



THE EFFECT OF ONLINE REVIEW ON ONLINE SHOPPING, THE EVIDENCE FROM AMAZON.

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ABSTRACT

Background: As online shopping is continuously increasing, it is getting more common for consumers to provide online reviews of the products they buy. It is a normal practice nowadays in increasing importance of online reviews in determining consumer satisfaction with the products they buy from an online shopping platform. The effect of online reviews is not significant because, most of the time, the reviews are mixed. The research has to be done so that internet reviews and their impact on online shopping may be better analyzed. Evidence gleaned from Amazon's investigation is also crucial because it will reveal the impact of customer reviews on the most popular e-commerce website, which will be of great assistance in making additional suggestions. The study of the development of online reviews is also crucial, as it needs to have both theoretical and practical implications.

Method: The study's methodology will be fully quantitative, and the research design will follow the positivism research philosophy. The quantitative study design fully provides information regarding the development of appropriate survey questions and methodology and further evaluation of the results that can provide valuable information regarding the impact of online reviews on online shopping. The sample size we have used in our research is 250, with a quantitative approach. We basically made 250 questionnaires and distributed them among respondents.

Conclusion: Positive reviews tend to persuade customers to do online shopping from Amazon, and bad or negative reviews create a negative influence on customers' minds about doing online shopping.

INTRODUCTION

The phrase "social media" refers to a group of internet resources that make it easier to share and discuss user-generated content (Kaplan and Haenlein 2010). Users of social media have access to many different tools for creating content, including the capacity to upload and share pictures and videos. For further information, see the website. Contrarily, this socially diverse environment is seen as an excellent opportunity to spread product-related knowledge (Canhoto and Clark 2013; Chu and Kim 2011; Dessart, Veloutsou, and Morgan Thomas 2015; Tsimonis and Dimitriadis 2014); and recent studies show that consumers increasingly use social media to learn about new and foreign brands (Naylor, Lamberton, and Tsimonis 2014).

Research demonstrate that consumer purchasing decisions are significantly influenced by ratings and reviews. For instance, a 2013 study by Smith indicated that 60% of consumers think about reviews and ratings while making decisions (Smith, 2013). In a similar vein, a Mintel study from the same year found that 38% of British holidaymakers turned to consumer review websites when booking their travel. Also, 86% of British internet users thought that customer reviews were beneficial when booking reservations (Mintel, 2013). In the travel business, where the caliber of products and services can directly affect customer happiness, the influence of eWOM is particularly significant. Online reviews have consequently increased in popularity and importance in the travel industry.

The emergence of eWOM is proof of the internet's transformational potential. In addition to giving consumers more power, the ease of information interchange has also improved their knowledge and discerning abilities. As a result, organizations need to manage their online reputation more actively because it has a big impact on how successful they are in the marketplace.

As a result, consumers investigate ways to safeguard themselves and assess any potential risks before making travel plans (Bronner and de Hoog, 2011). Because they are seen as impartial and truthful (Duverger, 2013), travel experience reviews available on reliable websites are trusted because they give readers a good indication of what to expect from the service or product being reviewed (Yoo and Duverger, 2013).

A cultural revolution has been brought about by rapid developments in data innovation. Consumers began favoring online retailers over traditional malls while making purchases. For a long time, actual firms have been attempting to achieve a major competitive edge through online consumer communication (Lee and Lin, 2005). The growth of online enterprises has completely changed how customers connect with businesses, goods, and services. Online firms have fewer entry obstacles from the competition than traditional brick-and-mortar establishments (Wang et al., 2016). Due to the simplicity of setting up an online store and the cheap overhead expenses, new competitors can easily get a foothold in the market. This, however, also means that both established players and recent arrivals are fierce competitors for internet enterprises.

Study Significance

The study's significance will be useful in formulating recommendations for marketplaces like Amazon, Taobao, Alibaba, E-bay and others where long-term online reviews always have a large effect on buying behavior. The purpose of this research is to analyze the effect that reviews have on Amazon's bottom line. To what extent do online reviews help or hurt Amazon's online customer base is the focus of this study. The objectives of our research are outlined below. This research aims to analyze Amazon's data to find out how customer reviews influence online shoppers' decisions and then provide strategies to make customer reviews a sustainable part of Amazon's business model.

Study objective

The primary objective of the research is to examine the impact of online reviews on consumers' decisions to make purchases on retail websites like Amazon. There is a lack of substantial data in the current literature, even if it takes into account the same contexts as the proposed study, which promises novel and useful results. It will help make Amazon's online store better for customers.

Literature Review

Online purchasing is becoming the norm due to the widespread availability of internet-connected personal computers, mobile phones, and tablet PCs. This includes consumers' private homes, workplaces, and public institutions like libraries and cafés. It has become ingrained in our routines, including everything from airline and hotel reservations to the purchase of movies, theater seats, high-end clothing, and cosmetics. Internet shoppers spend the most on travel-related products (82.2 per cent), followed by books (69 per cent) and miscellaneous goods (59.5 per cent) (Ling et al., 2012). Online shopping has quickly overtaken sending and receiving emails and browsing the web to become the third most popular use of the Internet (Jamali, Samadi, & Marthandan, 2014).

Online shopping has become increasingly popular in recent years, with consumers turning to the internet to purchase goods and services. The level of comfort a customer has with making a purchase over the internet is referred to as online purchasing propensity (Meskaran et al., 2013). Online purchase intent, on the other hand, describes a consumer's propensity to make a purchase through a website or mobile application (Li and Zhang, 2002; Salisbury et al., 2001). In addition, Iqbal et al. (2012) define online purchase intent as customers' willingness to use internet service providers to either make a real purchase of services or goods or to at least research prices.

The first step in online buying is determining the purchasing goal, which reflects a buyer's propensity to shop online for goods and services (Close and Kukar-Kinney, 2010; Li and Zhang, 2002). A consumer's purchasing goal can be influenced by various factors, such as convenience, price, and availability. Consumers are increasingly turning to online shopping due to its convenience and the ability to shop from the comfort of their own homes.

Furthermore, Iqbal, Hunjira, and Rehman (2012) define online shopping as the extent to which consumers intend to use internet providers to make purchases or compare prices across goods. The rise of e-commerce has made it easier for consumers to compare prices across different websites and make informed purchase decisions. As a result, online businesses must continuously strive to provide the best possible customer experience to retain their customer base.

According to a study by Wu et al. (2020), perceived risk is a critical factor that influences a consumer's online purchasing behavior. Perceived risk refers to the consumer's perception of the potential negative consequences associated with making an online purchase, such as financial loss or the receipt of a defective product. To reduce perceived risk, online businesses must ensure that their website is secure, transparent, and provides clear information about the product or service.

Methodology

The study employed a quantitative research approach to investigate the factors influencing the decision-making process of international students when choosing their preferred online shopping destination. This approach is characterized by the establishment of quantitative links between hypotheses and numerical data collection (Bryman & Chime, 2011). To gather empirical data, a system was developed to collect information about online reviews, and a strategy to collect information from participants was presented.

The adoption of a quantitative strategy was based on the need to obtain a large sample size (Bryman & Ringer, 2011) and

the fact that similar methodologies have been utilized in previous studies, as noted in the literature review. I used a quantitative strategy to explore the elements affecting the decision-making process of global understudies while selecting their preferred online purchasing destination. For a strategy to be considered quantitative, it must place primary emphasis on establishing quantitative links between hypotheses and collecting data numerically (Bryman and Chime, 2011).

To ensure the validity of the research findings, various statistical analyses were conducted on the collected data, including regression analysis, factor analysis, and correlation analysis. These analyses were performed to identify the significant factors affecting the decision-making process of international students when selecting their preferred online shopping destination.

Theoretical Equation

A quantitative strategy will be used to analyze the study's data via the use of statistical analysis and the testing of hypotheses. Additional information on the impact of online reviews on Amazon's online shopping evidence may be gleaned by doing a multiple regression analysis based on the existing empirical literature and data. The regression model used in the analysis will be based on the relationship between the number of reviews and the number of orders placed via the Amazon online shopping mall. This model will be used to determine the correlation between these two variables and will help to identify any significant patterns or trends in the data. So specifically, the following regression model was used to analyze the correlation between the number of reviews and the number of orders placed via the Amazon online shopping mall:

$$Order_{it} = \beta_0 + \beta_1 Reviews_{it} + \varepsilon_{it}$$

where $Order_{it}$ is the number of orders placed at a single e-commerce site in the year t , and $Reviews_{it}$ is the number of reviews written about the products in question. Both will be calculated from the data in the sample and are model parameters. It's just a random jolt of noise.

Research Approach

In line with the positivist research philosophy, this study will adopt a strictly quantitative approach and an empirically oriented research design. The quantitative research design will provide comprehensive data for determining how to conduct a survey, what questions to ask, how to conduct the survey, and how to analyze the findings to learn more about the influence of online reviews on internet purchases. This approach will allow for the collection of objective data that can be analyzed and interpreted using statistical methods.

Study Area and Sample

The study will be conducted among Amazon workers, who are in the best position to comment on the effects of online reviews on Amazon's bottom line and adapt to shifting customer preferences. The online survey will be distributed to the respondents to avoid any direct interaction and to ensure that the responses are representative of the population being studied. A sample size of 250 respondents will be used to ensure that the data collected is sufficient to draw meaningful conclusions.

Data and Collection

The data for this study was collected through questionnaires that were designed to collect information on various aspects of the research problem, including opinions of customers and attitudes towards online reviews and online shopping behavior. The responses collected through the questionnaires were entered into SPSS for further analysis, allowing for the identification of patterns and trends in the data. The results of the data analysis were presented in a clear and concise manner, allowing for easy interpretation and understanding of the findings.

Results and Discussion

The data was examined using regression and correlation methods that are powerful enough to support the quantitative research design and provide useful insights into the study's potential future results.

Regression analysis is a statistical method that involves examining the relationship between a dependent variable and one or more independent variables. In the context of this study, regression analysis was used to examine the relationship between online reviews and online shopping behavior. Specifically, we could examine whether positive online reviews have a significant impact on online shopping behavior, and if so, how strong that impact is.

Correlation analysis, on the other hand, is a statistical method that measures the strength and direction of the relationship between two variables. In the context of this study, we used correlation analysis to examine the relationship between attitudes towards online reviews and online shopping behavior. Specifically, we examined whether individuals who have positive attitudes towards online reviews are more likely to engage in online shopping behavior.

The results of these analyses provided useful insights into the research problem, including identifying patterns and trends in the data, and examining the strength and direction of the relationship between variables. For example, the results reveal that positive online reviews have a significant impact on online shopping behavior, and that individuals who have positive attitudes towards online reviews are more likely to engage in online shopping behavior. These findings were used to inform future research on this topic, as well as to guide marketing strategies aimed at influencing online shopping behavior.

Summary Statistics

Scale reliability data are shown in Table 1 below. Online shopping cart orders and the total quantity of products to be purchased make up three parts of the expression. The scale through which order have measured are following as shown in table 1

Table 1 Measurement scale for order

		N	%
Cases	Valid	250	100.0
	Excluded	0	.0
	Total	250	100.0

This table is presenting the number and percentage of cases that were included in the analysis.

The first column indicates the number of cases (i.e., participants) that were included in the analysis. In this case, there were 250 valid cases.

The second column shows the percentage of cases out of the total number of cases included in the analysis. Since there were no excluded cases, the total number of cases is also 250, and the percentage is 100%.

Overall, this table indicates that all 250 participants were included in the analysis, and there were no missing or excluded cases. This information is important to report in order to provide transparency about the sample size and to help readers understand the generalization of the study findings.

The original Likert scale included a series of claims (items) about the phenomenon under study. All participants must indicate their degree of agreement (on a scale from 0 to 100) with the given statement (items). Researchers (Cheng & Loi, 2014; Park & Kim, 2008; Park et al., 2007; Sparks & Browning, 2011) have utilized a set of three questions to assess rank. All three of the things we utilized for our analysis are available for purchase on this website, making it a viable option.

Table 2 Item Statistics for Order

	Mean	Std.deviation	N
R1	5.2080	1.45506	250
R2	4.8040	1.89206	250
R3	4.7720	1.57031	250

Based on the work of Park, Lee, and Han (2007), we used the following three criteria to assess the quality of an online review: (1) "online reviews enable me to purchase via this online platform," (2) "after reading online reviews, I am more assured of my purchasing," and (3) "I trust online reviews."

The researchers utilized a set of three questions to assess the concept of "rank" in relation to the phenomenon under study. Specifically, the questions asked whether all three items analyzed in the study were available for purchase on the website being studied, making it a viable option for online shopping. The table provided in the information gives the mean scores, standard deviations, and N (sample size) for each of the three questions used to assess rank.

The means reported in the table indicate that participants generally agreed with the statements about the website being a viable option for online shopping, with mean scores ranging from 4.772 to 5.208 (on a scale of 0-100). The standard deviations suggest that there was some variability in participants' responses to the questions

The information also notes that the study used a set of three criteria, originally developed by Park, Lee, and Han (2007), to assess the quality of online reviews. These criteria included the ability of online reviews to facilitate purchases on the website, the degree to which reading reviews increased participants' confidence in their purchasing decisions, and the level of trust participants had in online reviews.

Overall, the information suggests that the study was interested in understanding participants' attitudes towards a particular online platform for shopping, as well as their perceptions of the quality of online reviews. The use of Likert scales and criteria developed by previous researchers allowed for a systematic assessment of these concepts.

To better understand the analytical treatment and interpretation of the Likert scale, let's take a brief look at some of the constructional variants that exist. Comparing Symmetry and Asymmetry If on a given Likert scale, the midpoint between strongly disagree (SD) and strongly agree (SA) is precisely the neutral position (neutral/don't know), then respondents are free to choose whatever answer they choose. The symmetrical scale describes this pattern well. However, on asymmetric Likert scales, there are fewer choices closer to neutrality (the average) than there are farther away.

The reliability analysis method computes a number of popular measures of scale dependability and provides information on the interrelationships of the scale's components. Cronbach's alpha is often significant for establishing scale reliability in the sense of the comparability of items within single-develop scales, but the measurement gives no clue that scales are indeed unidimensional (which needs to be explored in other ways). Typically, the value of Cronbach's alpha, a measure of dependability, is between 0 and 1. However, there is no minimum value for the coefficient. Cronbach's alpha is most impressive when it is close to 1, indicating high internal consistency among the scale's components. Cronbach's alpha for consistency of rating is 0.798, whereas that of the ordering scale is 0.758. The data is laid down in the table 3 below:

Table 3 Reliability Statistics

Cronbach's Alpha	No of items
.8	3

No of items of online order for online shopping is 3 and cronbach alpha shows the reliability of scale for order and it should lie between 0.7 to 1 . So here we are getting the desired value which shows the maximum reliability of the order. Based on the given information, it appears that the reliability of a scale used to measure online orders for online shopping has been assessed using Cronbach's Alpha coefficient. The Cronbach's Alpha value obtained is 0.8, which indicates a high level of internal consistency or reliability of the scale. This means that the three items used to measure online orders are highly correlated with each other, indicating that the scale is likely measuring the same underlying construct effectively.

The statement also suggests that the Cronbach's Alpha value obtained falls within the acceptable range of 0.7 to 1, which further confirms the scale's reliability. Therefore, it can be inferred that the scale used to measure online orders for online shopping is a valid and reliable measure. The second part of the statement indicates that the study aims to investigate the effects of online reviews on online purchases by analyzing data from Amazon. This suggests that the study is likely exploring the relationship between online reviews and consumer behavior in the context of e-commerce.

The first section is dedicated to laying the groundwork by investigating the effects of online reviews on online purchases by looking at Amazon's data.

Table 4 Measurement Scale For Reviews

		N	%
Cases	Valid	250	100.0
	Excluded	0	.0
	Total	250	100.0

The given information shows Table 4 of a study, which presents the measurement scale used to collect data on online reviews. The table shows that there were 250 cases in total, and all of them were valid, meaning that none of the responses were excluded from the analysis.

The table also provides information on the items used to measure the online reviews. Specifically, the study used three items: "I would consider buying through this online site," "I would recommend a friend to buy through this online site," and "I think I would like to buy through this online site." These items were likely included in a survey or questionnaire that participants completed to provide their reviews of an online shopping site.

Overall, the table provides basic information about the measurement scale used in the study to collect data on online reviews. It indicates that the measurement scale had good participation, with all responses being valid and that the scale included three items that measured participants' intention to buy from or recommend the online site to others.

Table 5 : Items statistics

	Mean	Std. Deviation	N
O1	4.3440	1.71974	250
O2	3.9920	1.89904	250
O3	4.1280	1.79234	250

These items are likely used to assess how favorable or positive individuals' attitudes are towards a particular online shopping site.

The table provides descriptive statistics for each of the three items. The Mean column shows the average score on each item across the sample of 250 participants, on a scale that is not specified in the information provided. The Std. Deviation column shows how much the scores vary around the mean, with higher values indicating more variability in the responses. Finally, the N column shows the number of participants who provided responses for each item.

Based on the means reported, it appears that participants generally had positive attitudes towards the online shopping site, as the mean scores for all three items were above the midpoint of the scale (assuming a scale with a midpoint of 3). However, the variability in responses (as indicated by the standard deviations) suggests that not all participants had the same level of positive attitudes towards the site.

Table 6 Reliability Statistics

Cronbach's Alpha	N of items
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.745	3
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No of Respondents we have collected data from is 250 as shown in table no 4 and the no of items for online reviews is 3 with cronbach alpha 0.798, as shown in table no 5 , a desired value which shows the reliability of online reviews.

Correlation

Accordingly, the modified correlation coefficient provides a more reliable indication of the critical keys to marketing success for professionals in the field. Theoretically, the correlation coefficient may take on any value between +1 and 1. A value of 0 indicates no linear association between the two variables, while a value of 1 indicates a perfect positive linear relationship, where an increase in one variable predicts an increase in the other. A value of -1 indicates a perfectly negative linear connection, in which, as the values of one variable increase, the values of the other variable decrease in accordance with a strict linear rule. Your two variables are likely related in a meaningful way, as seen below. That one variable's change strongly affects the other's change is shown by this evidence. The total number of respondents is 250, and there are three products, each available for online purchase and critique. While a +2 correlation between R1 and R2 indicates a significant association between the two variables, a +1 correlation between R1 and O1 indicates a relatively poor relationship between the two variables (-0.040). R2 and R1 have a very significant statistical relationship. As can be seen in the aforementioned chart, there is a significant positive relationship between R3 and O2. In a similar vein, this is how we can decipher for every given variable. We're pushing forward with further descriptive analysis table 7 :

Table 7 Correlation effects among variables

		R1	R2	R3	O1	O2	O3
R1	Pearson Correlation	1	.594**	.576**	-0.40	-0.47	-0.27
	Sig (2-tailed)		.000	.000	.530	.456	.669
R2	Pearson Correlation	.594**	1	.580*	.045	.055	.054
	Sig(2-tailed)	.000		.000	.474	.383	.399
R3	Pearson Correlation	.576**	.580**	1	-0.39	-0.42	.006
	Sig (2 tailed)	.000	.000		.537	.505	.923
O1	Pearson Correlation	-0.40	.045	-.039	1	.530**	.353**
	Sig (2 tailed)	.530	.474	.537		.000	.000
O2	Pearson Correlation	-.047	.055	-.042	.530**	1	.588**
	Sig (2	.456	.383	.505	.000		.000

	tailed)						
O3	Pearson Correlation	-.027	.054	.006	.353**	.588**	1
	Sig (2 tailed)	.669	.399	.923	.000	.000	

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

The given table shows the correlation matrix of six variables, denoted by R1, R2, R3, O1, O2, and O3. The table provides the Pearson correlation coefficients between each pair of variables and the associated p-values, indicating the strength and direction of their linear relationships.

The diagonals of the table (upper left to lower right) represent the correlation of each variable with itself, which is always 1. The off-diagonal cells show the correlations between different pairs of variables.

Looking at the significant correlations, we can see that R1 is positively and significantly correlated with R2 and R3 (correlation coefficients of .594** and .576**, respectively, both with p-values of .000), which suggests that there is a strong positive relationship between these three variables. Similarly, R2 and R3 also show a significant positive correlation (correlation coefficient of .580**, p=.000).

In contrast, the correlations between the R variables and the O variables are mostly negative and not significant, except for a significant negative correlation between R1 and O1 (correlation coefficient of -.40, p=.530**), and a significant positive correlation between O1 and O2 (correlation coefficient of .53**, p=.000) and between O2 and O3 (correlation coefficient of .588**, p=.000).

Overall, the table suggests that the R variables (presumably representing review-related variables) are positively related to each other, while the O variables (presumably representing order-related variables) are not strongly related to the R variables, except for a weak negative correlation between O1 and R1.

Descriptive Statistics

In research, descriptive statistics are the explicit procedures used to calculate, characterize, and summarize data in a manner that is consistent, meaningful, and effective. The composition material includes both mathematical and tabular/graphical treatment of descriptive statistics. If the check of the significance of the hypothesis assessment is large, then the linearity of the data was tested, and if it was found to be linear, then the importance of the regressors was determined with respect to the dependent variable. With the use of this review, we can determine how confident we can be in each of the review's assertions. This table shows the effects of a regression study, with the dependent variable being the number of reviews a product received and the independent variable being the number of reviews received overall.

Table 8 Reliability and validity of data

		R1	R2	R3	O1	O2	O3
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N	Valid	250	250	250	250	250	250
	Missing	0	0	0	0	0	0
Mean		5.2080	4.8040	4.7720	4.3440	3.9920	4.1280
Median		6.000	5.5000	5.0000	4.0000	4.0000	4.0000
Std. Deviation		1.45506	1.89206	1.57031	1.71974	1.89904	1.79234
Minimum		1.00	1.00	1.00	1.00	1.00	1.00
Maximum		7.00	7.00	7.00	7.00	7.00	7.00

The first section labeled "N" shows that there were 250 valid observations for each of the six variables (R1, R2, R3, O1, O2, and O3), meaning that 250 people responded to each question. Additionally, there were no missing values, indicating that all respondents answered all of the questions.

The next section provides measures of central tendency and variability for each variable. The mean value for each variable represents the average response for that question, which can be calculated by adding up all of the responses and dividing by the number of respondents. For example, the mean value for R1 is 5.2080. The median value for each variable represents the middle response, meaning that half of the respondents answered above that value and half answered below it. For example, the median value for R1 is 6.000.

The standard deviation values for each variable provide information about the spread of the responses around the mean value. A larger standard deviation indicates that the responses are more spread out, while a smaller standard deviation indicates that the responses are more tightly clustered around the mean. For example, the standard deviation for R1 is 1.45506, which suggests that the responses are moderately spread out around the mean value of 5.2080.

Finally, the minimum and maximum values for each variable show the range of possible responses. For example, the minimum and maximum values for R1 are 1.00 and 7.00, respectively, meaning that respondents could choose a value anywhere between 1 and 7 for this question. Overall, this summary provides a basic overview of the statistical properties of the data and can be used to gain insights into the responses to the survey or study.

Table 9 : Coefficient effect among variable

Model		Unstandardized Coefficient Beta	Std Error	Standardized Coefficient Beta	t	Sig
1	(Constant)	4.151	.342		12.124	.000
	Review	.231	.067	.110	6-143	.002

The "Unstandardized Coefficient" section shows the beta coefficient and the standard error of the estimate for each variable. The beta coefficient represents the slope of the regression line, which is the amount by which the dependent variable changes for every one-unit change in the independent variable. In this case, the beta coefficient for the constant is 4.151 and the beta coefficient for the review variable is 0.231. The standard error of the estimate provides information about the

precision of the regression line's slope estimate.

The "Standardized Coefficient" section shows the standardized beta coefficient for each variable. The standardized beta coefficient measures the strength of the relationship between the independent and dependent variables, while controlling for the effects of other variables in the model. In this case, the standardized beta coefficient for the review variable is 0.110.

The "t" and "Sig" sections provide information about the significance of the coefficients. The "t" value is the ratio of the estimated coefficient to its standard error, and the "Sig" value represents the probability that the coefficient is different from zero. In this case, the "t" value for the review variable is 6.143, and the "Sig" value is .002. This suggests that the review variable is significantly related to the dependent variable and that the relationship is unlikely to be due to chance.

The unstandardized coefficient for reviews is .231, and standardized coefficient is .110. It means the order we will get's unstandardized coefficient is .231. This is how the coefficient for review impact order for online shopping.

Finally, because online reviews have been demonstrated to check the impact on online shopping, different market participants started doing positive reviews to enhance online shopping. Excessive negative online reviews result in a decrease in their competitors. Overall, this summary provides information about the relationship between the independent and dependent variables in the regression model. The beta coefficients and standardized coefficients provide information about the magnitude and direction of the relationship, while the t and Sig values indicate whether the relationship is statistically significant. This information can be used to make predictions about the dependent variable based on the independent variable, as well as to identify which variables are most strongly related to the outcome of interest.

Recommendations

This study sought to investigate the role of online purchasing in shaping the value of consumer reviews, and it supports and expands prior hypotheses on the topic. The data set from this study can be used to expand the target audience in future studies, providing a more comprehensive understanding of customer behavior and influencing further studies.

The findings from this study have significant practical and theoretical implications for Amazon's bottom line. By understanding customer behavior better, Amazon can improve its sales and marketing strategies, resulting in increased revenue. Moreover, the study will lead to more accurate assessments of customer behavior, which will help researchers gain deeper insights into their subjects and influence their own studies.

Conclusion

Online retailers have the ability to showcase customer feedback in the form of reviews, which can be a powerful tool for increasing sales and building brand loyalty. However, not all reviews are created equal, and it is important for online merchants to have a system in place for evaluating the helpfulness of submitted reviews.

One proposed strategy for evaluating the helpfulness of reviews is to use an automated algorithm that takes into account factors such as the length of the review, the use of specific keywords, and the overall sentiment expressed in the review. By using such a system, online retailers can ensure that only the most helpful reviews are published, which can lead to

increased customer satisfaction and sales.

Another important factor to consider when publishing reviews is the credibility of the reviewer. Customers are more likely to trust reviews written by individuals they perceive as credible, such as verified purchasers or individuals with a history of providing helpful reviews. Online merchants should consider including the reviewer's name next to the text content of the review, which can help to establish the reviewer's credibility and increase the likelihood that customers will trust the review.

In addition to publishing reviews, online merchants should also focus on improving their delivery techniques and timeliness. Customers are often influenced by the availability of items and the speed at which they can receive them, so online merchants should make sure that they are able to provide a reliable and efficient delivery service. By doing so, they can increase the likelihood that customers will choose to purchase items online.

Overall, online retailers have a powerful tool at their disposal in the form of customer reviews. By using automated algorithms to evaluate the helpfulness of reviews, establishing the credibility of reviewers, and improving delivery techniques and timeliness, online merchants can increase customer satisfaction and drive sales.

Online merchants need to understand that customers are primarily influenced by the opportunities for ownership, transaction, and assessment provided by the online medium. As such, it is crucial for them to focus on improving their delivery techniques and timeliness to meet customers' expectations. The availability of items and the speed of delivery can heavily influence customers' decisions to purchase items online.

One of the most valuable resources available to online businesses is customer reviews. These reviews provide immediate access to consumer input and can be used as a trustworthy predictor of how visitors will use the information. Recent research has shown that customers tend to place greater value on extreme evaluations (either positive or negative) than on average ones. Positive reviews can greatly influence customers' decisions to make purchases, while negative reviews can make them wary.

As part of our research, we have sought to understand the effects that customer evaluations have on the convenience of purchasing online. Our findings indicate that online reviews can significantly impact customers' purchasing decisions. Customers are more likely to make purchases after reading positive reviews, and they are less likely to make purchases after reading negative reviews.

In addition to the content of reviews, the way in which they are presented can also impact their effectiveness. As mentioned earlier, including the reviewer's name next to the text content can increase the credibility of the review and make it more persuasive to potential customers. Online retailers can also benefit from featuring reviews prominently on their website, as this can increase the visibility of positive reviews and make them more influential in customers' purchasing decisions.

Overall, it is clear that online merchants need to pay close attention to the impact of customer evaluations on their business. By focusing on improving delivery techniques and timeliness, as well as promoting positive reviews and establishing the credibility of reviewers, online businesses can increase customer satisfaction and drive sales.

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