



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

A STUDY ON IMPACT OF ONLINE REVIEWS ON PURCHASE DECISION OF SMART PHONE ACCESSORIES IN MADURAI CITY

Ms. U. Bharathi

Assistant Professor,

*PG Department of Commerce with Computer Applications,
Mannar Thirumalai Naicker College,
Madurai, Tamil Nadu, India.*

T.Jeya Shree

Student,

*PG Department of Commerce with Computer Applications,
Mannar Thirumalai Naicker College,
Madurai, Tamil Nadu, India.*

Abstract

The rapid growth of e-commerce platforms such as Amazon and Flipkart has significantly changed consumer buying behaviour, especially in the smartphone accessories market. Online reviews have emerged as a powerful source of information that influences purchase decisions by reducing uncertainty and increasing consumer confidence. This study aims to analyze the impact of online reviews on the purchase decisions of smartphone accessories such as earphones, cases, chargers, and screen protectors.

With the increasing dependence on digital platforms like Amazon and Flipkart, online reviews have become a major factor influencing consumer purchase decisions, especially in the smartphone market. This study aims to analyze the extent to which online reviews affect customers' buying behavior when selecting smartphones.

The study concludes that online reviews significantly shape consumer attitudes, reduce perceived risk, and enhance confidence in purchasing decisions. It suggests that smartphone brands and online sellers should focus on maintaining positive customer feedback and effectively responding to reviews to strengthen brand image and increase sales performance.

Keywords:

Online reviews, consumer behavior, smartphone buying, e-WOM, online ratings, customer feedback, brand perception, consumer trust, review credibility.

1.Introduction

The rapid advancement of digital technology and the widespread use of smartphones have significantly changed the purchasing behaviour of consumers in Madurai City. With increased access to



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

affordable internet services and the growing popularity of e-commerce platforms, consumers now prefer online shopping for smartphone accessories such as earphones, chargers, power banks, mobile cases, and screen protectors. In this digital environment, online reviews have become a key source of information that influences consumer purchase decisions. Online reviews provide insights into product quality, performance, durability, and value for money, helping consumers make informed choices before purchasing.

2.Statement of the Problem

With the rapid expansion of e-commerce platforms, online reviews have become a major source of information influencing consumer purchase decisions. Consumers increasingly rely on online reviews to evaluate the quality, performance, and reliability of products before making a purchase. However, the credibility, authenticity, and influence of these reviews remain a concern, as some reviews may be biased, misleading, or manipulated.

Smartphone accessories are widely purchased online due to their affordability and frequent replacement cycle. Despite the availability of numerous online reviews, consumers often face difficulty in determining which reviews are trustworthy and how much influence these reviews have on their final purchase decision. The abundance of

conflicting opinions can create confusion and uncertainty among buyers.

3.Objectives of the Study

- To study the role of online reviews ratings and impact in influencing consumer purchase decisions of smartphone accessories
- To understand consumer perception towards the credibility and usefulness of online reviews.
- To analyze the factors of online reviews such as review volume, content, and reviewer credibility that affect purchase decisions.
- To provide suggestions for online retailers and marketers to improve review management

4.Scope of the Study

The study focuses on understanding the impact of online reviews on the purchase decisions of smartphone accessories. It aims to explore how consumers in Madurai City use online reviews to evaluate products such as earphones, chargers, power banks, mobile cases, and screen protectors before making a purchase. The research highlights the influence of factors such as review ratings, written feedback, review credibility, and the number of reviews on consumer buying behavior.



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

5. Research Methodology

The research design for this study is descriptive research, as it aims to analyse and describe the impact of online reviews on the purchase decisions of smartphone accessories. This design helps in understanding consumer behaviour, attitudes, and perceptions regarding online reviews in a structured manner. The study focuses on consumers in Madurai City who purchase smartphone accessories through online platforms.

Nature of the Study:

- The study is descriptive in nature, aiming to describe consumer behavior and perceptions regarding online reviews.
- It is analytical, as it examines the relationship between online reviews and purchase decisions of smartphone accessories.
- Focuses on understanding how ratings, feedback, and review credibility influence consumer choices.
- Investigates the impact of positive and negative reviews on buying behavior.
- Helps to identify patterns in consumer trust, preference, and decision-making.

5.1 Sources of Data:

5.1.1 Primary Data:

Data were gathered using a structured questionnaire to understand consumer perceptions, trust, and the influence of online

reviews, focuses on factors such as review ratings, review credibility, review volume, and the effect of positive and negative reviews on purchase decisions.

5.1.2 Secondary Data:

Collected from published journals, articles, research papers, books, websites, and online reports relevant to e-commerce, online reviews, and consumer behaviour helps to support the analysis, provide theoretical background, and compare findings with existing research.

5.1.3 Sample Size:

The sample size refers to the total number of respondents selected for the study to represent the population of consumers in Madurai City who purchase smartphone accessories online. For this study, a total of 100 respondents will be considered sufficient to provide reliable and meaningful insights into consumer behavior.

5.1.4 Sampling Technique:

In this study Convenience sampling method to select respondents who have purchased smartphone accessories online in Madurai City. This sampling method is chosen because it allows the researcher to gather data efficiently from consumers who are readily available and willing to provide information about their online purchasing behavior.

Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

5.1.5 Statistical Tools Used:

Statistical tools such as percentage analysis, descriptive statistics (Mean, Rank, and Standard Deviation), and frequency distribution were used for data analysis. Pie charts were applied for graphical representation of results. These tools helped in interpreting customer satisfaction and service performance effectively.

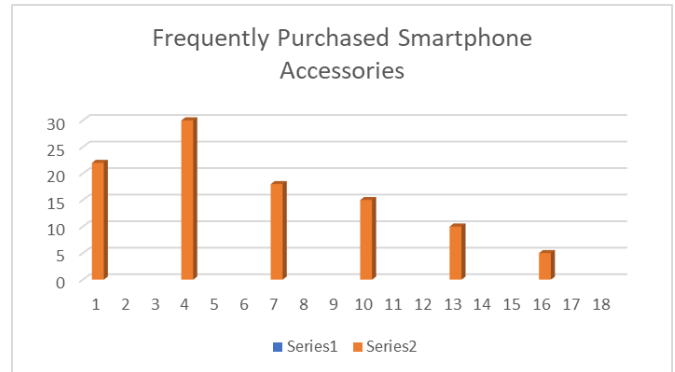


Fig 1: Frequently Purchased Smartphone Accessories

Table 1: Frequently Purchased Smartphone Accessories

Accessory Type	Respondents	Percentage
Earphones/Headphones	22	22
Cases & covers	30	30
Chargers & Cables	18	18
Screen Protectors	15	15
Power Banks	10	10
Other accessories	5	5
Total	100	100

Interpretation:

- Earphones/Headphones (22%) are the second most purchased item, suggesting high demand for audio accessories for entertainment, online classes, gaming, and calls.
- Chargers & Cables (18%) also account for a significant portion, showing the regular need for replacements or additional charging accessories.
- Screen Protectors (15%) are moderately purchased, reflecting awareness about protecting mobile screens.
- Power Banks (10%) are less frequently bought compared to other accessories, possibly because they are purchased only when there is a specific need for portable charging.
- Other accessories (5%) represent a small percentage, indicating limited demand for miscellaneous items.

Source: Primary Data

Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)
 PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

Table 2: Most Trusted Review Platforms

Platforms	Responses	Percentage
Amazon	38	38
Flipkart	26	26
Google/YouTube	18	18
Social media	12	12
Blogs/Forums	6	6
Total	100	100

Interpretation

- Amazon (38%) ranks first, indicating that consumers have the highest trust in reviews posted on this platform.
- Flipkart (26%) is the second most trusted platform, showing strong credibility among users.
- Google / YouTube (18%) are moderately trusted sources for reviews, particularly for detailed explanations and video demonstrations.
- Social media (12%) and Blogs/Forums (6%) are less trusted compared to major e-commerce platforms.



Fig 2: Most Trusted Review Platforms

Interpretation:

The table reveals that the majority of respondents (65.1%) are most influenced by Reels/Shorts, followed by Product reviews (48.8%). About 24.4% are influenced by Tutorials/How-to videos, while only a small share is influenced by Influencer endorsements (8%) and Ads (6%). This shows that short, engaging content like Reels and Shorts has the greatest impact on influencing respondents' purchase decisions.

Results and Discussion:

Awareness of Online Reviews:

The majority of respondents are aware of online reviews before purchasing smartphone accessories. Most consumers reported that they check reviews on platforms such as Amazon, Flipkart, and YouTube before making a buying decision. This indicates that online reviews play an important role in creating awareness and influencing initial interest in products.

Frequency of Referring to Reviews:

The study reveals that a significant percentage of respondents frequently refer to online reviews before purchasing smartphone accessories like cases, chargers, and earphones. This shows that reviews have become a regular part of the consumer decision-making process.



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

Most Trusted Review Platforms:

Among various platforms, Amazon and Flipkart were found to be the most trusted sources for product reviews. Video reviews on YouTube also influenced many respondents, especially for technical accessories. Social media platforms had moderate influence, while blogs and forums were less preferred.

Role of Influencers and Online Reviews:

Influencer marketing plays a crucial role in shaping consumer opinions. Respondents expressed that they trust recommendations from influencers and content creators they follow. Online reviews act as digital word-of-mouth, increasing credibility and helping consumers evaluate products before purchase.

8. Findings and Suggestions:

Findings:

- High Awareness of Online Reviews: The majority of consumers are aware of online reviews and consider them before purchasing smartphone accessories.
- Frequent Use of E-commerce Platforms: Most respondents rely on platforms like Amazon and Flipkart to read product reviews before making purchase decisions.
- Positive Reviews Increase Purchase Intention: Products with higher ratings

and positive comments significantly influence consumers to buy smartphone accessories.

- Negative Reviews Strongly Affect Decisions: Negative feedback, low ratings, and repeated complaints discourage customers from purchasing a product.
- Star Ratings Play a Key Role: Consumers prefer products with 4-star ratings and above, as ratings help in quick comparison and decision-making.
- Detailed Reviews Build Trust: Reviews with images, videos, and detailed explanations are considered more reliable and trustworthy.
- Online Reviews Influence Brand Image: Brands with consistently positive reviews are perceived as trustworthy, while negative reviews damage brand reputation.
- Consumers Are Willing to Pay More for Better Reviews: Many respondents are ready to pay a slightly higher price for products with good ratings and strong customer feedback.

Suggestions:

- Encourage Genuine Customer Reviews: Sellers should motivate customers to leave honest reviews after purchase to build credibility.
- Improve Product Quality: Since negative reviews strongly impact sales,



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

companies should focus on improving product quality to reduce complaints.

- Respond to Negative Feedback: Sellers on platforms like Amazon and Flipkart should actively respond to customer complaints and resolve issues quickly.
- Maintain High Ratings: Businesses should aim to maintain ratings above 4 stars to attract more customers.
- Provide Detailed Product Information: Clear product descriptions, images, and usage details can reduce misunderstandings and negative reviews.
- Use Reviews as Marketing Tools: Positive reviews can be highlighted in advertisements and social media promotions to increase trust.

Conclusion:

The study concludes that online reviews play a significant role in influencing the purchase decisions of smartphone accessories. Consumers increasingly depend on digital platforms such as Amazon, Flipkart, and YouTube to gather information, compare products, and evaluate customer feedback before making a final decision. The findings clearly show that positive reviews, high star ratings, and detailed customer feedback increase consumer confidence and encourage purchasing behavior. On the other hand, negative reviews and low ratings strongly discourage consumers from buying a product. Star ratings above four are generally

preferred, as they simplify the decision-making process and create trust.

References

1. https://iaeme.com/Home/article_id/IJM_11_11_349
2. <https://www.ijraset.com/research-paper/customer-reviews-on-online-purchasing-decisions>
3. <https://pubmed.ncbi.nlm.nih.gov/35756238/>
4. <https://www.frontlinejournals.org/journals/index.php/fsshj/article/view/331>
5. <https://jurnal.fe.umi.ac.id/index.php/JMB/article/view/839>
6. <https://www.ijraset.com/research-paper/customer-reviews-on-online-purchasing-decisions>
7. <https://ejournal.unib.ac.id/sjbm/article/view/36329>
8. <https://jier.org/index.php/journal/article/view/3719>