

Influence of Online Reviews on Online Shopping Continuance

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Abstract-Electronic commerce has helped customers to buy products within the comfort of their homes. Online businesses continuously struggle as the re-purchase intention of customers becomes a cause of the interplay of various factors. Numerous studies have looked into how internet product reviews affect buying decisions. This research examines consumer perceptions of customers with regard to the usefulness, credibility, volume, brand image and contextual images of online customer reviews (OCR) appearing on online shopping websites. Empirical data was collected from 163 customers and the study reveals that OCR Perceived Usefulness, OCR Credibility, Volume of OCR, Brand Image and Contextual Images has a positive impact on Customer satisfaction and Customer intention towards shopping continuance.

Key Words: Online Customer Review (OCR), Perceived Usefulness of OCR, Volume of OCR, Credibility, Brand Image, Contextual Images

INTRODUCTION

The way people shop nowadays has changed as a result of the internet. People used to buy from brick-and-mortar stores before E-commerce (Electronic Commerce) came into being. With the advent of E-Commerce and rising number of E-Websites, people started buying goods and services within the comfort of their homes. Online shopping permitted businesses to share information, place orders and make digital payments electronically. Online shopping has exploded as a growing number of customers buy more and more varied things there since the late 1990s. Research on the causes of consumer acceptance of online shopping has drawn a lot of attention since it is crucial to the success of online merchants to figure out how to draw and keep customers.

Online retail sales have increased in recent years in a global scale. As the size and popularity of the internet grow. It is being adopted by and acquainted with an increasing number of users as a tool for information-seeking and online commerce (Hill and Beatty, 2011; Keisidou et al., 2011). Customers that appreciate internet shopping's ease and time savings

are those who are most likely to prefer it (Pate and Adams, 2013). As per comScore quarterly State of Retail report, 198 million U.S consumer bought things online i.e., 78% of US customers aged above 15 made online purchases in the second quarter of 2014 (ComScore, 2014).

The dynamism in the consumer-brand connection brought about by technical advancements, the digital marketplace, and online social networks tests brands' ability to effectively identify and respond to changes in customer decision-making. To that aim, providing greater service quality online is on par with offline services in terms of consumer satisfaction. The competition among Ecommerce websites is increasing and there is a healthy environment that enables value addition to the online shopping community. Superior customer value is a crucial component of assuring business success (Higgins 1998; Huber et al. 2001; Porter 1996; Reichheld et al. 2000), hence it is crucial that digital content suppliers are able to aid clients in creating value expectations and associations.

It is vital to gain a greater understanding of how consumer value evolves in the digital content industry, both generally and in the context of particular sectors. This won't be a simple process since not only is this a market where new technology advancements are always presenting new opportunities for packaging, customizing, and accessing digital content, but also because the idea of customer value is still a subject of much controversy in general (Gronroos 2006; Khalifa 2004). Customer reviews is the information regarding various aspects of the products and services sold in online shopping space. Online Customer Reviews (OCR) plays an important role in online shopping nowadays. Jupiter's research in 1999 found that since 57% of consumers read online consumer evaluations before making a purchase, OCR information is a crucial source for consumers to learn about the product (Godes, 2004). According to Forrester's research from 2000, more than 50% of young consumers would buy movies, CDs, and games based on suggestions from OCR information.

Online customer reviews on particular products are valuable knowledge derived from their prior experiences, according to Park and Lee's (2007) claim that they are a component of OCR information. As a result, the reviews have a significant impact on other consumers' purchasing decisions.

Online customers read previous customer reviews before purchasing a product, by which customer gets satisfaction and trusts the product before buying it. However, the aim of the study is to find the influence of reviews in online shopping continuance. During the study, some of the factors such as OCR Perceived Usefulness, OCR credibility, Volume of OCR, Brand Image are found relating to customer satisfaction.

RESEARCH OBJECTIVE

The objective of the study is to determine the factors that influence customer's intention towards online reviews during online shopping and to study the investigation of different online platforms, behavior of customers and perceived trust of users towards a site. The paper highlights academic approaches and underlines the need for further research rather on the issue.

LITERATURE REVIEW

For more than ten years, the Internet has fueled consumer empowerment (Pires et al., 2006). Due to the growth of e-commerce, brick-and-mortar retailers are steadily but inevitably going out of business (Quora, 2017). Online retailers are more convenient for clients than traditional ones (Business.com, 2017). Customers can place orders from the comfort of their own homes, pay with a credit card, and then wait for the delivery of their purchases. Consumers frequently have access to dozens or hundreds of product reviews as they look for product information and compare product alternatives online. Along with expert reviews, expert product reviews, and customised advice produced by automated recommendation systems, these customer reviews are offered. Each of these choices has the potential to benefit a potential client. It is essential for businesses to have a deeper grasp of not only consumers' online shopping habits but also consumers' opinions on all aspects that are best suited to the demands of online shopping. The various factors that has been studied through various studies draws relationships between online customer reviews and its effect on customer satisfaction level. User-generated and social commerce platforms

typically use performance metrics known as consumer ratings (Filieri and McLeay, 2014; Sparks and Browning, 2011). Consumer ratings may influence the customer satisfaction and continuance intention of UGC platforms by facilitating consumers' quick identification of the alternatives that are optimal for them (based on many other users' judgments). According to earlier research (Filieri and McLeay, 2014; Filieri, 2015; Sparks and Browning, 2011; Ye et al., 2011; Filieri et al., 2020), customer reviews have a significant impact on a variety of consumer behaviours, including booking intentions, consumer choice, information evaluation, and adoption. The importance of expert evaluations (Chen and Xie 2005), online recommendation systems (Bakos 1997; Chen et al. 2004; Gretzel and Fesenmaier 2006), and the positive impact feedback mechanisms can have on customer trust have all been well studied in previous research.

Providing and maintaining client satisfaction is the primary problem in online buying. A service-focused strategy is essential for surviving in a highly competitive online world. Customers must receive exceptional service from a business if they are to return and remain devoted to it (Gounaris et al., 2010). The secret to success in e-commerce is a website with good system quality, information quality, and electronic service quality (Sharma and Lijuan, 2015). The idea of e-service quality has been researched widely. Customer happiness, customer repurchase intentions, and overall e-service quality all significantly correlate with the qualities of e-service quality, while word-of-mouth does not (Blut et al., 2015). On the basis of Taiwanese online shopping experiences, Tsao et al. (2016) researched the impact of e-service quality on online loyalty and found that system quality and electronic service quality had large effects on perceived value, which in turn had a significant impact on online loyalty.

Additionally, Gounaris et al. (2010) discovered that three consumer behaviour intents—purchase intentions, site revisits, and word-of-mouth marketing—were positively impacted by e-service quality. Blut (2016) showed that for American online buyers, e-service quality has a favourable impact on customer satisfaction, repurchase intention, and word-of-mouth (WOM). As a result, there are disparities in the methodology and results of the existing research about the quality of e-services, and no clear conclusions can be drawn (Gounaris et al., 2010).

Customer satisfaction mediates the effect of the independent variables on continuance intention (Raffaële Filieri et al, 2020). Lobel Trong Thuy Tran (2020) add to ideas about online reviews that textual comments play an important role in situating consumer opinions while contextual images clarify a consumer's understanding of ambiguous products or services. Loc Tuan Leb et al (2018) verified that at high levels of online ratings, continuance intention rapidly increases as e-satisfaction increases. Dr. Hamidon Katan confirmed that only users' perceptions are not enough for a better online shopping service. Other important factors like technology fitness to the task satisfaction, confirmation of user's expectations, usefulness and trust play important role in continuation of online shopping. Significant effects of confirmation on

usefulness and satisfaction have been validated. Analysis of Li Xiang et al (2018) showed that the continuance intention of consumers to contribute OCR has three significant antecedents: satisfaction, affective commitment, and continuance commitment.

RESEARCH HYPOTHESIS

The research hypotheses are represented in Figure 1. Continuance intention, as perceived by the customer, is proposed to directly influence customer satisfaction. As for the indirect effects, it is suggested that satisfaction with the core service influences OCR Perceived Usefulness (H1), OCR Credibility (H2), Volume of OCR (H3), Contextual Image (H4) and Brand Image (H5). The reasoning for these hypotheses is explained below.

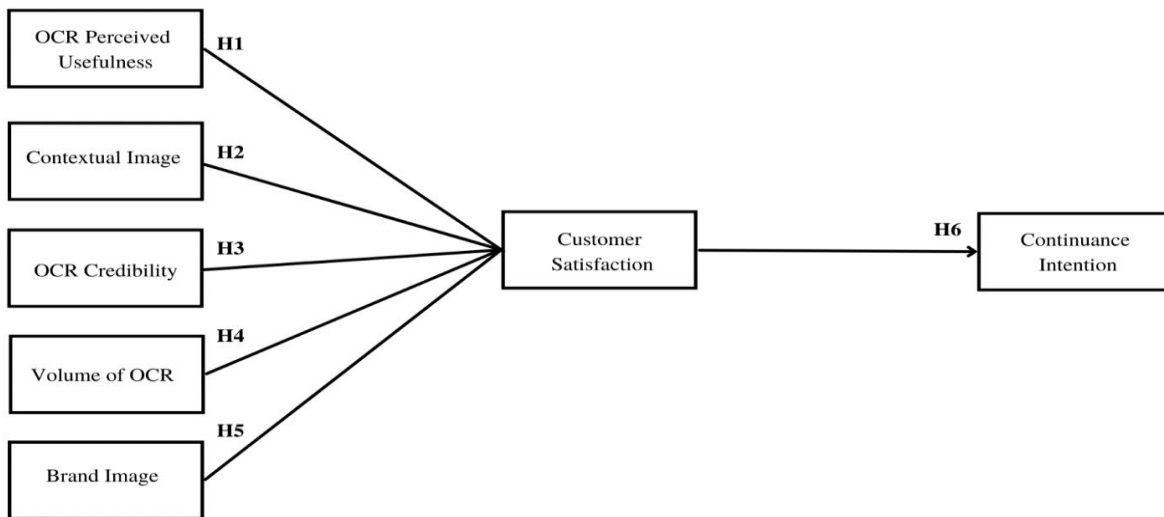


Fig 1. Influence of online reviews on online shopping continuance

OCR Perceived Usefulness

The term PU in this study refers to the review content rather than the technology or platform. The usefulness of the information provided in OCRs can help consumers gain a better understanding of and familiarity with the product/service. Users like useful OCRs because they supply valuable information that they wouldn't be able to find otherwise. Useful OCRs provide diagnostic information that allows buyers to better understand a product's quality and how it will operate before purchasing it. As a result, they have a significant impact on consumer decision-making because they influence information diagnosticity, buy intentions, and product sales. They also help to mitigate the cost burden of review valence. Based on these findings, we hypothesise that the perceived utility of OCRs is an important factor that leads to satisfied customer experience.

H1a: OCR Perceived usefulness has positive impact on CS

H1b: OCR Perceived usefulness has negative impact on CS

OCR Credibility

Consumers cannot objectively evaluate services before purchasing or trying them because they are intangible, perishable, heterogeneous, and indivisible. These features of services raise the level of risk associated with their purchasing. As a result, acquiring trustworthy information is critical in reducing risk in travellers' decision-making. Over time, OCRs have proven to be a valuable resource for travellers evaluating travel services before engaging in them. Customers who have already purchased a trip service are thought to provide honest feedback through OCRs. Many studies on OCR have concentrated on source credibility

theories, ignoring the importance of message credibility. Consumers' sense of a review's credibility is described as their belief that the information contained in the review is 'believable, true, or factual.'

We conclude, based on this research, that if consumers regularly receive credible information, their propensity to purchase products on the same platform in the future will increase.

H2a: OCR Credibility has positive impact on CS

H2b: OCR Credibility has negative impact on CS

Volume of OCR

The volume (number) of online customer reviews for a product shows the product's popularity as the word-of-mouth effect on the internet because it is connected to the product's sales volume. The product is more well-known and significant the more reviews there are. Referencing word-of-mouth (other people's comments) is a risk-reduction method that can do much to decrease or remove the uncomfortable sensation of buying anything without knowing what other people think about it or the exposure to risk. According to empirical research conducted in 2009 by Ren Chunhua and Liu Yezheng, OCR information credibility is positively correlated with quantity of the online reviews. As a result, the quantity of online customer reviews will influence consumers' satisfaction level and the intention to buy.

Therefore, this study contends,

H3a: The Volume of OCR has positive impact on CS

H3b: The Volume of OCR has negative impact on CS

Contextual Image

Images are the visual clues about the product that are offered as supplemental information in online customer reviews (OCRs) to make up for gaps in spoken descriptions, lowering buyer doubt. Pictures provide diagnostic value to textual reviews since they are frequently more expressive and concrete in their information than text is (Vazquez, 2019), and because perceived content vividness is linked to consumer digital engagement. This is particularly true when a verbal review's information value is poor and/or the review's content is vague (for instance, when a product is verbally described in a "soft tone" without compelling reasons) (e.g., when the quantity of reviews is low). Considering that more detected information cues would lead to higher perceived helpfulness in choosing the product to buy

and the satisfaction, the following hypothesis is developed,

H4a: Contextual images in OCR has positive impact on CS

H4b: Contextual images in OCR has negative impact on CS

Brand Image

Brand image is an opinion, viewpoint, or perception that consumers have of a specific brand over time as a result of using that brand's products and interacting with the company's distinctive brand identity. Brand image is how current or potential customers view the brand and associate with it. According to Huang, Schrank, and Dubinsky (2004), brand names or brand identity (image) are crucial for consumers making online purchasing decisions because their absence can cause them to perceive risks. According to Simonian, Forsythe, Kwon, and Chattaraman (2012), product brand image and online store image are the two main characteristics that lower a customer's perceived risk because there is no physical inspection of the products prior to purchase in an online purchasing scenario. According to Horppu, Kuivalainen, Tarkiainen, and Ellonen (2008), a customer's prior interactions with a brand and its perception influence their intentions for making online purchases as well as their satisfaction levels. Hence,

H5a: Brand image of the product purchased online has positive impact on CS

H5b: Brand image of the product purchased online has negative impact on CS

Customer Satisfaction

Customers' judgments of prior interactions, commercial activities, or experiences with an organisation or its products and services concerning their requirements and expectations are used to calculate customer satisfaction (CS). CS occurs when a technological product or service meets or exceeds the expectations of customers. In different technology contexts, such as web banking, the relationship between CS and continuance intention has been proposed. We hypothesize, based on the existing research, that when consumers are satisfied with a UGC platform, they will continue to use it in the future.

H6: CS has positive impact on CI

CI mediates the relationship between OCR Perceived Usefulness, OCR Credibility, Volume of OCR, Contextual Image and Brand Image and CS

Continuance Intention

Continuance intention is the intention of a customer to use a technology or a system continuously and without switching to other product or service providers. In the light of online shopping, continuance intention means the repeated purchase of a product or service from an E-Commerce merchant. The effect of satisfaction on the intention to continue online shopping in China was explored by Shang and Wu in 2017. Gao, Waechter, and Bai also confirmed that satisfaction has a significant impact on future mobile purchase intention (2015). In studies on mobile value-added services (Kuo, Wu, and Deng 2009), m-banking (Liébana-Cabanillas et al. 2017a); Susanto, Chang, and Ha 2016); mobile apps (Hsiao, Chang, and Tang 2016; Tam, Santos, and Oliveira 2018); and m-payment, satisfaction was also discovered to be a significant driver of continuance intention (Cao et al. 2018).

METHODOLOGY

Data collection and sample

Data Collection

To address our research goals, we used a survey. To test our hypothesis, we have employed Linear Regression Analysis and Correlation with a sample of 163 participants, comprising academics, staff, university students, and employees of business organizations, were sent the questionnaire online.

Sample Profile

Considering the demographics of the sample, 79.8% of the respondents were from the age group of 16 to 25 years old followed by 19.6% of age group of 26 to 35 years, with 62% being male and 38% being female respondents across people of 23 states of India.

Gender	Male	62%
	Female	38%
Age	16-25	79%
	26- 35	21%

Table 1. Demographics data

To gather information and to verify and confirm our theoretical model, a questionnaire was created. There are two sections to the questionnaire. Demographics-related questions are in the first section. The model's five constructs are measured by 17 questions in the second section. The items in the questionnaire are evaluated using a five-point Likert scale, where it includes a scale of 1 (Strongly

Disagree) to 5 (Strongly Agree) according to Raffaele Filieri et al (2020).

The instrument's whole contents were adopted from earlier relevant research and have been altered accordingly. Refer appendix for questionnaires used during study.

RELIABILITY AND VALIDITY

The measurement instrument's validity is evaluated using content validity and construct validity. The survey instrument's content validity was established by anchoring it in literature and theoretical investigations. Furthermore, the survey instrument was constructed in part based on previous research. Based on the recommendations, the survey instrument was updated with minor revisions. The content of internet reviews was represented in the final survey instrument. Cronbach's alpha values (α) for the factors were greater than 0.80 (see Appendix B), implying that the theoretical constructs were reliable.

DATA ANALYSIS

The analysis was designed primarily to identify the numerous underlying factors of online reviews that influence online shopping relevance. As a result, the constructs used to explore the numerous determinants, drivers for online buying, and constructs related to persistence were chosen based on readings from the existing literature (). To analyse the hypothesised model and test the presented hypotheses, SPSS 24 software was utilized.

The survey questionnaire's questions about online reviews and the construct include questions for all factors. To put the proposed models to the test, two independent regression analyses were run. Because the independent and dependent variables were both numerical, linear regression was used to test two hypotheses. The first was intended to examine how well the independent/predictor variable (online review qualities) influences the dependent/outcome variable (customer satisfaction). The second was intended to examine how well the independent/predictor variable (customer satisfaction) influences the dependent/outcome variable (continuance intention). However, tried principal component factor analysis and did not work appropriately. Therefore, instead of losing of factors of both independent variables while factor analysis, we followed the article by Corley et. al. (2018) where we did not do factor analysis instead,

we followed the article and found the average of the factors of the construct.

FINDINGS

The results of the regression analyses are presented in this section. The results of the linear regression (see Table 2) indicates that the factors have a positive impact on customer satisfaction and the significance level is 99%. From the correlation table, we can understand that both the independent variables and dependent variables are correlation either at 95% or 99% significance level. It could be inferred that OCR perceived usefulness (H1) is statistically significant with a t-value of 2.790 (p -value = 0.006) which has significance of 90%. Accordingly, hypothesis H1 is supported. OCR

credibility (H2) is statistically significant with a t-value of 4.073 (p -value < 0.001) with significance of 99%. Contextual Images (H3) has t-value of 2.164 (p -value = 0.032) with significance of 95%. Similarly, Brand image and volume of reviews has a significance of 95% and 90%. Moreover, based on the result of the linear regression, it could be inferred that the most of the factors significantly contribute to customer satisfaction.

On the other hand, the result of the linear regression of customer satisfaction with continuance intention (H6) have a positive impact on the perceived relevance of online reviews among shopping websites with a significance level of 90% which is presented in Table 3.

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-.133	.391		-.339	.735		
PerceivedUsefulness	.237	.085	.213	2.790	.006	.649	1.541
Credibility	.323	.079	.295	4.073	.000	.723	1.382
ContextualImages	.165	.076	.150	2.164	.032	.785	1.273
BrandImage	.195	.095	.144	2.061	.041	.774	1.291
Volume	.157	.082	.123	1.904	.059	.909	1.100

a. Dependent Variable: Satisfaction

Table 2. Linear regression – Factors influencing Customer satisfaction

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.149	.346		3.321	.001		
Satisfaction	.622	.091	.476	6.866	.000	1.000	1.000

a. Dependent Variable: Intention

Table 3. Linear regression – Customer satisfaction with continuance intention

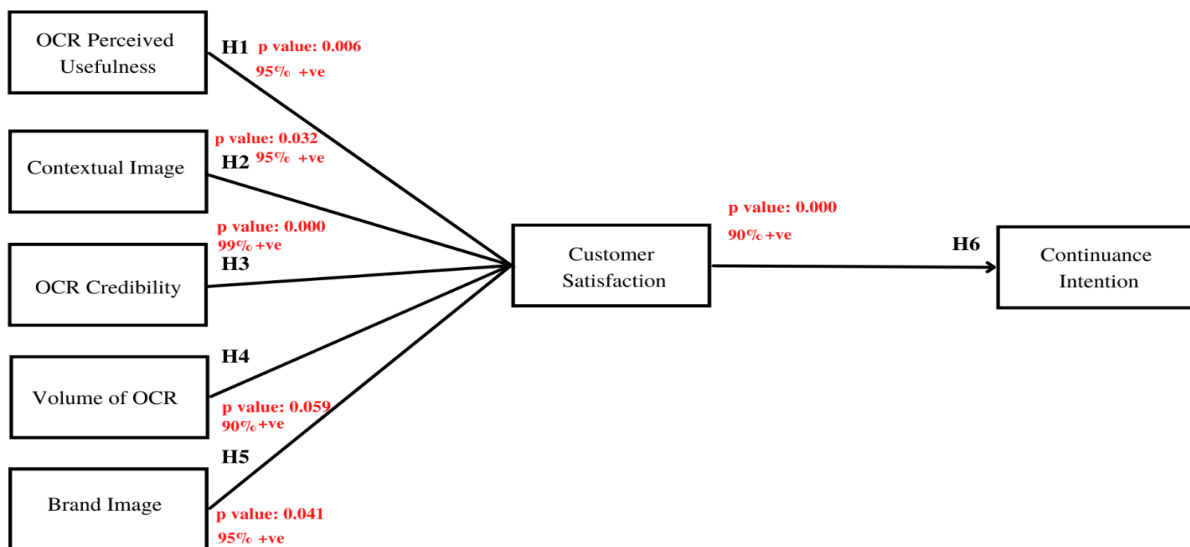


Fig 2. Results of theoretical model

CONCLUSION

Overall, the data given here demonstrates the role of online reviews in influencing online purchasing that are critical to customer happiness, such as OCR Perceived Usefulness, Credibility, Volume, Contextual Image, and Brand Image. The literature has emphasized the importance of Consumer ratings as it influences the customer satisfaction and continuance intention of the online platforms by facilitating consumers' quick identification of the alternatives that are optimal for them (based on many other users' judgments)

Furthermore, while the causal ordering of the constructs in the proposed model (Figure 1) is logical, and the results support it, the cross-sectional character of the research methodology precludes a pure evaluation of this causal ordering. Customer satisfaction mediates the effect of the independent variables on continuance intention (Raffaele Filieri et al, 2020). Lobel Trong Thuy Tran (2020) add to ideas about online reviews that textual comments play an important role in situating consumer opinions while contextual images clarify a consumer's understanding of ambiguous products or services. Loc Tuan Leb et al (2018) verified that at high levels of online ratings, continuance intention rapidly increases as e-satisfaction increases. Dr. Hamidon Katan confirmed that only users' perceptions are not enough for a better online shopping service. Other important factors like technology fitness to the task satisfaction, confirmation of user's expectations, usefulness and trust play important role in continuation of online shopping. As a result, findings from experimental and/or longitudinal designs may shed new light on the relationship between satisfaction and intention to continue. Customer satisfaction has been conceived of as a one-dimensional, global entity. However, further research may approach trust as a complex construct in which the features of online reviews determine satisfaction, with supporting components such as volume, credibility, and visuals determining satisfaction. Furthermore, an analysis of Indian customers suggests that the volume of reviews and photographs does not always correlate with happiness. Future study may include a distinction between the amount of trust prior to the commencement of an exchange episode (pre-satisfaction) and after its termination (post-satisfaction).

LIMITATIONS AND FUTURE RESEARCH

This study is not without limits. First, the respondents were predominantly students between the age of 18 and 35. Although research on continuance intention in Indian states is limited, it would be prudent to replicate this study with participants of varying ages in order to generalize the findings. As a result, cultural differences have an essential role in how consumers interpret information (Leon, 2019). Furthermore, the current study mostly focuses on leading e-commerce sites like Amazon and Flipkart users. Other research could concentrate on other eWOM platforms, such as Google Evaluations and other shopping sites, which have been identified as the first information source that individuals use to obtain user reviews about products (Forrest, 2020). Scholars could also research the elements influencing continuance intention using social media platforms such as Facebook, Instagram, and YouTube.

As a result, these companies are continuously trying to figure out how to get consumers and prospects to leave evaluations on their platforms. Furthermore, the concept of customer involvement with businesses on social media is gaining traction in marketing research. The **IS continuity model** could be used to better understand why consumers continue to connect with online travel brand communities on social media platforms. Scholars could also look into the elements that lead to online purchasing abandonment through online reviews.

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Appendices

Appendix A

Constructs	Items
Perceived Usefulness	Are reviews in websites helpful to make a purchase decision?
	Are reviews in shopping websites valuable as they provide tips/advice on the product I am planning to buy?
	Are reviews in shopping websites such as Amazon, Flipkart, Myntra useful as they provide unique content rather than known facts and information?
Credibility	Consumer ranking/ratings help me to reduce the number of alternative products to consider
	I have bought products in websites feeling that online reviews factual, accurate and reliable.

Contextual Images	The images in customer reviews evoke perceptual and sensory product representations.
	The images and videos attached clarify my understanding of ambiguous products/services.
Customer Satisfaction	I am always satisfied with my decision of using the reviews in website.
	I am satisfied with my previous experiences with this website, where I purchased a product seeing the customer reviews.
Customer Intention	I intend to continue to shop online using the customer reviews in websites rather than use any alternative information source.
Brand Image	Do you buy products of less known brands online by reading the online reviews?
	Do you care about the reviews of a well-known good brand?
	Is a good brand name an automatic assurance of a quality product while purchasing online?
Volume of Reviews	Do you think the number of online reviews of a product represent the sales volume of a product?
	What feel does a product with high number of online reviews give you while purchasing online? Product popularity/ Risk- free purchase/ High value of the product/ Other

Appendix B

Reliability Statistics

Cronbach's Alpha	N of Items
.837	16