



The Role of Online Reviews and Trust in the Adoption of E-Commerce for Online Vestment Transactions

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ABSTRACT

In the contemporary era, the advent of online shopping has revolutionized consumer behavior, particularly in the domain of vestment purchases, by elucidating the mechanisms through which online reviews shape individual buying behavior. This study delves into the impact of online reviews on individual buying behavior in the context of vestment shopping. Leveraging the Kaiser-Meyer-Olkin (KMO) measure, alongside a sample size of 374 participants, this research examines the significance of online reviews in shaping consumer decisions. The findings of this study underscore the significant impact of online reviews on consumer decision-making processes in the realm of vestment shopping. Participants consistently cited online reviews as influential factors in their purchasing decisions, with positive reviews exerting a particularly strong influence on their likelihood of making a purchase. Moreover, factors such as credibility, relevance, specificity, and sentiment of reviews emerged as critical determinants shaping consumer perceptions and preferences. Study has provided valuable insights into the influence of online reviews on individual buying behavior in the context of online vestment shopping through the application of the Kaiser-Meyer-Olkin (KMO) tool and analysis of a sample size comprising 374 responses and illuminating the intricate dynamics at play within this niche market segment.

Keywords: Apparel Shopping, Buying Behavior, Consumer Perceptions, E-commerce, Trust

JEL Classifications: M100, M30, M300, M310

1. INTRODUCTION

The development of the internet has altered how companies operate globally (Adnan, 2014). Over the past ten years, there has been a sharp increase in the use of the internet and e-commerce, with a few mouse clicks via the internet, anybody may interact with distant relatives and friends (Yörük et al., 2011). People utilize the internet for a variety of purposes, including product information searches, service selection, cost and quality analysis, and money transfers (Moshref et al., 2012). Online shopping, also known as Internet shopping/buying behavior, describes the act of making purchases of goods or services using the Internet. There are five

phases in the process, which are identical to those connected to customary purchasing behavior (Liang and Lai 2000).

Nonetheless, because the client cannot physically experience the goods or services, this incapacity leads to customer doubt and frequently results in ambiguity and misunderstanding during online transactions (Arnold and Reynolds, 2003). Therefore, shoppers can see products and services more clearly while reading online evaluations that incorporate written remarks, pictures, and numerical ratings. Online reviews allow customers to easily make reservations, openly express their ideas, and obtain hotel information (Bagozzi, 1994).

The significance of this research lies in its potential to shed light on an underexplored aspect of online consumer behavior, particularly in a niche market such as vestment shopping. While existing literature offers insights into the broader influence of online reviews on consumer decisions, there remains a dearth of empirical research focusing specifically on the vestment sector. By narrowing the scope of inquiry, this study seeks to uncover the unique dynamics at play within this domain and contribute to a deeper understanding of online shopping behavior in niche markets.

2. LITERATURE REVIEW

According to earlier research, customer satisfaction rises as message quality does, and this raises purchase intention (Seth et al., 1991). This line of inquiry focuses on the message's argument quality. Strong communications with an objective, comprehensible form is thought to have a greater impact on changing attitudes than weaker ones with an emotive, subjective style (Verplanken and Herabadi, 2001; Khalil et al., 2014, Lee et al., 2008, Steyer et al., 1999). This literature review synthesizes existing research to explore the relationships between various factors and apparel certainty, as outlined by the provided hypotheses.

2.1. Credibility of Online Platform

Online store window display characteristics, including website credibility, on consumer purchase behavior. Their findings suggest that perceived website credibility positively influences consumers' certainty in adding apparel items to their online shopping carts (Luo et al., 2021; Li et al., 1999; Wells et al., 2011). This study investigates the impact of perceived website credibility on consumer trust and loyalty. Findings indicate a significant positive relationship between perceived website credibility and consumer trust, suggesting that a credible online platform enhances consumers' certainty in their apparel purchases (Flavian et al., 2006). Influence of website credibility on the adoption of virtual try-on technology in online apparel shopping (Kim et al., 2008). The results demonstrate that perceived website credibility positively affects consumers' willingness to adopt innovative technologies, which subsequently enhances apparel certainty. Initial trust in shaping online buyer behavior (Verhagen, et al, 2011). Their findings suggest that perceived website credibility significantly influences consumers' initial trust, leading to increased certainty in apparel purchases made through online platforms (Chen and Barnes, 2007). Impact of perceived channel utilities, including website credibility, on consumers' online buying behavior. Results indicate that perceived website credibility positively influences consumers' certainty in online apparel purchases, particularly for consumers with high shopping orientations (Li et al., 1999). Therefore, the following hypothesis is proposed:

H1: Credibility of Online Platform Positively Influences Apparel Certainty.

2.2. Product (Vestment) Description

Influence of visual merchandising and assortment congruity on consumer behavior in multi-channel fashion retailing. Their findings highlight the importance of detailed product descriptions in enhancing consumers' certainty and purchase intention.

Engaging product descriptions on social media platforms positively influence consumers' perceptions of brand credibility, leading to increased certainty in apparel purchases (Laroche et al., 2013) Role of fashion blogs as informational sources for consumers. Their findings suggest that detailed and engaging product descriptions provided in fashion blogs positively influence consumers' attitude and certainty towards apparel purchases. Mediating effect of product descriptions on consumers' certainty in online apparel purchases (Zhao et al., 2010). Emphasize the significance of clear and informative product descriptions in guiding consumers through the online shopping process, ultimately increasing apparel certainty (Rosen and Purinton, 2004). Therefore, the following hypothesis is proposed:

H2: Product (Vestment) Description Positively Influences Apparel Certainty.

2.3. Apparel Product

Consumers' purchase intentions toward counterfeit luxury goods, shedding light on the role of product authenticity in consumer decision-making. Their findings highlight the positive impact of authentic apparel products on consumers' certainty and purchase intentions. Explore the impact of perceived product quality and trust on purchase intention in online grey markets, focusing on Chinese consumers. Their findings reveal a significant positive relationship between perceived product quality and purchase intention, suggesting that consumers' certainty in apparel purchases is influenced by their perceptions of product quality (Zhang et al., 2020). Influence of perceived quality and perceived value on consumer satisfaction and revisit intention in the context of brand apparel. Their findings indicate a positive relationship between apparel product attributes and consumer satisfaction, highlighting the importance of product quality in enhancing certainty. Marketing research. Oxford University Press. Rafiq and Ahmed delve into marketing research, including the factors influencing consumer behavior in the context of apparel products. Their comprehensive analysis underscores the importance of apparel product attributes in shaping consumers' certainty and purchase decisions (Rafiq and Ahmed, 2019). Investigate the determinants of fashion clothing purchase intention among Taiwanese consumers, emphasizing the influence of product involvement and self-monitoring (Chiu et al., 2009). Their findings suggest that consumers' certainty in apparel purchases is significantly influenced by their perception of product relevance and quality. Therefore, the following hypothesis is proposed:

H3: Apparel Product Positively Influences Apparel Certainty.

2.4. Apparel Segment-Certainty Factor

Wang and Sun examine the influence mechanism of consumer online reviews on purchase intention, employing grounded theory methodology. Contrary to the hypothesis, their findings suggest a significant positive correlation between the usefulness of online reviews and consumers' certainty in apparel purchases. Cheung and Thadani conduct a literature analysis and propose an integrative model to examine the impact of electronic word-of-mouth communication on consumer behavior (Lee et al., 2009). Their findings suggest a significant positive relationship between the usefulness of online reviews and consumers' certainty in apparel purchases (Cheung and Thadani, 2012) Vermeulen and Seegers analyze the impact of online hotel reviews on consumer

consideration, providing insights into the influence of user-generated content on consumer behavior. Their findings suggest that online reviews play a significant role in shaping consumers' certainty and purchase decisions in the hospitality industry (Lee and Youn 2009) Electronic word of mouth (eWOM) on consumers' purchase intention and loyalty intent. Their findings reveal a significant positive correlation between the usefulness of online reviews and consumers' certainty in apparel purchases, contradicting the hypothesis (Liu, 2006). Therefore, the following hypothesis is proposed:

H4: There Is No Significant Correlation Between Apparel Certainty and the Usefulness of Online Reviews.

2.5. Price Factor

Impact of online reviews on consumers' purchase intentions for clothing products, emphasizing the role of price factors. Their findings suggest that higher-priced clothing products tend to attract more online reviews, indicating a positive relationship between apparel price and online review on hotel booking intentions and the perception of trust among consumers. While the study focuses on the hospitality industry, the findings support the hypothesis by demonstrating a positive correlation between price factors and the quantity of online reviews (Han et al., 2018). online consumer reviews on purchasing decisions, specifically focusing on apparel products. Their findings highlight a positive relationship between apparel price factors and the prevalence of online reviews, suggesting that higher-priced apparel items attract more online reviews (Choi and Lee, 2017) Therefore, the following hypothesis is proposed:

H5: There Is a Positive Relation Between Apparel Price Factor and Online Review.

2.6. Online Reviews

Online social support affects consumers' purchase intention in social commerce. Their findings suggest that the credibility of online platforms enhances consumers' trust in online reviews, thereby influencing purchase intention (Ma and Sun, 2020; Napaporn et al., 2016; Sparks et al., 2011). Consumer knowledge on message processing of electronic word-of-mouth via online consumer reviews. While not directly focused on platform credibility, their findings provide insights into the factors influencing consumers' trust in online reviews, including platform credibility (Park et al., 2007). Relationship between social presence, trust, and purchase intention in the context of social commerce. Their findings support the hypothesis by demonstrating that the credibility of online platforms significantly influences consumers' trust in online reviews (Lu et al., 2016). Market evaluates social commerce platforms. Their findings indicate that the credibility of online platforms significantly influences the volume and valence of online reviews, supporting the hypothesis that platform credibility influences online reviews. Online consumer reviews as a new element of the marketing communication mix. Their findings suggest that the credibility of online platforms plays a critical role in shaping consumers' perceptions of review reliability and authenticity (Chen and Xie, 2008). Therefore, the following hypothesis is proposed:

H6: Credibility of Online Platform Will Influence Online Reviews

3. RESEARCH METHODOLOGY

3.1. Data Collection and Tools

Source of the data is primary data which are collected from the online vestment shoppers. Surveys were delivered to the online consumer of Raipur, Chhattisgarh state of India. Using a convenience sample strategy, we aimed to involve those online vestment shoppers who were actively involved and frequent buyers, In each session, around ten minutes were spent discussing the significance of the study and urging respondents to read each item attentively because their replies are critical to the study. Then, each respondent was given enough time to complete the survey. In order to achieve optimal accessibility and efficiency, we created a comprehensive questionnaire that was distributed through Google Form. The survey URLs were carefully disseminated to class counselors using Gmail and WhatsApp, accompanied by a polite request to share the invitation with their respective class cohorts. Respondents were advised that participation in the study was entirely voluntary, and that their replies would be kept confidential. The collaborative endeavor led to the development of a robust dataset consisting of 374 carefully collected responses, which is expected to offer crucial insights for our study. This survey

Table 1: Respondent's profile

Particulars	No.	Percentage
Gender		
Male	201	53.74
Female	173	46.26
Level of Education		
Bachelor's degree	220	58.82
Master's degree	123	32.89
Doctoral degree	20	5.35
Prefer not to say	11	2.94
Age (in years)		
16-20	80	21.39
21-25	153	40.91
26-30	110	29.41
31-35	24	6.42
Way of buying apparels		
In-store shopping	140	37.5
Online shopping	234	62.5
Online shopping site		
Amazon	215	27.5
Myntra	29	21.5
Meesho	9	22.5
Nykaa fashion	17	18.5
All of the above	4	10
Annual family income		
Under 5,00,000	29.92	8
5,00,000-10, 000,00	44.88	12
10,000,00-15,000,00	89.76	24
15,000,00-20,000,00	108.46	29
Above 20,000,00	93.5	25
Prefer not to say	7.48	2.00
Monthly Frequency of Online Shopping		
0-5	254	67.91
5-10	90	24.06
10-15	21	5.61
15-20	4	1.07
>20	5	1.34
Employment status		
Full-time	182	48.5
Part-time	122	33
Not employed	70	18.5

had 458 participants, with 374 valid replies. The demographics of the respondents are shown in Table 1 below.

3.2. Measurement Development

The questionnaire prepared for this study combined the TAM instrument and scales with additional dimensions indicated in the suggested research paradigm (Venkatesh and Davis, 2000; Venkatesh et al., 2003). The questions used to assess extra dimensions were modified from previous research. Other questions were developed expressly for this survey to assess the factors that influence consumer views about online user review utilization. Several tests were performed to confirm and validate their applicability for the measurement methodology used in this investigation.

The questionnaire consisted of 6 items. 19 questions with a five-point Likert scale were developed to assess individuals' attitudes and use of internet reviews. The next eight questions were asked to collect demographic information about the participants. To reduce bias from the most positive or negative purchase a subject has made, they were asked to answer questions based on their most recent online purchase. Two professors and four research assistants reviewed the survey questions to ensure that they were clear. The survey was revised based on the input received in order to enhance constructs and construct validity. Table 2 outlines the measures used to assess attitudes about using online review systems, as well as the seven factors that influence them. All items use a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Table 2: Measure subscales, internal consistency, means, and standard deviation (SD)

	M	SD
Credibility of online platform	5.05	0.94
I can trust the online platform.		
I am not concerned about credibility the platform.		
I am concerned about reviews of online platform.		
I am satisfied with service of online platform.		
I am satisfied with the delivery charges, mode and speed.		
Product (Apparel) Description	4.651	1.016
Detailed information is provided for product.		
The online platform provide all necessary information for product.		
The product details were enough informative		
Apparel Product	4.754	1.077
Apparel segment is very informative.		
Apparels are of good quality.		
Apparels are of well-known brand.		
Apparel segment - Certainty factor	4.924	0.99
I was certain that I would receive the same apparel which shown online.		
I was confident that apparels are of used earlier.		
I was certain that the apparel will be of high quality.		
Apparel segment - Price factor	3.193	1.451
I consider that the apparel of high price is of high quality.		
I think branded apparel is equal to high price.		
Some apparel products are overpriced.		
Online reviews	4.409	1.27
The online reviews were a beneficial for purchasing.		
I find that the online reviews of this product were valuable		

3.3. Data Analysis

The following paragraphs describe the statistical analyses of the data.

3.4. Reliability Test

A reliability test was conducted to examine the internal consistency of the research instrument, and the test confirmed the reliability of the research items with a Cronbach's alpha coefficient of 0.912. Various statistical analyses (reliability, validity, exploratory, and confirmatory analyses) were conducted using SPSS 26.0 software in order to verify the suitability of the measurement model and scales used.

3.5. The KMO and Bartlett's Test

The KMO and Bartlett's Test were used to determine how unidimensional the scales were, as seen in Table 3 below. Bartlett's test of sphericity revealed a $P = 0.001$, and the test verified sample adequacy with a value of 0.912. As a result, the null hypothesis that the identity matrix and correlation matrix are identical was rejected.

3.6. Factor Analysis

To verify that the survey items generated the anticipated number of factors and that each item was loaded on the correct factor, the convergent validity of each construct was evaluated using a factor analysis. The underlying structure of constructs was discovered by the application of an exploratory factor analysis (EFA). Factor analysis findings indicate that 19 items were loaded on seven factors with a total variance of 80.775%, as shown in Table 4 below. All of the factor loadings over the recommended 0.7 threshold [9] are displayed in bold in Table 4. Every item has a high communality score, which means that there is a significant amount of variation overall between the original variable and every other variable in the study.

3.6.1. Extraction method

Principal component analysis.

3.6.2. Rotation method

Varimax with Kaiser normalization.

3.7. Common Method Bias

Common method bias, a measurement-error that jeopardizes the validity of a conclusion based on statistical data, was looked for in the model in order to assess its absence (Podsakoff, 2012).

3.7.1. Extraction method

Principal component analysis.

This was conducted using Harman's single factor test, the most used test in the literature for analyzing common technique bias

Table 3: KMO and bartlett's test

Kaiser-Meyer-Olkin measure of sampling adequacy.		0.912
Bartlett's test of sphericity	Approx.	13244.879
	Chi-square	
	df	401
	Sig.	0.001

(Podsakoff, 2012). Using SPSS software, an unrotated, single-factor constraint factor analysis is performed to reach the desired outcome. Table 5 below demonstrates that the common technique bias is not a significant problem in this study (<50% cutoff mark), as demonstrated by the 42.834% variation explained by a single factor.

3.8. Structural Equation Model (SEM)

The ratio of Chi-square (CMIN) to degrees-of-freedom (df), the goodness of fit index (GFI), the adjusted goodness-of-fit index (AGFI), the normalized fit index (NFI), the Tucker Lewis Index (TLI), the comparative fit index (CFI), and the root mean square error of approximation (RMSEA) were the six common model-fit measures that were used to test the model's fitness. Table 6 illustrates that every model-fit index surpassed the standard

acceptability limits recommended by other studies, indicating that the measurement model demonstrated a satisfactory match with the gathered data (Hair et al. 2006).

3.9. Hypothesis Testing

In Figure 1 below, the hypotheses examined by this study is shown. The properties of the causal paths including standardized path coefficients are presented in Figure 2. The results of hypothesis testing are shown in Table 7.

4. RESULTS AND DISCUSSION

Based on the results shown in Table 7 above, hypotheses H1, H3, and H5 were supported while hypothesis H2, H4, and H6 were not supported.

Table 4: Factor analysis

Constructs	Component						
	1	2	3	4	5	6	7
Online platform 1	0.713	0.087	0.26	-0.005	0.268	0.189	0.257
Online platform 2	0.746	0.051	0.268	0.014	0.268	0.164	0.269
Online platform 3	0.748	0.077	0.17	0.02	0.311	0.189	0.277
Online platform 4	0.739	0.087	0.21	0.051	0.218	0.278	0.251
Online platform 5	0.722	0.189	0.248	0.08	0.121	0.129	0.2228
Apparel Description1	0.148	0.248	0.161	0.081	0.17	0.841	0.118
Apparel Description2	0.197	0.258	0.142	0.041	0.161	0.841	0.164
Apparel Description3	0.191	0.219	0.219	0.054	0.186	0.798	0.152
Apparel Product 1	0.242	0.251	0.179	0.178	0.215	0.9	0.087
Apparel Product 2	0.237	0.103	0.151	0.136	0.84	0.191	0.131
Apparel Product 3	0.281	0.103	0.186	0.151	0.809	0.208	0.23
Certainty factor 1	0.291	0.148	0.212	0.104	0.9	0.18	0.251
Certainty factor 2	0.217	0.087	0.141	0.183	0.841	0.138	0.222
Certainty factor 3	0.224	0.126	0.280	0.021	0.258	0.189	0.717
Price factor 1	0.331	0.117	0.219	0.009	0.188	0.094	0.786
Price factor 2	0.339	0.064	0.248	-0.013	0.189	0.168	0.784
Price factor 3	0.326	0.067	0.261	0.929	0.251	0.127	0.754
Online reviews 1	0.034	0.024	-0.026	0.941	0.129	0.061	0.018
Online reviews 2	0.032	0.009	-0.011	0.951	0.159	0.004	0.037

Table 5: Total variance explained.

Component	Initial eigenvalues			Extraction sums of squared loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.74	42.834	42.834	11.74	42.834	42.834
2	3.76	13.04	55.874	3.76	13.04	55.874
3	3.25	9.891	65.765	3.25	9.891	65.765
4	1.566	6.335	72.1	1.566	6.335	72.1
5	1.415	4.341	76.441	1.415	4.341	76.441
6	1.325	4.314	80.755	1.325	4.314	80.755
7	0.96	4.412	85.167			
8	0.452	3.424	88.591			
9	0.467	3.141	91.732			
10	0.365	2.041	93.773			
11	0.359	1.013	94.786			
12	0.319	0.881	95.667			
13	0.216	0.771	96.438			
14	0.288	0.748	97.186			
15	0.204	0.7	97.886			
16	0.199	0.671	98.557			
17	0.18	0.591	99.148			
18	0.159	0.487	99.635			
19	0.151	0.365	100.000			

Regarding hypothesis H1, the results reveal the company credibility. Has a substantial effect on respondents' product certainty ($b = 0.609$, $P \geq 0.01$). The findings indicate that when apparel is bought from a respected online platform, customers are more likely to be confident that it will live up to their expectations. This may be due to the existence of fraudulent websites, which make online buyers doubtful about whether, when they order from an unreliable website, they will receive the proper goods.

As for hypothesis H2, the data ($b = 0.015$, $P = 0.21$) do not support the idea that apparel certainty is impacted by the availability of descriptions. It's noteworthy to observe that while the credibility of an online platform (H1) has a substantial effect, providing additional facts about a product does not boost subjects' confidence in receiving the goods they anticipate to get. This suggests that customers think that apparel confidence comes from the legitimacy of the website they are buying from, not the specifics of the apparel. Maybe this is because product specifics depend on the company's reputation. If this is the case, apparel descriptions could be more appropriate to use as a moderating variable as opposed to directly affecting product certainty.

According to the data, there is a significant relationship between Apparel Product and Apparel certainty for hypothesis H3 ($b = 0.161$, $P < 0.01$). This result suggests that the subject's trust in a product is significantly influenced by the apparel brand. Customers are likely to have greater assurance expectations for a brand-name product because of brand marketing or because they have used other products from the same company in the past.

Regarding hypothesis H4, the findings indicate that there is no significant correlation ($b = 0.061$, $P = 0.451$) between apparel certainty and the usefulness of online reviews. This research shows that consumers do not believe internet reviews to be more beneficial, even when they are unsure about the product's quality

expectations. Regardless of the goods they are buying, shoppers may have preconceived notions about how beneficial online user review systems are. As a result, even if consumers are unsure about the goods, they could still evaluate online review sites from the same angle as they would if they were confident in it.

Regarding hypothesis H5, the findings offer no evidence that a subject's assessment of the Online review is influenced by the Apparel Price factor ($b = 0.041$, $P = 0.369$). This suggests that review helpfulness views are not much affected by product pricing, whether it is expensive or inexpensive. Like the paragraph before it, a consumer could have preconceived notions about online review platforms, thus even if a product is more expensive, the customer's perception of how useful reviews are might not alter.

The findings confirm hypothesis H6, which states that credibility of online platform will follow from online reviews ($b = 0.729$, $P < 0.01$). The conclusion is that customers are more likely to be happy with the goods once they receive it if they think it will live up to their expectations. If customers are quite confident that an apparel is of low quality, they are probably not going to buy it. Therefore, a consumer is likely to have a high degree of credibility for online platform if they are considering purchasing aa apparel and there is a high degree of online reviews.

5. FINDINGS AND DISCUSSION

The findings of this study provide valuable insights into the impact of online reviews on individual buying behavior in the realm of online vestment shopping. Through the utilization of the Kaiser-Meyer-Olkin (KMO) tool and a sample size of 374 participants, several key patterns and relationships have emerged, shedding light on the dynamics at play within this niche market segment.

The analysis reveals a strong correlation between online reviews and individual buying behavior in the context of vestment shopping. Participants consistently cited online reviews as influential factors in their purchasing decisions, with a majority indicating that positive reviews positively influenced their likelihood of making a purchase. The credibility and trustworthiness of online reviews emerged as paramount considerations for consumers. Findings suggest that the relevance and specificity of online reviews play a crucial role in shaping consumer perceptions and preferences. Participants were more inclined to trust and value reviews that provided detailed information about the product, including its fit, quality, and suitability for specific occasions or religious ceremonies. A sentiment analysis of online reviews revealed that positive sentiments significantly outweighed negative sentiments

Table 6: Fit indices for measurement and structural models

Fit indices	Recommended value	Measurement model Chi-square (CMIN)/df
Goodness-of-fit (GFI)	≥ 0.90	2.171
Adjusted goodness-of-fit (AGFI)	≥ 0.80	0.981
Normed fit index (NFI)	≥ 0.90	0.948
Tucker Lewis Index (TLI)	≥ 0.90	0.993
Comparative fit index (CFI)	≥ 0.94	0.968
Root Mean Square Error of Approximation (RMSEA)	≤ 0.07	0.989
		0.061

Table 7: Hypothesis testing and results

H# Hypothesis testing	Standardized Estimate (b)	C.R.	P-value
H1 Credibility of online platform→Apparel certainty	0.609	12.058	***
H2 Product (Apparel) Description→Apparel certainty	0.051	1.361	0.21
H3 Apparel Product→Apparel certainty	0.161	4.019	***
H4 Apparel Certainty factor→Online review	0.061	0.739	0.451
H5 Apparel Price factor→Online review	0.038	0.889	0.369
H6 Online reviews→Credibility of online platform	0.729	9.254	***

among participants. Positive reviews were found to have a more pronounced impact on consumer behavior, with participants expressing a greater likelihood of making a purchase when exposed to favorable feedback from other customers. The concept of social proof emerged as a salient factor influencing individual buying behavior in the context of vestment shopping. Participants indicated a tendency to align their decisions with the consensus opinion expressed in online reviews, suggesting a strong influence of peer recommendations and collective sentiment. These insights can inform targeted marketing strategies aimed at leveraging the power of online reviews to enhance consumer trust, drive sales, and foster loyalty in the competitive landscape of online vestment shopping.

The discussion section of this study delves into the implications of the findings regarding the insinuation of online reviews on individual buying behavior in the context of online vestment shopping. It explores the significance of these findings, their alignment with existing literature, and their implications for e-commerce platforms, retailers, marketers, and consumers.

The findings of this study corroborate and extend existing research on the influence of online reviews on consumer behavior. While previous studies have highlighted the importance of online reviews in shaping purchasing decisions across various industries, this research provides empirical evidence specific to the niche market of vestment shopping. The discussion emphasizes the critical role of online reviews in building consumer trust and confidence in online vestment purchases. By providing insights into product quality, fit, and suitability, reviews serve as valuable sources of information that mitigate perceived risks associated with online shopping.

The study underscores the importance for e-commerce platforms and retailers to prioritize the authenticity, credibility, and relevance of online reviews. Strategies aimed at facilitating genuine customer feedback, verifying reviewer identities, and curating reviews to highlight key product attributes can enhance consumer trust and drive conversions. The discussion explores opportunities for leveraging online reviews as powerful marketing tools in the context of vestment shopping. Marketers can harness positive sentiment and social proof to amplify brand perception, foster community engagement, and cultivate brand advocates within niche consumer segments. Finally, the discussion outlines potential avenues for future research to further elucidate the complex interplay between online reviews and individual buying behavior in the context of vestment shopping. Areas for exploration may include the impact of reviewer demographics, cultural factors, and the evolution of review platforms and technologies on consumer perceptions and preferences.

6. CONCLUSION

In conclusion, this study has provided valuable insights into the influence of online reviews on individual buying behavior in the context of online vestment shopping. Through the application of the Kaiser-Meyer-Olkin (KMO) tool and analysis of a sample size comprising 374 responses, several key findings have emerged,

illuminating the intricate dynamics at play within this niche market segment. The findings of this study underscore the significant impact of online reviews on consumer decision-making processes in the realm of vestment shopping. Participants consistently cited online reviews as influential factors in their purchasing decisions, with positive reviews exerting a particularly strong influence on their likelihood of making a purchase. Moreover, factors such as credibility, relevance, specificity, and sentiment of reviews emerged as critical determinants shaping consumer perceptions and preferences.

The implications of these findings extend beyond academic discourse to practical implications for e-commerce platforms, retailers, marketers, and consumers alike. E-commerce platforms and retailers can leverage the insights gained from this study to optimize their review systems, curate authentic and informative content, and foster trust and confidence among consumers. Marketers, in turn, can capitalize on the power of online reviews as potent marketing tools, amplifying positive sentiment and social proof to enhance brand perception and drive sales.

Furthermore, the findings of this study underscore the need for continued research and exploration into the complex interplay between online reviews and consumer behavior within niche market segments such as vestment shopping. Future research endeavors may delve deeper into factors such as reviewer demographics, cultural nuances, and the evolving landscape of online review platforms to provide a more comprehensive understanding of consumer preferences and decision-making processes.

In essence, this study contributes to the growing body of literature on online consumer behavior by offering empirical evidence of the influential role played by online reviews in the context of vestment shopping. By recognizing and harnessing the power of online reviews, stakeholders can navigate the competitive landscape of e-commerce more effectively, fostering trust, satisfaction, and loyalty among consumers in the dynamic digital marketplace.

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