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Impact of reviews in e-commerce platforms on customer behavior: A case study of the Arab market

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Abstract

The study investigates the impact of electronic reviews (e-reviews) on consumer purchasing behavior in Arab markets, considering the moderating role of customer characteristics. It is based on a sample of 490 participants from seven countries, including Bahrain, Egypt, Jordan, Kuwait, Qatar, Saudi Arabia, and the UAE, with equal weighting for each market in the second quarter of 2024. The study uses a comprehensive questionnaire based on a 5-point Likert scale and analyzes data using descriptive and inferential statistics, including ANOVA and hierarchical regression. The study found a significant positive correlation between e-reviews and online purchasing behavior. The results highlight the importance of demographic characteristics in moderating the relationship between e-reviews and consumer behavior. The findings suggest that younger consumers, females, and those with higher educational levels tend to place greater importance on e-reviews when making purchasing decisions. The study provides implications for marketers and researchers in future studies.

Keywords: Arab markets, Demographic characteristics consumers, Electronic reviews, E-reviews, Online purchasing behavior.

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1. Introduction

A revolutionary change in customer behavior has been seen in the e-commerce scene [1]. Passive consumption has given way to active and informed consumption [2] which is one of the most noticeable shifts in contemporary consumer behavior; Customers may now reach a massive audience of other buyers who share their views and experiences with products and services thanks to the Internet [1, 2]. Consumers now have more ways than ever to learn about products thanks to the

proliferation of e-reviews and comments, and they can even share their own consumption-related wisdom with the world through electronic word of mouth or e-WOM [3]. Central to this transformation is the role of electronic reviews (E-reviews), which have become increasingly influential in shaping purchase decisions. The Arab world, with its burgeoning e-commerce landscape, offers a unique context to study the impact of e-reviews. While research on Western consumers is abundant (e.g. [4-8]) understanding the nuances of this influence in Arab cultures is essential.

Under social media, many consumers have turned to these platforms to obtain information about products and different brands due to the ease of accessing information electronically [9]. Consumers perceive content created by other consumers about products or brands as honest and genuine compared to the information provided by brands themselves [10]. The Organization for Economic Cooperation and Development (OECD) defines user-generated content as content that reflects a certain amount of creative effort and is created by consumers [11]. E-reviews are the predominant form of user-generated content [12]. User-generated content on the internet has become a valuable source of information because it lacks commercial bias and can be considered informal advice among consumers [13]. This content is important in enhancing brand strength because it is based on consumer experiences and feelings while using products [14]. Consumers try to make sense of e-reviews, and thus, the interpretation of e-reviews creates a perception of products in the minds of consumers, affecting their purchasing behavior [15].

E-reviews are a powerful tool in shaping consumer purchasing behavior. With technological advancements and the widespread use of the internet, e-reviews have become an essential part of the consumer decision-making process. This type of review provides evaluations and opinions about products and services, helping consumers make informed decisions [16]. When it comes to online buying, customers are more likely to rely on reviews to learn about products than on the official information offered by sellers. Reviews are written by customers who have already bought the product through online shopping websites [17]. Concurrently, there is a growing tendency for customers to post about their purchasing experiences on social media platforms [18]. In response to these trends, a large number of studies [18-20] have investigated the effects of e-reviews on purchasing behavior. Strong evidence of the impact and valence of e-reviews on purchase behavior has been produced by these studies. Lackermair, et al. [19] for example, showed that consumers can find a lot of information from reviews and ratings. In a similar vein, by examining the impacts of review source and product type, Bae and Lee [21] determined that reviews from online communities are the most reputable sources for customers seeking knowledge on established products. Reviews, being reflections of user viewpoints and experiences with a product, are more readily accepted by other consumers, hence facilitating their decision-making process [22].

E-reviews influence purchasing behavior in several ways. First, they enhance trust in products and services. When customers read favorable feedback from other users, their faith in the product grows, making them more likely to purchase it [23]. Second, e-reviews offer detailed and personalized information about the user experience, which can be more impactful than traditional advertising. Studies indicate that E-reviews can significantly boost product sales, especially when these reviews are reliable and detailed [24]. So, negative reviews can lead to the avoidance of a product. When consumers read negative experiences from other users, it can significantly affect their purchasing decisions, driving them to seek alternative options [25]. Transparency and credibility in e-reviews are key factors in their influence on consumers.

The study sought to test the impact of e-reviews on the purchasing behavior of Arab consumers in seven countries while clarifying the moderating role of consumer characteristics in this impact. This is done through four sections in addition to the current section (introduction), which includes "literary review," "study design," "data analysis and hypothesis test," and "conclusion and recommendation".

2. Literature Review

E-reviews, also known as online consumer reviews, play a crucial role in consumer decision-making processes. They provide firsthand information about products and services, offering insights into product quality, functionality, and overall customer satisfaction [16]. These reviews are perceived by consumers as credible sources of information due to their authenticity and user-generated nature. Dellarocas [23] and Lin and Xu [26] indicated that positive reviews have an impact on purchasing behavior. Similarly, Orth [27] pointed out that consumers' susceptibility to others' opinions influences their choice of beverages. Wen, et al. [28] found that the impact of negative reviews on the intention to book hotel rooms outweighs the effect of brand familiarity and perceived price. Kuan, et al. [29] discovered a positive effect of the informational content of reviews on purchase intentions on e-commerce websites. Furthermore, Wang, et al. [30] confirmed that communication with others on social media influences purchasing decisions due to the desire to conform to others, and this interaction also increases consumer attachment to the product. Additionally, Zhu and Zhang [24] found that positive reviews significantly increase product sales, while negative reviews can reduce purchase intention; Mudambi and Schuff [22] concluded that reviews offering detailed personal experiences are more influential on purchasing decisions than traditional advertisements; and Lackermair, et al. [19] emphasized that reviews and ratings are a crucial source of information and significantly influence purchase intentions.

A substantial body of research consistently demonstrates a significant relationship between e-reviews and consumer purchasing decisions [3, 31, 32]. Across various product categories and e-commerce platforms, studies reveal that consumers actively seek and rely on e-reviews before making purchases [3, 33]. This reliance stems from the perceived credibility of peer-to-peer recommendations, often considered more trustworthy than traditional marketing messages. Yaylı and Bayram [3]. Yaylı and Bayram [3] study, focusing on electronic goods, underscores the significant influence of eWOM on purchasing decisions. The study highlights that review characteristics, such as consistency and recency, are more influential than demographic factors of the reviewer [3]. Similarly, another study found that e-reviews significantly influence consumer purchase decisions in e-commerce platforms, with factors such as credibility, valence, volume, and reviewer characteristics

playing crucial roles [31]. Consumers perceive e-reviews as credible tools to mitigate uncertainty in their purchase decisions [31]. On the other hand, a research conducted by Ikhsan, et al. [32] discovered that whereas online customer reviews have a considerable impact on purchase choices, online customer ratings do not have a significant impact [Ikhsan, et al. [32]. This suggests that the qualitative aspects of reviews carry more weight than quantitative ratings alone.

The causal impact of e-reviews on purchasing behavior has been empirically established in several studies [3]. These studies indicate that e-reviews not only influence the decision to purchase but also affect the specific product chosen by consumers [3]. This suggests that e-reviews play a crucial role in shaping consumer preferences and ultimately driving sales. The impact of e-reviews is further strengthened by the increasing accessibility of the internet and the proliferation of e-commerce platforms, making e-reviews readily available to a wider range of consumers. The ease of access and the perceived authenticity of e-reviews contribute to their considerable influence on purchasing decisions. However, it's important to acknowledge that the impact of e-reviews can vary depending on factors such as the product category, the e-commerce platform, and the specific characteristics of the reviews themselves. Further research is needed to fully understand these nuances.

Customer characteristics, including demographics, prior experiences, and psychological factors, can mediate how e-reviews impact purchasing behavior. Several studies have explored these mediating effects and noted that younger consumers might place more trust in e-reviews compared to older demographics, who may rely on different sources of information. Park and Lee [25] highlighted that consumers with prior experience with a product category or brand may interpret e-reviews differently. Positive reviews might reinforce their decision to purchase, while negative reviews could deter them unless countered by other positive factors. Wang and Wang [34] indicated that consumers high in risk aversion, for example, might be more influenced by negative reviews.

The impact of e-reviews on purchasing behavior is not solely determined by the reviews themselves. Numerous studies highlight the crucial mediating role of customer characteristics [31, 33, 35]. These characteristics influence how consumers perceive, interpret, and utilize e-reviews in their decision-making processes. Elwalda, et al. [33] study introduces a Perceived Derived Attributes (PDA) model to explain the effects of online customer reviews on customer trust and purchase intentions. The model incorporates perceived control from the Theory of Planned Behaviour and the Technology Acceptance Model, demonstrating that perceived usefulness and ease of use significantly influence customer trust and purchase intentions [33]. Furthermore, perceived enjoyment from reading reviews positively impacts online shopping intentions and trust in e-vendors [33]. Perceived control, however, shows a less direct impact on trust for those who infrequently read reviews [33]. Trust in e-vendors, in turn, significantly influences online shopping intentions [33].

Another study explores the mediating role of review helpfulness, customer trust, and brand attitude in the relationship between positive eWOM and purchase intention [35]. The findings indicate that positive eWOM significantly influences review helpfulness, which positively impacts customer trust and brand attitude [35]. Both customer trust and brand attitude, then, strongly influence purchase intention [35]. This emphasizes the indirect effect of eWOM on purchasing behavior, mediated by consumer perceptions and attitudes. Similarly, research by Krishna Roy, Ujjwal Kanti Paul, Saurabh Tiwari, and Arunava Mookherjee identifies eight latent constructs related to eWOM that influence purchase intention [36]. These constructs include perceived persuasion, information quality, image aesthetics, ease of experience, eWOM credibility, usefulness, and adoption [36]. The study highlights that the impact of these constructs on purchase intention varies between commodities and services [36] indicating the importance of considering product type when analyzing the influence of e-reviews.

Customer trust emerges as a consistent mediating factor across various studies [37, 38]. The level of trust consumers place in e-reviews and e-vendors significantly influences their purchasing decisions [38]. A study by Mahmud, et al. [38] finds that trust fully mediates the relationship between eWOM and customers' buying intention [38]. This suggests that the effectiveness of eWOM is heavily contingent on the level of trust consumers hold. In another study examining the influence of e-WOM information on purchasing decisions, customer satisfaction acts as a critical mediator [37]. The dimensions of e-WOM information (quality, quantity, credibility) positively impact customer satisfaction, which, in turn, positively influences purchasing decisions [37]. This highlights the importance of building trust and satisfaction through reliable and engaging e-reviews.

Furthermore, the perceived credibility of reviewers directly impacts both continuance and purchase intentions, particularly in fashion e-commerce [39]. Gratifications sought from reviews (advice, convenience, entertainment, information) significantly influence attitudes toward reviews and subsequent purchasing behavior [39]. However, product risk moderates the relationship between gratifications and perceived credibility, suggesting that higher perceived risk can negatively affect consumer decision-making [39]. This highlights the interaction between customer characteristics (risk perception) and review characteristics (credibility, gratifications) in shaping purchasing behavior.

Beyond trust and satisfaction, other customer characteristics also play mediating roles. These include brand attitude [35] perceived risk [40] perceived usefulness [40] and use intention [40]. These mediating variables highlight the complex interplay between e-reviews and purchasing decisions, influenced by individual consumer perceptions, attitudes, and risk tolerance. The impact of e-reviews is not a simple direct effect but rather a nuanced process shaped by a range of customer characteristics.

With the advent of social media, many consumers have turned to these platforms to obtain information about products and different brands due to the ease of accessing information electronically [9]. The Organization for Economic Cooperation and Development (OECD) defines user-generated content as content that reflects a certain amount of creative effort and is created by consumers [11]. E-reviews are the predominant form of user-generated content [12].

Electronic word of mouth (eWOM) plays a significant role in shaping customers' purchasing intentions. The study by Mahmud, et al. [38] highlights that eWOM directly influences customers' buying decisions. This influence is so strong that even without the mediating role of trust, eWOM can significantly impact purchasing behavior. However, when trust is introduced as a mediator, the direct relationship between eWOM and buying intention weakens, indicating a full mediation effect. This suggests that while eWOM is a powerful tool, its effectiveness can be enhanced or diminished by the level of trust customers have in the information provided.

The perceived derived attributes of online customer reviews (OCRs) also significantly affect purchasing behavior. According to Elwalda, et al. [33], attributes such as perceived usefulness, ease of use, and enjoyment of OCRs enhance customer trust and intention to purchase. The study introduces the Perceived Derived Attributes (PDA) model, which combines elements from the Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM). This model demonstrates that the sense of control customers feel when engaging with Online Customer Reviews (OCRs) positively influences their purchasing intentions and trust in e-vendors. This is particularly true for customers who frequently consult OCRs before making a purchase decision.

One key gap identified in the literature is the need for further exploration of how specific customer demographic and behavioral characteristics shape the impact of electronic reviews (e-reviews) on purchasing decisions. Several studies have highlighted the importance of customer characteristics in this context, but the findings are often fragmented or limited in scope. For example, a study by Mishra [41] found that review accuracy significantly impacts online purchase intention among Nepalese consumers, while review valence and review relevance did not have significant effects. This suggests that Nepalese consumers may place a higher value on the accuracy of reviews rather than the overall valence or relevance, highlighting the potential mediating role of cultural or regional factors. Similarly, Zhou [42] found that the type and quality of e-reviews significantly affect Chinese consumers' purchase intentions, with negative reviews having a greater impact than positive ones. However, the study also noted that consumer characteristics such as age, gender, and familiarity with online shopping may influence how reviews are perceived and acted upon, indicating a need for further research in this area.

The work of Tamimi and Sebastianelli [43] provides additional insights, demonstrating that customer demographics (age, gender) and online behaviors (frequency of online purchasing, use of e-reviews) significantly impact the importance placed on various e-tail attributes, such as security, delivery, and customer support. This suggests that customer characteristics may mediate the relationship between perceptions of e-tailing quality (based on e-reviews) and purchasing decisions. Similarly, the study by Mo, et al. [44] highlights the potential moderating role of product type (search vs. experience goods) in the relationship between e-reviews and consumer purchasing behavior. The authors found that positive reviews had a significant positive effect on purchasing behavior for experience goods, while moderate and negative reviews did not significantly impact behavior in the context studied. This suggests that the type of product being reviewed may shape the influence of e-reviews on consumer decision-making.

Additionally, the research by Zhang, et al. [45] emphasizes the importance of understanding consumer psychology and risk perception in online shopping contexts. Their findings indicate that risk perception can moderate the relationship between e-reviews (both neutral and negative) and purchasing behavior, with higher risk perception amplifying the impact of reviews on consumer decisions.

To understand the influence of e-reviews on consumer behavior, it is essential to explore three theoretical frameworks: social proof theory, attribute theory, and social learning theory. Each of these theories offers unique insights into how individuals interpret and respond to information presented in e-reviews, thereby affecting their purchasing decisions.

Social Proof Theory, as articulated by psychologist Robert Cialdini, posits that individuals often look to the behavior of others to determine the correct way to act in ambiguous situations. This concept is particularly relevant in the context of e-reviews, where potential buyers may be uncertain about the quality of a product. In such instances, they tend to rely on the opinions and experiences of others to guide their own purchasing decisions. E-reviews serve as a form of social proof; when consumers observe a significant number of positive reviews for a product, they may infer that the product is of high quality and therefore worthy of purchase. Conversely, a predominance of negative reviews may dissuade potential buyers, as they may perceive the product as undesirable based on the collective experience of previous customers. The dynamics of social proof can be further illustrated through various practices in e-commerce, such as displaying ratings, testimonials, and user-generated content, which collectively foster a sense of trust and credibility around products and brands [46].

Attribution Theory focuses on how individuals interpret events and behaviors, specifically regarding the perceived causes of successes and failures. In the context of e-reviews, consumers often engage in attribution processes when evaluating products based on the reviews they encounter. For example, if a consumer reads a negative review, they may attribute the reviewer's experience to specific factors such as product quality, seller reliability, or even personal biases of the reviewer. This attribution process influences how consumers perceive the credibility of the review and their likelihood of making a purchase. For instance, if a review indicates that a product failed due to a defect, consumers may attribute this failure to the manufacturer's lack of quality control. On the other hand, if a consumer perceives a review as overly critical without justifiable reasons, they may dismiss it as an isolated incident or an emotional response rather than a reflection of the product's quality. This process highlights how consumers engage in cognitive evaluations that can ultimately affect their purchase intentions [47].

Social Learning Theory, developed by Albert Bandura, emphasizes the role of observational learning and modeling in behavior acquisition. In the realm of e-reviews, consumers not only read reviews but also learn from the experiences of others. This theory suggests that when consumers see others expressing satisfaction with a product through positive reviews, they may be more inclined to emulate that behavior by purchasing the product themselves. The concept of vicarious reinforcement plays a crucial role here; when consumers observe that others are rewarded (in terms of satisfaction or

fulfillment) for their purchases, they are likely to internalize these outcomes, leading to the development of positive attitudes toward the product. Conversely, if they observe negative outcomes, such as dissatisfaction expressed in reviews, they may choose to avoid that product [48].

When examining e-review through the lenses of these three theories, it becomes apparent that they are interrelated yet distinct in their applications: (1) Social Proof Theory emphasizes the collective behavior of consumers and the influence of majority opinions on individual decision-making processes. It underscores the importance of social validation in shaping perceptions of product value. (2) Attribution Theory delves deeper into the cognitive processes consumers engage in while interpreting reviews. It highlights how consumers assign causes to the experiences shared in reviews and how these attributions affect their overall trust in the product. (3) Social Learning Theory illustrates the process of learning through observation, suggesting that consumer behavior is significantly shaped by the experiences and feedback from others. It complements Social Proof Theory by providing an understanding of how individuals internalize these experiences to inform their own purchasing decisions.

E-reviews can be comprehensively understood by integrating insights from social proof theory, attribute theory, and social learning theory. These frameworks collectively elucidate how consumers navigate the complexities of online information, shaping their purchase intentions and behaviors accordingly. Each theory contributes a unique perspective, emphasizing the multifaceted nature of consumer decision-making in the digital marketplace.

While many studies on e-reviews and purchasing behavior exist, research specifically focusing on Arab markets is limited. However, several studies offer valuable insights into the cultural context of online shopping and its implications for e-review influence [49-51]. A study in Egypt reveals that cultural factors such as distrust and collectivism significantly impact online purchasing behavior [50]. This suggests that the perceived credibility and influence of e-reviews might be modulated by cultural norms and societal trust levels. In collectivist cultures, social influence plays a more significant role in shaping purchasing decisions [51]. This implies that e-reviews, particularly those from trusted sources within the social network, may hold greater sway in Arab markets than in individualistic cultures.

The study by Ramzy and Eldahan [50] highlights the gap between internet accessibility and actual e-commerce usage in Egypt, emphasizing cultural barriers [50]. Addressing these cultural nuances is crucial for understanding the role of e-reviews in the Arab context. Furthermore, the consistency between the textual content of e-reviews and their associated ratings significantly affects their perceived helpfulness [52]. This implies that Arab consumers, like others, value authenticity and transparency in e-reviews. Therefore, marketing strategies should focus on building trust and ensuring that reviews reflect the actual product experience accurately. The cultural context is crucial because it shapes the way consumers perceive and interpret information, including e-reviews. Further research is needed to fully understand how cultural factors interact with other customer characteristics to influence the impact of e-reviews on purchasing decisions in Arab markets.

According to Ibrahim [31] As e-commerce expands and online shopping gains popularity, customers increasingly depend on the opinions and experiences of others conveyed via E-reviews prior to making their choices. Alghamdi, et al. [53] assert that positive e-WOM significantly enhances e-review helpfulness. The helpfulness of e-reviews favorably and considerably influences consumers' faith in electronic word-of-mouth and brand perception. According to Hussein and Atwah [54] social media characteristics are impacting the customer purchasing process too; While the provided studies do not directly address the Arab markets, the findings can be extrapolated to suggest that customer characteristics, mediate the impact of e-reviews on purchasing behavior.

3. Study Design

3.1. Study Problem

The proliferation of e-commerce websites has significantly shaped consumer behavior, particularly with the widespread adoption of online shopping. The global volume of e-commerce transactions surged notably in recent years, further accelerated by the COVID-19 pandemic. By 2020, the number of online shoppers worldwide reached approximately 1.5 billion, reflecting a 7% increase from the previous year [55]. Concurrently, the share of online shopping as a proportion of total retail sales globally saw a significant rise of 17% during the same period [56].

In the Arab world, the e-commerce sector experienced robust growth, expanding by 46.6% in 2020 compared to 2019. Despite these advancements, the utilization of e-reviews has emerged as a critical determinant influencing consumer purchasing decisions in e-commerce settings. Before making a purchase on e-commerce platforms, consumers routinely consult e-reviews as a crucial factor in their decision-making process. Post-purchase, consumers often contribute user-generated content, which serves as an invaluable source of information due to its perceived lack of commercial bias and its role as informal advice among peers [13, 14]. This user-generated content plays a pivotal role in enhancing brand perception by reflecting authentic consumer experiences and sentiments during product usage [14].

However, the interpretation and assimilation of e-reviews vary among consumers, thereby shaping their perceptions of products and ultimately influencing their purchasing behavior. To this end, this study seeks to investigate the mediating role of customer characteristics in the relationship between e-reviews and purchasing behavior in the Arab market. Specifically, it aims to explore how individual customer attributes such as age, gender and educational moderate the impact of e-reviews on consumer purchasing decisions. By elucidating these dynamics, the research endeavors to provide deeper insights into how user-generated e-review influences consumer behavior in the burgeoning e-commerce landscape of the Arab market.

3.2. Study Gaps

The Arab world has experienced robust growth in e-commerce, with the sector expanding by 46.6% in 2020 compared to the previous year [55]. This growth has been accelerated by the COVID-19 pandemic, which forced many consumers to

shift to online shopping. However, the reliance on e-reviews in the Arab world differs from global trends. For instance, while the global volume of e-commerce transactions surged during the pandemic, the role of e-reviews in shaping consumer behavior appears to be more pronounced in the Arab world due to cultural and demographic factors [53, 55].

The rapid growth of e-commerce in the Arab world has brought significant attention to the role of electronic reviews (e-reviews) in shaping consumer behavior. While e-reviews are a global phenomenon, their impact and interpretation often vary across cultural and regional contexts. The study explores how Arab customers and their use of e-reviews differ from those in other markets, focusing on cultural, demographic, and behavioral factors.

E-reviews have become a critical determinant of consumer purchasing decisions in the Arab world. Studies indicate that Arab consumers increasingly rely on e-reviews as a trusted source of information when making online purchases [14]. This reliance is partly due to the perceived authenticity and lack of commercial bias in user-generated content [13]. For instance, a study investigating the impact of e-reviews on consumer behavior in seven Arab countries—Bahrain, Egypt, Jordan, Kuwait, Qatar, Saudi Arabia, and the UAE—found a significant positive correlation between e-reviews and online purchasing behavior [53]. The study also highlighted the moderating role of demographic characteristics, such as age, gender, and education, in shaping the influence of e-reviews. Younger consumers, females, and those with higher educational levels were found to place greater emphasis on e-reviews when making purchasing decisions [53].

Cultural factors play a significant role in how Arab consumers interpret and respond to e-reviews. In collectivist societies, such as those in the Arab world, social influence and peer recommendations carry substantial weight [57]. This contrasts with individualist cultures, where personal preferences and independent decision-making are more prevalent. For example, Arab consumers often view e-reviews as a form of informal advice from peers, which aligns with the collectivist nature of Arab societies [14]. This cultural tendency may explain why e-reviews have a stronger impact on purchasing behavior in Arab markets compared to more individualist markets like the United States or Western Europe.

Demographic characteristics further differentiate Arab consumers from those in other markets. Research indicates that younger consumers and females in the Arab world are more likely to rely on e-reviews when making purchasing decisions [53]. This trend contrasts with findings from Western markets, where age and gender differences in e-review usage are less pronounced [58]. Additionally, higher educational levels in the Arab world are associated with greater reliance on e-reviews, suggesting that education enhances consumers' ability to critically evaluate online information.

Trust is a critical factor in the effectiveness of e-reviews, and Arab consumers tend to place a higher value on authenticity and transparency in user-generated content. This contrasts with markets where consumers may be more skeptical of online reviews due to concerns about fake or manipulated content [58]. In the Arab world, e-reviews are often perceived as a reliable source of information because they reflect genuine consumer experiences [14]. This trust in e-reviews is further reinforced by the collectivist nature of Arab societies, where peer recommendations are highly valued.

Based on the literature review; the study formulating the questions, along with the study problem, in the following way:

Q1: What is the impact of electronic reviews (e-reviews) on consumer purchasing behavior in Arab markets?

Q2: How do demographic characteristics such as age, gender, and educational level moderate the relationship between e-reviews and consumer purchasing behavior?

Q3: How do consumers interpret and assimilate e-reviews when making purchasing decisions in e-commerce settings?

Q4: How has the rapid growth of e-commerce in the Arab world influenced consumer reliance on e-reviews?

Q5: What role did the COVID-19 pandemic play in accelerating the adoption of online shopping and the reliance on e-reviews in the Arab market?

The first and second are the main questions that can be answered through the survey, while the third-to-fifth questions can be answered through the analysis of the questionnaire results in addition to the theoretical framework of previous studies.

3.3. Study Variables

A survey questionnaire was used as the primary tool for the study to explore the relationship between e-reviews and consumer behavior in Arab markets. Table 1 presents the study variables and the sources referenced in their preparation.

Table 1.
Study variables.

Variable name		Symbol	Previous studies
Independent variable	E-review	E. review	Chu and Kim [59]; Sun, et al. [60]; Zhou [42] and Filieri and McLeay [61]
Dependent variable	purchasing behavior	P. Behavi	Schiffman and Wisenblit [62] and Cheung and Thadani [63]
Mediating variable	Gender Age Education	Gender Age Education	Hernández, et al. [64] and Fekete-Farkas, et al. [65]

According to Table 1, the survey consists of three sections designed to measure the study variables: E-reviews and consumer behavior. The questionnaire items 1-7 were designed to assess the construct of E-reviews, whereas items 8-15 were developed to measure the construct of consumer behavior, in addition to demographic characteristics (see Appendix A).

3.4. Study Population and Sample

The research population comprises a broad segment of consumers across various Arab markets, including Egypt, the UAE, Saudi Arabia, Qatar, Kuwait, Jordan, and Bahrain. A total of 490 surveys were distributed via Google Forms using paid advertisements through X (formerly Twitter) and Facebook, aiming to achieve equal participation from all targeted countries, with the goal of obtaining 70 responses from each country. These countries were carefully selected to ensure a wide and comprehensive representation of consumer opinions across different Arab markets. Table 2 illustrates the distribution of the study sample based on demographic characteristics.

Table 2.
Sample based on demographic.

Market	Gender		Education				Age		
	Male	Female	diploma	Bachelor's	MBA	PhD	Age 24 years or below	Between 24 and 45 years	Age 45 years or above
Bahrain	20	50	12	22	25	11	15	30	25
Egypt	30	40	12	38	12	8	15	35	20
Jordan	25	45	12	25	22	11	10	38	22
Kuwait	30	40	15	30	15	10	15	35	20
Qatar	40	30	28	20	15	7	10	40	20
Saudi Arabia	35	35	15	25	20	10	20	30	20
UAE	25	45	10	30	20	10	12	40	18

Figures 1 to 3 illustrate the structure of participants in the study sample based on gender, education, and age.

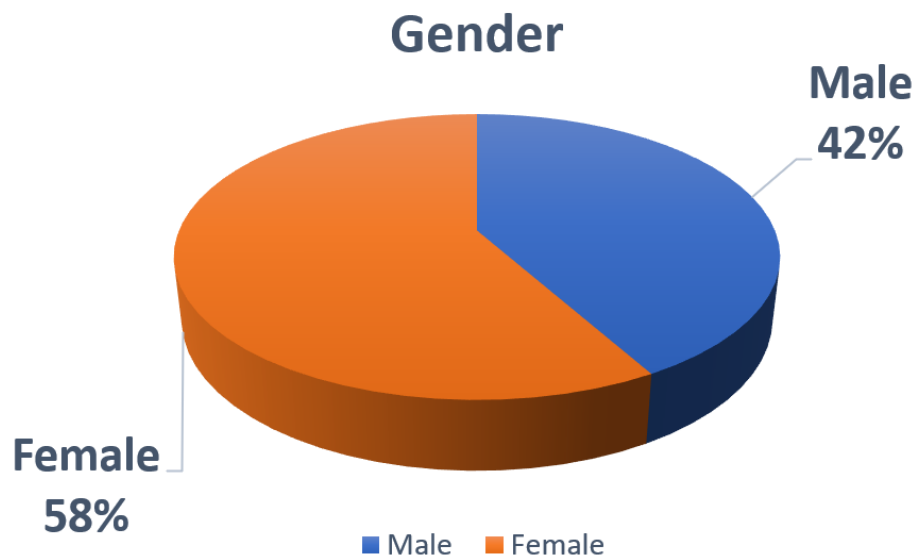


Figure 1.
Structure of the study sample according to gender.

According to Figure 1, the structure of the study sample based on education includes 58% females versus 42% males. The study can explain this by the social characteristics in the Arab markets, as women have a greater interest in using the Internet, social media platforms, and e-commerce sites.

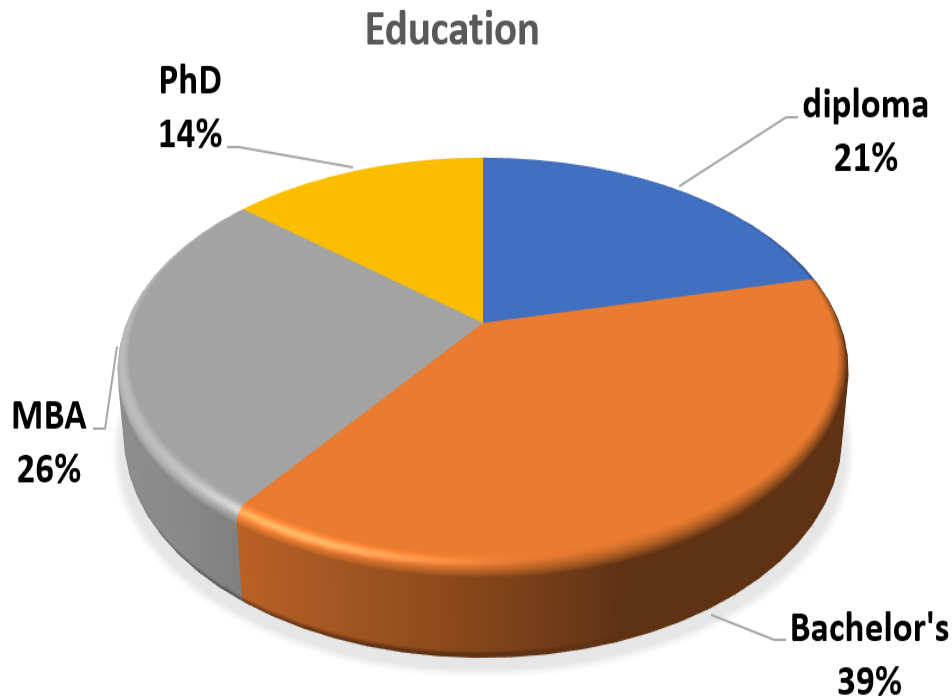


Figure 2.
Structure of the study sample according to education.

According to [Figure 2](#), the structure of the study sample by gender includes 21% diploma holders, 39% bachelor's degree holders, 26% MBA holders, and 14% PhD holders.

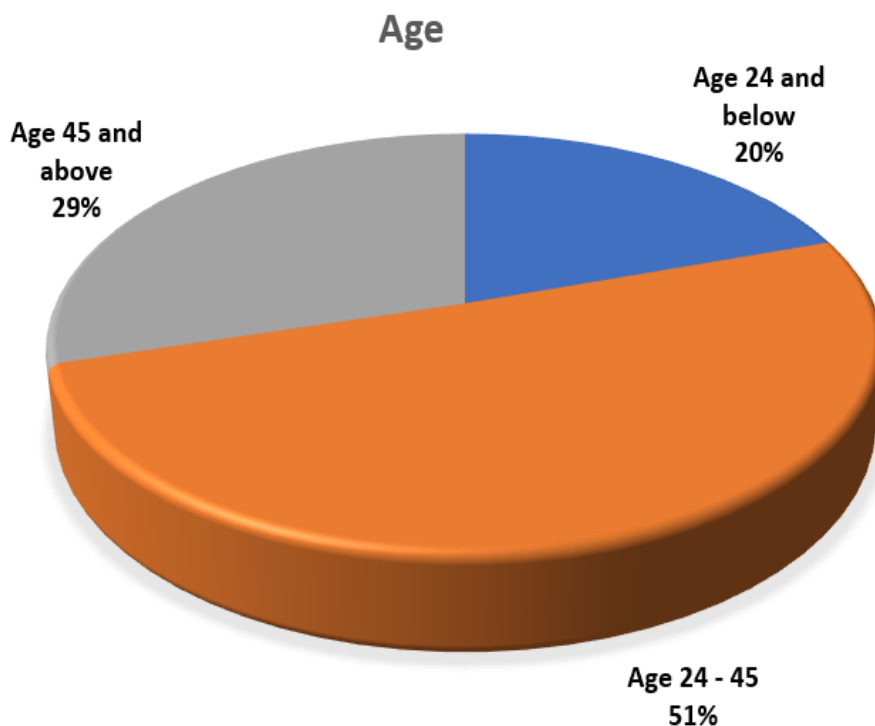


Figure 3.
Structure of the study sample according to age.

According to [Figure 3](#), the structure of the study sample by age includes 29% who are 24 years old and below, 51% who are between 24 and 45 years old, and 20% who are 45 years old and above.

4. Data Analysis and Hypothesis Test

4.1. Reliability Statistics

The surveys received had a Cronbach's alpha coefficient of 0.8077. Thus, this study identified markers of the consistency of the outcomes of the statistical tests.

4.2. Description Analysis

4.2.1. E-Reviews

Table 3 presents the descriptive statistics of E-Reviews. This table displays the values of the mean, standard deviation, and coefficient of variation.

Table 3.

Descriptive statistics of E- review.

No.	Statement	Mean	Std. deviation	Coefficient of variation
Q1	E-reviews are a crucial resource for understanding product quality.	3.053435	0.925652	0.303150969
Q2	I typically read e-reviews before making a purchasing decision.	3.346056	0.864457	0.258351165
Q3	I rely on customer ratings when purchasing products online.	3.274809	0.869437	0.265492282
Q4	I am more likely to make a purchase if a product has received positive feedback online.	3.005089	1.035086	0.3444443
Q5	I am less likely to make a purchase if a product has received negative feedback online.	3.554707	1.735783	0.488305512
Q6	Reading online product reviews boosts my confidence in making purchasing decisions	3.096692	0.950732	0.307015474
Q7	E-reviews play a major role in shaping my purchasing choices.	3.264631	0.839823	0.25724885
D1	E- review	3.68048	0.45135	0.122633461

Source: Statistical Package for the Social Sciences output.

According to **Table 3**, the participants agreed on the E-reviews at a rate of 87.74%. The agreement was highest for "E-reviews play a major role in shaping my purchasing choices," but lowest for "I am less likely to make a purchase if a product has received negative feedback online."

4.2.2. Purchasing Behavior

Table 4 presents the descriptive statistics of purchasing behavior. This table displays values of the mean, standard deviation, and coefficient of variation.

Table 4.

Descriptive statistics of purchasing behavior.

No.	Statement: Purchasing behaviour	Mean	Std. deviation	Coefficient of variation
Q8	Online shopping is my preferred way to shop	3.928753	0.903515	0.229975
Q9	I use e-reviews and ratings to learn more about products or services before I buy them.	3.961832	0.85181	0.215004
Q10	I compare positive and negative e-reviews for products or services I'm considering purchasing.	4.022901	0.760629	0.189075
Q11	I carefully compare brands and their reputations based on e-reviews before making a purchase	4.071247	0.703499	0.172797
Q12	I am more likely to purchase products that have positive reviews	3.946565	0.89767	0.227456
Q13	I am very satisfied with my online shopping experience	4.050891	0.733635	0.181105
Q14	I usually leave feedback or reviews after making a purchase	3.898219	0.917418	0.235343
Q15	I write positive reviews when I am satisfied with the product, and I make sure my reviews are honest and fair	3.997455	0.819092	0.204903
D2	Purchasing behaviour	4.069975	0.608875	0.149602

According to **Table 4**, the participants agreed on the purchasing behavior at a rate of 85.04%. The agreement was highest for "I carefully compare brands and their reputations based on e-reviews before making a purchase," but lowest for "I usually leave feedback or reviews after making a purchase."

4.3. A Comparative Exam of Purchasing Behavior According to the Country

The study used analysis of variance (ANOVA) to test the following hypotheses.

H_1 : There is no significant difference in purchasing behavior between Arab markets.

According to **Table 5**, the value of the F-coefficient was 0.492, which is insignificant at the 10% level compared to the standard value.

Table 5.

Output ANOVA for Purchase behavior according to the country.

ANOVA					
Purchase behavior	Sum of squares	df	Mean square	F	Sig.
Between groups	1.441	6	0.240	0.492	0.815
Within groups	235.857	483	0.488		
Total	237.298	489			

Source: Statistical Package for the Social Sciences output.

Table 5 indicates that the country has no significant effect on purchase behavior; Table 10 shows the results of the ANOVA test for the according gender on purchase behavior. Thus, the null hypothesis can be accepted. So, there is no significant difference in purchasing behaviour between Arab markets.

4.4. A Comparative Exam of E-Reviews According to the Country

The study used analysis of variance (ANOVA) to test the following hypotheses.

H_2 : There is no significant difference in e-reviews between Arab markets.

According to Table 6, the value of the F-coefficient was 36.449, which is significant at the 1% level compared to the standard value.

Table 6.

Output ANOVA for e-review according to the country.

ANOVA					
E reviews	Sum of squares	df	Mean square	F	Sig.
Between groups	60.246	6	10.041	36.449	<0.001
Within groups	133.058	483	0.275		
Total	193.305	489			

Source: Statistical Package for the Social Sciences output.

Table 6 indicates that the country has a significant impact on e-reviews. Thus, the null hypothesis can be rejected, and the alternative hypothesis can be accepted. Therefore, there is a significant difference in e-reviews between Arab markets.

4.5. A Comparative Exam of Purchase Behavior According to Gender

The study used analysis of variance (ANOVA) to test the following hypotheses.

H_3 : There is no significant difference between Arab markets in purchase behavior according to gender.

According to Table 7, the value of the F-coefficient was 458.913, which is significant at the 1% level compared to the standard value.

Table 7.

Output ANOVA for purchase behavior according to gender.

ANOVA					
Purchase behavior	Sum of squares	df	Mean square	F	Sig.
Between groups	115.004	1	115.004	458.913	<0.001
Within groups	122.294	488	0.251		
Total	237.298	489			

Source: Statistical Package for the Social Sciences output.

Table 7 indicates that gender has a significant impact on purchase behavior. Thus, the null hypothesis can be rejected and the alternative hypothesis can be accepted. So, there is significant difference between Arab markets in purchase behavior according to gender.

4.6. A Comparative Exam of Purchase Behavior According to Age

The study used analysis of variance (ANOVA) to test the following hypotheses.

H_4 : There is no significant difference between Arab markets in purchase behavior according to age.

According to Table 8, the value of the F-coefficient was 317.546, which is significant at the 1% level compared to the standard value.

Table 8.

Output ANOVA for purchase behavior according to age.

ANOVA					
Purchase behavior	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	98.033	3	32.678	114.037	<0.001
Within Groups	139.265	486	0.287		
Total	237.298	489			

Source: Statistical Package for the Social Sciences output.

Table 8 indicate that the Age has a significant impact on Purchase behavior. Thus, the null hypothesis can be rejected and the alternative hypothesis can be accepted. So, there is significant difference between Arab markets in purchase behavior according to age.

4.7. A Comparative Exam of Purchase Behavior According to Education

The study used analysis of variance (ANOVA) to test the following hypotheses.

H₅: There is no significant difference between Arab markets in purchase behavior according to education.

According to Table 9, the value of the F-coefficient was 114.037, which is significant at the 1% level compared to the standard value.

Table 8 indicates that education has a significant effect on purchase behavior. Thus, the null hypothesis can be rejected and the alternative hypothesis can be accepted. So, there is significant difference between Arab markets in purchase behavior according to education.

4.8. Examining The Mediating Role of Customer Characteristics in the Relationship Between E-Reviews and Purchasing Behavior

The study used hierarchical regression analysis to test the following hypotheses.

H₆: There is no significant impact of e-reviews on purchasing behaviour under the mediating role of customer characteristics in Arab markets.

The outputs of the inferential analysis appear in Tables (9), (10), and (11). Table 5 illustrates the stages of introducing the study variables. In the first stage, the independent variable (e-reviews) and the dependent variable (purchasing behavior) were introduced. In the second stage, the mediating variable (demographic characteristics) was incorporated.

Table 9.

Stages of hierarchical regression analysis.

Model summary				
Model	R	R square	Adjusted R square	Std. error of the estimate
1	0.299 ^a	0.090	0.088	0.6653480
2	0.858 ^b	0.736	0.734	0.3594429

Note: a. Predictors: (Constant), e reviews.

b. Predictors: (Constant), e reviews, education, age, gender.

Table 9 shows that the explanatory power of the impact of e-reviews on purchasing behavior was 8.8%. After adding the demographic characteristics as a mediating variable, the explanatory power of the model increased to 73.4%. This significant improvement in explanatory power highlights the importance of considering demographic characteristics in analyzing the impact of e-reviews on purchasing behavior, thereby enhancing the model's accuracy and providing a more comprehensive view of the various effects.

Table 10.

Significance of hierarchical regression model variables.

Coefficients					
Model		Unstandardized coefficients		Standardized coefficients	Sig.
		B	Std. error	Beta	
1	(Constant)	5.334	0.209		25.554
	E reviews	0.332	0.048	0.299	6.931
2	(Constant)	4.895	0.155		31.605
	E reviews	0.072	0.027	0.065	2.660
	Gender	0.429	0.042	0.304	10.228
	Age	-0.430	0.028	-0.448	-15.476
	Education	0.186	0.020	0.265	9.419

Note: a. Dependent Variable: purchase behavior

Source: Statistical Package for the Social Sciences output.

Table 10 shows a positive correlation between e-reviews and online purchasing behavior. When controlling for demographic variables, it was found that females are more likely to be influenced by E-reviews compared to males. Furthermore, the results indicated an inverse relationship between age and purchasing behavior, where younger individuals tend to rely more on e-reviews when making purchasing decisions. As for the educational level, the results showed a positive relationship, suggesting that individuals with higher educational levels tend to place greater importance on e-reviews.

On the other hand, Table 11 shows that the one-way analysis of variance (ANOVA) output for e-reviews on consumer purchasing behavior is mediated by demographic characteristics in the Arab market.

Table 11.

ANOVA output for E-reviews on consumer purchasing behavior mediated by demographic characteristics in the Arab market.

ANOVA ^a						
Model		Sum of squares	df	Mean square	F	Sig.
1	Regression	21.266	1	21.266	48.039	<0.001 ^b
	Residual	216.032	488	0.443		
	Total	237.298	489			
2	Regression	174.636	4	43.659	337.921	<0.001 ^c
	Residual	62.662	485	0.129		
	Total	237.298	489			

Note: a. Dependent Variable: purchase behavior.

b. Predictors: (Constant), E reviews.

c. Predictors: (Constant), E reviews, education, age, gender.

Source: Statistical Package for the Social Sciences output.

Table 11 shows a significant effect of e-reviews on purchasing behavior, with an F-value of 48.039. When adding the mediating variable of demographic characteristics, there remains a significant relationship between e-reviews and purchasing behavior under consumers' demographic characteristics, with an F-value of 337.921. Thus, the null hypothesis can be rejected, and the alternative hypothesis can be accepted. Therefore, there is a significant effect of e-reviews on consumer purchasing behavior mediated by demographic characteristics in the Arab market. Table 8 presents the results of the ANOVA test for the country based on e-reviews.

4.9. Discuss the Results

This study examines the impact of e-reviews on purchasing behavior in Arab markets. The study used a comprehensive questionnaire based on a 5-point Likert scale, collecting 393 responses. The analysis focused on both descriptive and inferential statistics, including ANOVA and hierarchical regression analysis. The study found consistent reliability of the questionnaire instrument, with a Cronbach's alpha coefficient of 0.8077, indicating a strong measure of internal consistency. Descriptive analysis revealed a general agreement of 87.74% among participants regarding e-reviews and an 85% agreement on purchasing behavior.

Inferential analysis using ANOVA and hierarchical regression provided strong evidence of a significant impact of E-reviews on purchasing behavior in Arab markets. The study's results can be interpreted in light of Mo, et al. [44] which indicates that e-reviews play a crucial role in influencing consumer purchasing behavior, as shown by the finding that "I usually read e-reviews before making a purchase decision." This result aligns with Zhou [42] which demonstrated that "high-quality e-reviews" are essential for building consumer trust and encouraging purchases.

The study can explain through several theories and models. These models often incorporate elements from established behavioral as following:

Perceived Derived Attributes (PDA) Model: This model integrates the Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM) to assess how perceived usefulness, ease of use, and enjoyment of customer's e-reviews (OCRs) affect customer trust and purchase intentions. It highlights the role of perceived control derived from OCrs in influencing customer intentions and trust, especially for frequent OCR users [33].

E-Trust as a Mediator: E-trust is crucial in mediating the relationship between e-reviews and purchase intentions. Positive reviews enhance e-trust, which in turn boosts purchase intentions. This model is supported by theories like TAM, Theory of Reasoned Action (TRA), and TPB, emphasizing the importance of trust in online transactions [66].

Attentional Bias and Gender Moderation: The impact of online reviews is also moderated by customer characteristics such as gender. Studies show that negative comments attract more attention, particularly from female consumers, affecting their purchase decisions. This is explained through attentional bias theory, which suggests that visual attention to reviews can significantly influence purchasing behavior [16].

Socialization and Congruity Theories: These theories are used to understand the cultural differences in how OCrs influence purchase intentions. They suggest that factors like age and gender can moderate the impact of reviews on purchasing behavior, with different effects observed across cultures [67].

E-WOM and Customer Satisfaction: Electronic word-of-mouth (E-WOM) information, including quality, quantity, and credibility of reviews, impacts purchasing decisions through customer satisfaction. This model highlights the mediating role of customer satisfaction in the relationship between E-WOM and purchase decisions [37].

Finally, the impact of e-reviews on purchasing behavior is multifaceted, involving various theories and models that consider customer characteristics as mediators. Key models like PDA and the role of e-trust emphasize the importance of perceived attributes and trust in shaping purchase intentions. Additionally, factors such as gender and cultural differences further moderate these effects, highlighting the complex interplay between online reviews and consumer behavior.

5. Conclusion and Recommendation

5.1. Conclusions

Analysis of consumer behavior serves as both the basis and a requirement for marketing initiatives. It also has a significant impact on how businesses make decisions [68]. Businesses can better develop marketing strategies by understanding the psychological processes, demands, motivations, and habits of their customers by analysing their purchase behavior [69]. However, because different countries have different cultural traits, there are frequently considerable differences

in the perceptions, attitudes, feelings, and behaviours of consumers towards different items [70]. In recent years, the spread of Internet services, social media platforms, and e-commerce platforms has had a new impact on purchasing behavior, which is e-review. An essential kind of social media data is user e-reviews. Reviews can be gathered and examined without regard to location or time, and they can also reveal how customers feel about a business's goods or services. They are valuable resources for learning about customer behaviour [71].

The results indicate a positive correlation between e-reviews and online purchasing behavior, which aligns with the findings of several previous studies. For example, [Cheung and Thadani \[63\]](#) found that e-reviews play a crucial role in influencing consumers' purchase intentions, as they are considered a reliable source of information that consumers rely on when making purchasing decisions [63].

Regarding demographic differences, the results showed that females are more influenced by E-reviews than males. This is consistent with the study by [Bae and Lee \[21\]](#) which indicated that women are more likely to respond to online recommendations and reviews compared to men, due to their greater attention to details and the information provided in these reviews [21]. As for the relationship between age and purchasing behavior, it was found that younger individuals tend to rely more on e-reviews when making purchasing decisions. This finding is in agreement with [Muntinga, et al. \[72\]](#) who showed that younger consumers are more engaged with digital content, including reviews, which enhances their reliance on these sources for purchasing decisions [72]. Finally, the results showed a positive relationship between educational level and the importance of e-reviews, with individuals with higher educational levels tending to place greater importance on these reviews. This result is consistent with [Park, et al. \[73\]](#) who found that highly educated individuals are more likely to analyze available information deeply and rely on e-reviews as a tool for making well-informed purchasing decisions [73].

The study's results indicate a significant positive relationship between e-reviews and online purchasing behavior, aligned with previous research. This suggests that e-reviews play a vital role in shaping consumer decisions in the Arab market. The study further finds that customer characteristics, including gender, age, and education level, significantly moderate this relationship. The study employs a comprehensive methodology involving a broad survey sample, a well-structured questionnaire, and robust statistical analysis using both descriptive and inferential statistics. The study contributes valuable insights into a region often understudied in consumer behavior research. The study analyzes the moderating effects of customer characteristics, which significantly enhance the understanding of the relationship between e-reviews and purchasing behavior. Under study limitations, the study doesn't explore the influence of different review platforms or formats, which could have a significant impact on consumer trust and behavior. The study acknowledges the potential influence of cultural factors but doesn't delve deeper into understanding how specific cultural norms and values might impact e-review influence in different Arab contexts.

On the other side, the rapid growth of e-commerce in the Arab world has significantly increased consumer reliance on e-reviews. This trend is particularly evident in countries like Egypt, Saudi Arabia and the Emirates, where online consumer reviews, or electronic word of mouth (eWOM), play a crucial role in influencing purchasing decisions. The influence of e-commerce growth on e-reviews are:

A. *Increased Consumer Confidence*: As e-commerce expands, businesses are adapting by providing online reviews to enhance consumer confidence. These reviews serve as a substitute for physical product interaction, helping consumers make informed decisions [74].

B. *Impact on Purchasing Decisions*: In Saudi Arabia, a substantial number of consumers rely heavily on e-reviews when making online purchases. The influence of eWOM is profound, with many consumers depending on these reviews to guide their purchasing choices [75].

Addition to above: Consumers interpret and assimilate e-reviews in e-commerce settings by considering various factors that influence their purchasing decisions. These factors include the credibility, valence, volume, and characteristics of the reviewers, as well as the perceived helpfulness of the information provided in the reviews. Key factors influencing interpretation and assimilation are

A. *Credibility and Valence*: Consumers heavily rely on the credibility of reviews and the overall sentiment (positive or negative) expressed in them. Positive reviews generally have a stronger influence on purchase decisions, although the presence of a large number of positive reviews does not always lead to expected purchase behaviors [31, 76, 77].

B. *Volume and Reviewer Characteristics*: The sheer volume of reviews and the characteristics of the reviewers, such as expertise and homophily, play a significant role in shaping consumer perceptions and decisions. Reviews from expert sources are often perceived as more helpful [31, 78].

C. *Information Helpfulness*: The perceived helpfulness of reviews, which can be influenced by factors like popularity signals and two-sided reviews, is crucial in determining their impact on purchase intentions. Helpfulness mediates the relationship between review characteristics and purchase decisions [78].

D. *Emotional Polarity and Variance*: The emotional tone of reviews and the variance in review sentiments can affect consumer risk perceptions. However, negative emotional polarity and variance do not significantly alter purchase decisions [76].

E. *Information Inconsistency*: Inconsistencies in review information, particularly vertical-attribute inconsistencies, can lower purchase intentions for certain product types, such as search products [79].

F. *Mechanisms of Influence*: Opinion Evolution: Consumers' opinions evolve over time as they are exposed to different reviews, influenced by factors like review sorting and viewer reading limits [80].

But under the COVID-19 pandemic; it significantly accelerated the adoption of online shopping and increased reliance on e-reviews in the Arab market. This shift was driven by lockdowns, social distancing measures, and the necessity for digital solutions to maintain consumer access to goods and services.

A. Acceleration of Online Shopping

1. *Increased Adoption*: The pandemic created a new generation of first-time online shoppers in the Arab world, with a significant shift towards e-commerce expected to continue post-pandemic [42, 81, 82]. The necessity to adopt digital technologies for shopping was heightened by the pandemic, leading to increased consumer satisfaction and continued use of online platforms [42, 83].

2. *Consumer Behavior Changes*: In Jordan, for example, there was a notable shift in consumer behavior towards online shopping and e-payment methods during the pandemic, influenced by factors such as gender and educational background [81]. Similarly, in Qatar, factors like hedonic motivation and technological awareness positively influenced online shopping satisfaction [83].

B. Reliance on E-Reviews

1. *Impact on Reviews*: The pandemic affected online product reviews, with a noted decrease in product ratings and a more negative tone in reviews during the early stages of the pandemic. This was attributed to the psychological impact of the pandemic on consumers [84].

2. *Role of Word-of-Mouth*: In Qatar, word-of-mouth played a significant role in enhancing customer satisfaction and intention to continue using online shopping platforms, indicating the importance of e-reviews and consumer feedback in the digital shopping experience [83].

While this study makes a valuable contribution to understanding the influence of e-reviews in Arab markets, further research is needed to address the limitations discussed above. By addressing these limitations, future research can provide a more nuanced and comprehensive understanding of the complex interplay between e-reviews, customer characteristics, and purchasing behavior in Arab contexts.

5.2. Recommendations

Based on the results of this study, the following recommendations can be made for business owners and for researchers in future studies.

5.2.1. Recommendations For Marketers and Companies

a. *Invest in digital reputation management*: Companies should pay significant attention to managing their digital reputation by encouraging customers to leave reviews and ratings for their products and services and responding to these reviews effectively.

b. *Improve review quality*: Companies should strive to increase the number of positive reviews and improve their quality by offering high-quality products and services and adopting effective marketing strategies that encourage customer participation.

c. *Target different customer segments*: Companies should understand that demographic characteristics influence the impact of e-reviews and therefore should design customized marketing strategies targeting different customer segments based on their gender, age, and education level.

d. *Focus on positive reviews*: Companies should highlight positive reviews in their marketing campaigns, as these reviews play a crucial role in building consumer trust.

e. *Collaborate with influencers*: Companies can collaborate with social media influencers to post positive reviews about their products and services, helping to increase brand awareness and attract more customers.

Companies and marketers should support marketing practices to support sustainable performance by creating sustainable value for society and stakeholders [85].

5.2.2. Recommendations for Researchers

This study serves as a starting point for future research exploring the relationship between e-reviews and consumer purchasing behavior, providing a deeper understanding of the impact of these reviews in Arab markets. Such research can contribute to the development of more effective marketing strategies based on analyzing how consumers interact with e-reviews. Based on this, a set of future studies can be proposed:

- Discovering the impact of cultural differences in Arab markets on consumer interaction with e-reviews.
- The role of social media platforms in enhancing the influence of e-reviews on consumer purchasing behavior.
- The effect of negative reviews on brand image and consumer behavior.
- A comparative study between reviews that include videos and illustrative images versus text reviews on purchasing decisions in Arab markets.

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Appendix A.
Questionnaire.

No.	Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	E-reviews are a critical resource for understanding product quality					
2	I usually read online reviews before making a purchase decision					
3	I depend on customer ratings when buying products online					
4	I am more likely to make a purchase if a product has received positive feedback online					
5	I am less likely to make a purchase if a product has received negative feedback online.					
6	Reading online product reviews boosts my confidence in making purchasing decisions					
7	Online reviews play a major role in shaping my purchasing choices.					
8	Online shopping is my preferred way to shop					
9	I use online reviews and ratings to learn more about products or services before I buy them.					
10	I compare positive and negative online reviews for products or services I'm considering purchasing.					
11	I carefully compare brands and their reputations based on online reviews before making a purchase					
12	I am more likely to purchase products that have positive reviews					
13	Am very satisfied with my online shopping experience					
14	Usually leave feedback or reviews after making a purchase					
15	I write positive reviews when I am satisfied with the product, and I make sure my reviews are honest and fair					

Gender

- ☐ Male
☐ Female

Education

- ☐ diploma
☐ Bachelor
☐ MBA
☐ PhD

Age

- ☐ Age 24 years or below
☐ between 24 and 45 years
☐ Age 45 years or above