

# AN INVESTIGATION INTO THE ROLE OF ONLINE REVIEW FACTORS AND WEBSITE REPUTATION ON CONSUMER PURCHASING BEHAVIOR TOWARDS ELECTRONIC PRODUCTS

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## ABSTRACT

Within the realm of current research, a noticeable gap has been identified pertaining to the examination of the impact of online reviews on consumer purchasing behavior, particularly within the context of developing countries. This study uses the Stimulus-Organization-Response (S-O-R) model to evaluate how online review factors affect Consumer purchasing behavior towards electronic products in developing countries. Using 190 customers, review volume, valence, quality, and website reputation were examined on customer buy behavior intentions. The Statistical Package for Social Sciences (SPSS) 26 was used to analyze the data for this study. Results revealed that review quality and website reputation positively and significantly affect consumer purchasing behavior intention, emphasizing the importance of well-written, informative, trustworthy online reviews and a strong website reputation to foster consumer trust and confidence. In contrast, review volume was found to significantly and negatively impact consumer purchasing behavior intentions, suggesting that consumers may be more sensitive to negative information in reviews and overwhelmed by a large volume of reviews, consequently reducing purchasing intentions. In addition, the result revealed a non-significant effect of review valence and consumer purchasing behavior intention. These findings contribute to understanding how various online review factors influence consumer behavior in developing countries with lower electronic product adoption rates and provide insights for practitioners, managers, and researchers to develop targeted strategies that focus on enhancing online review factors and website reputation.

**Keywords:** *Online Review, Stimulus-Organism-Response (SOR) Model, Reviews Quality, Review Valence, Review Volume, Website, Reputation, Purchasing Behavior, Electronic Products*

## 1. INTRODUCTION

The digital economy is one of the sectors with the greatest rate of growth worldwide. Nevertheless, the UN Human Rights Council states that "the same rights people have offline must also be protected online" (1). However, governments and businesses continue to discriminate against Palestinians when it comes to exploiting the digital economy. The Israeli government has been illegally exploiting Palestinian resources for ten years, which serves to both advance Israeli economic interests and stifle Palestinian economic development. Firms have benefited from the absence of accountability for their part in human rights violations by, for instance, allowing Israeli settlements and settlement firms access to ecommerce platforms while rejecting Palestinians access (2). Digital discrimination has slowed the development of the Palestinian economy

and made it impossible for millions of people to find work in some of the most challenging conditions on the world. E-commerce may therefore make it possible for Palestinian consumers to obtain a larger variety of goods at reduced prices.

As information and communication technology (ICT) has developed, online product reviews have become a useful resource for customers trying to assess the quality of a product (3). Consumers post online product reviews on company or third party websites after purchasing products or services (4). Online shoppers have the opportunity to buy goods without engaging in certain sensory sensations like touching, smelling, or tasting them (5). As a result, online product reviews are critical for implementing e-marketing plans. In light of this, various e-commerce platforms, including Amazon and Taobao, encourage users to share their

ideas [6],[7]. Additionally, businesses have used online customer reviews to comprehend consumer needs, control the market and the ever-changing state of technology, take advantage of business opportunities, and foster product innovation (8,9).

Due to the thorough information offered by online reviews left by previous customers, customers can alter their pre-purchase evaluations of products and make better purchasing decisions, which eventually lowers the percentage of returned goods (10–12). Online reviews, according to BazaarVoice, effectively decreased the frequency of returned merchandise by 20% (13,14). Online customer reviews have been shown to contribute to the formation of product expectations (15). According to (16) and (13), the body of research on how online product reviews affect consumers' purchasing decisions is still in its infancy stage (5). Additionally, not every review is created equal. According to research, reviews of high quality—often operationalized as those that contain pertinent, thorough, and accurate information about the product (17)—have a greater impact on how consumers perceive them.

Previous research has demonstrated that consumer-generated information, such as internet reviews, is more compelling than information developed by marketers because people are independent and more trustworthy because they do not have any vested interests (18–20). However, there has been relatively little research on the influence of online product reviews as determinants of consumers' purchasing behavior (21,22). In addition, despite the significant importance of online product reviews, particularly with regard to consumers' purchase behaviors, and the growing attention of researchers and practitioners to online reviews, relatively little research has been done on the influence of online product reviews as determinants of consumers' purchasing behavior (22–27).

We chose this research issue because there is a significant vacuum in the literature that highlights the acknowledged need to comprehend online review characteristics in the context of e-commerce in developing countries. Comprehensive studies are still lacking, particularly in developing nations like Palestine, despite the critical role that online reviews play in influencing consumer behavior in modern e-commerce. The S-O-R model serves as the foundation for this study and aims to clarify the nuanced effects of important factors on customer buying behavior, including review volume,

review valence, review quality, and website reputation. The purpose of this project is to provide empirically-driven methods for firms, marketers, and legislators negotiating the intricacies of developing e-commerce environments. Its goal goes beyond academic enrichment.

By providing perspectives from Palestine, a place dealing with its own particular digital difficulties, our study occupies a unique position. We investigate the relationship between online reviews and digital discrimination within e-commerce using the S-O-R model as our theoretical pillar, a topic that has been considerably understudied in the past. Our goals are twofold: to draw attention to regional differences and to examine the relatively unknown effects of digital discrimination on e-commerce. By highlighting Palestine's unique digital economic landscape, we want to provide fresh ideas, fill in gaps in the research, and suggest practical solutions suited to its particular situation. This research aims to identify factors influencing online product reviews and to separate their influence on customer purchase behavior given the relevance of the e-commerce industry in Palestine.

## 2. THEORETICAL FOUNDATION

To provide a solid theoretical base, we gave priority to research that used or criticized s-o-r model in the fields of online consumer behavior and electronic products. additionally, particularly in emerging countries, we placed a strong emphasis on articles that investigated the relationship between online reviews and customer purchase intentions. to retain current relevance, we selected sources with a recent publication date in peer-reviewed journals and conference proceedings. an excellent theoretical basis for our study is ensured by this stringent examination.

### 2.1 The Stimulus-Organism-Response (S-O-R) model

Mehrabian and Russell (28), early pioneers of the field of environmental psychology, proposed the S-O-R model. Numerous studies have examined it in order to understand impulsive buying behavior. The three elements of the S-O-R model are the environment or stimulus (S) that influences consumer behaviors and responses, the organism (O) that responds, and the actual response (R). This model aims to include individual responses to explain how people perceive and feel about outside

stimuli, as well as the resulting favorable or unfavorable behaviors. The S-O-R model can be used to separate customer behavior into internal and external behaviors as well as environmental inputs when analyzing consumer behavior.

With more people shopping online, the S-O-R model has emerged as the supreme popular framework for studying online impulse purchases (29). This model has also been used in numerous research to examine how the features of online shop platforms influence customer's behavior. Eroglu et al. (30) were the first researchers to apply environmental psychology to analyze online consumer behavior. They demonstrated how online store stimulation components and ambiance impact customers' emotional and cognitive states, setting off customer behaviors. Also demonstrated that how customers feel about online retailers has an impact on how they behave. Therefore, the better the setting that the online store provides, the more online client behaviors might be influenced (31). The S-O-R framework has been expanded to cover a variety of consumer behavior domains, including computer experience(30), advertising (32), website experience (33), and numerous other areas of customer conduct (34). Thus, the inclusion of the S-O-R framework in the consumer behavior domain is crucial to the current study.

However, in this study we adopted the Stimulus-Response (S-R) model, a simplified version of the S-O-R model, for several reasons. First of all, by using the stimulus-response model, the study can concentrate on the direct relationships between external stimuli (review quality, review valence, review volume, and website reputation) and consumer purchasing intentions. This approach allows for a more straightforward examination of the factors that immediately impact consumer behavior in the context of electronic products. Second, the S-O-R model can be adapted to the specific context of the study, focusing on the direct relationships between online reviews and consumer purchasing intentions in the realm of electronic products. This model allows researchers to tailor their investigations to the unique characteristics of the industry and market under examination. Thirdly, the study can lay the groundwork for future research to delve more into the organism component by focused on the direct links between stimuli and responses. Studying the underlying cognitive, emotional, and affective processes that may moderate these interactions can begin with a considerate of the

straight effects of online review elements on customer behavior intention.

### 3. RESEARCH MODEL AND HYPOTHESES DEVELOPMENT

#### 3.1 Review Quality

Park and Han (18) describe review quality as a credible reference in the vast electronic product industry. They give consumers with unbiased information so that they can make informed decisions. They also present impartial, rational, and comprehensive perspectives. Petty and Cacioppo (35) emphasize the value of such objective content, believing it to be more potent and helpful than emotive or subjective perspectives. As (36) suggests, reviews enable consumers to evaluate products effectively, laying the groundwork for the development of purchase intentions. By presenting a balanced, in-depth, and easily digestible analysis of the electronic product in question, high-quality reviews instill a sense of confidence and trust in consumers. This trust, in turn, fosters positive purchasing intentions, as potential buyers feel empowered by the knowledge they have gained from the review, ultimately leading them to make informed and satisfying decisions. In addition, high-quality reviews play critical role in influencing consumer purchasing behavior intention toward electronic products. High-quality reviews serve as indispensable beacons of guidance in the complex and ever-evolving world of electronic products, ultimately helping consumers chart their course to making well-informed and rewarding purchases. Accordingly, our first hypothesis is that:

**H1:** Review quality has a positive effect on consumer purchasing behavior intention toward electronic products

#### 3.2 Review Valence

Review valence, as defined by Cheung & Thadani (17), captures the essence of people's sentiments about a specific product, swaying potential buyers with the persuasive force of positivity or negativity. For example, getting around the complicated world of online reviews is like walking through a digital forest where many people's opinions about different electronic goods echo everywhere. Review valence, is like the different types of plants in this forest, with positive statements growing like bright flowers and negative ones dying off like dead leaves. The tone of the reviews that

potential buyers read affects how they feel about the product, which in turn affects whether or not they decide to buy it. Therefore, when a buyer sees a trail with bright, positive statements on it, they may feel more confident in the product and want to keep going. On the other hand, a path littered with old, negative comments may turn off the buyer, making them question the product's value and reduce their desire to buy it. Carolyn and Xiaowen (37) say that the convincing power of review valence is a key factor in how consumers decide what to buy. Cheung and Thadani (17) point out how important polarity is in deciding whether a review of a brand is positive or negative.

In addition, both (38) and (39) agree that the quality of reviews has a direct effect on how well a company does, with positive valence helping the company succeed and negative valence holding it back. So, a company with more positive reviews than negative ones can expect more people to want to buy it, since people are drawn to the warmth and security of positive reviews. Thus, a brand that garners more positive reviews than negative ones can expect to see a surge in purchase intention, as consumers gravitate toward the warmth and reassurance of favorable opinions. Accordingly, our second hypothesis is that:

**H2:** Review valence has a positive effect on consumer purchasing behavior Intention toward electronic products

### 3.3 Review Volume

In this study, the term "review volume" denotes the total amount of reviews. When analyzing review volume, it's also possible to take into account how much information customers are now exposed to. In prior studies the quantity of knowledge regarding an attitude object's function in the transition from attitude to action was examined. It is found that when an object's amount of information increases, the evaluative evaluation of the thing becomes more severe, even though the value of each piece of information is held constant (40). In order to judge a product's worth and popularity, consumers frequently look at how many reviews it has received (36). The number of reviews a product has reflects how many people have bought it, and this knowledge assists potential purchasers in making judgments (18). Along with an increase in online consumer reviews, buy intent will rise as well (18). This claim makes the case that a rise in online customer evaluations has a beneficial impact on consumers'

decision-making. As potential buyers are exposed to more reviews, they gain valuable insights and perspectives on the product, which can reinforce their decision-making process. A higher volume of reviews may also signal a product's popularity or credibility, further encouraging consumers to make a purchase. However, it is crucial to consider the quality and balance of positive and negative reviews, as too much information or a predominance of negative reviews might have an adverse effect on purchase intention. Accordingly, our third hypothesis is that:

**H3:** Review volume has a positive effect on consumer purchasing behavior Intention toward electronic products

### 3.4 Website Reputation

Businesses and their customers communicate mostly through websites, which is essential to their success (41,42). As they sense less danger and uncertainty and are aware of where to go for support, customers choose companies with a strong reputation in internet commerce (43). For instance, the owner of a cutting-edge electronics store in a thriving urban neighborhood invests in cultivating lasting relationships with customers. To maintain their positive reputation, the store launches an e-commerce platform, offering the convenience of browsing and purchasing electronic products from home. Customers familiar with the store's positive reputation feel more comfortable making online purchases from this platform, perceiving a lower level of risk and uncertainty. This trust in the business leads to increased customer loyalty and a more successful e-commerce presence. In studies of social media and e-commerce, website reputation is a well-established construct (43–45). Customers commonly weigh reputations when judging the reliability of accessible information (44) (46), and prior research has demonstrated that customers' acceptance of a particular website is directly tied to its reputation (47). Additionally, researchers have found that perceived reputation has a considerable influence on the intention to purchase (48). Consequently, to maintain a positive reputation, e-commerce websites must make sustained investments in time, money, and effort in developing relationships with customers. Accordingly, our fourth hypothesis is that:

**H4:** Website reputation has a positive effect on consumer purchasing behavior Intention toward electronic products

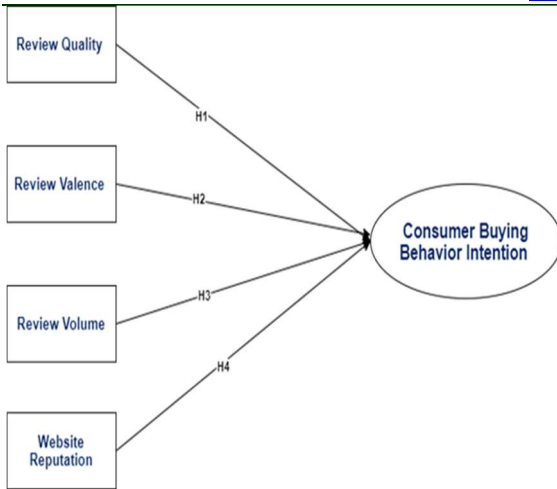


Fig 1: Research Model

4. METHODOLOGY

When quantitative methods are used that allow easy generalization of the results of the current study to a wide group of researchers (51). The study population included Palestinian consumers using e-commerce websites and apps. This study implemented convenience sampling, which is cost-effective (51). To better investigate the influence of online review quality criteria on consumers' intended purchasing behavior, an online survey was conducted. In order for respondents to comprehend the poll's questions and provide appropriate responses, the survey has been translated into Arabic, the primary language used in Palestine (52). The Likert scale was used to assess the individuals' level of agreement or disagreement with the scales used to measure the various model constructs in the questionnaire. A five-point scale with a middle score of three was employed to analyze the degree of response, ranging from 1-strongly disagree to 5-strongly agree. After that, the questionnaire items were checked for length, brevity, and clarity. A total of 320 surveys were submitted to us. 130 questionnaires were eliminated from the database after first cleaning and data screening due to high missing values, inconsistency in responding all the questions, or adhering to a certain pattern of missing values. The 190 participants in the final dataset make up the dataset. Table 1 includes a list of the literature-related sources from which the items were drawn.

Table 1: Scale items of the selected constructs

Construct	Measuring items	Source
Review Quality (RQ)	Each review in e-products websites has sufficient reasons supporting the opinions	(18)
	Each review in e-products websites is objective	
	Each review in e-products websites is understandable	
	Each review in e-products websites is credible	
	Each review in e-products websites is clear	
	In general, the quality of each review in e-products websites is high	
Review Valence (RV)	I regularly read user reviews of electronic devices	(53)
	The e-products reviews are beneficial for helping me make decisions	
	I feel confident buying the appropriate thing after reading the e-product reviews	
	I will reconsider my choice if I don't read the reviews of the electronic products	
Review volume (RVO)	There are numerous reviews of numerous e-products by numerous authors	(22,54)
	Numerous e-products have received a range of reviews	
	Numerous e-products have a wealth of information available to them	
	There are many internet reviews of e-products	
Websites Reputation (WR)	The e-products websites are very popular	
	The e-products websites has a high reputation with good reason	
	The e-products websites are known for its high reputation	
	The e-products websites are trustworthy in my opinion	
Purchasing Behavioral Intention (PBI)	If someone were to ask me for purchasing guidance, I would suggest electronic goods about which I have read internet reviews	(22,55-57)
	I want to purchase electronic devices after reading favorable web reviews.	
	I'll purchase electronic devices in the future after reading online reviews.	
	As a matter of principle, I use online reviews to educate myself before to purchasing electronic products	

4.1 Reliability and Validity of the Measures

The stability of the measures a survey uses determines its reliability (58). The goal of this stability is to ensure that repeated measurements yield reliable data. We evaluated this study's internal consistency, which was determined using Cronbach's Alpha, in order to assess its reliability. According to Hijli (59), Cronbach coefficients must be 0.70 or greater. The Cronbach's alpha coefficients



of the full multi-item scales exceeded 0.70 based on the 190 respondents, as shown in Table 2. Results for the complete set of constructs were excellent and ranged from 0.719 to 0.878. This proof demonstrates the measurement items' appropriate level of reliability.

Table 2: Cronbach's Alpha Values for Reliability Test

Variables	Cronbach's Alpha Coefficient Value
Review Quality	.874
Review Valence	.835
Review Volume	.768
Websites Reputation	.816
Purchasing Behavioral Intention	.865

Construct validity and content validity are the two fundamental facets of an instrument's validity (60,61). Content validity is tried to ensure that the questionnaire's measurements are representative of all feasible measurements of the material being examined (62). To address the content validity in this study, a thorough evaluation of the literature was done. It is obvious that the data for these constructs came from a number of reliable sources, increasing the research's validity in terms of assessing the constructs. Contrarily, construct validity is defined as the degree to which measures agree with the object of the measurement. Factor analysis was employed in this work to validate the construct. Factor loadings of +0.50 and higher are extremely significant, +0.40 and higher are important, and +0.30 and higher are significant, according to research by Hair et al. (2006). One set of items may be used to examine just one thing because every item in the study had a factor loading of > +0.40, which indicates that every item significantly corresponds to the factor. The results of the measurement validity are shown in Table 3.

Table 3: Measurements of the study

Construct	Items	Loading
Review Quality	Review Quality1	.817
	Review Quality2	.618
	Review Quality3	.790
	Review Quality4	.868
	Review Quality5	.972
	Review Quality6	.939
Review Valence	Review Valence1	.799
	Review Valence2	.716
	Review Valence3	.534
	Review Valence4	.640
Review Volume	Review Volume1	.988
	Review Volume2	.952
	Review Volume3	.944
	Review Volume4	.749
	Websites Reputation1	.564

Websites Reputation	Websites Reputation2	.559
	Websites Reputation3	.606
	Websites Reputation4	.870
Purchasing Behavioral Intention	Purchasing Behavioral Intention1	.785
	Purchasing Behavioral Intention2	.530
	Purchasing Behavioral Intention3	.669
	Purchasing Behavioral Intention4	.886

## 4.2 Correlation Analysis

Correlation analysis is used to describe the strength and direction of the linear relationship between two variables (63). The strength and direction of the linear relationship between the independent and dependent variables were determined using the Pearson correlation analysis. A correlation of 0 means there is no link, a correlation of 1 means there is a perfect positive correlation, and a correlation of -1 means there is a perfect negative correlation (63)(64). Less than 0.20 of a correlation is considered to be insignificant, 0.20 to 0.40 to be low, 0.40 to 0.70 to be moderate, 0.70 to 0.90 to be strong, and 0.90 to 1.00 to be extremely high. However, a strong correlation between the dependent and independent variables points to a very reliable link (65). Table 4 makes clear that there are strong connections between the dependent variable, which is purchasing behavioral intention, and variables like review quality, review valence, and website reputate. While the correlation analysis between the number of reviews and the desire to make a purchase produced a correlation coefficient of 0.075. An extremely slender positive linear link between review volume and purchase intention is indicated by a correlation value of 0.075. In this instance, buy intention generally tends to increase slightly along with review volume. The link between the two variables, however, is so tenuous that it practically qualifies as nonexistent.

Table 4: Correlations of the major variables

Variables	1	2	3	4	5
1. Review Quality	1				
2. Review Valence	.043	1			
3. Review volume	.347**	-.006	1		
4. Websites Reputation	.852**	.010	.185**	1	
5. Purchasing Behavioral Intention	.812**	.072	-.075	.821**	1

\* p<0.05, \*\* p<0.001

## 5. DATA ANALYSIS AND RESULTS

### 5.1 Hypotheses Testing

Two distinct tests—the multiple regression and the linear regression tests—were run in order to validate the hypotheses. According to (64), multiple regression is a statistical technique that forecasts the variance in a single dependent variable brought on by the influence of multiple independent variables. It is one of the most significant ways for measuring correlations and has had a significant impact on research methodologies (66). The coefficient's range is between 1 and 1. According to Rodgers and Nicewander (66), a correlation closer to 1 indicates a negative association between variables, whereas one closer to 0 indicates no relationship at all.

The dependent variable was purchasing behavioral intention, while the independent variables were reviewing quality, review valence, review volume, and website reputation. Table 5 presents the findings of this investigation. It demonstrates that review quality correlates significantly and positively with the intention of purchasing ( $\beta = .535$ ,  $t = 7.068$ ,  $p = .001$ ). Additionally, the outcome demonstrated that a website's reputation is significantly and positively associated to the desire to make a purchase ( $\beta = .398$ ,  $t = 5.514$ ,  $p = .001$ ). Additionally, the results showed weak positive and non-significant relationship between review valence and purchase intention ( $\beta = .044$ ,  $t = 1.198$ ,  $p = .232$ ). Finally, the results show a statistically significant weak negative association between review volume and purchase intention. It suggests that review volume may not be a reliable indicator of purchase intent on its own and that a rise in review volume is linked to a minor decline in desire to buy ( $\beta = -.184$ ,  $t = -4.572$ ,  $p = .001$ ). Given that the independent variables exhibited a correlation with the intention to make a purchase ( $R = .866$ ), the result also demonstrates the statistical significance ( $R^2$ ) with  $F = 139.306$  and  $p = 0.001$ . With regard to customer purchasing behavioral intention for e-products in Palestine, an R-square value of .751 denotes that the variables may explain more than 75.1% of the variance seen.

Table 5: Regression Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.448	.350		1.280	.202
Review quality	.662	.094	.535	7.068	.000
Websites Reputation	.383	.069	.398	5.514	.000
Review Volume	-.218	.048	-.184	-4.572	.000
Review Valence	.066	.055	.044	1.198	.232
R <sup>2</sup>	.751				
Adjusted R <sup>2</sup>	.745				
F value	139.306				

## 6. DISCUSSION

This study aims to identify the factors that influence online product reviews and investigate how they affect consumers' purchasing behavior towards electronic products in Palestine. The results of the SPSS analysis verified the entire hypotheses proposed in the present study except hypothesis 2. Hypothesis 2 review valence included an insignificant effect on consumers' purchasing behavior towards e-products, thereby indicating that the model was a valuable tool for examining the purchasing intention.

**Hypothesis 1:** Review quality has a positive effect on consumer purchasing behavior intention toward electronic products

First of all, review quality (H1) is significantly and positively related to purchasing behavioral intention. This finding is consistent with other studies conducted by [35][18]. This means that businesses can influence consumer perceptions and encourage positive purchasing intentions for electronic products by ensuring that reviews are well-supported, objective, understandable, credible, clear, and of high overall quality. Sufficient reasons supporting the opinions helps potential buyers make informed decisions and increases their confidence in the product, leading to a positive purchasing intention. Objective reviews present a balanced view of the product, highlighting both its advantages and disadvantages without any bias. Understandable reviews are easy to read, comprehend, and interpret, while credible reviews are written by genuine users who share their honest experiences. Clear reviews ensure that consumers can easily identify the key points and understand the overall message. High overall review quality boosts consumer confidence in the product and drives a positive purchasing intention. As a result, these reviews have a big impact on how consumers decide and what they plan to buy.

**Hypothesis 2:** Review valence has a positive effect on consumer purchasing behavior intention toward electronic products

Second, based on the result of hypothesis 2, the relationship between review valence and purchase intention is weak and not statistically significant. The p-value (.232) is greater than the typical significance level of .05, which means that the observed relationship could have occurred by chance. In this case, we cannot accept the proposed hypothesis. However, the result of testing this

hypothesis was the opposite of the previous studies of (18,36,37). There could be several reasons why the result of the hypothesis was opposite to the previous studies, first: in developing countries as the context of this study, consumers may have different preferences, trust factors, or decision-making processes compared to those in developed countries. These differences could lead to varying impacts of review valence on purchasing intentions, which might explain the discrepancy in the results. Second, limited internet access or low digital literacy might prevent consumers from consistently accessing or understanding online reviews. This limited exposure to e-product reviews could diminish their impact on purchasing intentions. Finally, the adoption of e-products is low in Palestine as developing country, consumers might be less familiar with the products and their features. Consequently, they might rely more on word-of-mouth recommendations or other traditional information sources rather than online reviews, weakening the influence of review valence on purchasing intentions.

**Hypothesis 3:** *Review volume has a positive effect on consumer purchasing behavior Intention toward electronic products*

Third, the result of hypothesis 3 showed a negative relationship between review volume and purchase intention, which is statistically significant. There could be several reasons why the result of the hypothesis was contrary to the previous studies of (18,35). The result of the hypothesis was contrary to the findings of the earlier studies for a number of reasons, including first: with a high volume of reviews, consumers may find it challenging to identify reviews that are most relevant to their specific needs or preferences. As a result, they may not see a clear benefit from the review volume and base their purchasing decisions on other factors. Second, when there are many reviews from different authors, consumers may become skeptical about the authenticity of these reviews. They might suspect that some reviews are fake, biased, or manipulated, which could reduce the impact of review volume on purchasing behavior. Third, a large number of reviews and the variety of opinions presented could increase the difficulty consumer's face when making a decision. The paradox of choice suggests that too many options can lead to decision paralysis, making consumers less likely to form a clear purchasing intention.

**Hypothesis 4:** *Website reputation has a positive effect on consumer purchasing behavior Intention toward electronic products*

The results support the fourth hypothesis that website reputation has a significant and positive related to purchasing behavioral intention towards e-products. This is in line with research by (48) and (43), which discovered that customers prefer companies with a strong reputation in electronic commerce because they feel less risk and uncertainty and know where to go for support. We can interpret this as a high reputation for the e-product website suggests that it is reliable and can be trusted, which can positively influence consumers' purchasing intentions. Also, a website with a high reputation is likely to have strong brand recognition. Consumers in developing countries may rely on well-established and recognized brands to ensure product quality and after-sales service. This brand recognition can have a positive impact on purchasing intentions. In addition, a high reputation for e-product websites implies that the products offered are of high quality. Consumers are more likely to purchase from websites that they believe offer high quality products, which can positively influence their purchasing intentions.

## 7. THEORETICAL, PRACTICAL, AND MANAGERIAL IMPLICATIONS

The current study advances theoretical knowledge of the variables affecting consumer intention to purchase electronic goods in the context of a developing nation. The study emphasizes the significance of online review quality, review volume, and website reputation as significant stimuli that can affect consumer purchasing behavior intentions by using the S-OR model. These findings enhance the understanding of how consumers in developing countries perceive and process information from online reviews and the role of website reputation in shaping their buying behavior intentions.

Additionally, this research has a number of practical consequences. To start, online merchants and e-commerce websites should place a high priority on the caliber of customer reviews in order to positively impact consumers' intentions to purchase e-products. Making sure reviews are accurate, reliable, and well-written can have a big impact on how people decide what products to buy. Second, retailers need to be aware of the possible harm that reviews may do to customers' intentions to make purchases. It's important to respond to negative feedback in a positive way, address consumer concerns, and demonstrate the company's dedication to customer happiness. This might lessen the



detrimental effects of negative evaluations on consumer purchasing decisions.

Thirdly, despite the fact that the study discovered a negative relationship between the volume of reviews and consumer purchase intents, businesses should continue to keep an eye on and encourage customers to submit reviews because they are a crucial step in the decision-making process. Retailers can encourage customers to leave reviews by asking them to do so, and by responding to any unfavorable ones, they can balance the number of reviews with their potential influence on customers. Fourth, a good online reputation effects the intention of consumer purchasing behavior favorably. By providing high-quality products, assuring a user-friendly interface, delivering first-rate customer support, and upholding data security and privacy requirements, online retailers should concentrate on creating and maintaining a trustworthy and credible online presence.

Furthermore, this study has a number of consequences for managerial procedures. First and foremost, managers should urge their workers to place a high priority on client happiness and proactively ask clients for feedback and firsthand accounts. This will ultimately improve the entire customer experience by increasing the number of reviews and highlighting any areas that require improvement. Managers should set up a mechanism to consistently monitor and evaluate customer evaluations, spot trends, and deal with any new problems. Managers will be able to address client problems proactively and preserve a positive brand image as a result. Thirdly, managers need to teach their teams how to respond to unfavorable feedback in a respectful and professional manner. This might highlight the company's dedication to customer happiness and lessen the impact of bad evaluations. Fourthly, managers should focus on building and maintaining a strong online presence through an easy-to-use, reliable, and secure e-commerce platform. This can help to enhance website reputation and positively influence consumer purchasing behavior intentions. Fifth, managers should promote cross-functional collaboration within their organizations to ensure that insights derived from customer reviews are shared and acted upon. This can help to identify areas for improvement, drive product or service enhancements, and ultimately improve the overall customer experience.

Finally, managers can use data from online reviews, customer feedback, and other sources to make informed decisions about product offerings, marketing strategies, and customer support. By leveraging data and analytics, managers can better understand consumer preferences, predict trends, and identify opportunities for growth.

## 8. LIMITATIONS AND FUTURE RESEARCH

There are a few limitations on this study. Size of the sample was one of these restrictions. The study's sample size of 190 consumers may limit how broadly the results may be applied. A larger, more representative sample would yield more insightful conclusions and a clearer picture of the behavior of the population. Future research that compares the results of this study to those from developed nations or other developing nations with varying levels of e-commerce adoption may offer insightful information about the generalizability of the results and the influence of cultural and contextual factors on consumer behavior. Second, because the study was cross-sectional in nature, it was not possible to examine how consumer behavior and intentions changed over the course of the examination.

Future studies may employ longitudinal designs to examine how consumer behavior and intentions have evolved over time in response to modifications in online review procedures, technological advancements, or market dynamics. Thirdly, as the research was conducted in a developing country, its applicability to other contexts or countries with varied levels of e-commerce penetration and consumer behavior may be constrained. As a result, the study's scope was constrained because it only looked at four specific aspects—review volume, review volume, and website reputation—and it's possible that it neglected to consider some key elements that affect consumers' intentions to buy e-products. Therefore, additional research might look into other factors that could affect consumer intentions to make purchases. Such elements might consist of social influence, consumer trust, or influencers' participation in the process of forming consumer views. Last but not least, in order to better understand the complex web of factors that affect customer purchase behavior intention in relation to electronic products, various theoretical frameworks may be investigated in further research, or multiple theories may be combined.

## 9. CONCLUSION

In the aim of comprehensively analyzing the relationship between online review factors and customer buying behaviors in a developing nation such as Palestine, our study relied upon the Stimulus-Organism-Response (SOR) model as the foundational framework. The study was conducted with precise attention to detail, utilizing data collected from a total of 190 participants. Its primary objective was to assess the impact of various factors, namely website reputation, review volume, review valence, and review quality, on consumer purchasing intention. The specific focus of the study was on the domain of electronic products.

Based on the results of our research, it is evident that the prominence of website reputation and the quality of reviews have emerged as key factors, displaying a strong and statistically significant relationship with consumer intentions to make purchases in the realm of electronic products. These observations highlight the significance of building credibility in the e-commerce sector. Vendors are required to not only guarantee the authenticity, coherence, and usefulness of their reviews, but also diligently protect the reputation of their website. This reputation is a valuable resource that has the potential to enhance consumer trust and strengthen their confidence.

Nevertheless, the findings of our research revealed a fascinating departure from the expected results with regards to Hypothesis 2, specifically in relation to review valence. According to the data, it can be inferred that they did not have a significant impact on the purchase decisions made by consumers in relation to electronic products. The finding reveals a significant implication: consumers, particularly in this particular context, may possess the ability to differentiate between and value constructive criticism expressed within reviews. The claim suggests the presence of an identifiable group of consumers who prioritize transparency over exaggerated advertisements. In addition, the substantial and continuous inflow of reviews may surprisingly serve as a deterrent, potentially overwhelming or confusing the consumer, thereby reducing their intention to make a purchase.

The findings derived from Hypothesis 3, hereafter referred to as H3, present a compelling response to a commonly held belief within the realm of e-commerce. These results shed light on a complex and complicated association between the quantity of

reviews and the intentions of consumers when it comes to making purchases. In contrast to the commonly held belief that an increased quantity of reviews typically enhances the likelihood of making a purchase, our research highlights a paradoxical result: a large number of reviews can lead to cognitive overload, which hinders the ability to make decisions, particularly when negative feedback is common. This observation is consistent with prior research that highlights the tendency of consumers to place greater significance on negative information compared to positive information. Within the framework of our research objectives, it is crucial to emphasize the utmost significance of not only collecting, but also tactically curating and exhibiting reviews on electronic commerce platforms. The significance of reviews, it seems, may be more dependent on their quality, relevance, and accessibility than on their revealing quantity. This emphasizes the need for businesses to prioritize efficient feedback management in order to cultivate consumer trust and enhance purchasing behaviors.

Finally, our research not only contributes to the existing scholarly discussion on online reviews and e-commerce behaviors in developing countries but also uncovers complicated observations that can serve as vital guidance for stakeholders in Palestine's digital economy. Upon careful examination of our research objectives, it becomes apparent that the numerous realms of online consumer behavior are shaped by a combination of trust, authenticity, and information saturation. These factors work in harmony within the distinct digital environment specific to Palestine.

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