

**The effect of digital review credibility on Jordanian online purchase intention****Tha'er Majali<sup>a</sup>, Malek Alsoud<sup>b\*</sup>, Husam Yaseen<sup>b</sup>, Rateb Almajali<sup>c</sup> and Samer Barkat<sup>a</sup>**<sup>a</sup>*Applied Science Private University, Jordan*<sup>b</sup>*Business School, Department of Marketing, Al-Ahliyya Amman University, Jordan*<sup>c</sup>*Mu'tah University, Jordan***CHRONICLE****ABSTRACT***Article history:*

Received: October 3, 2021

Received in revised format: November 26, 2021

Accepted: January 29, 2022

Available online: February 2 2022

*Keywords:**Credibility**Elaboration likelihood model**Structural equation modelling**Digital reviews**Review Credibility**Purchase intention**Jordanian consumers*

Recently, the credibility of digital reviews has played an essential role in the shopper's buying behaviors and decisions. Since there is a dearth of experimental research about the shoppers' credibility evaluation regarding digital reviews, this study aimed to investigate the factors that affect digital review credibility and its influence on buying choices among Jordanian consumers. With the help of elaboration likelihood theory, a research model has been established that experimentally test it through structural equation modelling from the data gathered from 246 users of the digital review website Amazon. The study's findings suggest factors that consist of the argument quality, like accuracy, completeness and quantity of digital reviews, and the peripheral cues, such as reviewer expertise, rating of goods or services, and website reputation. However, both significantly influence digital review credibility. Thus, they positively impact the buying decisions of shoppers.

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**1. Introduction**

Customer reviews on the internet have grown very common on many digital shopping sites. Customers use them to either search for goods that fit their tastes or gather information for offline transactions. Due to various innovations in communication and information technology, notably the internet, affordances for service providers and customers to exchange information have developed. Digital reviews, which are a form of electronic word of mouth (eWOM), have emerged as a new form of communication in this environment and have grown in popularity with individuals (Bohari, 2016; Majali, 2018). Currently, digital reviews are becoming one of the most potent information sources for shoppers while making a buying decision. They offer significant advantages to them. Most significantly, they allow customers from all over the world to voice their independent views on products and services, allowing them to make more educated purchasing decisions (Alsoud & Othman, 2018; Thomas et al., 2019a; Yaseen et al., 2017, 2019). Shoppers can get a large amount of information from digital reviews. On the other hand, almost all offered goods or services on most websites are usually accompanied by many reviews (sometimes hundreds). While most of the shoppers are used to evaluate the product quality and services on digital shopping websites that will then produce word of mouth (WOM) on the internet (Hanandeh et al., 2019), according to the surveys conducted, less than 70% of shoppers depend on the reviewer's comment for their purchasing decision regarding the product quality and services offered. Around 85% of the shoppers point out that the reviewer's comment strongly impacts their buying behaviors. It has been found that most of the products are usually sold on the internet in a short period (Hammouri et al., 2021; Ahmad

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et al., 2019). It increases the customer's satisfaction and trust. Many shoppers are not only interested in the information regarding the products, but they are also highly focused on the reviewers' comments (Alzyoud et al. 2021; Liu et al., 2020).

Furthermore, internet reviews have a lot of value creation potential for businesses. They can enhance income and develop long-term connections as good and services improvement sources and services and hence play an important role in a company's marketing activities. Scholars and practitioners have paid close attention to internet reviews' growing popularity and advantages in recent times (Thomas et al., 2019a).

According to an earlier study, consumer-generated information, like internet reviews, is more compelling compared to the information provided by sellers because shoppers do not have an entrusted interest and are hence more credible and independent. Furthermore, previous research found that perceived Credibility influences consumer decision-making and minimizes uncertainty. As a result, the trustworthiness of internet reviews appears to be critical when making purchasing choices. Considering the significance of Credibility in the context of digital reviews and related purchasing decisions, it's no surprise that both consumers and marketers are interested in reviewing credibility. But the current public argument regarding false digital reviews has raised consumer awareness of the issue, questioning their legitimacy. Some businesses, for example, engage in dishonest techniques and falsify internet reviews of their products and services to sway consumers' purchasing decisions (Thomas et al., 2019a).

Therefore, if customer concerns and uncertainties continue to spread and consolidate, the reputation and use of digital reviews and websites review may be jeopardized over the foreseeable future. Munzel (2016) makes an important point in this regard". The increasing practice of fake reviews posted digitally not only jeopardizes the Credibility of review sites as important information sources for individuals but also endangers a valuable source of information for service providers.". To counter-balance the trend started by those rogue corporations, reputable businesses must understand how consumers perceive and judge the reliability of digital reviews, particularly aspects that influence review credibility from the consumers' perspective. Considering the significance of review credibility – particularly about shoppers' buying decisions – and the growing attention of practitioners and researchers to digital reviews, there has been little research on the credibility of eWOM communication in general and digital reviews and their antecedents in specific. It has been observed that with the rapid advancement and development of the need, significance and usage of the internet, most shoppers are provided with unlimited opportunities so that they can explore, analyze, and compare the difference in the quality of the products and services any company or business offers them. However, this significantly impacts the shopper's buying decisions (Oliveira & Casais, 2019). It has been found that most of the Jordan population has been progressively using the internet. There is an increase in the number of Jordan internet users exponentially increasing day by day (Barakat & AlZagheer, 2021). Approximately Jordan has a population of about 9.9 million (Bureau, 2018). As per the internet analysis, world states (IWS) documented that in 2017 the Jordanian internet users account for about 87.8%, which presents about 8.7 million users. The extensive use of the internet among the Jordanian population for shopping has changed shoppers' behaviours (Abuhashesh et al., 2019). Thus, this new change has significant impacts on the Jordanian business operation and marketing strategy. Most of the Jordanian' shoppers have become internet savvy and heavy social media users. According to the WIS of the analysis conducted in 2018, it has been found that about 53.3% of the Jordanian population use Facebook (Abuhashesh et al., 2019). Therefore, the business should adopt these changes that occur due to the changes in the behaviour of the Jordanian shoppers at the Jordanian market. Presently, the shoppers have been sufficiently facilitated about their buying decision by different social media platforms, mainly; Facebook (Varkaris & Neuhofer, 2017). Facebook is considered the most extensively used social media platform both shoppers and businesses use for buying and selling (Abuhashesh et al., 2019; Bohari, 2016a; Majali, 2018; Mariani et al., 2019).

Even though a lot of research on digital reviews has looked at digital reviews' impact on consumers' attitudes about products and services, they have done so in a relatively broad way, mostly without considering the elements that influence consumers' purchase intentions. To fill this research gap, this study investigates the factors that influence customers' perceptions of digital reviews Credibility and their impact on their buy intentions. It accomplishes this by delving deeper into the underlying causal chain and exposing the important levers for increasing consumers' purchase intentions in this setting, which goes beyond past research methodologies. The rest of this research is organized as follows: The current state of relevant empirical research is first presented (Thomas et al., 2019a).

The theoretical underpinning of the elaboration likelihood model is then given, and the constructs of our research model are determined. The research methodology is then put to the test with the use of survey data from 282 Yelp users. Finally, we provide the study's findings and analyze the research as well as its practical implications (Thomas et al., 2019a).

## 2. Literature Review

Though digital reviews and eWOM are still relatively new fields of study, Since the late 1990s, they have released a considerable number of publications. Thus, creating a literature review to describe the existing numbers of studies in the fields of Credibility and digital reviews necessitates reducing the extent of literature to the methodologies most related to the study problem at hand. Given the dearth of experimental observations on the factors of digital review credibility and the study's advanced empirical (multivariate) methodology, we emphasize efforts to address credibility issues concerning internet reviews and employ a variety of research approaches (e.g., multiple regressions and structural equation modelling). The relevant literature review was carried out in accordance with methodological literature and resulted in the identification of 30 relevant

publications that fulfilled the established criteria. Generally, reviewer credibility or source is used as an independent or moderating variable, and its implications on outcomes like information usefulness and adoption are examined. Reimer and Benkenstein (2016) are the only researchers that have examined the factors that influence review credibility, such as review logical argument and review skepticism. Considering the importance of internet reviews and their Credibility in influencing buying decisions, it's remarkable that just buying decisions are considered as a result of the study. The studies that have looked at review credibility as a dependent variable and its potential drivers are the most relevant to the topic at hand. Approximately 10 on the social media literature and eight from the e-commerce literature. The explanation likelihood model, which is used by one-third of the techniques, is the most common theoretical underpinning used in these investigations. Likewise, (Chakraborty & Bhat, 2018a, 2018b Alsoud, et al. 2021) look at five criteria, including, review quality, review consistency, source credibility, review sidedness, and receiver, but they can't show that review sidedness has a significant impact on review credibility. Though giving valuable data and insights into the legitimacy of digital reviews, the research mentioned above do not do justice to the diverse nature of the phenomenon and consequently have limited explanatory power in terms of its drivers. (Cheung et al., 2008; Luo et al., 2015) both attempts to fill this study gap by examining the potential drivers of review trustworthiness. Both studies, however, show a lot of overlap because their research models include the same five drivers.

The findings of both were different to some extent regarding these factors. On the other hand, both researchers reject the review sidedness as well as confirm argument strength, source credibility and review consistency as factors of review credibility.

By considering both, it has been found that research can prove that there is a significant effect on approximately 5 of 7 factors of review credibility. However, they do not consider the buying decision as a significant potential outcome as mentioned in the previous studies, as about only six out of eighteen methods considered of this build in their research model.

All in all, a small amount of experimental data is available on the Credibility regarding the digital reviews by resources of innovative experimental research methods; previous studies have thus far not offered a research model that can easily investigate the digital review credibility factors and their effects on the buying decisions of shoppers. Therefore, they leave in the dark significant credibility drivers while it helps firms in reducing the respective concerns and uncertainties which threaten the Credibility of different firms, and conversely, it is an important information source for business development. This research addresses a comprehensive research model shortcoming

This study examines the flaws in a complete research model of drivers of digital review credibility and their consequences on shopper purchasing decisions, as well as experimental testing of the model using structural equation modeling.

### 3. Theoretical Framework

The information about any goods and services can be achieved with the help of digital reviews. Thus, with the use of the elaboration likelihood model (ELM), it will be helpful to examine the research issue since it focuses on the information which is processed as well as the individual's process that received information or messages. Furthermore, this has also frequently been applied in the research about digital reviews and Credibility. Aside from that, the elaboration likelihood model (ELM) is an integrative process model that consists of two key channels by which individuals receive persuasion messages, namely a central and a peripheral path of persuasion. Both channels may be activated simultaneously in persuasive processes, although their strength may differ. In the ELM, the most significant aspects are the elaboration intensity or the probability. It is considered as the degree of cognitive involvement, which is shown when the people present persuasion attempts. Besides this, they are also dependent on the person's capability and motivation. It has been found that the elaboration intensity depends on the cognitive effort, i.e. when a person puts more significant cognitive efforts in evaluating a message so that the elaboration intensity will be high or vice versa. On the other hand, the central route is linked with the elaboration and individuals' concentration at the higher levels of the message's argument quality.

Moreover, the peripheral route also includes a low level of elaboration, with the people who focused on simple peripheral cues. According to this, the shoppers can assess the credibility of the digital review, which is based on both central cues of argument quality as well as peripheral cues. Therefore, when the research is established, the digital review credibility factors are conceptualized as argument quality as well as peripheral factors and are assigned according to the respective dimension.

### 4. Research Model's Conceptualization

The factors affecting the review credibility are conceptualized either as argument quality factors that are managed under the central route of persuasion or as peripheral cues that trigger a peripheral route of persuasion. In the below sections, the research model has been established through ELM along with its information routes processing, deducing the digital review credibility factors from the earlier research, and conceptualizing them according to the ELM.

#### 4.1 Argument Quality-Based Determinants

When the information is exposed, the central route of persuasion is activated, argument quality factors influence consumers' processing of digital reviews. Notably, the argument and information quality are considered important credibility factors of web information and digital reviews. Therefore, it is expected that the argument quality, as well as its constituent factors,

affects the perceived Credibility of digital reviews. Subsequently, the critical factors of argument quality have been derived from earlier research, such as the accuracy, timeliness, and completeness of digital reviews.

#### *4.2 Accurateness/accuracy*

Generally, accuracy is considered as the reliability of the digital review as well as their correctness. It is regarded as one of the most critical factors. It plays a crucial role when the shopper deliberately deals with digital reviews. Mainly when it is associated with Credibility, in this way, the previous knowledge of the shoppers about the goods and services is considered as a significant aspect. If the shopper's aspect is different from the experience of shoppers. The customers will reject both aspects, i.e., known, and unknown. This will be questioning the Credibility of the whole review. Based on these discussions, this hypothesis has proposed:

**H<sub>1</sub>:** *The digital review accuracy positively influences its credibility.*

#### *4.3 The Influence of Completeness on Review Credibility*

In social media research, the completeness of the digital review has been initially developed and examined. Earlier studies have also mentioned the review completeness influence on the review credibility. The information quality has also increased by review completeness. Therefore, the argument's strength. When shoppers find a digital review with valid arguments, they are more likely to regard the digital review as positive and credible information. Even though this relationship is not experimentally validated. However, it is required that more research must be done on this issue. Thus, this research conceptualizes the completeness of digital reviews as a factor of argument quality and observes its effect on the Credibility of digital reviews, establishing the following hypothesis:

**H<sub>2</sub>:** *The digital review completeness positively affects its Credibility.*

#### *4.4 The Influence of Timeliness on Review Credibility*

Multiple studies about social media research found that timeliness is a critical factor in terms of digital reviews' Credibility, and thus it is considered a reliable factor in determining the Credibility of digital reviews. Earlier studies have also found that timeliness plays an essential role in information credibility, mainly on the internet. Timeliness also improves the digital review quality, as does completeness. Therefore, it also supports the argument strength, which ultimately triggers a more favourable attitude towards the digital review, such as a more positive credibility perception. Thus, the research conceptualizes timeliness as a factor of argument quality and experimentally investigates its effect on the digital reviews' credibility. According to this argument, the following hypothesis is suggested.

**H<sub>3</sub>:** *The digital review timeliness positively impacts its Credibility.*

#### *4.5 Determinants Based on Peripheral Cues*

The shoppers process digital reviews through peripheral cues when the information is exposed to the peripheral route, which is triggered.

#### *4.6 The Influence of Review Quantity on Review Credibility*

Review quantity has been used as a peripheral cue in customer reviews and is now a well-developed and critical factor in both the e-commerce and retail industries. The number of digital reviews accessible for a certain good or service on a web page is referred to as social media literature. Earlier studies present empirical evidence regarding the review quantity and show that it has positive impacts. Furthermore, it has been found that the review quantity is linked with some special kind of legitimizing function in accordance with which many reviews consistency increases their reliability. Besides this, the review quantity is conceptualized as a peripheral cue then study its impact on review credibility, and stated the following hypothesis:

**H<sub>4</sub>:** *Review quantity positively influences the Credibility of a digital review.*

#### *4.7 The Influence of Review Consistency on Review Credibility*

Multiple e-commerce and social media researchers have examined review consistency and found it to be a crucial peripheral cue in digital reviews. The research by Cheung et al. (2012) and Luo et al. (2015) reveal that review consistency raises review credibility. Therefore, researchers include review consistency as a peripheral cue in our research model and suggest the following hypothesis:

**H<sub>5</sub>:** *Review consistency positively influences the Credibility of a digital review.*

#### 4.8 The Influence of Reviewer Expertise on Review Credibility

Many studies, mainly in the context of social media studies, have addressed reviewer expertise as a prominent factor in terms of connection with digital reviews. Reviewer expertise indicates the total experience that consumers have about a product or service and their intention and drivers to provide accurate and honest information. It is a vital part to receivers of a digital review, mostly when the information investigated shall enhance their decision-making processes. Earlier research shows that experts are more reliable than amateurs. Reviewer expertise has been conceptualized as a peripheral cue in our research model, suggesting the following hypothesis:

**H<sub>6</sub>:** *Reviewer expertise positively influences the Credibility of a digital review.*

#### 4.9 Rating of Goods and Services

The goods or services ratings have also been examined in social media research and e-commerce earlier. Thus, most of the approaches which conceptualized this factor are based on the individual indicators, not on the latent construct. Most of the opinions are observed through the aggregated star ratings, with the help of which a particular digital review gains legitimation as well as Credibility. Therefore, the factor product or service rating is integrated as a peripheral cue in the research model, stating the following hypothesis.

**H<sub>7</sub>:** *Product or service rating positively influences the Credibility of a digital review.*

#### 4.10 The reputation of a website

The reputation or perception of a digital review site among shoppers is referred to as website reputation, which is a well-developed concept in e-commerce and social media analysis. Earlier investigation demonstrates that website reputation is closely associated with shoppers' acceptance of the respective website. We also perceive website reputation as a peripheral cue in our research model, suggesting the following hypothesis:

**H<sub>8</sub>:** *The Credibility of a digital review positively influences website reputation.*

Table 1 summarizes the above-mentioned components, indicating their ELM category connection and the research and past research findings that were used in constructing the study model.

**Table 1**  
Overview of Exogenous Constructs and Relevant Sources for Model Development

Category based on ELM	Exogenous constructs	Studies on digital reviews using respective constructs	Relevant findings for hypothesis development
Argument Quality	Accuracy	(Cheung et al., 2008; Luo et al., 2015)(Albayrak & Ceylan, 2021; Rahman et al., 2020; Song et al., 2021; Zhou, 2020)	Positive effect of argument quality on review credibility (Cheung et al., 2009; Cheung et al., 2012; Fang, 2014; Luo et al., 2015; Nofal et al., 2020; Trawnih et al., 2021)
	Completeness	(Baek et al., 2012; Sirithanaphonchai, 2017; Thomas et al., 2019a, 2019b)	
	Timeliness	(Albayrak & Ceylan, 2021; Baek et al., 2012; Cheung et al., 2008; Luo et al., 2015; Rahman et al., 2020; Sirithanaphonchai, 2017; Song et al., 2021; Thomas et al., 2019a, 2019b; Zhou, 2020)	
Peripheral Cues	Review Quantity	(Cheung et al., 2008; Luo et al., 2015; Thomas et al., 2019a, 2019b; Yan et al., 2021; Zheng, 2021)	Positive effect of review quantity on review credibility (Fan et al., 2013)
	Review Consistency	(Cheung et al., 2008; Luo et al., 2015)(Abedin et al., 2020; Albayrak & Ceylan, 2021; Baek et al., 2012; Rahman et al., 2020; Sirithanaphonchai, 2017; Song et al., 2021; Thomas et al., 2019a, 2019b; Zheng, 2021; Zhou, 2020)	Positive effect of review consistency on review credibility (Chakraborty and Bhat, 2018a, 2018b; Cheung et al., 2009; Cheung et al., 2012; Luo et al., 2015)
	Reviewer Expertise	(Sirithanaphonchai, 2017; Thomas et al., 2019b; Zhou, 2020)	Positive effect of reviewer expertise on review credibility (Fang, 2014)
	Product or Service Rating	(Albayrak & Ceylan, 2021; Baek et al., 2012; Cheung et al., 2008; Luo et al., 2015; Rahman et al., 2020; Sirithanaphonchai, 2017; Song et al., 2021; Thomas et al., 2019a, 2019b; Zhou, 2020)	Positive effect of review rating on review credibility (Cheung et al., 2009; Fang, 2014; Çaliciolu, 2014)
	Website Reputation	(Thomas et al., 2019a, 2019b; Yan et al., 2021; Zheng, 2021)	Positive effect of website reputation on review credibility (Chih et al., 2013)

Review credibility is incorporated and buy intention as endogenous variables of our research model, after determining the exogenous structures of the current research model in terms of probable determinants of digital review credibility.

4.11 Impact of Digital Reviews on Purchase Intention and Review Credibility

Review credibility is the first endogenous construct in this research model. As demonstrated in the research summary above, digital review credibility has been employed as a dependent variable in e-commerce and social media research. Consumer's intention to "a consumer's conscious purpose or intention to make an effort to buy the goods [or service]"(Lu et al., 2014). Purchase intention refers to buyers of digital reviews who intend to purchase a formerly reviewed product or service in the present research. According to previous research, review credibility may have a favorable impact on consumers' purchasing inclinations. Considering the data as mentioned earlier, we also infer that customers' perceived review credibility has a favorable impact on their purchase intentions, forming the following hypothesis for our study model:

**H<sub>9</sub>:** Review credibility positively influences consumers' purchase intentions regarding a product or service.

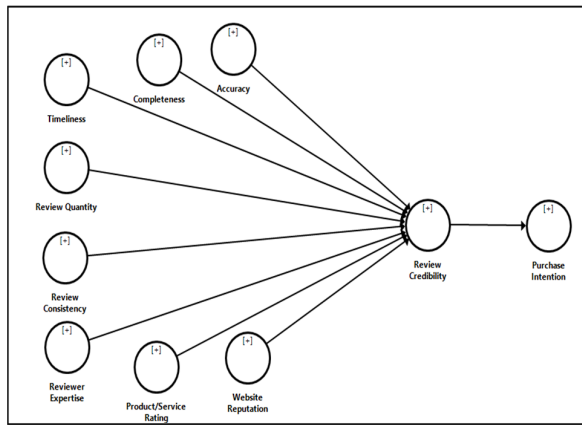


Fig. 1. Conceptual Research Model

5. Data Collection and Sampling

With the help of an online survey, sampling and data collection has been done. The data has been collected from Jordanian users of Amazon as one of the most popular shopping websites. Convenience sampling, which is the common sampling approach, has been done. That is considered as important and significant. It is a non-random sampling approach in which the participants can be easily accessed. Hence, they are easily available. The users of Amazon were invited for sampling. They participated in the research with the help of messages and postings in its digital forum. Besides this, social media has also been used. Approximately 256 individuals were taken for this survey. Fig. 2 shows the descriptive characteristic of the study sample.

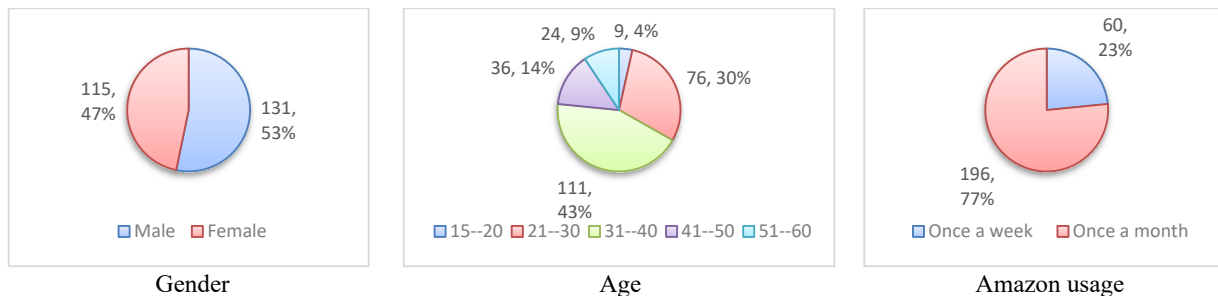


Fig. 2. Personal characteristics of the participants

As it has been found that the targeted population cannot be statistically analyzed. Therefore, the convenience sample did not claim regarding the sample population from which it has produced. Meanwhile, it does not essentially imply a non-representative; however, the qualitative evaluation is suitable with the targeted population sample in these circumstances so that the outcomes and conclusion can be drawn regarding the sample's representativeness as the data found regarding the sociodemographic on Amazon about its users is not adequately available. These assessments can only be done with the help of a chi-square test of homogeneity about the gender distribution. By using this test, it has been found that the sample population about the gender distribution is representative. Moreover, by using a systematic approach, the questionnaire has been established. It begins with examining the literature then determining the appropriate measurement scales included in the specific research

context. Furthermore, an Anderson-Gerbing test was used to verify the fit between the constructs and their indicators. Besides this., a think-aloud test, as well as the final pretest with Amazon users, have been used to verify the survey understandability and usability. The normalized seven-point Likert scales measured the variables from 1 "strongly disagree" to 7 "strongly agree".

**5. Results and Discussion**

The conceptual research model displays the latent correlative constructs that cannot be measured directly. They need a sophisticated research method for testing the hypothesis empirically. Thus, structural equation modelling (SEM) has been applied in this research. It is considered as an appropriate and well-developed method for analyzing the complex relationships among latent constructs. The confirmatory study designs describe the data structures and empirically test the corresponding hypotheses. Therefore, the partial least square has been performed. By using SmartPLS 3, the estimation of the measurement as well as structural model was performed.

*5.1 Measurement Model's Scale Validity and Reliability*

For determining the constructs' goodness of measurement, many reliability and validity tests were performed of each measurement model individually along with the standard methodological research. During this examination, item-loading, composite reliability, and average variance extracted have been included, as well as Cronbach's Alpha, which is an exploratory and confirmatory factor analysis along with the respective factor loadings and described variance. Table 2 shows results of the measurement model.

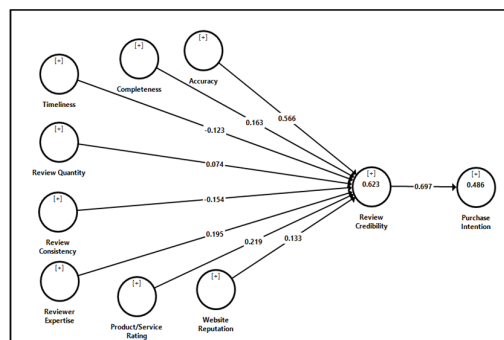
**Table 2**  
Results of the measurement model

Construct	AC	COM	P/SR	PI	RCO	RQ	RE	T	RCR	WR
<b>Accuracy</b>	<b>0.827</b>									
<b>Completeness_</b>	-0.796	<b>0.826</b>								
<b>Product/ Service Rating</b>	0.559	-0.470	<b>0.824</b>							
<b>Purchase Intention</b>	0.585	-0.545	0.686	<b>0.833</b>						
<b>Review Consistency</b>	-0.073	0.108	-0.187	-0.205	<b>0.847</b>					
<b>Review Quantity_</b>	0.162	-0.144	0.205	0.189	0.415	<b>0.857</b>				
<b>Reviewer Expertise</b>	0.571	-0.427	0.537	0.487	-0.065	0.301	<b>0.844</b>			
<b>Timeliness</b>	0.617	-0.473	0.441	0.412	-0.042	0.199	0.697	<b>0.858</b>		
<b>Review Credibility</b>	0.692	-0.501	0.616	0.697	-0.215	0.176	0.607	0.502	<b>0.816</b>	
<b>Website Reputation</b>	0.561	-0.432	0.475	0.438	-0.142	0.143	0.715	0.745	0.565	<b>0.845</b>

Besides this, the Fornell-Larcker criterion calculation has also been performed. According to the convergent validity and scale reliability, the individual measurement models examination has been summarized as presenting that all constructs fulfil the required cutoff values of about  $\geq 0.5$  for the item-to-total correlation. Moreover, about  $\geq 0.7$  was found for Cronbach's Alpha. Additionally, it has been found that approximately  $\geq 0.5$  cutoff values were found for the factor loadings. Moreover,  $\geq 50$  percent of the cutoff values were found for the variance explained. The analysis of the factor was performed to support the proposed factor structure. Eventually, the discriminant validity of all constructs was confirmed by the Fornell-Larcker criterion. Table 3. presents the criteria for all the constructs as the root of the average variances extracted (AVE), particularly in boldface, are higher as compared to the squared correlations between the constructs as explained below the AVE.

*5.2 Structural Model Testing*

The structural model and the research hypotheses were tested using the partial least square analysis. To measure the path significance of the structural model, using the re-sampling method and bootstrapping of 5000 re-samples of 246 cases per sample that provides the basis for confidence intervals allowing the estimation of factor stability.



**Fig. 3. Structural Model**

With the help of Fig. 3, the results are summarized for the hypothesized structural relationships of the constructs, which shows that out of the nine paths, seven coefficients showed that the respective arrows are statistically significant. Subsequently, the findings support the main hypotheses about the positive impact of accuracy, completeness, reviewer expertise, goods or services rating and website reputation on review credibility. However, it has been found the review quantity presents significant negative results on review credibility, which is different according to the positive effect, which is hypothesized. On the other hand, it has been found that the path coefficients of timeliness and website reputation are negligibly significant. The value of high path coefficients of the website reputation is found to be (0.133). Moreover, the reviewer's expertise was found to be (0.844), which shows that these determinants are mainly related to the review's credibility. Furthermore, the ratings of the products and services were found to be (0.219). Besides this, the accuracy was found to be (0.566). Also, the review quantity is about (0.074); these all are considered an essential factor in the review credibility. Also, the high and highly imperative path coefficient of 0.697 about the relationship between review credibility and purchase intention supports the hypothesized positive effect in this connection, proposing that review credibility is a critical factor of purchase intention. The explanatory power of the model is also significantly high, as the factors together describe ( $R^2 = 0.623$ ) of the variance of the dependent variable review credibility, which can be interpreted as more than substantial as per the earlier research. Additionally, the variance of purchase intention was found about ( $R^2 = 0.486$ ); the coefficient of determination is also crucial for the effective relationship between review credibility and purchase intention.

## 6. Conclusion

Customer reviews on the internet have grown very common on many digital shopping sites. Customers use them to either search for goods that fit their tastes or gather information for offline transactions. Recently, the credibility of digital reviews has played an essential role in the shopper's buying behaviors and decisions. The results have found the factors including the argument quality, like accuracy, completeness and quantity of digital reviews, and the peripheral cues, such as reviewer expertise, rating of goods or services, and website reputation. However, both significantly influence digital review credibility. Hence, they positively impact the buying decisions of shoppers.

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