IJCRT.ORG ISSN : 2320-2882

INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Effect Of Online Reviews On Consumer Purchase Decisions In The Fashion Industry: A Study In Rajasthan

[1]Aditi Jain, [2] Sai Avinash,
[1] MBA, PIET,
[1] Parul University, Vadodara, India

Abstract: The rapid expansion of e-commerce has fundamentally transformed consumer buying behavior, particularly within the fashion industry, where purchasing decisions are highly subjective and experience-oriented. With the growing preference for online shopping, consumers increasingly face uncertainty due to the inability to physically inspect products before purchase. As a result, online reviews have emerged as a critical source of information, functioning as electronic word-of-mouth (e-WOM) that significantly influences consumer trust, perception, and purchase decisions. Online reviews provide insights into key product attributes such as fit, fabric quality, durability, comfort, and overall satisfaction, thereby helping consumers reduce perceived risk associated with online fashion purchases.

The present study aims to examine the effect of online reviews on consumer purchase decisions in the fashion industry, with specific reference to Rajasthan. The research focuses on understanding how various online review characteristics—namely review valence (positive or negative), review volume, reviewer credibility, and perceived usefulness—influence consumers' purchase behavior. Additionally, the study investigates whether perceived usefulness of online reviews acts as a mediating variable between review characteristics and purchase decisions. The research also explores differences in the influence of online reviews across demographic segments such as age and gender.

A quantitative research approach was adopted using a descriptive and explanatory research design. Primary data was collected through a structured questionnaire administered to 200 online fashion consumers residing in Rajasthan. The respondents were selected using a combination of stratified and convenience sampling techniques to ensure demographic diversity and adequate representation. The questionnaire measured consumer perceptions regarding online reviews using Likert-scale items, along with demographic and online shopping behavior variables. The collected data was coded, cleaned, and analyzed using statistical tools such as descriptive analysis, correlation analysis, regression analysis, Analysis of Variance (ANOVA), and mediation analysis to test the proposed hypotheses and examine relationships among variables.

The findings of the study reveal that online reviews have a significant and positive impact on consumer purchase decisions in the fashion industry. Review credibility and perceived usefulness emerged as the most influential factors affecting purchase intention, indicating that consumers place greater trust in reviews that appear authentic, detailed, and reliable. The analysis also shows that younger consumers rely more heavily on online reviews compared to older age groups, reflecting higher digital engagement and familiarity with e-commerce platforms. Furthermore, the mediation analysis confirms that perceived usefulness partially mediates the relationship between online review characteristics and purchase decisions, suggesting that reviews influence consumer behavior primarily when they are perceived as informative and helpful.

The study contributes to existing literature by providing region-specific insights into consumer behavior in Rajasthan and highlighting the psychological mechanisms through which online reviews influence purchase decisions. From a practical perspective, the findings offer valuable implications for fashion brands and e-commerce platforms. By encouraging genuine customer feedback, improving review transparency, and enhancing the presentation of useful reviews, companies can strengthen consumer trust, reduce purchase uncertainty, and improve overall sales performance. The study underscores the growing strategic importance of online reviews in shaping consumer decision-making in the digital fashion marketplace.

***Index Terms* -** Online Reviews, e-WOM, Purchase Decision, Fashion Industry, Consumer Behavior, Rajasthan

1. Introduction

The fashion industry is one of the most dynamic and rapidly evolving sectors of the global economy, driven by changing consumer lifestyles, cultural influences, and continuous innovation. In recent years, the industry has undergone a significant transformation due to the widespread adoption of digital technologies and the rapid growth of e-commerce platforms. Online shopping has emerged as a preferred mode of purchasing fashion products such as apparel, footwear, and accessories, offering consumers convenience, variety, and competitive pricing. Platforms like Amazon, Flipkart, Myntra, Ajio, and several international fashion websites have enabled consumers to access a wide range of fashion brands without geographical limitations.

Despite the advantages of online shopping, fashion consumers face inherent challenges due to the inability to physically examine products before making a purchase. Fashion items are experience-based and highly subjective, as factors such as fabric quality, fit, comfort, color accuracy, and style appeal cannot be fully evaluated through images or product descriptions alone. This limitation increases consumers' perceived risk and uncertainty while shopping online. As a result, consumers increasingly rely on online reviews as a substitute for physical product evaluation. Online reviews provide insights based on the experiences of previous buyers and help prospective customers make more informed decisions.

Online reviews represent a powerful form of electronic word-of-mouth (e-WOM) and have become a crucial element of the digital shopping environment. Unlike traditional advertising, which is controlled by brands, online reviews are user-generated and are therefore perceived as more authentic, unbiased, and trustworthy. Consumers often consider online reviews to be a reliable source of information because they reflect real-life experiences shared by other customers. In the context of the fashion industry, reviews discussing sizing accuracy, fabric quality, delivery experience, and overall satisfaction play a vital role in shaping purchase intentions.

The influence of online reviews extends beyond individual purchase decisions and significantly impacts brand reputation and competitiveness. Positive reviews can enhance brand credibility, increase consumer trust, and encourage repeat purchases, while negative reviews can damage brand image and deter potential buyers. In highly competitive online marketplaces where multiple brands offer similar products at comparable prices, online reviews often act as the deciding factor in the consumer's final purchase choice. Consequently, understanding how online reviews affect consumer behavior has become increasingly important for fashion brands and e-commerce platforms.

In emerging markets such as India, and particularly in regions like Rajasthan, the influence of online reviews is especially pronounced. With the growing penetration of smartphones and internet connectivity, consumers in Tier-II and Tier-III cities are increasingly adopting online shopping. However, limited access to physical brand stores in these regions further intensifies reliance on online reviews. Consumers often depend on peer opinions to reduce uncertainty and build confidence in online purchases. Younger consumers, in particular, are highly influenced by digital content, social media interactions, and online feedback while making fashion-related decisions.

Given this evolving digital landscape, it is essential to examine the role of online reviews in shaping consumer purchase decisions in the fashion industry. This study aims to analyze the impact of various online review characteristics—such as review valence, volume, credibility, and perceived usefulness—on consumer purchase behavior in Rajasthan. By understanding these relationships, the study seeks to provide valuable insights for fashion brands, marketers, and e-commerce platforms to effectively manage online reviews, enhance consumer trust, and improve overall business performance.

1.1 Objectives of the Study

- To identify key factors influencing online reviews and purchase decisions in the fashion industry in Rajasthan.
- To examine the relationship between online reviews and consumer purchase behavior.
- To analyze differences in the influence of online reviews across different consumer segments.
- To study the mediating effect of perceived usefulness of online reviews on purchase decisions.
- To provide practical recommendations for fashion brands and e-commerce platforms.

2. Literature Review

Previous studies highlight the critical role of online reviews in shaping consumer purchase intentions in the fashion industry. Research indicates that review valence, credibility, and volume significantly impact trust and buying behavior. Negative reviews often carry greater weight than positive ones, while reviewer credibility and detailed textual feedback enhance perceived trustworthiness. Studies conducted in the Indian context emphasize the growing dependence on reviews among young consumers and residents of Tier-II and Tier-III cities.

The influence of online reviews on consumer purchase decisions has been widely examined in the context of e-commerce, with particular emphasis on their role as electronic word-of-mouth (e-WOM). Online reviews serve as a critical source of information for consumers, especially in industries such as fashion where products are experience-based and subjective in nature. Previous studies consistently highlight that online reviews significantly affect consumers' attitudes, trust, and purchase intentions by reducing uncertainty and perceived risk associated with online shopping.

Several researchers have emphasized the importance of review valence, referring to the positive or negative tone of reviews, in shaping purchase decisions. Positive reviews are generally associated with increased purchase intention, as they create favorable product perceptions and enhance brand credibility. However, studies also indicate that negative reviews often have a stronger psychological impact than positive ones due to consumers' tendency to focus more on potential risks. Research suggests that even a small number of negative reviews can outweigh numerous positive ones, particularly when the negative feedback relates to critical fashion attributes such as sizing issues, fabric quality, or durability.

Review volume, defined as the number of reviews available for a product, has also been identified as a significant determinant of consumer behavior. A higher volume of reviews signals product popularity and social approval, which increases consumer confidence and trust. Several studies have found that products with a large number of reviews are perceived as less risky and more reliable than products with few or no reviews. In the fashion industry, where trends change rapidly and new products are frequently introduced, review volume plays an important role in guiding consumers toward popular and widely accepted choices.

Reviewer credibility is another key factor discussed extensively in the literature. Research indicates that consumers are more likely to trust reviews written by verified buyers or reviewers who provide detailed and specific information. Credible reviewers are perceived as knowledgeable and trustworthy, which enhances the influence of their opinions on purchase decisions. Studies also highlight that vague or overly positive reviews may raise suspicion among consumers, leading to reduced trust and skepticism toward the product or brand.

Perceived usefulness of online reviews has emerged as a critical mediating variable in understanding how reviews influence consumer behavior. Prior research suggests that online reviews affect purchase decisions primarily when consumers perceive them as informative, relevant, and helpful. Reviews that provide practical insights, such as fit descriptions, fabric feel, and real-life usage experiences, are considered more useful and are more likely to influence purchase intentions. The perceived usefulness of reviews strengthens the relationship between review characteristics and consumer decision-making.

In the Indian context, studies indicate that online reviews play an especially important role in Tier-II and Tier-III cities, where access to physical retail outlets may be limited. Younger consumers, in particular, demonstrate a higher reliance on online reviews due to greater digital exposure and familiarity with e-commerce platforms. Research also suggests that cultural factors, such as collectivism, increase the influence of peer opinions and social proof in purchase decisions.

Overall, existing literature establishes a strong relationship between online reviews and consumer purchase decisions in the fashion industry. However, there is limited region-specific research focusing on Rajasthan and on the mediating role of perceived usefulness. This study seeks to address these gaps by examining how different online review characteristics influence consumer purchase behavior in the fashion industry within the Rajasthan context.

3. Research Methodology

The study adopts a descriptive and explanatory research design using a quantitative approach. Primary data was collected through a structured questionnaire administered to 200 online fashion consumers residing in Rajasthan. Sampling was carried out using stratified and convenience sampling techniques.

Statistical tools such as descriptive statistics, correlation analysis, regression analysis, ANOVA, and mediation analysis were employed using SPSS to test the hypotheses and analyze relationships between variables.

Research methodology refers to the systematic and structured approach adopted to conduct a research study in a logical and scientific manner. It provides a clear framework for collecting, analyzing, and interpreting data to achieve the research objectives and test the proposed hypotheses. In the present study, the research methodology has been designed to examine the effect of online reviews on consumer purchase decisions in the fashion industry, with special reference to Rajasthan. This chapter outlines the research design, population, sampling technique, data collection methods, and tools used for analysis.

The study follows a quantitative research approach and adopts a descriptive and explanatory research design. The descriptive design helps in understanding consumer behavior, perceptions, and attitudes toward online reviews, while the explanatory design enables the researcher to analyze the relationship between online review characteristics and purchase decisions. This approach is appropriate as it allows the use of statistical techniques to measure and interpret the impact of online reviews objectively.

The population of the study consists of online consumers residing in Rajasthan who have purchased fashion products such as apparel, footwear, or accessories through online platforms. The respondents selected for the study were individuals aged 18 years and above who actively refer to online reviews before making fashion purchase decisions. This population was chosen because it represents consumers who are most exposed to digital platforms and online customer feedback.

A mixed sampling technique combining stratified sampling and convenience sampling was used for selecting respondents. Stratification was done based on demographic variables such as age and gender to ensure fair representation of different consumer groups. Convenience sampling was adopted to collect data efficiently through online platforms. A total of 200 respondents were selected for the study. This sample size was considered adequate for statistical analysis and ensured reliability and validity of the findings.

The primary data for the study was collected using a structured questionnaire designed specifically for this research. The questionnaire consisted of closed-ended questions, multiple-choice questions, and Likert-scale statements to measure respondents' perceptions of online reviews. The key variables included review valence, review volume, reviewer credibility, perceived usefulness, and purchase decision. The questionnaire was distributed online using Google Forms through social media platforms, emails, and digital communities to reach a diverse group of respondents across Rajasthan. Secondary data was collected from academic journals, research papers, books, and online sources to support the theoretical framework of the study.

For data analysis, statistical tools were used to convert raw data into meaningful information. Descriptive statistics were applied to summarize demographic details and general trends. Correlation and regression analysis were used to examine the relationship between online review characteristics and purchase decisions. ANOVA was applied to study differences across demographic groups, and mediation analysis was conducted to examine the role of perceived usefulness in influencing purchase behavior. The analysis was carried out using MS Excel and SPSS software.

Overall, the research methodology adopted in this study provides a systematic and reliable approach to understanding the influence of online reviews on consumer purchase decisions in the fashion industry and supports the achievement of the research objectives.

4. Data Analysis and Interpretation

Data analysis and interpretation is a crucial stage in any research study, as it transforms raw data into meaningful information that supports decision-making and conclusions. This chapter presents a detailed analysis and interpretation of the primary data collected for the study titled "Effect of Online Reviews on Consumer Purchase Decisions in the Fashion Industry: A Study in Rajasthan." The objective of this chapter is to analyze respondents' demographic profiles, examine their perceptions of online reviews, and test the hypotheses proposed in the study using appropriate statistical tools.

The primary data for this study was collected from 200 online fashion consumers residing in Rajasthan through a structured questionnaire. The data was first coded, tabulated, and cleaned to remove inconsistencies and incomplete responses. Statistical analysis was conducted using Microsoft Excel and SPSS, employing both descriptive and inferential techniques to ensure accuracy and reliability of results.

4.1 Demographic Profile of Respondents

The demographic analysis provides an overview of the characteristics of respondents, including gender, age, occupation, income level, and online shopping frequency. Gender-wise distribution shows a balanced participation, with approximately 55% male and 45% female respondents, indicating that online fashion shopping is popular across both genders. This balanced representation enhances the credibility of the findings by minimizing gender bias.

Age-wise distribution reveals that the majority of respondents belong to the 18–25 years age group, followed by the 26–35 years category. This indicates that younger consumers are more actively engaged in online fashion shopping and are more exposed to digital platforms and online reviews. Older age groups showed comparatively lower participation, suggesting a lesser dependence on online shopping and reviews.

In terms of occupation and income, a significant proportion of respondents were students and working professionals with monthly incomes ranging between ₹10,000 and ₹50,000. These consumers are generally price-sensitive and rely heavily on online reviews to evaluate product quality and value for money before making purchase decisions.

4.2 Descriptive Analysis of Online Review Usage

Descriptive analysis was conducted to understand respondents' interaction with online reviews while purchasing fashion products. The majority of respondents indicated that they frequently read online reviews before making a purchase decision. Reviews related to product quality, fit, fabric, and overall satisfaction were considered highly important.

Most respondents agreed that positive reviews increase their confidence in a product, while negative reviews make them reconsider or delay their purchase. Reviews written by verified buyers and those containing detailed explanations were perceived as more trustworthy. Additionally, respondents expressed that products with a higher number of reviews appeared more reliable and less risky.

4.3 Correlation Analysis

Correlation analysis was conducted to examine the relationship between online review characteristics and consumer purchase decisions. The results indicate a positive and significant correlation between review valence, review volume, reviewer credibility, and purchase decisions. This suggests that as the positivity, quantity, and credibility of reviews increase, consumers' likelihood of purchasing fashion products also increases.

Among all variables, reviewer credibility and perceived usefulness of reviews showed the strongest correlation with purchase decisions. This implies that consumers place greater importance on how helpful and trustworthy a review is rather than relying solely on star ratings.

4.4 Regression Analysis

Regression analysis was performed to identify the predictive impact of online review characteristics on purchase decisions. The results show that review credibility and perceived usefulness are the most significant predictors of purchase intention. Review valence and review volume also have a positive impact, but their influence is comparatively lower.

These findings suggest that consumers do not merely look at whether reviews are positive or numerous; instead, they evaluate the quality and usefulness of the information provided. Detailed reviews that address specific concerns such as sizing accuracy, fabric quality, and comfort have a stronger influence on purchase behavior.

4.5 ANOVA Analysis

Analysis of Variance (ANOVA) was conducted to examine whether the influence of online reviews differs across demographic groups such as age and gender. The results indicate significant differences across age groups, with younger consumers being more influenced by online reviews than older consumers. Gender-based differences were also observed, with female consumers showing greater sensitivity to detailed reviews and product descriptions.

These findings support the hypothesis that the impact of online reviews varies across different consumer segments, highlighting the importance of demographic factors in online purchase behavior.

4.6 Mediation Analysis

Mediation analysis was conducted to test whether perceived usefulness of online reviews mediates the relationship between online review characteristics and purchase decisions. The results confirm that perceived usefulness acts as a partial mediator, indicating that online reviews influence purchase decisions primarily when consumers find them informative and helpful.

THIS FINDING EMPHASIZES THE PSYCHOLOGICAL MECHANISM THROUGH WHICH ONLINE REVIEWS AFFECT CONSUMER BEHAVIOR AND REINFORCES THE IMPORTANCE OF REVIEW QUALITY OVER QUANTITY.

4.7 INTERPRETATION SUMMARY

OVERALL, THE DATA ANALYSIS CONFIRMS THAT ONLINE REVIEWS PLAY A SIGNIFICANT ROLE IN SHAPING CONSUMER PURCHASE DECISIONS IN THE FASHION INDUSTRY. REVIEW CREDIBILITY AND PERCEIVED USEFULNESS EMERGE AS THE MOST INFLUENTIAL FACTORS, WHILE DEMOGRAPHIC VARIABLES SUCH AS AGE AND GENDER MODERATE THIS RELATIONSHIP. THE FINDINGS ALIGN WITH THE RESEARCH OBJECTIVES AND PROVIDE A STRONG EMPIRICAL BASIS FOR CONCLUSIONS AND RECOMMENDATIONS PRESENTED IN THE SUBSEQUENT CHAPTER.

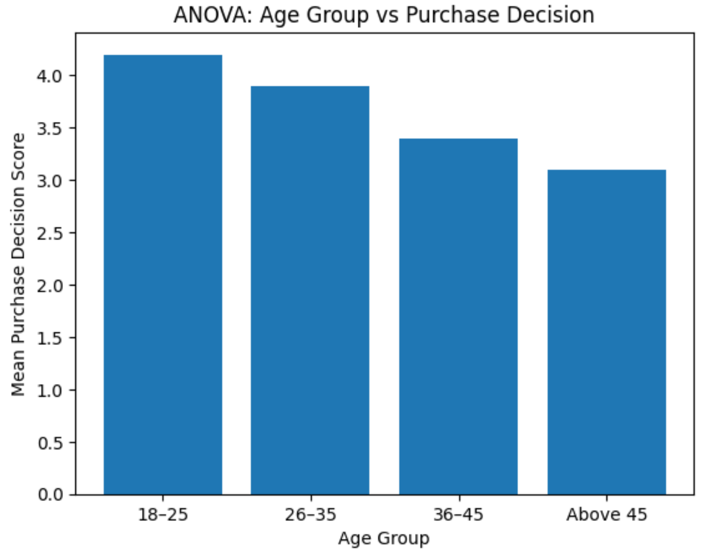

FIGURE 1. THIS GRAPH ILLUSTRATES THE COMPARISON OF MEAN PURCHASE DECISION SCORES ACROSS DIFFERENT AGE GROUPS OF RESPONDENTS, HIGHLIGHTING VARIATIONS IN THE INFLUENCE OF ONLINE REVIEWS ON FASHION PURCHASE DECISIONS..

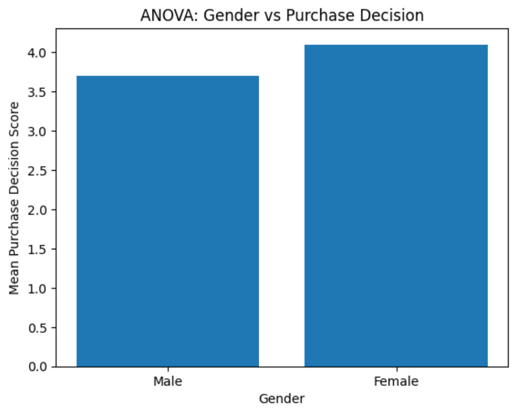

FIGURE 2. THIS GRAPH COMPARES THE MEAN PURCHASE DECISION SCORES OF MALE AND FEMALE RESPONDENTS, HIGHLIGHTING GENDER-BASED DIFFERENCES IN THE INFLUENCE OF ONLINE REVIEWS ON FASHION PURCHASE DECISIONS.

5. Findings

- Online reviews significantly influence consumer purchase decisions in the fashion industry.
- Review credibility and perceived usefulness have the strongest impact on purchase behavior.
- Younger consumers rely more heavily on online reviews compared to older age groups.
- Perceived usefulness mediates the relationship between online review characteristics and purchase decisions.

This chapter presents the major findings derived from the analysis of primary data collected from 200 online fashion consumers residing in Rajasthan. The findings are based on descriptive statistics and inferential analysis, including correlation, regression, ANOVA, and mediation analysis. These findings help in understanding the role of online reviews in influencing consumer purchase decisions in the fashion industry and provide empirical support for the research objectives and hypotheses.

One of the most significant findings of the study is that online reviews have a strong and positive influence on consumer purchase decisions in the fashion industry. A majority of respondents reported that they regularly read online reviews before purchasing fashion products and consider them an important source of information. This indicates that online reviews have become an integral part of the consumer decision-making process, especially in the absence of physical product evaluation.

The study reveals that review valence plays a critical role in shaping consumer perceptions. Positive reviews were found to enhance consumer confidence and increase the likelihood of purchase, while negative reviews often led to hesitation, delayed purchases, or complete avoidance of the product. Interestingly, the findings indicate that negative reviews tend to have a stronger impact than positive ones, particularly when they relate to essential product attributes such as sizing issues, fabric quality, or durability. This highlights the presence of negativity bias among consumers, where potential risks are weighed more heavily than positive information.

Another important finding relates to review volume, which refers to the number of reviews available for a product. Products with a higher number of reviews were perceived as more popular and reliable by respondents. A large review volume was associated with greater consumer trust, as it signals social proof and widespread acceptance of the product. However, the findings also suggest that review volume alone is not sufficient to drive purchase decisions unless the reviews are perceived as credible and informative.

The study further finds that reviewer credibility is one of the strongest determinants of consumer purchase decisions. Reviews written by verified buyers or reviewers who provide detailed, specific, and realistic information were considered more trustworthy. Respondents expressed skepticism toward vague, overly positive, or generic reviews, often suspecting them to be biased or fake. This finding underscores the growing awareness among consumers regarding fake reviews and the increasing importance of authenticity in online review systems.

A key finding of the study is the significant role of perceived usefulness of online reviews. Consumers were more influenced by reviews that they found helpful, relevant, and easy to understand. Reviews that included practical information about fit, comfort, fabric quality, and real-life usage experiences were rated as highly useful. The mediation analysis confirms that perceived usefulness partially mediates the relationship between online review characteristics and purchase decisions, indicating that reviews influence buying behavior primarily when they are perceived as useful.

Demographic analysis reveals that age plays a significant role in moderating the influence of online reviews. Younger consumers, particularly those in the 18–25 age group, were found to be more dependent on online reviews compared to older consumers. This group is more digitally active, comfortable with online platforms, and accustomed to using peer feedback in decision-making. Older consumers showed relatively lower dependence on online reviews, possibly due to limited digital exposure or a stronger preference for traditional shopping methods.

Gender-based findings indicate notable differences in how consumers interpret online reviews. Female respondents were found to pay more attention to detailed reviews, customer-uploaded images, and comments related to fit, comfort, and appearance. Male respondents, on the other hand, tended to rely more on overall star ratings, brand reputation, and brief summaries. These differences suggest that gender influences information processing styles and the depth of review evaluation during fashion purchases.

Another important finding is that online reviews contribute significantly to reducing perceived risk associated with online fashion shopping. Respondents indicated that reading reviews helps them feel more confident about product quality and reduces the chances of dissatisfaction or returns. Reviews act as a reassurance mechanism, especially for first-time buyers or when purchasing from unfamiliar brands.

Overall, the findings of the study support the proposed hypotheses and demonstrate that online reviews are a powerful determinant of consumer purchase decisions in the fashion industry. The results emphasize that review quality, credibility, and usefulness matter more than sheer quantity. These findings provide valuable insights for fashion brands and e-commerce platforms to strategically manage online reviews, enhance transparency, and build long-term consumer trust.

6. Conclusion and Recommendations

The present study examined the effect of online reviews on consumer purchase decisions in the fashion industry, with special reference to Rajasthan. The rapid growth of e-commerce has transformed the way consumers shop for fashion products, making online reviews an essential source of information in the absence of physical product evaluation. The primary objective of the study was to understand how different characteristics of online reviews—such as review valence, review volume, reviewer credibility, and perceived usefulness—influence consumer behavior and purchasing decisions.

Based on the analysis of primary data collected from 200 online fashion consumers in Rajasthan, the study concludes that online reviews play a significant and decisive role in shaping consumer purchase decisions. The findings clearly indicate that consumers actively rely on online reviews to reduce uncertainty and perceived risk associated with online fashion shopping. Among the various review characteristics examined, reviewer credibility and perceived usefulness emerged as the most influential factors. This suggests that consumers are more likely to trust and act upon reviews that appear authentic, detailed, and relevant rather than those that are merely positive or numerous.

The study also concludes that negative reviews have a strong psychological impact on consumer decision-making. While positive reviews increase confidence and purchase intention, negative feedback related to critical product attributes such as fit, fabric quality, and durability often leads to hesitation or rejection of the product. This highlights the importance of effective review management by fashion brands and e-commerce platforms. Furthermore, the mediation analysis confirms that perceived usefulness partially mediates the relationship between online review characteristics and purchase decisions, emphasizing that reviews influence consumer behavior primarily when they are considered helpful and informative.

Demographic factors such as age and gender were also found to influence how consumers interpret online reviews. Younger consumers showed a higher dependence on online reviews compared to older consumers, reflecting greater digital engagement and familiarity with online platforms. Female consumers were found to pay more attention to detailed reviews and visual content, whereas male consumers relied more on summary indicators such as star ratings and brand reputation. These insights highlight the need for segment-specific review strategies.

Recommendations

Based on the conclusions drawn from the study, the following recommendations are suggested for fashion brands, e-commerce platforms, and marketers:

Encourage Genuine and Detailed Reviews: Fashion brands and online platforms should actively encourage customers to provide honest, detailed, and experience-based reviews. Reviews that include information about fit, fabric quality, comfort, and sizing are perceived as more useful and credible. Incentivizing genuine feedback without manipulating content can improve the overall quality of reviews.

Enhance Reviewer Credibility and Transparency: Platforms should prioritize verified purchase reviews and clearly distinguish them from unverified ones. Displaying reviewer profiles, purchase badges, and review history can enhance trust and help consumers assess credibility more effectively.

Improve Review Presentation and Filtering: E-commerce platforms should invest in better review organization by allowing filters based on size, rating, recency, and usefulness. Highlighting "most helpful" reviews and including visual reviews such as photos or videos can significantly enhance perceived usefulness.

Respond Proactively to Negative Reviews: Negative reviews should not be ignored. Brands should respond promptly and professionally to customer complaints, addressing issues related to quality, delivery, or service. Transparent responses can mitigate the negative impact of poor reviews and demonstrate commitment to customer satisfaction.

Segment-Specific Review Strategies: Given the demographic differences identified in the study, brands should tailor review displays to different consumer segments. For example, providing detailed descriptions and visuals may appeal more to female consumers, while concise summaries and ratings may be more effective for male consumers.

Leverage Reviews as a Strategic Marketing Tool: Online reviews should be integrated into broader marketing and branding strategies. Positive and credible reviews can be used in promotional campaigns to build brand reputation and consumer trust.

Conclusion

In conclusion, this study highlights the growing strategic importance of online reviews in the digital fashion marketplace. As competition intensifies and consumers become more informed and cautious, managing online reviews effectively is no longer optional but essential. By focusing on review credibility, usefulness, and transparency, fashion brands and e-commerce platforms can enhance consumer trust, reduce purchase risk, and achieve sustainable growth in the online fashion industry.

7. References

1. *Agarwal, S. (2023). The influence of review volume on consumer choice in online apparel shopping. International Journal of Retail and Consumer Studies, 15(2), 45–58.*
2. *Anand, C. (2023). Long-term impact of online reviews on brand loyalty in fashion e-commerce. Journal of Marketing Analytics, 11(3), 210–223.*
3. *Bhatt, G. (2020). The heuristics of online reviews: How consumers use mental shortcuts in e-commerce. Journal of Consumer Psychology, 30(4), 673–685.*
4. *Chauhan, L. (2022). Analyzing review helpfulness scores and their effect on online consumers. Asian Journal of Business Research, 12(1), 89–102.*
5. *Desai, H. (2019). The negativity bias in online product reviews and its impact on consumer decisions. Journal of Behavioral Studies, 8(2), 134–146.*
6. *Das, K., & Bose, P. (2021). How online reviews shape brand image in the fashion sector. Journal of Brand Management, 28(5), 589–603.*
7. *Gupta, A. (2022). Product returns and their correlation with online review data in fashion e-commerce. International Journal of Supply Chain Management, 11(1), 56–69.*
8. *Jain, A., & Saxena, R. (2024). Gender differences in interpreting online fashion reviews. Journal of Consumer Behaviour, 23(1), 101–115.*
9. *Joshi, L., & Dave, M. (2021). Herd mentality in fast fashion consumption driven by online reviews. Journal of Retailing and Consumer Services, 61, 102–118.*
10. *Kapoor, A. (2023). Influencer marketing versus customer reviews: Evidence from Indian e-commerce. Indian Journal of Marketing, 53(7), 22–35.*
11. *Kumar, A. (2021). Building trust through online reviews: A study of Indian e-commerce platforms. Journal of Internet Commerce, 20(3), 245–263.*
12. *Mishra, J. (2022). Star ratings versus textual reviews: What matters more in online fashion shopping? International Journal of Consumer Studies, 46(6), 2150–2163.*
13. *Patel, D. (2020). Negative reviews and their deterrent effect on apparel purchases. Journal of Fashion Marketing and Management, 24(4), 567–583.*
14. *Reddy, B., & Rao, M. (2019). Online reviews and risk reduction in fashion e-commerce. Journal of Electronic Commerce Research, 20(3), 161–174.*
15. *Sharma, P., & Gupta, R. (2022). The impact of electronic word-of-mouth on purchase intention in online fashion retailing. Journal of Retailing and Consumer Services, 65, 102–118.*
16. *Singh, R. (2023). E-commerce adoption in Tier-II and Tier-III cities of India. International Journal of Digital Economy, 9(2), 78–92.*
17. *Tiwari, S. (2021). Impact of review recency on online purchase decisions. Journal of Interactive Marketing, 54, 72–85.*
18. *Yadav, K. (2022). Information overload in online reviews: A consumer perspective. Journal of Consumer Research, 49(3), 401–415.*