

**IMPACT OF ONLINE REVIEW ON CONSUMER
PURCHASING BEHAVIOR: THE CASE OF FLIPKART IN
ERANAKULAM**

Project Report

Submitted by

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In partial fulfilment of requirements for award of the post graduate degree of

Master of Commerce and Management



ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited at 'A++' Level (Fourth Cycle) Affiliated to

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March 2025

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CERTIFICATE

This is to certify that the project report titled '**IMPACT OF ONLINE REVIEW ON CONSUMER PURCHASING BEHAVIOR: THE CASE OF FLIPKART IN ERNAKULAM**' submitted by **ANCY BABU** towards partial fulfilment of the requirements for the award of post graduate degree of Master of Commerce and Management is a record of bonafide work carried out during the academic year 2024-25

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Date: 31-03-2025

DECLARATION

I ANCY BABU ,do hereby declare that this dissertation titled '**IMPACT OF ONLINE REVIEW ON CONSUMER PURCHASING BEHAVIOR: THE CASE OF FLIPKART IN ERNAKULAM**' has been prepared by me under the guidance of **Dr. Ann Thomas Kiriyanthan** Assistant Professor, Department of Commerce, St Teresas's College, Ernakulam.

I also declare that this dissertation has not been submitted by me fully or partly for award of any Degree, Diploma, Title or Recognition before.

Place: ERNAKULAM

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Date: 31-03-2025

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CHAPTER 1

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CHAPTER 5

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1.1 INTRODUCTION

The growth of e-commerce in India has been phenomenal and has revolutionized the way retailing has been done in the past. Sites such as Flipkart, Amazon and Meesho etc. have become influential in deciding how and what people buy. People interact differently with businesses and products due to the shift away from established advertising and towards more consumer-generated content. Internet reviews, unlike conventional marketing, which is brand-focused, are immediate, other-customer-provided feedback are often thought to be more objective and helps in making decision on what to purchase . Due to this trend, online reviews are now an indispensable part of customer decision-making strategies, allowing consumers to make better-informed. With more online purchases, customers are increasingly using consumer-generated information, including web reviews, to make their purchasing decisions. Such ratings serve as a consistent replacement for the sensory experience of old-fashioned purchasing because they have feedback on product quality, customer satisfaction, and service consistency.

One of India's biggest online shopping complexes, Flipkart, has a comprehensive review system through which consumers can post their experiences with products and services. User reviews are becoming a part of consumer confidence building and purchasing decision-making more and more. In contrast to conventional advertising that talks about products from the brand's point of view, online reviews provide neutral, peer-generated information that most consumers would rather believe in.

But these opinions have a multi-layered influence. Factors like the volume of reviews, disposition (negative/positive), the rating in the form of star ratings, even the promptness of the updates can have very powerful effects upon consumer attitudes and purchasing decisions. And businesses willing to acquire as well as retain customers must become aware of what role is served by online critiques in a country as diverse as India's where customers differ as per demographics, price sensitivity, and brand advocacy.

The aim of this research is to explore the correlation between consumer behavior and online reviews regarding Flipkart. Through the compilation of the ways reviews influence decision-making, trust, and attitude towards brands, this study will further the extensive contributions to the new areas of consumer psychology and consumer behavior in e-commerce. Moreover, it will also offer practical suggestions for businesses that seek to maximize the effect of

reviews on sales and customer activity online, via Flipkart, and other such applications.

1.2 STATEMENT OF THE PROBLEM

With the fast-evolving Indian e-commerce industry, consumer purchase behavior in the online shopping space is greatly influenced by online reviews. Unfortunately, research regarding the effects of various online review characteristics on consumer behavior, in this case on Flipkart, is scanty. Understanding the factors would enable us to analyze how these affect purchase intention, consumer trust, and brand image.

The current research tries to fill this gap by examining how positive and negative review valence, high-quality and detailed reviews, number of reviews available, review recency, and review length influence purchase intention. This also examines whether dated reviews, vendor interaction, and having sufficient reviews affect the consumer confidence and trust. By placing these crucial industries in the spotlight, the study will enable efficient review management practices for businesses, help consumers make informed purchasing decisions, and add to the knowledge base in e-commerce in India.

In addition, this research will determine if newer reviews are better at inducing purchase intention than older reviews, with the significance of the review timing. It will explore whether more reviews increase consumer trust in the reliability of a product. The influence of lengthy, descriptive reviews in forming consumer trust and uncertainty reduction will be investigated.

Furthermore, the research will also examine whether consumers shy away from products with extremely low reviews, demonstrating the effect of review scarcity on consumer choice. Through quantitative analysis of these variables, the research hopes to yield practical insights for both firms and consumers in making sense of Flipkart's online review environment.

1.3 OBJECTIVES OF THE STUDY

1. To examine the attributes of online reviews that affect purchase intention of consumers of Flipkart.
2. To examine the influence of review valence on purchase intention.
3. To analyze the impact of review quality on purchase intention
4. To identify whether review timing and review size has an impact on purchase intention.

5. To provide insights for e-commerce businesses on optimizing review sections to boost consumer trust.

1.4 RESEARCH QUESTIONS

- 1) What kind of attributes of online reviews that affect purchase intention of consumers of Flipkart.
- 2) How it influence review valence on purchase intention.
- 3) How much it impact review quality on purchase intention.
- 4) How do online businesses maximize their review pages to build consumer confidence and boost sales?
- 5) To provide insights for e-commerce businesses on optimizing review sections to boost consumer trust.

1.5 SIGNIFICANCE OF THE STUDY

It is important to understand the impact of Flipkart online reviews on customer behavior, and this study contributes information that is beneficial to both customers and businesses. The information will assist businesses in developing better review management strategies, create trust among consumers, and enhance sales performance on the platform. The study involves information that will help buyers evaluate reviews more critically, make rational buying decisions, and feel good about their purchase choices. The study represents a growth in research on e-commerce, and is particularly timely, with the rapid adoption of online shopping in the Indian market. It Enhances Business Tactics through research Flipkart and other online businesses make online reviewing policies more strategic in developing customer trust and sales performance. It Enhances Consumer Decision-Making through communicating what we what we learn about how to make reasonable consumer decisions in relationship to reviews (valuation, quality, quantity, timing and size), and by making informed consumer decisions. Shows review attributes identified in the study of review valence, knowledge, quantity, timing, and size in this in study, are identified in terms of purchase intention. Flipkart sellers can leverage the findings to improve

their product presentation, request better reviews, and meaningfully engage with feedback from customers. This study provides empirical representation of how reviews influence consumer behavior.

1.6 SCOPE OF STUDY

This study examines the impact of Flipkart online reviews on consumers' purchase intentions and identifies key characteristics of these reviews, such as valence, quality, timing, and size. Additionally, it examines the impact of review sentiment (whether negative or positive), volume, and recency on consumer decision-making. Additionally, the research explores whether detailed reviews of high quality contribute to consumer trust and lead to increased purchase intentions. In addition, it analyzes how the timing and size of reviews affect consumer confidence and buying behavior. The study focuses on Flipkart users and their consumer behavior within the Indian e-commerce sector. The results aim to provide businesses with insights on how to optimize review sections in order to build trust and improve sales performance.

1.7 HYPOTHESIS

Hypothesis 1

H0: Review valence has no significant impact on purchase intention.

Hypothesis 2

H0: Review quality has no significant impact on purchase intention.

Hypothesis 3

H0: Review quantity has no significant impact on purchase intention.

Hypothesis 4:

H0: Review timing has no significant impact on purchase intention.

Hypothesis 5

H0: Review size has no significant impact on purchase intention.

1.8 RESEARCH METHODOLOGY

This research adopts a descriptive and analytical method to identify the impact of various

attributes of online reviews on Flipkart purchase intention. The descriptive method emphasizes the identification and examination of main review factors—valence, quality, timing, and size—and their contribution to influencing consumers' decision-making. It explores the extent to which these independent factors influence consumer perception, trust, and purchase behavior on the platform.

Concurrently, the research is quantitative, employing statistical techniques such as t-tests, ANOVA, and regression analysis to determine how purchase intention correlates with review traits. It tests if positive reviews, good-quality feedback, and current reviews significantly raise consumer confidence and purchase likelihood. It also examines if more reviews and longer, more elaborate reviews make consumers trust a product more.

For ensuring reliability of findings, Cronbach's Alpha is utilized to measure internal consistency of the variables and determine the accuracy of data. Conjoining descriptive with inferential analysis, the research presents insights worthy of being pursued by both the consumers and entrepreneurs to make thoroughly informed decisions regarding Flipkart's online reviews.

1.8.1 COLLECTION OF DATA

To study the objectives data is collected from primary sources. They are collected directly from respondents through questionnaire.

1.8.2 SAMPLING DATA

- ❖ Sampling technique: convenient sampling
- ❖ Area of study: Ernakulam
- ❖ Sample size: 100

1.8.3 TOOLS OF ANALYSIS

The data collected is classified, analyzed, and interpreted in line with the objectives of the study. Both graphical and statistical methods are employed to derive meaningful insights.

Descriptive Analysis

- The data is summarized using statistical tools including the mean, percentage, and standard deviation.
- For improved interpretation, data can be visually represented using tables, bar graphs, and pie charts.

Inferential Analysis

- To test the hypotheses and examine relationships, the following statistical tests are used:

In testing the hypothesis and exploring relationships, the following statistical tests will be used:

1. Independent-Samples t-Test: To analyze the differences in the effect of positive and negative reviews in gender groups.
2. ANOVA (Analysis of Variance): To examine the effect of demographic factors (i.e. age, education, and income) on consumers' perception of online reviews.
3. Regression Analysis: To evaluate the effects of review characteristics (i.e. sentiment, recency, and presence of visuals) on purchase behavior and trust.
4. Cronbach's Alpha.

Software Used:

Software tools including SPSS and Microsoft Excel are used to analyze data for accuracy and improved visualization

1.9 LIMITATIONS

1. Geographic constraints: the study is being conducted within Ernakulam district and may not account for the larger consumer population.
2. Accuracy of data: since the primary data relies on the engagement of the respondent to be truthful and knowledgeable, limited bias is a consideration.
3. Sample size and make up: the sample size of 100 does not fully reflect all demographics and thus the findings cannot be generalized.
4. Timeliness: consumer patterns or online reviews may impact each person's actions around and about change over time and this makes the findings time bound..

1.10 KEYWORDS

1. Online reviews: user generate feedback and ratings provided by customers regarding products or services on e-commerce platforms.
2. Consumer behavior: the study of how consumers make purchasing decisions and how they respond to marketing stimuli.
3. Trust: the confidence consumers place in online reviews and e-commerce platforms in shaping their purchase decisions
4. Brand perception: how consumer view and interpret the image and reputation of a brand based on various factors, including online reviews.

5. Purchase decision: the decision-making process a consumer follows when deciding to buy a product, influenced by factors such as reviews, price and quality.
6. Flipkart: a leading Indian e-commerce platform, the focus of the study in terms of its online review system.

1.11 CHAPTERISATION

Chapter 1- Introduction

An introduction to chapter that includes induction, significance, scope, statement of the problem, objectives, hypothesis, research methodology collection of data, sampling data, tools of analysis, limitations and keywords

Chapter 2- Review Of Literature

This chapter deals with literature review which is a collection of many published works.

Chapter 3- Theoretical Review

This chapter includes the theoretical works relating with the study.

Chapter 4- Data Analysis And Interpretation

This chapter is an analysis of the primary data collected for the purpose of study. It includes tables, graphical representations, their analysis and interpretations.

Chapter 5- Findings, Recommendation And Conclusion.

This is the conclusion chapter which contains findings of the study, recommendations.

INTRODUCTION TO LITERATURE REVIEW:

Online reviews play a vital role in influencing consumer buying choices, particularly on e-commerce sites such as Flipkart. These reviews are relied upon by consumers to evaluate product quality, reliability, and overall satisfaction prior to making a purchase. A number of studies have investigated the impact of various review attributes—like valence, quality, quantity, timing, and size—on consumer trust and purchasing behavior. Studies indicate that favorable reviews boost the intention to buy, whereas negative or poorly crafted reviews induce buyer hesitation. Through an examination of existing studies on the effects of online reviews, this literature review offers insights into their role in shaping consumer choices and business strategies within the e-commerce sector.

Katy, & Sehgal (2024). International Journal of System Assurance Engineering and Management, 1-16. Customers have traditionally relied heavily on word-of-mouth recommendations when making decisions, which is where the idea of customer evaluations originated. However, these critiques have gone online and are now more accessible and significant than ever thanks to the development of the internet and the explosive expansion of e-commerce platforms. For customers looking for information and guidance on goods and services, online consumer reviews, or OCRs, have emerged as a crucial resource. They help prospective purchasers make well-informed judgments by providing insightful opinions from seasoned professionals. The slow development of digital communication, e-commerce, and customer trust is what led to this shift in consumer behavior, which did not happen immediately.

Manikandan & Madhubala,.(2024). examine the impact of seasonal sales on online shopping trends in India: A study of amazon and Flipkart. This study examines the impact of seasonal sales on online shopping trends in India, focusing on two major e-commerce platforms: Amazon and Flipkart. With the rise of digital commerce, understanding consumer behavior during peak sales periods is crucial for businesses to optimize strategies. We analyze data from major sales events, including Diwali and Independence Day sales, to assess changes in consumer purchase patterns, average transaction values, and category-wise sales performance. Utilizing the mixed-methods approach, we combine quantitative sales data analysis with qualitative insights from consumer surveys.

Ibrahim, et al (2023). investigated how, in the context of e-commerce platforms, online reviews affect consumers' decisions to buy. Before making a purchase, customers increasingly rely on the thoughts and experiences of others expressed through online evaluations due to the explosive expansion of e-commerce and the growing acceptance of online shopping. This study looks at the variables—credibility, valence, volume, and reviewer characteristics—that affect how internet reviews affect customer behavior. This article offers insights into the importance of online reviews and recommendations for how businesses can effectively manage and leverage this powerful tool to improve customer satisfaction and boost sales through a thorough analysis of the body of existing literature and empirical research.

Al-Abbadi, et al(2022). It reviews on purchasing intention through product mental image. *International Journal of Data and Network Science*, 6(4), 1519-1530. The aim of the study is to examine the impact of online consumer reviews on purchasing intention through product mental image. The primary sources represented by the instrument were distributed to the study population consisting of consumers of cosmetics in Jordan. Recently, the phenomenon of selling cosmetics through Internet websites and social media platforms has spread widely in Jordan. Therefore, Google Forms was used to design the research instrument and ask consumers of these products to respond to it by publishing it on the official websites of the sellers and with their approval. Structural equation modeling (CB-SEM) technique using the AMOS software was used to test the study hypotheses. The study results show that product mental image mediates the relationship between online consumer review and purchasing intention. Based on the results of the study, the researchers provided recommendations.

Vijayakumar et al(2021). Consumer characteristics and store attributes decide the store choice decision of consumers. To facilitate the switching process, physical formats create identical layout structures, shelf designs, staffing and billing desk. In similar lines, online stores also create features like similar website characteristics like the menu, creating shopping basket options, comparing product and billing process. Similar to Word-of-Mouth (WOM), online stores encourage and facilitate electronic Word-of-Mouth (eWOM) communications through Online Consumer Reviews (OCR) in their websites. Many online buyers use the reviews of others, social media content and blogs in their decision process.

Ullal, ,et al (2021). Examine the Consumers that have the option to purchase goods online without engaging in specific sensory experiences like tasting, touching, or smelling. Product

reviews are therefore crucial for putting online marketing tactics into practice. While reviews can influence customers' purchase decisions, how they affect the decisions of potential consumers in the case of a growing emerging economy such as India has hitherto not been studied. Customers' comprehension and interpretation of product information are influenced by both positive and negative evaluations. This study provides multiple methods to identify the relationship between reviews and customer decisions in the case of tier 1, tier 2 and tier 3 Indian cities.

Kaur & Singh(2021). Effect of online consumer reviews on amazon books sales: empirical evidence from India. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(7), 2793-2807. The purpose of this study is to evaluate how online reviews affect online book sales success in India. A sales rank served as a stand-in for actual sales. 2028 books from Amazon.in's "bestseller" and "recent" book categories made up the entire sample size. The methods of difference-in-difference analysis and cross-sectional analysis were used to analyze the data. The findings showed that Indian customers' online reviews have an effect on book sales since they like to evaluate books based on available online evaluations before making a purchase. Overall, the findings showed that sales of both book categories were positively impacted by reviews

Mishra(2021). The primary goal of this research is to examine the effect of online reviews on online purchase intention. The study investigates the influence of review valence, review relevance and review accuracy on the online purchase intention. Cross-sectional data were collected using a self-administered questionnaire from 251 Nepalese from the eastern part. The data were then analyzed using structural equation modeling. Amos 21 was used to analyze the gathered data. The findings reveal that review accuracy has a favorable and significant impact on online purchase intention. Whereas, review valence and review relevance on other hand have no substantial impact on online purchase intention.

Rahayu, et al (2021, September). The impact of online customer reviews on purchase intention in online marketplace. In 5th Global Conference on Business, Management and Entrepreneurship (GCBME 2020) (pp. 471-477). Atlantis Press. This study aims to determine the description of online customer reviews on Bilibli website visitors in Indonesia, knowing the description of purchase intentions on Bilibli website visitors in Indonesia, and to find the magnitude of the influence of online customer reviews on purchase intention on Bilibli website visitors in Indonesia. This type of research is descriptive explanative, and the method used is a survey method using a simple random sampling technique with a sample size of 400

respondents. Data analysis technique used is path analysis with SPSS 22.0 for Windows computer software.

Misra,et al. (2019). Consumer behaviour and online shopping: The study of online shopping adoption (with reference to Lucknow city). *International Journal of Public Sector Performance Management*, 5(3-4), 321-336. We organized our study in light of the growing number of internet buyers and their inclination to shop online. Our study determines the elements that impact customers' online shopping behavior and the degree to which these elements are regarded as decisive variables. 384 individuals from the city of Lucknow provided information using a standardized questionnaire. The data was gathered using convenience sampling. In order to create our model, we employed linear regression. Information search and electronic word-of-mouth were the most significant elements that influenced the adoption of online shopping, according to the results of linear regression. To measure the impact of these characteristics on customers' online buying behavior, we employed Spearman's correlation.

Bhatt(2019). An empirical analysis of online shopping behavior in India: a demographic perspective. *Asia-Pacific Management Accounting Journal (APMAJ)*, 14(3), 178-197. The global e-commerce market is expanding really quickly. Online shopping has become much more user-friendly and convenient in recent years due to a number of factors, including high internet access rates, rising smartphone and mobile internet user rates, declining smartphone costs, and faster internet speeds. Investigating how consumer demographics impact online buying behavior is the aim of this article. Hypotheses were developed for seven demographic variables—age, gender, marital status, location, education level, monthly income, and occupation—with the aid of a thorough literature review.

Pandey & Parmar (2019). A Study of factors affecting consumer's online shopping behavior and their impact on Behavioral Intention. The goal is to identify the variables influencing customers' online purchasing habits and how they affect behavioral intention. Design, methodology, and approach: A cross-sectional descriptive research that selected samples from online shoppers in 11 Central U.P. districts using snowball sampling. The data was gathered using a Web-based structured questionnaire and a timetable. Multiple regression analysis is used to create a regression line, whereas factor analysis is used to find the components. The study's conclusions suggest that a number of elements, including social influence, self-efficacy, perceived credibility, performance expectation, effort expectancy, website design, social media, and product delivery, influence customers' online buying

behavior.

Chakraborty & Bhat et al (2018). The effects of credible online reviews on brand equity dimensions and its consequence on consumer behavior. *Journal of promotion management*, 24(1), 57-82. Social media platforms are being used by consumers to learn about brands and to share that knowledge. Customers are exposed to a variety of online brand reviews in the virtual world, which shapes their perceptions of the businesses. In order to investigate the impact of reliable online reviews on brand equity dimensions, the current study integrates the Yale attitude change model with attribution theory. The current study examines the several elements that influence the assessment of online reviews' legitimacy via the prism of the Yale attitude change model. Furthermore, the impacts of reliable internet reviews on aspects of brand equity and, ultimately, purchase intention are examined using attribution theory as the theoretical foundation.

Raghav & Sondhi et al (2017). Online Product Reviews on Consumer Behaviour With Special India. The goal of the continuing audit is to identify the factors that lead buyers in the Kangra, Himachal Pradesh, area to shop online. 300 respondents were chosen for this survey, and an overview was used to compile the data. The findings indicate that Online shopping has gained popularity among active customers (73.323%), particularly students (93.323%) in the 20–30 age range. Disclosures showed that a variety of factors, including ease of use or support, skill, affordability, accessibility at any time, shrewdness, and overall class openness, encourage customers to make purchases online. The most well-known feature among the customers was the ease of making purchases online (53.393%).

Joshi, Achuthan, (2016). E-commerce buying behavior in India: The role of website features in e-loyalty. *South Asian Journal of Management*, 23(1), 56.

The rival online merchant is only a click away in an online purchasing scenario. One of the biggest issues facing online sellers is keeping customers and their intention to continue using their products. As a result, the writers look for elements that can increase the likelihood that a customer will stick with a website when making an online purchase. The continuous intention factor has been constructed using a website's perceived utility, perceived ease of use, and perceived trustworthiness qualities. Data was gathered using snowball sampling and a systematic, undisguised questionnaire. The data has been analyzed using the PLS path modeling technique. The findings imply that a website's perceived usefulness and trustworthiness factors positively affect the element of continuous intention in electronic

purchasing.

Sutanto, & Aprianingsih (2016, September). The effect of online consumer review toward purchase intention: A study in premium cosmetic in Indonesia. In International Conference on Ethics of Business, Economics, and Social Science (Vol. 53, No. 2, pp. 1689-1699). Today there is an increase in the number of Internet users as well as the growth of the cosmetics industry in Indonesia. As the online review becomes the emerging source to search the information of product, so the research about online consumer review was conducted. The purpose of this study is to examine the effect of online consumer review towards consumer purchase intention of premium cosmetic in Indonesia. There are four independent variables (source credibility, review quality, review quantity, and review valence) to examine the effect of online consumer review toward purchase intention. A quantitative method was used in this research by spreading online questionnaire to 400 Indonesian youth females aged 15-29 years old. The questionnaire used 5 Likert scale. The data was analyzed by Multiple Regression Analysis and processed by using SPSS 23 to know the effect of each independent variable to dependent variable

Balakrishnan et al. (2014). The impact of social media marketing medium toward purchase intention and brand loyalty among generation Y. *Procedia-Social and Behavioral Sciences*, 148, 177-185.

The 21st century's method of operation is social media. Social media apps, which built upon Web 2.0, have enabled a hitherto unheard-of increase in human connection in the modern period. This study aims to investigate how social media marketing affects Generation Y's purchasing intention and brand loyalty. Undergraduate students in Malaysian universities get questionnaires and surveys, which are done at random. A 75 percent response rate was obtained from the distribution of 200 questionnaires.

Rastogi et al (2010). A study of indian online consumers & their buying behaviour. *International Research Journal*, 1(10), 80-82. This study makes an effort to examine the characteristics associated with internet buyers' purchasing patterns. Several socioeconomic factors were used in the study of consumer purchasing behavior with regard to internet shopping. Additionally, it offers assistance to researchers in comprehending the factors that influence consumers' attitudes and objectives. to shop online, as well as customers' opinions about its usability and simplicity. The analysis's conclusions can serve as a helpful roadmap for market orientation. The study's findings imply that evaluating consumer purchasing patterns can help advance knowledge of consumer purchasing patterns with regard to internet

shopping.

Hasan & Rahim(2008). Factors affecting online purchasing behavior. Jurnal Komunikasi, Malaysian Journal of Communication, 24(1), 1-19. The study looked at how consumer personality and cultural factors relate to how they behave when making purchases through online advertising. The study included Hofstede's Cultural Dimensions and Krugman's Low Involvement theory. The areas of Subang Jaya, Puchong, and Kuala Lumpur were the sites of a survey. 504 responders made up the sample, which was selected using basic random sampling. To evaluate the data, Spearman Correlation Coefficients were employed. The study demonstrated that high involvement items and attitudes regarding the Internet strongly influenced the purchasing behavior through cyber advertising, as stated by Krugman's Low Involvement theory.

Park& Kim (2003). Identifying key factors affecting consumer purchase behavior in an online shopping context. International journal of retail & distribution management, 31(1), 16-29. Electronic commerce mostly occurs through the retailer's website, but in-person contacts between customers and service representatives are the major basis for interactions in real-world buying. This study looked into how different aspects of online buying relate to the way that customers make purchases. Information quality, user interface quality, and security perceptions all have an impact on information satisfaction and relational benefit, which are in turn strongly correlated with each customer's site commitment and actual purchasing behavior, according to the results of an online survey conducted among 602 Korean online bookshop patrons.

3.1 THE GROWING INFLUENCE OF ONLINE REVIEW ON CONSUMER BEHAVIOUR.

In e-commerce, customer activity is totally driven by reviews on the web. User generated content plays a big role in how consumers decide to buy on platforms like Flipkart. To judge a product's overall value, usability and quality, buyers use others experiences. Reviews give insights about product authenticity, service quality and brand reliability which is electronic word of mouth (eWOM).

With the rise of e-commerce websites, online reviews have become even more important in shaping consumer behavior. Flipkart, an Indian e-commerce giant, has user reviews and ratings as a prominent product listing feature. This study examines the impact of online reviews on consumer behavior on Flipkart, review count, quality, valence and legitimacy in purchase decision.

3.2 CONCEPTUAL FRAMEWORK: THE INFLUENCE OF ONLINE REVIEWS ON PURCHASE INTENTION

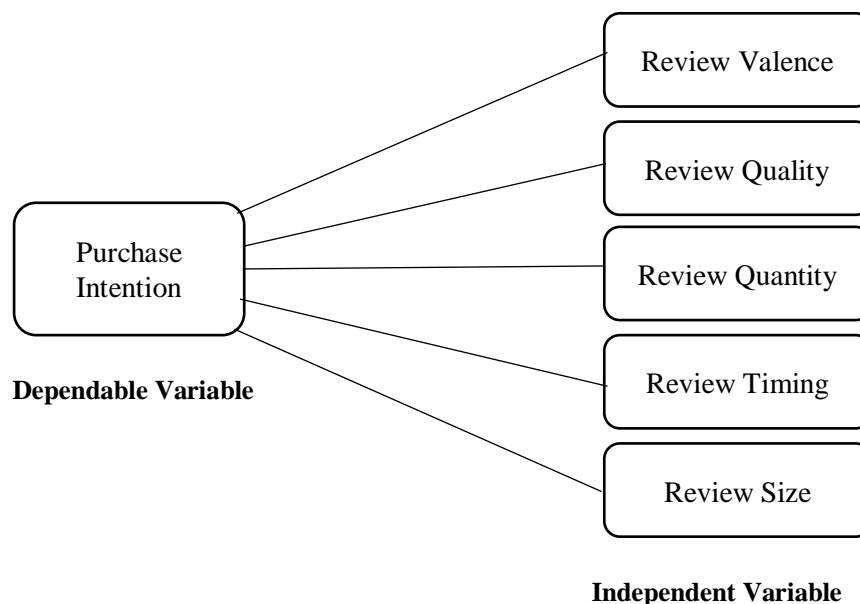


Figure :1.1

CONCEPTUAL FRAME WORK:

This conceptual model depicts the influence of online review characteristics on consumer purchase intention on Flipkart. Purchase intention in this research work is the dependent variable since it is determined by numerous factors concerning online reviews. The most

significant independent variables are review valence, review quality, review quantity, review timing, and review size. These, all together, drive consumer perception, trust, and ultimately the purchase decision of a product. By analyzing the impacts of these review attributes, this study aims to inform how e-commerce sites can optimize their review sections in order to establish customer trust and drive sales.

CHARACTERISTICS/ VARIABLES

Independable Variable

- **Review valence:**

Sentiment review is the general attitude of user reviews, commonly quantified in terms of star ratings or positive to negative comment ratios. Positive reviews are likely to engender consumer confidence and purchase motivation, whereas negative reviews will scare away potential buyers. The larger percentage of positive reviews tends to indicate higher satisfaction with products, increasing consumer confidence. Lack of negative reviews also gives rise to an impression of product reliability, although at times consumers tend to be suspicious of it. Therefore, review valence has an important influence on consumer attitude toward a product.

- **Review Quality:**

Review quality depends on the depth, clarity, and relevance of material presented in user feedback. High-quality reviews often contain detailed descriptions of product performance, features, and user opinions. Customers have a greater tendency to trust well-organized, accurate appraisals than unclear or emotive ones. Grammar usage, balanced viewpoints, and evidence like images or films all add to increased perceived quality. Therefore, the legitimacy and usefulness of a review are more or less determined by the quality.

- **Review Quantity :**

Under Review count is how many reviews a product has. More reviews means more popular and trustworthy product which gives future buyers more confidence. Consumers consider products with more reviews as more trustworthy as larger sample size reduces the impact of biased opinions. But too many reviews without good categorization can be overwhelming

- **Review Timing:**

The review timestamp is concerned with its posting relative to either the purchase date or product release date. Reviews that are more recent are more trustworthy and relevant because they show the actual situation of the product. Evaluations older than a certain point in time may prove to be wrong in regard to how much the product quality has been changed by the changes in production, design, and service standards. Consumers make purchasing decisions with the help of reviews, and they are more likely to rely on reviews that are relevant to their current purchasing session. The timing of reviews, therefore, has a decisive effect on intentions to purchase.

- **Review size :**

Review size indicates the user's voiced opinion perimeter, in both literal and semantic terms. Larger reviews tend to contain details about both the product's strengths and weaknesses with respect to its functioning. Too lengthy reviews might bore the readers, while extremely short reviews are more likely to be viewed as unreliable. The ideal size for a review is the one that is neither too shallow to be untrustworthy nor too excessive that it complicates decision-making. Reviews of moderate length are believed to be more sincere and, therefore, trustworthy to consumers.

Dependable Variable:

- **Purchase Intention**

Upon balancing the facts available, such as internet reviews, a consumer's tendency or likely to buy a product is known as purchase intention. It represents the latter stage of the decision-making process, where a buying decision can be swayed by positive factors like high ratings and reviews. Reviews highlighting a product's reliability, quality, and satisfaction make it more likely that a customer will make a purchase. Yet, by creating doubt regarding the products, negative reviews can lower the desire to purchase. As such, one key measure of the extent to which online reviews affect consumer behavior is purchase intention.

3.3 FACTORS INFLUENCING CONSUMER BEHAVIOUR.

- **Personal Factors** Demographics: Age, sex, education, income, and occupation all play a significant role in the way individuals read and react to online reviews
 - **Lifestyle:** Customers with diverse lives and interests might favor some product features emphasized in reviews over others.

Personality and Self-Concept: Certain customers are more affected by positive appraisals, whereas others use negative feedback to measure risk.

- Motivation: A customer's need, whether convenience, luxury, or value, affects how they understand review content.
- Perception: Personal biases and experiences influence how buyers perceive and believe the reviews.

- Psychological Factors Perception: What individuals observe regarding a product based on online comments determines whether or not they purchase.

Good comments can enhance the image of a product, but negative comments can cause doubts.

- Learning: Having been exposed to and learning from experience and feedback enable consumers to make rational decisions on future buys.
- Attitude and Belief: People make judgments on a product based on the overall tone and nature of reviews, which determine their ultimate choice.
- Memory: Past experience with products or websites, which are regularly reinforced through reviews, shape customer preferences and loyalty.
- Emotions: Emotionally charged reviews, both positive and negative, play a strong role in influencing customer behavior.

- Social factors Family Influence: Family views, typically expressed in the form of reviews, can have a major impact on buying decisions.

- Friends, acquaintances, and forums can all affect customers because people are likely to accept opinions of individuals who have similar interests.
- Social media : Instagram, YouTube, and Flipkart reviews generate social proof, which may motivate or discourage purchases.
- Cultural Trends: Consumers cultural traditions and values define how they read and respond to the online reviews.
- Word-of-Mouth (eWOM): eWOM or online reviews are digital word-of-mouth, in which products with high ratings gain more customers.

- Economic Factors Price Sensitivity: Economic Factors

Price Sensitivity: Buyers tend to use reviews to determine whether a product is worth paying for.

Income Level: Upscale consumers may enjoy product quality and luxurious features that are mentioned in reviews, whereas price-sensitive buyers may prefer budget-

friendliness.

1. Product Offers and Discounts: Encouraging consumer response to offer marketing can be done through positive reviews.

2. Economic Conditions: Consumers rely more on reviews during bad economic times to reduce perceived purchasing risk.

3. Perceived Value: The value-product benefits trade-off, as observed in reviews, drives consumer behavior.

- Situational Factors Purchase Occasion: Situational Factors Purchase Occasion: The consumer's interpretation of ratings is based on the environment where they shop, for example, festivals or special occasions. Busy consumers can use star ratings and brief reviews instead of long input.

- Positive reviews can cause faster buying decisions, particularly in cases of low supplies.
- Shopping Environment: Sites like Flipkart allow it to be simpler to read reviews, making decision-making easier.
- Convenience: With purchase through mobile applications or easy websites, consumers will be more prone to accept reviews.

- Technological factors Algorithm- Technological factors Algorithm-Driven Recommendations: Flipkart's recommendation engine powered by AI provides product suggestions based on customer preferences and review patterns.

- Review Filtering: Shoppers often count on websites to highlight helpful reviews while excluding those which are not helpful.
- Visual Content: Product images and videos in reviews increase consumer trust by showing real information about the product.
- Mobile Accessibility: How easily reviews can be accessed via cellphones is added to their power of influencing consumer choice. Consumers are likely to leave reviews when they feel secure about the data security measures of the platform.

3.4 ADVANTAGES OF ONLINE REVIEWS FOR CONSUMERS

1. Consumers use online reviews to make educated decisions based on users' experiences. Online reviews provide first-hand feedback from others, enabling the buyer to more clearly know about product performance, quality, and

functionality. This enables the consumer to contrast possibilities and pick the products most suitable to meet their requirements.

2. Lower risk of purchasing low-quality products. Negative reviews warn consumers about potential flaws in products or inferior services, allowing them to shun disappointing purchases. This lowers the chances of post-purchase regret and the inconvenience of returns or exchanges.

3. Time and Cost Savings in Product Evaluation: Rather than wasting time in the stores or testing things, customers can just review a series of products. This is cost- and time-saving since it saves them the trouble of the shopping process.

4. Peer Validation based on Shared Experience: Customer ratings are social evidence, which promises consumers that the product is best-selling, trustable, and worthy of consumption. Positive experience reinforces the peer's trust in the purchasing decision.

Advantages of Reviews to Sellers

- a) Encouraging positive reviews builds reputation for the brand.
- b) Constructive comments assist in making products and services better.
- c) Greater trust among customers leading to increased sales.

3.5 IMPACT OF ONLINE REVIEWS ON CONSUMER BEHAVIOR

Along the three phases of the buyer's journey, the effects of online reviews on consumers' behavior can be observed, driven by key factors such as review valence, quality, quantity, timing, and size.

- o Pre purchase stage: Consumers read reviews to assess products, compare them, and gauge how satisfied they are in general.
 - 1. Number of Reviews: The greater the number of reviews, the more popular and reliable a product is, and it encourages buyers to consider it.
 - 2. Review Valence: Products with higher percentages of positive reviews and ratings are chosen by customers.
 - 3. Review quality: Highly written, descriptive reviews create trust and make the product operate in better detail.
- o Purchase Stage: Purchase is driven by positive feedback and high ratings but is deterred by negative feedback.
 - a) Review Valence: Positive affect and high star ratings are associated with higher purchase intention.

- b) Review Date: Consumers view newer reviews as a truer reflection of the product quality at the given time, and they are therefore assigned greater value.
 - c) Review Length: In-depth, wordy reviews make customers feel more assured since they're making a choice.
- Post-Purchase Stage: Consumers will add to the review world by posting word about their experiences after a purchase.
 - i. Quality of reviews: When there is a significant positive or negative experience, the customers leave extended reviews.
 - ii. Timing of reviews: Reviews left as soon as possible after a purchase have more impact and are viewed as more trustworthy.
 - iii. Number of reviews: The greater the number of user-generated reviews, the better the reputation of the product and the greater the impact on potential customers.

3.6 THE ROLE OF INTERNET REVIEWS ON BRAND IMPRESSION

Customer impressions about brands on Flipkart are largely affected by online reviews. Though negative reviews ruin the image of a brand, good reviews generate more confidence and trust towards a brand. Organizations which regularly respond to reviewers in terms of thanks for compliment and resolution of issues enhance their reputation as customer-oriented firms.

3.7 SECURITY AND RELIABILITY OF WEB REVIEWS

While web reviews are a godsend, the presence of altered or forged ratings would guarantee customer safety undermined.

Flipkart pre-empts this by:

1. Verifying advance purchases prior to permitting reviews.
2. Erasing spurious reviews through algorithms.
3. Applying the "Verified Buyer" badge to distinguish authentic reviews.

Clients are asked to comment twice on opinions, making more of extensive, well-rounded reviews instead of extreme views.

3.8 CONSUMER PERCEPTION OF ONLINE REVIEWS

There are some characteristics that influence consumer perception of web reviews:

Positive Perception: Customers enjoy elaborate, honest reviews complete with pictures and individual experiences.

3.9 CHALLENGES AND LIMITATIONS

Online reviews are plenty of advantages but also come with drawbacks:

- **Wrong Reviews:** Deceptive reviews can mislead consumers and undermine credibility.
- **Review Bias:** Excessively positive or negative reviews might not represent the typical user experience.
- **Information Overload:** Customers are confused by too many reviews and making decisions becomes difficult.

INTRODUCTION TO DATA ANALYSIS:

In the age of the internet, online reviews play a key role in driving consumers' buying decisions. With the growth of online shopping sites like Flipkart, customers increasingly depend on reviews to assess product quality, authenticity, and satisfaction. Online reviews are an electronic word-of-mouth (eWOM) source that affects consumer trust and purchase intentions.

The following study analyzes how online reviews have an impact on the behavior of consumers, namely on Flipkart. It outlines the different dimensions like review valence, quality, quantity, timing, and size and tests their impact on the purchasing behaviors of consumers. By statistical inference like independent-samples t-tests, ANOVA, and regression analysis, the study would identify how consumers read and respond to online reviews.

Understanding such dynamics is at the heart of marketers and businesses looking to optimize customer interaction and sales through review management strategies. Findings from this study will be contributed to the existing literature on consumer behavior in online settings and offer action-oriented implications for online consumers.

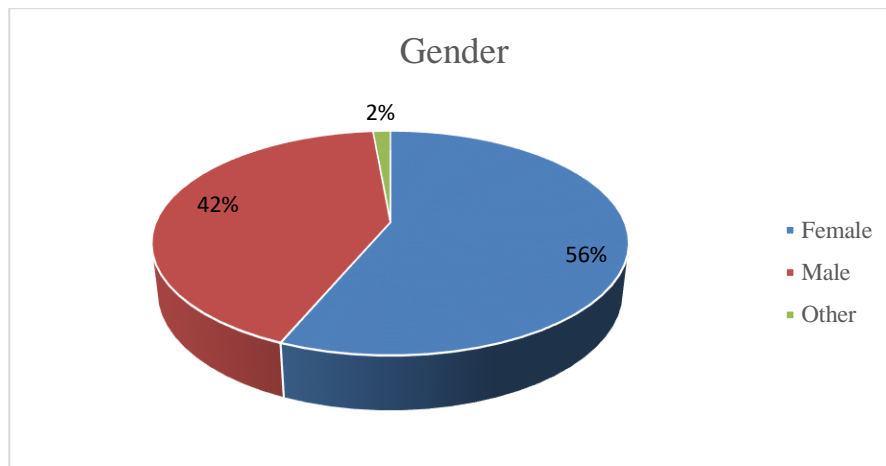
4.1 Gender

Table 4.1 Gender Of Respondents

Gender	No. of Customers	Percent
Male	42	42.0
Female	56	56.0
Others	2	2.0
Total	100	100.0

Source: Primary Data

Figure 4.1 Gender Of Respondents



Interpretation:

The table was created to show the gender distribution of the study participants. Here's the interpretation:

Out of the 100 questionnaire respondents, males made up 42%, which accounts to 42 individuals identifying themselves as male. The number of females (56%) is larger than the number of males telling us that 56 individuals identified themselves as female. A limited amount of the population (2% or 2 persons) chose the label "Others," referring to the under-represented gender of the traditional two -way grouping.

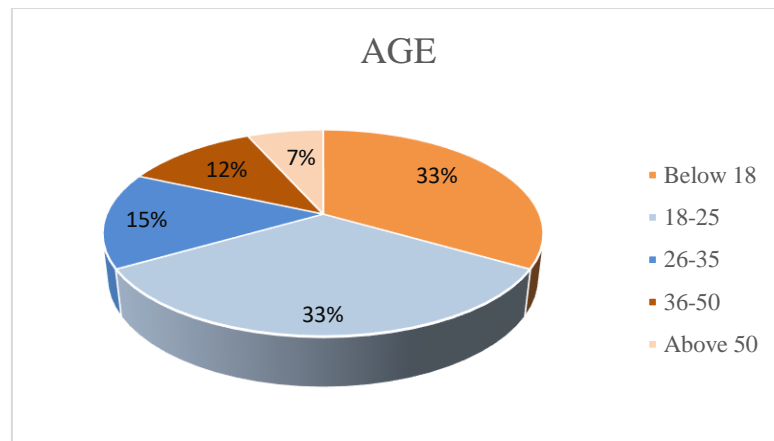
4.2 Age

Table 4.2 Age Of Respondents

Age	No. of Customers	Percent
Below 18	20	20.0
18–25	40	40.0
26–35	18	18.0
36–50	14	14.0
Above 50	8	8.0
Total	100	100.0

Source: Primary Data

Figure 4.2 Age Of Respondents



Interpretation:

Most of the respondents (40%) are young adults in the 18–25 age bracket, which is the largest group. Another 20% are below 18, reflecting a high level of youth representation. The 26–35 age group is represented by 18%, with 14% in the 36–50 age bracket, which is a smaller middle-aged group. The least represented is the 50 and older age group (8%), which confirms that the survey population is biased towards the youth.

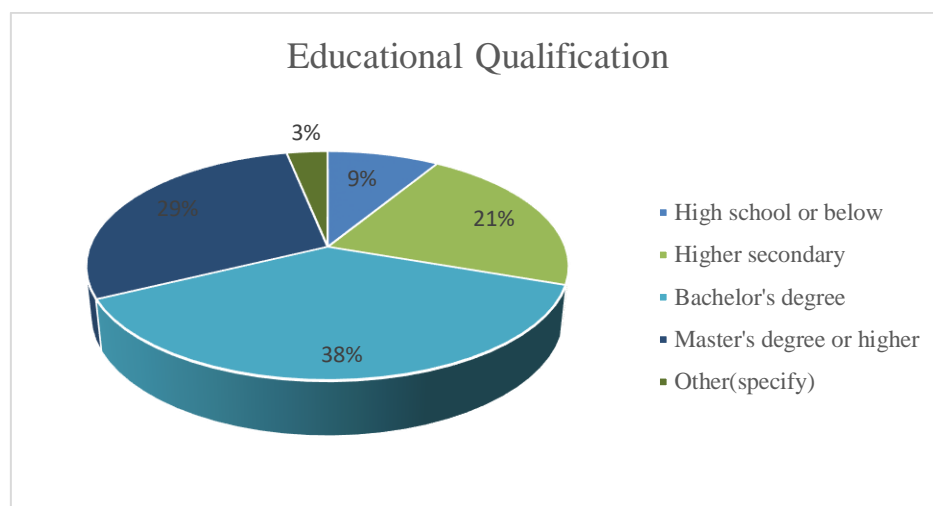
4.3 Educational Qualification

Table 4.3 Educational Qualification Of Respondents

Educational Qualification	No. of Customers	Percent
High school or below	15	15.0
Higher secondary	20	20.0
Bachelor's degree	35	35.0
Master's degree or higher	27	27.0
Other(specify)	3	3.0
Total	100	100.0

Source: Primary Data

Figure:4.3 Educational Qualification Of Respondent



Interpretation:

The chart indicates the educational level of respondents. The majority (35%) is in possession of a bachelor's degree, reflecting that most have done undergraduate study. Approximately 27% possess a master's degree, which means they are highly educated. 20% comprise those who completed higher secondary but did not go to college. 15% comprise only those with a high school degree or less. Only 3% belong to the "Other" category, such as vocational training and non-conventional education.

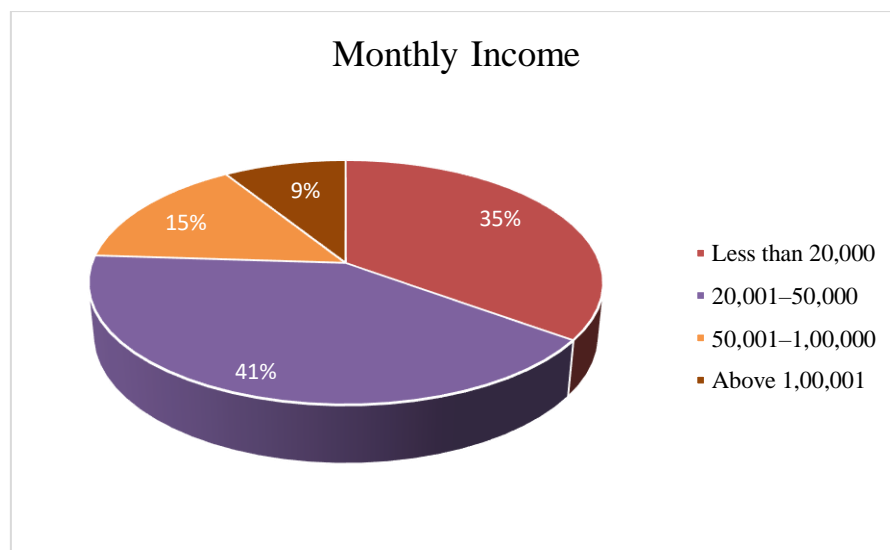
4.4 Monthly Income

Table 4.4 Monthly Income Of Respondents

Monthly Income	No. of Customers	Percent
Less than 20,000	35	35.0
20,001–50,000	41	41.0
50,001–1,00,000	15	15.0
Above 1,00,001	9	9.0
Total	100	100.0

Source: Primary Data

Figure:4.4 Monthly Income Of Respondents



Interpretation:

Table 4 presents Flipkart customer segmentations in terms of their monthly income. The highest segment (41%) is in the ₹20,001–₹50,000 range, followed by 35% with a monthly income of less than ₹20,000. 15% are in the ₹50,001–₹1,00,000 range and 9% have more than ₹1,00,001. The chart clearly shows that Flipkart is a middle-class brand with a significant chunk of their customers belonging to the lower to mid-income group.

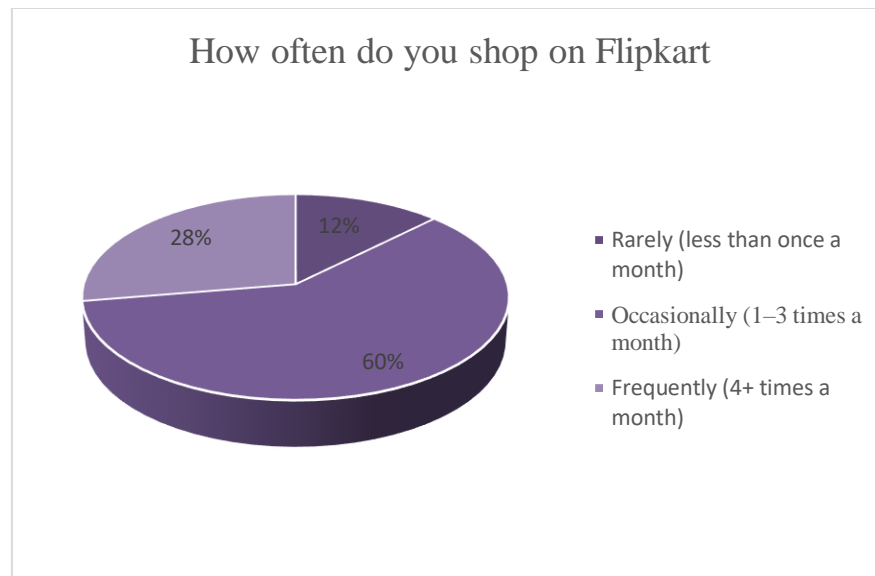
4.5 How often do you shop on Flipkart

Table 4.5 How often do you shop on Flipkart

How often do you shop on Flipkart	No. of Customers	Percent
Rarely (less than once a month)	43	43.0
Occasionally (1–3 times a month)	39	39.0
Frequently (4+ times a month)	18	18.0
Total	100	100.0

Source: Primary Data

Figure:4.5 How often do you shop on Flipkart



Interpretation:

Table 5 highlights customers' shopping frequency on Flipkart. The highest proportion of respondents (43%) shop rarely (less than once a month), while 39% purchase occasionally (1–3 times a month). Only 18% of customers shop frequently (4+ times a month). These findings indicate that while Flipkart has a strong customer base, a majority of users are occasional or rare shoppers, suggesting potential areas for customer engagement strategies, such as loyalty programs and personalized promotions, to increase purchase frequency

4.6 Descriptive Statistics of Purchase Intention

Table 4.6 Descriptive Statistics of Purchase Intention

	Mean	Std. Deviation
Likely to purchase a product from Flipkart	1.720	0.570
Online reviews on Flipkart influence my decision to buy a product	1.660	0.714
Intend to purchase products from Flipkart based on the recommendations	1.740	0.630
Confident in purchasing a product from Flipkart	1.990	0.823
Quantity of reviews on Flipkart affects my willingness to buy a product	2.010	0.798
More likely to choose Flipkart over other e-commerce platforms	2.110	0.852

Source: Primary Data

Interpretation:

Table 4.6 depicts descriptive statistics of purchase intention by users of Flipkart. Lowest mean (1.660) for "Online reviews affect my choice" shows strong agreement about the influence of reviews. Similarly, "Plan to buy based on word of mouth" (mean = 1.740) confirms the influence of word-of-mouth. Chances of purchasing from Flipkart (mean = 1.720) further add to customer interest, and trust in buying (mean = 1.990, SD = 0.823) demonstrates moderate variation. "Reviews affect desire to buy" (mean = 2.010) holds a lesser influence than recommendations. The largest mean (2.110) for "More likely to select Flipkart compared to others" indicates mixed views regarding platform choice. Standard deviations (0.570–0.852) show dissimilar degrees of consensus, the strongest of which is reviews and recommendations to drive purchase decision.

4.7 Descriptive Statistics of review intention.

Table 4.7 Descriptive Statistics of Review Valence

	Mean	Std. Deviation
More likely to purchase a product from Flipkart if the majority of reviews are positive	1.810	0.775
Negative reviews on Flipkart discourage me from purchasing a product	1.830	0.620
A mix of positive and negative reviews makes me reconsider my purchase decision	2.060	0.874
Neutral Review less likely to buy	2.040	0.864

Source: Primary Data

Interpretation:

Table 4.7 gives the descriptive statistics of valence of reviews, emphasizing its effect on the customer to buy on Flipkart. The lowest mean (1.810) belongs to the statement that positive reviews make purchase likely, with strong agreement amongst respondents. In a similar way, the statement that negative reviews make purchases less likely has a mean of 1.830, reinforcing high sensitivity to negative reviews. A combination of reviews (mean = 2.060) makes customers pause, while neutral reviews (mean = 2.040) are considered less influential. Standard deviation measures (0.620–0.874) reflect consistent consensus for negative reviews and more dispersed responses to combined and neutral reviews. Generally, positive reviews compel purchasing, whereas negative or neutral reviews induce caution.

4.8 Descriptive Statistics of Review Quality

Table 4.8 Descriptive Statistics of Review Quality

	Mean	Std. Deviation
More likely to trust a Flipkart review	1.760	0.698
Written reviews influence my purchase decisions	1.800	0.953
Reviews with specific user experiences more helpful	1.640	0.578
Poorly written or unclear review reduces my confidence in purchasing a product	1.790	0.782

Source: Primary Data

Interpretation:

Table 4.8 Summary of descriptive statistics of reviews and how it impacts Flipkart customers buying behavior and trust. Lowest mean (1.640) for “Reviews with user experience are more helpful” shows that actual experiences matter. Mean of 1.800 for “Written reviews influences my purchase decisions” shows that reviews matter. Badly written reviews (1.790) diminishes trust but 1.760 indicates trust in Flipkart's review process. Standard deviation (0.578–0.953) indicates high consensus on detailed reviews but more differing opinions on written reviews. Good quality reviews increases trust and uncertain reviews diminishes trust.

4.9 Descriptive Statistics of Review Quantity

Table 4.9 Descriptive Statistics of Review Quantity

	Mean	Std. Deviation
More likely to purchase a product from Flipkart if it has a large number of customer reviews	1.970	0.881
Product with very few reviews makes me hesitant to purchase it from Flipkart	2.060	0.839
Higher number of reviews indicates a more popular and reliable product on Flipkart	1.100	0.302
Prefer buying it only if there are a sufficient number of reviews available	1.680	0.680

Source: Primary Data

Interpretation:

Table 4.9 depicts the impact of the number of reviews on customer confidence on Flipkart. The minimum mean value of 1.1 for "More reviews make it more reliable" signifies extreme agreement that higher reviews make the product more trusted. A mean of 1.97 for "I am likely to purchase a product with many reviews" reflects the importance of the number of reviews. The highest mean (2.06) for "Few reviews make me hesitant to purchase" indicates that low review numbers deter consumers. A mean of 1.68 for "Prefer buying if enough reviews are present" supports this trend. In general, more reviews establish trust, and fewer reviews raise doubts.

4.10 Descriptive Statistics Of Review Timing

Table 4.10 Descriptive Statistics Of Review Timing

	Mean	Std. Deviation
Trust recent reviews on Flipkart more than older reviews	1.980	0.841
Most recent reviews of a product are negative less likely to buy	1.770	0.815
Consider a product less reliable if most of its reviews on Flipkart are outdated	1.730	0.908
A steady flow of new reviews over time increases my confidence in purchasing a product	1.940	0.736

Source: Primary Data

Interpretation:

Descriptive statistics on review timing are shown in Table 4.10, which highlights Flipkart customers' preference for recent reviews. The highest mean (1.980) for "Trust recent reviews more than older ones" indicates reliance on up-to-date feedback, while the lowest mean (1.730) for "Consider a product less reliable if reviews are outdated" suggests outdated feedback is less trusted. Standard deviations (0.736–0.908) show consistent agreement on the importance of frequent reviews, but varied opinions on outdated ones. In summary, consumers prioritize recent reviews, with outdated or negative feedback lowering confidence.

4.11 Descriptive Statistics Of Review Size

Table 4.11 Descriptive Statistics Of Review Size

	Mean	Std. Deviation
Lengthy reviews on Flipkart more useful	1.940	1.013
A detailed review with in-depth analysis influences my purchase decision	2.010	0.823
Tend to skip very short reviews as they do not provide enough information	2.110	0.920
I prefer reading longer ones to get a better understanding	1.950	0.869

Source: Primary Data

Interpretation:

Table 4.10 demonstrates the impact of review length on Flipkart customers' preference. The highest mean (2.110) for "Tend to skip very short reviews" indicates that shorter reviews are not as appreciated. The mean of 1.950 for "Prefer reading longer reviews" and 2.010 for "A detailed review influences my purchase decision" reinforce the liking for detailed information. The lowest mean (1.940) for "Lengthy reviews are more useful" continues to validate their significance. Although opinions are divided, standard deviations (0.823–1.013) show strong agreement that detailed reviews help buyers make informed decisions.

Hypothesis1:

H0:Review valence has no significant impact on purchase intention.

Table 4.12: Reliability Analysis of Review Valence and Purchase Intention

Cronbach's Alpha	N of Items
0.704	5

The reliability analysis of the construct assessing Purchase Intention and Review Valence is reported in Table 14.2. The five-item analysis appears to have a good internal consistency level, based on the Cronbach's Alpha value of 0.704. A Cronbach's Alpha value greater than 0.7 is generally considered reliable in social science research, indicating that the items utilized to measure Review Valence and its influence on Purchase Intention are consistent and reliable.

Table:4.12.1 Review valence has no significant impact on purchase intention.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.847 ^a	0.717	0.612	0.29379
a. Predictors: (Constant), Review Valence				

Table 4.12.1 depicts a model with the summary for the regression analysis evaluating the relationship between review valence (independent variable) and purchase intention (dependent variable). The R-value of 0.847 implies a strong positive correlation between review valence and purchase intention, suggesting that as review valence changes, purchase intention is also likely to change in the same direction. The R Square value of 0.717 means that 71.7% of the variation in purchase intention can be explained by review valence, the model has a high explanatory power. Moreover, the Adjusted R Square value of 0.612, which accounts for the number of predictors in the model, remains high, thereby, justifying the reliability of the model in predicting purchase intention. The standard error of the estimate is 0.29379 which infers the predicted values of purchase intention deviate on average by approximately 0.29 units from the actual values. With the high R Square and Adjusted R Square values, the evidence suggests that review valence is significant in the shaping of purchase intention, that is- it contradicts the null hypothesis that review valence has no significant impact on purchase intention. The results indicated that the sentiment of online reviews on Flipkart is the strongest.

Table 4.12.2 ANOVA of Model Summary related to Review Valence and Purchase Intention

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.468	1	6.468	13.437	.000 ^b
	Residual	47.172	98	0.481		
	Total	53.640	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Review Valence

The ANOVA results for the regression model that examines the relationship between the independent variable of review valence and the dependent variable of purchase intention are presented in Table 4.12.2. The residual sum of squares (47.172) represents the unexplained variance in purchase intention, while the regression sum of squares (6.468) indicates the proportion of the total variance that can be explained by review valence. The total variation of purchasing intention is 53.640, the sum of squares. The residual degrees of freedom (df) of the regression model, which are the same as the number of observations minus the number of estimated parameters, are 98. The df of the regression model is 1, which represents one predictor (review valence). The mean square of the regression is 6.468, whereas that of the residual is 0.481. The overall significance of the model, which checks whether review valence is significant in explaining purchase intention variance, is reflected in the F-statistic value of 13.437. Statistical significance of the relationship between review valence and purchase intention is confirmed by the significance value (Sig.) of 0.000, which is smaller than the standard cutoff value of 0.05. This result negates the null hypothesis that review valence has no discernible effect on purchase intention, i.e., the attitude of online reviews plays a strong role in what people purchase on Flipkart.

Table 4.12.3 Coefficients of Model Summary related to Review Valence and Purchase Intention

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.451	0.150		9.641	0.000
	Review Valence	0.252	0.069	0.347	3.666	0.000

a. Dependent Variable: Purchase Intention

Table 4.12.3 summarizes the regression model coefficients examining the effect of review valence (independent variable) on purchase intention (dependent variable). The unstandardized coefficient (B) for the constant is 1.451, so when review valence is zero, the default purchase intention is 1.451. The coefficient for review valence that is not standardized is 0.252, hence for every unit change in review valence, purchase intention increases by 0.252 units. The standard error of review valence is 0.069, and this is a measure of the variation of the estimated coefficient. The standardized coefficient (Beta) is 0.347, which means review valence has a moderate positive effect on purchase intention. The t-value of 3.666, along with a significance level (Sig.) of 0.000, confirms that review valence has a statistically significant impact on purchase intention, as the p-value is well below the 0.05 threshold. These results refute the null hypothesis that review valence will have no effect on purchase intention and indicate that the emotional polarity of online reviews has a significant effect on consumer buying behavior on Flipkart. Therefore, companies need to aim to create positive customer reviews in order to build purchase intention and boost sales.

Hypothesis 2:

H0: Review quality has no significant impact on purchase intention.

Table 4.13 Review quality has no significant impact on purchase intention.

Reliability Analysis of impact of Review quality and Purchase Intention

Cronbach's Alpha	N of Items
0.832	4

Reliability analysis of the concept measuring how Review Quality influences Purchase Intention is presented in Table 4.13. The four factors included in the analysis had high internal consistency, with Cronbach's Alpha value of 0.832. A Cronbach's Alpha of more than 0.8 is considered to be good in social science research and means that the items utilized in assessing Review Quality and its impact on Purchase Intention are very reliable and provide consistent results.

Table 4.13.1: Model Summary of Review quality and Purchase Intention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851 ^a	0.724	0.596	0.46016

a. Predictors: (Constant), Review Quality

Regression analysis also verifies the correlation between Review Quality and Purchase Intention as a strong positive correlation with an R-value of 0.851. An R-squared value of 0.724 shows that Review Quality explains 72.4% of the variation in Purchase Intention, proving its significant influence. Though there is a bit of variability in the data, the Adjusted R-squared (0.596) remains strong, confirming a good-fitting model.

4.13.2 ANOVA of Regression Analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.931	1	10.931	25.081	.000 ^b
	Residual	42.709	98	0.436		
	Total	53.640	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Review Quality

ANOVA results (F -statistic = 25.081, $p = 0.000$) confirm that Review Quality is a significant predictor of Purchase Intention. The consistent value of 1.128 in the table of coefficients is an indication that even in the absence of considering review quality, there is always a baseline rate of purchase intention. For every unit increase in Review Quality, Purchase Intention increases by 0.404 units ($B = 0.404$, $p = 0.000$). The standardized beta of 0.451 also indicates that Review Quality exerts a moderate but significant influence on consumer purchasing behavior.

Table 4.13.3

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.128	0.175		6.444	0.000
	Review Quality	0.404	0.081	0.451	5.008	0.000

a. Dependent Variable: Purchase Intention

The coefficients table also illustrates the relationship between Review Quality and Purchase Intention. The constant value ($B = 1.128$, $p = 0.000$) suggests that regardless of the consideration for review quality, there is a baseline level of purchase intention. This suggests that there might be other reasons as well why a customer decides to purchase. However, the unstandardized coefficient ($B = 0.404$, $p = 0.000$) also shows that with each unit rise in Review Quality, Purchase Intention will rise by 0.404 units, validating the argument that high-quality and long reviews are the deciding determinants of potential customers.

The positive coefficient lends support to the contention that more quality reviews lead to more confident customers in their buying decisions. The standardized beta coefficient (0.451) shows that Review Quality has a moderate but significant effect on purchase intention. The t -value (5.008) and p -value (0.000) also affirm that Review Quality is a statistically significant predictor of Purchase Intention, i.e., the relationship is extremely unlikely to be due to chance.

Together, these findings highlight the significance of quality reviews in shaping consumer behavior. Businesses and online marketplaces must ensure that product reviews are accurate, descriptive, and reliable, as this can have a significant influence on customer trust and sales.

Hypothesis 3:

H0: Review quantity has no significant impact on purchase intention.

Review quantity has no significant impact on purchase intention.

Table 4.14 Reliability Analysis of Review quantity and Purchase Intention

Cronbach's Alpha	N of Items
0.736	4

Table 4.14 shows the reliability analysis of the construct quantifying the effect of Review Quantity on Purchase Intention. The items in the analysis were of satisfactory internal consistency, as reflected by Cronbach's Alpha value of 0.736. A Cronbach's Alpha value above 0.7 is regarded as acceptable in social science research, indicating the validity and consistency of the items used to measure Review Quantity and its impact on Purchase Intention.

Table 4.14.1: Model Summary of Review quantity and Purchase Intention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.787 ^a	0.619	0.553	0.44610

a. Predictors: (Constant), Review Quantity

Table 4.14.1 gives the model summary of the regression analysis that is testing the association between Review Quantity and Purchase Intention. The R-value of 0.787 shows there is a very strong positive correlation between Review Quantity and Purchase Intention. The R-Square value of 0.619 implies that 61.9% of Purchase Intention variability can be attributed to Review Quantity alone, proving a significant effect. The Adjusted R-Square (0.553), which accounts for the number of predictors, remains relatively strong, indicating a well-fitted model. The Standard Error of Estimate (0.44610) represents the average deviation of actual purchase intention values from the predicted ones, showing a reasonable model fit.

Table 4.14.2: ANOVA of Regression Analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.730	1	12.730	30.496	.000 ^b
	Residual	40.910	98	0.417		
	Total	53.640	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Review Quantity

Table 4.14.2 provides the ANOVA results to test the significance of the overall regression model. The F-statistic (30.496) and p-statistic (0.000) ensure that the model is significant, indicating Review Quantity has a strong predictive relationship with Purchase Intention. The ratio of regression sum of squares (12.730) and the residual sum of squares (40.910) also underlines the good explanatory power of the model. Because the p-value is below 0.05, we can say that the results of the model are statistically significant and not the result of random chance.

Table 4.14.3.: Coefficients of Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.118	0.162		6.884	0.000
	Review Quantity	0.390	0.071	0.487	5.522	0.000

a. Dependent Variable: Purchase Intention

Table 4.14.3 shows the specific contribution of Review Quantity to Purchase Intention. As Review Quantity is zero, baseline Purchase Intention is captured in the constant ($B = 1.118$, $p = 0.000$). Holding everything else constant, a one-unit increase in Review Quantity adds 0.390 units to Purchase Intention, based on the unstandardized coefficient of Review Quantity ($B = 0.390$, $p = 0.000$). According to the standardized beta coefficient (0.487), the relationship between Review Quantity and Purchase Intention is moderate to high. The statistical significance of the relationship is confirmed by the t-value (5.522) and p-value (0.000).

All the results indicate a high degree of positive correlation between Review Quantity and Purchase Intention.

Per the findings, increased reviews improve customer confidence, and they tend to make buying decisions by Flipkart customers stronger. Purchase intention can also be affected by aspects such as review quality, trust in the brand, or characteristics of the product, since Adjusted R-Square (0.553) indicates that the variance of 55.3% cannot be explained. Several factors may be added to subsequent studies to provide a more complete profile of e-commerce consumer purchase behavior.

Hypothesis 4

H0: Review timing has no significant impact on purchase intention.

Review timing has no significant impact on purchase intention
Table 4.15: Model Summary of Review timing and Purchase Intention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.869 ^a	0.755	0.615	0.35340

a. Predictors: (Constant), Review Timing

Table 4.15 provides the model summary for the relationship between Review Timing and Purchase Intention. As evidenced by the R value of 0.869, there is a strong positive correlation between review timing and purchase intention. The R-Square value of 0.755 indicates that review timing has a considerable impact, accounting for 75.5% of the variation in Purchase Intention. The Adjusted R-Square value of 0.615 confirms that the model is a good fit. The Standard Error of the Estimate (0.35340) is the average of the actual and predicted values of purchase intention, signifying a high prediction accuracy rate.

Table 4.15.1 ANOVA of Regression Analysis

Mode		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.801	1	11.801	27.640	.000 ^b
	Residual	41.839	98	0.427		
	Total	53.640	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Review Timing

ANOVA results, indicating statistical significance of the regression model, are presented in the Table 4.15.1. Significant effect of Review Time on Purchase Intention is shown through highly significant F-value (27.640) and significance level ($p = 0.000$) of the model.

The observed association is unlikely to be the result of chance, as confirmed by the extremely low p-value.

Table 4.15.2: Coefficients of Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.165	0.161		7.228	0.000
	Review Timing	0.397	0.076	0.469	5.257	0.000

a. Dependent Variable: Purchase Intention

Table 4.15.2 also displays the coefficients of the regression equation, indicating the effect of Review Timing on Purchase Intention. The constant term (1.165, $p = 0.000$) shows that regardless of whether Review Timing is not present, there remains a residual level of purchase intention. The coefficient B (0.397, $p = 0.000$) reveals that as Review Timing goes up by one unit, Purchase Intention also goes up by 0.397 units, thereby describing its role in shaping consumer decisions. The standardised beta coefficient (0.469) conveys strong to moderate influence, affirming in turn that recency of review has an influential role. The t-value (5.257, $p = 0.000$) verifies again that Review Timing is a Purchase Intention predictor.

The outcome of the regression analysis clearly shows that recent reviews positively impact buying decisions on Flipkart. With ongoing recent reviews coming in regularly, consumers feel inclined to purchase products. For credibility and sales, firms need to encourage timely and continuous customer feedback so that potential buyers get the most appropriate product experiences at all times.

Hypothesis 5

Hypothesis 5: Review size has no significant impact on purchase intention

Table 4.16.: Reliability Analysis of Review size and Purchase Intention

Cronbach's Alpha	N of Items
0.716	3

The test for Review Size and Purchase Intention reliability is presented in the table. The Cronbach's Alpha measure (0.716) is a good indication of internal consistency of the three items under test. As a general rule, a Cronbach's Alpha value of 0.7 or more is sufficient for social science studies, and the Review Size and Purchase Intention items are therefore reliable and produce consistent measurements. Since the sample size of items ($N = 3$) is relatively small, Cronbach's Alpha of 0.716 is reasonable.

Table 4.16.1 Model Summary of Review size and Purchase Intention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.849 ^a	0.721	0.693	0.23117
a. Predictors: (Constant), Review Size				

Table 28 depicts the model summary of the interaction between Purchase Intention and Review Timing tested in regression. R-value (0.869) indicates a very strong positive correlation of Purchase Intention and Review Timing. The R-Square value (0.755) indicates that there is a correlation of 75.5% of Purchase Intention with Review Timing by itself and that it does have a significant impact. The Adjusted R-Square value (0.615) after controlling for the number of predictors is high and indicates that it is a good-fitting model. Also, the Standard Error of Estimate value (0.35340) is relatively small, which indicates the good predictive effectiveness of the model.

Table 4.16.2 ANOVA of Regression Analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.800	1	10.800	24.707	.000 ^b
	Residual	42.840	98	0.437		

	Total	53.640	99			
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Table 4.16.2 provides the ANOVA output that tests the overall significance of the regression model. The F-value (27.640) and the p-value (0.000) indicate that the model is significant statistically, which confirms that Review Timing is a good predictor of Purchase Intention. The Regression Sum of Squares (11.801) vis-a-vis the Residual Sum of Squares (41.839) brings out that much of Purchase Intention variance is accounted for by Review Timing. The extremely low p-value (0.000) further confirms that the observed relationship in the model is not randomly obtained.

Table 4.16.3: Coefficients of Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.160	0.170		6.810	0.000
	Review Size	0.382	0.077	0.449	4.971	0.000

a. Dependent Variable: Purchase Intention

The high impact of Review Timing on Purchase Intention is shown in Table 30. Baseline Purchase Intention of 1.165 is reported by the constant ($B = 1.165$, $p = 0.000$). With an unstandardized coefficient of ($B = 0.397$, $p = 0.000$), Purchase Intention increases by 0.397 units for a unit increase in Review Timing. Its large, positive contribution is attested to by the beta-standardized (0.469), t-value (5.257), and p-value (0.000). While 38.5% of the variance remains to be explained, the high R-Square value (0.755) also attests that timeliness of review does have some impact on the buying behavior of consumers on Flipkart, suggesting other factors. To understand better, in the future, research studies could explore other determinants.

5.1 Findings

- Regression analysis shows a strong positive association ($R = 0.847$) between review valence and purchase intention. This suggests that consumers are more inclined to buy the goods when reviews are more positive. The strong influence of review valence is demonstrated by the R Square value of 0.717, which indicates that it accounts for 71.7% of the variation in purchase intention. Purchase intention is strongly predicted by
- Purchase intention is statistically significantly predicted by review valence, according to the ANOVA results ($F = 13.437$, $p = 0.000$). The regression sum of squares (6.468) shows a robust correlation between review valence and purchase decisions, suggesting that the regression model accounts for a significant amount of the variance in buy intention.
- purchase intention rises by 0.252 units for every unit increase in review valence. The moderately positive impact of review valence on purchase intention is further supported by the standardized coefficient ($Beta = 0.347$). This result disproves the null hypothesis (H_0) and demonstrates that purchase intention is significantly positively impacted by positive review valence.
- Although the analysis mostly concentrates on the positive influence of review valence, the powerful influence of positive reviews suggests that negative reviews would discourage potential customers. This is consistent with research showing that consumers are extremely sensitive to the sentiment of reviews and that unfavorable reviews can considerably lower the likelihood that they will make a purchase.
- The findings suggest that businesses should prioritize maintaining positive customer reviews to enhance purchase intention and drive sales. Positive reviews not only build trust but also significantly influence consumer behavior, making them a critical factor in shaping purchase decisions on platforms like Flipkart. In conclusion, the analysis confirms that review.

- The regression study demonstrates a considerable positive correlation between buy intention and review quality ($R = 0.851$). With a R Square value of 0.724, review quality has a large influence on buyer behavior, accounting for 72.4% of the variation in purchase intention.
- The ANOVA results show that review quality is a statistically significant predictor of purchase intention ($F = 25.081$, $p = 0.000$). The model's strong explanatory power is demonstrated by the regression sum of squares (10.931) compared to the residual sum of squares (42.709), which suggests that review quality is a significant factor in influencing purchase decisions..
- Unstandardized coefficient for review quality ($B = 0.404$, $p = 0.000$), purchase intention rises by 0.404 units for every unit increase in review quality. The moderately positive impact of review quality on purchase intention is further supported by the standardized coefficient ($Beta = 0.451$). This result demonstrates that high-quality reviews considerably raise purchase intention and contradicts the null hypothesis (H_0).
- The analysis shows that people favor thorough and reliable reviews because they offer more reliable and helpful information. High-quality reviews lower uncertainty and boost customer confidence in the product, as seen by the particularly significant influence of reviews containing unique user experiences (mean = 1.640).
- The regression analysis shows a significant positive connection ($R = 0.787$) between review quantity and buy intention.
- The R Square value of 0.619 shows that review quantity has a considerable influence on consumer behavior, accounting for 61.9% of the variation in buy intention. Purchase intention is significantly predicted by review quantity: ANOVA results show that review amount is a statistically significant predictor of purchase intention ($F = 30.496$, $p = 0.000$). The model's strong explanatory power is demonstrated by the regression sum of squares (12.730) compared to the residual sum of squares (40.910), which shows that review quantity is a significant factor in influencing purchase decisions.

- According to the unstandardized coefficient for review quantity ($B = 0.390$, $p = 0.000$), buy intention rises by 0.390 units for every unit increase in review quantity. The moderate to strong favorable impact of review quantity on purchase intention is further supported by the standardized coefficient ($Beta = 0.487$). This result disproves the null hypothesis (H_0) and demonstrates that purchase intention is positively impacted by a greater number of reviews.
- Analysis, consumers are reluctant to buy products with a low number of reviews (mean = 2.060). This suggests that while a higher number of reviews increases product legitimacy and promotes purchases, a lack of reviews can have a detrimental effect on consumer trust and purchase intention.
- Results, companies should concentrate on getting more reviews for their goods in order to increase customer confidence and influence purchasing decisions. On sites like Flipkart, a greater number of reviews is crucial in determining consumers' intents to make purchases because it not only increases trust but also has a big impact on their behavior.
- The results of the regression analysis indicate that purchase intention is strongly positively correlated with the time of recent reviews ($R = 0.869$). Its large impact on customer behavior is demonstrated by the R Square value of 0.755, which shows that review time accounts for 75.5% of the variation in purchase intention.
- ANOVA results show that review timing is a statistically significant predictor of purchase intention ($F = 27.640$, $p = 0.000$). This indicates that review timing is a strong predictor of buy intention. Review time is a significant factor in influencing purchase decisions, as evidenced by the regression sum of squares (11.801) compared to the residual sum of squares (41.839), which demonstrates the model's great explanatory power.
- Unstandardized coefficient for review timing ($B = 0.397$, $p = 0.000$), purchase intention rises by 0.397 units for every unit increase in review timing. The moderate to strong beneficial impact of review timeliness on purchase intention is further

supported by the standardized coefficient ($\text{Beta} = 0.469$). This result disproves the null hypothesis (H_0) and demonstrates that purchase intention is significantly positively impacted by recent reviews.

- Data, consumers see products as less trustworthy if the majority of their evaluations are out of date (mean = 1.730). This implies that customers are more likely to believe current and recent reviews, whereas they may be less confident in an outdated review.
- In order to increase customer trust and influence purchasing decisions, companies should concentrate on ensuring a consistent flow of current and recent reviews. On sites like Flipkart, recent reviews are crucial in determining consumers' intents to make purchases because they not only increase legitimacy but also have a big impact on consumer behavior.
- The regression analysis reveals a strong positive correlation between review size and purchase intention ($R = 0.849$). The R Square value of 0.721 indicates that 72.1% of the variation in purchase intention can be explained by review size, demonstrating its significant influence on consumer behavior.
- The ANOVA results ($F = 24.707$, $p = 0.000$) confirm that review size is a statistically significant predictor of purchase intention. The regression sum of squares (10.800) compared to the residual sum of squares (42.840) highlights the strong explanatory power of the model, indicating that review size plays a crucial role in shaping purchase decisions.
- Unstandardized review size coefficient ($B = 0.382$, $p = 0.000$), purchase intention rises by 0.382 units for every unit increase in review size. Additional evidence for the moderate to strong positive impact of review size on purchase intention comes from the standardized coefficient ($\text{Beta} = 0.449$). The null hypothesis (H_0) is rejected by this result, which also demonstrates that thorough and drawn-out reviews considerably raise purchase intention.

- Customers tend to ignore relatively brief evaluations since they don't provide enough information (mean = 2.110), according to the data. This suggests that while longer, more thorough evaluations are favored for their thorough insights, shorter reviews are less likely to affect purchasing decisions.
- Research, companies should encourage clients to write in-depth, in-depth evaluations since they greatly increase customer trust and influence purchasing decisions. More thorough information is provided by longer reviews, which lowers uncertainty and raises the possibility of a purchase.

5.2 Suggestions

- ❖ Promote Affirmative Reviews: Companies ought to take the initiative in motivating content customers to recount their positive experiences via loyalty programs, rewards, or follow-up emails, since such reviews bolster trust and credibility.
- ❖ Emphasize Review Quality: Businesses ought to encourage detailed reviews that include user experiences, advantages, and disadvantages by providing incentives or teaching customers how to write helpful feedback.
- ❖ Increase Review Volume: A higher number of reviews enhances confidence; Businesses can accomplish this by sending reminders to customers after purchase, providing discounts, or making the review process easier.
- ❖ Ensure Timely Reviews: Recent reviews are more trusted. Encouraging prompt feedback and showcasing recent reviews can enhance credibility.
- ❖ Encourage Detailed Reviews: Long, informative reviews influence decisions more. Incentives can motivate customers to provide comprehensive feedback.
- ❖ Tackle Negative Reviews: It is important for businesses to keep an eye on negative feedback and respond to it quickly. They should address any worries raised in order to demonstrate that they are dedicated to ensuring customer satisfaction.

- ❖ **Utilize Visual Content:** Reviews that include images or videos boost credibility and comprehension of the product. Businesses ought to motivate customers to include visuals.
- ❖ **Enhance Review Management:** Keeping an eye on sentiment, replying to questions, and showcasing favorable reviews can bolster brand loyalty and image.
- ❖ **Utilizing Reviews for Promotion:** Showcasing favorable reviews, star ratings, and testimonials in advertisements and on social media can enhance sales and trustworthiness.
- ❖ **Inform Clients about Significance of Reviews:** Customers can be motivated to take part in the reviewing process more frequently by making them aware of how reviews affect things.

5.4 Conclusion

The analysis's conclusions emphasize how important internet reviews are in influencing customer behavior and buy intentions on sites like Flipkart. Customer trust is greatly increased and the possibility of a purchase is raised by positive reviews, excellent feedback, a greater number of reviews, prompt evaluations, and in-depth, lengthy reviews. Companies can increase customer confidence and boost sales by aggressively promoting favorable reviews, concentrating on review quality, and making sure that there is a constant stream of up-to-date, thorough feedback. Furthermore, using visual elements in reviews and quickly responding to unfavorable ones can increase legitimacy and allay concerns among prospective customers. Businesses can build a favorable brand image and draw in new clients by refining review management techniques and integrating reviews into marketing initiatives. To sum up, internet reviews are an effective way to sway customer choices. Businesses may effectively increase customer trust, boost buy intents, and ultimately spur growth in the cutthroat world of e-commerce by giving priority to the creation of thorough, timely, and high-quality reviews. This dynamic will be further strengthened by teaching consumers about the value of reviews and encouraging them to share their experiences, resulting in a more open and reliable shopping environment.

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Section:Demographic

1. What is your gender?

- ☐ Male
- ☐ Female
- ☐ Other

2. What is your age group?

- ☐ Below 18
- ☐ 18–25
- ☐ 26–35
- ☐ 36–50
- ☐ Above 50

3. What is your highest educational qualification?

- ☐ High school or below
- ☐ Higher secondary
- ☐ Bachelor's degree
- ☐ Master's degree or higher
- ☐ Other(specify)

4. What is your/ family monthly income?

- ☐ Less than ₹20,000
- ☐ ₹20,001–₹50,000
- ☐ ₹50,001–₹1,00,000
- ☐ Above ₹1,00,001

5. How often do you shop on Flipkart?

- ☐ Rarely (less than once a month)
- ☐ Occasionally (1–3 times a month)
- ☐ Frequently (4+ times a month)

Purchase intention

6. am likely to purchase a product from Flipkart after reading positive online reviews.

- ☐ Strongly agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly disagree

7. Online reviews on Flipkart influence my decision to buy a product.

- ☐ Strongly agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly disagree

8. I intend to purchase products from Flipkart based on the recommendations of online reviews.

- ☐ Strongly agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly disagree

9. I feel confident in purchasing a product from Flipkart after reading detailed and credible reviews.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

10. The quantity of reviews on Flipkart affects my willingness to buy a product.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

11. After reading online reviews, I am more likely to choose Flipkart over other e-commerce platforms.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

Review Valence

12. I am more likely to purchase a product from Flipkart if the majority of reviews are positive.

- ☐ Strongly agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly disagree

13. Negative reviews on Flipkart discourage me from purchasing a product, even if there are positive reviews as well.

- ☐ Strongly agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly disagree

14. A mix of positive and negative reviews makes me reconsider my purchase decision on Flipkart.

- ☐ Extremely likely
- ☐ Very likely
- ☐ Somewhat likely
- ☐ Not very likely
- ☐ Not at all likely

15. If a product has mostly neutral reviews, I am less likely to purchase it from Flipkart.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

Review Quality

16. I am more likely to trust a Flipkart review if it provides detailed information about the product's features and performance.

- ☐ Strongly agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly disagree

17. Well-structured and clearly written reviews influence my purchase decisions on Flipkart.

- ☐ Yes
- ☐ No
- ☐ Maybe

18. I find reviews with specific user experiences more helpful than short or vague reviews when deciding to buy a product on Flipkart.

- ☐ Strongly agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly disagree

19. A poorly written or unclear review reduces my confidence in purchasing a product from Flipkart, even if it is positive.

- ☐ Extremely likely
- ☐ Very likely
- ☐ Not very likely
- ☐ Not at all likely

Review Quantity

20. I am more likely to purchase a product from Flipkart if it has a large number of customer reviews.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

21. A product with very few reviews makes me hesitant to purchase it from Flipkart.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

22. I believe that a higher number of reviews indicates a more popular and reliable product on Flipkart.

- ☐ Yes
- ☐ No
- ☐ Maybe

23. Even if a product has positive reviews, I prefer buying it only if there are a sufficient number of reviews available.

- ☐ Extremely likely
- ☐ Very likely
- ☐ Not very likely
- ☐ Not at all likely

Review Timing

24. I trust recent reviews on Flipkart more than older reviews when making a purchase decision.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

25. If the most recent reviews of a product are negative, I am less likely to buy it, even if older reviews are positive.

- ☐ Strongly agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly disagree

26. I consider a product less reliable if most of its reviews on Flipkart are outdated.

- ☐ Yes
- ☐ No
- ☐ Maybe

27. A steady flow of new reviews over time increases my confidence in purchasing a product from Flipkart.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

☐ Review Size

28. I find lengthy reviews on Flipkart more useful than short ones when deciding to purchase a product.

- ☐ Strongly agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly disagree

29. A detailed review with in-depth analysis influences my purchase decision more than a brief comment.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree

- Strongly disagree

30. I tend to skip very short reviews as they do not provide enough information for my purchase decision on Flipkart.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

31. Even if a product has many reviews, I prefer reading longer ones to get a better understanding before purchasing.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree