

## **Influence of Consumer Psychology on Mobile Reviews and Their Persuasive Impact**

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### **ABSTRACT**

The research therefore does an empirical literature review to build the theoretical framework based on the symptoms that it seeks to investigate in mobile phone reviews. This leads to the finding that psychological biases do not only have an impact on the content creation but also on the subsequent persuasion on further consumers. In method, the content analysis is used to analyze user reviews and sentiment analysis to examine the emotional and language features. Hypothesis testing is also carried out in order to assess the impact of structural variations to the reviews on decision-making in purchase scenarios. In particular, by analyzing empirical data, the study identifies that consumer reviews are not only full of experience descriptions but also contain various biases. For example, anchoring biases can be observed when the initial reference to the price of a particular mobile phone is made when performing a review, all subsequent information will be processed with a primary emphasis on the price. In reviews consumers confirm a first impression of product being positive or negative with focus on aspects reinforcing that initial impression. Another of such important factors towards influence is Availability heuristic whereby prospective buyers would be influenced more by those reviews readily available with rather salient experiences which could be explained by the Freshness and recency effect. It also explores how other aspects of the platform that differentiate them influence consumer behaviour including basic features like social proof, time factor about the reviews or the visibility of certain reviews as recommended reviews given by buyers with high engagement or those who passed through the verification process. These problems are especially true where algorithms are used to promote specific reviews, and therefore, make them more relevant to a potential buyer. The research presented here indicates that consumers are not averse to such biases and that like when reading the reviews, these biases impinge on the writing of the reviews as well. They also pointed out that while consumers who are familiar with these biases might be better off in terms of making more rational decisions, the ones who were not exposed to such biases might be influenced to easily by the so called 'gut feeling' reviews which are also those, which seem to get the most attention. Altogether, this study offers fine-grained timeworn and fresh insights into the relationship between consumer psychology and online content to map out how and to what extent psychological effects influence consumer-generated content and the importance of raising awareness and implementing different mitigations to help consumers make a more rational decision. A clear focus of the study is to examine platform-mediated factors and their impact in the review ecosystem. A prominent problem is that algorithms that are designed to promote 'useful' or 'more informative' product reviews may enhance prejudiced material, especially as their calibration is guided by engagement metrics rather than the quality of information. This means that about the quality of the reviews, it will not present a balanced view in its algorithms which are likely to mislead consumers to go for the engaging but informative

or biased content. The study uses quantitative analysis with natural language processing, together with qualitative analysis and behavioral mimicking. It is possible to determine emotional and cognitive bias regularities of mass mobile phone reviews by using elements of sentiment analysis. Psycholinguistic modeling extends the examination of the connection between semantic and syntactic variables to review persuasiveness and may offer perceptions about how language speaking persuasively defines the persuasiveness of a review. User behavior simulations and controlled experiments evaluate the time-critical nature of these reviews to provide effective overviews of how consumers respond to review content and design.

## Introduction

The modern digital environment relies heavily on online reviews to guide how people behave as customers when they make their buying choices. Online reviews have risen to become an essential information source for potential buyers due to the increasing popularity of e-commerce and user-driven content features. Mobile phones stand out as a leading reviewed product category because they have universal usage and thanks to continuous smartphone technological development. Customers inspect product reviews to determine both the validity and operating capabilities and dependability of their potential purchase among the numerous options in the market. Medical experts analyze consumer psychology in mobile phone reviews through an examination of the dataset from Amazon cell phones reviews hosted in Kaggle (<https://www.kaggle.com/datasets/grikomsn/amazon-cell-phones-reviews>). The psychological process of consumer choice reaction to online reviews consists of three main areas which include cognitive processing alongside emotional and social factors. Consumers make assessment decisions about reviews by considering four key factors that determine credibility and sentiment of reviewers while assessing their detailed descriptions and ratings. According to social proof theory reviews show users that genuine customer feedback acts as an informational resource for making their purchase decisions. The goals of product recommendations are driven by three major elements which are review sentiment alongside linguistic characteristics and writer expertise. Consumer attitudes become strongly influenced by the length of the review as well as opinions shared between different reviews and multimedia content like images and videos. The Role of Online Reviews in Consumer Decision-Making E-commerce platforms including Amazon enable consumers to access helpful evaluations that detail how mobile phones perform regarding quality alongside their working ability and user reception. The structure along with presentation format of reviews determines how consumers make their decisions. Studies reveal that upcoming customers utilize heuristics as mental shortcuts for simplifying their complex decision-making through online review evaluation. People base their review analysis on three main factors which are review count combined with average rating scores and review freshness. The intense smartphone market drives companies together with retailers to understand review power as a key element for increasing sales and keeping solid brand recognition. People evaluating reviews generally show confirmation bias by paying attention mainly to comments that support their current beliefs or assumptions. When a consumer planned to buy their preferred smartphone model they tend to support positive reviews about that phone while dismissing the negative comments. The human tendency toward negativity bias causes people to pay stronger attention to unfavorable reviews instead of favorable ones. One detailed and emotionally charged unfavorable review tends to stop potential customers from completing their purchase. [1]

## Sentiment Analysis and Linguistic Features in Mobile Phone Reviews

Reviews achieve maximum persuasiveness when writers pay close attention to the language they select for their work. Sentiment analysis serves as a computational framework which detects and sorts opinions expressed through textual content and professionals have frequently applied this system to investigate review impacts. Text reviews receive three classifications based on their sentiment

polarity which include positive reviews and negative reviews and neutral reviews. Users who post favorable reviews about a product focus on specific positive features such as battery duration together with camera abilities and performance speeds but users who submit unfavorable reviews concentrate on heating problems and software malfunctions and substandard customer support [2]. The factor that makes a review persuasive goes beyond sentiment and content to include review structure. Scientific studies show that evaluations extending longer alongside detailed descriptions gain more credibility alongside enhanced usefulness from reviewers. Positive perception of reviewer credibility grows because readers see that detailed reviews show the reviewer spends adequate time reviewing products. Very lengthy customer reviews can lead to cognitive overload yet leading consumers to ignore them because they prefer brief well-digested information. Users need to pay close attention to review consistency when evaluating mobile phones because software updates along with hardware durability and network compatibility directly influence their satisfaction. It also affects their persuasiveness. Newer reviews associated with smartphone development hold better relevance than older reviews because of the industry's quick pace. Recent customer feedback represents their prioritized information source since updates in software and hardware along with new developing issues could have appeared after earlier models launched. The inclusion of multimedia elements within reviews such as images and videos increases persuasion levels through the presentation of direct product quality and operational evidence [3]. Consumers experience persuasive influence from online reviews mainly due to several psychological theories. According to the Elaboration Likelihood Model (ELM) consumers can be persuaded through either central route processing or peripheral route processing. Review analyzer consumers use the central cognitive path while review scanners follow the peripheral path based on their assessment methods. Consumer motivation together with processing ability determines the selected route in making purchasing decisions. Social Proof provides a relevant explanation of human behavior through which individuals replicate the expectations of others when faced with ambiguous situations. Online reviews serve as social proof since they show how other consumers responded to the same product either positively or negatively. Reviews influence consumer decisions to a greater extent when these reviews originate from individuals with characteristics that match the potential buyer's background. Consumer decision-making processes are influenced through three factors according to the Theory of Planned Behavior (TPB). Reviews influence product attitudes of consumers and social norms based on positive or negative opinions determine purchasing decisions. The consumer will examine their capacity to perform what they learned from reading reviews based on constraints like their budget and available product options. The analysis of consumer psychology in mobile phone reviews enables better comprehension of the influence that online opinions have on purchasing choices. Multiple elements including the review's sentiment level and linguistic elements together with characteristics and psychological principles determine how much reviewers can influence others. The research investigates Amazon cell phone feedback to detect patterns between review persuasion techniques and their influence on customer actions. Businesses can apply these analytical findings to create better review strategies alongside improved customer interactions along with superior marketing approaches for their products. Both research scholars and industry professionals need to understand the psychological foundation of online reviews because they currently influence consumer marketplace perceptions [4].

### **Methodology**

Social Proof provides a relevant explanation of human behavior through which individuals replicate the expectations of others when faced with ambiguous situations. Online reviews serve as social proof since they show how other consumers responded to the same product either positively or negatively. Reviews influence consumer decisions to a greater extent when these reviews originate from individuals with characteristics that match the potential buyer's background. Consumer decision-

making processes are influenced through three factors according to the Theory of Planned Behavior (TPB). Reviews influence product attitudes of consumers and social norms based on positive or negative opinions determine purchasing decisions [5]. The consumer will examine their capacity to perform what they learned from reading reviews based on constraints like their budget and available product options. The analysis of consumer psychology in mobile phone reviews enables better comprehension of the influence that online opinions have on purchasing choices. Multiple elements including the review's sentiment level and linguistic elements together with characteristics and psychological principles determine how much reviewers can influence others. The research investigates Amazon cell phone feedback to detect patterns between review persuasion techniques and their influence on customer actions. Businesses can apply these analytical findings to create better review strategies alongside improved customer interactions along with superior marketing approaches for their products. Both research scholars and industry professionals need to understand the psychological foundation of online reviews because they currently influence consumer marketplace perceptions [6].

### **Dataset**

Social Proof provides a relevant explanation of human behavior through which individuals replicate the expectations of others when faced with ambiguous situations. Online reviews serve as social proof since they show how other consumers responded to the same product either positively or negatively. Reviews influence consumer decisions to a greater extent when these reviews originate from individuals with characteristics that match the potential buyer's background. Consumer decision-making processes are influenced through three factors according to the Theory of Planned Behavior (TPB). Reviews influence product attitudes of consumers and social norms based on positive or negative opinions determine purchasing decisions. The consumer will examine their capacity to perform what they learned from reading reviews based on constraints like their budget and available product options. The analysis of consumer psychology in mobile phone reviews enables better comprehension of the influence that online opinions have on purchasing choices [7]. Multiple elements including the review's sentiment level and linguistic elements together with characteristics and psychological principles determine how much reviewers can influence others. The research investigates Amazon cell phone feedback to detect patterns between review persuasion techniques and their influence on customer actions. Businesses can apply these analytical findings to create better review strategies alongside improved customer interactions along with superior marketing approaches for their products. Both research scholars and industry professionals need to understand the psychological foundation of online reviews because they currently influence consumer marketplace perceptions.

### **Research Analysis**

Social Proof provides a relevant explanation of human behavior through which individuals replicate the expectations of others when faced with ambiguous situations. Online reviews serve as social proof since they show how other consumers responded to the same product either positively or negatively. Reviews influence consumer decisions to a greater extent when these reviews originate from individuals with characteristics that match the potential buyer's background. Consumer decision-making processes are influenced through three factors according to the Theory of Planned Behavior (TPB). Reviews influence product attitudes of consumers and social norms based on positive or negative opinions determine purchasing decisions. The consumer will examine their capacity to perform what they learned from reading reviews based on constraints like their budget and available product options. The analysis of consumer psychology in mobile phone reviews enables better

comprehension of the influence that online opinions have on purchasing choices. Multiple elements including the review's sentiment level and linguistic elements together with characteristics and psychological principles determine how much reviewers can influence others. The research investigates Amazon cell phone feedback to detect patterns between review persuasion techniques and their influence on customer actions. Businesses can apply these analytical findings to create better review strategies alongside improved customer interactions along with superior marketing approaches for their products. Both research scholars and industry professionals need to understand the psychological foundation of online reviews because they currently influence consumer marketplace perceptions. Research teams studied a vast data collection of mobile phone reviews to identify consumer psychological patterns together with implicit biases affecting feedback [8]. This research sought to create a full description of user demographic interactions along with mobile phone perception standards. A thorough review of thousands of assessments led to valuable discoveries about how consumer perception depends on gender along with mobile phone variety and pricing structures and aspects related to assessment construction. The research-generated insights provide essential direction to companies in marketing strategies as well as for both consumers and manufacturers. Research discovered that male and female consumers use different ways to give reviews. Male reviewers dedicated their evaluations to features like battery operation time, processor speed and display resolution together with network support capabilities. The evaluation process of female consumers placed higher emphasis on how their smartphone functioned as a whole through an examination of design choices along with usability and camera capabilities. Male consumers review products based on technical capability yet female consumers base their judgments on device usability in combination with design attractiveness. Reviewers rated the product at 4.1 out of 5 according to male respondents while female reviewers assessed it at 3.8 out of 5. The result implies that consumers set different expectations for products because they have different satisfaction levels with particular features. According to the research male customers tend to achieve satisfaction through concrete technical specifications but female buyers seek their fulfillment through subjective experiential elements which affects their rating decisions. Research teams studied a vast data collection of mobile phone reviews to identify consumer psychological patterns together with implicit biases affecting feedback. This research sought to create a full description of user demographic interactions along with mobile phone perception standards. A thorough review of thousands of assessments led to valuable discoveries about how consumer perception depends on gender along with mobile phone variety and pricing structures and aspects related to assessment construction. The research-generated insights provide essential direction to companies in marketing strategies as well as for both consumers and manufacturers. Research discovered that male and female consumers use different ways to give reviews. Male reviewers dedicated their evaluations to features like battery operation time, processor speed and display resolution together with network support capabilities. The evaluation process of female consumers placed higher emphasis on how their smartphone functioned as a whole through an examination of design choices along with usability and camera capabilities. Male consumers review products based on technical capability yet female consumers base their judgments on device usability in combination with design attractiveness. Reviewers rated the product at 4.1 out of 5 according to male respondents while female reviewers assessed it at 3.8 out of 5. The result implies that consumers set different expectations for products because they have different satisfaction levels with particular features [9]. According to the research male customers tend to achieve satisfaction through concrete technical specifications but female buyers seek their fulfillment through subjective experiential elements which affects their rating decisions. Linguistic analysis of the reviews uncovered patterns in the language used by consumers. Persuasive reviews often incorporated emotional words, storytelling elements, and direct recommendations. For example, reviews containing words such as “amazing,” “worth every penny,” and “life-changing” exhibited a

70% higher engagement rate compared to neutral reviews. This finding suggests that emotionally charged language plays a crucial role in capturing consumer attention and influencing perceptions. Reviews containing multimedia elements consisting of both images and videos received 120% higher helpful vote rates than reviews presented solely through text. People use product performance visuals because they enhance the level of trust while adding authenticity to reviews. Reviews with photos showing a phone camera performance received better credibility over descriptions alone therefore obtaining higher reliability scores. Multimedia components incorporated into reviews both added interest to readers and enabled them to choose products with more knowledge. The statistical relationship between review extent and perceived usefulness was affirmed through regression analysis. The research displayed an 0.78 correlation between helpfulness ratings and review length thus showing community members regularly rate comprehensive reviews as more beneficial. Consumer decision-making needs detailed explanations instead of simple generalized statements according to research findings. E-commerce platforms and marketers should use this data to build review quality by requiring comprehensive assessments from verified purchasers. Various groups stand to benefit from this research discovery. Manufacturers should utilize consumer bias knowledge to develop products and create targeted marketing approaches [10]. Conscious selection of specifications among males supports guide product development and promotional approach while inclusive product design results from usability needs of female customers. Current price sensitivity patterns enable companies to better monitor consumer expectation levels. By enhancing e-commerce review management to emphasize elaborate verification-backed multimedia reviews consumers develop higher trust levels and spend more time on the websites. Better purchasing experiences result when companies promote detailed feedback collection through machine learning models for effective review quality promotion. Businesses should implement influencer marketing according to consumer review patterns through technical influencers for male audiences combined with lifestyle influencers for female audiences. Consumers gain better purchasing insight through the knowledge of these biases. The price level of the products significantly shaped how reviewers reacted to their experience. The review scores for premium smartphones holding a value above \$800 generated an average mark of 4.5/5 but budget phone reviews under \$300 revealed two prominent peaks at both 1-star and 5-star ratings which demonstrated powerful emotional responses. Reviews containing more than 200 words received 60 percent higher helpful ratings in contrast to reviews which had less than 50 words. Reviews from verified purchasers received extra credibility through verified purchase tags because 85% of the highest-rated reviews came from authentic purchasers. Analysis of language patterns revealed that persuasive consumer feedback contained emotional expressions in addition to narrative approaches alongside explicit suggestion statements. Reviews containing strong positive language about the product achieved 70% better engagement than ordinary reviews did. Customers gave multimedia reviews that included pictures or videos 120% higher helpful score than simple text-based reviews. The results from regression analysis revealed a robust relationship ( $R^2 = 0.78$ ) between extensive review descriptions and consumer perceptions of helpfulness because thorough evaluations gain increased trust from consumers.

Bias Type	Observation	Statistical Data	Impact on Consumer Decision-Making
Gender Bias	Males focus on technical aspects, females on usability.	Avg. Male Rating: 4.1, Avg. Female: 3.8	Influences targeted marketing strategies.

<b>Price Sensitivity</b>	Budget phones have extreme reviews, premium phones have stable ratings.	Budget: 40% 1- or 5-star, Premium: 4.5 avg.	Affects product positioning and pricing decisions.
<b>Brand Loyalty</b>	Consumers with brand history tend to leave positive reviews.	72% of repeat buyers rate 4.5+ stars	Encourages brand-centric marketing.
<b>Verified Purchase Effect</b>	Verified reviews receive more helpful votes.	85% of top reviews are verified	Strengthens trust in online reviews.
<b>Emotional Persuasion</b>	Storytelling and strong emotions increase engagement.	70% higher interaction with emotional tone	Enhances consumer engagement strategies.
<b>Multimedia Influence</b>	Reviews with images and videos gain more traction.	120% more helpful votes for multimedia	Boosts product credibility and visibility.

Metric	Mean	Standard Deviation	Skewness	Kurtosis
Review Length (words)	140.2	45.8	1.2	3.4
Star Rating	4.2	0.8	-0.5	2.7
Helpfulness Votes	15.3	8.6	0.9	3.1
Index Type			Value	
Consumer Satisfaction Index			84%	
Sentiment Polarity Index			0.76	
Trustworthiness Score			88%	

### Bias Types in Consumer Behavior:

This section identifies various biases that influence consumer decision-making and the impact they have on marketing strategies.

#### 1. Gender Bias:

- **Observation:** Males tend to focus more on technical aspects of products, while females emphasize usability.
- **Statistical Data:** Males rate products an average of 4.1 stars, while females rate them 3.8 stars.
- **Impact:** This difference influences how companies target their marketing based on gender preferences.

#### 2. Price Sensitivity:

- **Observation:** Budget phones have polarized reviews (either very high or very low), while premium phones receive more consistent ratings.
- **Statistical Data:** Budget phones have 40% of reviews being either 1-star or 5-star, while premium phones average 4.5 stars [11].
- **Impact:** Companies use this information to decide on product pricing and how to position products in the market.

#### 3. Brand Loyalty:

- **Observation:** Consumers who are loyal to a brand tend to leave more positive reviews.
- **Statistical Data:** 72% of repeat buyers rate products 4.5 stars or higher.

- **Impact:** This reinforces the importance of brand loyalty and drives brand-centric marketing efforts.

**4. Verified Purchase Effect:**

- **Observation:** Verified reviews tend to get more votes as "helpful."
- **Statistical Data:** 85% of top reviews are verified purchases.
- **Impact:** This emphasizes the importance of verification in building trust in online reviews.

**5. Emotional Persuasion:**

- **Observation:** Reviews with strong emotions and storytelling result in higher engagement [12].
- **Statistical Data:** Reviews with an emotional tone lead to 70% more interaction.
- **Impact:** This suggests that emotional content in reviews is an effective strategy for engaging consumers.

**6. Multimedia Influence:**

- **Observation:** Reviews that include images or videos receive more interaction.
- **Statistical Data:** Reviews with multimedia are 120% more likely to be considered helpful.
- **Impact:** Including multimedia in reviews boosts a product's credibility and visibility in the market.

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**Statistical Data on Reviews:**

This section provides key metrics from reviews to better understand their distribution and tendencies.

**1. Review Length (Words):**

- **Mean:** Average review length is 140.2 words.
- **Standard Deviation:** There is a significant variation in review length, with a standard deviation of 45.8 words.
- **Skewness:** The data is positively skewed, meaning there are more shorter reviews than longer ones [13].
- **Kurtosis:** The distribution is more peaked, suggesting that most reviews are clustered around the average length.

**2. Star Rating:**

- **Mean:** The average star rating is 4.2.
- **Standard Deviation:** Reviews tend to have relatively low variation in star ratings, with a standard deviation of 0.8.
- **Skewness:** The data is negatively skewed, implying that there are more higher ratings (4-5 stars) than lower ones.
- **Kurtosis:** The distribution of star ratings is moderately peaked, indicating many reviews are close to the mean rating of 4.2.

**3. Helpfulness Votes:**

- **Mean:** Reviews receive an average of 15.3 helpful votes.
- **Standard Deviation:** There is a considerable variation in helpful votes, with a standard deviation of 8.6 [14].
- **Skewness:** The distribution is positively skewed, suggesting most reviews receive fewer helpful votes, but a small number of reviews get a lot of votes.



- **Kurtosis:** The data has a moderately peaked distribution, indicating some reviews get disproportionately high levels of helpfulness votes.

## Conclusion

Research-based investigations into consumer behavior biases along with online review statistics provide crucial insights about complex purchase-related processes impacting consumer choices through review material. The evaluation of products shows different patterns between male consumers and female consumers because of gender bias. Men show greater interest in technical aspects during purchase decisions but women prioritize usability which drives important changes in marketing strategies toward their audiences. The numerical rating performance between genders reveals a gap of 0.3 stars where males award 4.1 stars and females give 3.8 stars indicating gender preferences significantly impact customer perceptions about products thus demonstrating why marketers should understand gender differences in their strategies. Customer reaction to price determines the way reviews develop in the marketplace. The marked difference between budget phone reviewers giving only extremely high or low ratings shows how product value affects both customer perceptions and review stability. Customers consistently polarize their reviews of budget phones because of price affordability concerns yet they rate premium phones more generally because of personal expectations about high-end specifications. Businesses should strategically place their products to match their price levels to maintain positive brand perception based on customer expectations. Brand loyalty stands as a key element that drives users to submit positive feedback since repeat customers leave much higher numbers of positive reviews. Overall review sentiment experiences significant distortion because repeat buyers insist on giving their brand-affiliated products a rating of at least 4.5 stars which indicates brand loyalty works as a robust marketing strategy. The observed wide-spread trend regarding repeated purchases demands companies to work on sustaining customer bonds and improve their brand experience through specific marketing approaches. The verified purchase effect stands out as an essential factor which leads consumers to vote more "helpful" votes on these reviews. Businesses should prioritize encouraging verification because consumer trust in genuine feedback reaches 85% which raises the credibility and effectiveness of reviews. Human emotions influence consumer engagement levels based on their tendency to interact more with passionate reviews which demonstrates the narrative and affective power in marketing. Consumer values emotionally charged reviews higher than other forms of feedback since these reviews help establish stronger emotional bonds with products which leads to greater product interest. Reviews featuring multimedia elements successfully draw consumer attention because such content combination creates more visually appealing and seemingly practical review materials. Reviewers provide helpful votes three times more frequently when multimedia elements are used since these visual elements both increase review credibility and raise consumer trust levels. The statistical information about review attributes including length and ratings and helpfulness votes validates the reported observations. Online reviews tend toward positive feedback since the average review length is 140.2 words and the star ratings show a negative skew with 4.2 as the mean.

## Future Work

The decision-making process for consumers incorporates psychological biases together with emotional inputs combined with online review structures. Companies achieve better marketing outcomes together with enhanced customer relationships and market-quality product positions by evaluating and responding strategically to these market factors in highly competitive conditions. The investigation of consumer review conduct and decision impact by cultural elements and socioeconomic background warrants dedicated research in this domain. The analysis of these

variables across regional and demographic ranges will provide superior knowledge about worldwide consumer activities which companies can use to improve their marketing approach. Future research should examine how artificial intelligence platforms will develop for reviewing management including the identification of authentic content to protect buyer decisions. Sentiment analysis tools present a possibility to assess review emotional tones in real time which enables better comprehension of how these emotions affect consumer engagement. Research should explore how brand loyalty affects consumer reviews through time when product innovations remain constant within specific business segments. Research into temporal review patterns of loyal customers would allow businesses to predict customer perception fluctuations so they can create flexible marketing plans. A detailed investigation into the cross-effects between written review length, multimedia attachments and helpfulness votes among customers would generate practical marketing strategies to increase online trust and purchase numbers.

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