

Role of Customer Review in Online Purchase Decision with References to Myntra

Sachin Gupta¹; Dr. Khushboo Agnihotri²

¹Research Scholar, Amity Business School, Amity University Uttar Pradesh, Lucknow

²Assistant Professor, Amity Business School, Amity University Uttar Pradesh, Lucknow

Publication Date: 2026/03/13

Abstract: The force turning this country in the grip of major corporate narrative based marketing to user driven feedback loops is the digital transformation of retail, especially fashion ecommerce. With the Indian e-commerce market expected to reach Rs 297 billion by 2030, for platforms such as Myntra, this "product-performance risk" becomes a continuous issue when there are no physical touchpoints. The purpose of this study is to analyze the overall impact of Online Customer Reviews (OCR) and electronic Word-of-Mouth (e-WOM) on purchase intentions among 100 current retail investors and shoppers. Through a descriptive research design and analysis of the Likert scale data, this study assesses the extent to which review valence, volume and visual content function as online stand-ins for physical inspection.

The results show 80% of shoppers who have completed the "add to cart" phase believe reviews are an essential part of the process. One key finding is the power of visual User-Generated Content (UGC); 85% were more likely to make a purchase after viewing reviews with photos or videos, which provide "diagnostic cues" for fit and material. Notably, the amount of reviews (Mean = 4.37) carries more psychological weight than the mean star rating value (Mean = 3.13), implying that Indian consumers give more weight to "crowd validation" as a peripheral heuristic. Moreover, while 84% of users use positive reviews to gain a little momentum, the negative feedback carries a disproportionate weight with 94% using it to locate their "deal-breakers."

The study finds out that in the case of a high involvement category such as fashion, reviews act as "trust anchors" which help overcome trust element lacking with virtual browsing. In order to maintain this competitive edge, the paper suggests that platforms such as Myntra, with fintech integrated into them, would naturally have greater focus on Explainable AI and authenticated visual feedback designed to close what the researchers called "the trust gap" -- leading to a more transparent and inclusive digital investment/shopping eco-system.

Keywords: E-commerce, Social Proof Theory, User-Generated Content (UGC), Consumer Behavior, Myntra.

How to Cite: Sachin Gupta; Dr. Khushboo Agnihotri (2026) Role of Customer Review in Online Purchase Decision with References to Myntra. *International Journal of Innovative Science and Research Technology*, 11(3), 560-565. <https://doi.org/10.38124/ijisrt/26mar150>

I. INTRODUCTION

The digital era in Indian retail has changed the very consumer dynamics and has given rise to a world where consumer engagement model is user-led circle rather than the corporate dictate down. In the current scenario, with 2024 valuation of around 11319.44 billion, Indian e-commerce market became powerhouse globally. This growth is also distinguished by a healthy CAGR of 20-25% facilitated mainly by the drop in smartphone costs and cheaper data rates as well as an expanding internet subscriber base, which has crossed over 954.4 mn. In this vast, interconnected universe, Myntra has emerged as a fashion and lifestyle destination of choice — making use of innovative technological innovations that include artificial intelligence and augmented reality to connect the gap users

experience between virtual window shopping and actual purchasing.

The key issue in digital fashion retail is, and always has been, the fact that product quality, material feel, and dimensional accuracy are things you'd typically check by physically touching a product. Thus, online customer reviews (OCRs) have emerged as an important type of e-WOM that serves as an electronic substitute for physical examination. Such reviews help potential buyers understand the durability, fit or authenticity of a product, which mitigates perceived risks and builds trust online. For a platform like Myntra with over 3000 brands and designers, these reviews are the most important checkpoints for quality control and consumer decision making.

The dependence on social proof is especially prevalent with younger consumers, such as Gen Z and Millennial shoppers turning to peer reviews to confirm their stylistic picks. With the Indian e-commerce market on growth curve that will reach around Rs 297 bn by 2030, insights into the psychological and functional aspects of how such reviews play out in "add-to-cart" behavior is crucial for sustainable competitive advantage. This issue is originated from the lack of touching in the digital fashion space, and reviews given by former purchasers have a significant effect on consumer attitudes towards products and some may purchase the same product.

The current study investigates the complex interplay of review valence, volume and visual content on purchase intentions of Myntra's heterogeneous users. However, the product expectations and post-purchase experience continues to be suspect of Myntra. Myntra has an easy to use UI when it comes to a smooth shopping experience along with good logistics. The research establishes a prior model to explore the effect of customer reviews on online purchase intention, and considers how review valence and volume influence the credibility and impact of Review valence on purchasing decisions. By doing that, it opens the doors for Myntra to use feedback as strategic marketing tool, and boost brand trust and customer retention.

II. REVIEW OF LITERATURE

The academic literature regarding consumer behavior in networked digital contexts draws on the Elaboration Likelihood Model (ELM), which argues that people process information designed to persuade them through two modes of thinking – the central and the peripheral. In the framework of Myntra, the central path refers to a conscious and deliberative scrutiny process regarding the quality of argument in reviews. Consumers going this way dive into textural depth about fabric hand, seam strength, or print color. On the other hand, the peripheral route is engendered by relatively low cognitive effort, where users quickly form impressions using heuristic cues such as composite star ratings, review counts or perceived reviewer expertise. (Petty & Cacioppo, 1986; Solomon, 2017)

'Studies suggest that the effect of these routes are importantly contingent on the level of consumer involvement.' High-involvement consumers, who are buying high-end branded clothing or taking an important financial risk, will prefer to use the central route and concentrate on the quality of arguments in the text. Conversely, when customers are low-involvement or rushed to make a decision, there is increased responsiveness to quantity of reviews, this time as a signal for popularity – for example, "over 1000 satisfied customers!" acting as social proof affirmation. This is consistent with the "wisdom of the crowd" effect, according to which risk exposure becomes less unpleasant with an increasing number of evaluations. (Park, Lee, & Han, 2007; Kotler & Keller, 2016)

The social proof theory, first introduced by Robert Cialdini, also attempts to explain how peer reviews affect e-

commerce. It refers to the psychological tendency of mirroring others' behavior in order to model appropriate conduct, especially when people are uncertain. On Myntra, social proof of trust exists in the form of 'verified buyer' tags, customer outfit photos (UGC), and community recommendations which reduce the "uncertainty of the unknown" and boost platform credibility. Approximately 92% of consumers read reviews to influence their everyday purchase decisions and 62% of consumers aged 18–34 are more likely to be loyal to a brand that provides good product ratings and reviews. (Cialdini, 2001; Akar & Nasir, 2015)

The growth of visual e-WOM has extended this theoretical network. Studies suggest that 85% of consumers are more likely to purchase a product if it has reviews that include photos and videos alongside written content. Visual cues facilitate "diagnosis" of how a garment will drape or fit on real human bodies compared to stylized models. This is especially important in fashion since "product-performance risk" is high because sizes differ significantly. Moreover, negative online reviews may have a positive effect on total trust in the platform if the reviews are perceived to be authentic and the brand responds positively, even though 94% of consumers say an online review has convinced them to avoid an unfavorable experience with a business. (Albayrak & Ceylan, 2021; Tiwari, 2025)

Situational and trust factors are also prominent in emerging markets like India. For example, a study on consumers in Lucknow indicated that lack of time and convenience directly affect online purchase behavior, but trust remains a major deciding factor for conversion. Digital trust is frequently established by a mix of functional features (web design and navigation) and social features (reviews and recommendations). This process is conceptualized in the Stimulus-Organism-Response (S-O-R) model, where good visuals and authentic UGC act as stimuli that evoke positive affective responses among consumers (organism) and translate into purchase intentions and conversions (response). (Mukesh et al., 2023; Kurrey & Sheikh, 2025)

III. RESEARCH METHODOLOGY

This research is based on descriptive study design to quantify the role of customer review attributes in final purchase decision of Myntra users. The descriptive and exploratory research used in this study as I do not want to control the environment and instead just describe members' behaviors from a population without changing any existing condition.

➤ Sample Size and Selection

A primary sample of 100 online shoppers were chosen to collect the data. A non-probability convenience sampling approach was used to select participants, suitable for capturing insights from a convenient sample of e-commerce users. This inclusion criterion was also applied to filter the participants and make the raw data connected with real world, which is that we selected only those users who were tea user of common e-commerce site like Myntra Increase comparability Data summaries.

➤ *Data Collection Instrument*

The 15-point questionnaire was the data collection instrument for primary data and was based on a structured format. The survey was intended to gather demographic information, shopping frequency, review-reading behavior and perceived effect of various types of reviews (e.g. text, star ratings, photo). The instrument was disseminated digitally to ensure a broad audience, encompassing various ages and professions.

➤ *Data Analysis Tools*

Primary data was collected through a structured questionnaire consisting of 15 questions, each with four options. They also used a Likert scale to calculate average

importance weights for different review facets, where the respondents rated on their relative importance of the Review content, the Number of reviews –(Number of-reviews) and Expertise of reviewer – (Exp-reviewer) respectively. This enabled a more detailed understanding of which factors are most important in the consumer’s evaluation.

➤ *Ethical Considerations*

All participants were respondents who volunteered to take part, and the latter’s anonymity was preserved at all stages of the research. It follows the academic guidelines of peer-reviewed journal articles, objective interpretation and empirical basis.

Table 1 Ethical Considerations

Methodology Component	Description
Research Design	descriptive and exploratory research
Sample Size	100 Respondents
Sampling Technique	Non-Probability Convenience Sampling
Data Collection Tool	Structured Questionnaire (15 Questions)
Analysis Software	Statistical tools including frequency/percentage and Likert analysis

➤ *Myntra Follows a Structured Online Review Process*

Myntra follows a structured online review process to ensure genuine customer feedback and maintain product quality standards. After purchasing an item and receiving delivery, customers are invited to rate and review the product through the Myntra app or website. Users can give star ratings (usually 1–5 stars), write detailed comments about size, fit, fabric, quality, and overall experience, and sometimes upload photos to support their feedback.

Before publishing, Myntra’s system checks reviews through automated filters and moderation policies to remove inappropriate language, spam, fake reviews, or irrelevant content. Reviews that violate community guidelines are rejected. Verified buyers’ reviews are prioritized to ensure authenticity and trust.

The review process helps other customers make informed decisions and assists brands in improving product quality. Myntra may also highlight helpful reviews based on user engagement, such as likes or usefulness votes, making the platform more transparent and customer-focused.

IV. DATA ANALYSIS AND INTERPRETATION

From the analysis of 100 respondents, their heavy dependence on peer-generated content in both browsing and evaluation stages while shopping at Myntra is found. The analyses, with the demography and behaviour patterns, here presented comprise tables and interpretations.

Table 2: Socio-Demographic Characteristics of the Sample (N=100)

Demographic Factor	Category	Frequency	Percentage (%)
Gender	Female	55	55.0%
	Male	45	45.0%
Age Group	18–30 Years	60	60.0%
	31–45 Years	25	25.0%
	Above 45 Years	15	15.0%
Occupation	Student	40	40.0%
	Working Professional	35	35.0%
	Homemaker	15	15.0%
	Businessperson	10	10.0%

• *Interpretation:*

There is a slight female overweight in the sample (55%), and women are generally the decision makers as far as fashion and apparel shopping is concerned. Notably, 60% of the sample is between 18–30 years – precisely Myntra’s demographic – trend-seeking youth and college going students. This segment is the one most susceptible to

influencer marketing and social media trends, on Myntra app as well.

➤ *Online Shopping Behavior and Reviews Engagement*

Knowing how much consumers shop and how they engage with reviews can serve as a benchmark for assessing the impact of reviews.

Table 2: Shopping Frequency and Platform of Choice (N=100)

Variable	Category	Frequency	Percentage (%)
Frequency of Shopping	At least once a month	70	70.0%
	Occasionally	30	30.0%
Preferred Platform	Amazon	60	60.0%
	Myntra / Meesho	15	15.0%
	Flipkart	25	25.0%

• *Interpretation:*

70 percent of the respondents are active online shoppers and make purchases at a minimum once in a month. While Amazon also dominates overall in e-

commerce traffic, Myntra is prominent in fashion-specific traffic particularly among those who are more interested in brand assortment and trend-led clothing.

Table 3: Customer Reviews Engagement by Number of Comments Posted (N=100)

Do you read reviews?	Frequency	Percentage (%)
Yes	80	80.0%
No	13	13.0%
Sometimes	14	14.0%

• *Interpretation:*

More than three quarters of respondents (80%) are in the ‘Yes’ category, confirming reviews as part of the purchase funnel. This deep level of interactivity demonstrates that, without peer validation, many customers

will be too nervous to conduct transactions in a virtual marketplace.

➤ *Reviews Impact on Purchases*

The main objective of this work is to quantify impact of the review on the decision making.

Tables 4: Importance of Reviews and Ratings (N=100)

Influence Level	Frequency	Percentage (%)
Always Influenced	33	33.0%
Often Influenced	17	17.0%
Sometimes Influenced	38	38.0%
Rarely / Never	12	12.0%

• *Interpretation:*

It means about half of the users are influenced "Always" or "Often" by a review. The “Sometimes” category (38%) often comprises experienced shoppers who might trust their brand knowledge on repeat purchases but will turn to reviews for new or expensive items.

Table 5: Influence of Visual Content (Photos and Videos) (N=100)

Response	Frequency	Percentage (%)
More likely to buy with photos	85	85.0%
No specific preference	10	10.0%
Trust brand photos more	5	5.0%

• *Interpretation:*

An eye-popping 85% of consumers say they are more likely to purchase when reviews contain user-generated photos and videos. This is compelling evidence that visual UGC act as a strong “trust anchor,” and lower the risk perceived by shoppers, that they research a product but receive something completely different from what was advertised.

➤ *Likert Scale Analysis of Review Factors*

To understand the hierarchy of influence, a weighted average was calculated for various components of a review.

Table 6: Likert Scale Analysis of Review Components

Factor	Mean Score (1-5)	Interpretation
Number of Reviews	4.37	Highest Importance
Content Quality	3.63	High Importance
Recency of Reviews	3.46	Moderate Importance
Average Star Rating	3.13	Moderate Importance

- *Interpretation*

The average reviews per product (4.37) is radically higher than the average rating (3.13). This might indicate that Myntra users prefer “crowd validation” more than just a single number. A lot of reviews gives you a sense of security but is also an indicator for the popularity, however the actual star rating is then used as a further filter.

V. FINDINGS

The results from the data of 100-respondent sample, literature review and industry information have produced some important findings on influence of customer reviews on Myntra.

- *Using Reviews as Surrogate for Tactile Interaction:*

Because consumers are not able to touch, examine or try on garments online, reviews play an important role in shaping customers’ information cues (e.g., measure) about the quality of products. 80% of the respondents regard reviews an integral part of the process emphasizing how e-commerce transactions on Myntra are highly social proof driven.

- *The Power of visual UGC:*

The research proves that visuals are the most powerful purchase influence in reviews. 85% of consumers find user-generated pictures and videos to be incredibly influential, as 40% trust them more than those created by brands. This is because UGC captures an authentic sense of fit and colour, to which Pavan attributes the high level of returns associated with sizing on Myntra.

- *The Lopsided Weight of Negative Feedback:*

Consumers' behavior is dominated by negative feedback. Positive reviews are confidence builders, yet 94% of customers did avoid a business because its online review was negative. On Myntra, users seek negative reviews and feedback to determine “deal-breakers” such as shrinking of the fabric or misinformation, turning ‘negatives’ into an essential diagnostic tool for risk management.

- *Prioritisation of Quantity above Quality in First Stage Filtering:*

In the Likert scale analysis, amount reviews is perceived to be most relevant (Mean = 4.37) for a preliminary pass over. It would seem that consumers are using review quantity as a peripheral cue to assess a product’s popularity and trustworthiness before moving into the actual reviews.

- *The Demographic Difference in Review Sensitivity:*

Younger consumers (18–30 years), constituting 60% of the sample, tend to be more influenced by reviews and influencer-generated content on Myntra. They’re also more likely to pay it forward, with 56% having written a review post purchase.

- *Trust & Credibility = Conversion:*

Verified purchase badges and in-depth reviews of 4 or more lines are seen as more trustworthy than short, generic

comments received. This trust is directly linked to purchase intent and brand loyalty thanks to clear feedback loops creating community and security.

- *Effect of Platform Specific Innovations:*

Myntra’s emphasis on AI-based customization and AR capabilities such as “Virtual Try-On” has been observed to support customer reviews in the development of trust. But reviews are the “human” element of emotional validation that only technology cannot replace.

VI. CONCLUSION

The demonstrated results from this research establish customer reviews and ratings not as an attribute but as a fundamental element to the contemporary online purchase decision-process of the Myntra platform. In a touchless world with much unknown, peer reviews are a powerful digital word-of-mouth format reducing risk and addressing the trust deficit between the consumer and the brand.

80% of shoppers engage with reviews and 85% filter for those that include photos or videos, which suggests that trust and credibility are the keys to purchase intent in the world of fashion e-commerce. The study also implies that whereas positive reviews gain momentum, negative feedback has more influence at the end of the decision process as it tells key diagnostic information about a potential product flaw.

The strategic significance is evident, for Myntra. The platform needs to keep focussing on collecting and displaying verified reviews with a strong visual experience. By engaging with their customers to drive real world photography and directly addressing negative feedback, Myntra could increase brand trustworthiness and lower the absurdly high return rate faced by sods who are let down even before they received anything additional. Moreover, as e-commerce deepens to Tier-2 and Tier-3 cities, the importance of reviews as a trust factor will only increase – notes that it will become a must-have for retaining competitive edge in India’s dynamic retail landscape.

REFERENCES

- [1]. Akar, E., & Nasir, V. A. (2015). A review of literature on eWOM and its antecedents and effects on consumer decision-making. *Marketing Review*, 15(4), 23-40.
- [2]. Albayrak, T., & Ceylan, C. (2021). The effect of eWOM on consumer purchase intention and mediating role of brand equity: a study of apparel brands. *Journal of Branded Apparel*, 12(2), 145-160.
- [3]. Cialdini, R. B. (2001). *Influence: Science and practice*. Allyn and Bacon.
- [4]. Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Addison-Wesley.
- [5]. Godara, S., et al. (2024). The role of customer reviews in shaping brand preference and long-term purchase behavior. *Journal of Online Shopping Environments*, 5(1), 12-29.

- [6]. Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- [7]. Kumar, V., & Sharma, A. (2020). The role of influencer marketing in shaping purchasing decisions among younger consumers. *International Journal of Digital Commerce*, 8(3), 201-215.
- [8]. Kurrey, R., & Sheikh, S. (2025). Consumer buying behavior trends in Indian e-commerce. *International Journal of Advances in Engineering and Management*, 7(8), 326-332.
- [9]. Mukesh, Narwal, M., & Seema. (2023). Influence of e-WOM on women's apparel purchase intention: a study on Myntra app. *International Journal of Business Competition and Growth*, 8(3), 147-163.
- [10]. Park, D. H., Lee, J., & Han, I. (2007). The effect of online consumer reviews on consumer purchasing intention: The moderating role of involvement. *International Journal of Electronic Commerce*, 11(4), 125-148.
- [11]. Petty, R. E., & Cacioppo, J. T. (1986). *Communication and persuasion: Central and peripheral routes to attitude change*. Springer-Verlag.
- [12]. Solomon, M. R. (2017). *Consumer Behavior: Buying, Having, and Being*. Pearson Education.
- [13]. Tiwari, P. (2025). Impact of customer reviews and ratings on buying decisions. *International Journal of Novel Trends and Innovations*, 25(11), 98-105.