

The Influence of Online Consumer Reviews on Purchase Intention among Young Adults

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Abstract

Purpose: In today's world, social media has brought large impacts to the consumers' lifestyle as consumers spent most of their time in surfing and browsing them to get information. Hence, online consumer reviews will direct consumers to choose their matching products from variety of products available. This study is to ascertain the influence of online consumer reviews on the purchase intention among young adults, particularly concentrating on the level of source credibility, review volume and review valence.

Design/methodology/approach: Elaboration Likelihood Model (ELM) is the theory that applied in this study since it comprehends in what way the online consumer reviews persuades other consumers. The population of this study was young adults in Batu Pahat with the sample size of 200 respondents selected by using simple random sampling method.

Findings: The results from multiple regression analysis showed that all the three independent variables were the significant predictors to the purchase intention of online consumer reviews in which review valence was the strongest predictor ($B = 0.574$; $p \leq 0.005$).

Research limitations/implications: This study demonstrated the influence of online consumer reviews by clarifying 49.80% of the coefficient of determination on the purchase intention thereby adding credit to the existing ELM theory.

Practical implications: The finding implied that marketers should take the opportunity to develop new market tactic and improve their way of business, services and product quality in order to increase positive reviews in online platform.

Originality/value: Given the paramount importance of peripheral cues in shaping consumers' perceptions of online review, this study focused on the influences online consumer reviews by using peripheral cues in ELM theory on consumers' purchase intention.

Keywords: Online consumer reviews; Purchase intention; Source credibility; Review volume; Review valence

Introduction

Social network has become very popular nowadays. According to Malaysian Communications and Multimedia Commission (2020), there were about 30.44 million of internet users in Malaysia in 2020 and the figure is projected to increase to 33.12 million in 2024. Social networking has been changed the methods and strategy of doing business these years. Electronic commerce has provided consumers with more choices in choosing of their preference in goods and services. According to Bizfeel (2019), 57% of consumers nowadays

prefer to buy products from online websites whereas 31% of consumers still prefer to go to retail store while 12% of consumers admit that both methods are the same for them. Thus, this showed that consumers tend to buy online products instead of going to physical shop.

However, online purchase decision of consumers is influenced largely by the online environment. According to Fleishman (2018), 89% of consumers will conduct online research by search engine before their buying decision. Hence, consumers are likely to search for the relevant information about the products before purchasing of products.

With the advancement of technology and the development of online websites, WOM is enhanced into eWOM as there are some limitations of WOM due to the way of information transfer has changed to online form (Candra, Noor, & Bagus, 2019; Magalhaes & Musallam, 2014). Therefore, Electronic Word of Mouth (eWOM) which is defined as the online form of word of mouth has created because of the advancement of technology (Delafröoz, Rahmati, & Abdi, 2019; Chu & Sung, 2015). eWOM enables consumers to share their personal opinions to the public through social network. Consumers will look through the previous consumers' comments before buying because they want to know whether the products will as good as the description or not (Dhahak & Huseynov, 2020; Khwaja, Mahmood, & Zaman, 2020; Sa'ait, Kanyan, & Nazrin, 2016; Almana & Mirza, 2013). This is because the risk of purchasing online products is that the products may not comply with the description made about the products at all and mostly the service is non-refundable. Therefore, online reviews (one kind of eWOM) which have been posted by social media users have significant influence the consumers who have referring to the reviews (Casado-Díaz, Andreu, Beckmann, & Miller, 2020; Wan & Nakayama, 2014; Chen & Xie, 2008).

Online consumer reviews allow consumers to demonstrate their opinions regarding to a product or services in social network and also help consumers to make informed decision when purchasing (Ismagilova, Slade, Rana, Dwivedi, 2020; Cui, Lui, & Guo, 2012). According to Harding (2016), 94% of online consumers will read reviews before their purchasing decision in USA. While research carried out by Katrina and Benedict (2019) indicated by 71% of Malaysian will be influenced by online consumer reviews in their online purchase decision.

There is lack of study investigating the role of review source and review characteristics on individual's purchase intention (Tata et al., 2019). In Malaysia, Internet User Survey 2020 which has been carried out by Malaysian Communications and Multimedia Commission (MCMC) reported that the highest percentage of users of the internet is between the age of 20-24 which is 34.1% and then followed by the age 25-29 which is 11.8% and 11.7% is from age 30-34. Hence, this could indicate that e-WOM such as online consumer reviews tend to spread on young adults among the range of age from 18 to 34 as they contributed 54.7% of the total internet user in Malaysia. As a result, young adults will be set as target population in this study. Therefore, this study will investigate the influence of online consumer reviews on purchasing intention among young adults. Specifically, the study is trying to answer the following research questions, i.e., to what extent that source credibility, review volume and review valence influence the consumers' purchase intention and what is the most influential factor towards purchase intention is determined among these three predictors.

Literature Review and Hypotheses Development

Elaboration Likelihood Model (ELM) is the most common theory applied in eWOM context. ELM proposed by Petty and Cacioppo in 1984 which is used to indicate that the attitude of an individual can be changed through two different routes of persuasion which

are central route and peripheral cues. According to Dennison, Julie, and Montecchi (2017), ELM perceives that most initial or less experience consumers in digital environment are more probably affected by peripheral cues. Peripheral cues are important since it can be used to stimulate the consumers' interest in a product. Besides that, Shahab, Ghazali, and Mohtar (2021) and Sussman and Siegal (2003) stated that high involvement consumers also influenced by peripheral cues as they tend to use peripheral cues to support their initial attitude while low involvement consumers will be more concerned on products' popularity and lowering their search costs. In addition, there is no need to undergo intensive processing via central routes as long as the primary peripheral processing provides adequate faith for consumers (Baek, Ahn, & Choi, 2012), and thus this showing the paramount importance of peripheral cues in shaping consumers' perceptions of online review (Thomas, Wirtz, & Weyerer, 2019). Hence, consumers more likely to rely on peripheral cues since it saves time, simple and not confusing (Moehler, & Fiehler, 2018; Metzger, 2007). Owing to that, this study will focus on the influences online consumer reviews by using peripheral cues in ELM theory on consumers' purchase intention and the research framework is as shown in Figure 1.

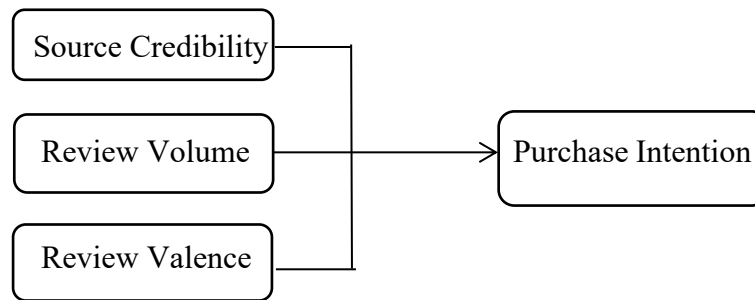


Figure1: Framework of Determinants of Purchasing Intention among Young Adults

In term of main variables understudy, previous research found that consumers tend to believe the messages if the source has credibility (Hsieh & Li, 2020). Research by Filier, Mcleay, Tsui, and Lin (2018) discovered that source credibility has play a role in the context of online consumer reviews as consumers did not know the reviewers and the benefits of reviewers behind the posting of online consumer reviews. Therefore, the reviewers who is voluntarily to provide the truth information on online reviews will be considered to be trustworthy and their reviews could be used by consumers in evaluating the products (Filieri, 2016). However, the reviewers who provide incomplete information will be judged as lack of trustworthy by consumers and consumers will take account of the online reviews as biased (Filieri, 2016). Hence, the online reviews will result in unpersuasive to consumers and influence their purchase intention.

In Malaysia, Tee (2017) confirms that source credibility could influence the purchase intention among Malaysian consumers as they tend to believe the messages delivered by other consumer in the online community. However, contradict view by Lin and Xu (2017) which indicated that source credibility will not affect the purchase intention of consumers. This is then supported by the research of Filieri et al. (2018) which found that source credibility will not influence purchase intention as consumers think that it will be hard to prove the source credibility of online consumer reviews and they also rely more on expert reviews instead of reviews written by consumers. Owing to that, source credibility

serves as important factor in influencing behavioural intention of consumers such as purchase intention (Weismueller, Harrigan, Wang, & Soutar, 2020), and this study proposed that:

- H1: There is a significant relationship between source credibility and purchase intention among young adults.

The probability of buying intention by potential consumers increase when potential consumers found that many other consumers had reviewed the product (Maslowska, Malthouse, & Viswanathan, 2017). Thus, high volume of reviews could increase the buying intention of consumers. However, the influence of review volume is conflicted. Fu, Zhang, Xie, Xiao and Che (2013) found that review volume has significant relationship with consumers' purchase intention as high review volume will result in high purchase intention among consumers. Besides that, 92% of consumers will hesitate during purchasing if there is no online consumer reviews on that particular products (Harding, 2016). In fact, 35 % of consumers are less likely to buy the products while 32% of consumers will hold on their purchasing decision and search for other relevant products and additional 23% of consumers will having difficulty in making purchase decision (Harding, 2016). Owing to that, this research is aimed to answer whether there is a correlated relationship between review volume and purchase intention. Therefore, it is proposed that:

- H2: There is a significant relationship between review volume and purchase intention among young adults.

Online retailers will provide filters for consumers to sort the star ratings of products associated with positive set of reviews or negative set of reviews (Tata, Prashar, & Gupta, 2019). In Malaysia, research by Cheung, Multhaly, Kuppasamy, and Han (2019) stated that review valence will affect the purchase intention of millennials towards electronic products as they found that negative reviews will decrease the interest of buying among consumers. The research by Cheung et al. (2019) found that negative reviews will have stronger influence than positive reviews on purchase intention among millennials in Malaysia which is a contradict view to the research by Lee and Koo (2012) which stated that positive reviews will have stronger influence on purchase intention. Based on the previous findings discussed above, this study proposed that:

- H3: There is a significant relationship between review valence and purchase intention among young adults.

As for purchase intention, social media has been considered as a source which motivates consumers (Goldsmith & Lafferty, 2002). Purchase intention in social media is same as the traditional means of purchasing (Sulthana & Vasantha, 2019). The online users have intention to purchase products or services through social media websites (Sulthana & Vasantha, 2019). Hence, eWOM is important to create purchase intention in social media as consumers likely search information about products or services through social media.

Previous research indicated that online consumer reviews will incur the purchase intention of consumers as it will create their interest towards the products (Floh, Koller, & Zauner, 2013). For instance, online consumer reviews have comprised large amount of useful information which can be used by consumers to judge the products and consumers will have interest towards products when they are being attracted by the positive reviews (Yagci & Das, 2018). Hence, consumers will form their purchase intention after reviewing online consumer reviews.

Methods

Descriptive research was used in this study to obtain information about the current status of the phenomena. Descriptive research helps to provide answers to the questions of who (i.e., young adults), what (i.e., the level of online consumer reviews on purchase intention, level of source credibility, level of reviews volume and level of review valence), when (i.e., in the year of 2021), where (i.e., in Batu Pahat) and how (i.e., the relationship between dependent and independent variables) associated with a particular research problem. Survey research method that employed self-administrated questionnaire was used for data collection in this research. Besides that, correlational research was used to measure the relationship between variables.

Batu Pahat was chosen as the study location for this study because of its accessibility and safety. On top of that, Batu Pahat was also chosen as it has good cellular network which provides for the residents in surfing internet. According to Worldometers (2019), the population in Batu Pahat is 156,236. Batu Pahat is now growing rapidly and become the second largest cities in Johor after Johor Bahru (Wan & Nurul, 2017). This research was carried out in Batu Pahat Mall which is the biggest shopping mall in Batu Pahat. Batu Pahat Mall is one of the popular hangout spot for young adults in Batu Pahat. This is because it is an abundance of shopping outlet such as restaurants, café, cinema, bowling centre and game centre which can attract young adults to spend their free time at there. Batu Pahat Mall was chosen as it can generalize the sample from Batu Pahat. The number of target respondents (200 respondents) was identified using the sample size determination equation proposed by Yamane (1967). Simple random sampling method via mall intercept was used in the selection of samples of this study in which the first young adults was chosen randomly as the starting point and the third young adults who scanned for MySejahtera after entered the main entrance of Batu Pahat Mall will be selected as respondent. However, prior of giving out the questionnaire to the selected person, he or she was asked a pre-determined question to make sure that only those who have an experience as online shoppers are eligible to be involved in the data collection process.

A self-administered questionnaire was used as the instrument for data collection, comprised of five sections. Section A was to gauge the respondents' demographic profile, followed by Section B to E, which were measuring the independent variables (source credibility, review volume and review valence) and dependent variable (purchase intention). The measurements for all the main variables understudy were adapted from previous studies as shown in Table 1 below. The items in Section B - E were measured using a 5-point Likert scale, ranging from "strongly disagree" to "strongly agree". All the measurements were proved to have a high good reliability by using Cronbach alpha test (Table 1).

Table 1: Measurement Items

Variables	Items	Sources	Reliability
Source Credibility	6	Arora and Sharma (2018)	0.752
		Wu (2013)	0.774
Review Volume	6	Yayli and Bayram (2012)	0.806
		Arora and Sharma (2018)	0.754
		Sutanto and Aprianingsih (2016)	0.832
		Arora and Sharma (2018)	0.752
Review Valence	6	Sutanto and Aprianingsih (2016)	0.731
		Arora and Sharma (2018)	0.742

		Yayli and Bayram (2012)	0.877
		Sutanto and Aprianingsih (2016)	0.731
Purchase Intention	6	Arora and Sharma (2018)	0.730
		Wu (2014)	0.738
		Sutanto and Aprianingsih (2016)	0.834

Construct validity for all the measurements were tested by using exploratory factor analysis. The result of Barlett test of sphericity that was found to be significant ($p=0.000$) and the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was above 0.5 ($KMO = 0.843$), indicating that factor analysis is appropriate. In addition, by using eigenvalues of one or greater, four constructs emerged (with total variance explained = 55.868) and the items were found to belong their constructs by referring to the rotated component matrix. Therefore, these measurements were judged to have acceptable reliability and having good construct validity considering the exploratory nature of the study.

The study was conducted in Batu Pahat Mall on 27th November 2020. During the data collection, the questionnaire was distributed and collected from the respondents on the spot. The objectives of the study were briefed to the respondents before giving out the questionnaire. Consent of the respondents has been asked and obtained before carrying out the study. Hand sanitizer was prepared and sprayed on the respondents' hand before giving out the questionnaire. The survey was completed by respondents within five to ten minutes. The period for data collection was five days. The data collected were then analyzed and summarized by Statistical Package Social Sciences (SPSS) version 23.0. Descriptive analysis was used to describe the socio-demographic background of the respondents, while inferential analyses (i.e., multiple regression) was used to examine the relationship between source credibility, review volume, review valence and purchase intention as well as to determine the strongest predictor to the influence of online consumer reviews on purchase intention among young adults in Batu Pahat through its regression coefficient (B).

Findings

Background of Respondents

The background of the respondents in this study consisted of gender, age, ethnicity, occupation, personal monthly income and household monthly income. Female respondents were constituted of 60.5% while there were 39.5% of male. Since the research was carried out in shopping mall, therefore the amount of female will be larger than male as shopping mall is appealing more to women's needs (Michal, 2015).

There were three age groups examined in this research that were 18-23, 24-29 years old and 30-34 years old. In a total of 200 respondents, 43.5% belonged to the group ages between 24 and 29 while 32.0% belonged to the group of 30-34 years old. The remaining of 24.5% belonged to the 18-23 years old group. For the ethnicity, Malay and Chinese were the dominant respondents for this study with 44.0% and 47.5% respectively. Most of the respondents are working adults in which 56.5% of them are working with private sector, 15.0% of them are working with public sector and 9.0% are self-employed. With regards to the personal monthly income, the salary earned by most of the respondents is mainly ranged from RM 2001-RM 4000 (55.0%). Household monthly income of RM 2001 to RM 6000 recorded the highest percentage when compared to other income as it was recorded at 77.5%.

In a nutshell, the background of respondents mostly madeup of female who are still young (24 to 29 years old) and productive in which majority of them are working in the private sector. Based on their total monthly income and household monthly income, most of the respondents can be categorized in the range of B40 - M40 income group.

Preference and Usage Pattern of Online Consumer Reviews

Table 2 summarizes the preference and usage pattern of online consumer reviews of respondents. The study found that majority of the respondents (97.5%) preferred to have website that could provide online consumer reviews to them. While there are 81.0% of the respondents considered that online consumer reviews are important to them. Most of the respondents choose 'often' and 'always' for their pattern in reading of online consumer reviews before purchasing with total of 40.5% and 37.5% respectively. These results tend to show that most of the respondents will read online consumer reviews before purchasing of products.

Table 2: Preference and Usage Pattern of Online Consumer Reviews

Items	Frequency	Percentage (%)
Respondent's preference to online consumer reviews		
Yes	195	97.5
No	5	2.5
Online consumer reviews' level of importance to respondent		
Not important	2	1.0
Slightly important	6	3.0
Somewhat important	30	15.0
Important	103	51.5
Extremely important	59	29.5
Respondent's pattern in reading online consumer reviews before purchasing		
Never	0	0.0
Seldom	5	2.5
Sometimes	39	19.5
Often	81	40.5
Always	75	37.5
Types of approach to online consumer reviews		
E-commerce website	141	70.0
YouTube	132	66.0
Social media	137	68.5
Blog	50	25.0
Forum	34	17.0
Types of products or services approach to online consumer reviews		
Luxury goods	102	51.0
Convenience goods	157	78.5
Movie selection	73	36.5
Restaurant selection	80	40.0
Hotel selection	88	44.0

Types of online consumer reviews		
Feedbacks (with rating only)	150	75.0
Feedbacks (with rating and comments)	138	69.5
Complaints	74	37.0
Recommendations	90	45.0

Table 2 also showed the types of approach of the respondents to online consumer reviews. Most of the respondents tend to use e-commerce website, social media and YouTube as an approach to read for online consumer reviews with total of 70.0%, 68.5% and 66.0% respectively. The associated products or services that respondents tend to purchase with online consumer reviews included luxury goods, convenience goods, movie selection, restaurant selection and hotel selection. More than half of the respondents tend to purchase convenience goods and luxury goods with the use of online consumer reviews with total of 78.5% and 51.0% respectively.

There were four types of online consumer reviews which included feedbacks with rating, feedbacks with ratings and comments, complaints and recommendations. Feedbacks with ratings and comments and feedbacks with ratings were normally posted by consumers compared to complaints and recommendations in which they recorded at 75.0% and 69.5% respectively. The lowest was complaints with total of 37.0% while recommendations stood for 45.0%. In conclusion, most of the respondents were actively refer to the online consumer reviews through many channels regardless what types of products or services.

The influence of source credibility, review volume and review valence on the purchase intention

Multiple regression analysis was conducted to test all the hypotheses in this study. The findings in Table 3 illustrated the regression model was statistically significant due to $F(3,196) = 64.938$, $p = 0.000$. This implied that the model could be applied to statistically significant predict the dependent variable which was the purchase intention. The R-value was 0.706 which indicated that the strength of the association between the independent variables (source credibility, review volume and review valence) and dependent variable (purchase intention) was 70.6%. The coefficient of determination, R-square was 0.498 which indicated that 49.8% of the dependent variable (purchase intention) can be explained by the independent variables (source credibility, review volume and review valence). Meanwhile, the remaining 48.2% of the model was explained by other factors which were not included in this study.

In terms of the details about the predictors understudy, the results illustrated that source credibility ($B = 0.183$, $p = 0.000$); review volume ($B = 0.179$, $p = 0.005$); and review valence ($B = 0.574$, $p = 0.000$) were found to be as the significant predictors of purchase intention for online consumer reviews among young adults in Batu Pahat implying that all the hypotheses were supported. Specifically, the results indicated the source credibility had association with purchase intention. In this notion, there was a correlation between source credibility and purchase intention. The finding strengthened the study of Filieri (2016) in which perceived source credibility could be the determinant factor of purchase intention for online consumer reviews. Furthermore, research by Chih, Wang, Hsu, and Huang (2013) found that if consumers trust the source credibility of online consumer reviews, it would directly increase their purchase intention towards a particular product. This implied that when the source credibility of online consumer reviews was perceived as accurate and truthful by the respondents, the more the individual was likely to incur the purchase intention. However,

this finding contradicted to the research by Cheung et al. (2019) in which they stated that source credibility does not affect the purchase intention of consumers as they do not rely on source credibility to develop their information. Nevertheless, they also argued that source credibility is important when there is no other reliable source for consumers to make certain choices in purchasing.

For the variable of review volume, the p-value is 0.000 indicated that there is a significant relationship between review volume and purchase intention among young adults in Batu Pahat. Hence, review volume could be regarded as one of the factors that would influence the purchase intention among young adults in Batu Pahat. This finding corresponded to the prior research by Fu et al. (2013) in which they found that the review volume has statistically significant relationship with the purchase intention as high review volume will result in high purchase intention among consumers. Likewise, according to Park and Lee (2008), review volume can influence consumers' levels of conformity and consumers tend to choose the products that have popular reviews since the popular reviews provide easy rationales for them. Furthermore, high review volume reflects the products that consumers desire to buy are popular which could help consumers to reduce their uncertainty in purchasing (Sher & Lee, 2009). In this notion, high review volume could increase the rationale of the consumers which could also increase consumers' purchase intention (Sher & Lee, 2009).

The p-value of review valence was 0.000, hence indicated that there is a significant relationship between review valence and purchase intention. The finding is similar to the prior research conducted by Utz, Kerkhof, and van den Bos (2012) in which it shows that review valence had a strong positive relationship with purchase intention. This confirms that review valence can function as a commendation tool and be one of the factors that influence purchase intention (Bickart & Schindler, 2002). Review valence affected the purchase intention significantly by which positive reviews will increase the purchase intention while negative reviews will make consumers to choose other products or services (Sutanto, & Aprianingsih, 2016). This finding contradicted with the research by Amblee and Bui (2012) which showed that review valence does not affect the consumer's buying intention. This means that consumers do not necessarily depend on the review valence and product ratings to incur their purchase intention. However, review valence is important when there is no other information about the quality of products or services.

Among all of the independent variables, review valence had the greatest influence to the purchase intention of online consumer reviews as it had the highest regression coefficient ($B = 0.574$) and the strength of the relationship between review valence is the largest ($r = 0.654$). While for the variable review volume, it was the least influential predictor to purchase intention as the regression coefficient was the lowest ($B = 0.179$). It implied that the purchase intention of online consumer reviews among young adults in Batu Pahat will increase 0.179 units only when review volume increased 1 unit while the others still remained. Therefore, this could be explained that even though review volume was a significant predictor, but it was not effectively triggered the purchase intention of online consumer reviews among young adults in Batu Pahat. This might be due to their uncertainty towards the products or services and also want to maximize their satisfaction after purchasing.

Table 3: Summary of Multiple Regression Analysis

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1189.887	3	396.629	64.938	.000 ^b
Residual	1197.133	196	6.108		
Total	2387.020	199			

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706 ^a	0.498	0.491	2.47140

Variable	B	Std. Error	t	Sig.
Source Credibility	0.183	0.050	3.663	0.000
Review Volume	0.179	0.062	2.870	0.005
Review Valence	0.574	0.056	10.297	0.000

Dependent Variable: Purchase Intention

Predictors: Source Credibility, Review Volume and Review Valence

Discussion, Implications and Conclusion

Based on the findings, peripheral cues such as source credibility, review volume and review valence can influence the purchase intention of consumers as all the null hypotheses are rejected. Therefore, peripheral cues can incur the purchase intention of the consumers who rely on simple cues in purchasing. Consumers will have greater understanding about their behavioral intention and this will help them to achieve their satisfaction during purchasing.

Besides that, marketers could get beneficial from this study. This is because it can help marketers to harness the power of online reviews to their advantage in terms of understanding the factors influencing the purchase intention. Hence, marketers should not ignore the power of online consumer reviews as it can influence the purchase intention of the respondents based on the findings of this study. The results of the findings provide indications that review valence has the strongest influence on the purchase intention as it had the highest regression coefficient. These findings highlighted the degree on the influence of review valence on purchase intention, thus marketers should take the opportunity to develop new market tactic and improve their way of business, services and product quality in order to increase positive reviews in online platform. Therefore, this will give the marketers opportunity to be aware any of their products or services failure and make corrections for future customers. As a result, marketers can reset their marketing strategy in order to attract more new consumers and gain more loyalty from existing consumers.

Moreover, this study is beneficial to the web designers. This is because the results provide support that online consumer reviews can be regarded as one of the products and services recommendation system. This study has tested two popular influential cues which are review volume and review valence and revealed that review valence has stronger influence

than review volume on purchase intention. Hence, the result of this study can provide direction to the web designers about the style of online comments display in web development. The workload of web designers can decrease based on the findings of this study because web designers can include average ratings only instead of review quantity in the display of each product and services.

This study covers the peripheral cues enclosed in online consumer reviews, how the cues affect consumers in purchasing and determined the relationship among variables and which factor has the largest influence. Based on the results, all the variables are proved to have significant relationships with purchase intention which can be contributed the specific literature review in the influences of online consumer reviews on purchase intention as there is still limited studies on the influences of online consumer review on purchase intention. Consequently, this study demonstrated the influence of online consumer reviews by clarifying 49.80% of the coefficient of determination on the purchase intention thereby adding credit to the existing ELM theory.

In a nutshell, these implications provided insight about the influence of source credibility, review volume and review valence to the purchase intention. Therefore, various parties should take focus on it so that online consumer reviews could be adopted safely by all the people.

Limitations and Suggestions for Future Research

Since this research is focusing on few variables of peripheral cues of ELM theory such as source credibility, review volume and review valence, therefore new variables from argument quality such as review timeliness and review quality could be considered to add in the future research. This is because there is still have 48.20% of the model was explained by other factors which were not included in this study. Hence, the findings of this research are incapable to assess well the most influential online consumer reviews variable that influences the purchase intention. Therefore, adding of the new variables will make the future research more attractive and complete as the future conceptual framework of the online consumer reviews will become more comprehensive.

Moreover, future research can also involve both qualitative and quantitative measures with regards to the online consumer reviews. This research involves quantitative measure only as it investigates the relationship between online consumer reviews and purchase intention. However, when involving qualitative measure, it will provide deeply understand in what factors of online consumer reviews influence purchase intention and how can the factors influence the respondents. Therefore, qualitative measure such as focus group discussions and interviews could be carried out to acquire in-depth information among the respondents related to source credibility, review volume, review valence and purchase intention. Thus, combining of both qualitative and quantitative measures can provide more comprehensive understanding of the influences of online consumer reviews on purchase intention.

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