DETERMINANTS OF ONLINE REVIEW CREDIBILITY AND ITS IMPACT ON CONSUMERS' PURCHASE INTENTION; MEDIATING EFFECT OF REVIEW CREDIBILITY

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Declaration of Authentication

I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

Student's Signature: _____

Dedication

I dedicate my dissertation work to my family and my friend. I have a special feeling of gratitude and appreciation for my parents, Rubina and Muhammad Afzaal Alam (late) who always supported and encouraged me. Their constant guidance and love has brought me to where I am today. My brother Muhammad Shahzaib Alam has never left my side and is very dear to me.

I also dedicate this dissertation to my best friend Hina who have always supported me throughout the course of this study.

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"In the name of ALLAH, who is the most beneficent and merciful"

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Nimrah.

Abstract

Purpose

Today consumers are increasingly relying on the online reviews when deciding to make a purchase but the credibility of the reviews are also a question mark. The purpose the study is to examine the antecedents of online review credibility while review credibility is a mediator and then its impact on consumer purchase intention and to provide empirical evidence in this area.

Methodology & Design

The study focuses to collect data from the people who are the members of Facebook group named The SWOT's Guide to Karachi's Restaurants, Cafes, Dhabas, HBFE & Takeouts. Convenience sampling technique is used for this study and Google docs' questionnaires were circulated to collect data, 230 respondents participated in the research but only 162 were the members of The SWOT's Guide to Karachi's Restaurants, Cafes, Dhabas, HBFE & Takeouts group.

Findings

The findings of the study indicates that antecedents which are established on the basis of the quality of argument like accuracy and timeliness along with the peripheral cues including Review consistency and Website Reputation shows a significant impact on credibility of a review and then further influencing the consumer purchase intention while Product/ Service rating shows a significant impact direct on the purchase intention.

Limitations

As we know there is always a room for improvement, in this study the limitation was that the data was only collected from a Facebook group named The SWOT's Guide to Karachi's Restaurants, Cafes, Dhabas, HBFE & Takeouts. The application of this research would be

limited. The other constraint was time, as it was limited so some of the areas of the research are left unexamined.

Recommendations

To broaden the implication of research findings future researches should collect data from the respondents of different online review platforms and from a larger group of people so the empirical findings will have a larger and comprehensive implications.

Keywords

Online reviews, Review credibility, Purchase intention, Peripheral cues, Argument quality

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