

E-ISSN: 2708-4523

P-ISSN: 2708-4515

Impact Factor (RJIF): 5.61

AJMC 2025; SP-6(3): 146-153

© 2025 AJMC

www.allcommercejournal.com

Received: 15-07-2025

Accepted: 19-08-2025

Nikita Vishwakarma

Department of BBA, Dr. D. Y.
Patil, Arts, Commerce &
Science College, Pimpri, Pune,
Maharashtra, India

Analysing the influence of online cosmetic reviews on customer's decision-making in PCMC, Pune

Nikita VishwakarmaDOI: <https://www.doi.org/10.22271/27084515.2025.v6.i3Sa.812>

Abstract

This study explores the impact of online reviews on the decision-making process of cosmetics shoppers in PCMC, Pune. With the increasing shift towards digital platforms for shopping, understanding the pivotal role of online reviews becomes essential. The research concentrates on the cosmetics industry in PCMC, delving into the intersection of e-commerce and digital feedback to influence consumer preferences.

Utilizing consumer behaviour theories and existing literature, the study employs a comprehensive approach to decipher the dynamics of decision-making. The methodology incorporates a blend of quantitative and qualitative methods, including surveys and interviews, to gather both numerical data and personal insights. The objective is to reveal patterns and trends in online cosmetic shopping, providing a nuanced understanding of the factors that guide consumer choices in Pune.

By illuminating the intricate relationship between online reviews and consumer decisions, this research not only contributes to academic knowledge but also provides practical insights for businesses and marketers navigating the digital landscape of the cosmetics market in PCMC.

Keywords: Online cosmetic reviews, consumer behaviour, e-commerce trends in PCMC, quantitative and qualitative methods, factors influencing consumer choices

Introduction

In the dynamic city of PCMC, Pune, the cosmetics landscape is experiencing a significant transformation, driven by the digital revolution. With a growing preference for the convenience of online shopping, a pivotal element comes to the forefront - the influential role of online cosmetic reviews in shaping consumer decisions. This research explores the intriguing interaction between digital feedback and consumer choices, seeking to unravel the critical factors that influence the purchasing decisions of cosmetics enthusiasts in PCMC.

Navigating Digital Dynamics: Unravelling Consumer Choices and Local Patterns in PCMC's Cosmetic Market

- Digital Transformation:** The rise of online platforms has transformed the shopping landscape, providing a multitude of choices at consumers' fingertips. Cosmetics, once exclusively tried in stores, are now explored and assessed through online reviews.
- The Consumer's Dilemma:** Faced with a vast array of online cosmetic products, consumers encounter a unique challenge. Their selection process involves navigating through a sea of reviews, each holding the potential to sway their final decision.
- Local Flavour of PCMC:** Situated in Pune, PCMC possesses distinct market characteristics. Understanding local consumer behaviour is essential for businesses and policymakers to tailor strategies that resonate with the community.
- The Rise of E-commerce:** E-commerce trends are reshaping the retail experience, particularly in PCMC. This study aims to uncover how the increasing prevalence of online shopping interfaces with consumer reliance on reviews.
- Unveiling Influencing Factors:** Through a combination of quantitative and qualitative methods, this research aims to identify and dissect the factors playing a pivotal role in customers' decision-making processes when purchasing cosmetics online.

Factors Affecting Online Shopping Behaviour

- Product Reviews and Ratings:** Impact consumer trust and confidence.
- Price and Discounts:** Attract shoppers seeking the best deals.
- Product Descriptions and Information:** Clear details and quality images aid

Corresponding Author:**Nikita Vishwakarma**

Department of BBA, Dr. D. Y.
Patil, Arts, Commerce &
Science College, Pimpri, Pune,
Maharashtra, India

purchasing decisions.

4. **Website Design and User Experience:** Easy navigation and a smooth checkout process are crucial.
5. **Brand Reputation:** A positive brand image contributes to consumer confidence.
6. **Social Proof and Influencers:** Peer recommendations and influencer endorsements sway decisions.
7. **Convenience and Accessibility:** Fast shipping, easy returns, and multiple payment options enhance convenience.
8. **Security and Privacy:** Assurance of online security and privacy is paramount.
9. **Customer Service:** Responsive and helpful customer service builds trust.
10. **Personalization:** Tailored recommendations and personalized experiences influence purchases.
11. **Mobile Compatibility:** Optimizing for mobile platforms is essential.
12. **Return Policy:** A clear and favourable return policy alleviates concerns.

These factors collectively shape the online shopping experience, influencing consumers' decisions and preferences.

Literature review

Customer Decision-Making Journey

Consumer reviews are commonly regarded as more trustworthy compared to information sponsored by marketers (Bickart and Schindler, 2001) ^[2]. The evolving dynamics of customer influence pose both challenges and prospects for businesses (Henning-Thurau and Walsh, 2003) ^[12]. The consumer buying decision process is a intricate journey that individuals undergo, starting from identifying issues with a particular brand to ultimately selecting a product that resolves those concerns (Hawkins, Best, & Coney, 2007) ^[11]. According to Kotler's framework (1997), this process encompasses five distinct stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. For the purposes of this study, the focus narrows down to the information search and evaluation of alternatives stages, as these are critical junctures where electronic Word-of-Mouth (e-WOM) exerts its influence on purchase intention. In essence, we delve into how consumers navigate the wealth of information during the information search stage and how e-WOM shapes their considerations during the evaluation of alternatives, both crucial elements in the contemporary consumer decision-making process.

User Comments on Digital Shopping

The primary user base on review platforms consists of consumers in search of product details for a potential purchase and individuals contributing reviews. The adoption of these platforms is significant, and their impact on buying choices and communication patterns is on the rise (Henning-Thurau and Walsh, 2003) ^[13]. Almana and Mirza (2013) ^[1] emphasized the integral role of consumer reviews within the realm of electronic Word-of-Mouth (e-WOM). The feedback and recommendations provided by consumers online serve as a valuable source of insights into the experiences and opinions of those who have interacted with a particular product or service, potentially influencing the purchase intentions of prospective

consumers (Khammash, 2008) ^[14]. Park, Lee, and Han (2008) ^[4] extended this perspective, characterizing consumers who contribute online reviews as information agents. These individuals not only share information but also assume the role of recommenders, offering insights and recommendations based on their prior usage experiences. Within the scope of this research, the exploration of online consumer reviews delves into their impact through the lenses of source credibility, review quality, review quantity, and review valence, all considered as independent variables in understanding their influence on consumer decision-making processes. Online customer reviews refer to evaluations provided by consumers regarding their assessment of a product across various dimensions. These reviews serve as a valuable resource for consumers seeking insights into the quality of a product, based on the firsthand experiences shared by others who have made purchases from online sellers (Mo *et al.*, 2015) ^[19]. In the process of deciding to purchase a product, consumers typically seek quality information, and with the increasing prevalence of the internet, online customer reviews have become a pivotal source for such information (Zhu, 2010) ^[24]. These reviews, shared by consumers through the internet (Park & Lee, 2009) ^[20], encompass both positive and negative aspects related to the product or the company (seller). They also extend to describing specific characteristics, such as profit and loss, associated with the product (Lackermaier *et al.*, 2013) ^[16]. Existing evidence suggests that suggestions and insights from consumers who have firsthand experience with a product are valuable evaluations that play a significant role in the decision-making process for potential consumers (Liu, 2006) ^[17]. Thus, online customer reviews act as a dynamic and influential channel for consumers to make informed decisions about the products they are considering.

Credible Source

According to Mopez and Ticillia (2015), source credibility denotes how consumers perceive the reliability of the message source. The credibility of a source is crucial, as it needs to be competent, believable, and trustworthy to resonate with readers, marking it as a significant aspect in the communication process (Cheung, Lee, & Rabjohn, 2008) ^[8]. Building on the insights of Bataineh's previous study in 2015, it becomes evident that source credibility holds paramount importance in the consumer information-reception journey. A heightened level of credibility is associated with an increased likelihood of generating higher purchase intentions. Conversely, a diminished level of credibility is linked to a decrease in purchase intentions. This underscores the pivotal role that source credibility plays in influencing consumer decisions during the information-processing stage, thereby impacting their subsequent purchasing intentions. Individual viewpoints and firsthand encounters regarding products and services, expressed through online reviews, have evolved into one of the most invaluable reservoirs of information, aiding users in their decision-making processes when it comes to making purchases (Chua and Banerjee, 2015; Dellarocas, 2003; Henning-Thurau and Walsh, 2003; Huang and Benyoucef, 2013) ^[6, 25, 12, 26].

Purchase Intention

Purchase intention constitutes an integral component of the consumer buying decision process, emerging because of how consumers explore and assess product information. It is essentially the likelihood or probability that a consumer will

proceed to acquire a specific product (Fazli, Sam, & Tahir, 2009)^[8]. This aspect of the decision-making journey reflects the culmination of the consumer's efforts in searching and evaluating product-related information. In essence, purchase intention encapsulates the mindset and inclination of a consumer towards making a tangible transaction, offering insights into the probable action they might take in acquiring the identified product.

Marketing Communication

Marketing communication involves the strategic and controlled exchange of information with specific target audiences, aiming to achieve mutually beneficial objectives (Dahlen, Lange & Smith, 2010, p.3)^[7]. According to Kayode (2014)^[13], it encompasses the dissemination of information, ideas, and meanings about products, services, and organizations, distinguished by both the source and the recipient of the message. The concerted effort in marketing communication is directed towards providing information, influencing perceptions, and reminding consumers, either directly or indirectly, about the products or brands offered by a company. It serves as a medium for companies to engage in direct interaction, fostering relationships with consumers (Kotler & Keller, 2016, p. 580)^[15]. Furthermore, marketing communication serves as a platform for companies to showcase how and why a product is used, specifying the contexts of use such as with whom, where, and when the product is best suited (Kotler & Keller, 2016, p. 580)^[15]. This dynamic process allows companies to interconnect their marketing strategies with various elements such as people, places, events, and experiences, creating a comprehensive approach to conveying the value and utility of their products or services. The advent of the interactive web has facilitated convenient comparisons of market offerings and searching for purchasing-related guidance provided by fellow consumers through product reviews (Floh *et al.*, 2013)^[9].

Influence of online review on product sales

Many studies have looked at how online reviews affect product sales, focusing on two things: how many comments there are and whether they're positive or negative. Some say more reviews mean more sales, while others think it works both ways. The impact of product ratings on sales is also unclear, with some studies saying positive ratings lead to more sales, while others disagree. Some researchers have also explored the words people use in reviews, especially if they're positive or negative. Positive comments usually mean more sales, but not much is known about other types of words in reviews. Not many researchers have studied how the stories in reviews can make people want to buy something. Understanding what people say in reviews used to be hard, but new technology has made it easier. Studies that look at both what people say in reviews and how many reviews there are show that reviews really do affect what people buy. This study looks at both types of information to see how they impact sales in different review situations. Many studies use sales rankings to estimate how well a product is selling, based on how it ranks on sites like Amazon.com (Chevalier and Goolsbee, 41)^[5].

Decision-making and information processing in the online environment are influenced by the visibility of reviews

Numerous studies have explored the relationship between

online reviews and consumer behaviour, particularly in terms of information adoption decisions and purchase intention. These investigations often rely on dual-process theories, notably the Elaboration Likelihood Model (ELM) proposed by Petty and Cacioppo and the heuristic-systematic model (HSM) introduced by Chaiken. Both models share similar mechanisms, explaining individuals' information processing strategies. The ELM's central route and the HSM's systematic processing suggest that consumers engage in high cognitive effort to comprehend and evaluate message arguments. In contrast, the ELM's peripheral route and the HSM's heuristic processing indicate lower effort judgment based on accessible information before message adoption. In the context of online reviews, consumers may employ central or systematic processing to understand review text, demanding higher cognitive effort. Conversely, peripheral or heuristic processing may be utilized to assess non-textual features, requiring less involvement. Both processes can operate concurrently during decision-making, significantly impacting consumer attitudes and intentions. Due to the internet's growth, more consumers express themselves online, leading to lower search costs than offline. However, this abundance of information often results in information overload situations during purchase decisions. In such scenarios, consumers must choose which reviews to evaluate due to limited cognitive processing capacity. For instance, Liu and Karahanna found that consumers read an average of seven reviews before deciding. The importance of review visibility in consumer decision-making aligns with information processing theories, particularly the accessibility-diagnostic theory. This theory suggests that information adoption probability depends on the accessibility and perceived relevance of the input. In the online context, consumers tend to use explicitly displayed information to reduce cognitive effort. In complex choice situations, consumers become selective in acquiring and processing product information, adapting decision-making to specific environments. Described as "cognitive misers" by Shugan, individuals seek to minimize cognitive effort associated with decision-making, especially in situations with numerous difficult-to-compare alternatives. Decision support systems, including aids like sorting in online review systems, help consumers navigate information overload by enabling them to select and process relevant reviews.

Methodology

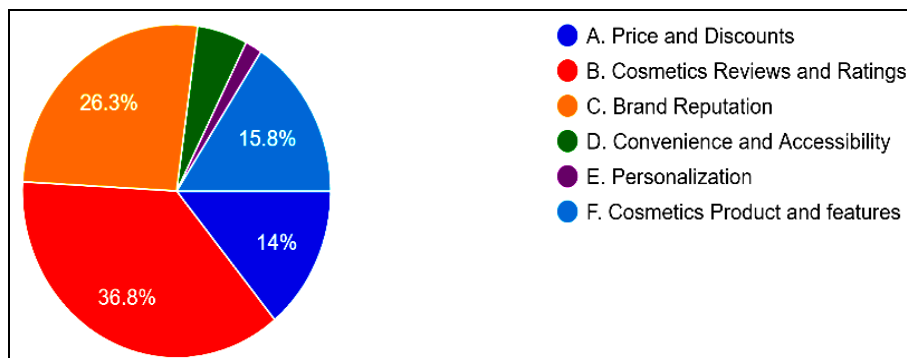
This research gathered primary data by spreading the online e years old. The questions of each variable used Likert five-point scales.

Data Analysis

1. Among the following factors, what plays the most significant role in your decision-making for online cosmetic purchases?

Table 1.1: Factors Influencing Consumer Preferences in Cosmetics Shopping (n = 57)

A. Price and Discounts	8
B. Cosmetics Reviews and Ratings	21
C. Brand Reputation	15
D. Convenience and Accessibility	3
E. Personalization	1
F. Cosmetics Product and features	9
Total	57



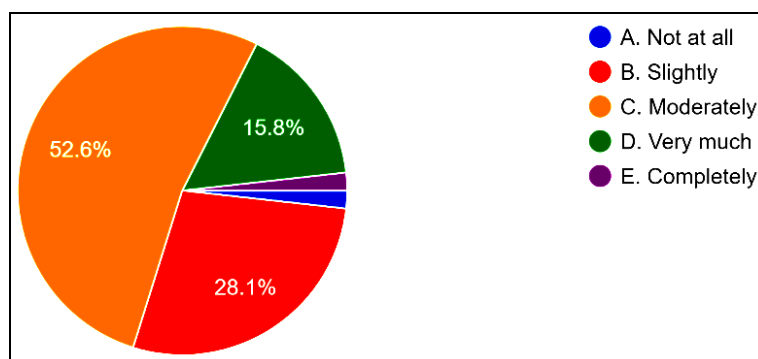
Interpretation

- Among the factors influencing online cosmetic purchases, "Cosmetics Reviews and Ratings" play the most significant role, with 21 responses, highlighting the considerable influence of peer opinions.
- "Brand Reputation" follows closely with 15 responses, emphasizing the importance of a trusted brand image. While factors like "Price and Discounts" and "Cosmetics Product and Features" are considered, their lower response counts suggest that they have a relatively lesser impact on decision-making.

2. How much do you trust online product reviews when considering a cosmetics purchase?

Table 1.2: Level of Consumer Satisfaction in Cosmetics Shopping (n = 57)

A. Not at all	1
B. Slightly	16
C. Moderately	30
D. Very much	9
E. Completely	1
Total	57



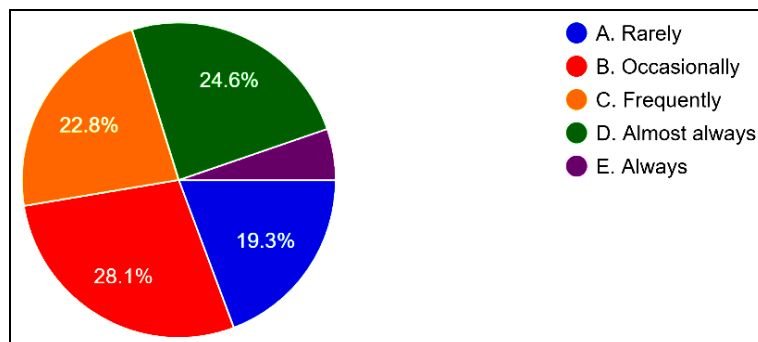
Interpretation

- The data reveals that a substantial number of respondents express trust in online product reviews when considering a cosmetics purchase.
- The majority fall into the categories of "Moderately" (30 responses) and "Slightly" (16 responses), suggesting a considerable reliance on reviews.
- While a small number have extreme positions, with one respondent each stating "Not at all" or "Completely," the overall trend indicates a moderate to high level of trust in online product reviews among the surveyed population.

3. How often do online product reviews influence your decision to purchase a cosmetic product?

Table 1.3: Frequency of Consumer Engagement in Cosmetics Shopping (n = 57)

A. Rarely	11
B. Occasionally	16
C. Frequently	13
D. Almost always	14
E. Always	3
Total	57



Interpretation

- The data suggests that online product reviews significantly influence respondents' decisions when

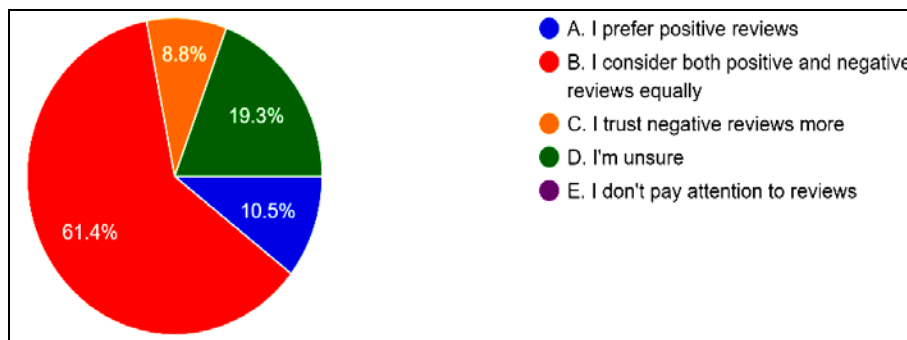
purchasing cosmetics. The majority indicate that reviews are considered either "Occasionally" or "Frequently," emphasizing the importance of online

feedback in the decision-making process.

- While a portion mentions reviews playing a lesser role ("Rarely"), a significant number state that reviews almost always or always impact their cosmetic product choices.

4. When you see a mix of positive and negative reviews for a cosmetic product, how does it impact your likelihood to purchase?

Table 1.4: Consumer Preferences toward Online Cosmetics



Interpretation

- The data indicates that many respondents (35) consider both positive and negative reviews equally when evaluating a cosmetic product.
- A smaller group (6) prefers positive reviews, while another segment (5) trusts negative reviews more.
- Some respondents (11) express uncertainty about the impact of mixed reviews, and none indicate completely disregarding reviews.
- Overall, the interpretation highlights a diverse range of attitudes, with a significant emphasis on balanced consideration of feedback.

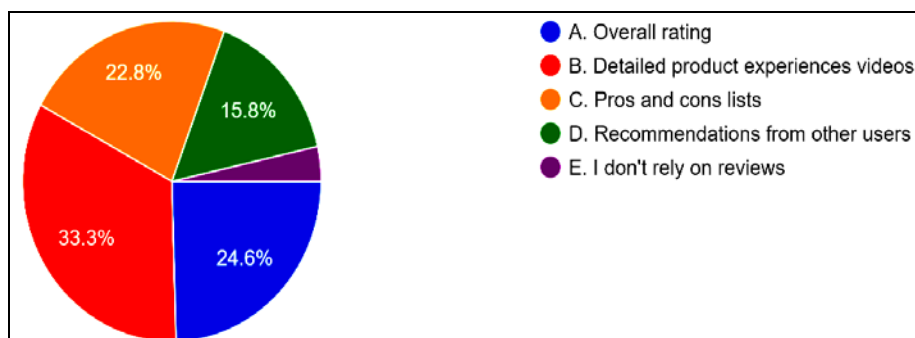
Reviews (n = 57)

A. I prefer positive reviews	6
B. I consider both positive and negative reviews equally	35
C. I trust negative reviews more	5
D. I'm unsure	11
E. I don't pay attention to reviews	0
Total	57

5. What type of information in online product reviews is most influential for your purchasing decision for cosmetics?

Table 1.5: Consumer Priorities in Cosmetics Review Content (n = 57)

A. Overall rating	14
B. Detailed product experiences videos	19
C. Pros and cons lists	13
D. Recommendations from other users	9
E. I don't rely on reviews	2
Total	57



Interpretation

- The data suggests that for cosmetic purchases, respondents find "Detailed product experiences videos" most influential (19 responses), followed closely by "Overall rating" (14 responses) and "Pros and cons lists" (13 responses). "Recommendations from other users" also play a role (9 responses), while a small

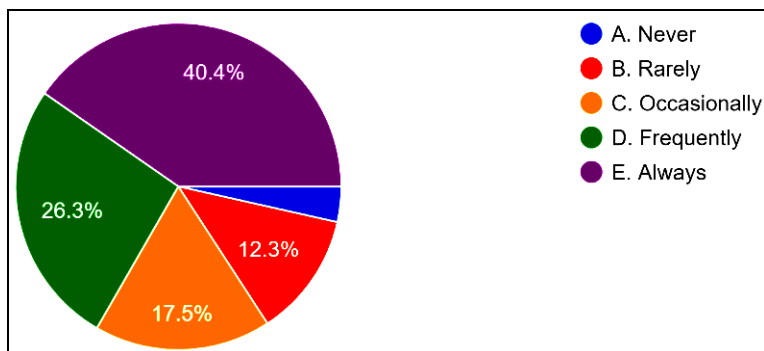
minority (2) don't rely on reviews.

- The interpretation highlights a preference for visual and detailed insights in online product reviews.

6. How often do you read online reviews before making a purchase of cosmetic products?

Table 1.6: Frequency of Consumer Dependence on Online Cosmetics Reviews (n = 57)

A. Never	2
B. Rarely	7
C. Occasionally	10
D. Frequently	15
E. Always	23
Total	57



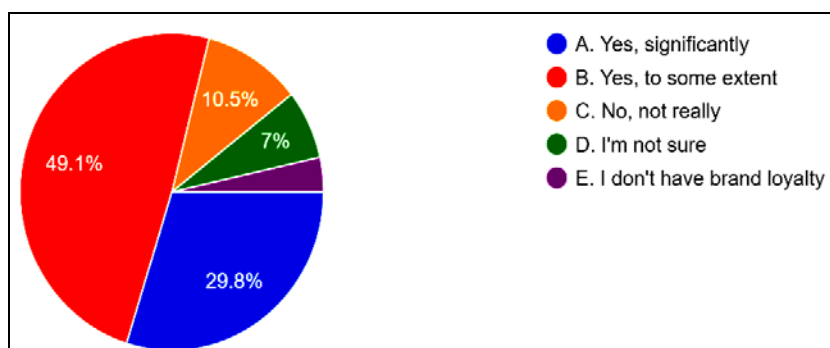
Interpretation

- The data indicates that a significant portion of respondents regularly consult online reviews before making cosmetic product purchases, with 23 choosing "Always" and 15 selecting "Frequently." A smaller but notable group occasionally reads reviews (10), while fewer respondents either rarely (7) or never (2) consult online reviews.
- Overall, the interpretation suggests a prevalent and consistent pattern of relying on online reviews as a crucial part of the decision-making process for cosmetic purchases.

7. Have positive online product reviews ever influenced your loyalty to a particular cosmetic brand?

Table 1.7: Impact of Online Reviews on Consumer Brand Loyalty in Cosmetics (n = 57)

A. Yes, significantly	17
B. Yes, to some extent	28
C. No, not really	6
D. I'm not sure	4
E. I don't have brand loyalty	2
Total	57



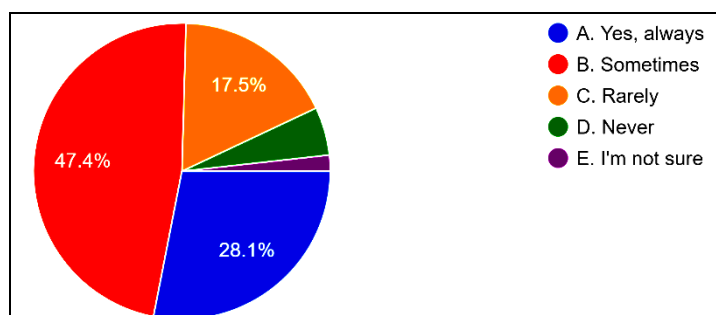
Interpretation

- The data indicates that positive online product reviews have a substantial impact on brand loyalty for a significant portion of respondents, with 17 stating it influences them significantly and 28 to some extent.
- A smaller number express that online reviews don't really affect their loyalty (6), while some are unsure (4), and a few respondents (2) don't have brand loyalty.
- Overall, the interpretation suggests a positive correlation between positive online reviews and the influence they exert on the loyalty of consumers to cosmetic brands.

8. Do you consider factors like the number of reviews a cosmetic product has when making a purchase decision?

Table 1.8: Influence of Online Reviews on Cosmetics Purchase Decisions (n = 57)

A. Yes, always	16
B. Sometimes	27
C. Rarely	10
D. Never	3
E. I'm not sure	1
Total	57



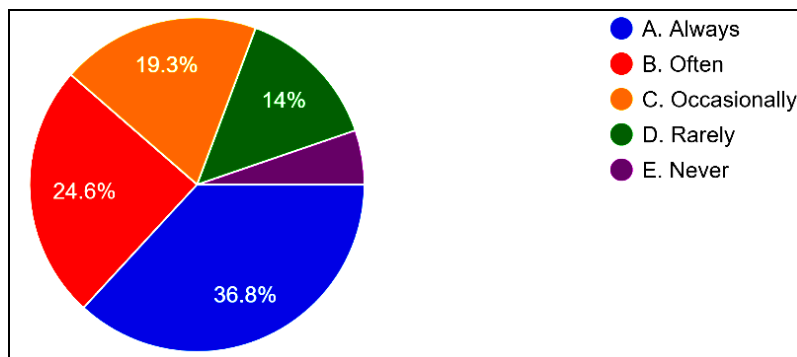
Interpretation

- The data indicates that respondents consider the number

of reviews when making cosmetic purchase decisions, with a significant portion (27) stating they do so

sometimes and a notable number (16) indicating they always consider the number of reviews.

- A smaller group considers this rarely (10), while very few respondents (3) never take the number of reviews into account. There is minimal uncertainty, as only one respondent is unsure.
- Overall, the interpretation suggests that a substantial portion of consumers takes the quantity of reviews into consideration when making cosmetic purchase decisions.



Interpretation

- The data indicates a widespread habit of cross-referencing online cosmetics reviews, with a significant majority (21) stating they always do so and another substantial portion (14) often cross-referencing.
- Only a small number rarely (8) engage in cross-referencing, and very few (3) never do.
- Overall, the interpretation highlights a common practice of seeking information across multiple platforms before deciding to purchase cosmetics.

Conclusion

- 1. Peer Influence in Cosmetic Purchases:** This study highlights the crucial role of "Cosmetics Reviews and Ratings" in shaping online cosmetic purchases, with 21 responses emphasizing the substantial impact of peer opinions. Brands are urged to actively manage and encourage positive reviews to harness the influence of social proof on consumer decisions.
- 2. Building Trust through Brand Reputation:** "Brand Reputation" closely follows with 15 responses, underscoring the significance of a trusted brand image. Cosmetic brands must prioritize maintaining and enhancing their reputation to establish a solid foundation for consumer trust in the online purchasing environment.
- 3. Balanced Consideration of Reviews:** The data reveals diverse attitudes toward online reviews, with a majority (35) valuing both positive and negative reviews equally. Brands should present a balanced view, address concerns and highlighting positive aspects to align with varied consumer preferences.
- 4. Visual Insights Drive Decision-Making:** The preference for "Detailed product experience videos" as the most influential factor (19 responses) indicates a shift towards visual and detailed insights. Cosmetic brands should prioritize creating engaging and informative visual content to meet evolving consumer preferences and enhance their online review

9. Do you cross-reference online cosmetics reviews on multiple platforms before deciding to buy?

Table 1.9: Frequency of Consumers Sharing Feedback on Cosmetics Products (n = 57)

A. Always	21
B. Often	14
C. Occasionally	11
D. Rarely	8
E. Never	3
Total	57

experiences.

- 5. Continuous Monitoring and Engagement:** With the regular consultation of online reviews before cosmetic purchases, brands should proactively monitor and respond to reviews. This not only addresses consumer concerns but also demonstrates a commitment to customer satisfaction, potentially positively influencing brand loyalty.

Suggestions

- 1. Deepen Qualitative Insights:** Enhance qualitative methods with in-depth interviews or focus groups to gain richer insights into consumer motivations and sentiments, complementing quantitative findings.
- 2. Explore Negative Review Impact:** Investigate the influence of negative reviews on consumer decisions, providing a more comprehensive understanding of feedback's role in purchasing choices.
- 3. Longitudinal Analysis:** Include a longitudinal analysis to track how the impact of online reviews on cosmetic purchases evolves over time in the PCMC, Pune market.
- 4. Segmentation Analysis:** Conduct segmentation analysis to identify distinct consumer segments within PCMC, Pune, and analyse how these segments respond to online reviews to tailor marketing strategies accordingly.
- 5. Evaluate Response Management:** Assess how brands' responses to online reviews impact consumer perceptions and loyalty, offering insights for effective online reputation management strategies

Future Scope of the Research Paper

- **Cross-Cultural Dynamics:** Explore how cultural influences within PCMC shape consumer perceptions of online cosmetic reviews, considering cultural nuances in the weight given to positive and negative reviews.
- **Technological Impact:** Investigate the influence of

emerging technologies like augmented reality (AR) and virtual reality (VR) on consumer interactions with online reviews, assessing how these technologies enhance the review experience.

- **Longitudinal E-commerce Trends:** Conduct a longitudinal study to track the evolution of e-commerce trends in PCMC, analysing how changes in online shopping platforms impact the role of reviews in consumer decision-making over time.
- **Cross-Category Analysis:** Extend the research to include a wider range of product categories within PCMC, exploring variations in the impact of online reviews on consumer decisions across different industries.
- **Visual Content Impact:** Further explore the impact of visual content in online reviews, focusing on factors like image quality, user-generated videos, and interactive content in influencing consumer trust and purchasing decisions.

References

1. Almana AM, Mirza AA. The impact of electronic word of mouth on consumers' purchasing decisions. *Int J Comput Appl*. 2013;82(9):23-31.
2. Bickart B, Schindler RM. Internet forums as influential sources of consumer information. *J Interact Mark*. 2001;15(3):31-40. doi:10.1002/dir.1014
3. Chaiken S. Heuristic versus systematic information processing and the use of source versus message cues in persuasion. *J Pers Soc Psychol*. 1980;39(5):752-766. doi:10.1037/0022-3514.39.5.752
4. Cheung CMK, Lee MKO, Rabjohn N. The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. *Internet Res*. 2008;18(3):229-247. doi:10.1108/10662240810883290
5. Chevalier JA, Goolsbee A. Measuring prices and price competition online: Amazon.com and BarnesandNoble.com. *Quant Mark Econ*. 2003;1(2):203-222. doi:10.1023/A:1023581927405
6. Chua AY, Banerjee S. Understanding review helpfulness as a function of reviewer reputation, review rating, and review depth. *J Assoc Inf Sci Technol*. 2015;66(2):354-362. doi:10.1002/asi.23185
7. Dahlen M, Lange F, Smith T. *Marketing communication: A brand narrative approach*. New York: McGraw-Hill Education; 2010.
8. Fazli M, Sam MFM, Tahir MNH. Website quality and consumer online purchase intention on air ticket. *Int J Basic Appl Sci (IJBAS-IJENS)*. 2009;9(10):4-9.
9. Floh A, Koller M, Zauner A. Taking a deeper look at online reviews: The asymmetric effect of valence intensity on shopping behaviour. *J Mark Manag*. 2013;29(5-6):646-670. doi:10.1080/0267257X.2013.771858
10. Häubl G, Trifts V. Consumer decision making in online shopping environments: The effects of interactive decision aids. *Mark Sci*. 2000;19(1):4-21. doi:10.1287/mksc.19.1.4.15178
11. Hawkins DI, Best RJ, Coney KA. *Consumer behavior*. 9th ed. New Delhi: Tata McGraw-Hill; 2007.
12. Henning-Thurau T, Walsh G. Electronic word-of-mouth: Motives for and consequences of reading customer articulations on the Internet. *Int J Electron Commer*. 2003;8(2):51-74.
13. Kayode A, Arome A, Silas A. The rising rate of unemployment in Nigeria: The socio-economic and political implications. *Glob Bus Econ Res J*. 2014;3(1):12-23.
14. Khammash M. Electronic word-of-mouth: Antecedents of reading customer reviews in online opinion platforms: A quantitative study from the UK market. In: *Proceedings of the ADIS Int Conf*; 2008. p. 77-84.
15. Kotler P, Keller KL. *Marketing management*. 15th ed. Harlow: Pearson Education Ltd; 2016.
16. Lackermair G, Kailer D, Kanmaz K. Importance of online product reviews from a consumer's perspective. *J Internet e-Bus Stud*. 2013;2013:1-5. doi:10.5171/2013.465818
17. Liu Y. Word of mouth for movies: Its impact on box office revenue. *J Mark*. 2006;70(3):74-89. doi:10.1509/jmkg.70.3.74
18. Liu Y, Karahanna E. Cross-cultural differences in privacy regulation: A comparative experimental study. *MIS Q*. 2015;39(2):267-294. doi:10.25300/MISQ/2015/39.2.02
19. Mo Z, Li Y, Fan P. Effect of online reviews on consumer purchase behavior. *J Serv Sci Manag*. 2015;8(3):419-424. doi:10.4236/jssm.2015.83043
20. Park C, Lee TM. Information direction, website reputation and eWOM effect: A moderating role of product type. *J Bus Res*. 2009;62(1):61-67. doi:10.1016/j.jbusres.2007.11.017
21. Petty RE, Cacioppo JT. *Communication and persuasion: Central and peripheral routes to attitude change*. New York: Springer-Verlag; 1986.
22. Shugan SM. The cost of thinking. *J Consum Res*. 1980;7(2):99-111. doi:10.1086/208799
23. Slovic P. Choice between equally valued alternatives. *J Exp Psychol Hum Percept Perform*. 1975;1(3):280-287. doi:10.1037/0096-1523.1.3.280
24. Zhu F. Impact of online consumer reviews on sales: The moderating role of product and consumer characteristics. *J Mark*. 2010;74(2):133-148. doi:10.1509/jmkg.74.2.133
25. Dellarocas C. The digitization of word of mouth: Promise and challenges of online feedback mechanisms. *Management science*. 2003 Oct;49(10):1407-24.
26. Huang Z, Benyoucef M. From e-commerce to social commerce: A close look at design features. *Electronic Commerce Research and Applications*. 2013 Jul 1;12(4):246-59.