

INFORMATION ADOPTION BEHAVIOUR OVER ONLINE RETAIL SHOPPERS: SOME EMPIRICAL EVIDENCE FROM THE STATE OF KERALA IN INDIA

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ABSTRACT

In the current scenario, the study of consumer buying behaviour has pivotal role from marketer point of view. The consumer buying behaviour changes according to the social, economic, psychological conditions prevailing in world. The present study mainly aims to demonstrate the positive changes in consumer buying behavior by the information adoption and the impact of online product reviews on purchasing. Internet user sarechanging the way they buy and sell goods and services and are rapidly moving into a global trend. The advent of e-commerce and the proliferation of the internet, mademore and more people getting very familiar with online shopping formalities, they choose to buy commodities and services what they need on online. The reviews, as feed-backs of buyers, largely affect the purchase intention or purchase behaviour of potential consumers. So, reviews in online mode provide a promising source of datafor predicting online the purchase behaviour. This study has identifiedfour major kinds of online review platforms viz. (i) Retail websites, (ii) Independent review platforms, (iii) Video-sharing platforms, and (iv) Personal blogs. These platforms represent product reviews in diverseformats along with accent on different review function features. An online survey was conducted to analyzeconsumer feedbacks on the different platforms and review systems and the impact of those on consumer purchase behaviour. The results highlight the relevance of platform credibility and usability on consumer trust and reliance in reviews as inputs in decision-makingprocess.

Keywords: ICT, Online Shopping, eWOM, Consumer behavior, Online product reviews.

1. INTRODUCTION

Online consumer reviews and product and services recommendations and peer opinions play an increasingly growing role in the customer's decision-making process. The different platforms for online product reviews and recommendations widely vary differ in their objectives, functions, and features. The available literature so far contains scarce information on functions and characteristics of the above kinds of platforms from the perspective of a member of customer adoption and preference. Considering the vital significance of this kind of customer-originated content relating to business revenues and profitability, the monitoring as well as follow up of customer reviews by businesses has become a key business challenge. This managerial challenge has also become a worst reputation issue for businesses. In order to respond efficiently to customer reviews companies, need to identify consumers' platforms for reviews, know about their features and constantly monitor their influence on consumers' buying decisions. This study has identified four major kinds of online review platforms viz. (i) Retail websites, (ii) Independent review platforms, (iii) Video-sharing platforms, and (iv) Personal blogs. These platforms represent product reviews in diverse formats each having accent on different review function features.

An online survey analysed consumer opinions about the various platforms and review mechanisms and the impact of those on consumer buying behaviour. The results show the significance of platform credibility and usability on consumer trust and reliance in reviews as the inputs in the consumers' decision-making process. In the emerging scenario, electronic word of mouth (eWOM) and such other social media communications plays a crucial role in deciding the buying behavior of customers, especially in respect of online shopping.

2. PAST STUDIES

Many studies relating to the role of technology, especially Information and Communication Technology (ICT) on purchase decisions of diverse products and services are available. Mangold & Faulds (2009) [1] has noted that technological advances through social media influenced consumer behavior from information acquisition to post-purchase behavior like dissatisfaction statements or behaviors. Technology has influenced purchase decisions of consumers, right from durable items including fixed assets like houses (Manoj, 2009) [2] to the management of risks

and operational efficiency of service organizations like banks (Manoj, 2010) [3] as well as scientific inventory management in large manufacturing firms (Manoj, 2010) [4]. The positive role of ICT on transparent, efficient and corruption-free administration of major GOI schemes like MGNREGA (Manoj, 2012) [5] is no exception in this regard. Nasir, S., Vel, P., & Mateen, H (2012) [6] have reported that social media do not always need some language or words to spread the message to the consumer. Once a product or service is marketed then that marketing context can be explained by its potential purchaser. Accordingly, the buyer gives the response; this could be by buying that product, repurchasing the product or it could also be by way of not purchasing that product. Hence the above process follows the customer's needs, his awareness and interest towards the product, brand loyalty & brand value, word of mouth and its demand. Pietro & Eleonora Pantano (2012) [7] investigated to what extent social networks, as Facebook, influence consumer's purchasing decision. They found that enjoyment denotes a vital influencing factor of the usage of social networks as a means of helping the decision on purchases. Also, they pointed out that usefulness perception of consumers regarding recommendations as well as suggestions relating to products on social media viz. Facebook. Thus, their enjoyment while using the social media viz. Facebook to get information regarding products as well as brands, and also perceptions on their ease of use were all factors that influenced their attitude towards such products and brands and ultimately their purchasing decision also. They also suggested a casual positive relationship between attitude of customers towards social media and behavioral intention. Sharma & Rehman (2012) [8] find that positive or negative information about a product or a brand available on the social media has got significant overall influence on consumers' purchase behavior or decisions. As customers spread positive eWOM through social media, its demand rises. If it is negative eWOM, then that might hamper demand too.

Forbes & Vespoli (2013) [9] investigated consumers who made purchases as per the recommendation of a peer or contact via social media. The results indicate that consumers buy either very inexpensive, or very expensive goods, and that too as per recommendations of people whom they would not consider as "opinion leaders". Also, findings suggest a gradual shift from more conventional modes of social media such as Facebook to swifter and quicker social media forms like Twitter. Many respondents expressed their interest in "information now" (instantaneous), not stale even by a day or two. Their research findings show a shift towards general social media themes of modern days. Leerapong & Mardjo (2013)[10] have examined the factors influencing consumers' online purchase decisions, like, online social networks, particularly Facebook. The respondents have been arranged as per their ranking, comparative benefits, trust, risk perception, and compatibility as the parameters which encouraged or discouraged them from purchasing through Facebook. Manoj, P K (2013) [11] has noted the need for using ICT for facilitating the delivery of Green affordable houses in an environment-friendly way. Themba, G., & Mulala, M. (2013)[12] has studied the limit upto which students in University of Botswana engaged in the brand-related eWOM through social media and the influence of their eWOM engagement on their purchasing decisions. They have reported that students' engagement levels in brand-related eWOM through social media is relatively less. Also, their engagement in brand-related eWOM in general and opinion seeking in particular are significantly (positive) affecting their purchasing decisions.

William George & Manoj P K (2013)[13] have noted better technology adoption (ICT-based services) of private sector banks and hence more efficient CRM systems in such banks vis-à-vis the public sector (Govt-owned) banks. Neeraja James & Manoj P K (2014) [14] have pointed out the high relevance of E-Banking in rural areas for better quality service to the rural people and cost-effective service delivery too. Barhemmati. N. et al. (2015) [15] have found that the best and the successful way of advertising is Social Media Marketing. The study focuses on knowing the factors how the buying pattern of those consumers change who are on Social media through Social Network Marketing. This study has also revealed the association between the selling activities of business firms and the customer engagement and their buying behaviour. This study was based on a survey undertaken among 50 students at Malaysian National University. The results show the positive relation in between consumer buying behaviour and social media engagement. Nasar K K & Manoj, P K. (2015) [16] have noted technology adoption ensures qualitative and cost-effective delivery of apartments and is advisable because price, quality etc. are the main considerations for the buyers. Godey, B. et al. (2016) [17] have noted in their article that the use of social media is growing fast. For companies and their marketing executives, social media could be used to enhance the knowledge regarding various or services. This paper, based on a survey conducted to explain and interpret the relation between usage of social media, social media marketing and consumer purchase behavior. The key question also included the membership status indifferent Social media sites and the generated content by them on those sites. The research analysis provides statistical basis (evidence) as to how Social media could make a greater influence on consumer's purchase behavior. This research also shows whether the investment on social media marketing is impactful or not, and if impactful it shows as to which exactly are the ones that are impactful. Manoj, P K (2016) [18] has pointed out the utmost need for ICT adoption effective delivery banking services in the ongoing digital era in India.

Ahmed Audu Maiyaki, Sany Sanuri (2016) [19] in their research paper have concluded that price and product variety have a great effect on buying behaviour of the customers and it suggested that retailers should have effective strategies regarding pricing and innovative product to attract and improve purchase process. Lakshmi & Manoj, P K (2017) [20] have made an empirical and comparative study of ICT-based banking products of two rural-

focused banks viz. Kannur district co-operative bank and Kerala Gramin Bank (KGB); have pointed out the better ICT adoption and hence superior banking services by KGB. So, enhanced ICT adoption has been suggested by the authors. An empirical study on ICT-based banking in the Kerala done by Joju et. al. (2017) [21] has pointed out the positive attitude towards ICT-based services and e-channels and have accordingly suggested for better ICT-adoption by the banks. Gulnaz Banu, P. & G.S. Vijaya. (2017)[22] have sought to examine the consumer buying behaviour via website versus mobile application. There are several lakhs of people online at any time and all these people could be potential customers too for some retailer or the other. With fast advances in technology, numerous portals are being developed online, which offer better ease of use for customers as per their convenience such as websites, and mobile-apps (mobile applications). As there are many portals and numerous service providers, it is crucial to know as to what customers want to buy, from where they could buy, how they could buy and the causes underlying their purchase from some specific place or portal. An empirical study by Joju et. al. (2017) [23] on the role of Fin-techs (financial technologies) and quality of services provided by banks in Kerala has reported a positive relation between the two, and the authors have suggested more Fin-tech adoption by banks for better customer service by the banks. Another study by Joju et. al. (2017) [24] has reported that there are customer who still prefer the traditional kind of 'Brick and Mortar' banking. It has been noted the whatever might be the technology (ICT) adoption there is scope for maintaining right level of 'human touch' points to ensure the customer delight in this ICT era.

A research study to assess the influence of the social media on buying behavior by Michael Putter (2017) [25] has noted the significance of social media in modern days to 'reach the customers' by companies, and thus companies that can use social media widely and effectively would get the benefit from higher business. Gupta, et. al (2018) [26] have explained the past and also the future influence of social media in the context of the Fifth Social Media Week (SMW) being held in Sept. 2011. Toby Daniels, the founder of SWM, found growth in social media's role on the lives of people. SMW is in vogue in 21 cities of the world. SM's growth in the Middle East, has led to change in business models too. Manoj, P. K. (2018) [27] has noted that ICT-enabled CRM services should be fostered by old private sector banks in Kerala as done by the more 'high-tech' new generation private sector banks as well as foreign banks as ICT can enhance service quality and reduce cost. Afzal Hossain & Md. Abdullah Al Jamil & Md. Masihur Rahman (2018) [28] have observed that the most influencing factors of consumers' online shopping decisions, in the context of Bangladesh, include security, personal hobby, appropriate pricing, payment method, social media, privacy, and reference groups. These factors put significant influences on customer online buying decisions. Duangruthai Voramontri & Leslie Klieb (2019) [29] in their study on the influence of social media on the buying behavior of customers has noted that use of social media provides satisfaction to customers during the stages of information search as well as alternative choice. As the customer's satisfaction improves during these phases that would lead to purchase decision and also post-purchase decisions. A study on the HRM practices by the Kerala based private banks by Manoj, P. K. (2019) [30] has noted that banks with 'high-tech' platforms or better ICT adoption have better chances of business growth as well as customer service and also lower operating costs. So, ICT investment has been suggested by the author for banks that are lagging in this regard. Another study by Manoj, P. K. (2019) [31] has focused on the issue of social banking and priority sector lending in the ongoing reforms where adoption of ICT, Fin-tech etc. is the new normal. The need for ICT adoption for better catering to the marginalized groups under the new 'Financial Inclusion' paradigm as against the erstwhile Priority Sector Lending (PSL) has been pointed out by the author. Accordingly, ICT should be used as a tool for financial inclusion.

Joju, J. & Manoj, P. K. (2019) [32] have studied the role of Banking Technology in enhancing Service Quality of banks in Kerala and has observed the utmost need for higher level of adoption of banking technology for enhanced service quality, lower costs and customer delight. Liu, Q. et. al. (2020) [33] have explored consumers' purchasing behavior as part of a large online promotional initiative and also to assess the role played by their psychological distance and involvement. It is reported that temporal distance has positive impact on low involvement products and negative impact on high involvement products. Oyelami, L O. , Adebisi, S.O. & Adekunle, B. S. (2020)[34] have observed that the e-payment systems play a great role in the buying behaviour of retail outlets of consumers since it aids to improve customer satisfaction by providing added facilities for transactions in international trade and commerce. Chang, Yu-Wei & Chen, Jiahe. (2021). [35] in their study have applied the hedonic information systems acceptance model (HISAM) to find out the utilitarian and hedonic motivations influencing consumer shopping behaviour. In addition, they have characterized a second-order formative construct, technology readiness, as a technology-related personality to test its moderating function in the research model in the context of marketing when the consumer behaviors vary owing to individual peculiarities. The results indicate that perceived ease of use greatly influences perceived usefulness as well as perceived enjoyment. Also, all these three factors, in turn, directly affect shopping behaviour. Besides, the factor perceived ease of use has got stronger influence on perceived usefulness and shopping intention in case the consumer has high degree of technology readiness (TR). Lastly, some conceptual and practical suggestions are given, along with topics for further exploration.

3. OBJECTIVES OF THE STUDY

- (i) To understand the changing technological pattern of consumer behaviour, and
- (ii) To study the effect of online product reviews on consumers' buying decisions.

4. METHODOLOGY OF THE STUDY

The study is descriptive-analytical and also exploratory. It is based on primary data collected using an online survey (using Google form) wherein 145 people participated. Of these 130 feedbacks alone were complete and usable for further analysis. Thus, 130 people randomly selected who gave the feedback through online mode were the sample. Secondary data were collected through authentic secondary sources like reports and other publications of the State and Union Governments, reputed research journals and other publications, etc.

5. ANALYSIS AND DISCUSSION

a. The impact of Online Product Reviews on Purchasing Decisions.

While personal purchase motivations include physical activity or the information seeking, social motives comprise of communications. These personal motives are not the same because for a consumer's simple information search in one online platform could vary owing to consumer's choice of buying products while he searches for reviews. As the motivations for the consumers to attempt for reviews are located properly, the same would be investigated using diverse online review platforms that are employed by the consumers. Moreover, it would be characterized as to what all review design features on the platforms may influence consumers' selection of products.

The literature makes distinction between diverse types of online consumer feedback platforms. The division of the platforms involves platforms deliberately designed for reviews like independent review platforms and others such as video-sharing platforms, originally designed for various purposes but afterwards being used for review purpose. Retail websites, independent platforms for consumer reviews, blogging sites (personal reviews or blogs) and video-sharing platforms are divisions, as per literature, of the platforms that contain customer-originated contents in the form of consumer reviews.

The quantitative (scale or rating) product reviews and qualitative (written description or video) product reviews are mostly used by the consumer for seeking information about the product. The quantitative product reviews are the scale or the ratings about the product quality, design and features, look and feel, value for money and service. The qualitative product reviews are the written description, video and photos. The Retail websites, as well as independent consumer review platforms, personal blogs and video-sharing platforms are providing the quantitative product reviews about the product.

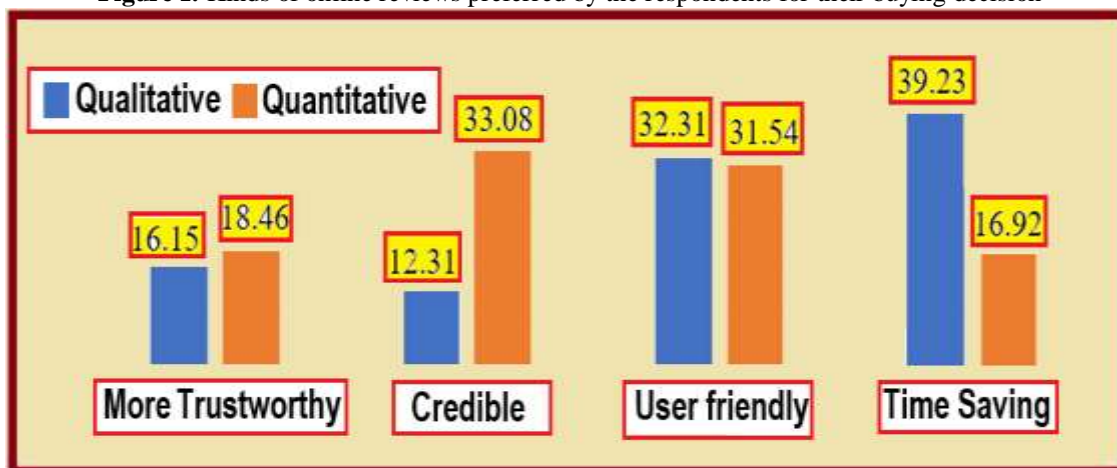
- (i) **Retail Websites:** Retail platforms are represent websites of a retail store that focuses on the sale of goods and services via the Internet (Investopedia). Therefore, the foremost content on the platform originates from marketers of retail shops. So its ownership can be considered as private. The key intention of the platform is thus to sell the products under sale in the retail shop. Simultaneously reviews could support platforms by enhancing satisfaction of consumers as well as service quality, in such a way that future customers could be informed themselves in advance by way going through the reviews available beforehand and thus determining themselves as to whether the product fits into their own expectations.
- (ii) **Personal Blogs:** Blog, particularly those which regularly write about experiences on consumption of products and services, have recently been growing very fast. Reviews done by bloggers include their own experiences and information on products; so, blog ownership could be termed as private. Often, bloggers consider themselves as experts in some product categories, and so specialize in those categories for reviews. Their intention is thus to share their own buying experiences on such product categories and recommend them to others.
- (iii) **Independent Consumer Review Platforms:** Besides retail platforms, independent review platforms that display reviews on their websites are there. These independent review websites are not associated with retailers' stores and therefore do not offer products or services in their websites. Therefore, the basic motto behind such websites is solely to display different products and services, along with their reviews to enable comparisons. Their ownership could be termed as public because of non-connection to some stores. (Examples: yelp.com, Epinion.com, ciao.co.uk, tripadvisor.com are independent platforms).
- (iv) **Video-sharing Platforms:** These platforms facilitate posting of videos that include personal videos, political messages, product advertisements, etc. (Price & Schneiderman, 2009). But online video-sharing websites also are employed by consumers for uploading reviews on products in the video format (Fan & Gordon, 2014). So, the intention of the platform is to provide users a platform that freely can upload and share many kinds of videos with private contents as per their interests, within the generally applicable conditions and terms of the concerned website.

Table I: Kinds of online reviews preferred by the respondents for their buying decision

Opinions of respondents	Qualitative reviews	Share (Percent)	Quantitative reviews	Share (Percent)
Better Trustworthiness	21	16.15	24	18.46
Credibility	16	12.31	43	33.08
User-friendly	42	32.31	41	31.54
Time-savings	51	39.23	22	16.92
Grand Total	130	100.00	130	100.0

Source: Field Survey

Figure I: Kinds of online reviews preferred by the respondents for their buying decision



Source: Based on Field Survey data (as in Table I)

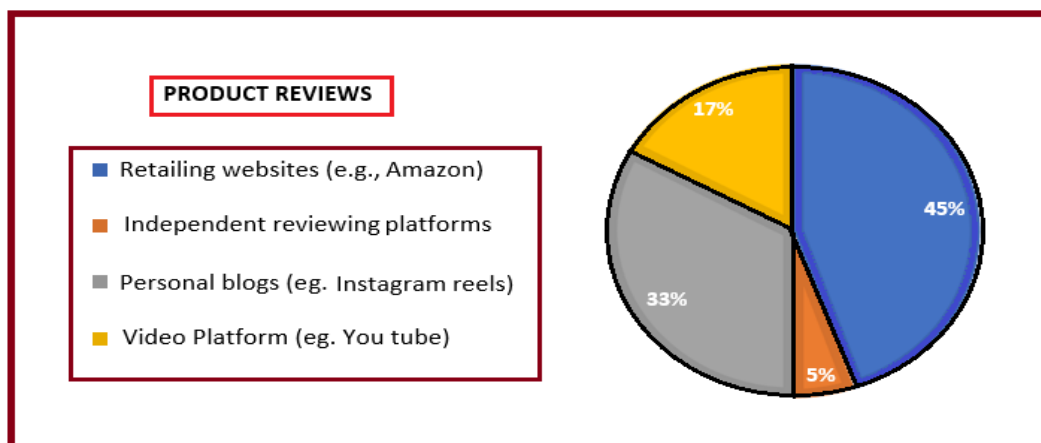
Table I shows that 16.15 per cent of the respondents have the opinion that qualitative (written description or video) product reviews are more trustworthy, 12.31 per cent of them feel that qualitative (written description or video) product reviews are credible, 32.31 per cent of them believe that qualitative (written description or video) product reviews are user friendly and the rest 39.23 per cent of them respondents believe that qualitative (written description or video) product reviews are timesaving. Another 18.46 per cent of the respondents have the opinion that the quantitative (scale or rating) product reviews are more trustworthy, 33.08 per cent of them believe that quantitative (scale or rating) product reviews are Credible, 31.54 per cent of them feel that quantitative (scale or rating) product reviews are User friendly and the rest 16.92 per cent of them feel that quantitative (scale or rating) product reviews are Timesaving. The facts as above are depicted in Figure I which is self-explanatory.

Table II: Product Reviews Platforms mostly preferred by the Customers

Category	Respondents(No)	Share (Percent)
Retailing websites (e.g., Amazon)	58	44.62
Independent reviewing platforms (eg.Revoo.com)	7	05.38
Video platform (e.g., You tube)	43	33.08
Personal blogs (e.g., Instagram reels)	22	16.92
Total	130	100.00

Source: Field Survey

Figure II: Product Reviews Platforms preferred by the Customers under Study



Source: Based on Field Survey data (as in Table II)

Table II shows that 44.62 per cent of the respondents prefer retailing websites (like, Amazon) for product reviews, 5.38 per cent of them prefer independent reviewing platforms (like, Revoo.com), 33.08 per cent of them prefer video platforms (like, You tube) for product reviews and the rest 16.92 per cent of them prefer the personal blogs (like, Instagram reels).

Table III: Product Reviews Platforms preferred by the Customers under Study

Category	More trustworthy	Credible	User friendly	Time saving
Retailing websites	26	20	23	61
Independent reviewing platforms	27	68	26	9
Video platform	31	22	39	38
Personal blogs	30	22	41	37

Source: Field Survey

Table III shows that the 20 per cent of respondents are having the opinion that product reviews on retailing websites (e.g. Amazon) is more trustworthy, 15.38 per cent of the have the opinion that product reviews on the retailing websites (e.g. Amazon) is credible, while 17.69 per cent of them believe that product reviews on the retailing websites (e.g. Amazon) is user friendly and the rest 46.92 per cent of them feel that product reviews on the retailing websites (e.g. Amazon) is time saving. (Table II).

It is noted that 20.77 per cent of respondents have the opinion that product reviews on the independent reviewing platforms (e.g. Revoo.com) is more trustworthy, 52.31 per cent of them feel that product reviews on such independent reviewing platforms is credible, 20.00 per cent of them feel that product reviews on such independent reviewing platforms is user friendly and 6.92 per cent of respondents believe that the product reviews on such independent reviewing platforms is time saving.

It is noted that 23.85 per cent of respondents have the opinion that product reviews on video platforms (e.g. You tube) are more trustworthy, while 16.92 per cent of the respondents have the opinion that product reviews on such video platforms are credible, and 30.00 per cent of them feel that product reviews on such video platforms are user friendly and the rest 29.23 per cent of them believe that product reviews on such video platforms are time saving. It is noted that 23.08 per cent of respondents have the opinion that product reviews on the personal blogs (e.g. Instagram reels) are more trustworthy, while 16.92 per cent of them believe that product reviews on the such personal blogs are credible, and 31.54 per cent of them feel that the product reviews on such personal blogs are user friendly and the rest 28.46 per cent of them believe that product reviews on such personal blogs are time saving.

b. Technological Advances like Augmented Reality (AR) and Consumer Behaviour.

With growing income levels, people have started fast embracing technology, like, those arising from the advances in information and communication technology (ICT). ICT has tremendously impacted the way people live and perform their tasks or duties. For instance, the internet has now developed at an unprecedented speed and has become a vital element of their lives. Within information technology permeating many facets of individuals' work and life, the use of information technology in the form of electronic commerce expands greatly. For instance, today individuals can use different websites to search and also share information as well as to purchase online various products and services. Hence, the question about how to affect the purchase intention of Internet users becomes one of the hottest topics in the related research field. Besides, it is vital for businesses to know and also apply (perform or utilize) the influential factors to attract the intentions of potential consumers and to make online purchase. Triggered by the fast technological advances and implementation of augmented reality (AR) in retail sector,

academic research has developed very fast.

AR refers to the ability to include computerized information into some continuous process or affair. It is the phenomenon of dismantling the lined demarcating the virtual world and the real world. After removing such a partition line, we can clearly experience the virtual world that we can visualize on the screen and can feel the same too, observe it in real life using the aid of different equipments, like, camera, mike systems, lens, and so on. Unlike virtual reality, that is popular among the gamers, there is no massive video headset to struggle with. AR is best employed in the smart phones that can make the consumers more attracted to the AR system. AR seeks to blend real world and the digital data. At present, most AR research uses live video images, whereby the system processes digitally to add computer-generated graphics. Or, in other words, the system augments or adds image using digital data. As per Encyclopaedia Britannica, the AR definition is: "In computer programming augmented reality is a process of combining or 'augmenting' video or photographic displays by overlaying the images using exact computer-generated data." AR research seeks to combine the fields of computer vision and computer graphics. The research on computer vision as it applies to AR include, inter alia, marker and feature detection and tracking, motion detection and tracking, image analysis, gesture recognition and the construction of controlled environment that contain many different sensors. Computer graphics as it corresponds to AR comprises, for instance, photorealistic rendering as well as interactive animations. Researchers often take AR to mean a real-time system. But, we can consider augmented still images too as AR as long as the system does the right augmentation in a 3D setting and there is some sort of interaction involved in this regard. With the constant advances in the field of AR technology and the continuous growth of AR integration, certain changes in customer behaviour have also taken place. Virtual try-on having become an integral to social media, AR technology has started to become a vital element of consumption habits. The above transition has begun to command a vital role in brand strategies and also in customer behavior. Each brand tries to offer AR technology based virtual try-on opportunities as part of the online shopping.

Table IV: Motivational factors towards the Augmented Online Shopping

Particulars	SA	A	N	D	SD	Total
Personalize the shopping experience	69	30	26	4	1	130
Try before you buy	31	58	37	3	1	130
Availability of detailed information about the product	28	52	46	3	1	130
Not available in local store	22	59	44	4	1	130
Product return less	36	41	48	4	1	130

Source: Field Survey

[SA: Strongly Agree, A: Agree, N: Neutral/Uncertain, D: Disagree, SA: Strongly Agree]

Personalize the shopping experience, try before you buy, availability of detailed information about the product, not available in local store and product return less are the motivational factors in Augmented Online Shopping.

6. SUGGESTIONS

Based on the findings of the present study, it is suggested that various online shopping modes be facilitated so as to attract and retain the modern customers. Online product reviews having become the new normal, the same be made available in 'as you like it' varieties as per the changing tastes and preferences of customers, and so also the diverse kinds of other ICT-based online products and services. Platform credibility and usability being vitally significant to ensure consumer trust and so also reliance in reviews in consumers' decision-making process, these be made basic considerations in the design and development of all the new initiatives. Also, ICT-enabled marketing, like digital marketing, be promoted as these have become vital to attract the modern customers who in turn are highly techno-savvy as well as discerning too.

7. CONCLUDING REMARKS

This study has made an earnest attempt to find out the changing technological pattern of consumer behaviour and the impact of online product reviews on purchasing decisions. Online shopping portal is competing with each other for their market and they are providing variety of services to satisfy the needs of the customer and to attract them towards online shopping. Price benefits, ease of purchase, availability of information etc. motivate the youth towards online shopping. Technology is a powerful tool that influences and changes the behaviour of consumers. The popularity of online shopping is very high among youth and this is due the technological development. As a result, developing countries like India have created a large customer base that uses the Internet to shop, which is a good sign of business growth in India. Due to technological advances, significant changes in consumer purchasing behaviour are common in decision making. As a result, internet marketing strategies have become an essential part of modernity.

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