



To cite this article: Anamika Kadam and Nihal Das (2025). MIND OVER MARKET - 'VARIABLES INFLUENCING THE CONSUMER IN BUYING HIGH-END PRODUCTS', International Journal of Research in Commerce and Management Studies (IJRCMS) 7 (5): 335-351 Article No. 508 Sub Id 914

## MIND OVER MARKET - 'VARIABLES INFLUENCING THE CONSUMER IN BUYING HIGH-END PRODUCTS'

Anamika Kadam<sup>1\*</sup> and Nihal Das<sup>2</sup>

<sup>\*</sup>Department of Commerce, A.R.S.D. College (University of Delhi), Dhaula Kuan, New Delhi (India) – 110021  
<sup>1\*</sup>jovialanamika@gmail.com

<sup>2</sup>Department of Commerce, A.R.S.D. College (University of Delhi), Dhaula Kuan, New Delhi (India) – 110021  
<sup>2</sup>nihaldas0814@gmail.com

DOI: <https://doi.org/10.38193/IJRCMS.2025.7526>

### ABSTRACT

A consumer can be understood as the final user of goods or services, someone who purchases products not for resale but for personal use or satisfaction. Every individual, whether buying a simple snack or making a major investment like a car, acts as a consumer in different contexts of life. What makes consumers interesting to study is that their choices are rarely random; instead, they are guided by a mix of psychological triggers, social influences, and economic conditions. Consumer behavioural patterns usually follow a certain flow. It begins with recognizing a need, such as hunger, comfort, or status. From there, consumers actively or subconsciously evaluate options comparing prices, checking quality, seeking reviews, or even asking family and friends for opinions. Personal attitudes, habits, and emotions play a big role here. For instance, a familiar brand may feel more trustworthy, while an attractive advertisement or a friend's recommendation can sway a decision toward trying something new. On top of that, factors like income level, cultural background, and lifestyle shape how much weight a consumer gives to quality, price, or social approval. The present research builds on these ideas by exploring how psychological and behavioural factors work together in consumer decision-making. Rather than limiting the focus to one type of product, the study looks across different price ranges and categories to reveal patterns that often go unnoticed. By examining high-stakes decisions alongside everyday purchases, the research aims to show a clearer picture of why people buy what they buy. These insights not only help marketers refine their strategies but also guide policymakers in protecting consumer rights and give everyday shoppers a better awareness of their own buying habits.

**KEYWORDS:** Consumer Behaviour, Consumer Approach, Decision Making, Individual Characteristics

### INTRODUCTION

A consumer is simply a person who buys or uses goods and services to satisfy their needs or wants.

Think of yourself when you grab a coffee on the way to class, stream a movie, or order something online you're acting as a consumer. It doesn't matter if the purchase is small, like a packet of chips, or big, like a new phone. The key idea is that a consumer is the end user of a product or service. You might not have made the product, but you're the one who ultimately uses it or benefits from it.

Consumer purchase decisions extend far beyond momentary impulses. Whether selecting a loaf of bread or investing in a high-end electronic device, consumers navigate through a series of psychological, social, and economic influences that collectively shape their behaviour. Classic models such as the Engel-Blackwell and Theory of Planned Behaviour (TPB) describe this process as moving from need recognition, information search, evaluation of alternatives, the purchase itself, and post-purchase evaluation (Bray, n.d. Ajzen, 2020) [1].

Each stage is affected by internal and external factors: individual motivations, peer influence, perception of value, social norms, perceived risk, and available information.

High involvement products are those that matter more to the consumer: higher cost, higher perceived risk, more time spent in thinking & comparing. Examples include houses, cars, premium electronics, financial products. In these cases. Consumers tend to spend more time & effort in information search, using both online (reviews, forums, technical specs) and offline sources (salespeople, expert opinion). Perceived risk (financial, performance, social) is elevated; risk reduction strategies such as warranties, strong brand reputation, trial periods, peer reviews become very important. Emotional and symbolic value often joins rational attributes, especially when the product's visibility or social meaning is high. A paper titled, "Purchase Decisions for High Involvement Products" (Santandreu et.al.) [2] shows that for high involvement purchases, the decision making is more rational, longer, with stronger emphasis on comparison and risk evaluation.

### *The Role of Involvement in Decision Depth*

#### 1. Information search & alternatives

Younger consumers search broadly, using many sources including peer reviews, influencers, social media. Older consumers often restrict their consideration sets: they may start with fewer brands, rely more on trusted or familiar sources, and value expert opinions. For example, *Influence of consumer reviews on online purchasing decisions in younger and older adults* finds that while both groups use reviews, younger adults rely more on volume of reviews and peer content; older adults more on credibility and trustworthiness of sources.

#### 2. Risk perception & involvement

For high-involvement products, perceived risk factors (financial loss, performance failure, social disapproval) are stronger deterrents, especially among older consumers. Younger consumers may

perceive these risks but sometimes accept them in exchange for social reward, novelty, or status.

### 3. Decision criteria & attribute weights

Younger shoppers usually care more about things like how trendy a brand feels, how the product looks, and what their friends or social circle think about it. Older buyers, on the other hand, often focus on how long the product will last, the quality of customer service, the overall cost of owning it, and whether it's truly practical and dependable.

### 4. Behaviour at purchase & post-purchase

Younger consumers may depend on discounts, promotions, influencer deals; may act quickly if peer opinion or trend is in favour. Post-purchase, younger people share opinions online, may switch brands if expectations are not met. Older consumers often deliberate more expect reliability; post-purchase evaluation emphasises performance, value, and may generate loyalty based on satisfaction over time.

### 5. Effect of involvement

The level of involvement (degree of personal relevance, risk, or perceived consequence) magnifies age differences. High involvement scenarios widen the gap: younger and older consumers diverge more in search depth, risk mitigation strategies, information sources, etc. Research paper on- Investigating the Role of Brand in Forming the Consumer Involvement Seyed Fathollah Amiri Aghdaie [3] found that involvement has significant positive relationship with all decision stages. Also, younger consumers showed stronger involvement that is, involvement affected them more in earlier stages.

## **Objectives**

The primary goals are:

- ◆ To explore the impact of product involvement and perceived risk on the depth of decision-making, particularly in high-involvement purchases such as cars, houses, and premium electronics.
- ◆ To examine how personal, social, and economic factors shape consumer decision making across different product categories, ranging from daily essentials to high value purchases.
- ◆ This study looks at how people search for and judge information whether it's through online reviews, influencers, friends, or expert opinions and how much credibility and trust influence the choices they finally make.

## **Purpose of the Study**

The purpose of this research is to investigate the psychological, social, and economic factors that influence purchase decisions for both routine and high-value products, specifically within the age

ranges of 18-27 and 28-40 and people above 40+ years. By testing how these factors differ by age, product involvement, and perceived risk, the study aims to map out behavioural patterns that underlie product selection and purchase intent.

## **Research Methodology**

### *1. Research Design*

This study uses a descriptive exploratory design to understand how consumers make high-value purchase decisions. The descriptive part maps current buying patterns, while the exploratory aspect looks at how involvement, perceived risk, and digital cues like online reviews and influencer content shape choices.

### *2. Data Collection*

Information was gathered through a structured questionnaire shared online to reach people with different levels of digital exposure. The survey mixed close-ended questions for statistical analysis with a few open-ended prompts to capture personal experiences in buying high-value items such as vehicles, premium electronics, or financial products. Follow-up interviews with a small number of participants added context on how attitudes and social influence affected decisions.

### *3. Sampling Technique*

A purposive sampling approach was used, focusing only on individuals who had made at least one major purchase within the last year. In total, 50 valid responses were collected, providing enough diversity for analysis while keeping the data set manageable. This ensured that all participants had firsthand experience with high-involvement buying and could share meaningful insights.

## **Literature Review**

### **Consumer Buying Decisions for High-Involvement Products**

#### *1. High-Involvement Products and Risk*

Studies show that expensive or meaningful products trigger deep information search and careful evaluation. Research on housing purchases (Wiley, 2022) [4] confirms that reputation, technical features, and social approval strongly shape purchase intentions.

The main point is that when something feels expensive or personally important, people spend extra time researching and look for reassurance like a strong brand reputation or trustworthy reviews before making a purchase.

#### *2. Influence of Age on Buying Behaviour*

Age plays an important role in shaping how people search for information and what kind of evidence they trust before making a purchase.

For younger consumers (18-27), research shows they explore a wide variety of sources social media, influencer content, and peer reviews are all part of their routine (Filieri, Alguezaui, & McLeay, 2022)

[5]. They respond strongly to social proof and popular trends and often give more weight to a product's style or brand image than to durability or long-term value (Eastman & Liu, 2012) [6]. Younger buyers also tend to share feedback quickly and have no hesitation in switching brands if a product fails to meet their expectations (Duffett, 2017). [7]

By contrast, older consumers (28-40 and beyond) prefer to stay with a smaller set of trusted brands and rely more on expert opinions or long-standing reputations (Meyers-Levy & Loken, 2015) [8]. They value durability, reliable service, and the total cost of ownership.

Evidence from a Decision Support Systems study on consumer reviews across age groups indicates that younger adults often focus on the number of reviews, while older adults are more concerned about the credibility of the source (Filiari et al., 2022) [5]. A study in *Frontiers in Psychology* further highlights that older buyers are more likely to accept a slightly higher price if the product is framed positively in emotional terms (Kim et al., 2016) [9].

### 3. *Perceived Risk and Involvement as Key Drivers*

Perceived risk-financial, functional, and social plays a central role in consumer decision-making and often determines how much effort someone puts into research. A study by (Amiri Aghdaie et al., 2014) [3] found that when involvement is high, people spend more time searching for details and carefully evaluating alternatives.

### 4. *Digital Cues and Online Reviews*

The rise of e-commerce and social platforms has made online reviews, influencer credibility, and star ratings key factors in how consumers evaluate products. An eye-tracking experiment reported in *Frontiers in Psychology* revealed that negative reviews attract more attention than positive ones, especially when the purchase involves high-value items (Chen et al., 2022). [10]

Studies on the "bandwagon effect" also show that a large volume of positive reviews can push buyers toward a product, particularly in high-involvement decisions (Lee & Choeh, 2018) [11]. Younger buyers are naturally drawn to such signals and often trust social proof more while older shoppers scrutinize the reliability of each review and look for verified sources (Filiari et al., 2022) [5].

### 5. *Synthesis and Gaps*

When the above findings are brought together, several consistent patterns emerge:

- High involvement leads to deeper search and a greater reliance on credible information (Amiri Aghdaie et al., 2014) [3].
- Perceived risk motivates consumers to seek expert reviews, warranties, and trusted brands (Bauer

et al., 2020) [12].

- Social norms and digital proof matter more for younger buyers, especially those influenced by peer networks and online communities (Duffett, 2017) [7].

However, there are still gaps. Most existing studies are based in Western markets; scholars such as (Singh and Kaur, 2021) [13] note that countries like India need more context-specific evidence.

### Implications for Marketers

These insights provide practical guidance for marketing strategies. For younger buyers marketers should emphasize influencer endorsements, peer reviews, and social status benefits (Duffett, 2017) [7]. For older buyer reliability, strong service guarantees, and detailed product specifications are critical (Meyers-Levy & Loken, 2015) [8]. Across all age groups reducing perceived risk through clear return policies, warranties, and transparent communication can build trust and encourage purchase (Bauer et al. 2020) [12].

### Questionnaire And Responses

This Google form aims to explore how these factors work together in the minds of consumers. It will look at how personal attitudes, family or peer pressure, income levels, and even subtle cues like store layout or online reviews guide people through the process of recognizing a need, evaluating options, and finally making a purchase.

(All the responses are attached right below the questions respectively) Q- Question R-Response

Q.1 In the last month, how many times have you shopped online?

- Never
- 1-2 times
- 3-5 times
- 6-10 times
- More than 10 times

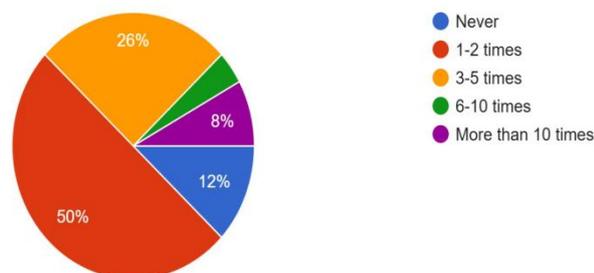
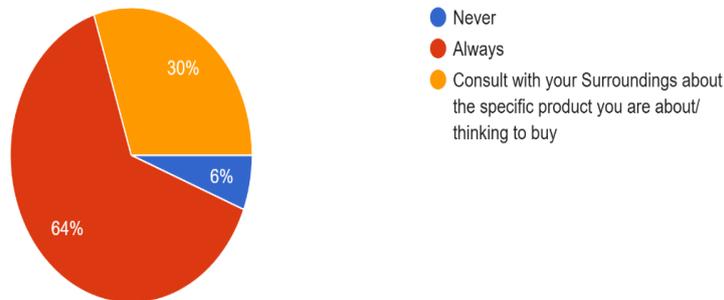


Figure 1: How many times a person shopped online last month

In figure 1-50% of respondents bought online 1–2 times, 26% bought 3–5 times, 12% did not shop online at all, 8% bought more than 10 times, and about 4% bought 6–10 times. The majority of people shop online only once or twice a month, while a smaller group buys three to five times. A few don't shop online at all, and only a small handful are heavy online buyers.

Q.2 When you're buying something expensive (like a gadget or home appliance), how often Do you check online reviews first?

- Never
- Always
- Consult with your surroundings about the specific product you are about/thinking of buying

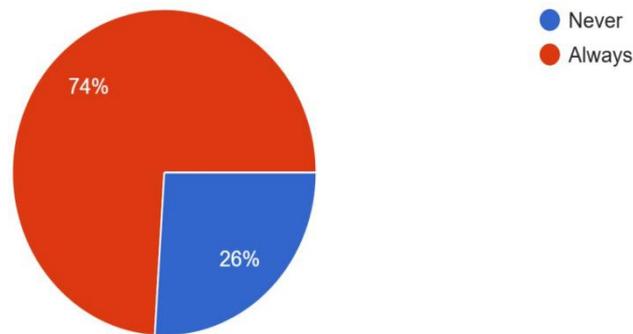


**Figure 2: When buying something expensive how often do they consult online reviews**

In figure 2- 64% “Always” check online reviews, 30% consult people around them (friends/family), and 6% never check reviews. When it comes to costly purchases, reviews really matter. Nearly two-thirds said they always check them, while another third turn to friends or family for advice. Only a very small share doesn't check at all.

Q.3 For everyday items (like toothpaste or snacks), how often do you stick to your usual brand instead of trying something new?

- Never
- Always

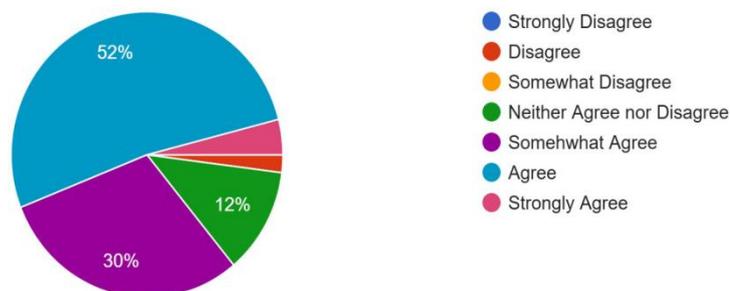


**Figure3: Choosing the everyday use brand rather than choosing something new**

In figure 3- 74% stick with their usual brand for everyday items, while 26% do not. For daily-use products like snacks or toothpaste, three out of four people stick to the brand they already know. Only a quarter are willing to switch.

Q.4 I usually feel good about buying [PRODUCT] when I need it.

- Strongly Disagree
- Disagree
- Somewhat Disagree
- Neither Agree nor Disagree
- Somewhat Agree
- Agree
- Strongly Agree



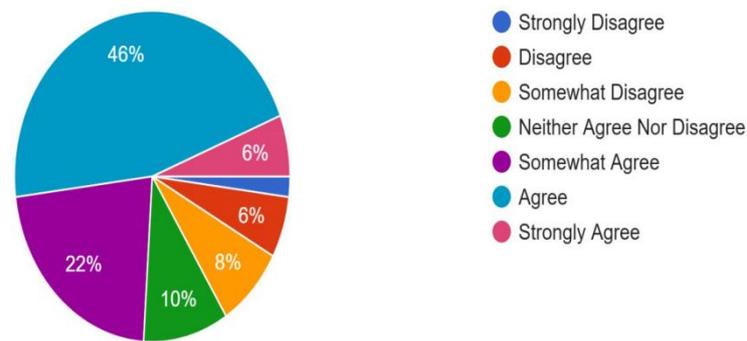
**Figure 4: Feeling good/positive about buying the product**

In figure 4 A majority (about 52 %) “Agree,” 30 % are “Somewhat Agree,” about 12 % are neutral, and only a small share express disagreement. A clear majority feel positive about buying the product

when they need it, with just a small portion expressing hesitation.

Q.5 I feel sure that I can buy [PRODUCT] if I decide to.

- Strongly Disagree
- Disagree
- Somewhat Disagree
- Neither Agree Nor Disagree
- Somewhat Agree
- Agree
- Strongly Agree

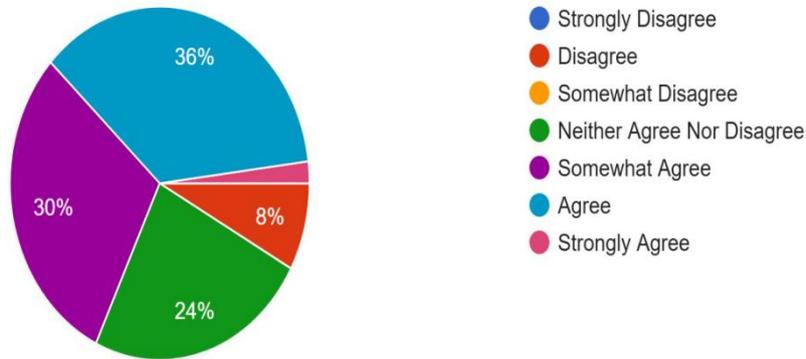


**Figure 5: Feeling sure about buying the product if they want to**

In figure 5, 46% “Agree,” 22% “Somewhat Agree,” 10% neutral, and smaller shares express disagreement; a small portion “Strongly Agree.” Nearly half feel confident they can buy the product if they want to, while some are only somewhat sure and a few remain uncertain.

Q.6 If I need [PRODUCT] in the next month, I plan to buy one.

- Strongly Disagree
- Disagree
- Somewhat Disagree
- Neither Agree nor Disagree
- Somewhat Agree
- Agree
- Strongly Agree

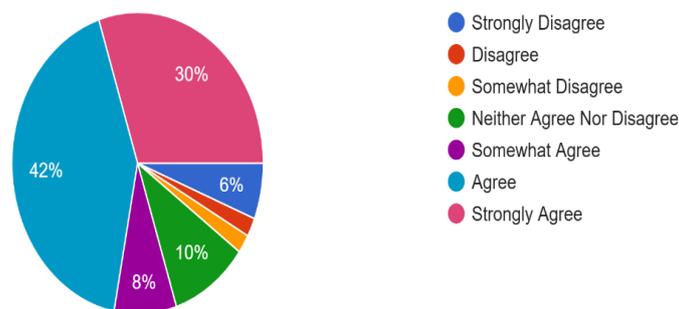


**Figure 6: When needing to buy the product next month**

In figure 6, 36% “Agree,” 30% “Somewhat Agree,” 24% neutral, and about 8% disagree, with a very small strongly-agree slice. More than a third said they plan to buy within the next month if they need one, and another third are leaning that way. Around a quarter are undecided.

Q.7 When I need [PRODUCT], I try to compare options before making a choice.

- Strongly Disagree
- Disagree
- Somewhat Disagree
- Neither Agree nor Disagree
- Somewhat Agree
- Agree
- Strongly Agree

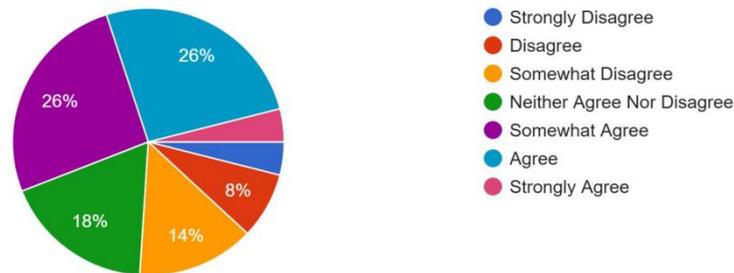


**Figure7: Finding the best option before buying**

In Figure 7, 42% “Agree,” 30% “Strongly Agree,” 10% neutral, and smaller percentages in the other categories. Most respondents said they compare different options before deciding. Very few skip this step.

Q.8 I tend to make quick decisions when buying things like [PRODUCT].

- Strongly Disagree
- Disagree
- Somewhat Disagree
- Neither Agree nor Disagree
- Somewhat Agree
- Agree
- Strongly Agree

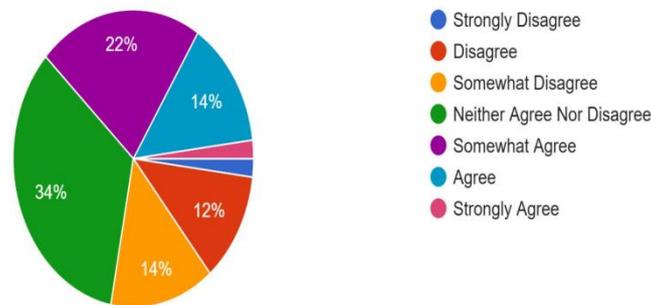


**Figure 8: Making quick decisions when buying a product**

In Figure 8, 26% “Agree,” 26% “Somewhat Agree,” 18% neutral, 14% “Somewhat Disagree,” 8% “Disagree,” and smaller strongly agree/disagree slices. About half admitted they make quick purchase decisions, while the other half either take their time or aren’t sure.

Q.9 Buying [PRODUCT] feels like a big financial risk.

- Strongly Disagree
- Disagree
- Somewhat Disagree
- Neither Agree nor Disagree
- Somewhat Agree
- Agree
- Strongly Agree

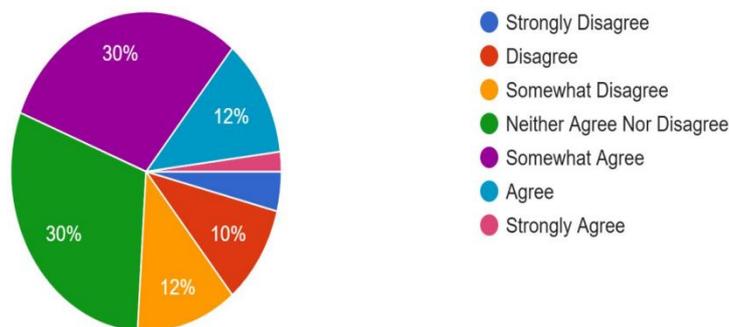


**Figure 9: High Financial Risk**

In Figure 9, 34% neutral, 22% “Somewhat Agree,” 14% “Agree,” 14% “Somewhat Disagree,” 12% “Disagree,” small tails for strong positions. Some people feel buying the product is a financial risk, others don’t see it that way, and many sat in the middle.

Q.10 Buying [PRODUCT] feels risky because what others think of it matters to me.

- Strongly Disagree
- Disagree
- Somewhat Disagree
- Neither Agree nor Disagree
- Somewhat Agree
- Agree
- Strongly Agree



**Figure 10: Thinking about others opinion**

In figure 10, 30% “Somewhat Agree,” 30% neutral, 12% “Agree,” 12% “Somewhat Disagree,” 10% “Disagree,” small minorities strongly agree/disagree. Responses were balanced here, with many either neutral or only somewhat agreeing that others’ opinions matter. A smaller share felt strongly one way

or the other.

### **Analysis and Findings**

This study set out to understand how consumers approach high-value buying decisions and what psychological, social, and digital factors guide them from need recognition to purchase and post-purchase reflection. A structured questionnaire gathered 50 valid responses, supported by brief follow-up interviews. The findings below combine survey statistics with observed behavioural patterns to give a clear picture of modern consumer decision-making.

#### **1. Questionnaire Results**

The survey explored online shopping habits, use of reviews, brand loyalty, risk perception, and attitudes toward decision-making.

##### *Shopping Frequency*

Half of the respondents reported shopping online 1–2 times in the last month, while 26% shop 3–5 times. Only 8% shop more than ten times, and 12% reported no online shopping at all. This shows that while online shopping is widespread, heavy repeat buying is still rare.

##### *Role of Reviews in Expensive Purchases*

When making a costly purchase, 64% of participants said they “always” check online reviews, while 30% consult friends or family. Only 6% never check reviews, highlighting how online opinions are now a standard part of decision-making for high-value items.

##### *Brand Loyalty for Everyday Items*

For daily necessities like snacks or toothpaste, 74% stick with their usual brand, while just 26% are willing to try something new. Habit and trust dominate routine, low-involvement purchases.

##### *Confidence and Purchase Intent*

A strong majority (52%) agreed that they feel good about buying when needed, and 46% said they are sure they can buy if they choose to. About 36% plan to purchase within the next month if necessary, while another 30% are leaning that way.

##### *Decision-Making Style*

Most respondents (42% agree, 30% strongly agree) compare different options before buying. Yet about half admitted they sometimes make quick decisions (26% agree, 26% somewhat agree), suggesting a balance between careful planning and occasional impulse.

### *Risk Perception*

Financial risk perception is mixed: 34% neutral, 22% somewhat agree, and only 14% strongly agree that buying feels financially risky.

Performance risk stands out more: 28% agree and 30% somewhat agree that the product might not meet expectations.

Social risk (concern over others' opinions) is low: 30% neutral, 30% somewhat agree, and only 12% agree.

### *Digital Influence*

Trust in online reviews is high: nearly 70% express some trust, and 46% say a high product rating (around 4.5/5) strongly influences them. Influencer endorsements matter to some (30% somewhat agree) but are far less persuasive than peer reviews and ratings.

## **2. Key Result Findings**

From these responses, several key findings stand out:

### *High-Involvement Purchases Depend on Reviews*

Online reviews are the most consistent factor shaping decisions on high-value purchases. Nearly two-thirds of respondents will not buy an expensive product without first checking reviews.

### *Different Behaviours for Different Purchases*

For everyday items, consumers remain loyal to familiar brands, but when the stakes rise, they research extensively and compare multiple options.

### *Performance Risk Matters Most*

Consumers are less worried about the financial cost itself than about whether the product will perform as promised, making quality assurances and warranties critical.

### *Digital Trust with Caution*

Ratings and peer reviews are influential, but influencer marketing plays a smaller role, suggesting consumers prefer authenticity over hype.

### *Confidence Fuels Purchase Intent*

Those who feel in control and financially capable are more likely to plan a purchase soon, supporting the Theory of Planned Behaviour's link between perceived control and action.

## **3. Key Insights**

### *Involvement Shapes Effort*

The higher the price or personal relevance, the more time consumers spend comparing and gathering information, reflecting classic high-involvement buying patterns.

### *Generational Nuances Without Sharp Divides*

Younger consumers tend to rely on social media and peer reviews, while older shoppers place more

weight on source credibility. Despite this, both groups depend on reviews, showing a universal need for trustworthy information.

#### *Experience Reinforces Habit*

Routine purchases show strong brand loyalty, proving that when perceived risk is low, familiarity and habit dominate decision-making.

#### *Practical Guidance for Marketers*

Transparency, visible ratings, and verified reviews are critical. Return policies and warranties reduce perceived risk and build consumer confidence, converting interest into actual purchases.

### **Limitations and Drawbacks**

While the study provides useful insights, a few limitations must be acknowledged

#### *Sample Size and Representation*

With 50 respondents, the study offers depth but limits broad generalisation.

#### *Urban and Digital Bias*

Most participants were digitally active and likely urban or semi-urban. Rural or less tech-savvy groups may behave differently.

#### *Self-Reported Data*

The survey relies on participants' self-assessment, which may include memory gaps or socially desirable responses.

#### *Product Category Variability*

"High-involvement products" ranged from electronics to vehicles to financial products. Each category may involve different risk perceptions and decision criteria.

### **Suggestions**

- ◆ Increase the number of participants to make the findings more broadly applicable. Although this study offers valuable insights, the small number of participants limits how well the findings can represent the wider consumer population. Expanding the sample size would make the results more reliable and easier to generalize. Future research could widen the sample size and include participants from diverse backgrounds rural, urban, tech-savvy, and less digitally exposed, to capture a fuller picture of consumer behaviour.
- ◆ Differentiate product categories more clearly. High-involvement products vary widely from electronics to vehicles to financial investments. Each carries different risks and decision-making processes. Future studies should separate these categories and compare them individually, which would help highlight unique behavioural patterns tied to each type of product.
- ◆ Include cross-cultural and regional perspectives. Most existing research, and this study as well, leans heavily on urban, digitally literate respondents. Including insights from rural areas or culturally diverse regions could show how factors like social norms, income, and access to digital

platforms influence buying habits. This would make the findings more applicable in places like India, where consumer behaviour varies widely.

- ◆ Examine long-term post-purchase behaviour While this study touched on satisfaction and confidence, future research could track consumers over time to see how loyalty, regret, or repeat purchases evolve. This would show how one decision influences the next and whether risk-reduction strategies (like warranties or strong reviews) truly sustain long-term trust.
- ◆ Diving deep into the impact of digital influence While reviews and ratings clearly affect buying decisions, not all of them carry the same weight. Future research could examine how consumers assess the trustworthiness of reviews, the effects of fake feedback, and the difference between verified and unverified sources.

## CONCLUSION

- This research paints a detailed picture of today's consumer decision-making. For high-value purchases, online reviews and peer ratings dominate, while social approval and influencer marketing play supporting roles. Routine purchases, however, are driven by habit and brand loyalty. Consumers worry more about performance risk than financial cost, seeking assurance that the product will meet expectations.
- For marketers, the lesson is clear trust and transparency are key. Highlighting authentic reviews, providing clear return policies, and offering strong warranties can lower perceived risk and build buyer confidence. For consumers, recognising these behavioural patterns such as reliance on digital reviews and the tension between careful evaluation and occasional impulse can help them make more deliberate, informed choices.
- Despite its modest scope, this study provides a grounded look at how modern consumers weigh information, risk, and social cues when making both routine and high-stake purchases. It offers a foundation for larger studies and practical guidance for businesses seeking to connect with today's cautious yet digitally engaged buyers.

## REFERENCES

1. Bray, J. P. (2008). *Consumer behaviour theory: Approaches & models* [Discussion paper]. Bournemouth University.  
[https://eprints.bournemouth.ac.uk/10107/1/Consumer\\_Behaviour\\_Theory\\_-\\_Approaches\\_%26\\_Models.pdf](https://eprints.bournemouth.ac.uk/10107/1/Consumer_Behaviour_Theory_-_Approaches_%26_Models.pdf)
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, 2(4), 314–324. <https://doi.org/10.1002/hbe2.195>
2. Santandreu, J., & Shurden, M. C. (2017). Purchase decisions for high involvement products: The new generation of buyers. *Journal of Marketing Development and Competitiveness*, 11(2), 88–92.

- [https://www.na-businesspress.com/JMDC/SantandreuJ\\_Web11\\_2\\_.pdf](https://www.na-businesspress.com/JMDC/SantandreuJ_Web11_2_.pdf)
3. Investigating the Role of Brand in Forming the Consumer Involvement Seyed Fathollah Amiri Aghdaie Volume 3, Issue 1. March 2014.  
[https://www.academia.edu/22460567/Investigating\\_the\\_Role\\_of\\_Brand\\_in\\_Forming\\_the\\_Consumer\\_Involvement\\_ROYA\\_HONARI](https://www.academia.edu/22460567/Investigating_the_Role_of_Brand_in_Forming_the_Consumer_Involvement_ROYA_HONARI)
  4. Research on Housing purchases Willey, Zhang, J., & colleagues. (2022). Real estate investors and the U.S. housing recovery. *Journal of Real Estate Research*. <https://doi.org/10.1111/1540-6229.12396>
  5. Filieri, R., Alguezaui, S., & McLeay, F. (2018). What makes information in online consumer reviews diagnostic over time? *Computers in Human Behavior*, 81, 67–78.  
<https://doi.org/10.1016/j.chb.2017.10.039>
  6. Eastman, J. K., & Liu, J. (2012). The impact of generational cohorts on status consumption: An exploratory look at generational cohort and demographics on status consumption. *Journal of Consumer Marketing*, 29 (2), 93–102. <https://doi.org/10.1108/07363761211206348>
  7. Duffett, R. G. (2017). Influence of social media marketing communications on young consumers' attitudes. *Young Consumers*, 18(1), 19–39. <https://doi.org/10.1108/YC-07-2016-0062>
  8. Meyers-Levy, J., & Loken, B. (2015). Revisiting gender differences: What we know and what lies ahead. *Journal of Consumer Psychology*, 25(1), 129–149.  
<https://doi.org/10.1016/j.jcps.2014.06.003>
  9. Kim et al, Peng, H., et al. (2016). Age differences in consumer decision-making under option framing. *Frontiers in Psychology*, 7, Article 1736. <https://doi.org/10.3389/fpsyg.2016.01736>
  10. Chen, T., Samaranayake, P., Cen, X., Qi, M., & Lan, Y.-C. (2022). The impact of online reviews on consumers' purchasing decisions: Evidence from an eye-tracking study. *Frontiers in Psychology*, 13, 865702. <https://doi.org/10.3389/fpsyg.2022.865702>
  11. Do Bandwagon Cues Affect Credibility Perceptions Sai Wang, Tsz Hang chu, Guanxiong Wong Bandwagon effects and online review volume in e-commerce.  
<https://journals.sagepub.com/doi/full/10.1177/00936502221124395>  
<https://doi.org/10.1177/00936502221124395>
  12. Bauer et al., Zhang, X. (2020). The impact of perceived risk on consumers' cross-platform buying behavior. *Frontiers in Psychology*, 11, 592246.  
<https://doi.org/10.3389/fpsyg.2020.592246>
  13. Kaur, H., & Singh, P. (2021). Perceived risk, trust, and online purchase intention in mobile shopping apps. *Journal of Retailing and Consumer Services*, 61, 102519.  
<https://doi.org/10.1016/j.jretconser.2021.102519>