**INTRODUCTION:**

The era of social media and dramatic improvement on Internet changed the life style of people for making product purchase online. The product purchase is relied on reviews/comments of customers who earlier done online purchase of products. The large volume of reviews and some other information regarding products available on the social media websites make challenging for the public for better decision or sometimes leads wrong decision on purchasing products. Also for a product, there can be many manufacturers and sellers and hence large volume of product comments with sellers and manufactures can confuse customers for right decision of product purchasing. Thus the problem arises from reviews/comments, star ratings posted on social media and websites. Sometimes people think that whether the posted reviews/comments, star ratings are really genuine or fake. Those people not ready to accept the reviews on social media and websites, can believe the reviews are fake, not genuine.

The reviews doubts on comments have motivated for this research work. Typically most of the research works on fake review detection done only for manufacturers, sellers, and business perception which could be for the orientation of business and organization. This proposed research work carried out for customer perception as well as on business perception towards reviews. In business perception, sellers and manufacturers only maintain their online shopping portal. Using their own login credentials, sellers and manufacturers retrieve the reviews posted on their website which help organization to remove fake reviews. But public doubt is, the sellers and manufacturers maintain their online shopping portal and hence possibility is there for posting reviews by themselves with positive opinion of their products and brands.

In customer perception, they cannot have information concerning fake or genuine reviews. Also the business competition and business politics, opposite sellers and manufacturers can post fake reviews for degrading the market value of opponent product and brand. These issues are considered in this research work.