

THE ROLE OF ELECTRONIC RATINGS AND REVIEWS ON THE PURCHASING DECISION OF THE ELECTRONIC CONSUMER

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ABSTRACT

The study aimed to determine the impact of electronic ratings and reviews title choice made by electronic buyers to purchase. The study used the descriptive analytical method, as well as the questionnaire, which was applied to a sample of (88) Saudi electronic consumers. The study found that, based on the results of the questionnaire's data analysis, more than 70% of the study participants read online reviews before purchasing and that reviews with higher ratings and characteristics are effective considerations for purchasing decisions. In addition, there is widespread agreement regarding the significance of the site's popularity, as reliability aids Saudi consumers in making purchasing decisions.

KEYWORDS: Electronic Ratings, Electronic Reviews, The Electronic Consumer.

INTRODUCTION

The Internet and cyberspace have helped open up many channels of communication for electronic consumers that did not previously exist, and as a result, the electronic comments and classifications made among people via the Internet have a significant impact on how to shape their choices regarding the services, reliability, and validity of those sites (Hilverda et al, 2018). It should be highlighted that electronic reviews and comments have a significant impact on how decisions are made.

However, electronic ratings and comments are becoming of more important, significant and influential role to the impressions, attitudes, trends, and behavior of the electronic consumer, even though other marketing techniques like advertisements may be important in forming the awareness of the electronic consumer and could affect his curiosity in particular goods or services. (Aral, 2014).

It should be mentioned that although e-stores and online retail websites concentrate on selling goods and services, users frequently have the option to post product comments or reviews that can assist other customers in making judgments (Jin et al, 2021). As Liu et al (2019) pointed out, Amazon was among the first internet businesses to do this, but now other online retailers are doing the same. According to Rosario et al. (2020), consumer product reviews and ratings on e-commerce websites can be found as written text or as star-aggregated numerical ratings on retail websites. The user-voting scoring system in the product review feature lets users rate how beneficial a review is, and it prominently showcases the reviews with the most votes (Al-Qatawneh, 2017).

In a similar spirit, some systems permit users to contribute photographs to their comments, filtering options are regularly offered, electronic consumer profiles are frequently created, and independent website evaluations frequently offer more detailed information (Waddell, 2018).

On the other hand, since private blogs are used to talk about shopping experiences and frequently offer recommendations for particular product categories, blogger reviews are very well-liked by online shoppers (Constantinides

& Holleschovsky, 2016). Review blogs concentrate on a certain genre or product. Due to the fact that their writings have been recommended as an important reference and an efficient tool for marketing communication in consumers' buying decisions, several bloggers have emerged as opinion leaders (Ladhari et al, 2020). It is important to note that since the majority of electronic consumers search YouTube for product reviews, product reviews are typically published there as videos made by customers. When YouTube users come across a product review, they can view the product in action, read comments left by other users, and watch other videos related to the subject that are displayed alongside the video they have chosen. (Chen & Dermawan, 2020).

Based on the aforementioned factors, consumers' motivations for reading online reviews include information access, risk mitigation, and the pursuit of excellence. Online customer reviews are viewed as a low-cost tool to make informed purchasing selections during this practical decision-making stage, where consumers gather and incorporate information from many sources (Mellinas et al, 2019). Additionally, consumers express concerns about their purchases online, where they can seek advice from other consumers to lower the risk of their purchase as well as information about brands and past customer experiences. Additionally, consumers believe that consumer opinions are more trustworthy and less risky than marketer information (Saura et al., 2018).

Based on the aforementioned, comments and ratings made online might influence how customers establish their attitudes and trends. People can now take part in generating opinions on the nature of items because of the interactive features the Internet offers. This study serves to illustrate the impact of electronic reviews and comments on the electronic consumer's purchase choice.

BACKGROUND OF THE PROBLEM

The thoughts and beliefs that make up the e-attitudes consumer's and trends toward the service he is seeking are evaluated as a whole since they are intricately interwoven and serve as a proxy for the forces that shape how the e-consumer reacts to advertising (Pike et al, 2019). To support this concept, attitudes and trends among electronic consumers are broken down to three categories: the cognitive component, which represents the consumer's beliefs and knowledge about the trend; the affective component, which represents the consumer's feelings and emotions; and the behavioral component, which represents the consumer's actions, such as choosing to use the service or recommending it to others (Erkan & Elwalda, 2018).

Notably, access to the Internet increased customers' options for gathering product knowledge, giving them access to other online consumer reviews and chances to offer consumer advice via electronic means (Filieri et al, 2018). However, one of the most significant changes in modern consumer behavior is the transition from a passive to an informed and active consumer. Through the Internet, customers may communicate their experiences and views regarding products and services with a broad audience of other consumers. Online customer reviews are utilized by prospective buyers of connected items who seek more details from people who have already purchased and used a product of interest to make decisions (Xu et al, 2022).

Word -of-mouth (WOM) is among the most significant sources of information when a customer decides what to buy. WOM is a new marketing trend. However, Internet access and extension increased customers' options for gathering product knowledge, allowing them to access comments made by other Internet users as well as possibilities to offer consumer guidance through an electronic review or rating (Yang et al, 2021). Thus, because of the creation of notable

high-tech information systems, people may now access the Internet from anywhere. Customers now have an easy way to talk about their experiences and opinions about products and services online. Similar to this, people can look for or comment on other people's opinions about how goods and services are perceived or discussed online. Opinions and feedback can be found on a variety of websites, including those created by businesses and consumers, social media platforms, blogs, and other online forms (Pjesivac et al., 2017).

Online reviews are a common way for customers to share their shopping experiences, according to Ladhari et al. (2018). Because of the perceived risks involved with online shopping, online reviews are a big part of the decision-making process, and before taking advantage of a deal, a lot of potential Internet customers wait for the opinions of other customers. According to Ambreen et al. (2020), WOM electronic communication is a relevant and engaging study issue. eWOM networks have expanded significantly during the past few years, nevertheless.

From the aforementioned, it is evident that there isn't enough research on this in the Kingdom of Saudi Arabia. There aren't many articles on this subject, especially ones that discuss how internet reviews affect Saudi Arabian consumers' online purchasing choices. The purpose of this study is to demonstrate how consumers' shopping decisions in the Kingdom of Saudi Arabia are affected by electronic reviews and comments. The study's objective is to provide a comprehensive comprehension of the influence of online reviews on online shoppers' purchasing decisions in Saudi Arabia. To this end, we will investigate the impact of online reviews on customers' purchasing decisions, taking into account both the reviewers' and the website's reputations as scientifically trustworthy information sources.

PROBLEM OF THE STUDY

The product usage model (Producersage) is represented by the electronic comments and ratings of electronic consumers. Of course, the monitoring process is done by learning the opinions of electronic consumers' stories, and the majority of these comments are characterized by a great deal of freedom, which would support conversation and discussion (Erkan & Elwalda, 2018).

Given the growing interest of Saudi society in finding electronic services that are dependable, of good quality, and responsive, it is crucial to highlight the significant role that cyberspace plays in the private lives of electronic consumers. To obtain agreement or a shared understanding of the caliber and dependability of electronic items, discussion and engagement are therefore conducted to monitor the analysis of consumer comments and determine the efficacy of the feedback letter.

One of the justifications for conducting the current study is that electronic consumers have been prompted by the availability of electronic products over the Internet to recognize the characteristics and features that websites contain as well as to be aware of their benefits and drawbacks to avoid making a mistake when selecting a service. According to Sanjak's (2015) study, electronic consumers' comments and ratings are the most common interactive features on the Internet, and the study also demonstrated that the power of these remarks resides in their ability to influence how people perceive the trends in public opinion.

The current study makes an effort to understand how electronic ratings and comments contribute to the development of consumer trends and attitudes related to electronic purchases. Because the Internet has a significant and positive influence on public taste and purchasing decisions, the study makes an effort to shed light on the effect of electronic evaluations and comments on electronic consumer purchase decisions in the Kingdom of Saudi Arabia,

particularly in the Hail region. Consequently, the following is the primary research question:

In the Kingdom of Saudi Arabia, and particularly in the Hail region, what impact do electronic ratings and reviews have on e-buyer purchasing choices?

QUESTIONS

- What impact do online reviews and comments from users have in highlighting the right criteria for selecting electrical products?
- What is the validity and dependability of online consumer reviews and ratings?
- What impact do online reviews and ratings have on the behavioral aspect of online consumers?

PURPOSE

The goal of the study is to shed light on the impact of electronic reviews and ratings in terms of consumers' access to reviews and ratings that are of a respectable calibre. The study will also aim to shed light on the emotional and behavioral aspects of electronic consumers as well as the degree of dependability and credibility of electronic consumer evaluations and ratings and their influence on public opinion. Lastly, it should be made clear how electronic ratings, reviews, and purchasing decisions relate to one another.

SIGNIFICANCE

- Highlighting the significance of online reviews and ratings in selecting a high-quality, competitive product
- The study's findings can help establish guidelines for websites to raise the caliber of services offered to online customers.
- Assessing Saudi electronic users' perceptions of the dependability of electronics.

TERMS

Online Reviews and Ratings

They are described as the online users' ideas, and thoughts that influence how they behave when selecting the services they need. (Ambreen & Jadhav 2020).

The influence of comments and e-spoken word or feedback it includes to persuade the e-buyer of the service or destination he is seeking is known as EWOMI Quality. Electronic comments and ratings are also referred to as EWOMI Quality (Moller & Kuhne, 2019).

The Electronic Consumer

Is described in this study as a website shopper who looks at and keeps track of electronic reviews and ratings on websites to choose a product that is of high quality and reliability. (Pike et al, 2019).

Attitudes and Trends

In the Context of Defining A Service or Choosing Accountability, Researchers Characterize them as Different Behavioral Patterns of One or More Electronic Consumers. this Behavior Emerges from Interactions Amongst Saudi Electronic Customers.

DELIMITATIONS

Since the study was conducted in 2022, it was only applicable to electronic users in Saudi Arabia. The goals were to understand how electronic reviews and comments shaped consumer patterns and attitudes in Saudi Arabia.

FIELD STUDY

Methodology of the Study

To draw meaningful conclusions and make generalizations about the phenomenon under study, the study used a descriptive technique, which is confined to gathering, classifying, and categorizing data and facts along with applying measurement, classification, and interpretation techniques.

Participants (Sample)

The study sample comprised of:88 respondents from e-buyer, who were selected by random sampling method. The term "probability sampling" refers to a method of sampling in which the researcher selects samples from a larger group by studying all the vocabulary of the phenomenon being studied. As a result, the "study population" consists of all people or things that are the subject of the study. (Obeidat et al, 2014).

Tools

The Hail region's electronic consumers' use of ratings and reviews in their shopping decisions was the focus of the study, which used an electronic questionnaire that was circulated electronically to gather data. Consumers were given a questionnaire, which had 12 questions that could reflect their opinions on the impact that online reviews and ratings have on consumers' decisions to buy electronic products in the city of Hail. The questionnaire is divided into two primary sections: the participant data section and the questionnaire statements section.

Validity

The correlation coefficient was calculated to confirm the questionnaire's internal consistency, and Table (1) outlines the steps for doing so.

Table 1: Pearson Correlation Coefficient

The Scale	Correlation Coefficient	Significance
The impact of electronic ratings and reviews on the electronic consumer's decision to buy	0.79**	0.000

The table clearly shows that the correlation coefficient is high and statistically significant at the level of significance (0.01), demonstrating the validity of the questionnaire's internal consistency.

Reliability

The reliability coefficient of the questionnaire is shown in the following table. The researcher utilized Cronbach's Alpha to assess the questionnaire's reliability.

Table 2: Cronbach's Alpha

The Scale	Cronbach's Alpha
The impact of electronic ratings and reviews on the electronic consumer's decision to buy	0.69
Total Reliability	0.86

The questionnaire has a high degree of reliability and can be relied upon in the field application of the study, as shown in Table 3 by the total reliability coefficient of (0.86), which is a high-reliability coefficient.

RESULTS AND DISCUSSION

3.1. Analyzing Participant Personal Information

1. Gender

Table 3: Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	74	83.2	83.2	83.2
	Male	14	16.8	16.8	100.0
	Total	88	100.0	100.0	

Table 3 demonstrates that the majority of the sample is made up of females, with a small minority of males. There are (74) females with an 83.2% female to male ratio, however, there are only (14) males with a 16.8% male to female ratio.

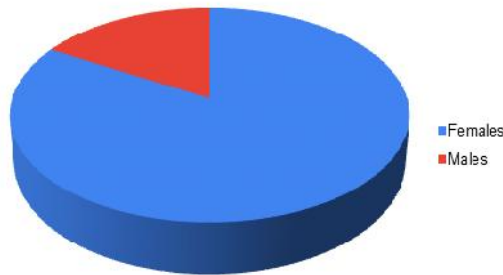


Figure 3.1: Gender

2. Age

Table 4: Age.

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	From 20- 29	74	84.5	84.5	84.4
	From 30 - 39	7	7.7	7.7	92.2
	From 40 - 49	3	3.1	3.1	95.6
	Above 50	4	4.5	4.5	100.0
	Total	88	100.0	100.0	

The distribution of the study's sample by the variable of age is shown in Table (4). The findings indicate that respondents aged 20 to 29 make up the largest proportion of the sample, with a frequency of 74 and a percentage of 84.5%, followed by respondents aged 30 to 39, with a frequency of 7 and a percentage of 7.7%. The age group (40–49) has the lowest number, with a frequency of (3) and a percentage of (3.1%) compared to (4.5%) for the age group (above 50).

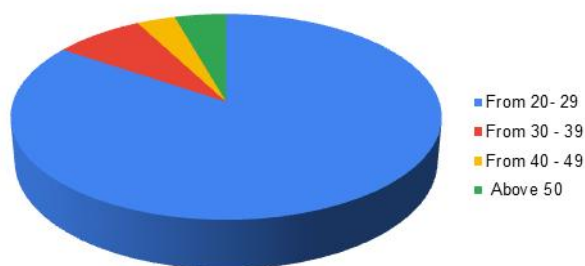


Figure 3.2: The Variable of the Age

3. Social Status

Table 5: The Variable of Social Status.

		Social Status			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	75	85.3	85.3	85.3
	Married	13	14.7	14.7	100.0
	Total	88	100.0	100.0	

The distribution of the study's sample by the social status variable is shown in Table (5). According to the findings, 75 out of the total respondents are single, making up 85.3% of the total, compared to 13 married respondents, who make up 14.7 % of the total.

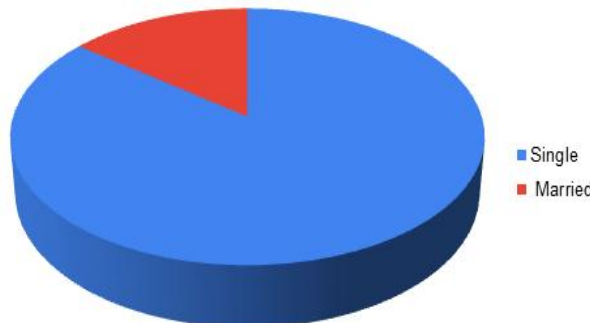


Figure 3.3: The Variable of the Social Status

4. Scientific Qualification

Table 6: The Variable of the Scientific Qualification.

		Scientific Qualification			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary Certificate	14	15.9	15.9	16.7
	Diploma Certificate	10	11.3	11.3	27.8
	Bachelor degree	58	65.9	65.9	93.3
	Higher studies	6	6.8	6.8	100.0
	Total	88	100.0	100.0	

The distribution of the study's sample, according to the variable of scientific qualification, is shown in Table (6). The findings indicate that the majority of respondents, with a frequency of (58) and a percentage of (65.9%), hold bachelor's degrees, while the second-largest group holds secondary certificates, with a frequency of (14) and a percentage of (15.9%).

The lowest percentage (6.8%) and frequency (6) are from higher education, versus (11.3%) from diploma certificates

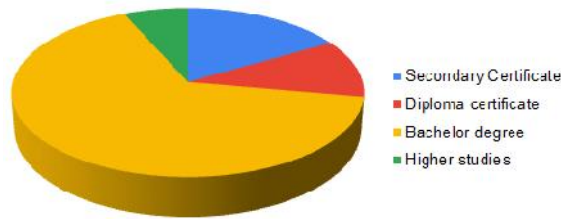


Figure 3.4: The Variable of the Scientific Qualification

5. Nationality

Table 7: The Variable of Nationality

		Nationality			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Saudi	87	98.8	98.8	98.8
	Non- Saudi	1	1.2	1.2	100.0
	Total	88	100.0	100.0	

The distribution of the study's sample by the nationality variable is shown in Table (7). According to the findings, 87 respondents were Saudi citizens, making up 98.8% of the total, as opposed to one non-Saudi respondent who made up 1.2%.

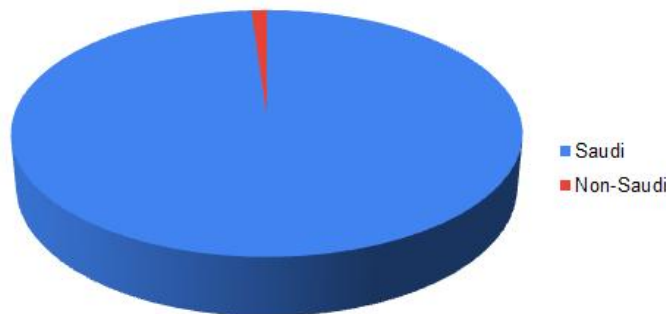


Figure 3.5: The Variable of the Nationality

3.2. Items Analysis

1. First Item

Table 8: Electronic Word of Mouth

		1- Electronic Word-of-Mouth Has A Significant Impact on Purchasing Decisions.			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	10.2	10.2	10.2
	Disagree	3	3.4	3.4	14.4
	Neutral	15	17	17	31.1
	agree	37	42.2	42.2	73.3
	Strongly agree	24	26.2	26.2	100.0
	Total	88	100.0	100.0	

The information in table (8) illustrates how online recommendations affect buying decisions. The majority of the study's sample highly agrees and agrees that electronic word of mouth influences consumer purchase decisions. From the study's

sample, 42.2% and 26.2%, respectively, are in agreement. In the study's sample, 17% of participants are neutral, 10.2% strongly disagree, and 3.4% disagree.

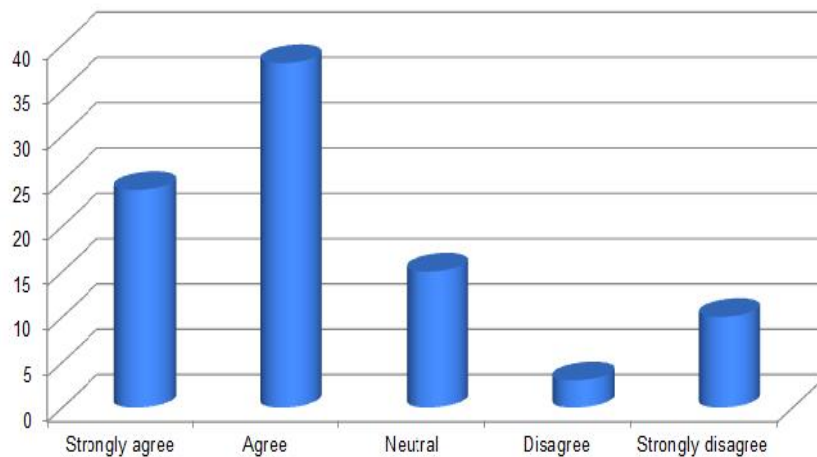


Figure 3.6: Electronic Word of Mouth

2. Second Item

Table 9: Electronic Word-of-Mouth Impact on Consumer Buying Intention

2- Electronic Word-of-Mouth Has A Significant Impact on Consumer Buying Intention.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	10.2	10.2	10.2
	Disagree	6	6.8	6.8	18.9
	Neutral	16	18.1	18.1	36.7
	agree	37	42.2	42.2	77.8
	Strongly agree	20	22.7	22.7	100.0
	Total	88	100.0	100.0	

The information in table (9) illustrates how electronic word of mouth affects consumer purchasing intentions. The majority of the study's sample highly agrees and agrees that electronic word of mouth influences customer purchasing intentions. From the study's sample, (22.7%) are firmly in agreement, and (42.2%) are in agreement. From the study's sample, 18.1% are indifferent, 10.2% strongly disagree, and 6.8% disagree.

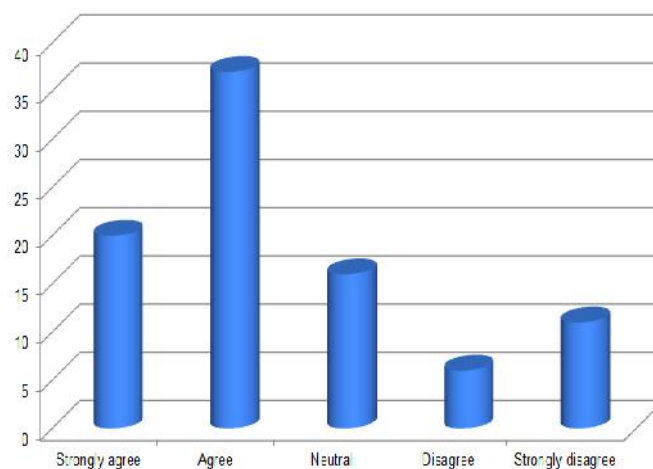


Figure 3.7: Electronic Word-of-Mouth impact on Consumer Buying Intention

3. Third Item

Table 10: Online Reviews Affect the General Consumer’s Purchasing Behavior

3- Online Reviews Affect the General Consumer's Purchasing Behavior.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	10.2	10.2	10.2
	Disagree	13	14.7	14.7	24.7
	Neutral	14	15.9	15.9	40.4
	agree	27	31.8	31.8	70.8
	Strongly agree	25	28.4	28.3	100.0
Total		88	100.0		

The information in table (10) demonstrates how online reviews impact typical consumer purchase habits. The majority of the study's sample highly agrees and agrees that online reviews influence consumers' general purchasing habits. (28.4%) of the study's sample strongly agree, and (31.8%) agree. The study's sample includes (15.9% neutral, 10.2% strongly disagree, and 14.7% disagree responses.

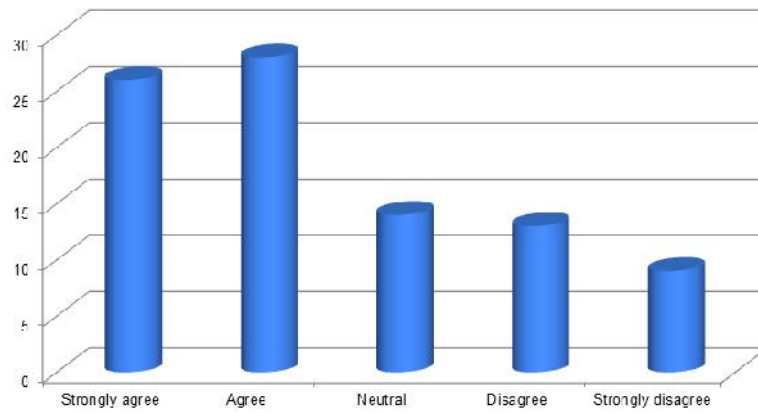


Figure 3.8: Online Reviews Affect the General Consumer’s Purchasing Behavior

4. Fourth Item

Table 11: The Impact of Negative Online Reviews

4- When I Buy A Product Online, the Impact of Negative Online Reviews on My Purchasing Decision is Greater for Expensive Goods					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	10.2	10.2	10.2
	Disagree	6	6.8	6.8	16.7
	Neutral	20	22.7	24.4	41.1
	agree	26	29.5	28.9	70.0
	Strongly agree	27	31.8	31.8	100.0
Total		88	100.0	100.0	

The information in table (11) demonstrates that for more expensive things, the influence of unfavorable online reviews on my choice to buy is greater. The majority of the study's sample highly agrees and concurs that the influence of unfavorable online reviews on my decision to buy is bigger for pricey goods. From the study's sample, (31.8%) are firmly in agreement and (29.5%) are in agreement. From the study's sample, 22.7% are neutral, 6.8% disagree, and 10.2% strongly disagree.

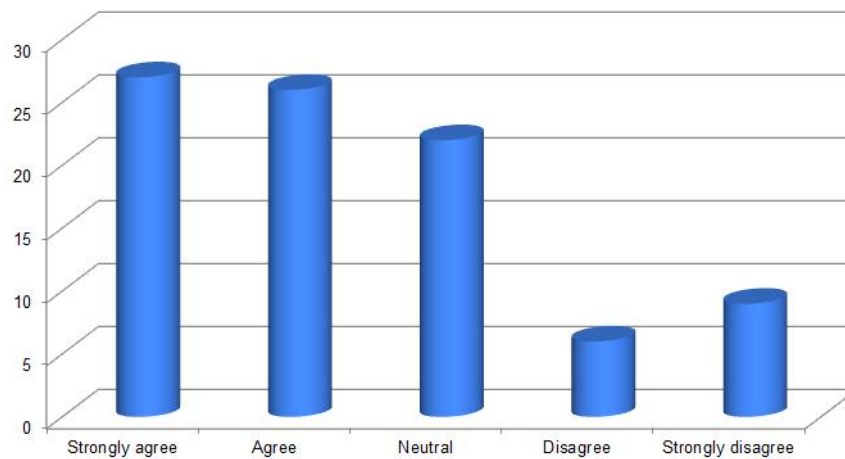


Figure 3.9: The Impact of Negative Online Reviews

5. The Fifth Item

Table 12: Product Review Ratings Influence the Decisions to Purchase

5- Product Review Ratings Influence the Decisions to Purchase.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	12	13.6	13.6	13.3
	Disagree	3	3.4	3.4	16.7
	Neutral	13	14.7	14.7	32.2
	agree	33	37.5	37.5	70.0
	Strongly agree	27	30.6	30.6	100.0
	Total	88	100.0	100.0	

The information in table (12) demonstrates how product review ratings affect purchasing choices. The majority of the study's sample strongly agrees and agrees that consumers' purchasing decisions are influenced by product review ratings. From the study's sample, (30.6%) are strongly in agreement, and (37.5%) are in agreement. 14.7% of the study's sample is neutral, 3.4% disagree, and 13.6% strongly disagree.

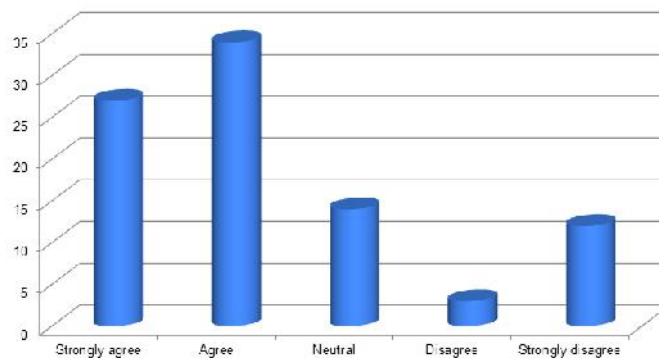


Figure 3.10: Product Review Ratings Influence the Decisions to Purchase

6 Sixth Item

Table 13: The Characteristics of the Reviewers

6- The Characteristics of the Reviewers Such as Identity, Gender, Age, Residence, or, Frequency of Participation Affect the Consumer's Purchasing Decision					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	17	19.3	19.3	18.9
	Disagree	17	19.3	19.3	37.8

	Neutral	17	19.3	19.3	56.7
	agree	20	22.7	22.7	80.0
	Strongly agree	17	19.3	19.3	100.0
	Total	88	100.0	100.0	

The information in table (13) reveals the traits of the reviewers. Some members of the study's sample strongly concur that the reviewers' attributes have an impact on consumers' purchasing decisions. Twenty percent of the study's sample strongly agree, and twenty-three percent agree. In the study's sample, 19.3% are neutral, 19.3% disagree, and 19.3% strongly disagree.

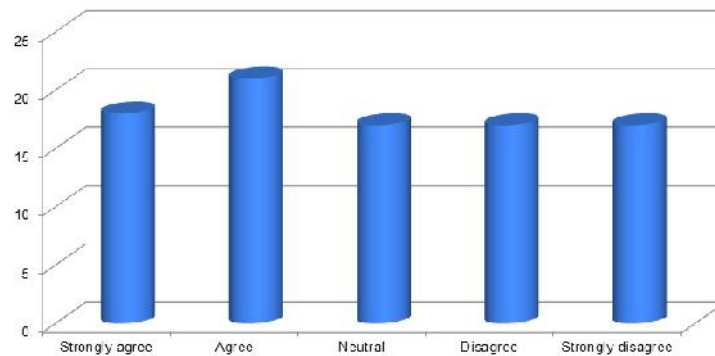


Figure 3.11: The Characteristics of the Reviewers

7. Seventh Item

Table 14: The Impact of Positive Online Reviews on My Purchasing Decision

7- When I Buy a Product Online, the Impact of Positive Online Reviews on My Purchasing Decision is Greater for Expensive Goods					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	13	14.7	14.7	14.7
	Disagree	8	9	9	23.6
	Neutral	17	19.3	19.3	43.8
	agree	33	37.5	37.5	80.9
	Strongly agree	17	19.3	19.3	100.0
Total		88	100.0		

The information in table (14) demonstrates how favorable online reviews affected my choice to make a purchase. The majority of the study's sample highly agrees and agrees that the influence of favorable online evaluations on my purchasing decision is real. According to the sample (19.3%) strongly agree while (37.5%) study's sample's participants agree with the statement. In the study's sample, 19.3% of participants are neutral, 9 % disagree, and 14.7% strongly disagree.

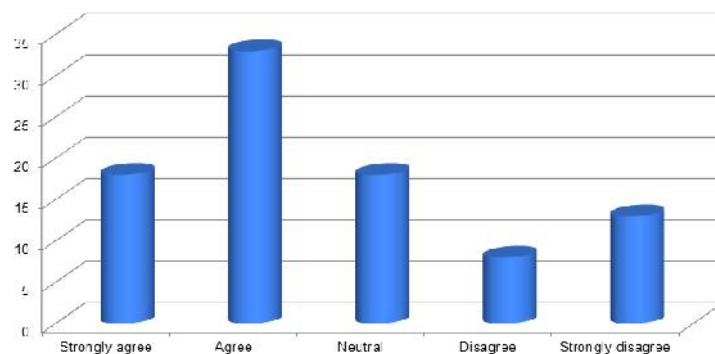


Figure 3.12: The Impact of Positive Online Reviews on My Purchasing Decision

8. Eighth Item

Table 15: Received High Ratings for Product

8- Received High Ratings for Products that Affect My Purchase Decision					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	10	11.3	11.3	11.3
	Disagree	3	3.4	3.4	14.4
	Neutral	13	14.7	14.7	30.0
	agree	38	43.1	43.1	73.3
	Strongly agree	24	26.2	26.2	100.0
	Total	88	100.0	100.0	

High ratings for the product are indicated by the data in the table (15). Most of the study's sample participants strongly concur with and support the product's excellent evaluations. From the study's sample, 26.2% strongly agree and 43.1% agree. From the study's sample, (14.7%) are neutral, (3.4%) disagree, and (11.3%) strongly disagree.

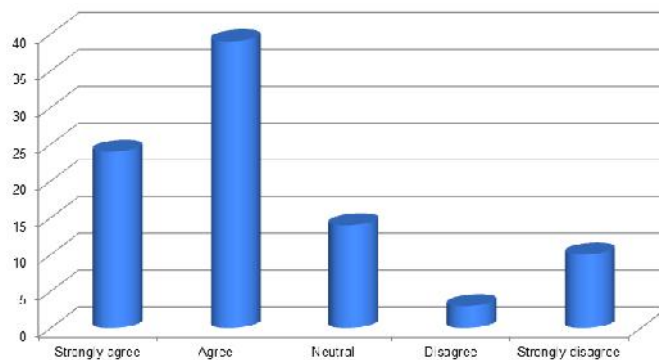


Figure 3.13: Received High Ratings for Product

9. Ninth Item

Table 16: The Number of Product Reviews Affects My Purchase Decision

9- The Number of Product Reviews Affects My Purchase Decision					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	10	11.3	11.3	11.3
	Disagree	7	7.9	7.8	19.1
	Neutral	20	22.7	22.7	42.7
	agree	35	39.7	39.7	83.1
	Strongly agree	16	18.1	18.1	100.0
	Total	88	98.9	100.0	
Total		88	100.0		

The information in table (16) demonstrates how the quantity of product reviews impacts my decision to buy. The majority of the study's sample highly agrees and concurs that the quantity of product evaluations influences my choice to make a buy. From the study's sample, (18.1%) are strongly in agreement, and (39.7%) are in agreement. From the study's sample, (22.7%) are neutral, 7.9% disagree, and 11.3% strongly disagree.

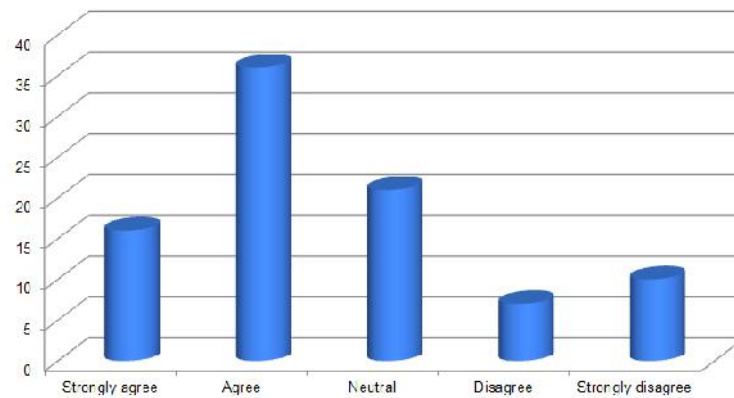


Figure 3.14: The Number of Product Reviews Affects My Purchase Decision

10. Tenth Item

Table 17: Popularity of a Website

10- The Popularity of Web Site that Presents the Reviews Affects My Purchase Decision					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	13	14.7	14.7	14.7
	Disagree	6	6.8	6.8	21.1
	Neutral	20	22.7	22.7	43.3
	agree	31	35.2	35.2	78.9
	Strongly agree	18	20.4	20.4	100.0
	Total	88	100.0	100.0	

The information in table (17) demonstrates the website's popularity. The majority of the study's sample highly agrees and concurs with the statement that "popularity of web site affects my buying decision." (22.7%) of the study's sample participants highly agree, and (35.2%) agree. The study's sample contains (22.7%) neutral respondents, (6.8%) disagrees, and (14.7%) severely disagrees.

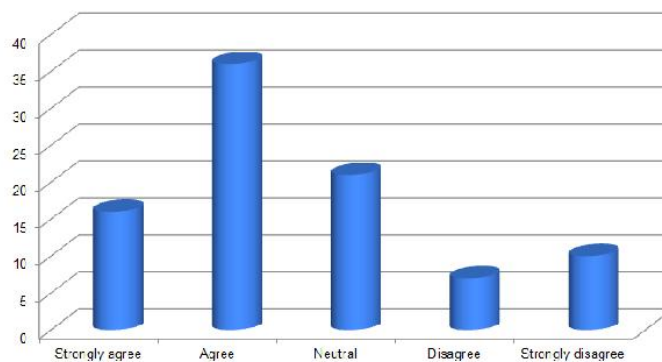


Figure 3.15: Popularity of the Website

11. Eleventh Item

Table 18: Reliability of the Site

11- Reliability of the Site that Present the Reviews Affects My Purchase Decision					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	11	12.5	12.5	12.5
	Disagree	5	5	5	17.8
	Neutral	18	20.4	20.4	37.8
	agree	28	31.8	31.8	70.0

	Strongly agree	26	29.5	29.5	100.0
	Total	88	100.0	100.0	

The information in table (18) demonstrates the site's dependability. The majority of the sample in the study highly agrees and agrees that the website's credibility influences my decision to buy. From the study's sample, 29.5 % strongly agree and 31.8% agree. (20.4%), disagree (5%), and strongly disagree (12.5%) among the study's sample participants

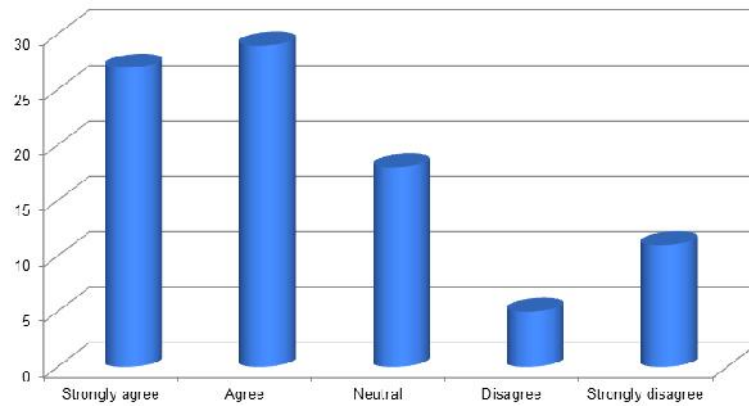


Figure 3.16: Reliability of the Site

12. Twelfth Item

Table 19: Other Reviewers' Rating of Usefulness of the Review Affects my Purchase Decision

12- Other Reviewers' Rating of the Usefulness of the Review Affects My Purchase Decision					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	11	12.5	12.5	12.5
	Disagree	5	5	5	17.8
	Neutral	20	22.7	22.7	40.0
	agree	30	34.3	34.3	74.4
	Strongly agree	22	25.5	25.5	100.0
Total		88	100.0	100.0	

The information in table (19) demonstrates how the other reviewers' assessments of the review's value influenced my choice to make a purchase. The majority of the study's sample highly agrees and concurs with other reviewers' assessments of how much the review's usefulness influenced their own purchasing decisions. From the study's sample, 25.5% strongly agree, and 34.3% agree. From the sample of the study, neutrality is represented by 22.7%, disagreement by 5%, and significant disagreement by 12.5%.

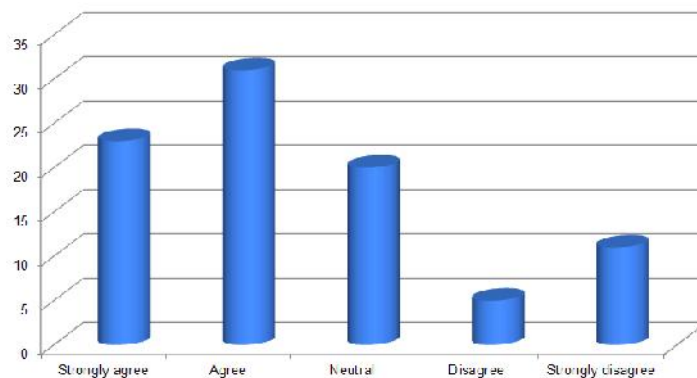


Figure 3.17: Other Reviewers' Rating of Usefulness of the Review

RESULTS AND CONCLUSION

Results

- 88 males and females participants responded to the questionnaire.
- The sample of the study indicates that electronic word-of-mouth has a large influence on purchasing decisions (68.9%).
- According to the study's sample, 63.3% of consumers, their purchasing intentions are significantly influenced by electronic word-of-mouth.
- (60%) of the study's sample, respondents believe that online reviews have an impact on Saudi consumers' overall shopping habits.
- According to the study's sample, 58.9% of respondents believe that pricey products have a greater tendency to be affected by unfavorable online reviews when consumers make online purchases.
- From the study's sample, 67.8% of respondents believe that customer reviews affect their purchasing decisions.
- According to the study's sample, 43.3% of respondents believe that the reviewers' identities, genders, ages, places of residence, and frequency of participation have an impact on consumers' purchase decisions.
- A 56.7% of the study's sample believe that the influence of favorable online evaluations on their purchasing choice is stronger for costlier goods when they shop online.
- 70% of the sampled participants in the study found that seeing favorable product reviews affected their decision to make a purchase.
- 57.8% of the study's sample believe that the quantity of product evaluations influences their decision to buy.
- A 56.7% of the study's sample participants believe that the prominence of websites that display customer reviews influences their purchasing decisions.
- According to 62.2% of the study's sample, the trustworthiness of the website that displays customer evaluations influences my choice to make a purchase.
- From the study's sample, 60% of participants saw that the reviews' overall usefulness had an impact on their decision to buy.

CONCLUSIONS

Many shoppers use the internet to read online opinions and reviews on goods and services they might be interested in. This study has revealed that these reviews and comments play a significant role in influencing Saudi consumers' purchase decisions. Before making an online purchase, more than 70% of the study's participants said they checked internet reviews. Higher ratings and review qualities are useful aspects in the study to influence purchasing decisions. Consistency, the number of internet evaluations, and the most recent reviews are particularly crucial elements in purchase decisions. The demographic profile of reviewers has very little impact on how Saudi online shoppers choose their products. The survey also revealed that there is broad consensus regarding the significance of the popularity of the website where reviews are read. Popularity, dependability, global reach, and website ownership all influence Saudi consumers' purchase selections.

RECOMMENDATIONS

According to the findings of the field study and the study staff's comments, the researchers make the following recommendations, which are described as follows:

- The requirement is that website staff members update content regularly, make sure that outdated information is removed, and add everything fresh.
- Work must be done to rehabilitate website staff members and provide them with the technical know-how they need to respond promptly and effectively.
- It the importance of keeping an eye on customer feedback and ratings left on websites, listen to their advice and respond to their comments to reflect their values.
- Concentrating on online reviewers' word-of-mouth recommendations.
- Shopping online by concentrating on well-known sites.
- When making an online purchase, you can choose to adopt high quality.
- Before making a purchase decision, research and analyze how the auditors rated the audit's value.

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