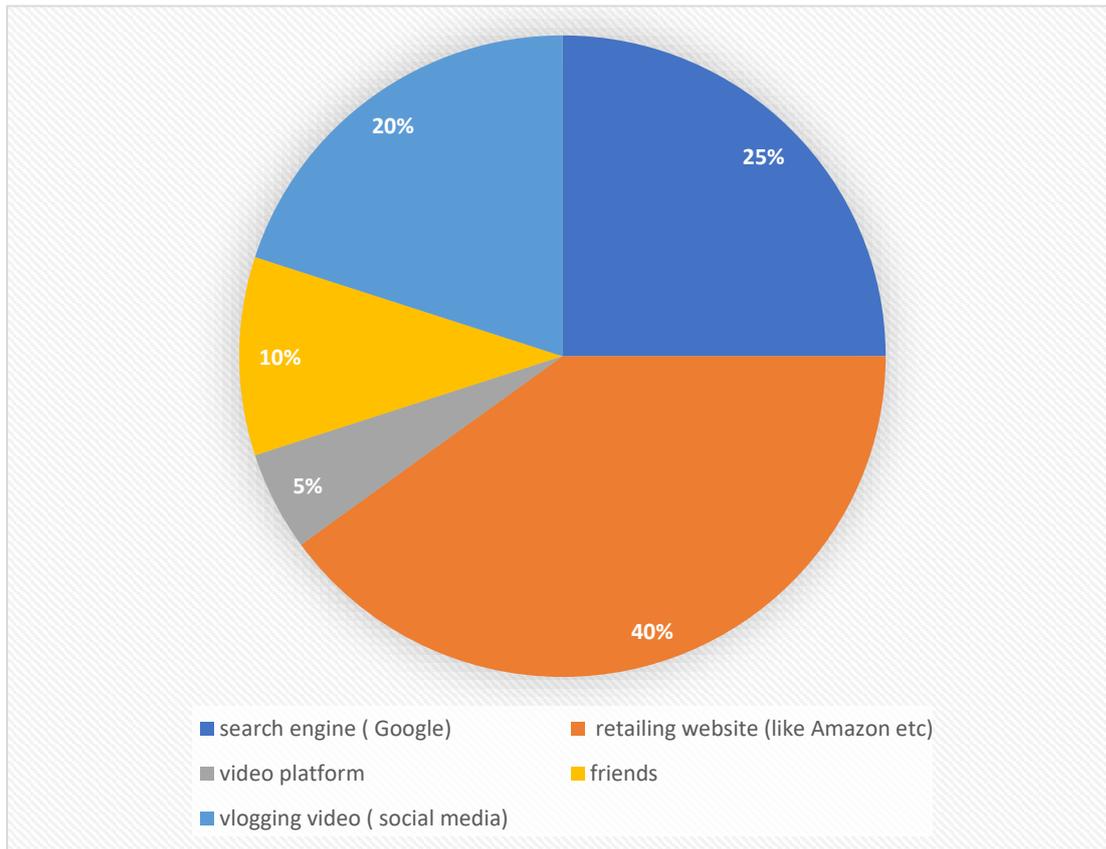


Table 4.8 Kind of reviews preferred by consumers

S.NO	particular	NO.OF REPOSEDENT	PERCENTAGE
1	star/ scale rating	20	20%
2	reasoning based and logic one	35	35%
3	star rating and logic and reasoning one	5	5%
4	recent rating	40	40%
Total		100	100%

Source : primary data

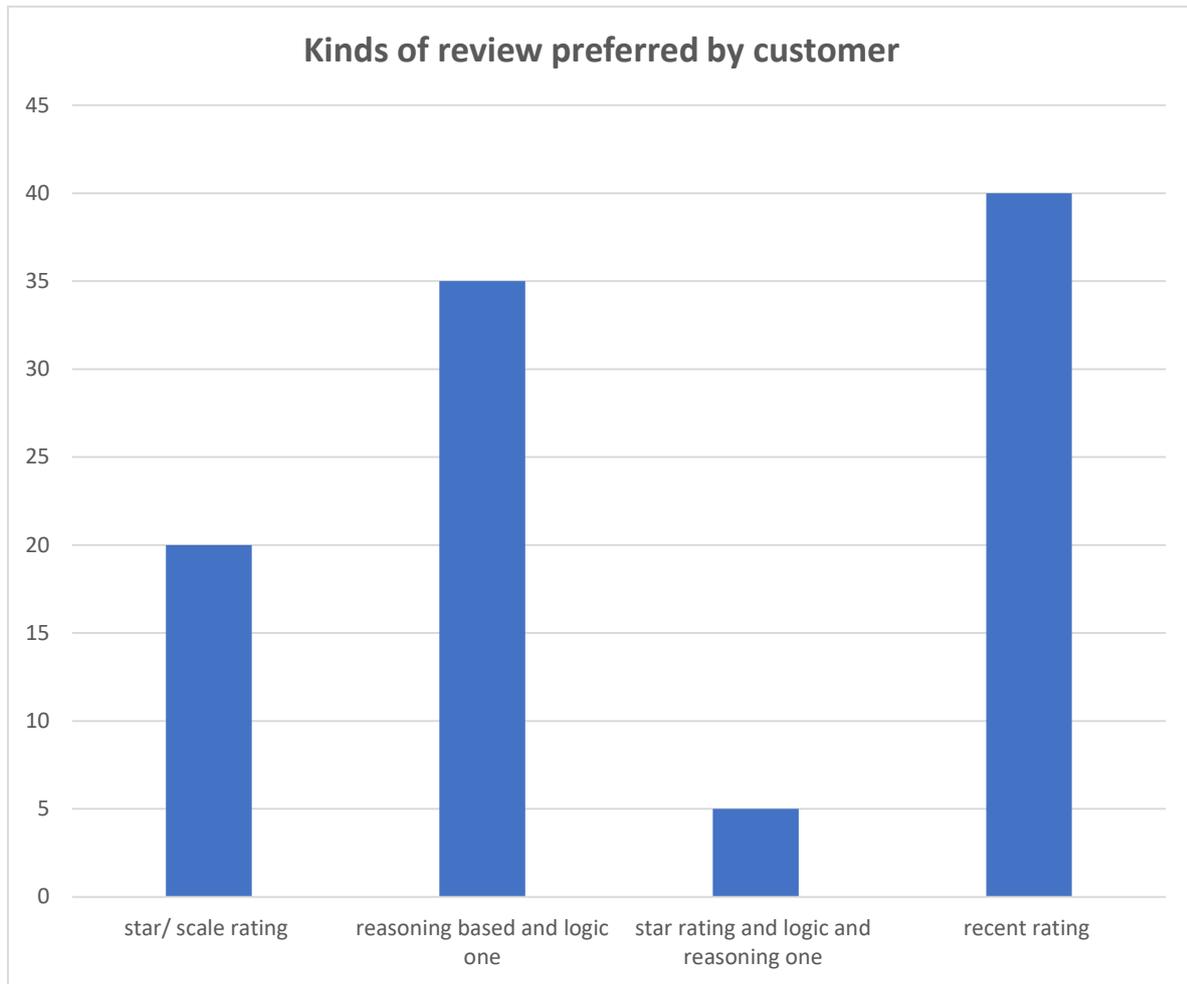
INTERPRETATION:

Recent rating and reasoning based and logic reviews attract customers to purchase the product

Inference

Figure 8 depicts that qualitative reviews (reasoning based and logical ones) and quantitative Reviews (scale / star rating) both positively affects consumer-purchasing intention.

**Chart 4.8 Kind of reviews preferred by consumers**



**Table 4.9 What type of reviews customer consider more credible and user friendly**

S.NO	particular	NO.OF REPOSENDENT	PERCENTAGE
1	qualitative:descriptive in written format and video	40.8	41%
2	quantative: number of reviews and ratings	7.9	8%
3	both	51.3	51%
<b>Total</b>		<b>100</b>	<b>100%</b>

source : primary data

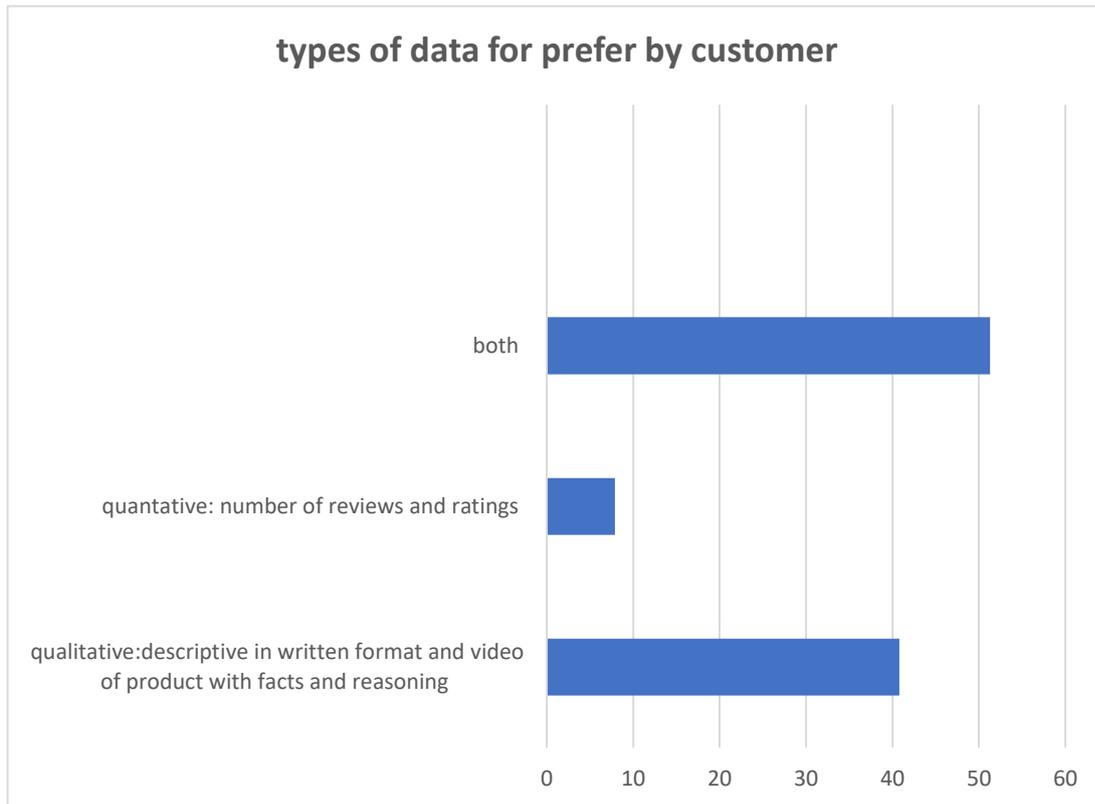
**INTERPRETATION:**

From the above table it is interpreted Majority of people prefer qualitative review and quantitative review as to make purchase decision in online shopping because it contains all relevant information regarding the product and video of product purchased by existing customer to check the quality of product.

**Inference**

50.8% of people prefer both quantitative and qualitative data for purchasing Decision. It can be concluded that both quality and quantity of product reviews positively affects Consumer-purchasing intention. The quality of online consumer reviews has a stronger positive Impact on purchasing intention of high involvement consumers.

**Chart 4.9 What type of reviews customer consider more credible and user friendly**



**Table 4.10 what type of Product a customer spend lot of time to analyses the review product**

S.NO	particular	NO.OF REPOSEDENT	PERCENTAGE
1	clothing	40	40%
2	electronic gadgets	25	25%
3	cosmetic	20	20%
4	jewellery	5	5%
5	health and personal care	5	5%
<b>Total</b>		<b>100</b>	<b>100%</b>

Source : primary data

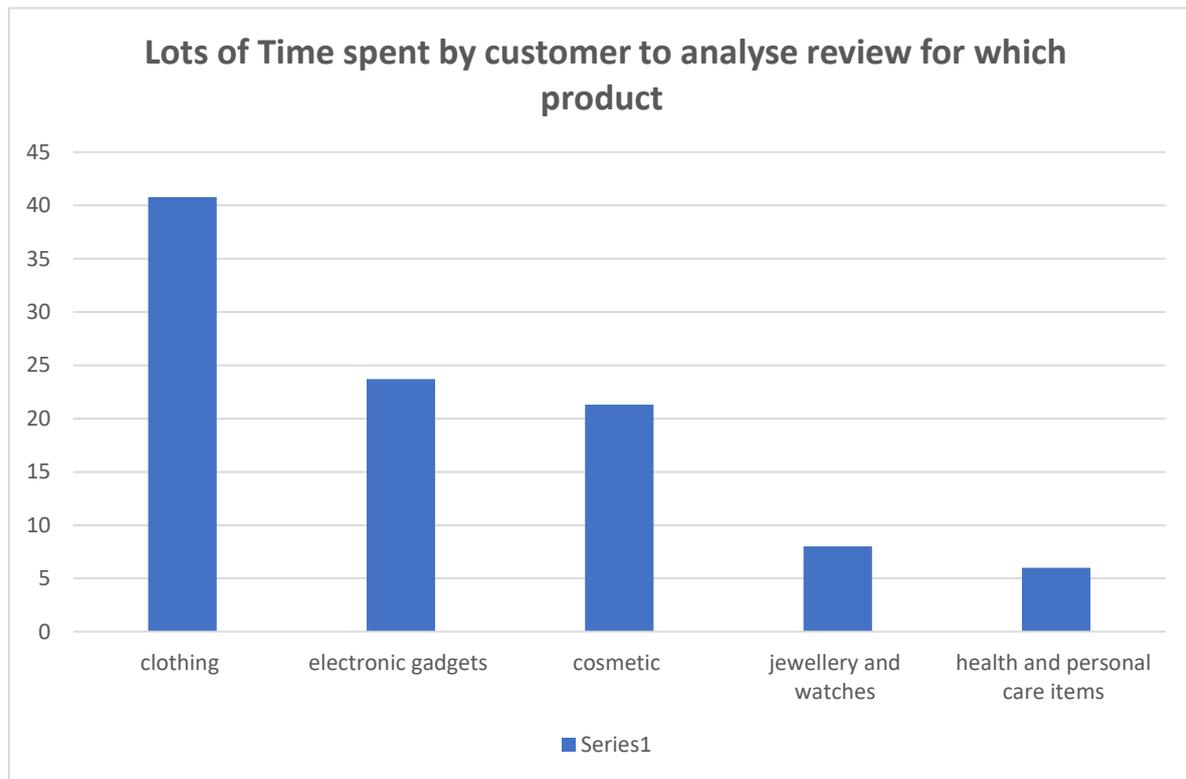
**INTERPRETATION:**

From the above table it is interpreted that maximum of time a customer spends time to analyses the review of clothes to make purchase decision.

**Inference**

40% of people spend time to analyses the review of clothes while purchasing

**Table 4.10** what type of Product a customer spend lot of time to analyses the review for product



**Table 4.11** ever single negative reviews reason for customer to Drop the purchase

S.NO	Negative reviews is reason to drop the purchase	NO.OF REPOSENDENT	PERCENTAGE
1	yes	51.8	52%
2	No	48.2	48%
Total		100	100%

source: primary data

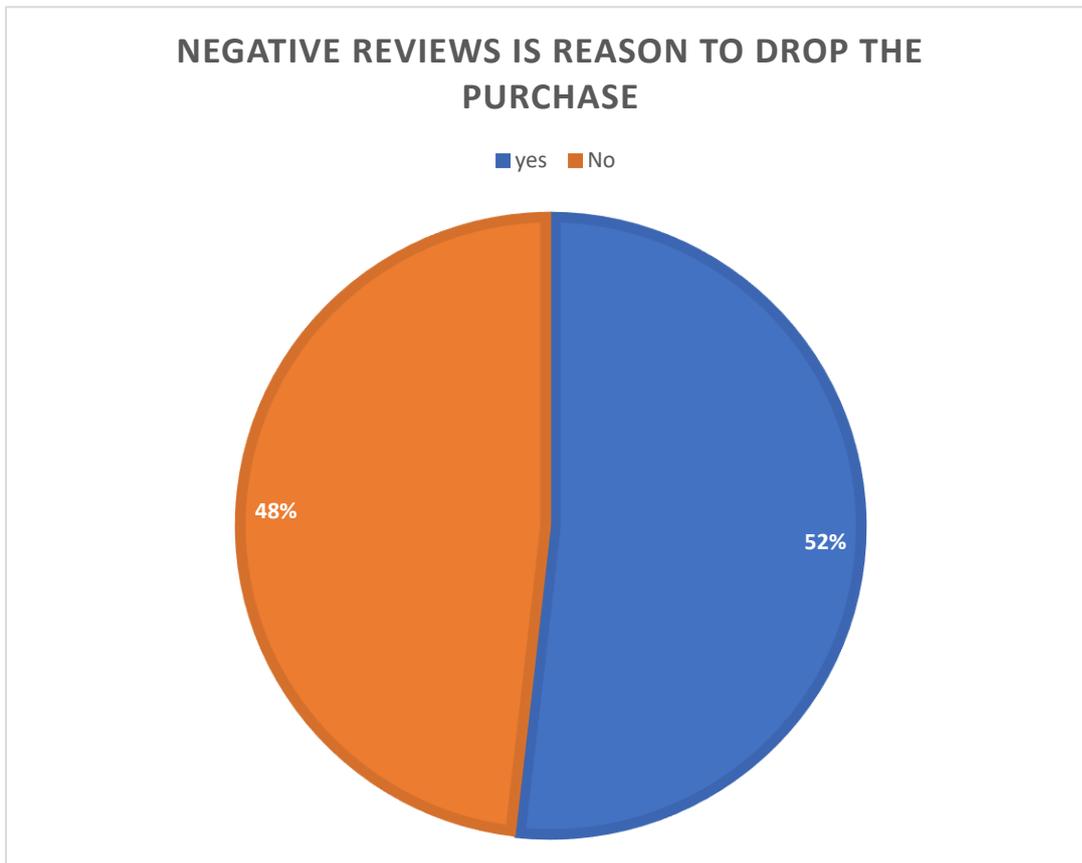
**INTERPRETATION:**

Consumers are critical towards negative reviews although nearly 53 % of respondents are saying ‘no but a close percentage (47%) of respondents has ‘yes’ as their response. Moreover, people have ‘no’ as their response with respect to single negative review. So it can be Inferred that people are adversely influenced by negative reviews with some of them indifferent Towards less number of negative reviews for a product.

**Inference**

In majority case negative reviews can be drop to purchase of product, it is reposed by 52 % people .

**Table 4.11** ever single negative reviews reason for customer to Drop the purchase



**Table 4.12** Attitude of consumer towards writing reviews

S.NO	product does not have review	NO.OF REPOSENDENT	PERCENTAGE
1	often	5	5%
2	sometimes	30	30%
3	never	45	45%
4	rarely	20	20%
Total		100	100%

Source: primary data

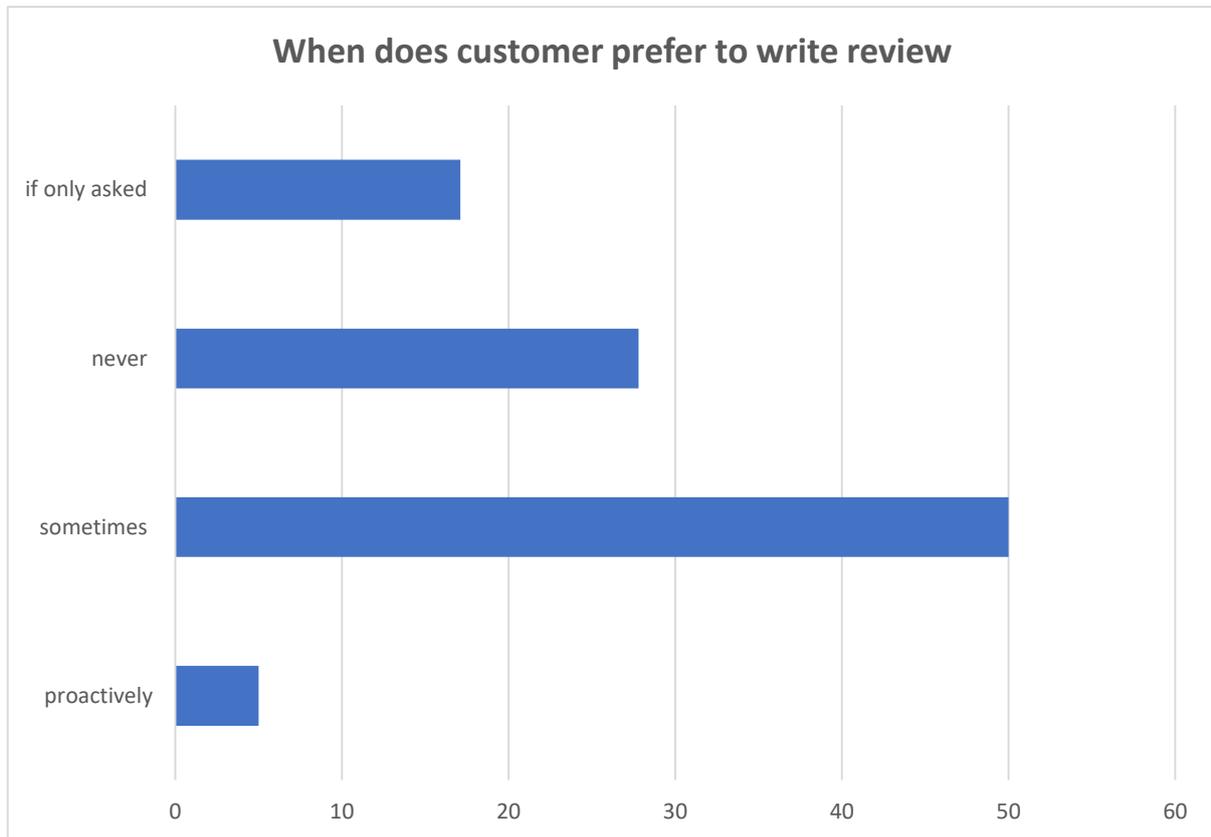
**INTERPRETATION:**

Consumer attitude towards writing reviews is not much favorable as only 5.3% Of the respondents proactively write reviews. Still half of the respondents write reviews Sometimes if not mostly. Moreover it has already been inferred with the rejection of Consumer’s attitude towards writing reviews is same irrespective of a positive product Experience or a negative product experience) that people tend to write reviews after a negative Experience rather after a positive experience with the product.

**Inference**

Majority of 50% people may sometimes write a review for product it is depend on their decision to write reviews.

**Chart 4.12 Attitude of consumer towards writing reviews**



**Table 4.13 purchase a product which doesn't have review**

S.NO	product does not have review	NO.OF REPOSEDENT	PERCENTAGE
1	often	5	5%
2	sometimes	30	30%
3	never	45	45%
4	rarely	20	20%
<b>Total</b>		<b>100</b>	<b>100%</b>

source : primary data

**INTERPRETATION:**

From the above table it is interpreted that maximum of people doesn't purchase a product doesn't I review (45%) , then 30 % of people may purchase the product.

**Inference**

45% of people reposeded that the they will not purchase a product doesn't have review.

Chart 4.13 purchase a product which doesn't have review

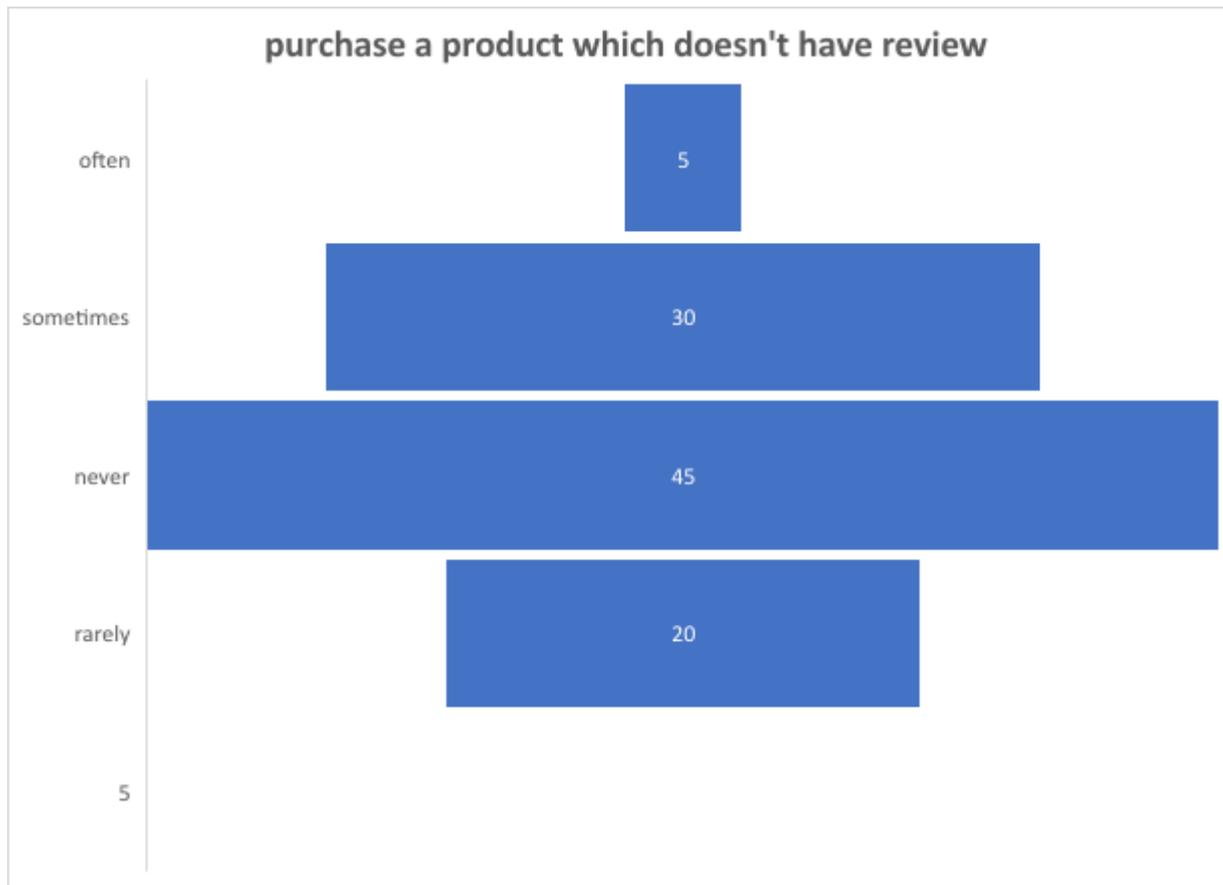


Table 4.14 Online shopping platform preferred by customer

S.NO	particular	NO.OF REPOSEDENT	PERCENTAGE
1	Flipkart	45	45%
2	meesho	30.5	31%
3	Amazon	15.5	16%
4	Myntra	9	9%
Total		100	100%

Source : primary data

#### INTERPRETATION:

From the above table it is interpreted that the a online platform is mainly preferred customer is Flipkart, which is reposeded by 45% of people. Then the secondly online shopping platform preferred by customer is meesho (30%)

#### Inference

45% of people prefer to purchase a product in Flipkart website

Chart 4.14 Online shopping platform preferred by customer

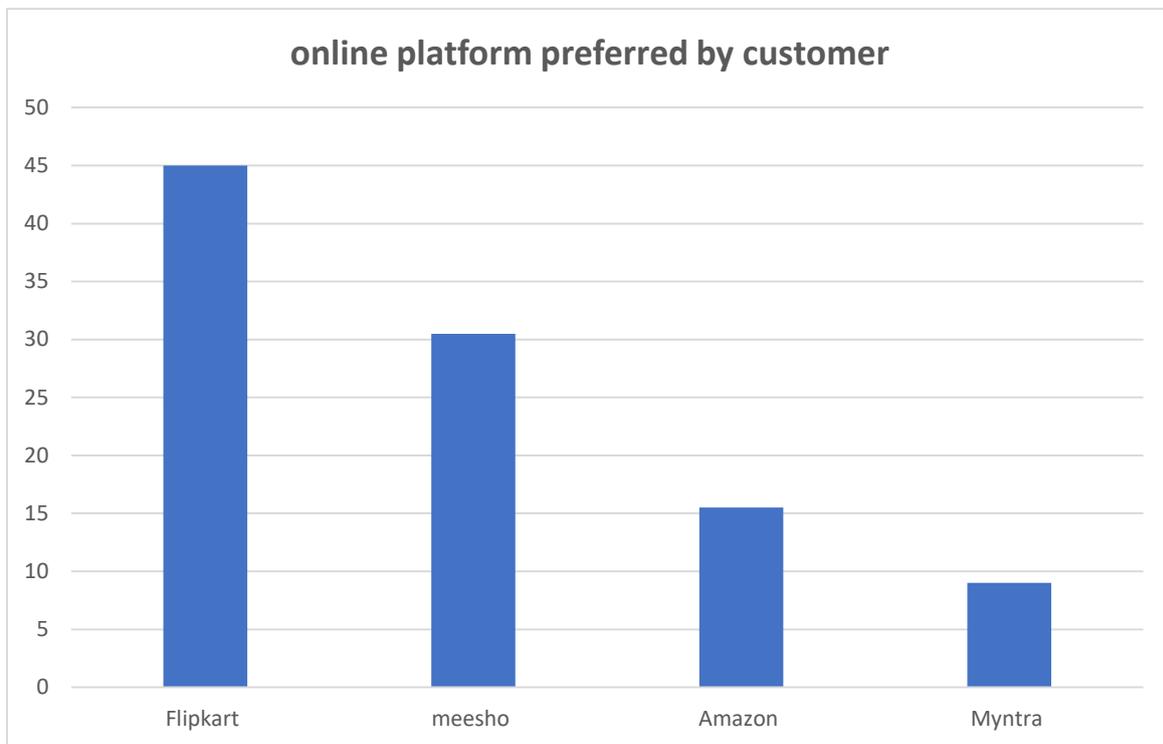


Table 4.15 online shopping experience

S.NO	online shopping experience	NO.OF REPOSENDENT	PERCENTAGE
1	extremely satisfied	50.5	51%
2	dissatisfied	5	5%
3	satisfied	34.5	35%
4	extremely dissatisfied	10	10%
Total		100	100%

Source : primary data

#### INTERPRETATION:

From the above table it is interpreted that the 50% of people satisfied with the online shopping platform and 10 % of people are extremely dissatisfied with online shopping

#### Inference

50% of people reposed are extremely satisfied with online shopping

Chart 4.15 online shopping experience

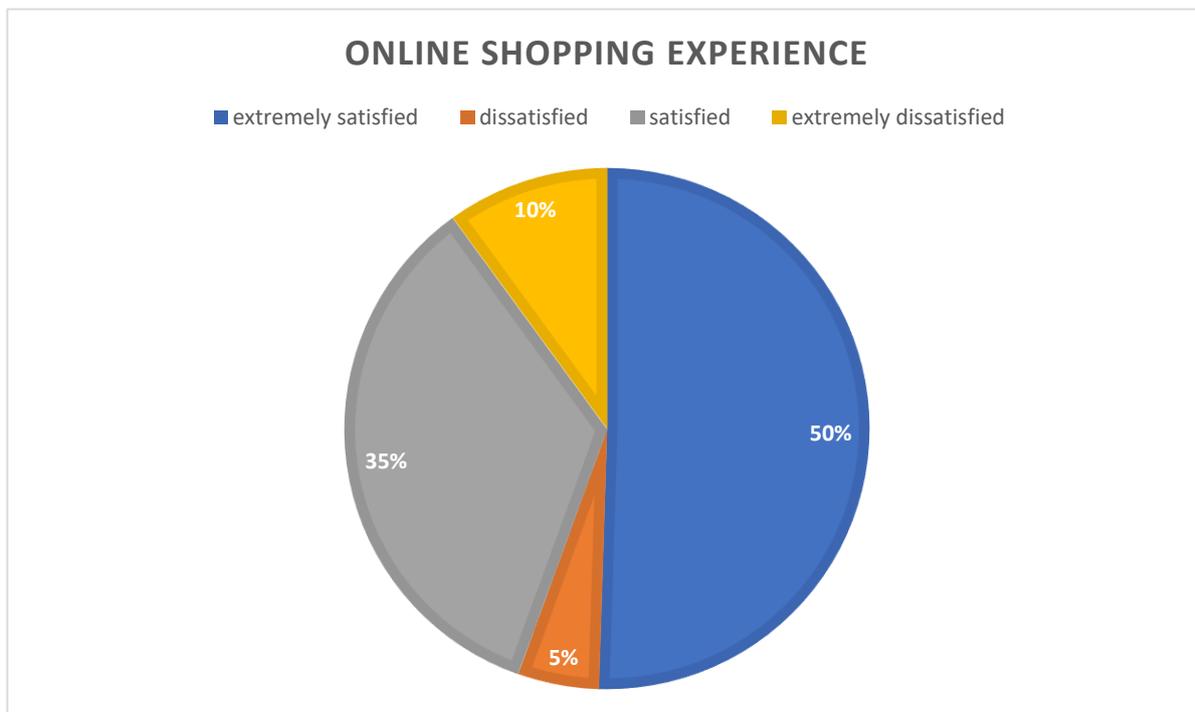


Table 4.16 Recommendation of online shopping to non online shoppers

S.NO	Recommendation of online shopping to non online	NO.OF REPOSENDENT	PERCENTAGE
1	yes	97	97%
2	no	3	3%
Total		100	100%

Source : primary data

INTERPRETATION:

From the above table it is interpreted that out of 100 responses, 97% of the respondents recommends online shopping to non online shoppers and 3% of the respondents not recommend online shopping to non online .

Inference

97% of people recommend online shopping to non online shoppers.

**Chart 4.16 Recommendation of online shopping to non online shoppers****CHAPTER 5****FINDING :**

- Majority (60%) of the consumers are female
- Majority (79.3%) of the respondents are between the age group 18 to 25
- Majority of person answered the questionnaire is students i.e 40 percentage
- A 40% people often prefer to check the reviews of product.
- Respondents were asked about independent platforms they use to check online reviews, nearly 50% of them voted for retailing website before shopping the product
- Therefore, it can be inferred that 40% of people prefer Retailing or E-Commerce sites are mostly Preferred by the consumers to look over online product reviews.Results with respect to the review kind or type preferred by consumers in order to undertake their Buying decisions.
- 50.8% of people prefer both quantitative and qualitative data for purchasing Decision. It can be concluded that both quality and quantity of product reviews positively affects Consumer-purchasing intention. The quality of online consumer reviews has a stronger positive Impact on purchasing intention of high involvement consumers.
- 40% of people spend time to analyses the review of clothes while purchasing
- Majority of 50% people may sometimes write a review for product it is depend on their decision to write reviews.
- In majority case negative reviews can be drop to purchase of product, it is reposed by 52 % people
- 45% of people prefer to purchase a product in Flipkart website

- 50% of people repesended are extremely satisfied with online shopping
- 97% of people recommend online shopping to non online shoppers.

### SUGGESTION:

- The study confirms that reviews are highly popular among Consumers considering a purchase: 98 % of the sample Population check reviews and 60% do this often or quite often.However, online reviews influence consumer purchasing Decisions only when consumers' reliance on online reviews is Sufficiently high when they make purchase decisions. Consumers' reliance on reviews is dependent on and influenced By the format characteristics of the review and the online Reviews
- Firstly, consumer's motives to search for reviews were Identified in the literature as personal and social motives, more Precisely as Informational behavior, Risk reduction, Quality Seeking and Social belonging. The platform choices thereby Differ, as well as the platform's review function characteristics.
- The survey results confirm the presence of various review Function characteristics and their the study indicates that credibility and usability are important Characteristics for online platforms and the consumer's reliance In reviews displayed on these. Qualitative reviews are more Likely preferred by consumers than qualitative ones.
- The display of online consumer review's is of interest to Practitioners because consumer perception and behavior are Significantly influenced by review mechanisms. First, Companies need to identify their existing e-commerce and Presence of reviews on online review platforms.
- Review platform design is Advised to further research possibilities to combine review Functions and platforms to create one where consumer's desires And main influence factors are included. Continues monitoring Of trends is of importance and can be done through following Future literature concerning these topics.

### CONCLUSION:

The study revealed that online product reviews are one of the essential considerations taken Up by the consumer in the process of purchase decision making. Consumer directly or indirectly Uses online product reviews as an important source of information for intending to buy a Particular product. The study shows that consumers have opted for internet as most used source Of information and product reviews are part of the internet platform fulfilling the information Needs of the consumer related to a product. Indian consumers still hold a great trust in Recommendations of their friends and family as a good amount of responses chose it as their Preferred source of information before buying a product. It can also be perceived in a way that The suggestions of most of the friends and family referred here are based on the product reviews They see online. Moreover respondents have shown a high likeliness towards online product Reviews as measured by their response towards importance and frequency of checking online Reviews on a five point Likert scale .

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**APPENDIX : QUESTIONNAIRE****1)Age**

- 12-20
- 21-30
- 31-40
- 41-50
- 50 above

**2) Gender**

- Female
- Male
- Other

**3) . Which typical sources of information do you use before buying a product?**

- television
- internet
- newspapers/ magazines
- product reviews
- friends and family
- other

**4) Have you ever checked online consumer reviews before purchasing a product? \***

- Yes
- No

**5) When do you usually read reviews? \***

- before visiting a company's site
- right when you get to a company's site, but before you start shopping
- while on a company's site, while you are browsing, before adding items to the cart

**6) When looking for product reviews, what platforms do you mostly choose? \***

- Search engines (eg. Google etc.)
- Retailing websites (eg. Amazon etc.)
- Independent reviewing platforms (e.g. Trust pilot etc.)
- Video platforms (e.g. You tube etc.)
- Social media comments (e.g. Facebook etc.)
- other

**7) What type of content do you seek out in reviews? \***

- product quality and its attributes
- customer service and support
- responses from the company
- speed of delivery
- price benefits

**8) What kind of online reviews do you use as a basis for your buying decision? \***

- scale / star rating
- reasoning based and logical ones
- recent and product relevant
- other

**9) What kind of reviews do you consider more credible and user friendly? \***

- Qualitative : written description or video with sufficient reasons based on facts about the Product
- Quantitative : number of reviews and ratings
- Both

**10) On what kind of products you spend relatively more time to analyze the online reviews?**

- apparel/clothing
- groceries and kitchen items
- beauty products/cosmetics
- electronics and gadgets
- jewelry and watches
- health and personal care items
- industrial and scientific supply
- other

**11) For the products in which you are highly involved, what kind of reviews do you prefer?**

- Qualitative : written description or video with sufficient reasons based on facts about the Product
- Quantitative : number of reviews and ratings

**12) Was a single negative review ever the reason for you to drop the idea of purchase?\***

- Yes
- No

**13) I write online reviews \***

- proactively
- only if asked
- sometimes
- never

**14) Do you receive a product as per review of product?**

- Sometimes
- Never
- Rarely

**15) Do you recommend online shopping to non online shoppers?**

Yes. No