The effect of Online CustomerReviews on Customer

Buying Behaviour

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Abstract

The debate associated to online customer reviews is undertaken throughout the word due to the increased use of internet and other social medium. The research study is carried out to determine and evaluate the impact of online customer reviews on the customer buying behaviour. The researcher identifies a number of factors that are primarily linked to the online customer reviews. Literature review is done in order to understand the subject topic and also to identify the most appropriate and effective methodology to the research study. The study adopts a quantitative approach and utilises a survey strategy to gather the responses of employees working in Daraz.pk. The questionnaire is distributed among the employees and the responses are coded in Microsoft Excel that was latterly used in SPSS for further analysis. The descriptive analysis along with the correlation and regression analysis are applied to the data set in order to reach the specific outcomes. Findings of the research shows that there is a significant relationship between the online customer reviews and all the factors identified that are expected to have an impact on the customer buying behaviour. The value of Pearson correlation is .768 and the significance value is .000 which represents a positive and significant relationship between the dependent and independent variable. The researcher provides specific recommendations to the general public and businesses and also offers an insight for the future research papers that can be developed to enhance the understanding of the subject topic.

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Chapter 1: Introduction

1.1 Introduction

Nowadays, the internet is being used excessively and people are availing its benefits through social media sites. The main purpose of this research is that In Karachi, no one had worked on online reviews and there is still a wide scope of research on it. This research will be done to determine that how online review effects the decision of the customer and to investigate the effect of e-WOM on the consumer perception.

In an online overview of 2005 American customers, Weber Shandwick (2012), in a blend with KRC explore, studied members to see how they utilise surveys to settle on purchasing choices and the effect of online item audits on deals.

The review demonstrates that, as an aftereffect of purchase surveys, 65% of potential customers chose a brand that had not been in their unique thought set. As shoppers pursuit on the web, find out about items and assess diverse choices, they are probably going to experience and consider various online item surveys from different customers (Mudambi and Schuff 2010).

As indicated by a late report by statistical surveying firm Nielsen (2012), 70% of shoppers show they trust online item audits. Assessments presented online are thought on impact customers' decisions in an astonishing assortment of settings, including aircraft, phone organizations, reports, motion pictures, eateries, and stocks (Guernsey 2000)— and use of online suggestions in basic leadership seems, by all accounts, to be on the ascent examination webpage Compete.com reports that, in December 2012, visits expanded 15% at Yelp.com (an audit site for nearby organizations), 8% at TripAdvisor.com (a travel survey site), and 80% at Angie's List (another survey site for neighborhood organizations) (Grant 2013).

In addition, in a late review, 5,000 customers crosswise over five nations were requested that show the three most essential wellsprings of data they use for settling on purchasing choices. Online

appraisals and audits on retailer sites (52%) were incorporated among the main three wellsprings of data most habitually by respondents in front of exhortation from loved ones (49%) and counsel from store workers (12%) Cisco Internet Business Solutions Group 2013).

These findings are reliable with other overview brings about which online item surveys are evaluated as "vital" or "critical" in the purchasing choices of half of the customers who went to retailer refers to with buyer postings (Forrester Research, 2000).

Purchasers' fuse of online item surveys into their basic leadership has not got away from the notice of retailers, who effectively attempt to bridle electronic verbal (e-WOM) as another showcasing instrument by welcoming their buyers to post individual item assessments on merchant sites or profiting customers to data gave about their items by other outside sources(e.g.,Epinions.comorMoviefone.com)(Dellarocas 2003). To show, Amazon.com has urged purchasers to post their item surveys since 1995, and now expels more than 10 million customer audits crosswise over item classes on its site. Amazon's online item surveys are extremely famous and are thought to be one of the website's more successful elements (New York Times, 2004).

Electronic verbal correspondence (e-WOM) characterized by Goldsmith (2006) as informal correspondence on the Internet, which can be diffused by numerous Internet applications, for example, online gatherings, electronic release board frameworks, sites, audit locales, and person to person communication destinations" is viewed by advertisers as a vital wellspring of item data that impacts human conduct (Brown and Reingen, 1987; McFadden and Train, 1996).In correlation with customary WOM (Katz and Lazarsfeld, 1955), e-WOM might be seen by buyers as:

1. An all the more capable, powerful specialised gadget since it can be gotten to by purchasers anyplace by means of the Internet (Bakos and Dellarocas, 2011; Duan, Gu, and Whinston, 2008).

2. More adjusted and impartial in light of the fact that it permits disparate feelings to be exhibited simultaneously on a similar site and from various customers (Lee, Park, and Han 2008; Senecal and Nantel, 2004).

3. Easier to disentangle, given that the amount and nature of online input instruments are distributed in composed shape.

4. More controllable by retailers, who can outline data frameworks that intervene online input trades by directing who takes part, what kind of data is requested, how data is collected, and what sort of data is made accessible about sources (Dellarocas, 2003).

Given these intriguing elements of e-WOM, basically depending on existing information of conventional WOM (Matos and Rossi, 2008) would likely be deficient for completely understanding a specific e-WOM instrument like online item surveys.

These contrasts between customary WOM and e-WOM appear to be to a great extent overlooked by retailers, who avidly coordinate online item audits into their showcasing systems, accepting that it will essentially impact shoppers' acquiring choices and eventually enhance their benefits. Curiously, a spate of late observational reviews investigating the effect of online item surveys has created blended outcomes. While some examination proposes online item surveys unequivocally influence retailer execution (Clemons, Gao, and Hitt, 2006; Ghose and Ipeirotis, 2006), other work around there recommends their impact is irrelevant (Chen, Wu, and Yoon, 2004; Duan, Gu, and Whinston, 2008), ambiguous (Chen, Wu, and Yoon, 2004; Eliashberg and Shugan, 1997), or setting subordinate (Chatterjee 2001; Li and Hitt, 2008). Subsequently, notwithstanding the critical bits of knowledge gave by earlier research, an agreement with respect to the effect of online item audits has yet to start, implying the requirement for an efficient mix of this assemblage of work.

It is conceivable that a far-reaching handle of online item surveys has evaded researchers in view of some interrelated qualities of research here. In particular, the various exhibit of research

methodologies, settings, and information sources investigated in inquiring about online item surveys may have upset the mission for generalizable bits of knowledge.

Experimental evaluations of online item surveys have considered its effect on film discharges (Duan, Gu, and Whinston, 2008), TV viewership (Godes and Mayzlin, 2004) and the offers of books (Chevalier and Mayzlin, 2006) lager (Clemons, Gao, and Hitt, 2006), and vehicles (Chen, Fay, and Wang 2003), to give some examples. Additionally, incidental sources which differ extensively as far as inclination and mastery give the online criticism explored in this surge of research, including on the web customer audits on retailer sites (Chen, Wu, and Yoon, 2004), surveys interceded on outside sites (Dellarocas, Awad, and Zhang, 2004), and master or expert surveys (Basuroy, Chatterjee, and Ravid, 2003). Albeit all things considered these endeavours give profitable bits of knowledge inside the limits of the settings considered, picking up a superior comprehension of the impacts of online item audits relies on examining the deliberate variety initiated by such contrasts.

1.2 Research Significance

This study will be beneficial for the retailers to know the importance and significance of online reviews and how it can be used as a promotional tool. The research will help to account the customer's perspective that what they think and they do when they read online reviews.

1.3 Research Problem

The principle motivation behind this review is to look at that how online customer audit impacts the obtaining choice. Not all distributed reviews on online item audit sufficiently reported information to ascertain a usable deals flexibility; therefore, some observational work investigating the relationship between online item surveys and deals versatility couldn't be incorporated into this examination.

Second, the hypothetical factors in our model are produced through variable investigation of evaluations gave by master judges will's identity Marketing educatorsa settled approach in both meta-examination and scaleimprovement look into.

The relationship between online item surveys and retail deals is more unpredictable than the immediate affiliations we examined here. Specifically, test analysts have exhibited that audit valence and volume connects to effect customer recognitions (Khare, Labrecque, and Asare, 2011).

1.4 Research Questions

In this research following questions will be investigated. The variables of the study are measured with the help of following research questions that are designed after a thorough analysis of research aims and objective.

- Q1). What is the impact of online customer reviews on buying behaviour?

   Q1 (a). What is the impact of electronic word of mouth (e-WOM) on customer buying behaviour?

   Q1 (b). What is the impact of word of mouth (WOM) on customer buying behaviour?

   Q1 (c). What is the impact of attributes of analyst on customer buying behaviour?

   Q1 (d). What is the impact of nature of reviews on customer buying behaviour?

   Q1 (e). What is the impact of income of individuals on customer buying behaviour?

1.5 Objectives

The objective of the topic is:

- How online reviews affect Karachi Customers decision in select retail products.
- Spoken communication as a means of transmitting information.
- WOM is mediated through electronic means, the resulting e-WOM refers to any statement consumers share via the Internet about a product, Brand or company.

1.6 Background

1.6.1 Verbal exchange (WOM)

Before settling on buy choices, shopper's aggregate item data so as to decrease saw dangers (Wu and Wang, 2011). Casual correspondence between buyers with respect to a specific item, administration or association which is autonomous of business impact is named as Informal (WOM). Since mid-twentieth century the thought of WOM has been a piece of advertising writing (Katz and Lazarsfeld, 1955). As expressed by the Verbal Showcasing Affiliation (2008a) Verbal exchange is The demonstration of customers giving data to different shoppers . In his article Arndt (1967, p. 295) portrays informal exchange as looking for social backing for appropriation or non-selection though, Kotler (2006, p. 408) characterises the impact of WOM as Individual correspondence around an item between target purchasers and neighbours, companions, relatives and partners.

Inquire about indicates that verbal exchange has an undeniably huge part in building customers' state of mind and purchasing conduct (Zarrad and Debabi, 2015).

The goal of WOM correspondence is to lessen instability and is considered as a standout amongst a huge data sources because of its effective effect on clients' buy choices. Arndt (1967) proposes shoppers see WOM to be reliable in light of the fact that it starts from sources who have no self-enthusiasm for the item or administration. WOM has a more noteworthy effect than customary promoting endeavours like publicising and individual offering (Katz and Lazarsfeld, 1955).

1.6.2 Electronic Word of Mouth

Web World Details (2015) gauges 3 billion web clients as of June 30, 2015. Buyers have grasped the importance of web 2.0 apparatuses in the trading of perspectives, sharing of encounters, audits and reactions on the computerised stage (Almana and Mirza, 2013). This implies the advanced environment serves as a momentous stage for gathering dependable item and administration data from

different buyers. In this way, advanced innovation has developed verbal exchange into a totally new and extraordinary type of correspondence named as electronic informal (e-WOM).

With the development of the computerised age, WOM has set up another approach to proclaiming its significance in the field of promoting. Schinler and Bickart (2005), highlight that now clients can distribute their perspectives, notions, and encounters about various items and administrations on the web by messaging the concerned organisation specifically or by communicating on online journals.

At the end of the day we can say conventional WOM has been exchanged to computerized media and the internet stages, for example, news bunches, audit sites, informal organization sites, online discourse gatherings, e-daily pape Moorman, et al. (1993, p.82), characterizes trust as a readiness to depend on a trade accomplice in whom one has certainty . The writing and studies recommend that trust is fundamental while trading suppositions in online groups (Chu and Kim, 2011; Jarvenpaa, et al., 1998). In like manner, the more noteworthy the level of trust between people, the more prominent the likelihood of taking part in data looking for, giving and passing (Chu and Kim, 2011).

1.6.3 Consumer Interaction in Electronic Word of Mouth

The interpersonal effect is an enticing variable in customer fundamental administration (Burnkrant and Cousineau, 1975). It involves two determinants; directing effect, which is the slant of acclimating to other people's longings, by changing one's qualities and manners; and edifying impact, which is the ability to recognise suppositions from people who are capable of the specific thing or brand (in agreement). In their review, Chu and Kim (2011) found a useful relationship between interpersonal effect and SNS customers' e-WOM conduct sections and electronic discharge board systems. Hennig(2004) communicated that nowadays information on customer review goals is exceptionally immense among customers.

Chapter 2: Literature Review

2.1 Introduction

The chapter provides a description of the extensive literature search conducted by the researcher to ensure that he gets to understand the topic in detail. The literature review help to build an understanding of the topic under study that supports the researcher to analyse the study more effectively and efficiently.

The chapter contains two primary categories that are Empirical justifications and the conceptual framework. The empirical justification section helps the researcher to provide details for the studies that have been conducted by other researchers in different parts of the world. On the other hand, the conceptual framework helps to develop an understanding of the researcher regarding the pathway of the research that would help to devise the specific methodology to undertake the study.

2.2 Empirical Justifications

The greater part of purchasers now shop digitally: they start their shopping ventures on the web; depend fundamentally on advanced sources to settle on choices about items and administrations, and move forward and backwards crosswise over channels of appropriation so promptly as to eradicate channel lines. These advanced customers additionally have new desires for all their shopping encounters desires generally formed by day by day utilisation of the Internet.

They expect more prominent deceivability into the data that empowers counts of significant worth (item/evaluating examinations, access to advancements, and how-to bits of knowledge), they need self-administration, and they are more inspired by customised offers and advancements.

According to Ziegele, and Weber (2015) different retail businesses linked to selling online products show at least two form of e-WOM (electronic word of mouth). The websites use the two categorised e-WOMs to create a score like the aggregate and individual customer score. The primary aim

of the study was to compare the two scores and to identify the impact of evaluations of customers. The outcomes of the study show that the individual customer reviews are more likely to have more impact on the overall scores. The authors also state that the nature of the responses also have an impact on the other customer's opinions and buying decisions (Ziegele, and Weber, 2015).

In another study by Wan, and Nakayama (2014) the researchers aimed to use the information relating to the reviews of customers to identify the significance in the decision-making abilities of other online customers. The researchers state that online customers are looking to research on different reviews by other customers in order to decide for the purchase. The quality and nature of the reviews, either positive or negative are helpful to decide but the authenticity of the reviews is also an important aspect. The researchers used a dataset of responses from different customers and used the scores to identify the level of reliability of the reviews. The outcomes of the research paper highlight that the ratings given by different customers through online sources are not more likely to have an impact on other customers buying behaviour since the reliability factors play a major role in it (Wan, and Nakayama, 2014).

Identifying the impact and availability of online customer reviews is a universal debate and researchers all over the world have worked on the subject topic to provide recommendations to different marketers and online brands. A study by Young (2014) highlights that online reviews are of importance since these are publically available for the customers as well as the retailers and sellers. The researcher states that not all the information provided in the review have an impact but aspects like quality and pricing can have a possible impact on potential buyers or customers. It can be stated that there can be an indirect or direct impact of the reviews on the overall demand of product offered by the business. The researcher states that there is a lot more to the customers when it comes to online reviews since the customers can gain additional information relating to the product's fit since different people share different thoughts with respect to their own understandings and needs. The outcomes of the study elaborated that the purchase decision are influenced by online reviews of customers and people do take the comments seriously (Young, 2014).

Arsalan, et al. (2014) in their study used the data that was collected to respondents that used online shopping frequently, and therefore, had the knowledge to share regarding their shopping experiences. The researcher used a qualitative approach and used an interview from 5 respondents to gain in-depth knowledge, from the respondents about their preferences. The researcher found that customers preferred buying standardised products from online shopping which included cell phones, Televisions, and laptops. The respondents presented the viewpoint that prices of the products were the major contributors of buying decisions. The researcher found that the respondents used a shopping website that is homeshopping.pk. (Arsalan, et al. 2014).

The majority of consumers now shop digitally: they begin their shopping journeys online; rely primarily on digital sources to make decisions about products and services, and move back and forth across channels of distribution so readily as to erase channel lines. These digital shoppers also have new expectations for all their shopping experiences and expectations largely shaped by daily use of the Internet. They expect greater visibility into the information that enables calculations of value (product/pricing comparisons, access to promotions, and how-to insights), they want self-service, and they are more interested in personalised offers and promotions (Cisco internet business solutions group, 2013). Consumers with horizontal individualism, and with horizontal and vertical collectivism tend to hold higher perceptions of e-retailers' ethics. The higher consumers perceive positive CPEOR, the more they tend to purchase from the same online sellers.

Multinational enterprises must understand the possible effects of cultural context on consumer attitudes of e-retailers' ethics before they can create successful marketing strategies. Additionally, if e-retailers maintain shopping situations where transactions are secure, private, and certain, e-shoppers are more likely to be inspired to repurchase from the same vendors (Lu, Shang, Yu, 2013).

As the landscape of product reviews becomes more fragmented and complex, marketers need to pay more attention than ever to their influence in consumers' buying decisions. Perhaps Product Reviews should be counted as the fifth 'P' in today's CE marketing plans (Weber, 2012).

Customer reviews are increasingly available online for a wide range of products and services. They supplement other information provided by electronic storefronts such as product descriptions, reviews from experts, and personalised advice generated by automated recommendation systems. While researchers have demonstrated the benefits of the presence of customer reviews to an online retailer, a largely investigated issue is what makes customer reviews helpful to a consumer in the process of making a purchase decision.

Reviews with extreme ratings are less helpful than reviews with moderate ratings. The review depth has a positive effect on the helpfulness of the review, but the product type moderates the effect of review depth on the helpfulness of the review. Review depth has a greater positive effect on the helpfulness of the review for search goods than for experience goods. We discuss the implications of our findings for both theory and practice (Mudambi and Scuff, 2010).

Websites such as Amazon, TripAdvisor and Yelp have long depended on customers to rate books, hotels and restaurants. The philosophy behind this so-called crowdsourcing strategy holds that the truest and most accurate evaluations will come from aggregating the opinions of a large and diverse group of people. Yet a closer look reveals that the wisdom of crowds may neither be wise nor necessarily made by a crowd. Its judgments are inaccurate at best, fraudulent at worst (Neilden 2012).

One important question that arises is whether these online consumer product reviews contain valid information for marketers. In other words, can consumer review be an important marketing research resource? Frequently, consumer forums are touted as giving consumers access to unbiased viewpoints from a much larger base of real consumers than was possible when communication was limited to friends, family and co-workers. Stauss (1997) calls Internet word-of-mouth a powerful medium that gives power to isolated consumers, allowing for a boundless dialogue with a potentially unlimited number of Net users (Chen, Fay, and Qi Wang, 2003).

With the emergence of the Internet, consumers now have access to new impersonal sources of influence that can provide personalised product information and recommendations. Results show that this type of information source indeed influences consumers' online product choices and that it is more influential than conventional recommendation sources.

Thus, this study contributes to an emergent consumer research area, namely the use and influence of impersonal information sources providing personalised information (e.g., recommender systems and intelligent agents) on consumers' decision-making processes (Senecal and Nantel, 2006).

Online reputation systems are essential for online auction sites such as eBay. Buyers rely on seller feedback scores to mitigate the risks they face when conducting online transactions with unknown sellers. By providing detailed information on sellers' previous transactions, buyers can start to make informed decisions regarding how they project the sellers to behave during their own transactions (Hankin, 2007).

The conducted survey from this article showed that product reviews are an important source of information for customers to support their buying decision. While product reviews can be very helpful for customers, the responses from the participants showed that current rating systems also have their weaknesses, especially when it comes to the task of comparing different product reviews with each other (Lackermair, Kailer, Kanmaz, 2013).

Consumers commonly seek quality information when purchasing new products. With the Internet's growing popularity, online consumer reviews have become an important resource for consumers that are seeking to discover product quality.

A recent survey by comScore, an Internet marketing research company, finds that 24% of Internet users access online reviews prior to paying for a service delivered offline. Accordingly, many firms are taking advantage of online consumer reviews as a new marketing tool (Dellarocas 2003).

The basic premise is that consumers are uncertain about the true product quality or the extent to which a product matches their preference or usage condition. This gives rise to consumers' need for reading product reviews and learning from other consumers' usage experiences to reduce such uncertainty. Consumers have been known to rely on recommendations for experiential products significantly more than other types of products (Sénécal and Nantel, 2004).

For this reason, online reviews are very important when consumers are choosing products they do not have the first-hand experience with. By reading the post-consumption evaluations of a product by others, consumers can make a more informed decision about which product(s) to purchase (Zhao et al., 2013).

Online customer reviews can be defined as peer-generated product evaluations posted on company or third party websites. Retail websites offer consumers the opportunity to post product reviews with content in the form of numerical star ratings (usually ranging from 1 to 5 stars) and open-ended customer-authored comments about the product. Leading online retailers such as Amazon.com have enabled consumers to submit product reviews for many years, with other retailers offering this option to consumers more recently (Mudambi and Schuff, 2010).

In an online survey of 2005 American shoppers, Weber Shandwick (2012), in conjunction with KRC research, surveyed participants to understand how they use reviews to make buying decisions and the impact of online product reviews on sales. The study shows that, as a result of consumer reviews, 65% of potential consumers selected a brand that had not been in their original consideration set. As consumers search online, learn about products, and evaluate different alternatives, they are likely to encounter and consider numerous online product reviews from other consumers (Mudambi and Schuff, 2010).

Online product reviews, which transcend the relatively confined interpersonal boundaries of the traditional word-of-mouth communication, have been well acknowledged not only as a useful means to

compensate for the uncertainty inherent in online shopping, but also as a unique advantage of online shopping not obtainable in offline transactions (Lee and Shin, 2014)

As the scene of item surveys turns out to be more divided and complex, advertisers need to give careful consideration than at any other time to their impact on customers' purchasing choices. Maybe Product Reviews ought to be considered the fifth P in today's CE showcasing plans (Weber, 2012).

Client audits are progressively accessible online for an extensive variety of items and administrations. They supplement other data gave by electronic customer facing facades, for example, item depictions, surveys from specialists, and customised exhortation created via mechanised suggestion frameworks. While analysts have shown the advantages of the nearness of client surveys to an online retailer, to a great extent investigated issue is the thing that makes client audits supportive to a shoppe during the time spent settling on a buying choice. Drawing on the worldview of pursuit and experience products from data financial aspects, we create and test a model of client audit accommodation.

An investigation of 1,587 surveys from Amazon.com crosswise over six items showed that audit furthest point, survey profundity, and item sort influence the apparent support of the survey. Item sort directs the impact of audit furthest point on the support of the survey. For experience products, surveys with extraordinary appraisals are less useful than audits with direct evaluations. For both item sorts, audit profundity positively affects the support of the survey, however, the item sort directs the impact of audit profundity on the supportiveness of the audit. Audit profundity has a more prominent beneficial outcome on the support of the survey for scan merchandise than for experience products. We examine the ramifications of our discoveries for both hypothesis and practice (Mudambi and scrape, 2010).

Sites, for example, Amazon, Trip Advisor and Yelp have since a long time ago relied on upon clients to rate books, inns and eateries. The theory behind this supposed crowdsourcing methodology holds that the most genuine and most precise assessments will originate from collecting the suppositions of a substantial and different gathering of individuals. However, a more intensive look uncovers that the

intelligence of group may not be savvy nor fundamentally made by a group. Its judgments are incorrect, best case scenario, fake best case scenario (Neilden, 2012).

Business relies on upon purchasers and dealers satisfying their legally binding commitments; systems inciting such execution are crucial to well-working markets. Web-empowered notoriety systems that gather and scatter customer criticism have developed as noticeable means for prompting vendor execution in on the web and disconnected markets.

This paper thinks about the capacity of notoriety and a more customary case like systems for question determination to actuate productive monetary results. We utilise a diversion theoretic definition and infer comes about for their relative productivity and adequacy separately or as supplements. We find that the prominent perspective of notoriety as a productive and moderately costless approach to initiate merchant exertion under all conditions is mistaken; notoriety is less effective than casein actuating any given level of exertion. In this manner, notoriety enhances proficiency just in settings where the high cost of prosecution, lacking harm levels, or low court precision prompt problematic exertion or cause showcase disappointment. At the point when the unfavourable choice is vital, notoriety uncovers the genuine sorts of market members, which may balance its higher cost of instigating exertion. At long last, adding notoriety to existing prosecution components expands dealer exertion and may require changing harm honours to abstain from actuating extreme exertion that diminishes monetary productivity (Bakos and Dellarocas, 2011).

A developing group of research has risen on online item surveys and their capacity to evoke execution results fancied by retailers; yet, a typical comprehension of the execution ramifications of online item audits has evaded us. Researchers keep on navigating a variety of studies evaluating diverse outline components of online item audits, and different research settings and information sources.

We attempt a meta-investigation of 26 observational studies yielding 44 3 deals versatilities to look at how these factors identify with retail deals. Expanding on entrenched meta-expository techniques,

we address the accompanying inquiries: How does audit valence impact the flexibility of retailer deals? Shouldn't something be said about survey volume? For which item sorts and utilisation circumstances do online item surveys greatly affect retailer deals versatility? Which sorts of online commentators and sites apply the best impact on retailer deals flexibility? Our study answers these imperative inquiries and gives a genuinely necessary quantitative combination of this expanding stream of research (Duan, Gu and Whinston 2008).

In spite of the fact that informal (WOM) action has been examined as a result variable of different builds, for example, fulfilment, less consideration has been given to the precursors and arbitrators of WOM while considering WOM as a focal develop. Henceforth, we propose a model off WOM precursors and mediators utilising a meta-logical survey. The outcomes demonstrate that all predecessors' effects WOM movement, with client responsibility demonstrating the most grounded impact. The accompanying theories are additionally bolstered: (1) WOM valence is a critical mediator, (2) cross-sectional studies demonstrate a more grounded impact of fulfilment and reliability on WOM action than longitudinal studies, and (3) investigations of WOM conduct demonstrate a fragile connection amongst unwavering ness and WOM movement than investigations of WOM aims. What's more, we demonstrate that fulfilment has a more grounded association with positive WOM than reliability, while (dis)loyalty has a more grounded association with bad WOM than does (dis) satisfaction. We talk about this finding in light of the distinctive natures of positive and negative WOM (Matos, Celso, and Rossi, 2008).

2.3 Conceptual Framework

There is a significance of highlighting the conceptual framework since it helps in identifying and explaining the dependent, independent, control, and mediating/ moderating variables of the study (Ravitch and Riggan, 2011). The section provides a description of the different types of variables along with their significance within the current study with the mentioned research objectives and problem.

2.3.1 Dependent Variable

A dependent variable is such whose value is dependent on other variables (Dattalo, 2013). The dependent variable of the study is the customer buying behaviour (CBB). The primary aim of the study is to determine the impact of online reviews on customer buying behaviour, and therefore, it is pertinent to state that the buying behaviour of customers is dependent on online reviews.

2.3.2 Independent Variable(s)

On the contrary to dependent variables, independent variables are those variables that have no dependence on other factors or variables, these can also be stated as the variables for which the variation is not linked or dependent on other variables (Orme and Combs-Orme, 2009). For the current study, the main independent variable is online customer reviews (OCR) since the researcher wants to analyse whether the online reviews have an impact on the buying behaviour of customers. It is noted that the existence of online reviews has no dependence over customer buying behaviour, and therefore, it is termed as the main independent variable. On the other hand, the researcher also wants to analyse the difference of impact for Word of Mouth (WOM) and electronic WOM (E-WOM) on customer buying behaviour. Both the variables are also considered as the independent variables and the dependence of customer buying behaviour is tested by the researcher (Floyd et al., 2014). The researcher also chose to determine whether the attributes of analyst or reviewer (gender and age of customers) have an impact on the customer behaviour.

2.3.3 Control Variables

Control variables are such variables that are consistent throughout the analysis and also do not have any direct impact on the dependent variable (Gott, Duggan, and Duggan, 2003). For the current study Income of individuals is treated as the control variable, the reason to include the control variable within the study is to enhance the reliability of the results and findings and also that income is not the primary variable.

2.3.4 Mediating Variables

Mediating variables are such variables that have the tendency to create mediation within the independent and dependent variables of the study. These variables are also known for explaining and justifying the relationship between the variables (independent and dependent) of the study. In the current study frequency of purchase and nature of reviews (either positive or negative) are the mediating variables.
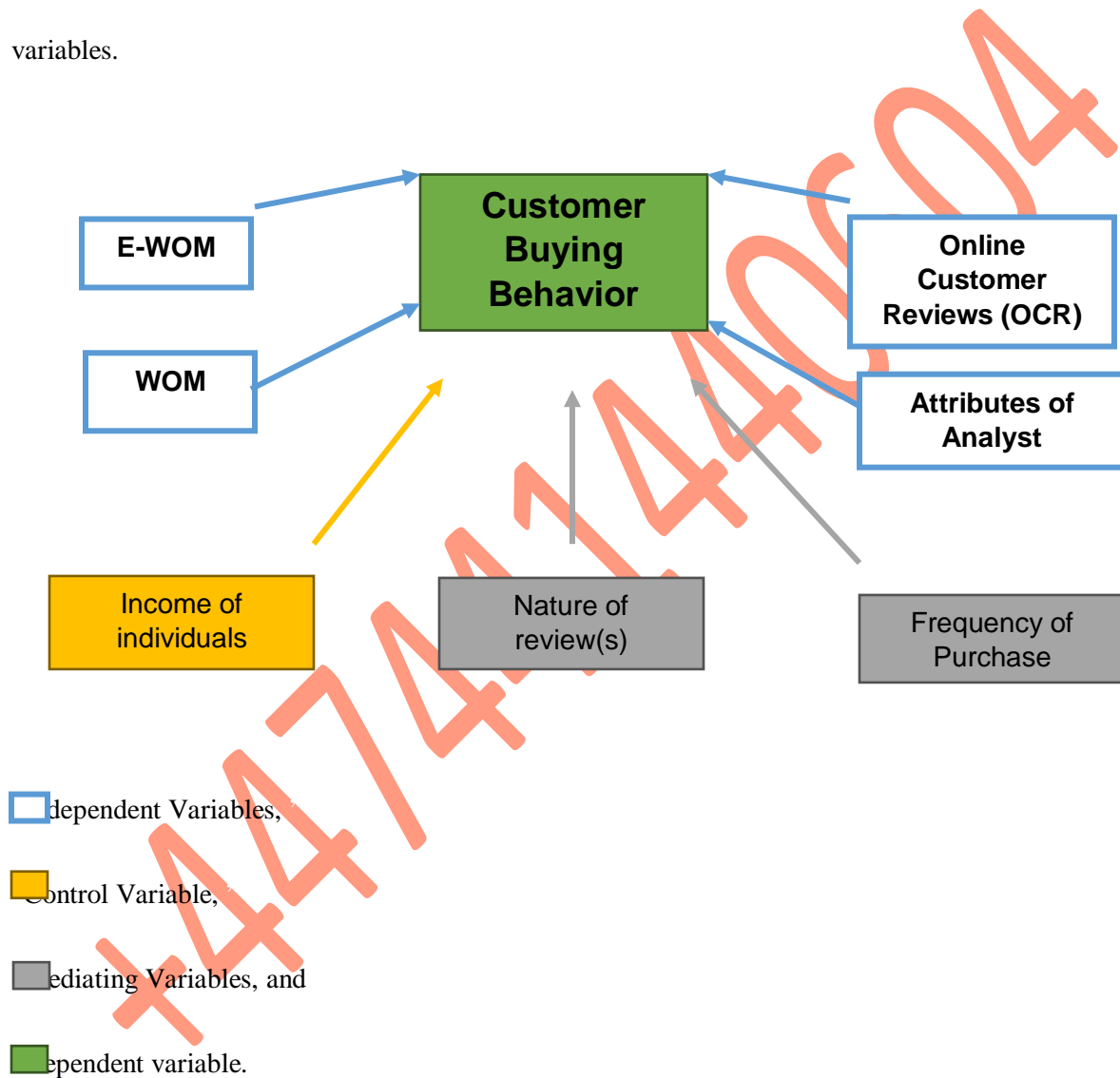
Figure 1 - Conceptual Framework

Chapter 3: Methodology

3.1   Introduction

The chapter provides an overview of the pathway adopted to undertake the current study in an effective and efficient manner. The chapter helps in developing an understanding the methods, techniques, approaches, and tools utilised by the researcher to accomplish the given objectives and to justify solutions for the problem statement. The use of correct research methodology is essential to complete the dissertation in accordance with the given objectives and questions (Kothari, 2009). The chapter specifies the research framework (also known as the theoretical or conceptual framework) adopted by the researcher, the framework utilised for data sampling, different measures for the variables mentioned within the conceptual framework, models and statistical analysis, diagnostic analysis along with the robustness analysis, and finally, the summary of the overall methodology.

The research study is carried out with utilising a quantitative approach. A quantitative approach helps the researcher to use numerical data to reach specified research outcomes. The researcher uses a self-administered questionnaire to collect opinions of employees working in Daraz.pk regarding the impact of online reviews on the buying behaviour of customers.

3.2   Statistical Analysis

The primary aim of the study is to understand and determine the impact of online customer reviews on customer buying behaviour in the context of Karachi, Pakistan. The researcher aims to elaborate the relationship since there is not a major proportion of work done on the subject matter. After having a thorough analysis of the literature review the researcher come to understand that there is not a single factor relating to online customer reviews (OCR).Therefore, the researcher selects different factors of OCR and aims to determine the impact of each factor on the buying behaviour of customers.

The researcher aims to use SPSS (Statistical Package for the Social Sciences), a statistical software used in academic and social research to determine accurate and satisfactory results. The software provides a range of statistical tools and techniques out of which the researcher chooses to utilise the descriptive statistics, correlation analysis, and regression analysis. The results of the tests would help to answer and justify the research questions and hypothesis that are derived from the analysis of literature review.

3.2.1 Descriptive Statistics

The test helps to summarise the data in a form of brief coefficients that can provide assistance to easily understand a large data (Nishisato, 2006). The researcher aims to provide an explanation of the coefficients to the readers in order to provide them with an easy access to the findings of each variable of the study.

3.2.2 Correlation Analysis

Correlation analysis is applied on statistical data to determine the level of relationship and association between them (Cohen, Cohen, and West, 2013). The results of the correlation analysis help in providing a detail of the relationship between two or more variables and also the description of the degree of the relationship (from weak to strong). For the current study, the researcher wants to analyse the relationship between the dependent, independent, control and mediating variables that can easily and effectively evaluate with the help of correlation analysis on SPSS.

3.2.3 Regression Analysis

The regression analysis is a modified version of the correlation analysis that helps in determining and estimating the relationship between two or more variables (Wang and Jain, 2003). The regression analysis provides an opportunity to the researcher to clarify and evaluate the association between the dependent and independent variables. For the current study, the researcher uses the customer buying behaviour as the dependent variable whereas, all the other variables are considered and used as the

independent variables. The results of the regression model are interpreted differently for the various variables used in the research. The results would help in determining the relationship between individual variables with the dependent variable of the study (Cohen, Cohen, and West, 2013).

3.3   Data and Sampling framework

3.3.1 Data

There are two sources of data from which the researcher can distinguish the one or both the sources that fit the methodology. The two sources include the primary and secondary data sources. Primary data sources are also known as first-hand data since, the data collected is only used for the analysis and evaluation of specific research objectives and questions (Stevens et al., 2005). On the other hand, secondary data sources include sources that are not specifically designed to evaluate and reach conclusions for a specific research (Goodwin, 2012). The main secondary sources of data include research articles (published articles), books, newspapers, etc. For the current study, both the primary and secondary sources of data are utilised by the researcher where the primary data source includes a survey questionnaire (self-administered questionnaire) with 10 research questions with a five scale Likert Scale (ranging from Strongly Disagree to Strongly Agree). Whereas, the secondary data sources selected for the study are published articles and books. "

3.3.2 Sampling framework

To reach a satisfactory conclusion the researcher aims to include a sample of employees most relevant to the current topic. Therefore, 150 respondents/ employees of the biggest online retail company of Karachi "Daraz.pk" are selected. The reason to choose the sample is to identify the most influential factors that have an impact on customer buying behaviour linked to online customer reviews (OCR) (Floyd et al., 2014). The selection of the sample is satisfactory as the employees of Dara.pk can highlight the most influential factors that can have a positive or negative impact on the buying behaviour of customers with respect to the online reviews. The researcher chooses the random sampling technique

since all the members or participants of the population have an equal chance of selection. It means that any 150 employees of the company are selected for the questionnaire without any preference to designation, job, and field of interest.

3.3.3 Sample size

Total employees of Daraz.pk **(Total Population):** 500 (Tribune, 2015)

The sample size for the research study: 150.

Percentage of Sample Size = sample size/ Total population

Percentage of Sample Size = 150/ 500

Percentage ofSample Size = 30% of the total population

3.3.4 KMO and Bartlett's test for adequacy

The KMO and Bartlett's test reflects the adequacy of the overall sample size and the results presented in the below-given table. The table presents an adequacy value of .883 which illustrates that the results of the test are adequate and reliable.

Table 1- KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.883
Bartlett's Test of Sphericity	Approx. Chi-Square	259.488
	df	15
	Sig.	.000

The table shows the KMO and Bartlett's Test values for a sample of thirty questionnaires used as a pilot test to justify the reliability and consistency of the results. The results of Table 1 indicate that the responses for the questions are adequate and the researcher can move forward with the overall analysis of the study by applying the tests on the complete sample (150 respondents).

3.4   Questionnaire Design

The primary data for the research is collected with the help of a questionnaire. The questionnaire contains two major portions, the first one specifies the demographic information of the respondents including Name, Age, Gender, Marital Status, and Income. Secondly, the questionnaire presents the investigative questions in which questions are segregated under six headings including a different question relating to online customer reviews, electronic word of mouth, word of mouth, attributes of the analyst, nature of reviews, and income of individuals.

All the questions are presented with a 5 scale Likert scale ranging from a response of strongly disagree to strongly agree. The Likert scale helps the researcher to code the data on Excel and also eases the process for statistical testing through SPSS.

3.5   Measurement of Variables

The section describes the measuring process of the dependent, independent, control, and mediating variables for the study. First and foremost, the dependent, independent, control and mediating variables of the study are measured with the help of generalised correlation and regression analysis. The correlation analysis helps in determining the level of relationship between the variables whereas, the regression is a more detailed analysis that helps to identify the association between the variables of the study and also highlight the level of significance (Floyd et al., 2014).

On the other hand, the descriptive analysis is also utilised to summarise the overall data collected with the help of survey questionnaire (Zhu and Zhang, 2010). The primary focus of the descriptive study is to generalise and explain the data and interpret the results to make it easier to understand for a larger target group (Babić et al., 2015; Floyd et al., 2014). The use of specialised measurement techniques helps to gather specific and accurate results that are the primary aim of any researcher (Zhu and Zhang, 2010).

3.6   Conceptual framework

There is a significance of highlighting the conceptual framework since it helps in identifying and explaining the dependent, independent, control, and mediating/ moderating variables of the study (Ravitch and Riggan, 2011). The section provides a description of the different types of variables along with their significance within the current study with the mentioned research objectives and problem.

3.6.1 Dependent Variable

A dependent variable is such whose value is dependent on other variables (Dattalo, 2013). The dependent variable of the study is the customer buying behaviour (CBB). The primary aim of the study is to determine the impact of online reviews on customer buying behaviour, and therefore, it is pertinent to state that the buying behaviour of customers is dependent on online reviews.'

3.6.2 Independent Variable(s)

On the contrary to dependent variables, independent variables are those variables that have no dependence on other factors or variables, these can also be stated as the variables for which the variation is not linked or dependent on other variables (Orme and Combs-Orme, 2009). For the current study, the main independent variable is online customer reviews (OCR) since the researcher wants to analyse whether the online reviews have an impact on the buying behaviour of customers. It is noted that the existence of online reviews has no dependence over customer buying behaviour, and therefore, it is termed as the main independent variable. On the other hand, the researcher also wants to analyse the difference of impact for Word of Mouth (WOM) and electronic WOM (E-WOM) on customer buying behaviour. Both the variables are also considered as the independent variables and the dependence of customer buying behaviour is tested by the researcher (Floyd et al., 2014). The researcher also chose to determine whether the attributes of analyst or reviewer (gender and age of customers) have an impact on the customer behaviour.

3.6.3 Control Variables

Control variables are such variables that are consistent throughout the analysis and also do not have any direct impact on the dependent variable (Gott, Duggan, and Duggan, 2003).For the current study Income of individuals is treated as the control variable, the reason to include the control variable within the study is to enhance the reliability of the results and findings and also that income is not the primary variable.

3.6.4 Mediating Variables

Mediating variables are such variables that have the tendency to create mediation within the independent and dependent variables of the study. These variables are also known for explaining and justifying the relationship between the variables (independent and dependent) of the study. In the current study frequency of purchase and nature of reviews (either positive or negative) are the mediating variables.
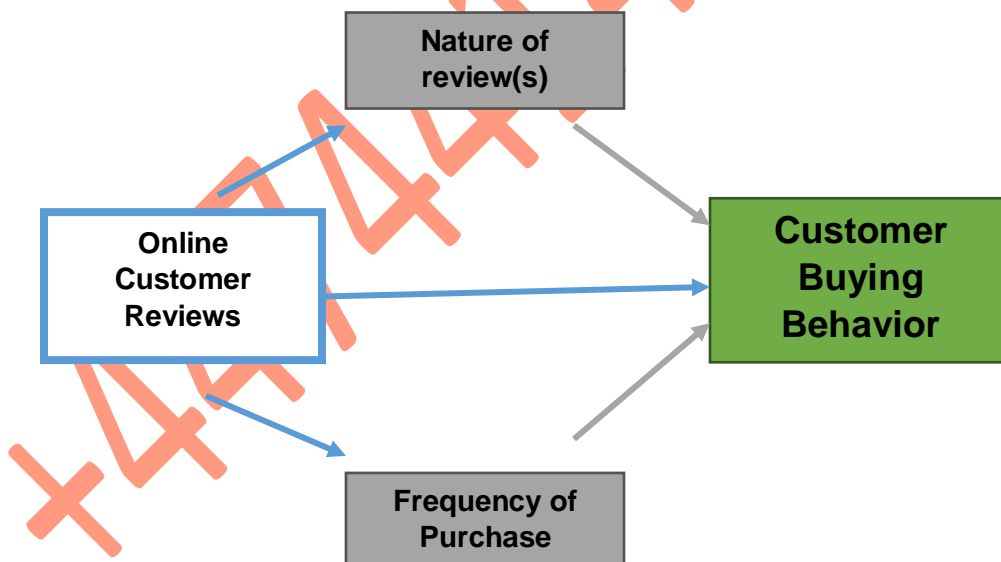
dependent Variables,

ediating Variables, and

ependent variable.

Figure 2 - Mediating Variables

To increase the level of depth in the research the researcher uses the mediating variables including the purchase frequency and the nature of reviews. The frequency of purchase includes the numerical value for the times of purchase within a month, whereas, the nature of reviews consists of two potential answers either positive or negative.

3.7 Statistical Model

To evaluate the most reliable results and findings for the topic under consideration the researcher uses a regression model. The regression analysis is a type of statistical test or analysis that helps in predicting or estimating the association between two or more variables. The variables are categorised as dependent and independent variables. For the current study, the control and mediating variables are also utilised along with the dependent and independent variables. The following mentioned equation or model is the generalised form of regression model in which, "

Y - Represents the dependent variable,

a – also known as Alpha is a constant, "

β – Represents the level of change independent variable due to another variable, and

X- Represents the independent variable that is utilised to predict the dependent variable (Y).

$Y = a + \beta X$" "

The specified or focused regression model for the current study is presented as under;

Customer Buying Behaviour= Constant + β(OCR)+ β(e-WOM)+ β(Critics Reviews)+ β(Third-party Reviews)+ β(Attributes of Analyst)+ β(Income of individuals)+ β(WOM)+ β(Frequency of Purchase)+ β(Nature of review(s).

- Customer buying behaviour is the dependent variable of the study and is presented instead of Y. On the other hand,

- X is replaced by independent, control, and mediating variables of the study including, Online customer reviews (OCR), e-WOM electronic word of mouth, Critic's Reviews, Third party reviews, Attributes of analyst, and Word of mouth (WOM) as the independent variables, Income of individuals as the control, and, the frequency of purchase and nature of reviews as the mediating variables.

- Alpha value "an" is the constant whose value is gathered from the regression coefficient table.

- Beta "β "values for individual variables are also present in the regression coefficient table.The results of the regression analysis would help to collect the values for the study that would lead to identifying the level of significance and impact of the independent, control, and mediating variables on dependent variable that is Customer buying behaviour.

3.8 Diagnostic Analysis

The diagnostic analysis includes the inclusion of tests to ensure reliability and credibility of the data gathered for the study. For the current study, the researcher uses a survey strategy that includes a self-administered questionnaire. The responses from 150 participants are collected and the researcher uses a reliability test to monitor the validity and accurateness of the responses. The reliability test is also a major test to check the consistency of the responses (Field, 2012). The value of reliability (Cronbach's alpha) must be greater than .70.

It is also appropriate to mention that the descriptive, correlation and regression tests are not applied to the data unless the Cronbach's alpha value reaches to an acceptable value of greater than .70. The results of the reliability testing represent a sample of thirty questions (pilot testing). The results indicated below show that the reliability values of individual variables are greater than .70 and therefore, it is pertinent to state that the results are reliable and satisfactory.

3.8.1 Reliability

Table 2 – Case Processing Summary

		N	%
Case Processing Summary			
	Valid	30	100.0
Cases	Excluded	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

The table "Case processing Summary" presents the number of valid and excluded variables for the test. The results show that the total number of valid observations for the test are 30 since the results are carried out to determine the findings of thirty questionnaires out of one fifty questionnaires. Secondly, the number of values excluded from the test is 0, which represents that all the values are reliable and valid and therefore, no value was excluded.

3.8.2 Reliability Statistics

Table 3 – Reliability Statistics

Reliability Statistics		
Lambda	8	.802
	7	.968
	6	.963
	5	.965
	4	.943
	3	.973
N of Items		6

The tables above show the results of reliability testing carried out on a sample of thirty questionnaires out of the total one fifty questionnaires. The results of the test would help to specify the need to improve the data but in accordance with the current results it is clear that the researcher can carry out the analysis since all the variables have reliable and valid Cronbach's alpha values that are .802, .968, .963, .965, .943, and .973 for online customer reviews, electronic word of mouth, word of mouth, attributes of analyst, nature of reviews, and income of individuals respectively.

3.9   Robustness Analysis

Reliability testing is carried out unless the researcher reaches to a satisfactory and credible level (value of Cronbach's alpha is greater than .70).

3.9.1 Results of Pilot Testing

3.9.1.1 Descriptive Statistics

The descriptive analysis is carried out to summarise the data in a form that is more easily understandable to the audience. The results of the table show that the mean value for OCR (Online Customer Reviews is 4.02 which means that most of the respondents agree to the point that OCR has an impact on customer buying behaviour. Meanwhile, the analysis of standard deviation shows that there was a moderate level of variation between the responses as the value is less than 1 (i.e. 0.926). For e-WOM (electronic Word of Mouth), WOM (Word of Mouth), AoA (Attributes of Analyst), NoR (Nature of Reviews), and IOI (Income of Individuals) also have a value in a range of 3.5-4.4 which means that majority of respondents accept that all the variables have an impact on customer buying behaviour. The value of standard deviation for all the variables is also less than 1 therefore, it can be stated that there is no fluctuation or variation within the responses for all the questions relating to variables of the study.

Table 4 - Descriptive Statistics

Descriptive Statistics			
	Mean	Std. Deviation	N
OCR	4.02083	.926201	30
e-WOM	4.028571	.9014805	30
WOM	4.044444	.8164184	30
AoA	3.9500	.88911	30
NoR	4.300000	.8228071	30
IoI	4.050	.7468	30

3.9.2Correlation Analysis

Table 5 - Correlations

Correlations		OCR	e-WOM	WOM	AoA	NoR	IoI
OCR	Pearson Correlation	1	.959**	.969**	.894**	.932**	.634**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30
e-WOM	Pearson Correlation	.959**	1	.943**	.862**	.927**	.653**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30
WOM	Pearson Correlation	.969**	.943**	1	.878**	.886**	.647**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30

AoA	Pearson Correlation	.894**	.862**	.878**	1	.803**	.601**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30
NoR	Pearson Correlation	.932**	.927**	.886**	.803**	1	.517**
	Sig. (2-tailed)	.000	.000	.000	.000		.003
	N	30	30	30	30	30	30
IoI	Pearson Correlation	.634**	.653**	.647**	.601**	.517**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.003	
	N	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation analysis helps to develop an understanding regarding the level of relationship between the variables of the study. The results of the correlation analysis show that there is moderate to the high-level relationship between the variables under study. The highest degree of relationship is present between the Online customer reviews and electronic word of mouth since the value of Pearson Correlation is .969 (greater than .70) and a significance value of .000 (less than .05). On the other hand, the lowest degree of relationship is present between Online customer reviews and Income of individuals with a Pearson correlation value of .634 (Less than .70 but greater than .50) and a significance value of .000 (less than .05). "

3.9.3 Regression Analysis

Regression analysis is a statistical test used to estimate the relationship between the dependent and independent variables of the study. For the current study the dependent variable is customer buying behaviour represented by "CustomerBB" and the independent variables are OCR (Online Customer

Reviews), e-WOM (electronic Word of Mouth), WOM (Word of Mouth), AoA (Attributes of Analyst), NoR (Nature of Reviews), and IOI (Income of Individuals).

Table 6 - Model Summary

		Model Summary		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.917[a]	.841	.800	.464
a. Predictors: (Constant), IOI, NoR, AoA, WOM, e-WOM, OCR				

The Model summary table shows the overall relationship between the dependent and independent variables. The value of R Square is .841 that is greater than .70 and therefore, it can be stated that the results show that there is a strong relationship between the dependent and independent variables of the study.

Table 7 - ANOVA

		ANOVA			
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	26.240	6	4.373	20.279	.000[b]
1	Residual	4.960	23	.216		
	Total	31.200	29			
a. Dependent Variable: CustomerBB						
b. Predictors: (Constant), IOI, NoR, AoA, WOM, e-WOM, OCR						

The results of the ANOVA helps to specify the significance value for the overall regression analysis. The value is presented underneath the Sig. The current value of Significance is .000 that is less

than .05 (standardised significance value) on this basis the researcher can state that the relationship between the variables is both strong and significant.

Table 8 - Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	-1.175	.712		-1.651	.112
	OCR	-.726	.547	-.648	-1.326	.020
	e-WOM	.394	.390	.342	1.010	.032
1	WOM	1.049	.451	.826	2.325	.029
	AoA	.283	.222	.243	1.278	.214
	NoR	-.636	.341	-.505	-1.865	.075
	IoI	.859	.163	.619	5.265	.000

a. Dependent Variable: CustomerBB

The coefficient table of regression analysis helps in determining the level of significance and degree of relationship between the dependent and independent variables of the study. For the current pilot testing, the results show that OCR and CustomerBB are negatively related since the value of Beta is -.648 the analysis also reveals that the relationship is significant as the value of significance (Sig.) is .020 that is less than .05. On the other hand, e-WOM, WOM, AoA, and IOI is positive since the value of Beta is (.342, .826, .243, and .619 respectively). The results also show that out of the four variables only e-WOM, WOM, and IOI showed significant values of less than .05. Finally, The relationship between CustomerBB and NoR is negative and insignificant since the value of Beta is -.505 and significance value is .075 (greater than .05). The results of the Pilot testing are not finalised since not all the responses are

gathered for the final analysis. The results of the final analysis may or may not vary from the current pilot testing. "

3.10 Summary

The chapter provides an overview about the possible means of carrying out the study in an efficient manner. It is observed that the tools and techniques adopted by the researcher are in accordance with the aims and objectives and specified research questions. The use of quantitative approach is also beneficial for the researcher as it helps to complete the study within the time frame provided by the university. Finally, the use of statistical tools and diagnostic analysis helps the researcher to maintain the credibility   of   the   research.

Chapter 4: Results and Discussion

4.1 Introduction

The chapter provides an overview of the results that are derived from the analysis of data. The results and findings along with the interpretations are provided to enhance the understanding of the audience regarding the results. The chapter presents the results and findings of the descriptive statistics, correlation, and regression analysis, diagnostic and robustness analysis, discussion of the findings with respect to the literature review, and finally, the answers to the research questions and summary of the chapter.

The chapter helps to present the results and interpretations of different statistical analysis tools. It also links the results and findings of the research with the literature review section. The overall importance of the chapter is that on the basis of the results and findings the researcher can effectively demonstrate the research conclusion and recommendations to the stakeholders.

4.2 Results and Findings

The results and finding section constitutes of tabular and graphical representation of the results of individual tests and their interpretations that allows the researcher to elaborate the findings to the audience.

4.2.1 Descriptive Statistics

The descriptive statistics help to summarise the overall data into easy and understandable values. The descriptive statistics for the current study is used in SPSS with the help of frequency distribution which helps to present the data with help of tables and charts that are graphical representation.

The interpretations of the frequency distribution for demographic questions is presented in the tables that help the audience to understand the demographics of the survey.

4.2.2 Frequency Distribution

Table 9 - Statistics

Statistics		Age	Gender	Nationality	Marital Status	Income
N	Valid	150	150	150	150	150
	Missing	0	0	0	0	0

The frequency statistics table show that a total of 150 responses were valid and no response or value is missing from the analysis.

Frequency Table

Table 10 - Age

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-26	10	6.7	6.7	6.7
	27-32	55	36.7	36.7	43.3
	33-38	40	26.7	26.7	70.0
	39-44	45	30.0	30.0	100.0
	Total	150	100.0	100.0	

The frequency for Age presented in Table 2 signifies and illustrate that out of the total 150 respondents 10 belonged to the age group of 21-26, 55 had an age range of 27-32, 40 with age in between 33-38 years, and 45 respondents had an age group of 39-44 years respectively. The highest proportion of respondents belonged to the age group of 29-32 years (i.e. 55 respondents equal to 36.7% of the entire sample).

Title

Age

Legend:
- 1
- 2
- 3
- 4

6.67%
30.00%
36.67%
26.67%
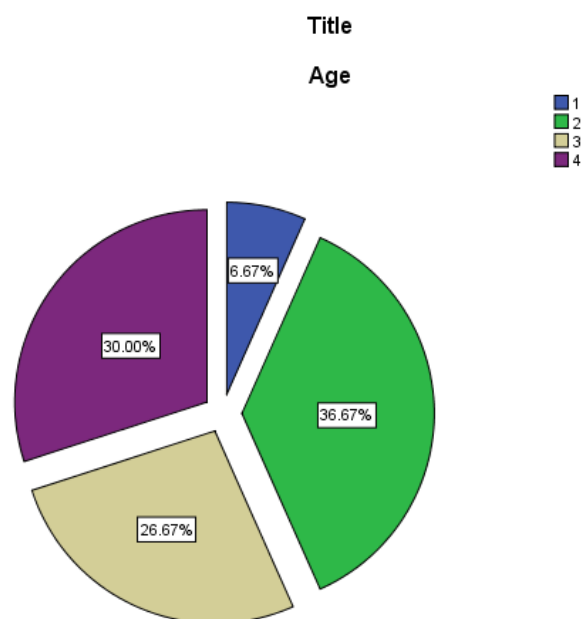
Table 11 - Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	45	30.0	30.0	30.0
	Female	105	70.0	70.0	100.0
	Total	150	100.0	100.0	

The table 3 for gender show that the total of 105 respondents that responded to the questionnaire was female (i.e. 70% of the sample) whereas, 45 respondents were male. The bigger proportion of females participated in the data collection process.

Gender
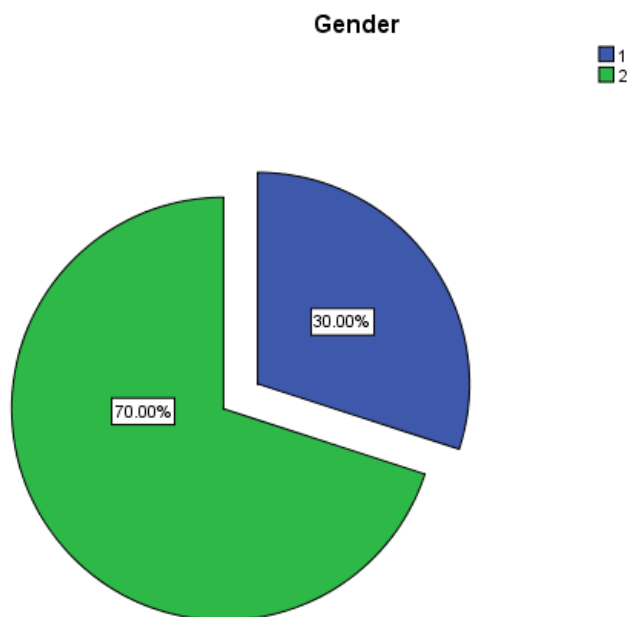
Table 12 - Nationality

Nationality					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Pakistani	80	53.3	53.3	53.3
	Others	70	46.7	46.7	100.0
	Total	150	100.0	100.0	

The company daraz.pk has a diversified staff, and therefore, a question for nationality was asked and the results shown in table 4 show that out of total 150 respondents 810 respondents were Pakistanis, whereas, 70 belonged to other nationalities. The table specifies that out of the overall diversified staff of the company the proportion of local respondents were higher than the respondents from other nationalities.

Nationality
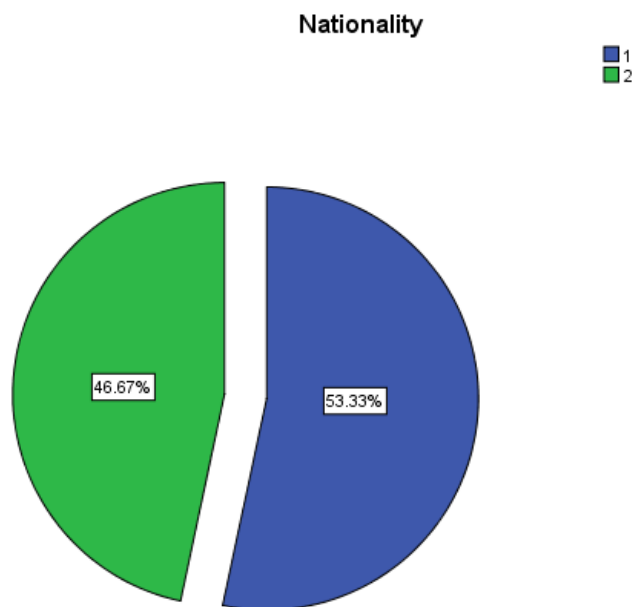
Table 13 - Marital Status

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	40	26.7	26.7	26.7
	Married	110	73.3	73.3	100.0
	Total	150	100.0	100.0	

The results shown in table 5 for marital status show that the proportion of respondents that were married is higher than the respondents that were single (i.e. 73.3% married and 26.7% were single).

Marital Status
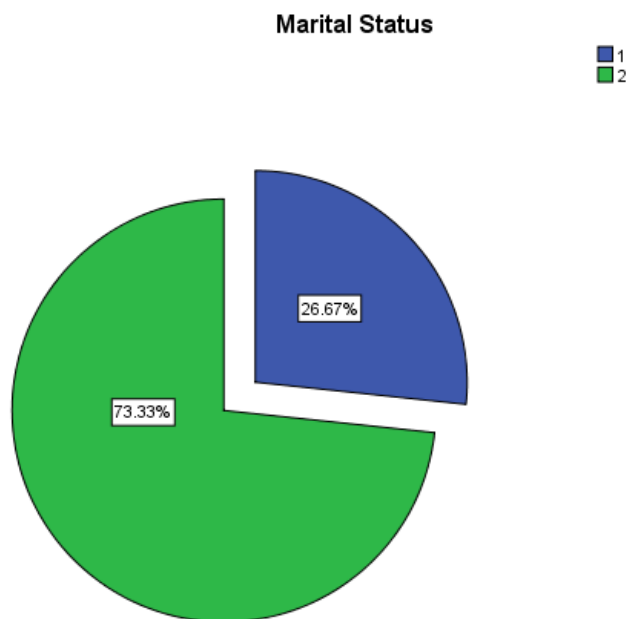
Table 14 – Income

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-29000	15	10.0	10.0	10.0
	30-39000	65	43.3	43.3	53.3
	40-49000	70	46.7	46.7	100.0
	Total	150	100.0	100.0	

The results show that out of the total 150 respondents a total of 15 respondents had an income in the range of Rs 20-29000, 65 had an income in the range from Rs 30-39000, and a total of 70 (i.e. 46.7% respondents) had an income in between Rs 40-49000.

Income
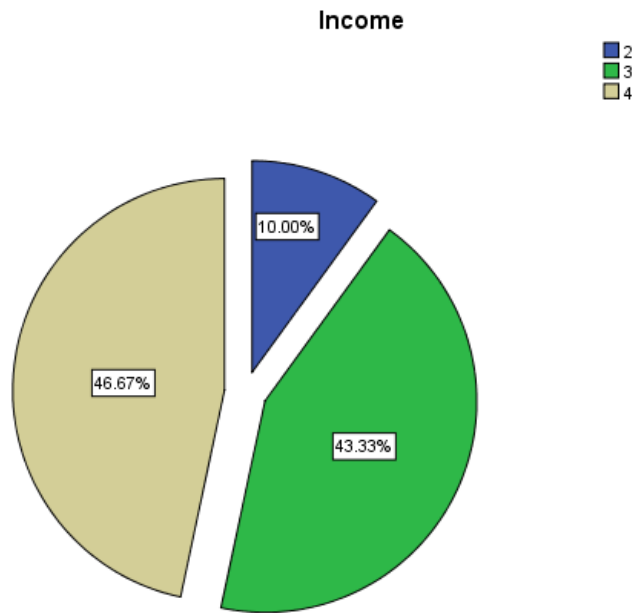
4.2.3 Descriptive Statistics

Descriptive

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CBB	150	1	5	3.41	1.205
OCR	150	1	5	4.48	.791905
e-WOM	150	4	5	4.99	.1150819
WOM	150	5	5	5.00	0.000007
AoA	150	5	5	5.00	.00000
NoR	150	5	5	5.00	0.000007
IoI	150	5	5	5.00	.0000
Valid N (listwise)	150				

Table 15 - Descriptive Statistics

The descriptive analysis is carried out to identify the maximum, minimum, mean, and standard deviation values for the factors including Consumer Buying Behaviour (CBB), Online Customer Review (OCR), e=Word of Mouth (e-WOM), Word of Mouth (WOM), Attributes of Analyst (AoA), Nature of Review (NoR), and Income of Individual (IoI). The results show that the respondents remained neutral to the point that CBB is affected by OCR. It can be stated as the value of Mean is 3.41 (i.e. 3 = Neutral in accordance with 5 scales Likert scale). On the other hand, the results of the descriptive statistics show that the respondents strongly agree that Online Customer Review (OCR), e=Word of Mouth (e-WOM), Word of Mouth (WOM), Attributes of Analyst (AoA), Nature of Review (NoR), and Income of Individual (IoI) have a strong impact on customer buying behaviour. The value of mean for all the variables (i.e. independent variables – factors of Online Customer Reviews) is greater than 4.5 (i.e. nearest to or is 5 – Strongly Agree in accordance with the 5 scales Likert scale) which mean that the respondents strongly agree to the point of view that the factor of Online Customer Reviews have a prominent impact on the Customer Buying Behaviour. "

4.2.4 Correlation and Regression Analysis

4.2.4.1 Correlation Analysis

Correlation analysis is carried out to identify the relationship between the variables under study. The variable CBB – Customer Buying Behaviour is tested with OCR - Online Customer Review, and e-WOM – electronic Word of Mouth.

		CBB	OCR	e-WOM1
CBB	Pearson Correlation	1	.768**	.300**
	Sig. (2-tailed)		.000	.000
	N	150	150	150
OCR	Pearson Correlation	.768**	1	.523**
	Sig. (2-tailed)	.000		.000
	N	150	150	150

e-WOM	Pearson Correlation	.300[**]	.523[**]	1
	Sig. (2-tailed)	.000	.000	
	N	150	150	150

**. Correlation is significant at the 0.01 level (2-tailed).

Table 16 - Correlation Analysis

The results of the correlation show that there is a perfect correlation between CBB and CBB since the value of Pearson Correlation is 1. On the other hand, the correlation between CBB and OCR is strong since the value of Pearson Correlation is .768 that is greater than .7 representing a strong relationship and the significance value is .000 which is less than .05 and supports the point that the relationship is both strongly positive and significant. Finally, the relationship between CBB and e-WOM is moderate as the Pearson Correlation value is .300 that is greater than .30 and less than 70 that shows a moderate relationship meanwhile, the significance value is .000 which represents that the customer buying behaviour is impacted by electronic Word of Mouth. "

To further analyse the relationship between the dependent and independent variables a regression analysis is carried out that specifies the relationship between the independent variable(s) and dependent variable.

4.2.4.2 Regression Analysis

Variables Entered/Removed			
Model	**Variables Entered**	**Variables Removed**	**Method**
1	e-WOM, OCR	.	Enter

Dependent Variable: CBB

b. All requested variables entered.

Table 17 - Variables Entered/Removed

The variables independent variables entered for the test are e-WOM and OCR and the dependent variable is CBB.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.777[a]	.604	.598	.764

a. Predictors: (Constant), e-WOM, OCR

Table 18 - Model Summary

The Model summary table identifies the overall relationship between the variables tested and the regression model. The R Square value from Model Summary table shows a value of .604 which represents a moderate relationship between the variables. The significance of the test is identified from the ANOVA table given below.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	130.589	2	65.295	111.889	.000[b]
	Residual	85.784	147	.584		
	Total	216.373	149			

a. Dependent Variable: CBB

b. Predictors: (Constant), e-WOM, OCR

Table 19 - ANOVA

The ANOVA table highlights the value of Sig. which represents whether the relationship between the variables is of such nature that the policy makers or managers focus on the variables or aspects or not. The Sig. value presented in the ANOVA table is .000 which is less than .05, and therefore, it can be said that the relationship is moderate as well as significant. The outcomes of the ANOVA table support the findings of the correlation analysis.

Coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	4.494	2.868		1.567	.119
	OCR	1.255	.088	.825	14.267	.000
	e-WOM	1.344	.605	.128	-2.221	.028

a. Dependent Variable: CBB

Table 20 - Coefficients

The table for Coefficients shows the relationship and significance of the individual variables. The value of B represents the relationship whereas, the Sig. shows the level of significance. The values for B for the current table shows a value of 1.255 for OCR and 1.344 for e-WOM meanwhile, the significance values are .000 and .028 respectively. The values represent that there is a significant and strong relationship between OCR, e-WOM and CBB. The results support the findings of the correlation analysis, and therefore, it can be stated that there is a strong relationship between factors linked to Online Customer Reviews and Customer Buying Behaviour within Karachi Pakistan.

4.3 Key Results

The key results of the research study are that there is a strong relationship between the factors associated with Online Customer Review. The most prominent factors identified after the descriptive analysis include Word of Mouth, Attributes of Analysts, Nature of Reviews, and Income of Individuals. The respondents of the questionnaire also strongly agreed to the point of view that electronic Word of Mouth also has an impact on Customer Buying Behaviour. The results of the correlation and regression analysis also support the finding and signify that e-Word of Mouth has the most significant impact on Customer Buying Behaviour. The results of the tests also signify that the Online Customer Reviews and its aspects have a significant impact on Customer Buying Behaviour.

Key Results

Variables	Correlation	Hypothesis Accepted	Significance

1.	Online Customer Reviews		.768	**There is an impact of Online Customer Reviews on Customer Buying Behaviour**	.000
2.	e-Word	of	.300	**There is an impact of e-Word of Mouth on Customer Buying Behaviour**	.028
	Mouth				
3.	Word of Mouth		.969	**There is an impact of Word of Mouth on Customer Buying Behaviour**	.000
4.	Attributes	of	.894	**There is an impact of Attributes of Analysts on Customer Buying Behaviour**	.000
	Analysts				
5.	Nature	of	.932	**There is an impact of Nature of Reviews on Customer Buying Behaviour**	.000
	Reviews				
6.	Income	of	.634	**There is an impact of Income of Individuals on Customer Buying Behaviour**	.000
	Individuals				

Table 21 - Key Results

Dependent Variable: CBB

4.4   Diagnostic and Robustness Analysis

4.4.1 Reliability test

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	**%**
Cases	Valid	150	100.0

Excluded	0	.0
Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.865	30

Table 22 - Reliability Statistics

The reliability testing is carried out initially but is presented in the end to show that the questionnaire and its responses are both reliable and valid. The value of Cronbach's Alpha should be greater than .70 in order to justify the reliability and for the given reliability test the value of Cronbach's Alpha for 30 questions is .865. The value signifies that the condition is met and the responses of the questionnaire are valid and reliable and on the basis of the assurance the results mentioned above for the different tests is also valid and reliable.

4.5   Discussion

4.5.1 Answer for Research Questions

The analysis is carried out to determine whether online customer reviews have an impact on the customer buying behaviour. The researcher uses a quantitative approach to answering the question and utilises a questionnaire to gather responses from the participants that are the employees of Daraz.pk.

1.   **Q1). What is the impact of online customer reviews on buying behaviour?**

The results of the study illustrate that there is a positive and strong relationship between online customer reviews and customer buying behaviour. The results of the correlation analysis show a value of .768 that represents a strong relationship whereas, the significance value is .000 that demonstrate that the relationship is strong and significant (Wan, and Nakayama, 2014). The increase in online customer

behaviour would result in an increase in the purchase or buying decisions of the customers. Furthermore, the researcher intends to identify the most prominent factors that are linked to online customer reviews that can have a potential impact on the buying decision (Young, 2014).

a. Q1. What is the impact of electronic word of mouth (e-WOM) on customer buying behaviour?

The prime factor identified by the researcher from literature review is the electronic word of mouth. The electronic word of mouth is different from simple word of mouth (WOM) marketing tool and specifically deals with the possible marketing measures and techniques adopted by companies with the use of internet and other social media platforms (Web World Details, 2015). These include the marketing done by the businesses and the customer's opinion regarding the products or services offered. The results of the research analysis clearly explain that there is a moderate relationship between the electronic word of mouth and customer buying behaviour. The value of Pearson correlation is .300 and the value of significance that is Beta is .028 that represents a significant and moderate relationship between the variables. It shows that an increase in electronic word of mouth may not cause a high impact on the buying behaviour of customers but it must also not be ignored by the businesses within Pakistani perspective (Almana and Mirza, 2013). "

b. Q1. What is the impact of word of mouth (WOM) on customer buying behaviour?

"The word of mouth marketing specifies that the reviews and opinions of the customers that are directly linked to the customers (Wu and Wang, 2011). These may include friends, family, neighbourhood, and others. The results of the correlation analysis clearly present that there is a strong and significant relationship between word of mouth and customer buying behaviour. The numerical value of Pearson correlation that is .969 shows that the increase in word of mouth increases the buying decisions.

It can also be stated that more positive word of mouth from friends and family and other customers can have a positive impact on buying behaviour (Hennig, 2004).

c. Q1. What is the impact of attributes of analyst on customer buying behaviour?

The other factor highlighted by the researcher is the attributes of the analyst or reviewer. The attributes include the gender, age, and other factors that are directly linked to the customer's behaviour and physical characteristic. The results show a value of .894 that specifies a strong relationship between attributes of the analyst and buying behaviour of individual customers. The value of significance is also achieved that is .000 which means that there is a significant and strong relationship between the two variables.

d. Q1. What is the impact of nature of reviews on customer buying behaviour?

The nature of reviews is sub categorised under the positive and negative feedback or reviews. The results of the study show that there is a strong relationship between positive reviews that lead to a buying decision from the customer (Wan, and Nakayama, 2014). On the other hand, the negative reviews do not primarily limit the chance of purchase decision but the decline is also not negligible. Therefore it can be stated that the quality of products and services must be exceptional by the businesses so that negative reviews are ignored and the chances of avoiding a purchase from customer's end can be limited (Young, 2014).

e. Q1. What is the impact of income of individuals on customer buying behaviour?

The final research question is linked to identifying the relationship that exists between the income of the individual and their buying decision. The outcomes highlight that there is a moderate relationship between the income of individuals and their respective buying behaviour (Gott, Duggan, and Duggan, 2003).

From the overall analysis is prominent that there is a significant impact of online customer reviews on their buying behaviour (Hennig, 2004; Wu and Wang, 2011). It means that the marketers must ensure that online presence must be maintained as well as the customer opinions must also be improved by offering quality products and services. If the product quality is improved then it will lead to customer satisfaction and positive reviews on the online mediums (Gott, Duggan, and Duggan, 2003; Almana and Mirza, 2013).

Chapter 5: Conclusion and Recommendation

5.1 Introduction

5.2 Summary of Research Methodology

The researcher uses a quantitative method to test the research questions and hypothesis. The use of statistical tools is adopted by the researcher to reach to desired results. The descriptive analysis along with the correlation and regression were utilised to determine the relationship that exists between the online customer reviews and factors linked to online customer reviews and customer buying behaviour. The results of the correlation analysis are used to specify the research findings and to describe the conclusions.

5.3 Summary of Main Findings

Based on the analysis of the data gathered through the questionnai.re it can be concluded that there is a significant impact of online customer review (OCR) along with the factors linked with OCR and customer buying behaviour. The outcomes of the research are in accordance with the results and findings of other research papers like Hennig (2004) and Wu and Wang (2011) who also found that there is a significant impact of online customer reviews and therefore, it can be stated that the organisations operating within Pakistan and other regions of the world should focus on maintaining the brand loyalty as well as product quality so that the position of the brand or product is consistent in the minds of the customers. If the product quality fluctuates with the passage of time then it will be a difficult ask for the businesses to keep up with the competition. The dissatisfied customers can lead to a potential threat to the sales and image of the brand since they can create a negative impact on other customer's buying behaviours with the help of online reviews. The impact is exponential since the use of internet and other social media applications and platforms have increased. Based on the findings the researcher presents the following recommendations to the businesses and marketers.

5.4 Implications of the Research Study

The conclusions clearly state that there is a significant impact of OCR on customer buying behaviour and also the findings suggest that all the identified research variables also have a dominating impact on the behaviour of customers. Based on the results the researcher provides the following suggestions and recommendations to the stakeholders of the research paper including retailers, current businesses, potential new entrants in the market, entrepreneurs, and marketers etc.

- Consistent product improvement can be beneficial for attracting new and retaining current customers. It is, therefore, suggested that the companies must ensure to do proper quality assurance (QA) in order to provide a better product or service to the customer in order to keep them satisfied. The advantage of the above-mentioned recommendation is that the satisfied customers would always share positive word of mouth (WOM) as well as electronic-WOM that can help attract new customers.

- Secondly, the company can improve coordination with the customers and can ask for their regular feedback for the products and services offered in the market. The enhanced coordination and interaction of the company with its customers would help in developing a level of trust and belonging for the customers since they would feel that they are heard. The strategy can help the businesses to increase reach to customers and also would help in introducing a positive wave within the mind of the customers. The feeling of belonging results in improving the positive feedback from the customers and also can also result in customer attraction and their purchases.

- Further research papers can be undertaken on a large scale which can help to generalise the research topic to other industries (other than online retail).

5.5 Limitations of the Study

The research study was subject to the following research limitations;

- The research scope was limited to the online retail business (only included an individual company Daraz.pk) due to the lack of time duration and also the financial resources. The university provides a limited time to undertake the research study and the researcher tries his level best to do it in an efficient manner.

- The search for more participants requires more time and other financial resources. Since, the current study was not a paid research and the researcher utilised the maximum financial resources to undertake the study.

- The research outcomes cannot be generalised since it is only linked to determining the impact of online customer reviews on the online retail customers and their buying behaviour. Future research papers can be devised and designed to determine the impact of online customer reviews for other industries.

5.6 Suggestions for Future Research

The research paper also specifies the research perspectives and prospects that can be adopted by future researchers in order to carry out further research and identify the specified relationship between the variables used in the study.

- The researchers can use the variables and can identify the impact of online customer reviews on other industries of Pakistan (including fashion industry and automotive industry)."

- The future researchers can also edit and improve the variables of the current study and add in more variables to carry out a more detailed analysis of the conditions linked to customer buying behaviour and online customer reviews.

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Appendices

Appendix 1 – Grid Sheet

Research Problem	Research Objectives	Dependent	Independent	Control	Mediating variables	Data Sampling	Measurement of Variables	Statistical Model	Statistical analysis Tool	Statistical Diagnostic	Robustness

The impact of online reviews on customers buying behaviour needs attention, and therefore, the research is undertaken to identify the existing gaps and	The primary objective of the research is to determine the impact of online reviews on customers buying behaviour (CBB) specifically in Karachi retail	1) Customer Buying Behaviour	1) Online Customer Reviews (OCR), 2) E-WOM, 3) Attributes of Analyst, 4) WOM.	1. Income of individuals	1) The frequency of Purchase, 2) Nature of review(s) either positive or negative.	A sample of 150 respondents is selected for the study which includes employees of Daraz.pk the biggest online retail company of Karachi. The primary data collection source (i.e. Questionnaire) and	The variables for the study (dependent, independent, control, and meditating) are measured with the help of statistical measures using Statistical Package for the Social Sciences	$Y=a+\beta X+c$ Customer Buying Behavior = Constant + β(OCR)+ β(E-WOM)+ β(Critics Reviews)+ β(Third-party Reviews)+ β(Attributes of Analyst)+ β(Income of	Descriptive Statistics: for summarising the overall data, Reliability testing: for checking the reliability of responses, Correlation Analysis, and	Reliability Testing is done to ensure the credibility of the questionnaire and its responses. On the other hand, a Regression Analysis would be undertaken to determine the level	Reliability testing is carried out unless the researcher reaches to a satisfactory credibility level.

to provide awareness to retailers and other stakeholders.	industry. Secondly, the researcher also aims to determine the difference between WOM and E-WOM and their impact on CBB.					Secondary Sources (Literature Review) are both used for the research.	(SPSS).	individuals)+ β(WOM)+ β(Frequency of Purchase) + β(Nature of review(s).	Regression Analysis: For identifying the relationship and significance of the relationship.	of significance.

Appendix 2 – Questionnaire

The effect of online customer reviews on Customer Buying Behaviour

Dear Participant/ Respondent

The aim of the study is to identify and summarise the relationship that exists between different factors associated with online customer reviews and their impact on the buying behaviour of customers. Different questions are derived after a thorough analysis of literature and you are requested to participate and share your opinions by choosing the option that fits best with your thinking.

The questionnaire has 10 questions and it will take 5 minutes to fill your responses, kindly make sure you answer all the questions (from 1 – 10).

Kindly tick one option from the given ones that suits your opinion.

DEMOGRAPHIC INFORMATION

Name					
Age	21-26	27-32	33-38	39-44	44 and above
Gender	Male	Female			
Nationality	Pakistani	Others			
Marital Status	Single	Married			
Income	11-19000	20-29000	30-39000	40-49000	50000+

Investigative Questions

1 Online Customer Reviews (OCRs)

1	You think customer online reviews and customer buying behaviour have an association with each other.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2	Do you believe that positive reviews have a positive impact on buying behaviour?	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
3	You think people buy products based on friends, family, and loved one's recommendations.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
4	You believe that people trust others opinion while taking buying decisions.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5	You experienced any positive feedback	Strongly	Disagree	Neutral	Agree	Strongly

	that led to increasing in customer buying.	Disagree				Agree
6	You ever experienced a negative review having a negative impact on customer preferences.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
7	Does the nature of comment cause an opposite impact on buying decision?	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
8	Providing people to express their reviews help in enhancing the decision of others.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2	**Electronic Word Of Mouth (e-WOM)**					
1	Electronic Word of Mouth can have more influence on customer buying behaviour.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2	You believe an electronic word of mouth is a useful tool for customers to share their views.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
3	You think reviews of customers through e-WOM are reliable.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
4	You believe that people should not trust e-WOM to make or avoid buying decisions.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5	You think that e-WOM has a positive impact on Buying decision of customers	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
6	You think that e-WOM has a negative	Strongly	Disagree	Neutral	Agree	Strongly

	impact on Buying decision of customers	Disagree				Agree
7	To the base, a decision behaviour on e-WOM is a good idea.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

3	**Word of Mouth (WOM)**					
1	Traditional means of reviewing products with friends and family is decreasing in the current era.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2	WOM is more reliable than e-WOM.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
3	You believe that people should focus on WOM for deciding for a purchase.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
4	You think customers must utilise other's opinions and reviews before making a purchase.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5	WOM is a more efficient way of spreading knowledge about a product or service.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
6	WOM and e-WOM if used simultaneously lead to better purchase of the products	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

4	**Attributes of Analyst (AoA)**					
1	Gender of reviewer has an impact on customers buying behaviour.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2	Age of reviewer has an impact on other	Strongly	Disagree	Neutral	Agree	Strongly

	customers buying behaviour.	Disagree				Agree
3	The region of reviewer has an impact on customers buying behaviour.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
4	Name and cast of reviewer have an impact on other customers buying behaviour.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5	**Nature of Reviews (NoR)**					
1	Negative comments have a negative impact on customer buying behaviour.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2	You think that positive comments about a product appreciate consumers to buy the product.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
3	Do you think that nature of reviews has an impact on customer buying behaviour?	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
6	**Income of Individuals (IOI)**					
1	Does income of individuals affect the choice and opinion of customers to buy a product?	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2	You think self-preferences of individuals have an impact on buying behaviour.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Thank you for your cooperation