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**A STUDY ON IMPACT OF ONLINE REVIEWS IN CONSUMER  
PURCHASE DECISION ON MYNTRA IN TIRUPUR CITY**

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**ABSTRACT:**

Online shopping has become an important part of modern consumer behaviour, especially in the fashion industry. E-commerce platforms like Myntra provide a wide variety of dresses and fashion products, allowing consumers to easily compare products and read customer reviews before making a purchase. Online reviews play a significant role in influencing consumer purchase decisions because they provide information about product quality, size, fabric, delivery experience, and overall satisfaction of previous buyers. This study focuses on the impact of online reviews on consumer purchase decisions on Myntra in Tirupur City. The main objective of the study is to analyse how customer reviews affect the buying behaviour of consumers while purchasing dresses online. The study also examines factors such as review ratings, positive and negative comments, trust in reviews, and the frequency of checking reviews before purchasing a product. Primary data for the study was collected from 100 respondents through a structured questionnaire.

**KEYWORDS:** Online Reviews, Consumer Purchase Decision, Myntra, Online Shopping, E-commerce, Consumer Behaviour, Tirupur City.

**1. INTRODUCTION:**

Online shopping has become an integral part of modern consumer life due to rapid growth in internet usage, smartphones, and e-commerce platforms. In India, the fashion and apparel industry has witnessed significant transformation with the emergence of online marketplaces

such as Myntra, Amazon, Flipkart, and Meesho. Among these, Myntra has positioned itself as a leading online fashion platform offering a wide range of dresses for men, women, and children. Consumers increasingly prefer online shopping for dresses due to convenience, variety, competitive pricing, easy returns, and access to customer reviews. One of the most influential factors affecting online purchase decisions today is online reviews. Online reviews are opinions, ratings, comments, and feedback shared by previous buyers based on their experience with a product.

## 2. REVIEW OF LITERATURE:

- **Siwach, S., Datt, S. & Dey, H.S. (2026)**-This literature-based study examined online apparel buying behaviour in India. The authors found that online reviews reduce perceived risk. Reviews influenced dress selection. Consumers trusted peer feedback. The study confirms reviews' role in online fashion purchases.
- **Daiya, M. & Maheshwari, B. (2025)**-This research examined consumer-generated online reviews and purchase behaviour. The authors found that reviews strongly influence buying decisions. Review volume and valence were important. Reviews reduced uncertainty. The study applies to fashion platforms like Myntra.
- **Tiwari, P. (2025)**-This study focused on online reviews and fashion purchase intention. The author found that review credibility increases consumer trust. Reviews influenced decision confidence. Consumers preferred detailed reviews. The study supports review importance.
- **Lakshmi, D.J. & Priya, S. (2024)**-This study examined women consumers' online shopping behaviour in India. The authors found that reviews significantly influence dress purchases. Consumers relied on reviews for fitting and quality. Reviews reduced hesitation.

## 3. OBJECTIVES OF THE STUDY:

- To study the impact of positive and negative reviews and the level of trust consumers place on online reviews. It also examines how these reviews influence consumer confidence. This helps to understand the overall role of online reviews in shaping purchase decisions.
- To evaluate whether online reviews reduce perceived purchase risk and to compare detailed and short reviews. It analyzes how different types of reviews affect consumer

decision-making. This helps identify which type of review is more effective in guiding purchases.

#### **4. STATEMENT OF THE PROBLEM OF THE STUDY:**

Online reviews are intended to help consumers overcome these challenges; however, not all reviews are reliable or useful. Fake reviews, biased opinions, and exaggerated ratings may mislead consumers. Some buyers blindly trust reviews, while others ignore them due to lack of credibility. This creates a problem in understanding how effectively online reviews influence actual purchase decisions.

#### **5. SCOPE OF THE STUDY:**

The scope of the study defines the coverage, depth, and boundaries of the research. This study aims to analyze the role of online reviews in influencing consumer purchase decisions for dresses on Myntra. The scope is designed to provide a comprehensive understanding of how online reviews affect consumer behavior in the online fashion retail environment. The study is exclusively focused on Myntra, one of India's leading online fashion platforms. It examines the structure of Myntra's review system, including ratings, written feedback, and customer images. Other e-commerce platforms are excluded to maintain clarity and focus.

#### **6. RESEARCH METHODOLOGY:**

- **Primary sources and secondary sources:** The information is collected from the respondents directly through self-constructed questionnaire and the secondary source of information was gathered from various websites, reference books and journals.
- **Sample unit:** For studying the impact of online review in consumer purchase decision on myntra in tirupur city
- **Sample size:** 100 respondents were selected from Tirupur City of different age group, gender and occupation.
- **Statistical tools:** Data gathered from respondents are analysed and interpreted with the help of percentage analysis.

#### **7. IMPORTANCE OF THE STUDY:**

- This study helps to understand how online reviews influence consumers while buying dresses on Myntra. It shows how reviews guide customers to select the right product.

- Online reviews provide real customer feedback about size, fabric, and quality. Consumers feel more secure and satisfied after reading reviews. The study helps Myntra to improve its review system and customer service.
- It highlights the importance of genuine and detailed feedback. This can increase customer trust and platform reputation.

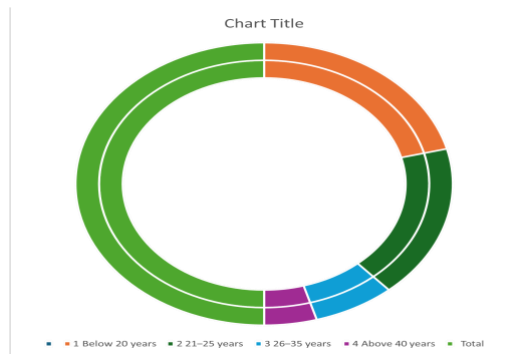
**7. DATA ANALYSIS AND DATA INTERPRETATION:**

**TABLE1: Age group of the respondents.**

s.no	age group	no of respondents	percentage %
1	below 20	42	42
2	21-25	35	35
3	26-35	14	14
4	above 40	9	9
	<b>Total</b>	100	100

**SOURCE: PRIMARY DATA**

**CHART 1**



**INTERPRETATION:**

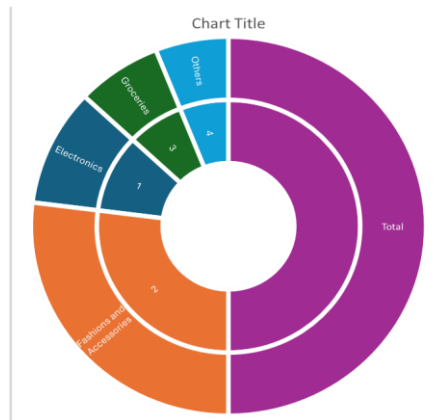
The table shows the age distribution of respondents. Out of 100 respondents, 42 respondents (42%) belong to below 20 years, 35 respondents (35%) belong to 21–25 years, 14 respondents (14%) belong to 26–35 years, and 9 respondents (9%) belong to above 40 years.

**TABLE2: TYPE OF PRODUCT OF THE RESPONDENTS.**

S.no	Particulars	no of respondents	percentage%
1	Electronics	20	20
2	Fashion product	54	54
3	Groceries	14	14
4	Others	12	12
	<b>total</b>	100	100

SOURCE: PRIMARY DATA

CHART 2



**INTERPRETATION:**

The study analyzed the types of products purchased online by respondents. Out of 100 respondents, 54 percent prefer fashion and accessories, 20 percent buy electronics, 14 percent purchase groceries, and 12 percent buy products under other categories. This shows that fashion and accessories are the most popular items among respondents when shopping online.

**8. FINDINGS OF THE STUDY:**

The study shows that the majority of respondents (42%) belong to the below 20 years age group, followed by 35% in the 21–25 years category, while 14% fall under 26–35 years and 9% are above 40 years. Regarding online purchases, most respondents (54%) prefer fashion and accessories, followed by electronics (20%), groceries (14%), and other products (12%). Overall, the findings indicate that young consumers dominate the sample and fashion and accessories are the most preferred category in online shopping.

**9. SUGGESTIONS:**

- Companies should provide clear and detailed product descriptions along with specifications. Accurate information reduces confusion and helps consumers compare products easily. This also reduces product returns due to misunderstanding. Better descriptions improve customer satisfaction.
- Online platforms should introduce strong monitoring systems to detect fake reviews. Artificial intelligence tools can identify suspicious or manipulated feedback. Removing

fake reviews protects consumers from misleading information. This also maintains the credibility of the platform.

#### **10. CONCLUSION:**

Online reviews have become an important source of information for consumers while making purchase decisions in online shopping platforms like Myntra. Most consumers read reviews before buying dresses because reviews provide real experiences about product quality, size, fabric, design, and overall satisfaction. Positive reviews create confidence among buyers, while negative reviews help them avoid poor-quality products. Therefore, online reviews reduce uncertainty and help consumers make better and safer purchasing decisions. The study indicates that many consumers depend on ratings, comments, and feedback given by other buyers. Verified reviews, star ratings, and detailed product descriptions play a significant role in influencing consumer attitudes towards products

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