# Impact of online customer reviews on purchasing, repurchasing, and loyalty behaviours: A study on electronic products

## Sabina Rahimova

## Istanbul Aydın University, Türkiye

*Correspondence: sabinarahimova@stu.aydin.edu.tr
sabina.rahimli1987@gmail.com

## Abstract

Nowadays, customer reviews have a significant impact on customers' purchase intentions. Customer reviews are a key factor influencing purchase decisions, as they provide transparent insights into products and services. As part of eWOM, online customer reviews are positive, negative and neutral, and these factors influence buying behaviour in different ways. Satisfied customers always write positive reviews about the product, these reviews can increase the number of customers, which can increase the profit of marketers and also increase brand loyalty. For this study, electronic products were chosen to understand how online customer reviews affect their buying behaviour, repeat purchases, and loyalty. This study employed a quantitative research approach to examine the impact of online customer reviews. A self-administered questionnaire was used to collect primary data from 402 respondents in Turkey, all of whom had purchased electronic products online in past years. The survey consisted of four sections, covering demographic characteristics, online customer reviews, purchase behaviour, repurchase behaviour, and customer loyalty. A five-point Likert scale was used to assess consumer attitudes. The questionnaire, originally in English, was translated into Turkish for accessibility. Findings show that online customer reviews significantly influence purchasing, repurchasing, and loyalty behaviour. Positive reviews build trust and drive sales, while negative reviews reduce purchases. Businesses should manage reviews effectively to enhance brand reputation and customer loyalty.

*Keywords:* eWOM; online customer reviews; customer purchase behaviour; customer repurchase behaviour; customer loyalty; customer purchase intention; electronic products

## 1. Introduction

Many years ago, people could get information through the communication with people only face to face, nowadays due to social media and online platforms that contain customer reviews, customer interaction with the brand and purchase decisions have changed. OCRs are a source that provides information about products or services that a customer has experienced in the past. This is a one of the forms of electronic word of mouth (eWOM). For keeping the status of the marketplace online customer reviews become more important. The effect of the ORCs is powerful because mainly this feedback increases number of buyers. ORCs can be various positive, negative and neutral, all these types can impact differently on customer purchasing decision. Positive reviews can enhance customer satisfaction, loyalty and purchase intention. When the buyers read the customers satisfied feedback, they are likely to buy the product from the same company also recommend them to others. Customers positive feedback is essential for customer loyalty, and one of the main tools for attracting new customers and for brand reputation. Some studies show that loyalty customers, purchase the product again (Hunter & Taylor, 2002; Lee, 2006), but other researchers discovered that, there is a situation when the customer repurchasing not only because of loyalty (Rowley & Dawes, 2000). People around the world have different attitudes towards electronic goods. In this study, we focus the people who live in Turkey. There are also reviews about electronic goods where customers discuss or leave their reviews about local and overseas electronic products. Despite the fact that, Turkey has its own brands of electronic goods, but they prefer to buy overseas electronic products, because these customers are familiar with that brand through the feedbacks and they have gained its loyalty.

## 2. Literature Review

### 2.1 WOM in the Digital Era

Word of mouth become much more effective thanks to modern technologies, and we call it electronic Word of Mouth that gives opportunity to read or learn about product online. With electronic word of mouth, consumers get information not only from one source but also from comments and reviews left by many people and these comments, reviews help in the buying decision making process. Generation of Web. 2.0 are the population that influence others through the posts, reviews, contents, social networks sites. But the effective one that can really affect customer purchases intention is an online review. Other types of eWOM have received far less attention (Cheung, 2012).
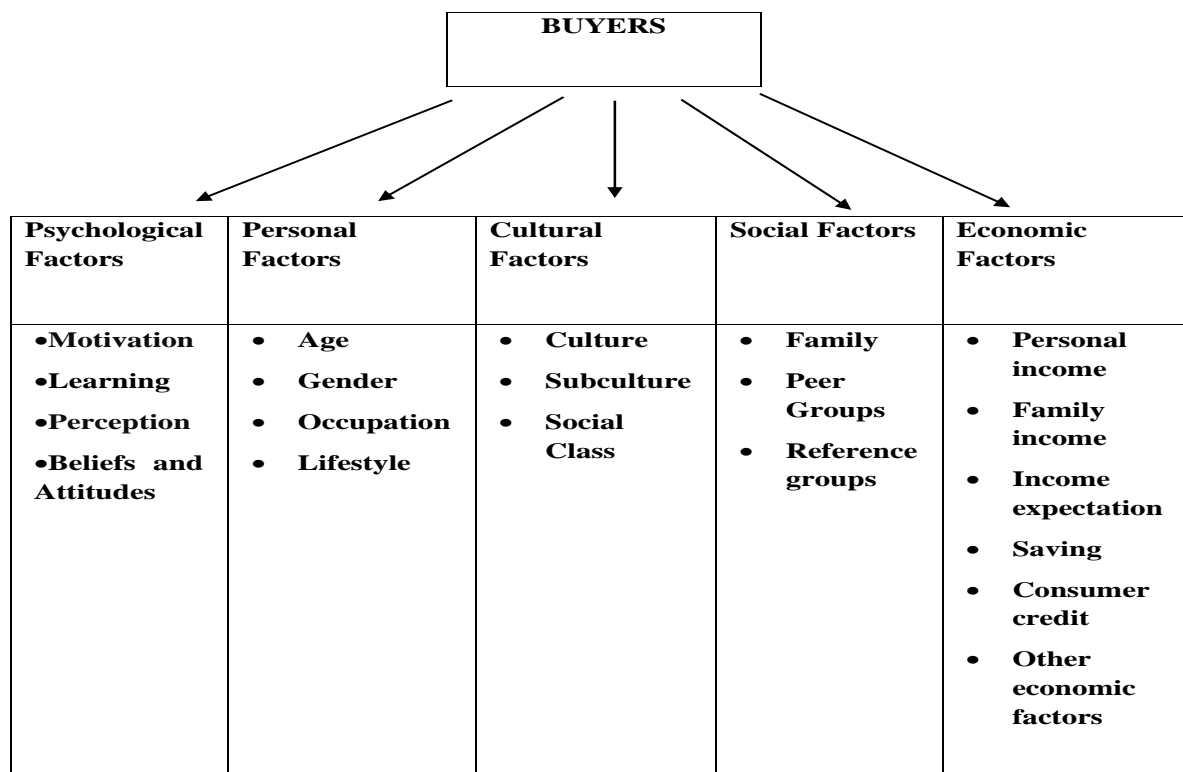
### 2.2 Online Customer Reviews

Online reviews of products or services are the modern version of the old idea of word-of-mouth. (Dellarocas, 2003). Online reviews are written by customers who have bought and used a product or service. They share their experiences, thoughts, and opinions about goods or services (Park et al., 2007). Like traditional word-of-mouth, online reviews are important because they guide what consumers do or prefer, and they are becoming more popular and important (Chen & Xie, 2008; Hennig-Thurau et al., 2004).

On the online purchasing process consumers can not touch or smell the products that they want to buy and only costumer reviews can solve this problem. These reviews can make it easier for fraud and other bad actions and risks to happen, which might hurt the customers (Ullal, Spulbar, Hawaldar, Popescu, & Birau, 2021). According to Ullal, Hawaldar, Popescu (2021), reviews play a big role in shaping what consumers think and can influence how much they buy. Online reviews is a source of information for customer, where they can get a lot of information about goods and services. Customers usually look for reliable information when buying new products, and now online customer reviews are a major source of information for many people to help them make decisions such as buying groceries, choosing a hotel or selecting a film to watch. Online reviews have become a key force in marketing (Cui et al., 2012).

## 2.3 Customer Purchase Behaviour

Customer behaviour examines how people make decisions about buying goods and using services. This sector explores influences, feelings and motivations at the same time determine consumer choice. Customers purchasing different kind of product every day, but more than 50 percentage of people do not know, which factors impact them to do this purchase, (Solomon, 2016). Customer purchase behaviour is affected by a different factor: psychological, personal, cultural, social and economic factors. The effect of these factors is powerful in customer purchasing process and influence them in buying specific products. This viewpoint shows importance of foundation study to understand the power effect on consumers in making purchase decision (Kotler & Keller, 2016).

Figure 1. Factors Influencing Consumer Behaviour



| Psychological Factors | Personal Factors | Cultural Factors | Social Factors | Economic Factors |
|---|---|---|---|---|
| •Motivation<br>•Learning<br>•Perception<br>•Beliefs and Attitudes | • Age<br>• Gender<br>• Occupation<br>• Lifestyle | • Culture<br>• Subculture<br>• Social Class | • Family<br>• Peer Groups<br>• Reference groups | • Personal income<br>• Family income<br>• Income expectation<br>• Saving<br>• Consumer credit<br>• Other economic factors |

## 2.4 Costumer Purchase Intention

The customer purchase intention is a process that step before the buying decision. Purchase intention is the probability of purchasing a product or service that is associated with a certain percentage that the customer will actually purchase the products or services in the long run (Whitlark et al., 1991). It is pointed out that the intention to buy is different from the actual purchase of goods and is only a subjective choice of the consumer (Al-Haddad, 2020). The cost of the product, goods reputation and brand perception are just a small number of samples of factors that directly as well as indirectly influence consumers' purchase intentions as they try to select products that decrease perceived risk (Lee, 2018). Purchase intention is the level of perception of a buyer's willingness to purchase a good or service (Bergeron, 2004). Put differently, it is a person's tendency to buy a good or service. Purchasing intent is one of the most important steps of the customer making decision process, that customer's action to incentives is determined (Tek, 1997). Understanding a customer's purchase intentions are details about the product, brand choice, service and timing. By studying these details, companies predict what product a customer will purchase. Companies usually do research for measuring customer intention (Harrel & Spreng, 1995,).

## 2.5 The Consumer Buying Process

The buyer's purchase decision is the process of a buyer deciding whether to purchase a good or use a service in exchange for money in the marketplace before, during, and after the buying of a product or service (Lumen). This process support marketers for selling their products or services in the marketplace, by learning the consumer behaviour according to the consumer purchasing decision process, it may help them to be successful for selling its products and services. There are five stages in consumer buying decision process:

1. Problem recognition

2. Information search

3. Evaluation of alternatives

4. Purchase decision

5. Post-purchase behaviour

This process illustrates how the customer starting to thing before to purchase the good. Sometimes consumer can use these all five stages during the decision-making process, in some situation consumer can skip one, two or three of these stages, these all depends on buyer mind (Kotler, 2017, p.155.).   When buyer buy daily product, they can skip some of these stages, because they regularly do it. But when the buyer wants to buy a car, they cannot skip none of these five stages (Kotler 2017, p.155.). This approach is effective for new purchase or highly involved buyer purchase.

## 2.6 E-Loyalty

E- loyalty, also known as loyalty to websites, means a positive attitude towards online business (Anderson and Srinivasan, 2003). It leads to repeated purchases and repeated visits to websites

(Armstrong, 1996; Corstjens & Lal, 2000; Gommans, 2001). E-loyalty is the intention of customers to re-visit a website, which indicates their commitment and satisfaction with the online platform (Smith, 2018). Expectation of customers from Online services to be useful that can increase buyers trust and satisfaction (Chen & Ching, 2007). Electronic loyalty is connected with the trust and satisfaction of consumers purchasing an online product or service (Kaya et al., 2019; Rodríguez et al., 2020). Customers will always repurchase product if the product or service fulfil their needs (Kaya, 2019; Rodríguez, 2020). Loyal customers are ready to tell about the product that they purchased and were satisfied, that can help the companies to enhance the number of their buyers and it can increase their profits without any advertising(Heskett et al. 1994; Reichheldand Sasser 1990; Zeithaml et al. 1996).Website qualities such as ease of use, design, security, speed, accessibility, and customer feedback can influence visitor contributions and satisfaction to increase loyalty (Nguyen et al., 2018; Zeithaml et al., 1996). In spite of connection between loyalty and satisfaction, some researchers have noted that in some situations, more than half percentage of satisfied customers opt another alternative (Jones & Sasser, 1995).

## 2.7 Repurchase Intention

The meaning of repurchase intention is when the customer buy the same product or use the same service from the same company (Wang, Chen, & Jiang, 2009). Repeat the purchase and behavioural intentions have the similarity, and future behavioural intentions means when the customer has intention to buy the product in the future Ford & Honan (2017). Other researchers use the term customer retention to refer to this idea. Consumer retention methods are often measured by repeat purchases and positive word of mouth. Customer retention is a topic studied by many researchers and has been proven to help a company succeed without much effort and time wasted (Kotler, 2010). Customer retention means a customer's loyalty to the company and its goods over time. It leads to repurchasing and a tendency to tell positive things about the company to people around them. Repurchase intentions are usually impacted by a customer's emotional connection to a service provider, like loyalty and commitment (Kelle & Kotler, 2012).

## 2.8 Electronic Products

Turkey boasts its own brands of high-quality electrical goods, which have gained recognition both domestically and internationally, covering a wide range of electronic products, including household appliances, consumer electronics and electrical equipment. Some of these brands, such as Arcelik, Beko and Vestel, have become industry leaders by offering innovative, reliable and affordable products such as refrigerators, washing machines and dishwashers, televisions, smartphones and tablets, which are popular with consumers both in Turkey and abroad. In addition, the Turkish electrical equipment industry is represented by well-known brands such as Siemens Turkey, Schneider Electric Turkey and ABB Turkey, known for their advanced technologies and reliable solutions in the field of energy, automation and infrastructure. These Turkish brands not only contribute significantly to the country's economy but also enhance its status as a centre of innovation and manufacturing excellence in the electrical products sector,

and their commitment to quality, innovation and customer satisfaction contributes to their success in both domestic and global markets. Despite that there are many esteems electric product brands, some buyers in Turkey still purchasing foreign brands owing to loyalty or the perceived prestige linked with them. Such loyalty to foreign brands is often due to long-standing relationships or perceptions of good quality and status. In spite of this, Turkish brand continue to widespread their brands in the global market, compete with overseas counterparts and achieve recognition of their quality and innovation at the international level.
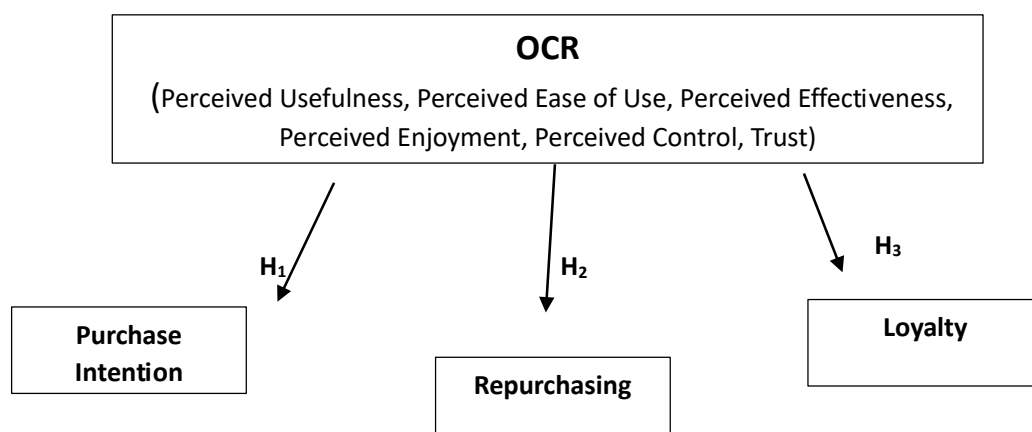
## 2.9 Research Hypothesis

$H_1$: Online Customer Reviews have positive effect on Customer Purchase Intention.

$H_2$: Online Customer Reviews have a positive effect on Customer Repurchasing.

$H_3$: Online Customer Reviews have a positive effect on Customer Loyalty

Figure 2. Theoretical Framework



## 3. Methodology

### 3.1 Research Design

The purpose of this study to describe consumers' behaviour and collect information related to purchase, repurchase, and loyalty behaviour. At the same time, it is necessary to measure the relationship between variables that may affect consumer behaviour. For this study was used quantitative research to understand the methods of this study. The quantitative research collects numerical data that can be subjected to statistical analysis to identify patterns and relationships. To obtain quantitative data for the survey, a self-administered questionnaire is used. Participants completed it on their own without the help of the researcher.

### 3.2 Research Instruments

The survey was conducted in Turkey. The current population of Turkey is almost 86,3 million. The respondents in this questionnaire are people who have purchased electronic products online in past years. A total of 402 respondents living in Turkey participated in the survey. The

items were originally in English and as items were translated into Turkish as questionnaire was conducted in Turkey. The survey consists of four sections. Part A: Demographic Characteristics Questions, Part B: Online customer reviews, Part C: Purchase behaviour, Part D: Repurchase behaviour and Part E: Customer loyalty behaviour. Five Likert Scales used for measuring Parts B, C, D and E. Starting from strongly disagree, disagree, neutral, agree and strongly agree.

### 3.3 Measurements

Scales that were used in for online customer reviews, derived by Koufaris (2002), Gefen et al. (2003), Cronin et al. (2000), Sweeney & Soutar (2001), Lee and Turban (2001). The scale consists of 26 items that divided into six sub-scales: 4 items has been taken to measure Perceived Usefulness, 5 items for Perceived Ease Of Use, 5 items for Perceived Effectiveness, 4 items for Perceived Enjoyment, 4 items for Perceived Control and the Trust was measured by 4 items.  In this study, four items were taken to measure customer purchase behaviour. These four items were adopted by J.K. Lee 2009, (from the study "The effects of team identification on consumer purchase intention in sports influencer marketing: The mediation effect of ad content value moderated by sports influencer credibility", Jin Kyun Lee 2021), and modified related to this study.  To measure repurchase behaviour was used three items, these items were adopted from the prior studies of Zhou et al., (2009), Kim et al., (2012) and modified related to this study. For measuring customer loyalty was used five items.  All of them were taken from the Zeithaml et al. (1996) studies.

### 4. Results and Discussion

To achieve the objectives of the study, primary data is collected from the participants using an adapted questionnaire and to conduct the data analysis is used SPSS 26.4. Each survey question is entered into excel and then coded in SPSS. To check the validity of the questions, a reliability test is conducted. In addition, descriptive statistics and correlation analysis are used to investigate the relationships between variables, while hierarchical multiple regression analyses are conducted to investigate the relationship between dependent and explanatory variables.

Table 1. Socio Demographic Data

|  |  | Frequency | Percent |
|---|---|---|---|
| Gender | Female | 239 | 59,5 |
|  | Male | 163 | 40,5 |
| Marital Status | Married | 230 | 57,2 |
|  | Single | 172 | 42,8 |
| Age | 16-20 | 12 | 3,0 |
|  | 21-30 | 106 | 26,4 |
|  | 31-40 | 128 | 31,8 |
|  | 41-50 | 93 | 23,1 |

| | | | |
|---|---|---|---|
| | 51-60 | 39 | 9,7 |
| | 61 and above | 24 | 6,0 |
| Education | High School | 32 | 8,0 |
| | Bachelor | 201 | 50,0 |
| | Post-Graduate | 169 | 42,0 |
| Income | Less than 18000 | 61 | 15,2 |
| | 18001-28000 | 46 | 11,4 |
| | 28001-38000 | 48 | 11,9 |
| | 38001-48000 | 94 | 23,4 |
| | 48001-58000 | 72 | 17,9 |
| | 58001 and above | 81 | 20,1 |

In this section of the study the mean and standard deviation of the data sets is calculated to evaluate the central mean point and the dispersion of the data from the mean point.

Table 2. Descriptive Statistics of Scale

| | n | Mean | Std. Deviation |
|---|---|---|---|
| OCR | 402 | 3,92 | 0,69 |
| Usefulness | 402 | 4,14 | 0,85 |
| Ease of Use | 402 | 4,00 | 0,81 |
| Effectiveness | 402 | 4,05 | 0,81 |
| Enjoyment | 402 | 3,76 | 0,95 |
| Control | 402 | 3,58 | 0,88 |
| Trust | 402 | 3,93 | 0,84 |
| Purchasing | 402 | 3,50 | 1,10 |
| Repurchasing | 402 | 3,88 | 0,92 |
| Loyalty | 402 | 3,81 | 0,97 |

Table 3. Reliability Analysis

| Variable | Cronbach`s Alpha | N of items |
|---|---|---|
| Online Customer Reviews | 0,949 | 26 |
| Purchase Behaviour | 0,909 | 4 |
| Re-Purchase Behaviour | 0,871 | 3 |
| Loyalty Behaviour | 0,923 | 5 |

The reliability of the scales is used to describe whether the scales are reliable enough to do further analysis or not. Cronbach's Alpha test using for measuring the reliability, this is an internal reliability ranking that illustrates how near the items connected as a set. This is to some extent scale consistency. It can be said that Cronbach's alpha is not a statistical test, it is a evaluate of unwavering quality. An alpha result below 0.70 is unfavourable. Nunnery (1988) suggested reliability test, score 0.7 and higher shows strong dependability and a score between 0.6 and 0.7 is acceptable. Nevertheless, keeping in mind the use of such scales in new research, for the first time a value of 0.60 was set for all scales alpha coefficient. The criteria is that the test value must be more than 0.7 to ensure that the data collected in the primary case is reliable to conduct more analysis. Analysis for this study indicates that the alpha coefficient for 26 items related to online customer reviews is 0.949, 4 items related to customer purchasing 0.909, 3 items for customer repurchasing scale is 0.871, and last 5 items for customer loyalty scales is 0.923. The alpha value for the scales was calculated between 0.869-949.

Table 4. Correlation Analysis

|  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| OCR | r | 1 | | | | | | | | | |
|  | p | | | | | | | | | | |
| Usefulness | r | ,769** | 1 | | | | | | | | |
|  | p | ,000 | | | | | | | | | |
| Ease of Use | r | ,896** | ,705** | 1 | | | | | | | |
|  | p | ,000 | ,000 | | | | | | | | |
| Effectiveness | r | ,889** | ,704** | ,821** | 1 | | | | | | |
|  | p | ,000 | ,000 | ,000 | | | | | | | |
| Enjoyment | r | ,833** | ,516** | ,666** | ,687** | 1 | | | | | |
|  | p | ,000 | ,000 | ,000 | ,000 | | | | | | |
| Control | r | ,630** | ,251** | ,437** | ,403** | ,520** | 1 | | | | |

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | p | ,000 | ,000 | ,000 | ,000 | ,000 | | | | |
| Trust | r | ,807** | ,551** | ,663** | ,640** | ,619** | ,459** | 1 | | |
| | p | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | | | |
| Purchasing | r | ,700** | ,405** | ,558** | ,553** | ,672** | ,586** | ,612** | 1 | |
| | p | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | | |
| Repurchasing | r | ,703** | ,494** | ,597** | ,614** | ,569** | ,504** | ,621** | ,743** | 1 |
| | p | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | |
| Loyalty | r | ,709** | ,452** | ,590** | ,582** | ,634** | ,549** | ,621** | ,775** | ,836** | 1 |
| | p | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |

1.OCR, 2. Usefulness, 3. Ease of Use, 4. Effectiveness, 5. Enjoyment 6. Control, 7. Trust, 8. Purchasing, 9. Repurchasing, 10. Loyalty

**p<0,05

The association indicated by the letter "r" is indicated by the correlation coefficient. It illustrates how two or more variables are associated to one another, whether that relationship is positive, negative, or absent. It similarly indicates to us whether the relationship is strong, moderate, or weak. The range of the "r" value is -1 to +1. The "r" value relates on a range of -1 to +1. To assess the research hypotheses formulated using the study's variables, correlation analyses were carried out.

### 4.1 Regression Analysis

To fit the data into the model proposed in the conceptual framework, ordinary regression analysis was chosen because the dependent variable of scale. This section used the coefficient of determination (R-squared) as the measure to show the explanatory power of the independent variables. Adjusted R-squared was used to calculate the explanatory power of the independent variable in the absence of the dependent variable. F statistics were used to assess the statistics of the model's goodness of fit (ANOVA). The regression coefficient is used to characterize the type of relationship that exists between the dependent and independent variables.

$H_1$: Online Customer Reviews have positive effect on Customer Purchase Intention.

Table 5. Regression Analysis (Purchasing)

| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | F-statistics | p-value | $R^2$ |
|---|---|---|---|---|---|---|---|---|
| | Beta | Std. Error | Beta | | | | | |
| Constant | -0,887 | 0,227 | | -3,904 | 0,000 | 384,148 | 0,000 | 0,490 |
| OCR | 1,119 | 0,057 | 0,700 | 19,600 | 0,000 | | | |

Dependent Variable :Purchasing

In Table 5, the effect of OCR values on Purchasing was examined, it was found that the established model was significant (F=384,148; p=0,000). A one-unit increase in OCR values leads to an increase of 0.700 units on Purchasing. In addition, 48.9% of the change in Purchasing value is explained by OCR (R2 = 0.490). According to these results, H₁: Online Customer Reviews have positive effect on Customer Purchase Intention, was accepted.

H₂: Online Customer Reviews have a positive effect on Customer Repurchasing.

Table 6. Regression Analysis (Repurchasing)

| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | F-statistics | p-value | $R^2$ |
|---|---|---|---|---|---|---|---|---|
| | Beta | Std. Error | Beta | | | | | |
| Constant | 0,216 | 0,188 | | 1,149 | 0,251 | 390,798 | 0,000 | 0,494 |
| OCR | 0,934 | 0,047 | 0,703 | 19,769 | 0,000 | | | |

Dependent Variable : Repurchasing

In Table 6, the effect of OCR values on Repurchasing was analysed, the model was found to be significant (F=390,798; p=0,000). A one-unit increase in OCR values causes a 0.703-unit increase in Repurchasing. Moreover, 49.3% of the change in Repurchasing value is explained by OCR (R2 = 0.494). This research results indicate strong acceptance for hypothesis H₂: Online Customer Reviews have a positive effect on Customer Repurchasing.

H₃: Online Customer Reviews have a positive effect on Customer Loyalty

Table 7. Regression Analysis( Loyalty)

| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | F-statistics | p-value | $R^2$ |
|---|---|---|---|---|---|---|---|---|
| | Beta | Std. Error | Beta | | | | | |
| Constant | -0,115 | 0,198 | | -0,578 | 0,564 | 403,785 | 0,000 | 0,501 |
| OCR | 1,002 | 0,050 | 0,709 | 20,094 | 0,000 | | | |

Dependent Variable : Loyalty

Table 7, illustrates the effect of OCR values on Loyalty, the model was found to be significant (F=403,785; p=0,000). A one unit increase in OCR values causes a 0.709-unit increase in Loyalty. In addition, 50.1% of the change in Loyalty value is explained by OCR ($R^2 = 0.501$). According to these results, $H_3$: Online Customer Reviews have a positive effect on Customer Loyalty was accepted.

## 5. Conclusion, Limitations and Recommendations

### 5.1 Conclusion

In this study examined the value of reviews for electronic products and how these reviews influence on customer purchasing, repurchasing and loyalty in the context of electronic products in Turkey. In this research were used descriptive, correlation and regression analyses, as well as reliability analysis, this analysis indicated that sub-factors such as trust, control and enjoyment from reading reviews play a key role in shaping customer behaviour and loyalty. Turkey boasts its own brands of high-quality electrical goods, which have gained recognition both domestically and internationally, covering a wide range of electronic products, including household appliances, consumer electronics and electrical equipment. But sometimes, positive customer reviews about export products can modify the opinion about purchasing local product. As a result, positive customer reviews play an important role on purchasing behaviour. While negative reviews can reduce the seller despite the attractive characteristics. According to this study, it is clear that customer repurchasing highly dependent on customer reviews. When the customer has received positive experience about product, they intend to repurchase the same product and leave positive feedback that can attract other customers. In this research shown that customer reviews play an important role in customer loyalty. The constant presence of positive reviews helps build brand commitment, which leads to increased loyalty. Correlation analysis has shown significant positive associations between online reviews and various aspects of customer behaviour, including purchasing, repurchasing, and loyalty behaviour. The similar result noted on the study that was conducted by Chevalier & Mayzlin (2006), also illustrates that positive online reviews significantly impact book sales on the Amazon platform. Another similar research, we can see on the Clemons, Gao, & Hitt (2006) who observed that positive reviews stimulate the growth of restaurant sales.

### 5.2 Recommendations

The first thing companies should do is to increase the credibility of reviews published on their web platforms. This can be done by implementing review verification systems so that customers know that reviews are written by real customers. Customer satisfaction from reading reviews has a significant impact on their buying behaviour. It is recommended to provide customers with reviews that are pleasant to read and easy to write. In addition, it is important to monitor the quality of published reviews as they are useful and informative to buyers. Customers should be encouraged to leave unbiased and detailed reviews. Responding to comments quickly can increase customer confidence. Strong customer relationships can increase repeat purchases and loyalty. Sufficient product information, quality of websites, and usability can encourage customers to make purchases. It is recommended that the study be

conducted for different categories in different countries. This study was an important step forward in understanding the impact of online customer reviews on consumer behaviour, so it is recommended that a similar study be conducted for other product categories. Using these results, companies and researchers can develop more effective strategies and increase consumer satisfaction.

## 5.3 Limitations

This research has limitations, the study focused only on electronic products, the result of this study cannot be used for other kind of products. The data collection was collected in the July 2024, this data may not reflect changing consumer behaviour over time. Customer behaviour can be changed by the period of time, this change can affect research. Cultural background of customers can be different to the online customer reviews. This study was conducted and focused on residents of Turkey and the results may not be acceptable in other countries communities nor can it be generalized globally, but research can be done in different groups and samples to explore more.

## References

Abd-Elaziz, M. E., Gamal, S. A., Wael, M. A., & Magdy, A. M. (2015). Determinants of electronic word of mouth (EWOM) influence on hotel customers' purchasing decision. *Journal of Faculty of Tourism and Hotels, Fayoum University, 9*(2), 194-223.

Ajzen, I. (1991). The theory of planned behaviour. *Organizational Behaviour and Human Decision Processes, 50*(2), 179-211. https://doi.org/10.1016/0749-5978(91)90020-T

Aslam, S. (2011). Effect of word of mouth on consumer buying behaviour. *Mediterranean Journal of Social Sciences, 2*(3), 497-507.

Bickart, B., & Schindler, R. M. (2001). Internet forums as influential sources of consumer information. *Journal of Interactive Marketing, 15*(3), 31-40. https://doi.org/10.1002/dir.1014

Brown, J., Broderick, A. J., & Lee, N. (2007). Word of mouth communication within online communities: Conceptualizing the online social network. *Journal of Interactive Marketing, 21*(3), 2-20. https://doi.org/10.1002/dir.20082

Cheung, C. M., Lee, M. K., & Chen, Z. (2005). Acceptance of internet-based learning medium: The role of extrinsic and intrinsic motivation. *Information & Management, 42*(8), 1095-1104. https://doi.org/10.1016/j.im.2003.10.007

Deprem, Y. G. (2015). *Word of mouth effect on purchase decision involvement and brand loyalty: An application in the mobile phone sector.* Master's thesis, Bahçeşehir University.

Dogan, D. (2023). *Influence of negative and positive eWOM information on consumers' purchasing intentions.* Doctoral dissertation, Anadolu University.

Dogan, S. (2020). *The influence of pricing strategies on customer purchase decisions: A study from the electrical industry in Turkey*. Master's thesis, Bahçeşehir University.

Gefen, D., Karahanna, E., & Straub, D. W. (2003). Inexperience and experience with online stores: The importance of TAM and trust. *IEEE Transactions on Engineering Management, 50*(3), 307-321. https://doi.org/10.1109/TEM.2003.817277

Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *MIS Quarterly, 27*(1), 51-90. https://doi.org/10.2307/30036519

Gremler, D. D., Gwinner, K. P., & Brown, S. W. (2001). Generating positive word-of-mouth through customer-employee relationships. *International Journal of Service Industry Management, 12*(1), 44-59. https://doi.org/10.1108/09564230110382763

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the internet? *Journal of Interactive Marketing, 18*(1), 38-52. https://doi.org/10.1002/dir.10073

Kaufmann, P. (1994). Deception in retailer high–low pricing: A rule of reason approach. *Journal of Retailing, 70*(2), 115–138. https://doi.org/10.1016/0022-4359(94)90014-0

Koufaris, M. (2002). Applying the technology acceptance model and flow theory to online consumer behavior. *Information Systems Research, 13*(2), 205-223. https://doi.org/10.1287/isre.13.2.205.83

Lee, J., Park, D. H., & Han, I. (2008). The effect of negative online consumer reviews on product attitude: An information processing view. *Electronic Commerce Research and Applications, 7*(3), 341-352. https://doi.org/10.1016/j.elerap.2007.05.004

Mohammad, J. T. (2015). *Loyalty: From single-stage loyalty to four-stage loyalty* [Doctoral dissertation, Islamic Azad University of Chaloos].

Nawaz, A., Vveinhardt, J., & Rizwan, R. A. (2014). Impact of word of mouth on consumer buying decision. *European Journal of Business and Management, 6*(31), 394-401.

Park, D. H., & Lee, J. (2008). eWOM overload and its effect on consumer behavioural intention depending on consumer involvement. *Electronic Commerce Research and Applications, 7*(4), 386-398. https://doi.org/10.1016/j.elerap.2007.11.004

Solomon, M. R. (1993). *Consumer behaviour*. Englewood Cliffs, NJ: Prentice Hall.

Zhu, F., & Zhang, X. (2010). The impact of online consumer reviews on sales: The moderating role of product and consumer characteristics. *Journal of Marketing, 74*(2), 133-148. https://doi.org/10.1509/jm.74.2.133