





Evaluating the Impact of Online Product Review Credibility and Review Quality on Purchase Intention of Consumers

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Abstract

This study investigated the impacts of online product review credibility and quality on consumer purchase intentions for electronics, skincare, and home and kitchen products. Using Covariance-Based and Partial Least Squares Structural Equation Modeling (CB-SEM and PLS-SEM), it examines the causal links between review credibility, review quality, and consumer purchase intention. Conducted among 555 randomly selected online consumers from Metro Manila, Philippines, the study employed questionnaires with rating scales to gather data. Confirmatory factor analysis was utilized to assess model fit, reliability, and validity, while structural model and path analysis were applied to investigate the links between variables. The findings reveal that the structural model exhibits a moderate fit with the empirical data, demonstrating acceptable reliability and validity levels. Online review credibility was found to have a positive and direct impact on consumer purchase intention. Review quality was identified as a partial mediator in the relationship between review credibility and purchase intention, suggesting that it indirectly influences this dynamic. These implications suggest that e-commerce companies should emphasize the credibility of online product reviews by introducing guidelines to reduce the prevalence of misleading reviews. The accuracy and completeness of reviews, as determinants of review quality, should be prioritized to influence consumer decisions effectively. The study recommends that marketing strategies include incentives for customers to write honest and thorough reviews, thereby enhancing the overall quality of online product reviews. For future research, a qualitative or mixed-method approach is suggested to provide deeper insights, along with longitudinal studies to examine these effects over time.

Keywords *Structural Equation Modeling, online review credibility, online products, online consumers, purchase intention, e-commerce*

INTRODUCTION

Online reviews are a primary information source that consumers rely on before deciding whether to make a purchase (Wang et al., 2021; Lee & Lin, 2021; Lee & Shin, 2014). In actuality, consumers nowadays frequently make purchases online and are increasingly using online product reviews as a new form of communication (Ai et al., 2021; Thomas et al., 2019; Wang et al., 2018; Kuan et al., 2015). In fact, consumers turn to online reviews as a basis for making purchase intention, since it remains one of the most influential sources of product information (Zhang et al., 2022; Tran, 2020; Fu et al., 2020). It is also imperative to stress that, as Dwidienawati et al. (2020) and Li et al. (2020) established, online reviews positively impact purchase intention.

There is a lot of scholarly research that centers on online transactions and online promotions. Nonetheless, there are only a few manuscripts that mostly emphasize the impact of online review credibility and its direct effect on the purchase intention of online consumers, like those of Zhu et al. (2020), Chakraborty (2019), and Jiménez and Mendoza (2013). Moreover, there are limited studies regarding online product review quality acting as a mediating variable or having an indirect effect on the relationship between online product review credibility and the purchase intention of online consumers. This study sought to answer this research question based on the aforementioned aspects. How does the relationship between online product review credibility

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affect the purchase intention of online consumers, which is mediated by online product review quality? Hence, the intent of the study is to construct a structural equation model that examines and explores the relationships between online product review credibility, online product review quality, and online consumers' purchase intention.

While product reviews are a common source of information for consumers when deciding what to buy, in recent years, consumers have become more sceptical about the credibility of online reviews and the quality of the products they are reviewing. The absence of actual investigation examining how consumers assessed the credibility of online product reviews and the quality of product reviews, and its limited focus on online reviews and how it affected purchase intention purchase likelihood alone (Zhang et al., 2022; Tran, 2020; Kim, 2020), show that the sources indicate the presence of a research gap within the domain of consumer behaviour and online product reviews. Although product reviews significantly impact purchasing decisions, there is a dearth of extensive research that precisely examines how consumers assess the credibility of online product reviews and the quality of the reviewed products.

Even though previous research has primarily examined the influence of online reviews on purchase intention and likelihood, there is a requirement for a study that thoroughly investigates the relationship between the credibility of online product reviews, the quality of reviews, and their collective impact on the purchase intention of consumers who are shopping for electronics and gadgets, skincare products, and home and kitchen items. These product segments were selected since the preference of consumers for online shopping in the domains of electrical gadgets, skincare products, and home and kitchen items stem from factors such as ease, security, and affordability (Pal & Kumari, 2023; Yadav & Kumar, 2020; Vaghela, 2014). The objective of this study is to establish a relationship between the two by investigating how consumers evaluate and distinguish the credibility of online product reviews in various product sectors and how the quality of these reviews impacts their purchase intentions. By examining distinct product categories widely consumed in online retail, namely electronics and devices, skincare products, and home and kitchen items, this research yields significant knowledge regarding the variables that influence consumer conduct in e-commerce environments. An investigation of this nature might provide a more comprehensive comprehension of how the credibility and quality of online product reviews influence the purchasing intentions in these key product segments.

LITERATURE REVIEW

Online Product Review Credibility

The concept of online review credibility, as defined by Pasi and Viviani (2020), revolves around the characteristic that people sense in information, often challenging their ability to distinguish between genuine and fraudulent content using their cognitive abilities. Recent years have witnessed the emergence of various methods aimed at automatically evaluating the reliability of information disseminated on social media platforms since social media also essentially affects consumer behaviour (Torres et al., 2023; Hans et al., 2023). This underscores the increasing importance of assessing the credibility of information in the digital age.

Das and Chakraborty (2020) emphasize the pivotal role played by online product reviews as a form of customer feedback, providing valuable insights for the evaluation of products and services. These reviews serve as a crucial resource for potential customers, aiding them in making informed decisions based on the experiences and opinions shared by others. The significance of online product reviews in influencing consumer decisions is further supported by research conducted by Chau et al. (2023) and Viglia et al. (2016), who highlight that consumers often rely on external sources, such as online customer reviews, due to limited access to direct information about the quality of services offered. As articulated by Alrubaian et al. (2019) and Erkan and Evans (2016),

the perception of credibility revolves around individuals' beliefs regarding the accuracy and validity of evaluations. Essentially, customers are more likely to trust reviews when they perceive the source as credible. This underscores the importance of understanding how consumers perceive the credibility of online product reviews in influencing their decision-making processes.

Empirical evidence from [Vidanagama et al. \(2019\)](#) and [Cheung et al. \(2009\)](#) reinforces the notion that individuals are more inclined to trust a review when they perceive it as credible. The source's credibility plays a crucial role in shaping consumer attitudes and behaviours, indicating the relationship between credibility and the impact of online product reviews on consumers' decisions relative to purchase. The cited studies underscore the changing landscape of credibility assessment in the digital era, emphasizing the importance of online product reviews as valuable resources for consumers. Understanding how consumers evaluate review credibility is crucial for businesses and researchers studying online consumer behaviour and decision-making.

Online Product Review Quality

The term "Online Product Review Quality" can be characterized as the assessment of the appropriateness and relevance of information qualities for consumers, emphasizing the impact of the information on consumer perceptions and decision-making processes ([Hong et al., 2018](#)). With regard to the consumer-centric perspective on quality, [Tatpornpan et al. \(2023\)](#) provide a consumer-centric perspective by framing "fitness-for-use" as a criterion for evaluating the characteristics of data quality relevant to consumers. In online product reviews, quality refers to how much consumers value and find the information useful for meeting their needs.

[Meng et al. \(2018\)](#) underscores the significance of online product review quality by asserting that both positive and negative reviews of high quality have a positive effect on product sales. High-quality positive reviews, coupled with minimal negative feedback, strongly influence consumer purchasing decisions, emphasizing the critical role of online product review quality. [Hong et al. \(2018\)](#) present contrasting effects based on review usefulness and quality evaluations. Positive review evaluations boost reading activity, emphasizing the impact of helpful reviews. Conversely, negative reviews reduce online purchase intentions, highlighting the significance of perceived quality in consumer decision-making.

In summary, the "Online Product Review Quality" concept encompasses the appropriateness and relevance of information for consumers, focusing on fulfilling consumer needs. It has both positive and negative effects on product sales, highlighting its crucial role in shaping consumer perceptions and purchase intentions.

Purchase Intention

Online purchase intention is a critical aspect in the field of e-commerce, signifying the degree to which consumers are predisposed to make purchases through online platforms. [Peña-García et al. \(2020\)](#) succinctly defines online purchase intention as the extent of a consumer's inclination towards purchasing from an online store. This definition provides a foundational understanding for exploring the factors that influence consumers in the digital marketplace.

Intention, as a psychological construct, serves as a crucial measure to gauge an individual's willingness and effort to engage in a specific action ([Ellis, 2020](#)). This broader conceptualization of intention is fundamental in understanding the motivational factors that drive individuals towards online purchasing behaviour. By examining the psychological underpinnings of intention, researchers gain insights into the cognitive processes influencing online purchase decisions.

The notion of purchase intention is further explored by [Peng et al \(2019\)](#) and [Raza et al. \(2014\)](#), who characterize it as an individual's eagerness to purchase a product, particularly in relation to their purchasing behaviour. Viewing purchase intention as a motivator for action,

understanding its influencing factors is crucial for businesses to enhance online presence and customer engagement. Additionally, assessment of business operations is closely linked to customer purchasing intent. Prior studies, from [Howard and Sheth \(1969\)](#) to [Mgiba and Gcumisa \(2021\)](#), highlight the significance of considering purchase intention as a key metric for evaluating business performance. By aligning business strategies with an understanding of customer intent, organizations can adapt their operations to meet customer expectations and enhance overall satisfaction ([Doan, 2020](#)).

The literature on online purchase intention explores various factors affecting consumers' willingness to engage in online transactions. This research covers the concept's definition, psychological dimensions, and relevance in assessing business operations, offering a comprehensive framework for enhancing the online purchasing experience.

The Relationship between Online Review Credibility, Online Review Quality, and Purchase Intention of Online Consumers

In electronic commerce, the relationship between consumers' purchase intention and online reviews has been a focal point of numerous studies. Researchers, including [Tran \(2020\)](#), [Thomas \(2019\)](#), [Zheng and Chi \(2015\)](#), [Reimer and Benkenstein \(2016\)](#), and [Obiedat \(2013\)](#), have extensively examined consumers' purchase intention as a dependent variable, emphasizing the pivotal role online reviews play in shaping consumer behaviour. This body of research establishes a foundation for understanding the intricate dynamics between online reviews and consumers' decision-making processes.

The credibility of online reviews emerges as a central theme in influencing purchase intention. [Tran and Can \(2020\)](#), along with [Shah et al. \(2020\)](#), identify key indicators such as accuracy, completeness, quantity, and source credibility as crucial factors determining the credibility of online reviews. These indicators positively influence consumers' purchase intentions, emphasizing their significance in shaping the trustworthiness of online reviews and impacting consumer decision-making.

[Leong et al. \(2021\)](#) discussed credibility, showing the relationship between online review quality, credibility, and purchase intention. Their research highlights how online reviews provide vital information and influence consumer decision-making. This perspective underscores the importance of both quality and perceived credibility in shaping consumers' purchase intentions. The studies highlight the interdependence between online reviews and consumer purchase intention in e-commerce. Researchers explore purchase intention, online reviews' credibility, and quality indicators. Understanding these dynamics is strategic for businesses using reviews to shape consumer behaviour and boost their online presence.

Theoretical Perspectives

Several established theories contribute to a comprehensive understanding of how consumers engage with and interpret information found in online reviews. Notable among these are the elaboration likelihood model (ELM), heuristic-systematic model, accessibility-diagnostics theory, and attribution theory.

The elaboration likelihood model (ELM) has been a focal point in investigating consumers' cognitive processes related to online review content. Studies, including those conducted by [Srivastava and Kalro \(2019\)](#), [Hussain et al. \(2018\)](#), [Thomas et al. \(2019\)](#), [Cheung et al. \(2012\)](#), [Leong et al. \(2019\)](#), and [Reyes-Menendez et al. \(2019\)](#), have delved into various attributes of online reviews, such as the quality of arguments and the credibility of sources. These works provide valuable insights into how consumers engage with online reviews based on the dual processing routes outlined by the ELM. The ELM is key in predicting how persuasive communicators affect

consumers. Guyer (2019) highlights that these communicators' credibility, appeal, and strength impact persuasion levels. The ELM framework helps explain how and why such communicators can enhance or diminish persuasion in online reviews. Perloff's (2020) extension of the Yale persuasive communication theory incorporates various factors affecting message acceptance, including review quality, source credibility, consistency, and sidedness. This comprehensive approach deepens our understanding of how consumers evaluate online reviews.

The elaboration likelihood model and Yale persuasive communication theory play key roles in understanding how consumers interpret and use information from online reviews. These theories provide valuable insights, laying the groundwork for further research. This study aimed to explore how online product review credibility and quality affect the purchase intentions of online consumers in Metro Manila, Philippines.

Figure 1 presents the Conceptual Framework or the paradigm of the study that depicts the impact of online product review credibility and quality on the purchase intention of online consumers. It amplifies the hypotheses stating that:

(H1) Online product review credibility directly affects the purchase intention of online consumers

(H2) Online product review quality acts as a mediating variable and indirectly influences the relationship between online product review credibility and purchase intention of online consumers

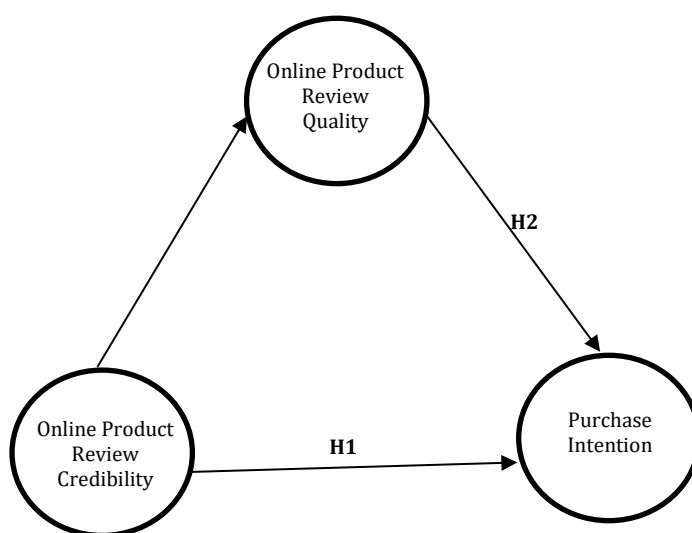


Figure 1. Conceptual Framework

RESEARCH METHOD

Methodology

This study employs quantitative methodology within social science research. The study focuses on the population of online consumers from Metro Manila, Philippines, age 18 years old and above, male and female, with monthly income ranging from PHP 9,520.00 and above, and with education level ranging from no graduate completed to post-baccalaureate. A random sampling technique was employed. The researcher personally provided 555 survey questionnaires with a rating scale for each of the samples. The questionnaire was divided into four distinct sections:

online product review credibility, online product review quality, purchase intention and demographic data. After completing data preparation, including outlier detection and missing value imputation, only 555 samples were available for statistical analysis. Questionnaires were tailored to reflect local social context and cultural norms, with measurements translated from English to Filipino. Respondents were assured of strict confidentiality regarding their personal information, with no data made public or shared with third parties without explicit consent. The given information was comprehensively evaluated using the statistical software SmartPLS 4.0. SmartPLS is a comprehensive software application with a user-friendly graphical interface designed to facilitate the analysis of relationships between latent and observable variables in research (Sarstedt & Cheah, 2019).

Measures

The demographic section of the questionnaire encompassed variables such as age, sex, marital status, monthly income, and educational attainment. Online product review credibility was 5-item rating scale from Shan (2014) measuring the individual levels of online product review credibility. An example item was: "I like to check product reviews before buying an item." Online review quality was a 5-item rating scale from Radujkovic (2023) measuring online product review quality. An example item was: "Online review characteristics on quality: Informativeness and Valence." The purchase intention of online consumers scale was 5 items rating scale from Wani and Ali (2023). An example item was: "I read reviews about a product I intend to purchase from review sites before I purchase it."

The goal was to collect survey responses from 555 online consumers of electronics and gadgets, skin care products, and home and kitchen items, selected randomly from Metro Manila, Philippines, on April 3, 2023 - August 18, 2023, between 9:00 am and 4:00 pm. Online consumers took the survey in the privacy of their homes and took approximately 5 minutes each to fill in the survey anonymously. Here, an online consumer was defined as any natural person who is acting for purposes which are outside his or her business and who places an order for the supply of electronics and gadgets, skin care products, and home and kitchen items. In total, 555 online consumers responded.

Data Analysis

To test the research hypotheses, an analysis was conducted using Covariance-based Structural Equation Modeling (CB-SEM) and Partial Least Squares Structural Equation Modeling (PLS-SEM). CB-SEM was used to test theoretical models that specify relationships between latent variables: online review credibility, online review quality, and purchase intention. Researchers utilized CB-SEM to evaluate whether the proposed models fit the observed data. On the other hand, PLS-SEM was utilized to investigate the mediation effects of online review quality on the relationship between online review credibility and purchase intention. The analysis included 555 samples of clean and validated data. The primary objective of employing this kind of statistical method was to enable the testing of a number of latent variables and accurately define a causal link between them. The study's purpose includes performing a confirmatory factor analysis to verify the reliability and construct validity of the model and determine if they align with the empirical information. A structural equation model incorporating route analysis was constructed to formulate the hypotheses. The whole analysis process, namely data preprocessing, structural regression, path analysis, and data visualization, was carried out exclusively using SmartPLS 4.0, a statistical programming language.

FINDINGS AND DISCUSSION

The results of data analysis were divided into two: descriptive statistics, which provided an overview of samples, and inferential statistical analyses, which were used to evaluate the hypotheses. This study involved 555 samples that had been cleared and screened and included in the statistical analysis, encompassing both descriptive and inferential components. With reference to the descriptive part, as shown in Table 1, most of the sample were male (58,0%), 25 to 34 years of age (36.0%), single (49.9%), having a monthly income between PHP 9,520 to PHP 19,040 or USD 171.88 to USD 343.76 (28.8%), and holding High School degree (31.2%).

Table 1. Profile of Respondents

Profile	Frequency	Percentage
<i>Sex</i>		
Male	322	58.0
Female	233	42.0
<i>Age</i>		
18 - 24 years old	155	27.9
25 - 34 years old	200	36.0
35 - 44 years old	133	24.0
45 - 54 years old	50	9.0
55 - 64 years old	11	2.0
65 years old and above	6	1.1
<i>Marital Status</i>		
Single	524	49.9
Married	266	25.3
Live-in Partners	214	20.4
Widow/er, Legally Separated, Annulled	46	4.4
<i>Monthly Income</i>		
Less than PHP 9,520 (USD 171.88)	143	25.8
Between PHP 9,520 to PHP 19,040 (USD 171.88 to USD 343.76)	160	28.8
Between 19,040 to PHP 38,080 (USD 343.76 to USD 687.52)	144	25.9
Between PHP 38,080 to PHP 66,640 (USD 687.52 to USD 1203.16)	59	10.6
Between PHP 66,640 to PHP 114,240 (USD 1203.16 to USD 2062.56)	33	5.9
Between PHP 114,240 to PHP 190,400 (USD 2062.56 to USD 3437.60)	16	2.9
<i>Highest Level of Education</i>		
No graduate completed	15	2.7
Elementary	100	18.0
High School Level	34	6.1
High School	173	31.2
Vocational/Technical	28	5.0
College Undergraduate	95	17.1
College Graduate	100	18.0
Post Baccalaureate	10	1.8

Table 2 presents descriptive statistics for the scales, including the means and standard deviations. The normality of variables is an expected assumption in practically every inferential statistical approach. Acceptable values of skewness fall between -3 and $+3$, and kurtosis is appropriate from a range of -10 to $+10$ when utilizing SEM (Brown, 2006). Furthermore, there was a statistically significant and reliable level of correlation among all the parameters.

Table 2. Descriptive Statistics for scale, skewness, kurtosis, and correlation matrix

Scale	M	SD	N	Skew	Kur	OPRC	OPRQ	PI
OPRC	1.908	0.648	555	0.648	1.833	1	0.740	0.708
OPRQ	1.782	0.692	555	1.224	2.159	0.740	1	0.686
PI	1.833	0.722	555	1.089	1.447	0.759	0.762	1

Note: OPRC = Online Product Review Credibility, OPRQ = Online Product Review Quality, PI = Purchase Intention

Significance level: 0.05 (2 tailed).

The confirmatory factor analysis was conducted to assess the coherence between the empirical data and the fitness of the model. This involved structural validation of the model and examining the relationship between manifest variables by utilizing correlation analysis for each latent variable. The assumptions for both absolute fit and relative fit indices criterion were outlined in Table 3.

Table 3. Fit Indices Criterion

Fit Indices	Criterion	Source
Chi-Square (χ^2)	Not significant	Hair et al. (2013)
Relative Chi-square (χ^2/df)	Less than 3	Hair et al. (2013)
Goodness-of-Fit Index (GFI)	More than .90	Chau (1997)
Comparative Fit Index (CFI)	More than .90	Bentler (1990)
Tucker-Lewis Index (TLI)	More than .90	Browne and Cudeck (1993)
Root Mean Square Error of Approximation (RMSEA)	More than .08	Byrne (2001)
Standardized Root Mean Square Residual (SRMR)	More than .08	Hair Jr. et al. (2009)

The study presented the fit indices of the confirmatory factor analysis model, as indicated in Table 4 and Figure 2. Additionally, a visualization of the measurement model was provided.

Table 4. Structural Equation Model Fit Indices

Model	χ^2	df	p	χ^2/df	CFI	TLI	GFI	RMSEA	SRMR
SEM	33.16	6.00	0.00	5.53	0.99	0.98	0.99	0.07	0.02

Significance level: 0.05 (2 tailed).

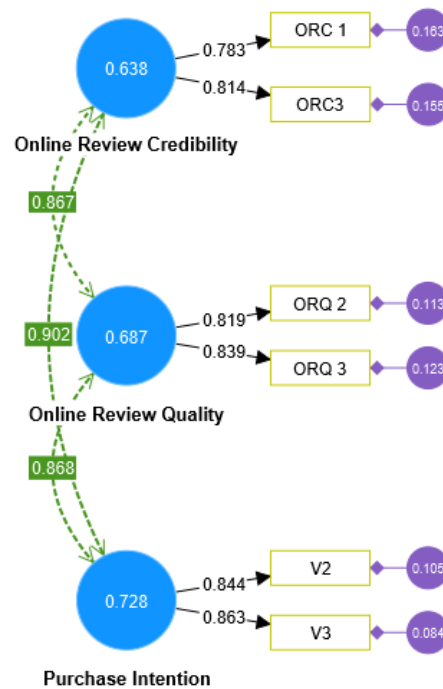


Figure 2. Measurement Model

Based on the measurement model fit indices, the model was deemed to have a reasonable fit with the actual data, as nearly all fit indices met the required criteria. Hence, no alteration was necessary for this model. The reliability coefficients of Cronbach's Alpha, both standardized and unstandardized, as well as the composite reliability and average variance retrieved, were given in line with Table 5.

Table 5. Construct reliability and validity

Construct	Cronbach's Alpha (standardized)	Cronbach's Alpha (unstandardized)	Composite reliability (rho c)	Average variance extracted (AVE)
OPRC	0.779	0.778	0.779	0.638
OPRQ	0.815	0.812	0.815	0.687
PI	0.843	0.842	0.842	0.728

Note: OPRC = Online Product Review Credibility, OPRQ = Online Product Review Quality, PI = Purchase Intention

All coefficients obtained from the confirmatory factor analysis were considered statistically significant. Cronbach's Alpha was employed to assess the internal consistency reliability of the instrument, revealing that all sections of the questionnaire exhibited high levels of reliability. Additionally, a composite reliability score was computed to assess the reliability. A minimum threshold of 0.7 or higher for both Cronbach's Alpha and composite reliability was required to demonstrate appropriate reliability.

Convergent validity refers to the degree to which different concept measurements come together or exhibit a significant amount of shared variance (Hair et al., 2013). Convergent validity can be assessed by calculating factor loadings, including average variance extracted (AVE). The minimal criterion for average variance extracted was set at 0.5 or above, suggesting that the convergence was adequate.

Discriminant validity, as seen in Table 6, pertains to the degree to which indicator/s of a particular construct effectively differentiate it from other constructs. The [Fornell and Larcker \(1981\)](#) criterion is one of the most popular techniques used to check the discriminant validity of measurement models. According to this criterion, the square root of the average variance extracted by a construct must be greater than the correlation between the construct and any other construct.

Table 6. Discriminant validity – Fornell-Larcker criterion

	Online Product Review Credibility	Online Product Review Quality	Purchase Intentions
Online Product Review Credibility	0.799		
Online Product Review Quality	0.867	0.829	
Purchase Intention	0.902	0.868	0.843

Following the completion of confirmatory factor analysis, structural regression was fitted and visually shown. The model was regarded as a compact model, consisting of only three latent variables. Both models, measurement and structural exhibited significant similarities. As stated by [Hair et al. \(2013\)](#), it is conceivable that the fit indices for both the measurement model and structural model could potentially have identical values.

Three latent variables were included in the structural model that was used for this study. It was hypothesized that the credibility of online reviews would have an effect on the purchase intention of online consumers, both directly and indirectly, through the quality of online reviews. It was also hypothesized that the quality of online reviews would play a role in mediating the relationship between the two variables, and the ultimate dependent variable was the purchase intentions of online consumers. In accordance with Table 7 and Figure 3, the findings of the study, as well as the model fit indices and factor loadings, demonstrated that the structural model was also in agreement with the empirical information examined.

Table 7. Structural Equation Model Fit Indices

Model	χ^2	df	<i>p</i>	χ^2/df	CFI	TLI	GFI	RMSEA	SRMR
SEM	33.16	6.00	0.00	5.53	0.99	0.98	0.99	0.07	0.02

Significance level: 0.05 (2 tailed)

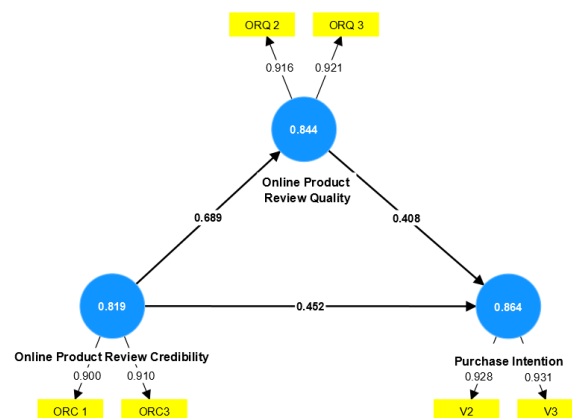


Figure 3. Structural Model

With reference to Table 8, all standard coefficient of structural model were found significant. Other than taking into account the value for coefficient of identification of the structural equation, it was learnt that the amount of variability of purchase intention was established by online product review quality and online product review credibility by 47.4% and the amount of variability of purchase intention was determined by online product review credibility by 62.5%.

Table 8. Structural Equation Model

	R ²	AVE	CR (rho a)	Cronbach's Alpha	Estimate	SE	t-value	p
OPRC		0.819	0.780	0.779	0.258	0.019	13.804	0.000
OPRQ	0.474	0.844	0.815	0.815	0.230	0.016	14.800	0.000
PI	0.625	0.864	0.843	0.843	0.259	0.016	15.735	0.000

Note: OPRC = Online Product Review Credibility, OPRQ = Online Product Review Quality, PI = Purchase Intention

Significance level: 0.05 (2 tailed).

The analysis of path coefficients, total indirect effects, and total effects of the model are represented in Table 9. All coefficients, notably either estimated and standard coefficients, exhibited statistical significance. The indirect effect or mediation effect of online product review quality on online product review credibility and purchase intention was significant, and the direct effect of online product review credibility on purchase intention was also significant. Likewise, the entire effect of the model was significant. This specified that online product review quality played a partial mediating function in the relationship between online product review credibility and purchase intention. Therefore, both research hypotheses were totally supported.

Table 9. Path Coefficient, Direct Effect, Indirect Effect, and Total Effect

Model Path Analysis	Original Sample (O)	Sample Mean (M)	SD	t-value	p
<i>Path coefficients</i>					
OPRC on OPRQ	0.689	0.688	0.033	20.998	0.000
OPRC on PI	0.452	0.453	0.048	9.426	0.000
OPRQ on PI	0.408	0.407	0.048	8.533	0.000
<i>Total indirect effects</i>					
OPRC on PI	0.281	0.280	0.036	7.820	0.000
<i>Total effects</i>					
OPRC on OPRQ	0.689	0.688	0.033	20.998	0.000
OPRC on PI	0.733	0.734	0.028	26.066	0.000
OPRQ on PI	0.408	0.407	0.048	8.533	0.000

Note: OPRC = Online Product Review Credibility, OPRQ = Online Product Review Quality, PI = Purchase Intention

Significance level: 0.05 (2 tailed).

A structural equation model with path analysis was created, and both models were properly fitted using actual evidence. This was done in accordance with the analysis result that was mentioned before. The confirmatory factor analysis was also carried out. The context of the study was gathered from online customers of electronics and gadgets, skin care products, and home and kitchen items who were randomly selected from Metro Manila, Philippines. This was a distinctive

selling feature of this research. The study clarified the mediating role of online product review quality in the relationship between online product review credibility and customers' purchase intentions. Online product review credibility significantly and directly led to the purchase intention of online consumers. This implied that online product review credibility from online consumers of electronics and gadgets, skin care products, and home and kitchen items not only led to purchase intention but was also mediated by online product review quality. As hypothesized earlier, online product review credibility, together with online product review quality, led to the purchase intention of online consumers. These results were interpreted in the same manner as per the previous study by [Thomas et al. \(2019\)](#). Moreover, according to the previous study, online review credibility positively influences consumers' purchase intentions ([Thomas et al., 2019](#)). This study confirmed that online product review quality indirectly affects the relationship between online product review credibility and the purchase intention of online consumers ([Kang et al., 2022](#)).

Online product review quality indirectly affects the relationship between online product review credibility and the purchase intention of online consumers. As aforementioned, online product review credibility positively affected the purchase intention of online consumers, and this relationship was mediated by online product review quality ([Román et al., 2023](#)). Online product review credibility could be enhanced by taking the initiative on the part of the e-commerce platform to establish a set of guidelines for posting a specific review. These guidelines should be geared towards reducing the number of deceptive reviews, which is also considered a reason for the lack of credibility. Before making a purchase, it is crucial to consider the accuracy (materials, product specifications) and completeness of online product reviews, as these factors greatly contribute to the overall review quality. The marketing division of the e-commerce platform has the ability to provide customers who purchase a specific product or service with a reward (such as vouchers, discounts, or points that can be converted to money) in exchange for writing an online review that fulfils specific criteria in terms of accuracy and completeness.

CONCLUSIONS

Based on the structural model presented earlier, it is evident that the credibility and quality of online product reviews significantly influence the purchase intention of modern online consumers. Furthermore, the purchase intention of online consumers was said to be a factor of willingness and effort to engage in a specific action. According to paths analysis results, online product review credibility had a significant direct effect on the purchase intention of online consumers; moreover, online product review quality had a significant indirect effect on the relationship between online product review credibility and the purchase intention of online consumers. This implies that it was not only online product review credibility that affected the level of purchase intention of online consumers, but this also was mediated by online product review quality stemming from the high standard of demonstration to online consumers about the weaknesses and strengths of products.

Recommendation

As per previous findings, the credibility of online reviews emerges as a central theme in influencing purchase intention, and all these online selling market factors, namely, online product review credibility, online product review quality and purchase intention of online consumers, once again were confirmed. The e-commerce company should prioritize the credibility of online product reviews, which can be strengthened by implementing guidelines for publishing reviews. The guidelines should focus on minimizing the quantity of misleading reviews, as they damage credibility. The completeness and accuracy of online product reviews—which are criteria for determining review quality—should be considered before making a purchase (materials, product

specifications). The marketing department of the e-commerce company should continue to offer customers who buy a certain product or service exchange in return for composing an online review that meets specific standards in terms of accuracy and completeness.

LIMITATION & FURTHER RESEARCH

Two significant limitations in this study should be considered for further research. One thing to note is that this study is quantitative. In the future, research should make use of qualitative research or mixed explanatory research methods because these approaches have the potential to probe deeper and produce more comprehensive findings when qualitative and quantitative methods are implemented together. Furthermore, this research is a cross-sectional study. The result is nothing more than a moment in time captured in a snapshot. To investigate these long-term detrimental impacts, cohort or time-series research should be used in the future.

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