

# A Study to Analyse The Customer Online Reviews and its Impact on their Purchasing Decision: Evidence from Indian: Gen Z with Reference to FOMO

Vartika<sup>1</sup>, Shalini Singh<sup>2</sup>, Shreya Kumari<sup>3</sup>, Dr. Shishma Khushwaha<sup>4</sup>

Master of Business Administration<sup>1-4</sup>

Noida Institute of Engineering and Technology, Greater Noida, Uttar Pradesh

Affiliated to AKTU ( Dr. A.P.J. Abdul Kalam Technical University )

**Abstract:** *The objective of the study is to analyze the effect of online reviews of products/services on consumers' buying behaviour and the fear of missing out among Generation Z Indians in particular. Since the rise of e-commerce in India, there has been a tremendous surge in online reviews which have emerged as the leading forms of electronic word-of-mouth.*

*A descriptive methodology was followed for the purpose of data collection and primary data were collected from 102 participants using a structured questionnaire form.*

*In the research, several factors, including credibility, sensitivity towards ratings and positive/negative reviews were explored.*

*Online reviews play a major role in shaping consumers' buying decision as the majority of participants relied more on reviews and ratings for purchases.*

*It was seen that negative reviews have more power over customers than positive ones, implying negativity bias.*

*Moreover, FOMO is an integral aspect in influencing consumers' purchase decisions through the element of popularity of the product.*

*In conclusion, the purchase behaviour of the Indian Gen Z population is influenced by both rational assessment and emotions. The research provides an important contribution to the expanding field of digital consumer behaviour research, merging both behavioural and psychological aspects into one.*

**Keywords:** a study to analyse the customer online reviews and its impact on their purchasing decision: evidence from indian: gen z with reference to fomo

## I. INTRODUCTION

With the rise of digital technologies, information searches and purchase decisions have taken a new form in consumer behaviour. Due to the wide use of both the Internet and smartphones, online shopping has become one of the main sources of purchases, especially in developing countries like India. As for all consumers, Generation Z can be described as the largest consumer group with their vast experience in using technology and being active on social media.

One of the significant factors that influence consumer behaviour is the presence of electronic word-of-mouth communication on different platforms. Customer online reviews provide important information regarding products and the overall experience of their use. While other marketing communications may lack authenticity, eWOM can play a decisive role as it reflects consumers' personal experiences.

As for Indian Gen Z consumers, their purchasing behaviour is influenced significantly by peer-to-peer communication in the form of online reviews. Consumers prefer looking at the rating of the brand, analyzing the comments about its



performance, and considering other available options. This indicates that consumers no longer consider advertising as a key source of information about brands.

Apart from information influences, there are certain psychological determinants that contribute significantly to consumer behaviour. This is the fear of missing out (FOMO), which describes an anxious feeling when people are left out of an experience or situation that other people are enjoying. For instance, when people are exposed to high-ranked products and popular commodities, especially during online shopping, they tend to be motivated to act faster because of the fear of missing the deal.

With this understanding, therefore, this study focuses on evaluating the influence of online reviews on purchase decisions of Gen Z consumers in India as well as considering the effect of FOMO.

## II. OBJECTIVE OF STUDY

1. To understand the effects of online customer reviews on the buying behaviour of Gen Z consumers from India.
2. To study the variables affecting the trust and reliability of online reviews among Gen Z consumers from India.
3. To determine the importance of Fear of Missing out (FOMO) in the decision-making process by online review

### Objectives of the Study



#### Understand Importance

1. Examine why online reviews have become central to modern consumer decision-making

#### Analyze Gen Z Behaviour

2. Assess how reviews shape purchasing patterns specifically among Indian Gen Z consumers

#### Identify Trust Factors

3. Pinpoint what makes a review credible, trustworthy, and influential to young shoppers

## III. RESEARCH GAP

Whereas earlier studies have considered the effects of online reviews on consumer behaviour, some gaps still exist:

- Few studies consider the effect of online reviews on Indian Gen Z customers
- Negligible consideration of the integration of psychological elements like FOMO into review-based decisions
- Inadequate attention to the effect of social media reviews and influencers
- Inadequate attention to the perception of fake reviews and review evaluation

This paper seeks to fill these gaps through behavioural and psychological lenses.

## IV. LITERATURE REVIEW

### Yunitasari, Fahrurrozi, & Addainuri (2025)

This study examined the impact of eWOM on purchasing behaviours of Generation Z and found that eWOM is very influential in forming their purchase intention because of the availability of correct information about products.

### Hassoun et al. (2023)

In their research, Hassoun et al. looked into Gen Z behaviour when using online content and found out that members of Gen Z make use of information created by their peers and online reviews instead of conventional advertisements.

Copyright to IJARSCT

[www.ijarsct.co.in](http://www.ijarsct.co.in)



DOI: 10.48175/IJARSCT-38521



**Peter, Mathew, & Mary (2025)**

This study showed the power of marketing tactics based on FOMO as they create a sense of urgency among Generation Z customers to buy products quickly.

**Ferrinadewi & Hertanto (2025)**

The study found that FOMO plays a vital role in the impulsive purchase behaviour of Gen Z shoppers when they receive information through online reviews and social media platforms.

**Walr Research (2026)**

It was found out that Gen Z buyers place more reliance on customer reviews than on influencers and advertising campaigns.

**Ott, Cardie, & Hancock (2012)**

This study was concerned with deception within online review communities and revealed that deceptive reviews could mislead consumers. Credibility and authenticity were identified as being critical to the legitimacy of online reviews.

**Alfina, Hartini, & Mardhiyah (2023)**

According to this study, there is an indication that the influence of FOMO on consumers' behavior increases the chances of purchasing impulsively due to the element of urgency.

**Good & Hyman (2022)**

In this paper, the authors formulated the connection between FOMO and social influence, indicating that individuals adopt fashionable trends and social behavior to prevent FOMO from becoming reality, resulting in conformity when buying goods and services.

**Floh, Koller, & Zauner (2013)**

This finding is consistent with the theory of negativity bias among Indian Gen Z consumers, whereby consumers tend to weigh negative reviews more than positive ones when it comes to influencing their purchase decisions.

**Lee & Youn (2009)**

This paper supports the fact that online reviews serve as the main source of information for Gen Z in India. This paper is also consistent with your findings that consumers highly depend upon peer-created content while making purchase decisions.

## **V. RESEARCH METHODOLOGY**

### **6.1 Research Design: Descriptive Research**

The methodological approach employed in this study is descriptive research, which involves the systematic description and analysis of the behaviour of Generation Z consumers from India towards online reviews. The choice of this research methodology is appropriate since it aims at describing existing phenomena and attitudes.

### **6.2 Data Collection Method: Primary Data (Questionnaire)**

This research work involves using primary data that was obtained by means of a structured questionnaire. This approach enables the researcher to interact directly with the respondents, ensuring that the data obtained meets the objective of the study.

### **6.3 Sample Size: 102 Respondents**

In total, 102 respondents took part in the study. This number is sufficient to recognize any general trend or pattern of behaviour that exists among Gen Z consumers from India.

### **6.4 Target Population: Indian Gen Z (18–27 years)**

The proposed research aims to focus on Gen Z customers in India, who use e-commerce websites and digital media more than any other age segment. They are significantly affected by reviews, social acceptance, and psychological issues such as FOMO.



### 6.5 Sampling Method: Convenience Sampling

A convenience sampling technique was employed, whereby participants were chosen based on availability and accessibility. Convenience sampling is effective in saving time and useful for research studies; however, it may be biased.

### 6.6 Tools Used for Analysis

#### 1. Frequency Analysis:

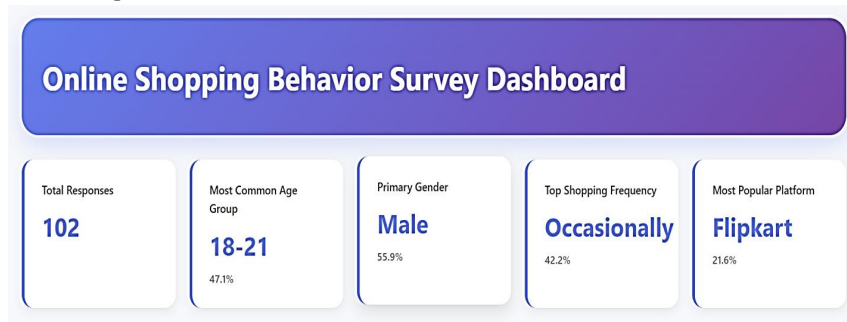
The frequency analysis technique was adopted to establish the frequency of occurrence of certain responses (for example, the number of times individuals reviewed product information before buying).

#### 2. Percentage Analysis:

The percentage analysis approach was employed to present data in a simplified manner that enables one to compare findings and arrive at some meaningful conclusions.

#### 3. Tabulation:

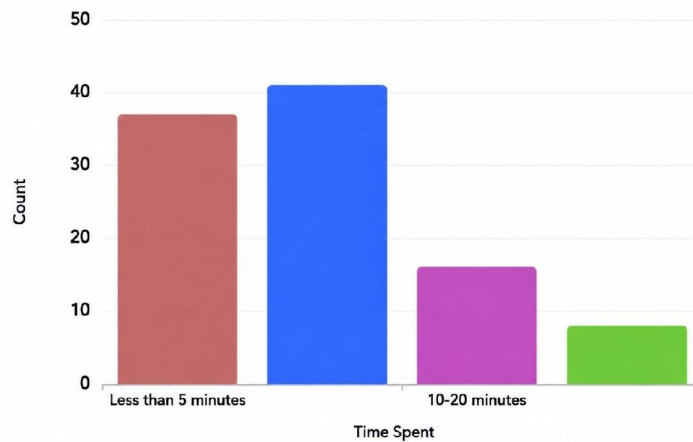
Tabulation of data involved presentation of results in the form of tables.



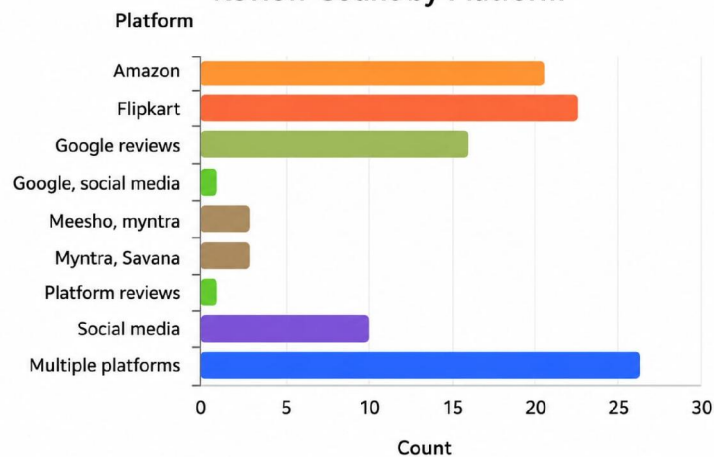
| Summary Statistics             |        |                      |
|--------------------------------|--------|----------------------|
|                                | Metric | Value                |
| Total Responses                |        | 102                  |
| Most Common Age Group          |        | 18-21 (47.1%)        |
| Most Common Gender             |        | Male (55.9%)         |
| Most Common Shopping Frequency |        | Occasionally (42.2%) |
| Most Popular Platform          |        | Flipkart (21.6%)     |



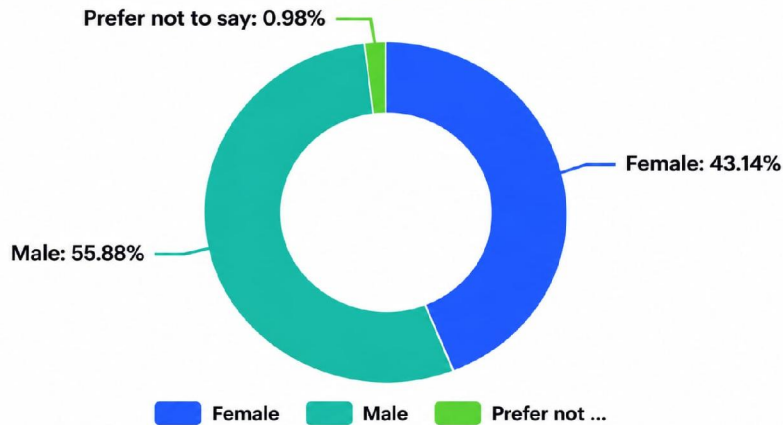
Response Count by Reading Time



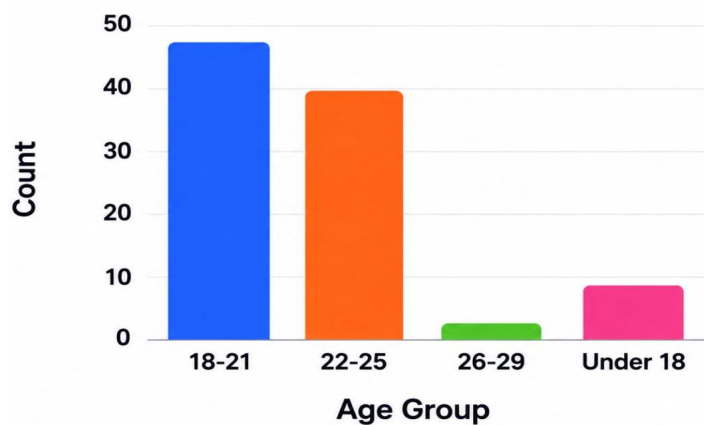
Review Count by Platform



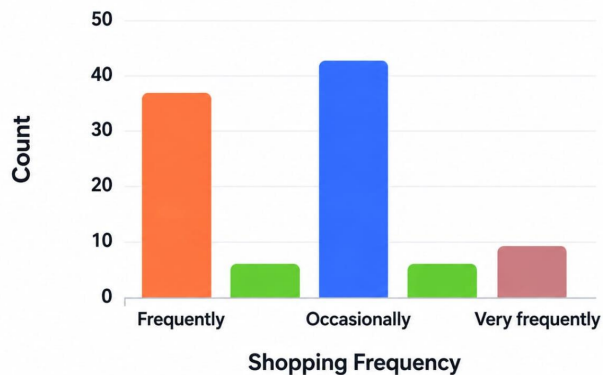
### Gender Distribution



### Count by Age Group



### Shopping Frequency Distribution





It shows that consumers like to use those websites where reviews can be accessed easily, and different opinions of users can be found in one place. E-commerce websites have rating systems, review counts, product pictures, and also verification about whether customers purchased the product or not, thus making it easy to analyze the product. Another trend emerging is the use of social media websites for reviews. Most Gen Z consumers are swayed by trends in products, reels, influencers' opinions, and also virals.

#### **7.4 Time Spent on Reviews**

Most of the participants indicated spending less than 10 minutes in reading reviews before making purchases. This indicates that despite the relevance of reviews, consumers tend to value simplicity and comprehension. Instead of reading all the reviews thoroughly, consumers usually pay attention to:

Star rating

Best reviews

Images/videos

Complaints/praises

This suggests that Generation Z consumers rely on simple indicators when making rapid purchase decisions.

#### **7.5 Influence of Reviews**

The majority of the respondents indicated that online reviews affect their purchase decisions.

In this regard, it shows how critical the use of peers' contributions is when influencing the behaviours of consumers. In most cases, customers are confident buying goods whose reviews are positive.

It is evident from the above responses that Gen Z consumers in India value group opinion.

#### **7.6 Positive vs. Negative Reviews**

As found by the study, positive reviews lead to purchases, whereas negative reviews prevent consumers from purchasing products.

Intriguingly, negative reviews seem to induce a more intense emotional response in consumers. If there are many positive reviews for a particular product, just a handful of negative reviews might induce doubt and hesitation in customers. Customers tend to take notice of criticisms pertaining to product quality, delays, or bad customer experiences.

It is clear that customers are highly cautious when making purchases online since they are unable to examine products themselves prior to purchase.

#### **7.7 Factors for Trust**

The majority of consumers responded that they found themselves trusting those reviews which were:

Descriptive and detailed

Authentic and made by real purchasers

Accompanied by photos or video evidence

This result suggests that consumers analyze the truthfulness of reviews before placing their trust. The members of Gen Z are aware of the possibility of faked and doctored online reviews, so they rely on certain factors that prove the truthfulness of the review.

In such a way, visual proof, detailed experience, and authentic purchaser tags contribute to their trust.

#### **7.7 Fake Review Awareness**

Many participants believed that a number of online reviews were either artificial or manipulated.

This proves that Gen Z Indian consumers are beginning to be more mindful and cautious when assessing online content. Rather than believing in everything they read, most try to detect any misleading or embellished reviews.



### 7.7 FOMO's Role in Online Buying Behaviour

The results indicate the impact of the Fear of Missing Out phenomenon on consumer behaviour in online shopping. Highly rated products that receive positive feedback and enjoy popularity make consumers believe that other customers are buying the product and deriving benefits from it.

As a result, fear and pressure emerge in the consumer's mind, particularly for Gen Z consumers who have a strong connection with social media. These consumers may think that if they do not buy the product promptly, they will miss out on an advantageous offer or trend.

Furthermore, social media websites play an influential role in reinforcing this behaviour through constant displays of trending items, celebrity endorsements, and viral reviews. Consequently, buying decisions are made based on logical analysis as well as emotional and social considerations

## VII. DISCUSSION

The research reveals that online reviews are both informative and psychological stimuli. Gen Z consumers in India use reviews to alleviate uncertainty but are also susceptible to the effect of peer approval and FOMO.

This creates a decision-making process that is both rational and irrational, with popularity cues having a substantial impact on consumer behaviour.

## VIII. CONCLUSION

The research findings reveal that online reviews play an essential role in determining purchase decisions amongst Gen Z in India. Besides the usual variables like ratings and credibility, FOMO has a significant impact on speeding up the process of purchase decisions.

Therefore, the consumer decision-making process is affected by the following elements:

Information (reviews)

Trust (authenticity)

Emotion (FOMO)

## REFERENCES

1. Yunitasari, D., Fahrurrozi, F., & Addainuri, M. I. (2025). **Analysis of influencing Generation Z purchasing decisions through electronic word of mouth (e-WOM) mediation.** *Binus Business Review*.
2. Hassoun, A., Beacock, I., Consolvo, S., Goldberg, B., Kelley, P. G., & Russell, D. M. (2023). **How Gen Z engages with online information.** *ArXiv*.
3. Peter, L., Mathew, J., & Mary, R. (2025). **Digital persuasion or digital exploitation? Understanding FOMO marketing on Gen Z behaviour.** *Research Review International Journal of Multidisciplinary*.
4. Ferrinadewi, E., & Hertanto, R. (2025). **Gen Z fear of missing out (FOMO) behaviour effect on online impulsive buying.** *Southeast Asian Journal of Management & Research*.
5. Walr Research (2026). **Gen Z trust customer reviews more than influencers.** *New York Post*.
6. Ott, M., Cardie, C., & Hancock, J. (2012). **Estimating the prevalence of deception in online review communities.** *ArXiv*.
7. Alfina, Hartini, S., & Mardhiyah, D. (2023). **FOMO-related consumer behaviour in marketing context: A systematic literature review.** *Cogent Business & Management*.
8. Good, M. C., & Hyman, M. R. (2022). **The delicate balance of social influences on consumption: A model of FOMO.** *Personality and Individual Differences*.
9. Floh, A., Koller, M., and Zauner, A. (2013). **Taking a deeper look at online reviews: The asymmetric effect of valence intensity on shopping behaviour.** *Journal of Marketing Management*
10. Lee, M., and Youn, S. (2009). **Electronic word of mouth (eWOM) - how eWOM platforms influence consumer product judgement.** *International Journal of Advertising*.

