

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Indian Citation Index (ICI), J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C)].

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 6185 Cities in 195 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	CHANGING BUSINESS DYNAMICS IN ERA OF TECHNOLOGICAL DISRUPTIONS <i>MONICA GUPTA, Dr. SHASHI SHEKHAR & Dr. KAVITA AGGARWAL</i>	1
2.	INFLUENCE AND VALIDITY OF ONLINE REVIEWS ON CUSTOMERS PURCHASE DECISION – A STUDY <i>MONISHA D & Dr. S. GURUSAMY</i>	5
3.	FINANCIAL STRUCTURE OF SELECT BATTERY COMPANIES IN ANDHRA PRADESH – AN ANALYTICAL STUDY <i>Dr. KOMMINENI KALYANI & Dr. P. MOHAN REDDY</i>	10
4.	A STUDY ON THE IMPACT OF GST ON GOODS TRANSPORT AGENCIES (GTA) WITH REFERENCE TO TAMIL NADU <i>ANAND SHANKAR RAJA M & KRISHNA B</i>	17
5.	ENHANCED SPARSE SYSTEM FOR MULTI-CHANNEL MANAGEMENT USING REDUCED MONOTONE GEOMETRIC ALGEBRA <i>Dr. R. MARIMUTHU</i>	26
6.	THE STUDY OF CRYPTOCURRENCIES AROUND THE WORLD <i>GURUCHARAN SINGH BAGGA</i>	30
	REQUEST FOR FEEDBACK & DISCLAIMER	34

CHIEF PATRON**Prof. (Dr.) K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
 Chancellor, K. R. Mangalam University, Gurgaon
 Chancellor, Lingaya's University, Faridabad
 Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
 Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON**Late Sh. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
 Former Vice-President, Dadri Education Society, Charkhi Dadri
 Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR**Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ADVISOR**Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**Dr. PARVEEN KUMAR**

Professor, Department of Computer Science, NIMS University, Jaipur

CO-EDITOR**Dr. A. SASI KUMAR**

Professor, Vels Institute of Science, Technology & Advanced Studies (Deemed to be University), Pallavaram

EDITORIAL ADVISORY BOARD**Dr. CHRISTIAN EHIOBU CHE**

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

Dr. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

Dr. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

Dr. D. S. CHAUBEY

Professor & Dean (Research & Studies), Uttaranchal University, Dehradun

Dr. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

Dr. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

Dr. BOYINA RUPINI

Director, School of ITS, Indira Gandhi National Open University, New Delhi

Dr. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

- Dr. MIKE AMUHAYA IRAVO**
Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya
- Dr. M. S. SENAM RAJU**
Professor, School of Management Studies, I.G.N.O.U., New Delhi
- Dr. NEPOMUCENO TIU**
Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines
- Dr. A SAJEEVAN RAO**
Professor & Director, Accurate Institute of Advanced Management, Greater Noida
- Dr. H. R. SHARMA**
Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.
- Dr. CLIFFORD OBIYO OFURUM**
Professor of Accounting & Finance, Faculty of Management Sciences, University of Port Harcourt, Nigeria
- Dr. SHIB SHANKAR ROY**
Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh
- Dr. MANOHAR LAL**
Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi
- Dr. SRINIVAS MADISHETTI**
Professor, School of Business, Mzumbe University, Tanzania
- Dr. ANIL K. SAINI**
Professor, Guru Gobind Singh Indraprastha University, Delhi
- Dr. VIRENDRA KUMAR SHRIVASTAVA**
Director, Asia Pacific Institute of Information Technology, Panipat
- Dr. VIJAYPAL SINGH DHAKA**
Professor & Head, Department of Computer & Communication Engineering, Manipal University, Jaipur
- Dr. NAWAB ALI KHAN**
Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.
- Dr. EGWAKHE A. JOHNSON**
Professor & Director, Babcock Centre for Executive Development, Babcock University, Nigeria
- Dr. ASHWANI KUSH**
Head, Computer Science, University College, Kurukshetra University, Kurukshetra
- Dr. ABHAY BANSAL**
Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida
- Dr. BHARAT BHUSHAN**
Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar
- MUDENDA COLLINS**
Head, Operations & Supply Chain, School of Business, The Copperbelt University, Zambia
- Dr. JAYASHREE SHANTARAM PATIL (DAKE)**
Faculty in Economics, KPB Hinduja College of Commerce, Mumbai
- Dr. MURAT DARÇIN**
Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey
- Dr. YOUNOS VAKIL ALROAIA**
Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran
- P. SARVAHARANA**
Asst. Registrar, Indian Institute of Technology (IIT), Madras
- SHASHI KHURANA**
Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala
- Dr. SEOW TA WEEA**
Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia
- Dr. OKAN VELI ŞAFAKLI**
Professor & Dean, European University of Lefke, Lefke, Cyprus
- Dr. MOHINDER CHAND**
Associate Professor, Kurukshetra University, Kurukshetra
- Dr. BORIS MILOVIC**
Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

Dr. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

Dr. MOHAMMAD TALHA

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

WILLIAM NKOMO

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

Dr. SHIVAKUMAR DEENE

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

Dr. MELAKE TEWOLDE TECLEGHIOGIS

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

Dr. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. ASHISH CHOPRA

Faculty, Department of Computer Applications, National Institute of Technology, Kurukshetra

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

Dr. SAMBHAVNA

Faculty, I.I.T.M., Delhi

Dr. LALIT KUMAR

Faculty, Haryana Institute of Public Administration, Gurugram

FORMER TECHNICAL ADVISOR**AMITA****FINANCIAL ADVISORS****DICKEN GOYAL**

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT**SURENDER KUMAR POONIA**

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR

Designation/Post* :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB.**
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised.**
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

INFLUENCE AND VALIDITY OF ONLINE REVIEWS ON CUSTOMERS PURCHASE DECISION – A STUDY

MONISHA D
IPE/ICSSR DOCTORAL RESEARCH FELLOW
DEPARTMENT OF COMMERCE
CHEPAUK CAMPUS
UNIVERSITY OF MADRAS
CHENNAI

Dr. S. GURUSAMY
PROFESSOR & HEAD, DEPARTMENT OF COMMERCE; &
DEAN (ACADEMIC)
UNIVERSITY OF MADRAS
CHEPAUK CAMPUS
CHENNAI

ABSTRACT

India is under a transition period with emerging digitalization; hence, there is wide change over in shopping behaviour. Nowadays many customers prefer online shopping to the traditional shopping. In this scenario, it is essential that to make this study on impact of online reviews because online reviews are the major significant reason in making online shopping. This research paper were also made in relating the AIDA model with online reviews.in this study, an attempt has been made to identify the products purchased online based on reviews, to explore the preferred website for online reviews and to examine the impact of online reviews in the customers purchasing behaviour. The study has revealed that the purchase decision based on good reviews and good rating is quite strong and positive to shop in online. Overall, the study is benefits of the modern marketing towards the digitalization.

KEYWORDS

online shopping, digitalization, online reviews, purchase decision.

JEL CODE

M 31

INTRODUCTION

Online shopping allows customers to find a product by visiting the online shopping applications of the store directly by searching alternative sellers using a shopping search the same products availability and pricing at different e-shopping. Online shopping applications enable the customers to look through the several ranges of products and services, view photo or images of the products, along with information about the product specifications, feature and prices.

ONLINE REVIEWS

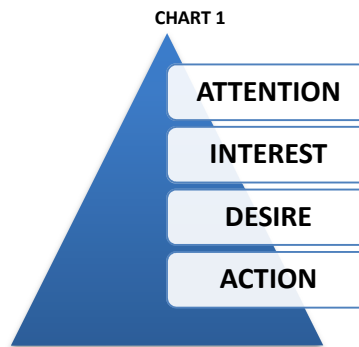
Online reviews express the opinions of product purchasers and/or service users and are posted on web sites that are hosted either by a selling company or a third-party virtual platform; these reviews usually contain a written open comment section, often accompanied by a numerical rating. Such reviews provide different types of information not presented in traditional online shopping settings because they give consumers the opportunity to share their previous experiences of products, services, and companies with other potential consumers. Opinions posted by peers have been recognized as more trustworthy than company-sponsored advertising they are also considered a more valuable and sought after source of information. Online reviews can benefit both the consumers and the companies that choose to use them. On the other hand, online reviews could potentially have negative effects on decision making if the amount of information presented in reviews is too overwhelming to process or the opinions stated in the reviews are inconsistent. The Internet, electronic communication has become a major source of information for consumers planning to purchase new products. In fact, online product review Websites outranks all other media in influencing customer decisions. User-generated content, especially online product reviews, helps consumers make informed decisions about purchasing new products and has become a major driving force in new product sales, making effective e-marketing a critical success factor for new product launch. An increasing number of studies have found a positive relationship between online consumer reviews and product sales, including books, movies, and video games. In the online market, three metrics of consumer product reviews have been under close examination: volume, valence, and dispersion. The measuring the volume of product reviews is straight forward discussions about a product in online forums lead to increased awareness among consumers to buy the products from online.

CUSTOMER BUYING BEHAVIOUR IN ONLINE SHOPPING

The marketing around the online shopping, customer's buying behaviour may not be influenced and controlled by the brand and firm, when they make a buying decision that might concern the interactions with search engine, recommendations, online reviews and other information. With the quickly separate of the digital devices environment, people are more likely to use their mobile phones, computers, tablets and other digital devices to gather information. The online shopping has a growing effect on consumer's mind and buying behaviour. In an online shopping environment, interactive decision may have an influence on aid customer decision making. Each customer is becoming more interactive, and though online reviews customers can influence other potential buyers' behaviours. Subsequently, risk and trust would also are two important factors affecting people's behaviour in digital environments. Customer considers switching between e-channels, because they are mainly influence by the comparison with offline shopping, involving growth of security, financial and performance. There are three factors may influence people to do the buying decision, first, people cannot examine whether the product satisfy their needs and wants before they receive it. Second, customer may concern at after-sale services. Finally, customer may afraid that they cannot fully understand the language used in e-sales. Based on those factors customer perceive risk may as a significantly reason influence the online purchasing behaviour.

Online retailers have placed much emphasis on customer trust aspect; trust is another way driving customer's behaviour in digital environment, which can depend on customer's attitude and expectation. Indeed, the company's products design or ideas cannot met customer's expectations. Customer's purchase intension based on rational expectations, and additionally impacts on emotional trust.

AIDA MODEL



Attention: The consumer becomes aware of a category, product or brand (usually through advertising).

Interest: The consumer becomes interested by learning about brand benefits & how the brand fits with lifestyle.

Desire: The consumer develops a favourable disposition towards the brand.

Action: The consumer forms a purchase intention, shops around, engages in trial or makes a purchase.

SCOPE OF THE STUDY

An attempt has been made to study the impact of online reviews in various aspects of buying behavior. This study also helps in understanding the consumer's preference on various online reviews in choosing products /services. In addition, this study enables to capture the opinion on online reviews, which create decision-making process. This study was also made in linking the AIDA model with online reviews.

REVIEW OF LITERATURE

Chakraborty & Bhat (2018)¹ study brand image which was considered as a signaling phenomenon because high brand image ensures quality product that can reduce consumer's uncertainty. that the effects of online reviews on functional and hedonic brand images in the context of consumer electronic products in India. Lee (2017)² analysed on social shopping deals and their impacts on review metrics at an online review site, Yelp and compared the review metrics of the restaurant businesses and the health and wellness businesses. online review score on the growth rate of the reviews and consequently on the sale growth. Wu He et.al (2017)³ examined on online customer reviews which could light into their experience, opinions, feelings, and concerns it is important for businesses to collect, monitor, analyze, summarize, and visualize online customer reviews posted on social media platforms such as online forums. Simeon et.al (2017)⁴ asserts that online reviews to explore the experiences of tourists related to cultural attractions, identifies similarities, differences between cultural attractions and identifies tourists' preferences. Authors find five critical components of tourists' experience related to wonder, authenticity, relaxation, discovery and knowledge. Cezar & Ogut (2016)⁵ examined on the impact of three main technologies on converting browsers into customers: that a high rank in search listings, a high number of recommendations and location rating has a significant and positive impact on conversion rates. Yang, Sarathy & Walsh (2016)⁶ analyzed on the psychological mechanism through which consumer reviews affect people's purchasing decisions and behavior that negative reviews induce higher risk perception and a less favorable attitude toward purchases compared to positive reviews. Zhu, David K.C. & Fei (2016)⁷ showed that online consumer reviews mitigate the effectiveness of the other two information sources in driving brand sales. Bona Kim, Seongseop Kim & Cindy Y. Heo (2016)⁸ evaluated the online hotel reviews produced by customers to identify that satisfiers and dissatisfiers in full-service hotels were distinct, with the exception of two common service-related factors, namely, staff and their attitude and service. Geng Cui, Hon-Kwong Lui, and Xiaoning Guo (2016)⁹ examined the effect of online reviews on new product sales for consumer electronics and video games. Found that a some light on the effects of eWOM on new product sales and offer interesting revelations for marketing professionals.

OBJECTIVES OF THE STUDY

1. To identify the products purchased online based on reviews
2. To explore the preferred website for online reviews
3. To examine the impact of online reviews in the customers purchasing behaviour.

RESEARCH METHODOLOGY

This study is descriptive in nature and uses primary data. The primary data were collected through the questionnaire. Convenient sampling was adopted in the collection of the data. The sample size is 105 for the study. Data was collected from the consumers who purchased goods online. The questionnaire was structured and questions were closed ended in nature. The questionnaire had 3 parts. The first part of the questionnaire was designed to collect demographic information of the respondents. This covers age, gender, occupation, educational qualification, and family monthly income. The second part of questionnaire was prepared to elicit information about online reviews on the purchasing behavior of customers. The last part of the questionnaire was aimed at eliciting information about the online review regarding purchasing products. Statistical tools like Frequency Distribution, Ranking, Chi-square test, Multiple Regression were used to get conclusive results with the help of SPSS V21 and MSExcel software.

LIMITATIONS OF THE STUDY

1. The study was confined only to the consumers in Chennai City.
2. Only samples of 105 respondents were taken for the study.
3. The duration of the study is 3 months so an in-depth study could not be carried.

TABLE 1: DEMOGRAPHIC PROFILES OF THE RESPONDENTS

DEMOGRAPHIC PROFILE		FREQUENCY	PERCENTAGE	TOTAL
GENDER	Male	69	65.7	105 [100.0]
	Female	36	34.3	
AGE	Below 27 Years	46	43.8	105 [100.0]
	28 To 37 Years	22	21.0	
	38 To 47 Years	18	17.1	
	Above 48 Years	19	18.1	
EDUCATIONAL QUALIFICATIONS	UG	64	61.0	105 [100.0]
	PG	27	25.70	
	Other (Diploma)	14	13.30	
MONTHLY FAMILY INCOME	Rs.10,000 –Rs.20,000	23	21.8	105 [100.0]
	Rs.21,000 – Rs.30,000	28	26.7	
	Rs.31,000 – Rs.40,000	30	28.6	
	Above Rs. 41,000	24	22.9	
OCCUPATIONS	Students	42	40.0	105 [100.0]
	Self-employed	9	8.6	
	Employer	45	42.8	
	Professional	9	8.6	

Source: Primary data

Table 1 show that majority of the respondents are male (65.7%), Most of the them are in the age group of 18-27 (43.8%), Majority of them are Undergraduates (61%) and employed (42.8%) with a monthly income ranging between 30001-40000 (28.6%).

TABLE 2: FREQUENCY OF ONLINE SHOPPING

Particulars	Frequency	Percentage
Once in week	6	5.7%
Once in month	84	80.0%
Twice in month	12	11.4%
Everyday	3	2.9%
Total	105	100%

Source: Primary data

Table 2 reveal the frequency of online shopping. Out of 105 respondents 5.70% shop online in once a week, while 80% shop once a month. 11.40% respondents shop twice a month. 2.90% respondents shop every day. Majority of the respondents shop online once a month.

TABLE 3: OPTION TO VIEW ONLINE REVIEWS

Particulars	Frequency	Percentage
Yes	86	81.9%
No	19	18.1%
Total	105	100%

Source: Primary data

Table 3 show that the option to view online reviews. Out of 105 respondents, 81.90% option to view online reviews, while 18.10% do not view online reviews. So it can be inferred that the majority (81.90%) respondents to view online reviews

TABLE 4: CHECKING ONLINE REVIEWS BEFORE PURCHASING PRODUCTS

Particulars	Frequency	Percentage
Often	20	19%
Always	55	52%
Sometimes	23	22%
Rarely	7	7%
Total	105	100%

Source: Primary data

Table 4 reveals the checking online reviews before purchasing products. Out of 105 respondents, often 19% check online reviews before purchasing products, while 52% respondents always check online reviews before purchasing products, 22% of respondents sometimes check online reviews before purchasing product, whereas 7% of respondents used to check online reviews rarely. It concludes, Majority of the respondents always check online reviews before purchasing products

TABLE 5: OPINION ON ONLINE REVIEWS

Opinion	Frequency	Percentage
Create confusion	66	62.9%
No confusion	39	37.1%
Total	105	100%

Source: Primary data

Table 5 show that the opinion online reviews creating confusion while purchasing goods and services. Out of 105 respondents, 62.90% consumers have confusion while purchasing goods and services when they go through reviews, while 37.10% consumers did not create confusion while purchasing goods and services. So it can be inferred that the majority (62.90%) of the respondents are have confusion while purchasing goods and services if they look for reviews.

RANKING

TABLE 6: WEBSITES FOR ONLINE REVIEWS

Products	Frequency	Ranking
Amazon Customer Reviews	89	1
Facebook	26	2
Twitter	15	3
IMDB	10	4
TRIP ADVISER	1	5

Source: Primary data

Table 6 show that the websites browsed by the respondents for online reviews. Amazon is frequently used website for online reviews followed by Facebook, Twitter, IMDB, and Trip Adviser.

TABLE 7: PRODUCTS PURCHASED BASED ON REVIEWS

Products	Frequency	Ranking
Electronics	67	1
Movie Tickets	28	2
Textiles	27	3
Electricals	25	4
Book / Magazines	18	5
Airline / Train Reservation	14	6
Food and Beverage	12	7
Hotel Booking	11	8
Stationeries	4	9

Source: Primary data

Table 7 show that the preferred product purchased based on reviews. Majority of the respondents look for online reviews before purchasing electronics goods. This is followed by Movie tickets; Textiles, Electricals, Books/Magazines, Reservation, Food & Beverage, Hotel booking and the least preferred products for online reviews are Stationary products. It can be inferred that Majority of the respondents rely on reviews for purchase of electronic products.

CHI SQUARE TEST

Null hypothesis: There is no association between demographic variables and the opinion on Online reviews.

Alternative hypothesis: There is association between demographic variables and the opinion on Online reviews.

TABLE 8: CHI SQUARE ANALYSIS: DEMOGRAPHICS AND THE OPINION ON ONLINE REVIEWS

	Chi- Square Value	Degree of freedom	P-value
Age	15.186(a)	9	.086
Gender	2.947(a)	3	.400
Occupation	9.232(a)	9	.416
Education	2.456(a)	6	.874
Monthly Income	5.951(a)	9	.745

Source: Primary data

Table 8 the chi square test on the summarized cross tabulation about reveals that there is no association between demographics and the opinion on online reviews. Majority P value is 0.874 which is greater than 0.05. Hence, null Hypothesis is accepted.

MULTIPLE REGRESSION

TABLE 9

Dependent variable: Purchase decision	Interdependent variable: Online Reviews
Multiple R value: .740	R square value: .547
F value: 30.195	P value: 0.000

TABLE 10: MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
1	.740 ^a	.547	.529	.609	R Square	F Change	df1	df2	Sig. F Change
					.547	30.195	4	100	.000

a. Predictors: (constant), desire, interest, attention, action

Source: Primary data

This table 10 provides the *R* and *R*² values. The *R* value represents the simple correlation and is 0.740 (the "R" Column), which indicates a high degree of correlation. The *R*² value (the "R Square" column) indicates how much of the total variation in the dependent variable, Intrinsic Motivation, can be explained by the independent variable perception on purchase decision. In this case, can be explained, which is very large. The multiple correlation coefficient is 0.740 measures the degree of relationship between the actual values and the predicted values. This coefficient value of 0.740 indicates that the relationship between (Independent Variables) Desire, Interest, Attention Creator, Action of Purchase and (Dependent Variable) Purchase Decision based on good review and good rating is quite strong and positive.

TABLE 11: ANOVA

Model	Sum of Square	Df	Mean Square	F	Sig.
Regression	44.838	4	11.210		
Residual	37.124	100	.371	30.195	.000 ^b
Total	81.962	104			

a. Dependent Variable: Purchase Decision
 b. Predictors: (constant, Online Reviews

Source: Primary data

From the table 11. ANOVA significance 0.000 indicates that statistical significance of the regression model that was run. Here, *p* < 0.000, which is less than 0.05, and indicates that, overall, the regression model statistically significantly predicts the outcome variable (i.e., it is a good fit for the data).

TABLE 12: COEFFICIENT

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(constant)	-.413	.465		-.887	.377
Action of purchase	.008	.019	.038	.411	.682
Attention creator	.037	.034	.085	1.082	.282
Interest	.231	.031	.664	7.392	.000
Desire	.009	.026	.025	.334	.739

Source: Primary data

a. Dependent Variable: Purchase Decision

From the table 12 coefficient the inference is been determined. The coefficient of determination R-square measures the goodness of fit of the estimated Sample Regression Plane (SRP) in terms of the proportion of the variation in the dependent variables explained by the fitted sample regression equation. Thus, the value

of R square is .547 simply means that about 54.7 % of the variation in Purchase Decision based on good review and good rating is explained by the estimated SRP that uses the AIDA (Attention, Interest, Desire And Action) independent variable and R square value is significant at the 5% level.

The beta coefficient tells you how strongly is the independent variable associated with the dependent variable. It is equal to the correlation coefficient between the variables. Thus, this regression model is excellent in creating impact between online reviews and the purchase decision. It can be concluded that the online reviews have a significant impact on the purchasing decision of the respondents. The customers' decision to purchase products online is influenced by the reviews posted on the internet

SUGGESTIONS

Polite and prompt responses from the company to the negative reviews of the customers can change the customer perception about the products. The reviews can be given in a long sentence instead of giving a single word evaluation such as good, bad and worthless reviews. The videos, pictures and cumulative reviews can be posted to create a positive impact on customer purchasing behavior. Many people are buying the products and posting their reviews in social Medias, I suggest that there could be an option that people who are buying the new products can discuss with the people who have already posted the reviews.

CONCLUSION

Online reviews has a strong impact on customers purchasing behavior, 8 out of 10 consumers trust online reviews as much as a personal recommendation. Consumers prefer to shop through channels that make product information, including rating and reviews, easily accessible. The result suggests that the majority of consumers have a positive relationship between online consumer reviews and product sales. Consumers believes that online reviews has become a major driving force in new product sales and it creates Action, Interest, Desire, Attention towards customers purchasing behavior. The ways consumers use online reviews may differ by specific product categories and product familiarity and involvement. Thus, investigating consumer review usage behavior in different product categories and focusing on the level of familiarity and involvement would enrich our understanding regarding online consumer review usage behavior.

REFERENCES

1. Uttam Chakraborty, Savita Bhat,(2018) "Credibility of online reviews and its impact on brand image" Management research reviews, Vol.41, Iss.1, PP.148-164.
2. In lee (2017) "A study of the effect of social shopping deals on online reviews". Industrial management & Data system, Vol.117, Iss.10, PP. 2227-2240.
3. Wu HE,Xin Tian, ran Tao Weidong Zhang, Gongjun Yan, Vasudva Akula(2017) "Application of social media analytics: a case of analysing online hotel reviews" Online information reviews, Vol.41, Iss.7, PP. 921-935.
4. Maria I. Simeon, Piera Buonincontri, Fernando Cinquegrani, Assunta Martone, (2017) "Exploring tourists cultural experiences in Naples through online reviews", Journal of hospitality and tourism technology, Vol.8, Iss.2, PP. 220-238.
5. Asunur Cezar, Hulisi Ogut, (2016) "Analysing conversion rates in online hotel booking: the role of customer reviews, recommendation and rank order in search listing", international journal of contemporary hospitality management, Vol.28, Iss.2, PP.286-304.
6. Jing Yang, Rathindra Sarathy, Stephen M. Walsh, (2016) "Do review valence and review volume impact consumers purchase decision as assumed?", Nankai business review international, Vol.7, Iss.2, PP. 231-257.
7. Jianjun Zhu, David K.C.Tse, Qiang Fei, (2018) " Effects of online consumer reviews on firm- based and expert-based communications" Journal of research in interactive marketing, Vol.12, iss.1, PP.45-78.
8. Bona Kim, Seongseop Kim, Cindt Y. Heo, (2016) "Analysis of satisfiers and dissatisfies in online hotel reviews on social media", International journal of contemporary hospitality management, Vol.28,Iss.9,PP.1915-1936.
9. Geng Cui, Hon-Kwong Lui, and Xiaoning Guo, (2016) "the effect of online consumer reviews on new product sale, international journal of electronic commerce, Vol.17, Iss.1, PP.39-57.
10. Peter De maeyer (2012) "Imapct of online consumer reviews on sale and price strategies: a review and direction for future research", journal of product and brand management, Vol.21, Iss.2, PP.132-139.
11. Ling Peng, Geng Cui, Mengzhou Zhuang, Chunya Li, (2016) "Consumer perceptions of online review deception: an empirical study in china" journal of consumer marketing, Vol.33, iss.4, PP.269-280.
12. Graham L.Bradley, Beverley A.Sparks, Karin Weber, (2016) "Perceived prevalence and personal impact of negative online reviews; Journal of service management, Vol.27, Iss.4, PP.507-533.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

