

The Impact of Online Consumer Reviews (OCR) on Online Consumers' Purchase Intention

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| ARTICLE INFO | ABSTRACT |
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| <p>Keywords: Online Shopping Online customer review Purchase intention Trust TAM</p> <p>Received 7 January 2020 Revised 24 April 2020 Accepted 4 May 2020</p> <p>Article Classification: Research Article</p> | <p>Purpose – The goal of this research is to examine the impact of Online Consumer Review (OCR) on online customer purchasing intention in online shopping sector in Turkey.</p> <p>Design/methodology/approach – In this study, quantitative research techniques were utilized. Primary data of the study was collected through a self-administered Likert type online survey. In total, 200 volunteer participants familiar with online shopping filled the study survey. The research model of the study was analyzed with the help of confirmatory factor analysis (CFA) and structural equational model (SEM) techniques.</p> <p>Findings – According to the findings of this research, customer decision to shop online from e-vendors and their trust in them are influenced by perceived effectiveness, perceived ease of use, perceived control, perceived usefulness, and perceived usefulness from OCRs.</p> <p>Discussion – OCRs has recently been known and considered as a very important tool for both businesses and customers to get information needed about any products and services through different experiences of previous customers. This study investigated the role of OCRs in influencing online customer purchasing intention. Trust was found to have a mediator role between OCR related factors and online purchase intention. Finding of this research can be used by online business owners to enhance the experience level of their customers.</p> |

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