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EFFECT OF ONLINE REVIEWS ON TURKISH CUSTOMER PURCHASE BEHAVIOR IN RESTAURANT SELECTION.

MASTER'S THESIS

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Department of Business

Business Administration Program

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DECLARATION

I declare herewith, that this thesis is my own original work. Furthermore, I confirm that I have clearly referenced in accordance with departmental requirements, in both the text and the bibliography or references.

I confirm that I understand my work may be electronically checked for plagiarism by the use of plagiarism detection software and stored on a third party's server for eventual future comparison.

Hafsa ELMELLAKH

To my parents…

FOREWORD

With all regards, I express my gratitude to:

<u>**JANUARY 2021**</u>   **Hafsa ELMELLAKH**

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ABBREVIATIONS

AMOS   : Analysis of a Moment Structures
CFA   : Confirmatory Factor Analysis
Df   : Degrees of Freedom
IS   : Information System
IT   : Information Technology
N   : Number (of respondents)
Sig   : Significance (P – Value)
Std   : Standard
USA   : United State of America
UX   : User Experience

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RESTORAN SEÇİMİNE YÖNELİKÇEVRİMİÇİ YORUMUN, TÜRK MÜŞTERİNİN SATIN ALMA NİYETİ ÜZERİNDEKİ ETKİSİ

ÖZET

Çevrimiçi yorumlar, modern anlamda ağızdan-ağıza reklamlar olarak görülürler, bununla birlikte söz konusu yorumlar, ürün veya hizmetleri halihazırda deneyimlemiş önceki müşterilerce, internette yayınlanan yorumlara gönderme yaparlar.Özellikle, eğlence ve yemek gibi deneyime dayalı sektörler söz konusu olduğunda, tereddütte kalmanın önüne geçmek için, bu çevrimiçi yorumlar bilgi kaynağı olarak kabul edilirler.Mevcut araştırma, Türk müşterilerin restoran seçimine ilişkin yorum tutumu ve hatta satın alma niyetleri üzerinde söz konusu boyutların etkisini irdelemek adına, çevrimiçi yorumları değerlik (olumlu-olumsuz), uzunluk (kelime sayısı) ve yakınlık (yorumun yayınlandığı gün) olarak üç esas boyutta değerlendirmektedir. İstanbul ilinden 195 öğrenci ankete tabi tutulmuştur.Öncelikle, onlara var olmayan bir restoranla ilgili "ayarlanmış" iki çevrimiçi yorum (toplamda sekiz "ayarlanmış" yorum) gösterilmiş ve ardından yine onlardan, "ayarlanmış" o yorumlara dair yorum tutumlarını ve satın alma niyetlerini belirleyen basılı anketi yanıtlamaları istenmiştir. Verilerdaha sonra, AMOS kullanılarak. Sonuçlar, yorum tutumuna yönelik küçük bir olumlu etkiye sahip olan yorumun uzunluğu dışında, diğer tüm bağımsız değişkenlerin, yorum tutumu ve satın alma niyeti ile pozitif yönlü orta düzeyde ilişkili olduğuna işaret etmektedir. Yorum tutumu da satın alma niyeti ile pozitif yönde ilişkilidir.

Anahtar kelimeler: *Çevrimiçi Yorumlar, WOM,Değerlik, Uzunluk, Yakınlık, Satın alma eğilimi,Yorum Tutumu, Restoran.*

EFFECT OF ONLINE REVIEWS ON TURKISH CUSTOMER PURCHASE BEHAVIOR IN RESTAURANT SELECTION.

ABSTRACT

Online reviews are seen as modern word of mouth advertisings and are referred to the reviews posted on Internet by previous customers whom already experienced products or services. They are considered as information source to decrease the risk of uncertainty particularly in experience goods such as leisure or restaurants. Current research evaluates the three main aspects of online reviews as valence (positive vs negative), length (number of the words) and recentness (the day review has been posted) to realize the impact of these aspects on review attitude and in fact in purchase intention of Turkish customers while choosing restaurants.195 students from Istanbul city have been surveyed. First they have been shown 2 manipulated (8 manipulated review in total) online reviews regarding an unreal restaurant and then they were asked to respond printed questionnaire in which assess the review attitude and purchase intention based on the manipulated reviews. Data then has been analyzed utilizing AMOS. Results indicate that except length of the review that has small positive effect on review attitude, all other independent variables demonstrate positive medium correlation with review attitude and purchase intention. Review attitude as well is positively correlated with purchase intention.

1. INTRODUCTION

1.1. Statement of the Problem

Obviously, human is encountered with a new era where Internet is affecting life in all aspects, from personal life, to social interactions as well as professional fields. It has been shaping and re-evaluating attitudes, behaviors and procedures.

E-commerce, as a phenomenon of Internet, has yet long way to be fully adapted globally. There are plenty of ambiguity, lack of security and trust yet connected with this new method of commerce that requires research and surveys to be fully comprehended. We are living in a digital world, therefore, economy, sales, trading, advertise are all occurring digitally. It then seems crucial to be dominant on all areas of digital world if we aim to establish a profitable business and remain in market place.

How people are purchasing goods over internet has been a hot topic lately and on going debate through academic papers .One of the features of internet that contributes in sales of products/services is online reviews that act as a WOM advertising which seems to have significant effect on purchase of products over internet. The digital economy trends makes it possible to read other consumer's opinion and experiences in online reviews of a particular product (Chatterjee, 2001).
 Beside acting as an advertising method, online reviews also can provide useful information for the users over internet. However, not all online reviews are useful or informative, there are elements correlated to online reviews that can add to the value of each online review.

Consumer purchase decision making have been long studied by researchers like Kotler (1998,1999) but few has been done to investigate relation of online reviews with consumer decision making process. How users assess online reviews and how these review might affect consumers to purchase a good or service has not received

enough attention to be investigated. Though online reviews have gained attention by researchers lately, those scholars mainly, focus on outcomes of online reviews such as how helpful they are or how popular could be such ratings among customers. The features of online review itself, like the time they have been posted, how long these reviews are and if they are positive or negative, have been studied rarely. Furthermore, correlation between online review and its features with purchase intention has not been studied sufficiently. This paper therefore, will concentrate on the concept of online reviews, to fully investigate it as an element, understand the concept and features, and how these features impact purchase intention. Studies which investigate online reviews, did not pay attention to review attitude neither as independent or mediating variable.

1.2. Purpose of the Study

Online reviews can be seen as an information resource specially for experience goods (Duan et al., 2008). 60 percent of customers expressed they are seeking online reviews at least once per week (thedrum.com, 2017), mean while in a study conducted by Podium concluded that 93% of respondents believe that online reviews can influence them in their buying decision. In both B2B and B2C interactions and evolvement, 82 percent of customers read reviews prior to their decision making process while 60 percent seek them on a weekly base. The survey as well indicates the willingness of roughly 68 percent of customers for spending 15 percent higher price for the product with better reviews. Another result of survey expressed the engagement of clients to trust in online reviews in a regular basis while finding them influential for their purchase decision making process.(thedrum.com, Podrum,2017).

One of the most important experience goods are restaurants, In economics, restaurants are a classic example where consumers make decisions based on less information (Luca, 2011). Turkey holds a high popularity for its cousins and foods, though not all restaurants are serving high quality food and not all are popular among consumers. Restaurants have a goal of human connection and shaping social relations (Fieldman, 2015).

These days, there are websites such as trip advisor in which customers are sharing their personal experience of eating in a specific restaurants with others. These websites and other review platform are acting as WOM being in favor of some restaurants and against of others with less positive reviews. Some researchers have focused on the effect of online reviews on sales of experience goods, however, they consider other aspects of online ratings such as how much helpful they are or other variables have been measured related to online reviews. None of those literature have studied the effect of online ration on purchase decision making and consumer choice.

These reviews are various in terms of their length, valence, type and time of creation. Valence and recentness are identified as a part of important factors that are associated with the stimulus (Cheung and Thadani, 2012). Length is investigated as one of the most important signals used by consumers when searching for products (Järveläinen et al., 2013). The afore mentioned elements weren't investigated in a combination. It sounds obvious to think that positive reviews will contribute to positive WOM to be spread, however, other aspects of ratings are more important for a rating to be considered effective or authentic. This paper aims to investigate significant features of online ratings and how they can influence Turkish consumers purchase intention concerning restaurant selection. Despite Turkey widely benefits from Tourism industry and Turkish restaurants gained world wide popularity, and while tourism industry now a days is in tight connection with digital world and as a result online reviews, there has been scarce surveys to figure out the impact of online reviews on review attitude and purchase intention for local and international consumers of Turkish restaurants. A brief surfing at famous touristic websites such as TripAdvisor, where main consumers seek information on how to choose destinations, restaurants and coffee shops will help us to know that Turkish restaurants doesn't seem to realize the importance of online review and impact they have on consumers. Online shops where the market and clients are all present in digital world, the importance of online reviews has been recognized by marketers, though for experience goods marketers particularly couldn't fully comprehend that most of consumers search for online reviews prior to select their restaurants.

1.3. Research Questions

Following the above discussion, in this research we are supposed to answer to the following questions:

- What are the main elements of online reviews?

- Do online reviews affect customers in purchasing product? In addition, if so, how?

- What aspects of online reviews have more impact on consumer purchase behavior?

- Is there any correlation between purchase attitude and purchase decision?

- Are there correlations existed between aspects of online review and review attitude?

- Is the correlation between purchase intention and online review aspects positive or negative?

1.4. Justification of the Study

The anticipated input provided by using results of this study will be to actually get findings and have insights into the consequences of the relevant aspects of online reviews. While this study is pertinent to the marketing section of restaurants since they have more information concerning the significant content elements of online reviews as a result of this research. Moreover, it enables them to predict the outcomes of this survey. In addition, it renews the marketing communication model with online reviews as a novel perspective (Chen and Xie, 2008). Thus, this study is also socially relevant. The baseline condition in this paper represents the position in which consumers fail to engage in reading online reviews. Relative to this initial condition, this research explores the condition in that consumers will actually read online reviews prior to visiting a restaurant. This study will investigate if online reviews have an important role on restaurant visits comparing with the situation where consumers don't read online reviews when looking for a restaurant. Rather than restaurant as a significant experience good where consumers face uncertainty for how the real experience will look like, this study also provides useful information that can be applied on other experience goods related to online ratings. Turkish

restaurants in specific can be benefited of results of current study by understanding what aspects of online ratings are considered more important in their sector.

1.5. Thesis Outline

The thesis consists of six chapters. First and current chapter provides the reader with a general overview of the thesis idea and hypotheses. During second chapter, we go through detailed definitions and explanations to better figure out what is online review, what are its aspects and features. Following that, we discuss consumer decision making process and what factors are affecting it. We describe universally reliable measures for assessment. Chapter three will be in regard to hypotheses formulation and the conceptual model. In chapter four, we will be familiar with research methods, data analysis tools and the procedure of collecting, analyzing and interpreting the data.

Chapter five will analyze the data to test validity, reliability of tools and then analyses the data to explore if hypotheses are correct.

In last chapter, we discuss the findings and results. Each hypothesis will be discussed and explained in regard to being supported by findings or not. Same chapter will also illustrate some limitations of current study and will provide the readers with few suggestions that in case of being applied might facilitate future studies

2. LITERATURE REVIEW

2.1. Introduction

Customer is the most authentic advocate for any business and thanks to digital world, each customers voice is now strong enough to be heard globally. A new opportunity for a shared experience for customers is the Internet and information technology Online evaluations (Avery, Resnick and Zeckhauser 1999). Survey conducted by Podium suggest that 77 percent of customers indicate their willingness to leave review for local businesses to help promoting them, and 61 percent would like to post online review for other customers to help them in their purchase decision.

 Amazon.com started to offer users the possibility to placing its feedback on our products on its site. At present, Amazon.com estimates that it owns nearly 10 million product reviews for almost all its product categories, which are recognized to be among the best selling categories in the world. as well as popular functions of Amazon (New York Times, February 14, 2004) In the past years an increasing quantity from Internet vendors (e.g. BevMo.com, BN.com, cduniverse.com, circuitcity.com, GameStop.com, computer4sure.com, c-source.com, half.com, goodguys.com, wine.com) used a comparable approach. They encourage the consumers of products to publish their reviews on the sellers' site. There are review Web sites that supply clients by providing user ratings, offered by certain external resources, among which are Epinions.com. Consumer online reviews appear to be the norm across many categories of products, for example, novels, Electrics, computer games, music, videos, drinks and wine.

According to the latest findings, the importance of customer ratings for making purchases has grown significantly for Decisions making and product sales. One recent analysis by Forrester Research suggests more than half of the people who looked at the store visited the retailer Sites with published consumer comments

stated that user ratings play an essential or very crucial role within their purchasing decisions (Los Angeles Times, 3 December 1999). Using information obtained from Amazon.com and BN.com. also, Chevalier and Mayzlin (2006) note the significant influence of on-line book reviews on book sales.

Amid all kinds of benefits offered by e-commerce to merchants, its capability in providing a customized and flexible approach to the consumer seems to be among one of the major ones (Wind and Rangaswamy, 2001). There are two major competitive advantages to retailers from online personalization. First, it enables them to effectively communicate precise and real-time information to customers, and this in turn frequently results in incremental sales (Postma and Brokke, 2002). additionally, customer loyalty toward a merchant through personalization has been found to improve (Cyber Dialogue, 2001; Srinivasan, Anderson, and Ponnavolu, 2002). Also, whereas multiple opportunities are available to personalize an online relationship, an online retailer's capability to deliver recommendations surely is viewed as the most promissory (The e-tailing Group, 2003). Online recommendation channels vary in scope from traditional referral sources typically ex-consumers (e.g., customer testimonials on retail websites such as Amazon.com) to highly personalized recommendations delivered by Recommender systems (West et al., 1999). To this point, there has been an absence of studies designed to investigate and compare explicitly the relative impact of such online referral sources on consumers' selection of products.

2.2. Definitions of Online Reviews

Definitions of online reviews come in many forms. Several researchers offer diverse views. For example, Park and Lee (2012) suggest is that the online reviews involve ratings, either positive or negative, about the goods that people have sold through online. Furthermore, with regard to online reviews, Mudambi and Schuff (2004) indicate that online reviews refer to assessment of products and services published on the websites of third-party vendors and merchants, and are generated by consumers. In the present work, it is considered such that online reviews constitute assessment information on multiple facets of products provided by consumers. Using such

information, a consumer may deduce about the quality of merchandise according to the ratings or experience so as to decrease face-to-face spending of time.

2.3. Online Consumer Evaluations

Present generation consumers broadly consider that online consumer reviews represent a variation of eWOM within a Decision process for both online and offline-purchase of products. Online review helps individuals to to obtain in-depth analysis of information providing a certain amount of confidence and believability versus Data provision by distributors. Based upon the significance of Internet feedback, a significant number of Researchers involved in the field of marketing or information technology systems have examined the features of reviews and reviewers in order to estimate how online reviews influence three major aspects: sales of products, User habits and how users regard this information.

In the perspective of corporate output, earlier research indicates that there is a growing need for investment on online evaluation. For some corporates however, reduce the volume of Online WOM can be favorably attributed to the selling of goods: For instance, the dispersion of User ratings in online communities trigger the product's perception effect (Duan, Gu, and Whinston, 2008). Forman, Ghose and Wiesenfeld (2008), emphasizes on significance of source authenticity, and noted that the predominance of reviews published online generated by Reviewers who reveal their identity credentials enhance the sale of products. Many academics have studied the impact of the valence of online reviews (or feedback),The results appear to present a rather mixed picture (Liu 2006). Firstly, favorable reviews among users continue to raise sales of products, whereas unfavorable ratings online tend to erode earnings (Chevalier and Mayzlin, 2006).

On another side, an study offers that there is no correlation between online reviews and sales (Chen, Wu, and Yoon, 2004). Liu (2006) evaluated the link in time at which user feedback is received in relation to cash income. Results reveal that Earnings are on a weekly rate. The findings suggest a better Aggregate Output Volume of WOM and weekly revenues, whilst there is no significant correlation

between the valence of WOM with the earnings. Curiously, a negative correlation also exists where a negative online Feedback is given to increasing turnover (Berger, et al., 2010). It is claimed that consumer-tested products have stronger likelihood of being in the minds of consumers compared to those of products that have not been checked.

In addition to selling goods, online reviews impact the decision-making process of consumers. For example, whenever users online browse a product offering on a retail Web site, they may not easily obtain reliable knowledge about the " real " qualities of the product and may not be capable of accurately judging the quality of the product prior to purchase (Fung and Lee, 1999). The distinction lies in information, owned by vendor and customer, is related to asymmetric information. In the Unknown situations arising out of the asymmetry of Information, confidence is a key determinant of real exposure to risk Behavior (e.g. purchase in an online shop). A series of surveys has been conducted in this regard.

Ba and Pavlou (2002) and Pavlou and Dimoka (2006) established that the overall value and standing of the online feedback affects the trustworthiness (goodwill and credibility) of the seller, resulting in raise of price premium. Park, Lee and Han (2007) devised a number of experiments to demonstrate how the effectiveness of the quality and quantity of the review has a positive impact on the purchasing decisions of consumers.

A further stream of study on online reviews evaluated the quality of online information resources concerning the cooperativeness and benefits of reviews (Baek, Ahn, and Choi, 2013). Mudambi and Schuff (2010) investigated the usability of reviews on the basis of the claim of Willingness to assist as a metric of perceived value in the process of decision making mirrors information (i.e. online verification) Assessment. The results demonstrated the fact by which the depth of review (detail) is a positive Influence to assist in reviews. Ironically, though, it was also observed that critics using the extreme reviews may be considered not as helpful as those with modest assessments (inverted U-shape relationship), differing significantly from the findings of the study carried out by Purnawirawan, Pelsmacker and Dens (2012),

which proposed that non-balanced verification rates are seen to be more beneficial rather than the ones balanced.

2.4. Word of Mouth (WOM)

Word of mouth (WOM) concerns the communication between consumers regarding their own individual experience in relation to a business or brand (Richins,1953). Earlier surveys highlight WOM's relevance to the purchase by consumers decisions (Bone, 1995; Brown and Reingen, 1957; Engel, Blackwell and Kegerreis,1969; Amdt, 1967), particularly in a professional environment (Murray, 1991; Murray and Schlacter, 1990). Since goods in the area of trade in services is intangible ,users are prone of counting upon verbal advertising provided by an authoritative resource when it comes toreduced levels of perceived vulnerability and insecurity (Bansal and Voyer, 2000; Murray, 1991;Olshavsky and Granbois, 1979).

Mouth-to-mouth searches might be more effective in cases in which a user needs to secure lack of awareness regarding a particular provider of the services (Chatterjee, 2001), often occurring during the decisions pertaining to intangible goods. For instance, For many years, WOM has long established a reputation for being a major independent outside bodies providing information for planning the journey and leisure (Crotts, 1999; Murphy, Moscardo and Benckendorff, 2007; Hwang et al., 2006; Kotler, Bowen and Makens, 2006; Snepenger and Snepenger, 1993; Fodness and Murray, 1997).

2.5. Online Reviews as Electronic Word of Mouth

Customer on-line ratings, as consumer-generated versions of a product information, could be seen as a particular form of WOM (e.g. Godes and Mayzlin 2004). In contrast to the conventional WOM, the impact of which generally confined to just one regional community network (e.g. Brown and Reingen 1957, Biyalogorsky,

FIGURE 1
Online WOM Information Effects
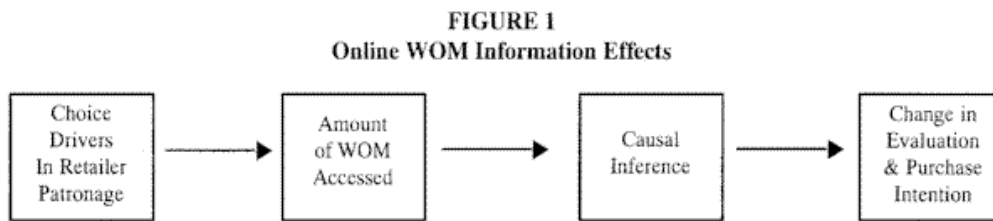
Figure 2.1. Online WOM Effects

Gerstner and Libai2001, Shi 2003), online consumer reviews may extend far beyond the scope of the local context, since A review is available to customers worldwide at any time through the Internet. In the same way, conventional forms of information on WOM in general is not a direct variable of choice for the vendor. Nevertheless, the latest trend in the field of IT allows a merchant to efficiently trigger and distribute consumer online reviews via its corporate site. A vendor could collect consumer evaluations from brokers (like Epinions.com) in the future as well and determine exactly on the basis of such ratings In company's website (e.g. c-source.com). In light of the widely distributed nature of user feedback, researchers are investigating how to respond to this emerging source of WOM Information.(Yubo Chen and Jinhong Xie).

2.5. Online Consumer Reviews in Tourism and Hospitality

The type of travel and hospitality services products (experience oriented, immaterial and diverse) will make people find it cumbersome to gauge the quality of goods prior to actually using them. Holidaymakers seek precise and reliable detailed data actively to raise the standards of their experience and reduce insecurity in the decision-making process through use of online reviews posted by fellow users.

Travelers, for example, utilize online reviews both to receive high-level travel content as well as to gain incidental tourism related experience consumption (Litvin, Goldsmithb, and Pan, 2008).

With the recognition of the advantages of online reviews, tourism and leisure scholars divided the implications of consumer reviews in three main sectors: (1) sales of products, (2) consumer decisions and (3) Source ratings. Concerning the

sales of goods in tourism and hospitality, a number of researchers estimated shifts in share of hotels (Duverger, 2013; Xie, Chen, and Wu, 2012) and Dining (Zhang, Ye, Law, and Li, 2010) respecting the features of online reviews. Assuming that the amount of reviews per room matches sales for a hotel for each space, Ogut and Tas (2012) examined the impacts of rating and awarding stars not just on sales of hotel rooms, but the price as such. According to the outcome of the research, whilst hotel star valuations tend to have no effect on sales, enhancing the client rating improves the sale and prices of hotel rooms.

Ye, et al., (2011) examined a website for rating hotel customers and determined that improving customer ratings by 10 percent would boost the selling and pricing of rooms. Rise in ratings of travel reviews boosts hotel bookings online over five percent. A study by Zhang, et al., (2010) demonstrated in a restaurant context how user-generated reviews indicate that Description of the service and environmental aspects of restaurants, the quality of food, and the range of reviews maintain a beneficial impact on online restaurants' reputation (i.e. number of page views). However, the Research by Yacouel and Butcher (2012) attempted to establish the connection between consumers and Verifying appraisals and spreads of awareness. The online reviews that mirror the actual service quality assists in helping prospective customers to have confidence in their choices; the rise in trustworthiness means that passengers are going to be charged extra for services.

Concerning tourist choices, Leung, Law, van Hoof and Buhalis (2013) proposed that online content generated by consumers could have an impact on whole episodes of the travel and dining experience : Preparation stage, covering pre-, on- and post-trip activities. As an example, online reviews impact the Creation of trade-off rates (Vermeulen and Seegers, 2009) and buying incentives (Spartks and Browning, 2011) for tourism products, with favorable ratings awarded by means of numerical Evaluations enhance the perception of tourism goods and increase the purchase intentions. Filieri and McLeay (2014) employed an elaboration likelihood theory to determine the elements to adopt measures for the acceptance of consumer information, including ranking of products, exactness of the provided content, content of value added statements, adequacy of the content and relevance of the provided content and up-to-dateness of the displayed content.

A series of investigators in tourism and hospitality sectors analyzed the replies of travelers to Ratings, focusing on the reliability, usefulness and willingness to assist (Racherla and Friske, 2012; Wei, Miao, and Huang, 2013). In a study by Wei, et al., (2013) the results indicate that favourable consumer feedback is considered better than negative comments, and Hinting towards heuristics of internet ratings will lead to the fact that there is a greater willingness for the readers to take part in the online ratings. In total, online reviews influence over $10 billion a year in online travel purchases (Etcnewmedia.com, 2007).

2.6. Online Reviews and Purchase decision
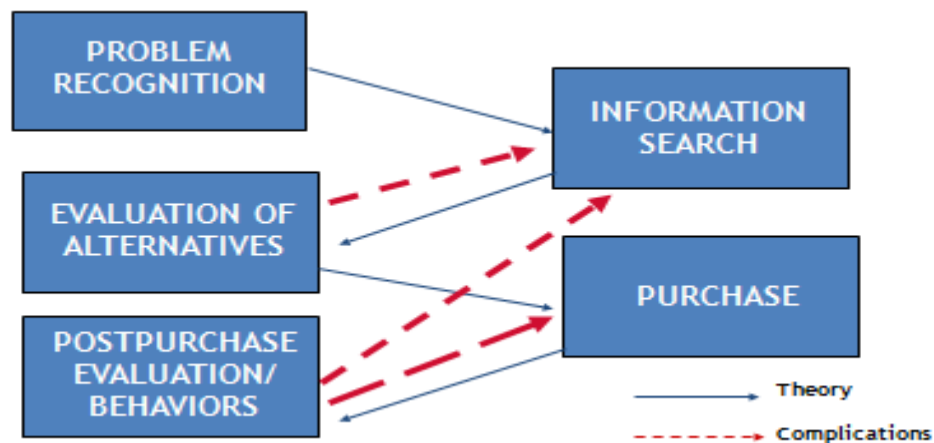
Figure 2.2. Information search and consumer decision making process
(consumerpsychologist.com)

It is widely recognized that user reviews influence consumers' purchasing decisions on the Internet. Multiple separate surveys have demonstrated the ways in which the usage of user reviews and Assessments are expected to shape buying habits and intentions of consumers, and Adaptations to manufacturing and resellers (Chen et al., 2004, Floyd et al., 2014, King et al., 2014).

Drawing on newer research of recent meta-analyses, major traits are outlined to be value and volume of the valuations (Floyd et al., 2014, King et al., 2014,

Purnawirawan et al, 2015). Seen as a whole, positive ratings increase sales and engagement, whilst the negative feedback diminishes them (Floyd et al., 2014, King et al., 2014, Purnawirawan et al, 2015, Liu, 2006). Yet, their effect depends to a large extent on how exposed readers are to reviews (Maslowska et al.,2017) as well as the features of the Reviewer (Karimi and Wang, 2017) in parallel with the source of the review them (Floyd et al., 2014) Despite the fact that positive or negative feedback is capable of influencing the behaviour of users , several studies indicate that positive and negative reviews differ in their effect.

Earlier research conducted by Purnawirawan et al. (2018) suggests that a negative feedback score tends to affect the mindset and its usefulness is considered of the most powerful, meaning negative reviews in comparison to positive comments (Lee et al.,2008, Sen and Lerman, 2007) may be much more severe - an outcome obtained that suggests considerable support for additional communication research (Betsch et al., 2015, Rozin and Royzman, 2001).

Nevertheless, additional examinations concerning consumer reviews reveal the existence of The prejudice of negativism is restricted to such hedonic items (Sen and Lerman, 2007) Additionally, Wu (2013) proposed to avoid giving more prominence to negative criticism from consumers, albeit being more informed, since such is generally scarcer and of higher merit.

Apart from the significance of critiques, as well as the review format and review content, the other aspects need to be taken into account.

Digital portals often give more credit to two different formats of evaluation by visitors: Overall reviews, providing a synopsis of the user's total awareness of the product performance (i.e. the statistical analysis), single assessments and Their personal experiences about the way in which they interacted with a particular product. So far this kind of communication is extremely relevant.

in the course of this debate, A very recent client research study revealed that the customers assessments considered the major features as discussed above (BrightLocal, 2016) .Based on Hong and Park (2012) the numerical and qualitative description of the data is equal compelling, whilst both Ziegele and Weber (2015)

expressed quite strongly that in spite of the circumstance mentioned above that Average grades are seen as significant. Singular and vivid reviews are evidence that exceeded average evaluations. This image mirrors the conclusions of trials conducted in the health care field, showing evidence that narrative or anecdotal reviews proofs Better quality of care than statistical ones (Betsch et al., 2011, Ubel et al, 2001, Winterbottom et al.,2008) Among the important factors determining whether the evaluation of particular medicines impacts on individual behavior are time of the reviews as being particularly crucial, as individuals tend to surf for only a limited number of reviews before a policy decision is finalized, concentrating on the latest reviews (Bright Local, 2016).

To conclude, the buying behavior of more green young adults are highly sensitive to average general user reviews. However, the ratings of the average user might not be closest one to real experience. In contradiction to the above, not much data is available about the effects of how senior learners interact with and make choices online, particularly about how older adults make online consumer decisions and whether they are User audits and evaluations.

A product may, sometimes, cease to qualify as a product of decision making if it is possessing a unique, authoritative and well-written review (Ziegele and Weber, 2015) Beyond that a number of research confirms the fact that negative assessments have greater influence over positive ones (Purnawirawan et al, 2015). indicating that personal judgement about a potentially product with negative value bares higher importance than any positive single rating.
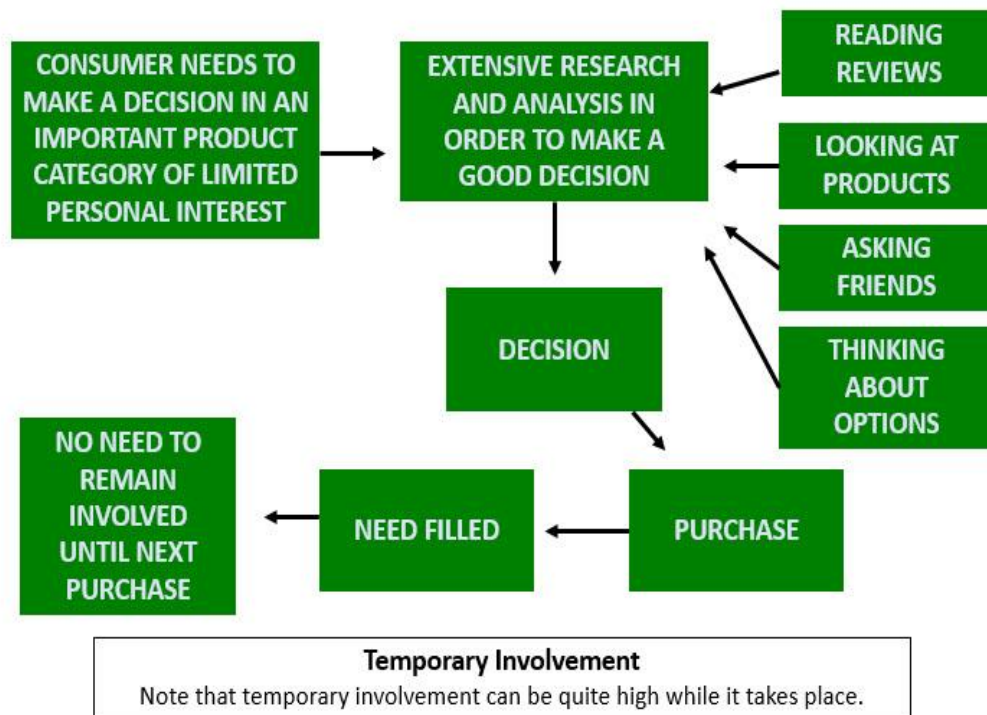
Figure 3.2. Information Search and Decision Making

Problem detection: A decision making pattern for consumers encompasses multiple stages. The primary stage of the process starts with problem detection - recognizing the fact that certain conditions differ from normal. For instance, perhaps a vehicle becomes more difficult to start and accelerates poorly. The next stage is to seek out relevant information - which alternative possibilities exist to solve it? You might consider purchasing a brand new or used car, repair existing car or using public transport or bicycle instead. Then third stage will be of determining the options. For instance, Bicycle option sounds cheap one, however, doesn't seem feasible for cold seasons. Eventually, it will be purchase stage which often is followed by a post purchase stage which is called after sale (e.g. guaranty or warranty). These stages do not always follow exact pattern in real life, customers in fact, are moving back and front among stages (consumerpsychologist.com).
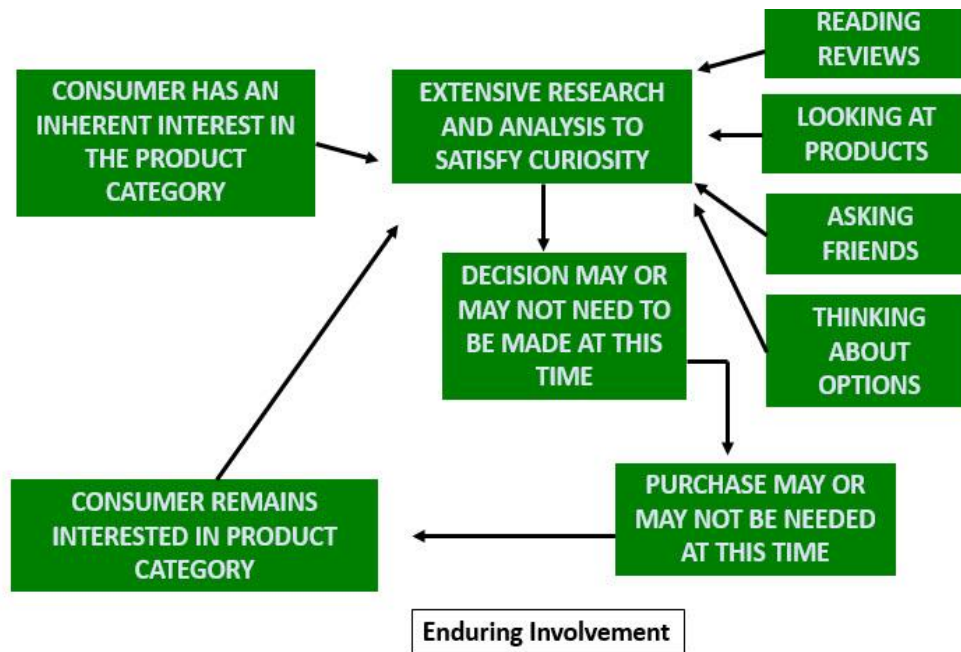
Figure 4.2 Enduring Involvement

Given that, Review Attitude arises during the latter step while Buying Intention happens during one step afterwards, there is a sequence between the two and some relationship exists between these variables. As a result, it is worthwhile to examine and combine the review attitude and purchase intention. Figure the correlation for these two dependent variables as below:

Review Attitude | Purchase Intention |
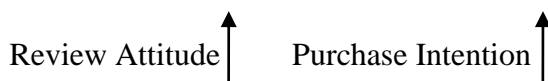
The related factors are the review attitude and the purchase intention. It is not yet known the impact of review attitude on purchase intention or the other way around. We know relatively few things concerning review attitudes. Comparable term that has been used with review attitude would be attitude regarding Advertisement. That is why the advertising attitude theory is used. Ads attitude means a choice to react to a particular advertisement either positively or negatively (Kaushal & Kumar, 2016). Comparable to the review attitude concept, in which the consumption reaction towards the Review is about the way the consumer finds the reflection information informative, beneficial, and valuable to himself/herself, among many other factors. Promotional attitude has been regarded as the primary informant of the brand attitude in a number of recent research studies, suggesting these two types of attributes

eventually shape purchase intents (Kaushal & Kumar, 2016). However, consumers who have favorable advertising mindset appear to hold greater purchase intention relative to others with negative mindsets (Hung et al., 2016). Together, such evidence implies and suggests marketers need to integrate with positive attitudes, that end up affecting purchase intentions. Owing to the scarcity regarding literature linking review attitude to purchase intention, anticipated findings on review attitude and purchase intention establish the association relationship of review attitude and purchase intention. Where review attitude has been positive Based on the theory that attitude influences purchase intention, we expect that review attitude will positively influence purchase intention.

2.7. Online Reviews Characteristics

2.7.1 Valence

The value of online reviews corresponds to the assessment orientation of comments regarding the Product purchasing experience. That is, the assessments of these stars reflect the level of the attitudes, representing the variation from the center of an attitude spectrum (Krosnick, et al., 1993).

Studies by Forman et al., (2008) indicates that while being confronted with a massive flow of information such as online consumer reviews, processing information would happen heuristically, meaning that, they will depend on the features of the resource or on pictorial review ratings as a convenient and efficient heuristic mean. Virtual customers more probably will pay attention to the value of reviews when encountering numerous reviews, being a significant measure indicating quality of product. (Chaiken and Maheswaran, 1994). Valence consideration would matter more when surfing reviews of expriemental and credential goods and services. Forman et al., (2008) observed evidence that mild valuations (approximately three stars) as compared to extreme ratings (one star/five stars) were seen less useful. Consequently, unilateral reviews are regarded by consumers as far preferable to those that are balanced and contain feedback on either positive or negative attributes.

In the majority of instances, Consumers tend to leave an Online-review, due to the fact one' s initial expectancy of a certain product has been simply either under- or overestimated (Bone, 1995). The criticism hence is generally either favorable or unfavorable (Chatterjee, 2001).

A positive feedback can result in a favorable outlook and the desire to buy (Sorensen and Rasmussen, 2004). The reverse can occur for information that is negative, which could turn into a negative Attitude and willingness to buy. A variety of researchers have studied valence and its impact on the Consumer buying behavior.

2.7.2 Recentness

Another independent variable that can be utilized to modify the online reviews is the time of the review being posted: the creation date or how recent is the review appeared (Gretzel et al., 2007). Identified by Cheung and Thadani (2012) recentness is considered to be a major element associated with the review. Recency falls under " youngest " and " old " postal dates. An investigation conducted into the type of reviews indicates recency as extremely important role and effective outcome for online trip reviews during the analysis of a journey record. 59.3% of those surveyed judged the creation date being at stake as critical when Assessing an online review (Gretzel et al., 2007). According to common sense, the consequences from online reviews can be that More recent online reviews might be seen more than earlier ones, due to the website Provide access to the newest online reviews first (Jin et al.,2014). Yet the precise correlation Between the newness and impact on customer decisions is ambiguous. A number of surveys exist that investigated in this regard, including Wu and Huberman (2007), concluded that remembrance and The recentness will be discontinued after a while.

2.7.3 Length

Finally, there is a factor that is important for the evaluation of online review content: the length: this is the sum of all of characters written in typescript (Chevalier and Mayzlin, 2004). Brief internet feedbacks are likely to contain lower amounts of Details vs. more lengthy reports online (Pan and Zhang, 2011). Compared to shorter reviews, longer ones provide much richer coverage that might be seen engaging

beyond the shorter online Reviews. In addition, lengthier ratings draw greater notice online since there is more promise for the consumer to retrieve the desired subject . The length of a review is thus determined as being of the most important messages that are likely to be heard among consumers when seeking goods (Järveläinen et al,

2013). As more and more detailed and relevant data are made available to the person taking the decision, this provides an incentive of the Confidence of the decision-maker (Tversky and Kahneman, 1974). Long Ratings seem much useful as opposed with more brief web reviews. Owing to the factual approach of using the Nature of the items searched, such comments could have a short form (Mudambi and Schuff, 2010). However, there is a difference of length with respect to search tangible goods and experience goods. The effect of length in tracing items enhances the possibility to perform better diagnoses compared to Experiential goods (Mudambi and Schuff, 2010). From Nelson (1970, 1974) indicates that long review is considered as more easy information on product quality while searching for goods before buying a particular product. The length has a correlation with the enthusiasm of the author of review (Chevalier and Mayzlin, 2004). You might perceive the length of online reviews to be stronger, since longer ratings are more likely to provide a wider scope of technical information which frequently includes additional facts on the respective product plus much more Details describing how the item was actually utilized (Mudambi and Schuff, 2010). In the light of this finding, it is believed the length of the online review affect the approach to desire and the willingness to buy.

3. RESEARCH MODEL AND HYPOTHESES

3.1. Conceptual Model
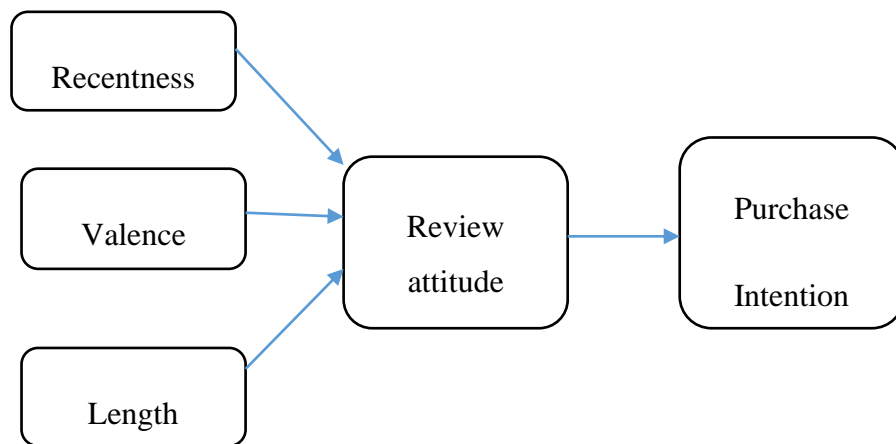
Figure 3.1: Research Path

3.2. Hypotheses

H1: The length in online reviews has significant effect on (a) review attitude and therefore also on (b) purchase intention.

H2: The valence of online reviews has significant effect on (a) review attitude and therefore also on (b) purchase intention.

H3: The recentness in online reviews has significant effect on (a) review attitude and therefore also on (b) purchase intention.

H4: Review attitude has significant effect on purchase intention.

4. RESEARCH METHODOLOGY

4.1. Research Design

This study applies quantitative research method. Using a printed version of survey questionnaire and then analyzing data by AMOS. Valence, length, recentness, review attitude and purchase intention are measured through survey questionnaire in which reviews are shown to respondents by random. Data then have been inverted in AMOS to evaluate validity, reliability and regression weight.

4.2. Procedure

The data has been collected from university students of Istanbul city in Turkey by a survey. First section participants are being asked to enter their personal information like Age, Gender, Education level, Occupation and Nationality. They have been assured regarding the purpose of study, what we aim to reach and how we will use their personal data in accordance with thesis. This section also included guidance concerning how to fill survey. It is important to mention that, due to the length of survey, it required intelligent and attractive design as well as clear instruction of how to fill it. Participants were being explained of reviews. First the respondents read one of the online reviews. And after that, the questions about the online review were exposed. Each respondent saw two conditions at random per questionnaire. A sample of online manipulated reviews can be seen in Figure 3.2. All manipulated reviews as well can be found in appendix 2.

Second section provides the main questionnaires for random manipulated reviews. Therefore, they have been shown 2 random reviews, and then were being asked to score questions based on their impression regarding manipulated reviews. The online reviews are made in the same design and style of the existing online review website tripadvisor.com.

1. Positive, recent, long

Can.K

Restaurant: Sea Taste (56 reviews)

Visit Date: June 2020

Restaurant is located 10 minutes from center and is accessible by both bus and metro. it offers sea food, soup and a range of salads .We stumbled upon this while making our way down from the Hagia Sophia to the Sea of Mamara. Fantastic find! We knew to order fish and the choices were extensive as were the methods of preparation. You will have a lot of choice from cold starters to main dishes, and if you are in doubt feel free to ask your server for a recommendation! Portions were generous and food was tasty. Friendly staff, well spoken in English. Would definitely recommend it. Loved this place, waiter could not have been more helpful, made suggestions, nothing was too much trouble. Food was great and reasonably priced (3-10 $). Extra thanks for separate non-smoking area on a second floor, very good for visiting by non-smokers and with children and has mazing view of Marmara sea from second floor.

Figure 4.1: Sample of Manipulated Online Review

4.2.1. Participants

The questionnaire has been distributed among university Students in Istanbul city. Current sample size consists of 195 students presenting Age range from 17 to 35 years old. (M= 26) Around 90 of which has been male participants that almost contributes to 46% of whole sample. Female participants were 105 individuals that is roughly 53% of sample size.

There has been no third sexuality among participants. Participation has been completely volunteer; they were being asked to engage just in case they really are enthusiastic to attend the survey.

Due to the importance of result accuracy, there has been absolute sensitivity to avoid any unintended participation. In addition, some participants have been appreciated with a small gift by a lottery selection.

4.3. Measure and Scales

Questions (1-3): Measuring the independent variable, valence, recentness and length.(Somohardjo, 2017).

Questions (4-15): Measuring the dependent variable: review attitude. Olney, Holbrook and Batra (1991).

Questions (16-19): Measuring the dependent variable, Purchase intention. The questions are measured at interval level on a seven-point Likert scale ranged from (1) very low (7) .very high. Wu, Hu and Wu (2010).

Questions (20-27) will be asked for background information. (Somohardjo, 2017)

All questions in the questionnaire are measured at interval level on a seven-point Likert scale.

4.4. Variables

The independent variables are divided in three review elements: valence, recentness and length. The reviews are manipulated on the following three points: valence (positive vs. negative), recentness(recent vs. old) and length (long vs. short). The variable recentness means how recent the online review is. A recent review is dated on May 2020. And an old review is dated on March 2017. The review length means how long the online review is. Long reviews have word count of 168 – 184 words and short reviews have a word count of 39 – 64 words. The dependent variables are review attitude and purchase intention inserted in the path analysis in AMOS with a multi group analysis. This resulted in a 2 x 2 x 2 design with 8 conditions, shown in table 1. All questions in the questionnaire are measured at interval level on a seven-point Likert scale.

4.4.1. Review attitude

The measure scale for the dependent variable review attitude is based on the study by Olney, Holbrook and Batra (1991). The measure scale measuring the dependent variable, review attitude (questions 4-15), are displayed in appendix 2. The measure scale consists 12 questions. The original measure scale was used to measure the attitude towards advertising. This study will use the measure scale for review attitude. The scale consists of three components: hedonism, (fun, pleasant, entertaining, enjoyable), interestingness (important, helpful, informative, useful), and utilitarianism (curious, boring, interesting) (Olney et al., 1991). The items of review attitude were measured with Cronbach's alpha in previous research done by Somohardjo (2017). In our study, we once more are measuring the items through convergence reliability measure. Table 4.1 demonstrates the conditions of 8 manipulated reviews, in which each variable has 2 conditions consisting a 2x2x2 matrix.

Table 4.1: 2x2x2 Design With 8 Conditions

Online review elements	
Valence Positive vs. negative	
Recentness Recent vs. old	
Length Long vs. short	
Conditions	
Positive – recent – long	Negative – recent – long
Positive – recent – short	Negative – recent – short
Positive – old – long	Negative – old – long
Positive – old – short	Negative – old – short

To test the effect of different levels of independent variables on the dependent variables a 2 x 2 x 2 factorial design will be used for this research. The three independent variables (valence, recentness, length) are all measured on two levels and this is referring to a 2 x 2 x 2 factorial design.

Tables 4.2 and 4.3 depicts questions of review attitude and purchase intention that is being adopted from different studies (Somohardjo, 2017, Olney, et al., 1991, Wu et al., 2010). Abbreviation of questions used in this study as well are shown in front of each items.

Table 4.2. Review Attitude Questions and Abbreviations

Question	Abb
Based on the review you just read, what is the best description? [pleasant]	RA1
Based on the review you just read, what is the best description? [fun to read]	RA2
Based on the review you just read, what is the best description? [entertaining]	RA3
Based on the review you just read, what is the best description? [enjoyable]	RA4
Based on the review you just read, what is the best description? [important]	RA5
Based on the review you just read, what is the best description? [informative]	RA6
Based on the review you just read, what is the best description? [helpful]	RA7
Based on the review you just read, what is the best description? [curious]	RA8
Based on the review you just read, what is the best description? [boring]	RA9
Based on the review you just read, what is the best description? [interesting]	RA10

Table 4.3. Purchase Intention Questions and Abbreviations

Question	Abb
My intention to purchase from this restaurant would be [low – high]	PI1
The likelihood that I would purchase from this restaurant is [low – high]	PI2
The probability that I would consider buying from this restaurant is [low – high]	PI3
My willingness to buy from this restaurant is [low – high]	PI4

4.5. Survey Design and Statistical Tools

In order to test the aforementioned hypotheses, a quantitative research methodology has been applied and data has been collected through a survey that explained above. Collected data then stored and converted to meaningful scores capable of interpretation.

First of all, statistics regarding Sample population were presented. Then data analysis phase has been divided to four section of, general statistics, validity and reliability test Utilizing Amos 20 and an Excel sheet that calculates validity and reliability based on Amos outputs, the discriminant and convergent validity has been evaluated. and then regression weight was estimated utilizing AMOS.

Composite Reliability as well has been given in line with validity and items inter correlations. The model goodness of fit then has been tested using CFA analysis in

Amos 20. For testing the hypothesis finally, regression weight using AMOS tool has been applied. however, the validity and reliability of questionnaire have been tested through prior research by Somohardjo (2017).

The design of the manipulated restaurant reviews is based on the most popular leisure review site tripadvisor.com Main reason to use the same design of trip advisor was to relate the online reviews closely to real online reviews. The manipulated restaurant reviews are based on an unknown restaurant, so the respondents can't have an attitude and opinion of the restaurant. With this unknown restaurant it is excluded that the effect of online reviews was influenced by earlier experiences with the restaurant.

5. DATA ANALYSIS

The analysis results consist of three sections:

- General Descriptive statistics of sample
- Validity/ reliability and model fit
- Testing hypothesis with regression analysis

5.1. General Descriptive Statistics of Sample

Table 5.1 Shows the sample population distribution by Gender, study level and age.

Table 5.1: Sample Population

Category	Percentage
Level of study	Bachelor: 65%
	Master: 31%
	Phd:4%
Age	18- 26 :82%
	27 -35 :18 %
Gender	Male: 46.5 %
	Female: 53.5%

Mean: Average of scores calculated by summing up all the scores dividing by N.

SE (Standard Error): Standard error is being used to denote the standard deviation of several statistical samples, including mean or median- SE = SD/ sq root of sample size- less standard error usually is interpreted as more data represent the actual mean, this item will decrease by sample size growing as a result of data getting closer to real population.

Median: indicator for middle of data set. Therefore, if set of data has odd amount, the median will be simply the middle number in data set (while ordering data from small to large), for even dataset, median will be average of two middle numbers.

Table 5.2: Basic Descriptive Statistics and Total Score

Variable	N	Min	Max	Mean	Std. Deviation
Purchase Intention	195	1.00	7.00	3.302	.931
Review Attitude	195	1.50	5.73	3.925	.699

Table 5.3: Conditions and Respondents

Conditions	Positive Long Recent	Positive Long Old	Positive Short Recent	Positive Short Old
Respondents	47	47	50	50
Conditions	Negative Long Recent	Negative Long Old	Negative Short Recent	`Negative Short Old
Respondents	50	50	48	48

Std. Deviation: a statistic representing the distribution of a set of data in relation to its average and is computed by square root of the variance.

Table 5.5 displays the Mean value and standard deviations for each items in questionnaire. The numbers are based on 1-7 grading. As can be seen, most of Mean values report amounts higher than mid-point that can be interpreted due to population

age (young population aged 17-35), education level (all academic degree students). In this study there will be no gender monopoly in regard to result interpretation.

Table 5.4: Basic Descriptive Statistics

ITEMS	Min	Max	Mean	Std. Deviation
RA1	1	7	4.00	1.051
RA2	1	7	4.25	1.181
RA3	1	7	4.89	1.069
RA4	1	7	4.33	1.012
RA5	1	7	5.22	.805
RA6	1	7	3.98	.819
RA7	1	7	4.41	.911
RA8	1	7	4.96	.940
RA9	1	7	5.26	1.040
RA10	1	7	4.11	1.034
PI1	1	7	5.38	1.189
PI2	1	7	4.54	1.194
PI3	1	7	5.19	1.031
PI4	1	7	5.30	.985

5.2. Reliability and Validity

Reliability can be assessed through Cronbach alpha coefficient or Composite Reliability (CR). Internal consistency is a broad concept commonly used to assess the reliability of a measure, based on assessment of the consistency in responses. It applies only to multi-item measuring instruments. In contrast, Cronbach (coefficient) Alfa, the most frequently applied tool for calculating internal consistency, is based on: I) one-dimensionality and II) elements have an equal connection with the construct, i.e. they are interchangeable.

In practice, therefore, Alpha presumes that the factor loads in all items are the same. The composite reliability (CR) does not presume so, however, it takes into account the variation in factor loads of the items. In the event that items I) are measuring the same construction, II) exhibit exactly the same factor loads, and III) are not subject to error variance, then composite reliability coefficient and alpha coefficient would be almost the exact amount or very similar. The larger the factor loading variation across the items, the greater the gap between the composite and Cronbach Alpha reliability values.

Current study applies CR measure to assess the reliability of our questionnaire. Assessment has been simplified by employing Amos plugins downloaded from" http://statwiki.kolobkreations.com "websites in which by importing correlations and standardized regression weight from Amos, it automatically calculates composite reliability (CR), Average Variance Extracted (AVE), maximum shared variance (MSV), square root of AVE -shown in bold in Table 5.5 - and inter correlations. Following tables will present Amos outputs for CFA model including Regression Weight, Standardized Regression Weight and Correlation for default model that contribute in measuring reliability, validity, inter construct correlation as well as model goodness of fit.

Prior research conducted by Somohardjo (2017) applies Cronbach Alpha coefficient to evaluate the reliability of survey in which maintained Alpha Coefficient of 0.922 for review attitude and for purchase intention items alpha of 0.951 has been sustained. Therefore, prior study had already sustained the reliability of survey. in our research, as can be seen in table 5.9, composite reliability coefficient for review attitude, indicates amount of 0.879 which based on study by Hair et al (2010) indicates reasonable amount to consider survey items reliable enough to measure the underlying factor (CR is bigger than 0.7). same can be applied for purchase intention items with CR of 0.933 that again sustain sufficient reliability to measure the purchase intention through 4 questions shown in appendix. Same table, as well indicates the numbers for validity of questionnaire.

Table 5.5: Validity, Reliability and Inter-Correlation

Factors	CR	AVE	MSV	Max R(H)	RA	PI
RA	.879	.675	.105	.647	**.455***	
PI	.933	.746	.214	.541	.148	**.556***

RA: Review Attitude, PI: Purchase Intention

*Square Root of AVE.

Validity thresholds:

- Convergent validity, AVE must be more than 0.5.
- Discriminant Validity: MSV must be below AVE value, and square root of AVE must be above inter-construct correlations shown in Table 5.9.
- Reliability Threshold: CR must be above 0.7. (Hair et al ,2010).
- -1 < Inter correlation < 1

Composite reliability is also well evidenced for all factors (> 0.7). AVE illustrate values above threshold, which corresponds in building convergent validity. With MSV values below AVE beside AVE square roots holding values higher than inter-construct values, the discriminant validity is also well evidenced. Results on Table 5.9 demonstrate that utilized survey illustrates acceptable validity and reliability to measure the review attitude and purchase intention.

5.3. Confirmatory Factor Analysis

For our purpose, we further conducted a confirmatory factor analysis (CFA) on items by importing our data in Amos version 20. CFA represents a statistically effective instrument for checking the factorial structure of a set of parameters. CFA is a technique with which a researcher can assess the hypothesis to figure out if there is a relationship between the observed variables and the fundamental latent constructs.

by running a CFA model, the assessment of the model's goodness-of-fit to data was proceed based on absolute fit indices of RMSEA, CFI, SRMR, GFI, AGFI and CMIN/df., based on study by Somohardjo (2017), the fit of CFA model has been

sustained through the chi-square test of exact fit (Chi-square is reactive towards even inconsiderable imperfections resulting from increasing sample size). Through a brief introduction to model fit indices we present our model fit results and compare it to original version. To fully understand the CFA analysis, a brief explanation of indices can be useful.

- The Chi-square ($\chi 2$) test measures the discrepancy of expected and monitored covariance matrices. A chi-square value approaching zero exhibits a minor deviation between the expected and the monitored covariance matrix. In addition, the likelihood level will have to be higher than 0.05 if the chi square value falls close to zero.

- Degrees of freedom (df) refers to the number of the freely variable values. Normally $\chi 2$/df below 2 is an indicator for a good model fit.

- The Comparative Fit Index (CFI) reflects the variance features in accordance with the sample size. The CFI range is about 0 to 1, with a superior value indicating a more accurate model fit. The accepted model fit is documented by a CFI value of 0.90 or higher (Hu and Bentler, 1999).

- The Root Mean Square Error of Approximation (RMSEA) is a description of the residuals of the model. The RMSEA values lie between 0 and 1, with a lower RMSEA value expressing a better model fit (Hu and Bentler, 1999).

- Standardized Root Mean Square Residual (SRMR) as an absolute measurement for fitting defined to be the standardized gap between the observable correlation and the forecasted relation. For model acceptance, the thresholds are RMSEA and SRMR values below 0.08 (Hu and Bentler, 1999, Marsh, Hau, and Wen, 2004).

- The Goodness of Fit Index (GFI) expresses the extent to which the hypothetical model matches the observed covariance matrix.

- The adjusted Goodness of Fit Index (AGFI) will adjust the GFI, which is affected by how many indexes each latent variable has. For AGFI and GFI the values close to 1.00 is well indicator for model fit (Byrne, 2010).

- The P-Close is a p-value to check null hypothesis of the population.

- The p-Value is helpful to assess the magnitude of outcome. It is a numerical value between 0 and 1 which is evaluated as described below: A p-value lower than significance level (usually ≤ 0.05) denotes solid anti-null hypothesis proof, meaning that you can refuse the null hypothesis. Table 5.6 shows CFA model fit indices.

Table 5.6: Model Fit Absolute Indices

Model fit Indices	Values
CMIN/df	1.154
RMSEA	0.068
SRMR	0.062
CFI	0.912
GFI	0.895
AGFI	0.894
P- Value	0.000
P- Close	0.000

Computation of degrees of freedom (Default model):

Number of distinct sample moments: 195

Number of distinct parameters to be estimated: 34

Degrees of freedom (195 - 34): 161

In previous article (2010) concerning the Model fit of survey, considered indices include P-Value, P-Close fit, CFI, RMSEA and CMIN/df. In this study, we consider CMIN, Baseline Comparisons and RMSEA model including SRMR. Based on the aforementioned explanations for each indices, both Baseline and RMSEA indices express good model fit.

Table 5.7: Model Fit Indices for Original Version

Model fit indices	GFI	AGFI	CMIN/df	RMSEA	CFI	P-Value	P-Close
	.997	.985	1.027	0.005	1.000	< 0.05	< 0.05

5.4. Testing Hypothesis by Path Analysis

Regression analysis is a trusted tool used to determine the variables that affect a given subject. The regression execution mechanism enables in-depth analysis of determining the most important factors, the factors that can be discarded, and the interactions between them. To properly comprehend regression weights, it seems necessary to fully recognize each of the concepts below.

- Dependent Variable: the key variable, which you are attempting to anticipate or interpret. In our study system, purchase intention and review attitude are dependent variables. Therefore, we have 2 dependent variables.

- Independent variable: the factors you assume will affect dependent ones, which in our case refers to valence, length and recentness.

The direct effect from variable to variable is explained by a path coefficient. It is assumed that this direct effect is a cause on another variable. These path coefficients are standardized coefficients, to compare the path coefficients the process of standardized coefficients is based on the standard deviations (Grace and Bollen, 2005). The variables have no precise meaning, therefore standardized estimates are chosen since these are easier to interpret. An advantage of standardized estimates is the fact that it is not hard to see which variable is more influential (Jackson et al., 2005).

Another advantage is the criterion of the relationship's importance: standardized coefficients greater than .8 is seen as large, .5 as a moderate relationship and less than .2 as small (Jackson et al., 2005). The standardized path coefficients are set in correlations terms, they represent the variations related with the relationships (Grace and Bollen, 2005). The path coefficients will be used to indicate the relationships between the variables in the path analysis.

figure 4.1 illustrates the path coefficients, and table 4.1 depicts regression weights which have been reached utilizing AMOS. Most important output of the table 4.1 is P- Value, shown by P, which expresses if our hypothesis are true. P value closer to zero is an indication of the hypothesis is true while P values closer to 1 indicates that null hypothesis is true. In current research null hypothesis will be as there will be no correlation between dependent and independent variables, therefore for H1, null

hypothesis will be that there is no correlation between valence and review attitude and as result between valence and purchase intention. Null hypothesis in regard to H2 will be that there is no correlation between length of review and review attitude and as result between length of review and purchase intention. eventually, null hypothesis concerning hypothesis H3 will be that there is no correlation between recentness of review and review attitude and as result between recentness of review and purchase intention. Significant P values are shown by *** in Table 5.8 which indicates numbers close to zero. As shown in table 5.8, P value for all items is significant which means that there is a correlation existed between all dependent and independent variables. These significant P values are supporting all the hypotheses from H1(a), H1(b), H2(a0. H2(b), H3(a), H3(b) and supports the correlation between Valence of reviews, Length of review and recentness of reviews with review attitude as mediator variable and therefore with purchase intention as dependent variable. The nature of correlation can be assessed through standardized coefficients shown in figure 5.1.

Table 5.8: Regression Weights

			Estimate	S.E.	C.R.	P
Review attitude	<---	Valence	.854	.012	17.252	***
Review attitude	<---	Recentness	.961	.063	13.746	***
Review attitude	<---	Length	1.025	.025	4.265	***
Purchase intention	<---	Valence	1.785	.089	21.369	***
Purchase intention	<---	Recentness	1.457	.014	9.124	`***
Purchase intention	<---	Length	.988	.031	15.362	***
Purchase intention	<---	Review attitude	.846	.042	20.498	***

*** P < 0.05

Direct impact between variables can be seen from coefficients that have been shown in figure below as a brief of path analysis results. assessing the standardized coefficients shows that highest impact belongs to valence on purchase intention with Co. of (0.59), the positive sign of coefficient illustrates positive correlation between variables and significant number of 0.59 based on Grace and Bollen study (2005) demonstrated medium positive relationship between valence and purchase intention. Second great correlation can be observed between review attitude with coefficient of (0.42) that demonstrates positive medium relation between review attitude and purchase intention which support the study of Somohardjo (2017). Effect of valence of review on review attitude with coefficient of 0.35 same demonstrates positive medium correlation between 2 variables. Meaning that positive review will promote both review attitude and increases intentions to purchase whilst negative reviews will demote review attitude and decreases purchase intention .the result supports the study of Somohardjo (2017)that also demonstrates positive medium correlation between valence of review with both review attitude and purchase intention. This pattern can be observed for recentness of review with both review attitude (coefficient of 0.29) and purchase intention (coefficient of 0.33) in which positive medium relationship between variables is sustained, meaning that a late review can promote review attitude more and can increase purchase intention .this result matches with findings of Jin et al (2014) that expresses most recent reviews have greater effect on purchase intention of clients while does not support the study of Somohardjo (2017)which indicates the late review can decrease purchase intention.
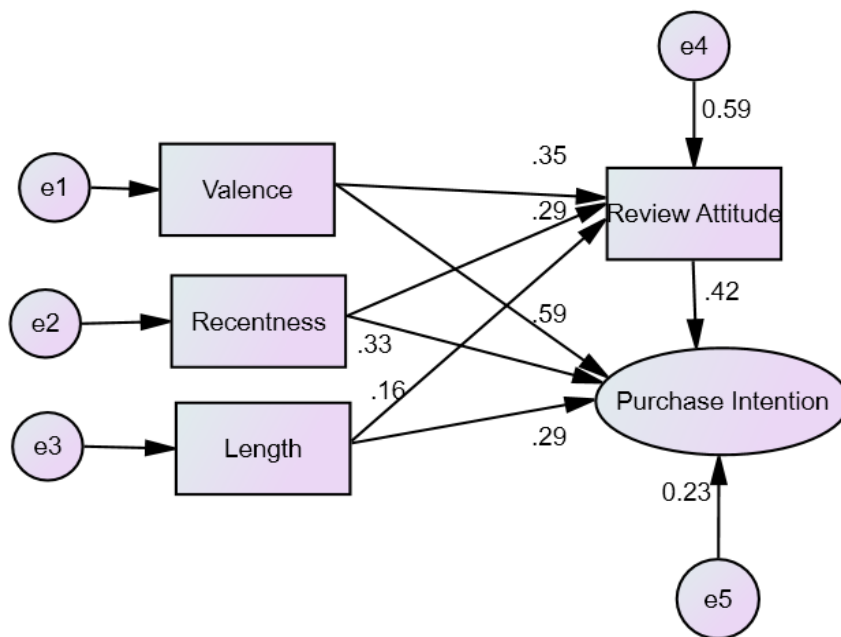
Figure 5.1: Standardized Coefficients and Brief of Path Analysis

Whilst old reviews decrease purchase intention and review attitude. Effect of length of review on review attitude is small (coefficient of 0.19) but positive while length has medium and positive effect on purchase intention (coefficient of 0.29) which demonstrates that longer reviews can increase review attitude and purchase intention though the effect is small in case of review attitude. As can be seen in table 4.1 except the length of review and review attitude where effect is positive and small, in all other cases positive medium correlation among variables can be sustained. Our findings does not quite match with Somohardjo (2017)study, though, Somohardjo (2017) shows positive small correlation between length with review attitude and purchase intention, but results weren't supported due to insignificant p values.

6. DISCUSSION

6.1. Findings and Reasoning

In order to analyze hypothesis, both outputs from table 4.1 in combination with figure 4.1 will be taken into account. Unstandardized coefficients (Beta=B) together with P- Values are extracted from table 4.1 besides standardized coefficients from figure 4.1.

H1: The valence of online reviews has a positive effect on (a) review attitude and therefore also on (b) purchase intention: both hypothesis are supported by P value of 0.000 while the valence of review shows positive medium impact on review attitude (Coefficient of 0.35 and B: 0.854) and positive medium impact on purchase intention (Coefficient of 0.59 and B: 1.875). Positive information can lead to a positive attitude and purchase intention (Sorensen & Rasmussen, 2004). And the opposite for negative information, this can lead to a negative attitude and purchase intention. This finding is in accordance with study conducted by Somohardjo (2017). Huang and Chen (2006) indicates that negative reviews reduces credibility and truth worthiness of an advertise. Skowronski's and Carlston's (1987) in their study indicate the importance of negativity effect, meaning that negative information are more memorable than positive ones. Continuing the negativity effect, negative offline WOM has a stronger effect on brand attitude and purchase intention in contrast to positive WOM (Arndt, 1967). Somohardjo (2017) as well indicates the valence of online review has effect on review attitude and purchase intention. Meaning that negative reviews decrease review attitude and results in lower intention for buying specific products while positive ones have positive effects on that.

H2: The length in online reviews has a positive effect on (a) review attitude and therefore also on (b) purchase intention: both hypothesis are supported by P value of

0.000 while the length of review shows positive small impact on review attitude (Coefficient of 0.16 and B: 1.025) and positive medium impact on purchase intention (Coefficient of 0.29 and B: 0.988). It is likely there is less useful information in shorter online reviews than longer ones (Pan & Zhang, 2011). Lengthier reviews online provide more detailed insight into the product and are likely to be considered more convincing than shorter reviews. In added to this, longer reviews posted online draw much more eyeballs due to the fact that more consumers feel hopeful about of finding whatever substance they are seeking in longer online reviews. Thus, length is typically among the key signals utilized by consumers searching for products (Järveläinen et al, 2013). The greater the amount of relevant content available to the person making the decision, the greater the impact on the decision maker's trust of the decision maker (Tversky & Kahneman, 1974). The effect of length for search goods increases the diagnosticity more in comparison with experience goods (Mudambi & Schuff, 2010). According to Nelson (1970, 1974), it is more easy to gather information on the product quality for search goods before purchasing a certain product. However, This finding is not in accordance with study conducted by Somohardjo (2017) which can be due to respondents and chosen market of Turkish clients which seem to not be fan of long reviews posted on internet and are more leaning on traditional WOM.

H3: The recentness in online reviews has a positive effect on (a) review attitude and therefore also on (b) purchase intention: both hypothesis are supported by P value of 0.000 while the recentness of review shows positive medium impact on review attitude (Coefficient of 0.29 and B: 0.961) as well as positive medium impact on purchase intention (Coefficient of 0.33 and B: 1.457). Cheung and Thadani (2012) identified recentness as one of the important factors that are associated with the response. Wisdom says that the impact of the most recent online reviews may be bigger than old online reviews because of the up-to-date information of most recent online reviews (Jin et al., 2014). Wu and Huberman (2007), they found that memory and newness will expire after some time. Another study suggests that consumers consider old reviews more helpful than expected (Pan & Zhang, 2011). Because a positive correlation was found between the perceived helpfulness of a product review and the passed time since the review was posted. Recent research says that

participants prefer recent reviews over old reviews (Jin et al., 2014). It was assumed in this context that the effect of recent online reviews is bigger compared with old online reviews. This is based on logic and experience. Since recent information is more credible and usable for consumers.

However the result of current study did not support the previous research, it is not either in accordance with study conducted by Somohardjo (2017). Though the data for this study have been collected during Covid-19 pandemic where restaurants were closed and author expected that consumers will not necessarily mind the date of reviews, the results present that recentness of review has effect on review attitude and purchase intention of Turkish customers for experience goods.

H4: : review attitude has significant effect on purchase intention.: Review attitude also shows positive medium correlation with purchase intention with standardized coefficient of 0.42 and Beta for 0.846, and with the significant P value of 0.000 H4 is supported declaring that review attitude acts as moderator variable and has impact on purchase intention. Attitude refers to one's cognitive and affective orientations with respect to some stimulus object or behavior (Fishbein & Ajzen 1975). Thus, attitude towards the review is defined as the reviewer's overall evaluation of the information in the review (Wang and Mgmt, 2014). The findings are as well supporting study of Somohardjo (2017) for experience goods. Outcome of the research indicates Turkish consumers attitude towards the reviews are influencing their intentions for eating in specific restaurants.

6.2. Research Limitations and Recommendations

Current study applies unique method of data collection that has been adopted from Somohardjo (2017) study. Designing such survey demands absolute academic assistance from universities and academic staff and normally students will face more difficulty in case the research is not financially supported. Therefore, utilizing professional software and tools to design online survey and play it by random to

participants was not feasible which resulted in printing version of survey to be distributed randomly.

Most obvious limitation of printed version in the era of Covid-19 pandemic, has been lack of enough participants, particularly that social distancing measures and rules are preventing people of getting closer to each other.

Another limitation of study, has been due to lack of sufficient resources, mainly because of the fact that other resources have analyzed online reviews from different perspectives and the underlying tested factor in current study has rarely been investigated through prior researches.

As tourism industry have been seriously affected by Covid pandemic, the results of such study could be heavily impacted by pandemic as it changed the lifestyles for a while. It is recommended that same variables will be investigated hopefully in near future when the curfews are lifted and people are back to their normal life styles. The results of future study can be compared with current one to realize if there has been differences resulted by pandemic and in fact, how online reviews in tourism industry has been impacted by curfews.

Another recommendation particularly regarding Turkish market will be to investigate same variables for search goods and make a comparison between these two categories of products, as the limitation of this study is the focus on one product category: experience products (experience products vs. search products).

The results show that the elements pleasantness, informative, helpfulness and usefulness scored the highest score for review attitude. This implies that these elements have a positive review attitude and finally a positive purchase intention as a result. The marketing area of marketing section of review websites could add some buttons for review writers to focus on these elements in order to create a positive attitude towards a review (pleasant, informative, helpful and useful). Nevertheless, it is not yet known how consumers will want to see these four elements reflected in online reviews. Suggestions include clear opinion summary buttons, an online review summary, images or videos. Future research could explore how consumers want to see these four elements again want as tools in an online review. With an optimal review setting as a result.

The selection for three inspection characteristics is a small selection from all existing inspection characteristics, three variables are a small set. This small set is a limitation for this study. Further research could investigate more review characteristics examine characteristics to generalize the results of the effect of total online reviews (e.g. reviewer characteristics and purchase involvement).

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ELECTRONIC SOURCES

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APPENDICES

Appendix A: Survey Questionnaire

Appendix B: Manipulated Reviews

Appendix C: Ethical Approval Form

Appendix A: Survey Questionnaire

Questionnaire

Introduction:

I would first like to thank you for your interest in this research. For my master thesis at the Istanbul Aydin University, I am doing research on the effect of online reviews. Altogether you will see two different online reviews. After every online review, some questions will follow. Try to replace yourself in the following situation: you are looking for a suitable hamburger restaurant and during the search you read several online reviews. Do not think too long about the answer, it is about your first impression and your personal opinion. Wrong answers do not exist. It will be handled reliably with your data. The questionnaire will take about 5-7 minutes of your time.

Sincerely,

Hafsa

Questions

1. This review is

Negative		1	2	3	4	5	6	7	Positive

2. This review is

Old		1	2	3	4	5	6	7	Recent

3. This review is

Long		1	2	3	4	5	6	7	Short

4. Based on the review you just read, what is the best description for this review?

Unpleasant		1	2	3	4	5	6	7	Pleasant

5.

| Not fun to read | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Fun to read |

6.

| Not entertaining | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Entertaining |

7.

| Not enjoyable | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Enjoyable |

8.

| Unimportant | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Important |

9.

| Uninformative | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Informative |

10.

| Not helpful | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Helpful |

11.

| Makes me not curious | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Makes me curious |

12.

| Boring | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Nice |

13.

| Not interesting | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Interesting |

14.

| Doesn't have my attention | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Does have my attention. |

15.

| Not useful | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Useful |

16. My intention to purchase from this restaurant would be.

Very low   1   2   3   4   5   6   7   Very high

17. The likelihood that I would purchase from this restaurant is.

Very low   1   2   3   4   5   6   7   Very high

18. The probability that I would consider buying from this restaurant is.

Very low   1   2   3   4   5   6   7   Very high

19. My willingness to buy from this restaurant is.

Very low   1   2   3   4   5   6   7   Very high

20. How many times on average do you visit a restaurant in a month?

21. How often do you read online reviews before visiting a restaurant?

Never   1   2   3   4   5   6   7   Always

22. When reading an online review about a restaurant, this is because

□ I am not familiar with that restaurant

□ I am curious what other people's experiences are with that restaurant

□ The restaurant is expensive

□ I want to know if the restaurant is the same as my expectations

□ Other...:

23. The reviews on restaurants determine my decision when I eventually pick a restaurant to eat.

Strongly disagree   1   2   3   4   5   6   7   Strongly agree

24. The reviews about the restaurant make me confident when I'm picking a restaurant online

Strongly disagree   1   2   3   4   5   6   7   Strongly agree

25. What is your gender?

○ Male ○ Female

26. What is your age?

27. What is your highest level of education?

○ Under high school ○High School ○bachelor ○ Master ○ PhD ○ Post-doctoral

Appendix B: Manipulated Reviews

1. Positive, recent, long

 Can.K

Restaurant: Sea Taste (56 reviews)

Visit Date: June 2020

Restaurant is located 10 minutes from center and is accessible by both bus and metro. it offers sea food, soup and a range of salads . We stumbled upon this while making our way down from the Hagia Sophia to the Sea of Mamara. Fantastic find! We knew to order fish and the choices were extensive as were the methods of preparation. You will have a lot of choice from cold starters to main dishes, and if you are in doubt feel free to ask your server for a recommendation! Portions were generous and food was tasty. Friendly staff, well spoken in English. Would definitely recommend it. Loved this place, waiter could not have been more helpful, made suggestions, nothing was too much trouble. Food was great and reasonably priced (3-10 $). Extra thanks for separate non-smoking area on a second floor, very good for visiting by non-smokers and with children and has mazing view of Marmara sea from second floor.

2. Positive, old, long

Can.K

Restaurant: Sea Taste (56 reviews)

Visit Date: March 2017

Restaurant is located 10 minutes from center and is accessible by both bus and metro. it offers sea food, soup and a range of salads .We stumbled upon this while making our way down from the Hagia Sophia to the Sea of Mamara. Fantastic find! We knew to order fish and the choices were extensive as were the methods of preparation. You will have a lot of choice from cold starters to main dishes, and if you are in doubt feel free to ask your server for a recommendation! Portions were generous and food was tasty. Friendly staff, well spoken in English. Would definitely recommend it. Loved this place, waiter could not have been more helpful, made suggestions, nothing was too much trouble. Food was great and reasonably priced (3-10 $). Extra thanks for separate non-smoking area on a second floor, very good for visiting by non-smokers and with children and has mazing view of Marmara sea from second floor.

3. Positive, recent, short

Can.K

Restaurant: Sea Taste (56 reviews)

Visit Date: June 2020

Restaurant is located 10 minutes from center and is accessible by both bus and metro. it offers sea food, soup and a range of salads. the choices were extensive as were the methods of preparation. waiter could not have been more helpful, made suggestions, nothing was too much trouble. Food was great and reasonably priced (3-10 $). Extra thanks for separate non-smoking area on a second floor, very good for visiting by non-smokers and with children and has mazing view of Marmara sea from second floor.

4. Positive, old, short

Can.K

Restaurant: Sea Taste (56 reviews)

Visit Date: March 2017

Restaurant is located 10 minutes from center and is accessible by both bus and metro. it offers sea food, soup and a range of salads. the choices were extensive as were the methods of preparation. waiter could not have been more helpful, made suggestions, nothing was too much trouble. Food was great and reasonably priced (3-10 $). Extra thanks for separate non-smoking area on a second floor, very good for visiting by non-smokers and with children and has mazing view of Marmara sea from second floor.

5. Negative, recent, long

Evren Akpinar

Restaurant: Sea Chief (6 reviews)

Visit Date: June 2020

The menu has no certain specialty, four kinds of salad similar the one to each other with no main difference. They serve appetizers (cold and hot dishes) like French fries, potato-salad, crispy fish, mushrooms, and typical main dishes you will find in every where. They also have deserts but we didn't even ordered and I can't say anything on this. You can choose on drinking wine, rocky, beer or sodas. I don't think that any of the dishes made in the real-time...the temperature of the food was good but I am sure they used microwave oven. The quality was just ok and the taste was good but nothing unusual, special or exciting. The quantity on each dish was unpleasantly moderate. We had a Mojito which was made without lime and mint but with lemons and syrup. Will never go there again. We ordered spaghetti and the plate was semi full and the response we got by the staff was that "at least you liked the taste".

6. Negative, old, long

Evren Akpinar

Restaurant: Sea Chief (6 reviews)

Visit Date: March 2017

The menu has no certain specialty, four kinds of salad similar the one to each other with no main difference. They serve appetizers (cold and hot dishes) like French fries, potato-salad, crispy fish, mushrooms, and typical main dishes you will find in every where. They also have deserts but we didn't even ordered and I can't say anything on this. You can choose on drinking wine, rocky, beer or sodas. I don't think that any of the dishes made in the real-time.the temperature of the food was good but I am sure they used microwave oven. The quality was just ok and the taste was good but nothing unusual, special or exciting. The quantity on each dish was unpleasantly moderate. We had a Mojito which was made without lime and mint but with lemons and syrup. Will never go there again. We ordered spaghetti and the plate was semi full and the response we got by the staff was that "at least you liked the taste".

7. Negative, recent, short

Evren Akpinar

Restaurant: Sea Chief (6 reviews)

Visit Date: June 2020

We decided to go to this restaurant as we wanted to eat sea food and we read for this place. The cuisine had nothing to be proud of. The variety of "tastes" was not enough to choose only from them, the starters quantity was small and the main dishes were expensive and lacking of creativity. (no more meat with fried potatoes please!). The personnel was far too arrogant and inattentive to the needs of the customers.

8. Negative, old, short

Evren Akpinar

Restaurant: Sea Chief (6 reviews)

Visit Date: March 2017

We decided to go to this restaurant as we wanted to eat sea food and we read for this place. The cuisine had nothing to be proud of. The variety of "tastes" was not enough to choose only from them, the starters quantity was small and the main dishes were expensive and lacking of creativity. (no more meat with fried potatoes please!). The personnel was far too arrogant and inattentive to the needs of the customers.

Appendix C: Ethical Approval Form

T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ
Lisansüstü Eğitim Enstitüsü Müdürlüğü

Sayı   : E-88083623-020-2876
Konu   : Etik Onayı Hk.

Sayın Hafsa ELMELLAKH

Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 22.12.2020 tarihli ve 2020/11 sayılı kararıyla uygun bulunmuştur.
Bilgilerinize rica ederim.

Dr.Öğr.Üyesi Alper FİDAN
Müdür Yardımcısı

RESUME

⬥ EDUCATION

- **2019-2020** : Master in business administration at Istanbul aydin university-Turkey , option : Business administration MBA student

- **2015-2018** : Bachelor at ESMA- MOROCCO , for management and applied information technology ,option : Business administration .

- **2014-2015 :** Bacalaureate at High school Al Bachir school in Marrakech-Morocco . Option :physical science .

⬥ PROFESSIONAL EXPERIENCES

- **September 2019 :** «Employee and masters student 'evening class' » currently work

  DRS Tekstil (Istanbul –Turkey)

  - •Sales representative , Online sales
  - •Customer Satisfaction
  - •Responsible about SAV « post-sale customer service »

- **APRIL- August 2019:** «Employee and masters student 'evening class ' »

  - •Digital marketing , « SEO »
  VERA clinic (ISTANBUL - TURKEY)
  AHREFS experience
  Website traffic statistics
  Blogging

- **JUNE-JULY2018:** « Intership at Al omrane company ' real estate' »

  Al omrane (Marrakech-Morocco)

  - •Cash management ;
  - •Accounting management , program SAP .

- **August 2017** : « Internship at company of alimention distribution »

  AGHJDAM (Marrakech-Morocco)
  - •Export alimention products ;
  - •Accounting , program SAGE100c ;
  - •Marketing department

- **SEPTEMBER 2016**: «INTERNSHIP at Bank in morocco »

  CIH BANK Marrakech (Marrakech-Morocco)
  - •Notion of some operations : Transfer , installment ;
  - •Fill a bank check ;
  - •Diference between a professional and personal account .

⬥ COMPETENCIES

- Excel
- SAGE 100c
- Powerpoint
- SAP
- Word
- Notion of HTML

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⬥ LANGUES

ENGLISH 〉〉〉〉〉〉〉〉〉〉
FRENCH 〉〉〉〉〉〉〉〉〉〉
TURKISH 〉〉〉〉〉〉 〉〉
ARABIC 〉〉〉〉〉〉〉〉