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## **The Impact of online word-of-mouth on purchase Intention**

### **An Applied study on Hospitality industry in Egypt.**

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## **Abstract**

### **Research objectives:**

The main objective of this research is to investigate the impact of online word-of-mouth on purchase intention. This research is aiming to explain whether determinants for acceptance of online word-of-mouth (Susceptibility of online reviews-General Credibility-General persuasiveness) affect booking intention via online booking websites(booking-TripAdvisor-Trivago).

### **Research methodology:**

The survey method was used for data collection in this research. A self-administered questionnaire was distributed to a sample of 372 from online booking web sites users.

### **Research Results:**

It was found that there is a significant and positive relationship between determinants for acceptance of online word-of-mouth (Susceptibility to online reviews-General Credibility-General persuasiveness) and booking intention via online booking websites.

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## 1 – Introduction:

Word of mouth communication is a key driver in shaping both consumer's attitudes and behavioral intentions (Jalilvand et al., 2012). Research has shown that Online WOM communication is more influential than communication through other sources such as editorial recommendations or advertisements because it is perceived to deliver more accurate reliable information (Gruen et al., 2006). Consumers trust peer consumers more than companies and are willing to assess products and services according to their experience and personal opinions before making any decision (Lee and Koo, 2012), consumers would search for a more credible source of information like WOM information when they perceive high risk with their purchase (Wagenheim and Bayon, 2004). Consequently, this type of communication is considered more persuasive through higher perceived credibility and trustworthiness (Mayzlin, 2006).

With the spread of the internet worldwide interpersonal communication has been profoundly reshaped from the traditional face to face communication to a more virtual way of communication called Online word-of-mouth, where consumers have got a very good opportunity to share and exchange information about their consumption experience and to spread advice regarding products and services using social networking platforms and consumer reviews sites (Xia and Bechwati, 2008), which in turn can be taken into consideration when collecting pre-purchase information to be able to take the right decision (Lee and Koo, 2012).

The realization of the importance of online reviews leads to their increased popularity among travelers (Liu and park, 2015). A lot of web sites specialized in tourism and hospitality industry flourish on the web (e.g., Trip Advisor, booking.com, Trivago, Hotels.com, Expedia, yelp.com, City Search, Orbitz). These platforms enable users to exchange information, opinions or recommendations concerning certain destinations, Hotels and other related tourism services (Liu and Park, 2015). These online platforms provide excellent tools for tourists to document and share their travel experience such as expressing the level of satisfaction about hotel stay experience (Filieri and Mcleoy, 2013).

## **2-previous studies:**

### **2-1: previous studies related to online word-of-mouth:**

Eun Kyoo Kim (2007) was the pioneer in this field. The main purpose of this study is to examine the factors affect consumers to be involved in Online WOM in the hotel industry. this study also focuses on consumer motivations to read and utilize Online WOM regarding hotels. Specifically, The Relationship between consumers' motivations for reading online WOM and their Online buying Behavior are examined to determine the strength and significance of the influences of these motives. This study provided four positive WOM categories and four negative WOM categories for engaging in WOM communication. Positive WOM communication motives consist of Altruism, Product involvement, Self enhancement, and Helping the company. Altruism explains the act of doing something for others without anticipating any compensation in return; consumers intend to help others to have a satisfying purchase experience. Product involvement explains consumers' motives to vent the pleasant feelings about purchase experiences by providing e WOM. The purchase that is perceived relatively important or relevant generates excitement. Self enhancement explains consumers' intension to enhance their image among others and to be perceived as an intelligent shopper by sharing their positive consumption experiences. Consumers also desire to help the company by convincing others to treat with a particular company. This motive may be part of altruism; however, a separate category was identified because the idea is to help the company rather than the receiver of the WOM. Negative WOM communication motives consist of Altruism, Anxiety reduction, Vengeance, and Advice seeking. Similar to altruism for positive WOM motives, negative altruism is when a consumer intends to prevent others from having unpleasant experiences or problems that they had faced. The purpose is to help others by warning them about negative results of a particular purchase. A consumer desires to reduce anxiety by venting his/her anger. Consumers can reduce anger or frustration by expressing the negative feelings or sharing dissatisfying experiences with others. Vengeance is concerned when a

consumer reacts to the negative consumption experiences by revenge from the company. The motive is to prevent others from dealing the company by sharing negative experiences.

DongHee kim (2012) studied the main drivers of online WOM, the case of upscale café. the research has been designed to deepen understanding of online Word-Of-Mouth behavior beyond the concept that online WOM simply reflects perceived quality evaluation. More specifically, the main objectives of the study include:

- 1- Investigation of self-relevant values consumers are likely to give e WOM: reflected appraisal of self, conspicuous presentation, and image congruency motives about the likelihood consumers engage in WOM.
- 2- Determining the strength and direction of the relationship between motivations and online WOM.

Anum saleem and Abida Ellahi (2017) studied the influence of e-WOM on purchase intention of fashion products on social networking sites. The study investigates the outcome of online WOM on purchase intention on face book users. It also identifies the major factors influencing the online WOM to buy fashion products. The findings confirm that online WOM is an affective factor influencing purchase intention of fashion brands. The findings also confirm the role of trustworthiness, expertness, informational influence and high fashion involvement as major factors influencing e-WOM. Findings from the study help to assist the company that use social networking sites like face book for promotion of their products in targeting the factors that have major influence on purchase intention of fashion products.

## **2-2: previous studies related to purchase intention:**

Rashida Bashir et al (2017) studied Factors Influencing the Purchase Intension of Young Females of Pakistan. he tried to determine the impact of family, peers and social networking media on purchase intension of young females of Pakistan. he determined the impact of future purchase intension on young females purchase decision. Results revealed that family and social media are the most influential factors among peers. Young females purchase intentions

are more influenced by their families and the social media. The results show that due to the modern technology used in Pakistan the young females are more influenced by the social media. Future purchase intention is very influential factor on purchase decision.

Eui-Bang Lee et al (2017) investigated the purchase intention within the context of smartphone advertising, which is unlike any other form of advertising. The study investigates the characteristics of recent mobile advertisements like brand attitude and context awareness value, which have not been mentioned in studies on non-mobile advertisements. The outcomes are as follows: Together with entertainment, information, excitement, and personalization in non-mobile advertisements, timing and location in mobile advertisements are the main factors for establishing consumers' purchase intention. Further, although mobile advertisements' context awareness value strongly affects consumers' advertising attitude and brand attitude, purchase intention receives greater impact from brand attitude than from advertising attitude because the products/services lack feel and touch.

Leila MORADI et al (2017) proposed a model that aggregate two facets namely, website and consumer-side factors in conjunction with purchasing intention from websites related to tourism. The study revealed that website and consumer factors strongly associate with purchasing intention from tourism websites. Website navigability and security (website characteristics, as well as experience (consumer-side factor) are proven to have a significant impact on the purchase behaviors of tourists. However, quality of the website does not interact with purchase intention. Furthermore, the study indicates that only high-quality website cannot guarantee continuance purchasing behavior. Consequently, underlying factors such as richness of information and trust need further investigation.

### **3- Research problem and questions:**

From the hotel's perspectives, the impact of online WOM could be classified as opportunity and threat, because if hotels analyze and manage these impacts properly, they can obtain competitive advantages in their business (Dickinger, 2010).

Analysis of the information obtained from online Word-of-Mouth can allow improvement in the quality of products / services, the identification of customer needs and implementation of new policies (Loureiro and Kastenholtz, 2011). Positive comments can enhance the reputation for the hotel as well as the possibility of obtaining price premiums, on the other hand negative comments can reduce consumer interest in the services offered by the hotel, which can affect its price competitiveness and profits (Loureiro and Kastenholtz, 2011).

According to what have been illustrated the research problem can be stated as:

**Negative Reviews (Online WOM) on online booking websites can decrease booking intentions for hotels and as a result decrease the level of sales and profitability and this will lead to bad brand Image which may oblige the hotel management to leave the market.**

### **Research question:**

**Accordingly, the research question could be as follows:**

- 1. To what extent online WOM affect booking intention?**

### **3- Research objectives:**

The aim of this research is to examine the determinants of online WOM information on social media which influence consumers' purchase intentions.

The research seeks to Achieve the following objectives:



- 1- To review literature based upon online WOM behavior on social media, online WOM behavior on other platforms, and the impact of online WOM on purchase intention, including the antecedents of purchase intention.
- 2- To develop theoretical models to explain the determinants of online WOM information on social media which influence consumers' purchase intention.
- 3- To empirically assess the relationships hypothesized in the theoretical models in order to answer research questions.
- 4- To discuss the results and findings and position them within the existing online WOM literature.
- 5- To draw theoretical contributions and managerial implications for academics and practitioners in regard to the influence of online WOM in social media on consumers' purchase intentions.

#### **5-Research Hypotheses:**

The main hypothesis of this research is that: there is no significant relationship between online word-of-mouth and booking intention.

## 6- Research variables and Measurement:

Variables	Constructs	References	Measurement
<b>Independent variable:</b> <b>Online word-of-mouth</b>	<ul style="list-style-type: none"> <li>• Susceptibility to online reviews</li> <li>• General credibility</li> <li>• General persuasiveness</li> </ul>	<b>Bambauer-sachse and Mangold (2011)</b>	Five-point likert scale. 1=strongly disagree 2=strongly agree
<b>Dependent variable:</b> <b>Booking intention</b>	<p>The probability that I would consider booking an accommodation from this website is high.</p> <p>If I were to book an accommodation, I would consider booking it from this website.</p> <p>The likelihood of my booking an accommodation from this website is high.</p> <p>My willingness to book an accommodation from this website is high</p>	<b>Ponte et al. (2015)</b>	Five-point likert scale. 1=strongly disagree 2=strongly agree

Source: made by researcher

## 7- Research Design and methodology:

it can be understood that this research was conducted with a positivism paradigm. From the methodological perspective, quantitative methods are more employable to examine the relationships between independent and dependent variables and to test the hypotheses through collected data (Saunders et al., 2012).

This research develops a theoretical model and associated hypotheses based on the current literature with the purpose of testing them to ascertain whether they are confirmed or rejected. This study, therefore, has developed measurement instruments for each of the six variables (susceptibility to online reviews, General credibility, General persuasiveness, Cognitive image, Affective image and booking intention) used to statistically assess the impact of online WOM on online booking websites. Thus, the adopted approach in this research is considered as Deductive approach.

**A: Research population and sampling unit:**

The population under investigation includes all users of three online booking websites (Booking, Trip Advisor, Trivago). Because these websites are the most popular in Egypt according to the exploratory study.

Online booking websites	Downloads	Reviews
Booking	More than 100 million downloads.	Two million reviews.
Trip Advisor	More than 100 million downloads.	One million reviews.
Trivago	More than 50 million downloads.	302.000 review.

This statistic is collected from the actual number of downloads and reviews on April 22 (2021).

However, it is not practical for this study to research on the whole population due to time, money, and access limitations (Bryman and Bell, 2011); therefore, a representative sample was selected.

The survey method applied in this study is a sample survey since the population studied is extensive and distributed across the geographical area of Egypt.

this study applied convenience sampling because of its high efficiency in terms of time, money and effort. Convenience sampling encourages researchers to access the data through the easiest subjects, such as students, locals or Internet users. Moreover, convenience sampling gives countenance to purposive sample selection which meets the aim and objectives of this study (Saunders et al., 2012).

**B: Sample size:**

The sample size was determined according to the sample size formula (Malhotra, 2011).

$$N = z^2 n(1 - n) \div (\text{sample error})^2$$

where, n= sample size, n= population proportion, z= 1.96 for a 95 percent confidence level and 5 percent level of significance.

Because the population proportion was unknown, a common procedure is to assume the worst case (where the population variance is at its maximum) when the population proportion is equal to 0.50.  $n=0.50$ ,  $n(1-n) = 0.25$ . the formula for sample size then simplifies to  $n = z^2(0.25) / (\text{sample error})^2$ . Thus, if the population proportion is to be estimated within an error of 0.05 at a 95 percent confidence level, the needed sample size  $n = (1.96)^2 \frac{(0.25)}{(0.05)^2}$  then  $n = 384.16$

In this study the sample size required to achieve statistical significance has been determined to 384 respondents.

### **C: Questionnaire development:**

Developing instrument measurements is another critical issue for researchers as it has a direct influence on the reliability and validity of the collected data. For this reason, Bryman and Bell (2011) recommend using existing measures which were already tested by previous researchers. In this study, therefore, the measures were drawn from the existing literature and modified through considering the research aim and objectives.

There are some useful recommendations made by previous researchers to design more user-friendly questionnaires which helps researchers to achieve high response rates through reliable and valid data. According to Bryman and Bell (2011), a) using a cover letter and providing clear instructions for participants, b) avoiding long questions and preparing as short a questionnaire as possible and c) creating appealing layouts, are among the key points for more efficient questionnaire designs. Consequently, this study has considered the abovementioned recommendations during the design process of the questionnaire. In addition, special attention was given to the development of instrument measurements.

The instrument of collecting data for this study was a questionnaire that consisted of four major parts. (A); online WOM. (B); brand image. (C); booking intention and (d); asked for personal information.

The questionnaire of this study was designed using a multi-item approach; each construct therefore was measured with several items in order to improve validity and reliability. All variables were carried out using the Likert scale (Bryman and Bell, 2011). A five-point rating scale is used where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree. Furthermore, this study included both positive and negative questions to ensure that the participants read and answer each question carefully (Saunders et al., 2012).

## **8- Data Analysis:**

**This section consists of:**

- Reliability tests.
- Validity tests.
- Correlation test.
- Regression test.

### **A: Reliability test:**

Reliability analysis was conducted to investigate the internal consistency of the questionnaire. The internal consistency reliability means the extent to which there is cohesiveness among the questionnaire's items that has been used in the field study. The coefficients of Cronbach Alpha ( $\alpha$ ) were calculated to measure the internal consistency reliability. According to Field (2009) the acceptable values of Cronbach Alpha coefficients range from 0.60 to 0.95 Scale items with corrected item-total correlation below 0.30 should be eliminated.

The results of reliability analysis revealed that most of item - total correlations were above 0.30 for all items in the questionnaire. On the other hand, alpha coefficients were more than 0.60 for all scales used in the questionnaire which is acceptable and assure the internal consistency between items in the questionnaire. Also, Validity is required in order to insure the adequacy of the measurement's instruments.

# Reliability Assessment of Online WOM.

Table (1): Reliability of Susceptibility to online reviews)

Online WOM	Item	Corrected Item-Total Correlation	Cronbach's Alpha
Susceptibility to online product reviews	I often read other consumers' online product previews to know what products/brands make good impression to others	.900	.950
	To make sure I buy the right product/brand, I often read other consumer' online product reviews.	.933	
	I frequently gather information from online consumer product reviews before I buy a certain product/brand	.861	

Source: statistical analysis

Table (2): Reliability of General credibility

Online WOM	Item	Corrected Item-Total Correlation	Cronbach's Alpha
General credibility	I trust the information provided online	.603	.873
	Personal identity (real photo, real name, real address) of the reviewer makes online reviews more credible	.756	
	The experience of the reviewer makes online reviews more credible	.772	
	Reviews made by peers are more credible	.788	

Source: statistical analysis

Table (3): Reliability of General Persuasiveness

Online WOM	Item	Corrected Item-Total Correlation	Cronbach's Alpha
------------	------	----------------------------------	------------------

General Persuasiveness	Review length (number of sentences) has an impact on my persuasiveness of Online reviews	.656	.915
	Review polarity (Review stars) has an impact on my persuasiveness of online reviews	.786	
	Wealth of information including (product features, expression logic) has an impact on my persuasiveness of online reviews.	.765	
	Emotional factor of online reviews (including happiness, hope, anxiety, and disgust) has an impact on my persuasiveness of online reviews	.780	
	The detailed Description used in reviews has an impact on my persuasiveness of online reviews.	.841	
	Currentness of online reviews (up to date) has an impact on my persuasiveness of online reviews	.809	

Source: statistical analysis

Table (4) Reliability of Booking Intention

Booking Intention	Item	Corrected Item-Total Correlation	Cronbach's Alpha
	The probability that I would consider booking an accommodation from online websites is high	.893	.986
	If I were to book an accommodation. I would consider booking it from online websites	.923	
	The Likelihood of my booking an accommodation from online websites is high	.926	
	My Willingness to book an accommodation from online websites is high.	.935	

Source: statistical analysis

The previous tables indicate that the Alpha coefficients for each variable construct tested for reliability was found to be larger than the accepted minimal level required of .60 Cronbach's Alpha. the last column in that table shows the change in Alpha coefficient of the measure if any of these items were deleted. Deleting any of these items will decrease of Alpha coefficient.

which is not acceptable. So, there is no need to exclude any of them. the results of reliability analysis revealed that most of item – total correlations were above (0.30) for all items in the questionnaire. On the other hand, alpha coefficients were more than (.60) for all scales used in the questionnaire, which is acceptable, and assure the internal consistency between items in the questionnaire. So, all the statements of this questionnaire are reliable and have high degree of internal consistency.

#### B: Validity test (exploratory factor analysis):

In this section, factor analysis employed for the existing scales used in this study. According to Field (2009), this technique has three main uses: first, to understand the structure of a set of variables. Second, to construct a questionnaire to measure an underlying variable (e.g., in this study we will measure Online WOM and Booking intention affect. Third, to reduce a data set to a more manageable size while retaining as much of the original information as possible.

The main purpose for conducting such technique is to simplify the data by reducing the number of variables in predictive regression models.

Table (5) Rotated Component Matrix of Online WOM scale

Items	Component		
	1	2	3
1. I often read other consumers' online product previews to know what products/brands make good impression to others		.782	
2. To make sure I buy the right product/brand, I often read other consumer' online product reviews		.831	
3. I frequently gather information from online consumer product reviews before I buy a certain product/brand		.776	
4. I trust the information provided online			.758
5. Personal identity (real photo, real name, real address) of the reviewer makes online reviews more credible			.670
6. The experience of the reviewer makes online reviews more credible			.733
7. Reviews made by peers are more credible			.632



8. Review length (number of sentences) has an impact on my persuasiveness of Online reviews	.850		
9. Review polarity (Review stars) has an impact on my persuasiveness of online reviews	.731		
10. Wealth of information including (product features, expression logic) has an impact on my persuasiveness of online reviews	.850		
11. Emotional factor of online reviews (including happiness, hope, anxiety, and disgust) has an impact on my persuasiveness of online reviews	.528		
12. The detailed Description used in reviews has an impact on my persuasiveness of online reviews	.760		
13. The detailed Description used in reviews has an impact on my persuasiveness of online reviews	.682		
Eigenvalues	8.75	3.883	1.092
Variance percentage %	35.599	23.033	20.782
Accumulative percentage %	35.599	58.632	79.414
KMO		.927	
Bartlett's Test		.000	

Source: statistical analysis

The previous table shows that all loading factors are more than (0.60), so all statements in the questionnaire will be included. The results of the previous table can be summarized as follows:

- The first extracted factor which is loading on general persuasiveness that involves 6 items (8,9,10,11,12,13) and explains 35.59% of total variance that means no need to delete any statement.
- The second extracted factor which is loading on susceptibility to online reviews that involves 3 items (1,2,3) and explains 23.03% of total variance that means no need to delete any statement.
- The third extracted factor which is loading on general credibility that involves 4 items (4,5,6,7) and explains 20.78% of total variance that means no need to delete any statement.

C: Correlation test:

Table (7): Correlation matrix between the variables of the study

Dimensions	Credibility	General persuasiveness	Online WOM	Booking Intention
Susceptibility to online reviews	.793	.793	.929	.739
General credibility	1	.837	.937	.730
General persuasiveness		1	.935	.711
Online WOM			1	.780

Source: statistical analysis

D: Regression analysis:

- Multiple regression analysis is used to identify the relationship between the two sets of variables under investigation by using Enter method.
- Online word-of-mouth contains the following variables:
  1. Susceptibility to online reviews
  2. General credibility
  3. General persuasiveness

Table (8): Relationship between Online word-of-mouth and booking intention.

(Outputs of Multiple Regression Analysis)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.354	.162		2.192	.029
Susceptibility to online reviews	.406	.064	.371	6.394	.000
General credibility	.351	.077	.292	4.531	.000
General Persuasiveness	.214	.080	.173	2.673	.008
R	.781 <sup>a</sup>				
R square	.610				
Df	3-368				
F	191.971				
Sig.	.000 <sup>b</sup>				
a. Dependent Variable: y					

Source: statistical analysis

From the above table, it is clear that the total correlation (R) equals (0.781). this correlation is very strong. The coefficient of determination (R square) equals (0.610), and this indicates that independent variables explain (61%) of any change in booking intention. In addition, the regression model is statistically significant when the F test is significant at level of confidence (0.95).

Results of multiple regression analysis show that there are three variables representing the most important constructs of Online WOM (susceptibility to online reviews, General credibility, and General persuasiveness) and are related to the Booking Intention.

These three variables are ranked according to the high values of Beta which reflects their importance as follows:

1. susceptibility to online reviews (.371)
2. general credibility (.292) and
3. General persuasiveness (.173)

#### **Hypotheses tests**

Null hypothesis: beta coefficients are equal to zero ( $\beta=0$ )

The alternative hypothesis: beta coefficients are not equal to zero ( $\beta\neq0$ )

The previous table shows the values of independent variables coefficient and found that the model variables are statistically significant at a confidence level (0.95). As a result, the null hypothesis is rejected and the alternative hypothesis that the independent variables have real value coefficients different from zero is accepted that means Online word-of-mouth has a real impact on booking intention.

## Results:

The null hypothesis is rejected and the alternative hypothesis that there is a significant effect of Online word-of-mouth on booking intention is accepted.

### Regression equation

$$y = b_0 + b_1X_1 + b_2X_2 + \dots$$

When:

y: dependent variable

X1: first independent variable

X2: second independent variable

$$\text{Booking Intention} = 0.354 + .406 \text{ susceptibility to online reviews} + .351 \text{ General credibility} + .214 \text{ General persuasiveness}$$

### 9- Research Discussion and conclusion:

The field study revealed a number of key findings. In this part, a brief of those finding is demonstrated.

1- The result of testing the first hypothesis revealed that there is a significant and positive impact of online word-of-mouth on booking intention. This indicates that online WOM explain (61%) of any change in booking intention.

The findings show that electronic word of mouth has a significant and positive influence on the consumers' purchasing intention. These findings are consistent with those of Liu et al, (2006); Setiawan (2014); Jallivand and Samiei (2012), and Jallivand et al., (2012). So, if a person has a positive attitude toward an online review, that will increase the receiver's purchase intention to products and services discussed favorably in that review. This result indicates that online WOM is an important type of communication which cannot be denied due it is significant effect on the consumer behavior which might be more than the traditional

communication tools (Trusov et al., 2009). And this finding is consistent with Jalilvand and Samiei (2012) who found that online WOM among tourists has a significant, positive and direct impact toward visiting destination. In a service industry such as tourism industry, regardless of prior travel experience with a tourism destination, the tourists' attitude toward visiting a destination is a strong indicator of intended choice of that destination. It is important to say that positive online WOM plays an important role in increasing tourist's travel intentions, creating a favorable image of the destination, and reducing promotional expenditures.

The field study revealed a number of key findings related to the first hypothesis.

**First, Susceptibility to online reviews** is the most important dimension of online WOM and comes first before persuasion and credibility of online WOM. And this consistent with previous studies (Jie chen et al., 2015) who concluded that consumers with high susceptibility to online reviews tend to follow the lead of other users to achieve a sense of security. In terms of information search, for instance, these individuals may believe that others have provided them with credible information regarding a brand value. They confirm to buy the brand as a safe means of avoiding risk or loss; thus, consumers with high susceptibility to Informational influence may prefer online WOM source of information when they believe that they have capability to draw their own conclusions regarding brand attributes and services, based on comments and suggestions made by groups of knowledgeable and savvy individuals (Bickart & Schindler, 2001).

So, this study revealed that the influence of others is an important determinant of one's decision-making. Consumers with high susceptibility to informational influence are more likely to take information from online WOM into account over information from a manufacturer/retailer when forming their brand attitude.

**Second, persuasiveness of online reviews** is an important determinant of acceptance of online WOM and then has an important impact on booking intention. Persuasiveness of online reviews is a vital factor in the process of booking decision.

This study determined six important factors that have a great impact on persuasiveness of online WOM (Review length, review polarity, wealth of information, the emotional factor of

online reviews, the detailed description used in the review, and finally the Recensy of online reviews)

this research has found that **consumers' review ratings** are considered very helpful by other consumers in making purchasing decisions and this consistent with (Lee et al., 2013; Salehan and Kim, 2016). These ratings reflect the positive, neutral, or negative evaluation of the quality of a product or service by the review writer (Mudambi and Schuff, 2010). As review ratings are the overall judgment of writers about the quality of a product or service, based on congruity theory, which argues that people prefer to have consistency between their thoughts and actions (Osgood and Tannenbaum, 1955).

This study has found that **the length of a review** is a critical predictor of its performance and this consistent with (Mudambi and Schuff, 2010; Schindler and Bickart, 2012). Short reviews often lack a comprehensive assessment of product features. In contrast, longer reviews often contain deep analyses of the product that are likely to receive more attention from users. This could be due to the fact that longer reviews often reduce consumer's search costs (Johnson, 1996; Liu et al., 2012; Salehan and Kim, 2016). the length of a review signifies how involved the reviewer is in writing a review. It is plausible to expect that users will find more credible a reviewer who has spent more time in writing a long review about a product/ service rather than a reviewer who has spent less time in writing a couple of lines about his/her experience. So long reviews can be perceived as more diagnostic information by consumer because they are more likely to contain more information of the service that a consumer is considering buying.

this research has found that **emotional factors used in online reviews** (including happiness, hope, anxiety, and disgust) are considered very helpful by other consumers in making purchasing decisions and this consistent with (Ahmad and Iaroche ,2015; Rimé et al. 1992). Rimé et al. 1992 stated that emotions are natural responses from people toward an emotionally arousing event, where social sharing of emotions is an interpersonal process in which people will initiate a set of behaviors such as chatting about a particular event or object and their associated responses and feelings. According to the theory of social sharing of emotions (Rimé et al., 1992), people willingly share their emotions with others as a way to get support, to arouse empathy, and to get social attention. Thus, when an emotionally arousing incident occurs, people become keen to share their feelings about that incident with others.

this research has found that **Recensy or currency of online reviews** is considered very helpful to customers in making purchasing decision and this result is consistent with (Wang & Strong, 1996). A review is rapidly available after the contributor has submitted it to a website publishing consumer review. For example, TripAdvisor takes an average of two days to check review that do not break guidelines before publishing them online. Consumers with an internet connection can access the reviews of a recent experience a customer has had with a service. A recent account about a consumption experience can be more diagnostic for a consumer to assess the quality and performance of a service available in the marketplace because it provides an overview of its current state of the art or actual performance. Services may be subject to frequent changes, for example accommodation can undergo through renovation or managerial changes, which can have a huge impact on the perceived quality of the service offered over time. Charo et al. (2015) found that up to date online reviews related to food discussion are more likely to be adopted by consumers and can influence their perception of a brand or product, in addition, a significant impact of e-WOM on brand image and purchase intention was established.

This research has found that **wealth of information** is very helpful to other consumers in the decision-making process and this consistent with Ghose and Ipeirotis (2011) who stated that wealth of information, including the language style of the online review, product features, the sentiment of the reviewer, the sentence pattern of the online review, and expression logic have a great impact on acceptance the online review.

**Third, credibility of online review** is an important determinant for acceptance of online WOM and this consistent with (Litvin et al., 2008) Who stated online review sites often provide a vast amount of travel-related information available with a high level of interactivity and customization. They often contain first-hand information from experienced travelers about various aspects related to travelling, from hotels, airlines, local transportation, and destination to information about travellers themselves, such as travellers' information exchange sites, participation in online forums or review sites. Internet users tend to consider this type of information as more trustworthy and credible than information from more commercial sources, such as travel agents or travel-service providers (Crotts, 1999; Litvin et al., 2008). So it is noted that information and recommendation from other customers are very important to potential customers for an experiential product. Given the very intangible and experiential nature of travel-related services to a prospective traveller who has never been to a travel

destination previously, it is reasonable that travellers are absorbing the information provided by other travellers through the online review (Sparks and Browning, 2011)

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