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# INTERNATIONAL CONFERENCE ON

Multidisciplinary approaches in Social Sciences , Humanities and Sciences

14<sup>th</sup> December 2018

## Sri S.Ramasamy Naidu Memorial College

(AFFILIATED TO MADURAI KAMARAJ UNIVERSITY)

A Co-educational, Autonomous and Linguistic Minority Institution

Re-accredited with 'A' Grade by NAAC Sattur, Tamil Nadu (India)

### PART-II

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**INTERNATIONAL CONFERENCE ON  
MULTIDISCIPLINARY APPROACHES IN SOCIAL  
SCIENCES , HUMANITIES AND SCIENCES**

**MASHS-2018**



**SRI S RAMASAMY NAIDU MEMORIAL COLLEGE,  
SATTUR , VIRUDHUNAGAR DISTRICT, TAMIL NADU,  
INDIA**

**PART-II**

**14TH DECEMBER 2018**

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**INDEX**

<b>S.No.</b>	<b>Paper ID</b>	<b>Paper Title</b>	<b>Author</b>	<b>Page No.</b>
1	501	Dynamics of communal conflict in India: The need for an effective power of inquiry	Dr.E.Devabalane	01-10
2	505	Impact of Prime Time Programs on Telugu News Channels Rating	Dr. Bollam Tirupathi	11-35
3	506	Role of Airline Passengers and Catering Services in Madurai Airport	C.M. Prakash	36-45
4	507	TOWARDS A MODERN SOCIETY: SRI CHITHIRA THIRUNAL BALARAMA VARMA AND HIS INITIATIVES	SAFEED R	46-54
5	511	Racial Prejudice in Bessie Head's Maru	Mary Surya Kala, Dr. Shibila. K	55-60
6	516	AN ANALYSIS ON THE LEGACY OF MODERN HEALTH SECTOR IN TRAVANCORE	CHINTHU I B	61-67
7	517	IMPACT AND IMPLEMENTATION: CURRENT TAX SYSTEM OF GST IN INDIAN CONTEXT	Dr. P. Charavarthi, Dr. M. Madana Mohan	68-77
8	518	PERCEIVING THE OFFICE OF THE ACCOUNTS AND AUDIT THROUGH THE EYES OF HISTORY	Karthik Kumar S S	78-83
9	520	ROLE OF CULTURAL HERITAGE, FAIRS AND FESTIVALS OF TOURISM PROMOTION IN MADURAI, TAMIL NADU AND INDIA	C.M.Prakash	84-98
10	522	One Indian Girl: The Novel of Individual Manifestation	Javaid Ahmad Tantry, Dr Vikas Jaoolkar	99-104
11	523	RELEVANCE OF SOCIAL ATTRIBUTES AS A CONTRIBUTING FACTOR TOWARDS GOLD ETF INVESTMENTS IN INDIAN INVESTORS	Mrs. Sheeba K.H	105-117

65	607	APPLICATION OF PARETO PRINCIPLE TO ENHANCE LANGUAGE QUOTIENT	Ms. Manjusha C B, Dr. V.Vijayalakshmi	541-548
66	608	NURTURING THE NUANCES OF EMOTIVE WRITING THROUGH SHORT STORIES: A GENRE BASED APPROACH	Mr Mohankumar S, Dr V.Vijayalakshmi	549-556
67	610	INFLUENCE OF ONLINE CONSUMER REVIEWS ON E-COMMERCE SHOPPING DECISIONS	Anish Thomas, Dinjumol Joy	557-565
68	613	RECENT TECHNOLOGICAL TRENDS IN TOURISM AND HOSPITALITY INDUSTRY	Dr. S. Sugasri, Mr. R. Panneer Selvam	566-572
69	614	Economic Development through Responsible Tourism Initiatives at Kumarakom Backwater Destination	Divya Joseph, Dr. Biju T.	573-581
70	615	THE SOCIO-ECONOMIC CONDITIONS OF WOMEN AGRICULTURAL LABOURERS IN SIVAGANGAI DISTRICT	P.Ramkumar, Dr.V.Balakrishnan,	582-590
71	616	OPPORTUNITIES AND CHALLENGES FOR MICRO SCALE WOMEN ENTREPRENEURS IN TOURISM	Dr. Rehmath Jahan, Mrs.M.Noorjahan	591-598
72	617	A STUDY ON TEN YEARS PERSPECTIVE TOURISM MASTER PLAN FOR MADURAI	G.Rameshkumar	599-611
73	619	Renaissance in India and the nature of Indian Culture as explicated by Sri Aurobindo	N.Kavitha, Dr.V. Suganthi	612-616
74	620	Entry and Exit of Cryptocurrency in Indian Market	Dr.V.R.Palanivelu, S. Narmada	617-626
75	621	AN ANALYTICAL STUDY OF ENCRYPTION ALGORITHMS AES, DES AND RSA FOR MESSAGE SECURITY PROCESS	S.Anitha, Dr.T.Ramaprabha	627-637
76	625	Effective Disaster Management Mechanism: Experience from Kerala Floods	Nowfal N, Sarath S.R.	638-643
77	627	Tackling Iron Deficiency Anemia - Indian Perspective	Dr. K. Amrutha veena	644-650
78	631	A Transitory Study in Feminism in Literature	Dr. Imtiyaz M. Shaikh	651-658
79	633	A Study on Greedy Algorithms for Set Cover Problem	R.Prabamanieswari, D.S.Mahendran, T.C. Raja Kumar	659-666
80	637	GREEN ENTREPRENEURSHIP	Ms. S.Janani, Dr. M. Muthuchitra	667-670
81	639	Analysis of Classification Algorithms towards Breast Tissue Data Set	I. Ravi	671-681
82	642	Perceived Quality of Education in Higher Education Institutes in India	Richi Simon	682-698
83	643	Social and environmental Impact of Tourism in India	Dr.P.THİYAGARAJAN	699-704



# INFLUENCE OF ONLINE CONSUMER REVIEWS ON E-COMMERCE SHOPPING DECISIONS

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## ABSTRACT

*With the rapid growth of internet and social media, consumers have the opportunity to share their opinions and experiences about goods and services with other consumers. Online consumer review systems have been widely used by e-commerce consumers to facilitate purchase decisions. Product reviews and ratings are the popular tools to support buying decisions of such consumers. The study was conducted to examine influence of online consumer reviews on buying decisions of consumers in Kottayam district, Kerala. Data were collected from 95 online consumers who purchase after reading online consumer reviews. Analysing the trust and dependency in online consumer reviews and to find out the relationship between online consumer reviews and purchase decision were the objectives and results showed that online consumer reviews got considerable level of influence in the buying decision. It shows that there is reasonable level of trust and dependency in online consumer reviews.*

**Keywords:** Dependency, E-WOM, Online Consumer Reviews, Purchase Decision, Trust.

## I. INTRODUCTION

E-Commerce shopping or online shopping is one of the major areas of Business to Consumer (B2C) e-commerce, which show rapid growth during these days. As a trading platform, sharing of information, rendering of services etc. e-commerce has got wide popularity in the business environment. In online shopping, consumers have got a significant role and preference not only as a buyer but also as an adviser. The purchasing decision of consumers is influenced by various factors such as price, quality, advertisement, brand, popularity etc. Among these factors, reviews of the consumers have got much importance especially in electronic commerce (Lee 2009, Mudambi 2010) [1] [2]. Online consumer reviews have got much importance in these days. A consumer review is a review of a product or service made by a consumer who has purchased the product or service. We can see these reviews as Electronic Word Of Mouth (E-WOM) which plays as a marketing or advertising tool which stimulates the consumers towards the product and services. Electronic Word-of-Mouth communication is any positive or negative statement made by potential, actual or a former consumer which is available to a multitude of people via the internet. The study is intended to analyse the

## about Conference

International Conference on Multidisciplinary approaches in Social Sciences , Humanities and Sciences a global event organized by Conference World at Sri S.Ramasamy Naidu Memorial College, Sattur, Tamil Nadu (India) This conference provides an international forum for researchers, developers, engineers and practitioners who are involved in real time projects that provide solutions to exchange their valuable ideas and showcase the ongoing works which may lead to path breaking foundation of the futuristic engineering. It accentuates indispensability of interdisciplinary and cross - linked thinking with respect of innovation and market opportunities. All the accepted paper will be published in International Journal with ISSN Approved by UGC.

## about SRNM College

Sri S. Ramasamy Naidu, familiarly known as "SR", was a dedicated educationist and freedom fighter. His realisation that political freedom will be of no value unless there is freedom from illiteracy led him to work tirelessly for the great cause of education. Thanks to his keen interest and initiative, this part of the state of Tamilnadu is today blessed with a number of educational institutions. Four decades ago, some great philanthropists of this region founded our College in memory of this visionary leader in order to realize his noble ambition. Established on July 20, 1970, this humble abode of wisdom rose gradually but steadily to great heights. Sri S. Ramasamy Naidu Memorial College serves as a dawn in the foundation of rural education. The college is a Telugu linguistic minority institution recognized by the Government of Tamil Nadu. It complies with the UGC under Sections 2(f) and 12(B). Being the light that dispels the darkness of ignorance, the prime objective of the college is to educate the rural poor and guide them towards excellence. Located in a sprawling green vista of 48 acres, the institution offers both grant-in-aid and self-financed courses. The Management, through financial support and acumen for innovation, has been the backbone of this institution since its inception. It has a dedicated team of staff who help achieve its mission and vision. At present the College is offering 13 Under-Graduate courses, 8 Post-Graduate courses, 4 diploma courses, 6 M.Phil. courses and 4 Ph.D. programmes. The UGC conferred Autonomous status to the college in the academic year 2010-2011 and the same was extended for six more years in the year 2016-2017. The National Assessment and Accreditation Council (NAAC) accredited the college with 'B++' Grade in 2005, reaccredited it with 'A' Grade with 3.22 CGPA in 2012 and now again reaccredited it with 'A' Grade with 3.38 CGPA in 2017. These crown achievements have spurred the institution towards academic transcendence and social service.

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