

# The Mediating Role of Trust on Social Media Review and Digital Product Purchasing Behavior among Libyan students

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## ABSTRACT

Over the last few decades, social media has dramatically changed human communication and purchasing behaviour. The impact of social media reviews has tremendously captured scholars' attention. Despite the substantial amount of research on social media reviews, there is a significant lacuna in predicting the effect of social media reviews on students' purchasing behaviour especially related digital products. Moreover, many researchers explicitly mentioned that it is the right time to investigate the effect of online reviews on developing mutual trust. Therefore, this study aims to investigate the effect of social media reviews on both trust and students' digital purchasing behaviour. Moreover, this study also investigates the mediating effect of trust on digital purchasing behaviour. In line with these goals, this study initially reviews several theories, including the Accessibility-Diagnosticity Model, Attribution Theory, Homophily, and Social Identity/Identification Theory. Moreover, this study also conducted an extensive systematic literature review in order to develop a conceptual framework. Based on these reviews, this study identified five important characteristics of social media reviews that significantly affect both trust and students' purchasing behaviour. These attributes are review valence, relevance, content, credibility and volume. In order to test the hypotheses, this study developed a structured questionnaire by adapting items from several prior studies. This study targeted Libyan students as its respondents and distributed the questionnaire link through social media. Structural equation modelling (SEM) was applied to quantify the effect of all these variables. This study, indeed, is one of the few studies that quantifies the effect of social media review characteristics on trust, and purchasing decisions, especially for digital products. Additionally, this study will expand the current knowledge of the effect of social media effect on consumers' buying decision.

**Keywords:** Social Media Reviews; Digital Purchasing Behaviour; Trust; Review Characteristics; Structural Equation Modeling (SEM); Libyan Students

## INTRODUCTION

Online reviews are an integral aspect of e-commerce that exert substantial influence on customer purchasing choices and expenditures. In today internet-driven world, information and ideas are transmitted seamlessly via wireless connections, spawning electronic word-of-mouth (eWOM), a key resource for online buyers. Online product and service evaluations have emerged as one of its most prominent forms (Bradley et al., 2015; Kwok & Xie, 2016). More than 55% of U.S. customers depend on internet product review videos when purchasing good or service. Multi-sided platforms (MSP) that provide direct contact between participant groups, especially consumers and sellers, are the driving force behind the rapid expansion of internet commerce (Baker & Kim, 2019; H. Li, Meng, Jeong, et al., 2020). Consumers seek an online review to evaluate a brand's usefulness, which inadvertently increases their buying intent. Online reviews are defined as consumer-generated posts about products or services on company websites or other

platforms, based on current or past experiences. (Xun Xu, 2018) describes the exponential growth of the internet and social media. Opinions about products are widely exchanged through online reviews. Many consumers perceive online reviews as a more legitimate and reliable information source compared to traditional media.

Online word-of-mouth (WOM) is the most affordable, fastest, and most effective communication method, particularly dominant in markets such as Nepal, where societal awareness and social structures have shifted dramatically. According to (H. Li, Meng, & Pan, 2020), Nepalese consumers are more influenced by word-of-mouth and opinions shared on social media platforms like Facebook, which directly affect purchasing behavior. These consumers also consider electronic assessments from industry professionals and opinion leaders. Contrary to the conventional notion, a study by Kim & Han, (2022) and Sotiriadis, (2017) revealed that over 60% of Nepalese female consumers are aware of internet evaluations.

According to previous studies, social influences significantly shape customer attitude and behaviours. Social impacts, particularly WOM, have been recognized as one of the most potent factors in decision-making. Online reviews not only provide valuable information to consumers but also create a vicarious consumption experience without requiring actual product purchases (Tata et al., 2021). Positive WOM enhances perceived product quality, fostering favorable attitudes and increasing purchase intent, while negative WOM can diminish product perception. These effects have been widely examined in WOM and social influence literature. For instance, when reviewers express unanimous opinions, customers are more likely to rely on this consensus (Kim & Lee, 2022). However, divergent opinions often leave buyers confused and uncertain, as they encounter conflicting viewpoints with little evidence to validate one perspective over another (Niu & Fan, 2018).

Trust is widely acknowledged as a cornerstone of human social interactions. It represents faith that an entity will act as expected, even when its actions cannot be directly observed or controlled. While trust and social media have been extensively studied individually, research integrating these two concepts remains limited. Over the past decade, 37,466 scholarly articles have focused on social media, with significant growth in recent years (Ahmad & Guzmán, 2021a; Liu et al., 2018; Peng et al., 2016). Although trust-related studies within social media have increased, their volume remains comparatively lower than other social media research areas. Notably, few studies explore how trust is formed within social networking sites or identify its key antecedents. Given that trust has been shown to influence intention to use social networking services, it becomes essential to understand the factors predicting usage (Huang et al., 2019; R. Wu et al., 2022). The proliferation of social networking platforms makes it imperative to investigate these elements. Consequently, this research aims to explore significant qualities of social media reviews that influence students' trust and their purchasing decisions (Cheong et al., 2020; Siddiqi et al., 2021).

## LITERATURE REVIEW

While the duration of a message indicates its quality, the valence of a review reflects consumers' attitudes toward a product. In online reviews, valence is conveyed as a star rating, which serves as a heuristic indicator for assessing a product's popularity and quality. According to Kevin et al., (2020) review, valence is one of the major determinants of purchase intent. Several studies confirm that positive reviews boost business performance, while negative reviews reduce it. Using partial Least Square Structural Equation Modelling (PLS-SEM), Dominique et al., (2022) investigated the relationship between review valence and purchase intention among 215 respondents, observing a moderately significant effect. Based on these findings, the following hypotheses are proposed:

***H1: There is a significant positive direct effect of review valence on trust and students' digital product purchasing behavior.***

Review relevance is indeed the similarity between the reader and the user, the sentiment shared by the reader and the user. According to Ghebremariam, (2021), review credibility is not the only variable that predicts online product reviews; relevance also plays a role. According to Petrescu et al., (2022), relevance is an essential factor that influences an individual's decision-making. In addition, Wang et al., (2022) discovered that relevance has a substantial effect on the utility of information. According to Hsieh & Li, (2020), the relevance of a review is the most influential factor in an online product review. On the basis of the aforementioned investigations, the following hypothesis was put forward:

***H2: There is a significant positive direct effect of review valence on trust and students' digital product purchasing behavior.***

According to the research of Lo & Yao, (2019), the trustworthiness of an online review is determined by the reader's evaluation of the review's veracity. Therefore, the review content of a consumer reviews is influenced by how

accurately it reflects the customer's genuine emotions, which is crucial knowledge for both customers and sellers. Consequently, the analysis put forward the following hypothesis:

***H3: There is a significant positive direct effect of review valence on trust and students' digital product purchasing behavior.***

Credibility is the degree to which an item of information is regarded as being true and reliable. Numerous online stores, including Amazon.com, suggest whether a reviewer has made a purchase by displaying a verified consumer insignia. This demonstrates to other consumers that the reviewer has used the product, which improves their level of expertise and credibility. In addition, it implies that the reviewer is a genuine customer and not a person who was compensated to write the review. Because individuals are more likely to trust those who are similar to themselves, consumers have a greater incentive to heed the advice of other customers. Consequently, we hypothesise that evaluations written by verified consumers will have a positive impact on sales.

***H4: There is a significant positive direct effect of review credibility on trust and students' digital product purchasing behaviour.***

Book & Tanford, (2019) discovered that the number of reviews has a significant impact on purchase intent; for instance, the greater the number of coffee establishment reviews in Hanoi, Vietnam, the greater the brand's purchasing intent. If there is a large number of positive reviews that are considered as non-commercial suggestions, consumers' purchase intent is bolstered by their confidence and positive attitude towards the brand. In addition, the researchers stated that a large number of online reviews not only expressed viewpoint and impacted other consumers, but also encouraged consumers seeking for a particular brand or item to try the item or service in question. Consequently, this study proposed the next hypothesis:

***H5: There is a significant positive direct effect of review volume on trust and students' digital product purchasing behaviour.***

The importance of trust in financial activities between consumers and purveyors is accentuated by the absence of face-to-face interactions in the online environment. Prior research has emphasized the significance of online trust in e-commerce due to its ability to positively influence electronic commercial transactions, reduce perceived risk, and boost repurchase intentions (Bhattacharyya, 2022; Q. Chen et al., 2021; Fan et al., 2021; Ruiz-Equihua et al., 2022; D. P. Xu, Deng, et al., 2022; D. Zhang et al., 2022). As a result of these considerations, it is anticipated that the impact of EWOM traits on customers' behavioural intentions will be ineffective if consumers lack trust in the vendor. Considered essential to sustaining a relationship between a merchant and a consumer, trust is a crucial factor. In fact, consumers will exhibit behavioural intentions towards sellers in whom they have confidence, lowering their search efforts and acting in accordance with their ideas, thereby encouraging repeat purchases. Several studies examining the relationship between trust and online repurchase behaviours have found a direct correlation between the two variables. Following this logic, M. Y. Chen et al., (2016) concluded that consumers' level of trust has a substantial impact on their propensity to purchase from the same vendors' websites again. Consequently, EWOM traits may not only have immediate effects on online revisit intention, but also indirect impact mediated by online seller trust. Consequently, we propose:

***H6. The relationship between review valence and digital product purchase intention is mediated by trust.***

***H7. The relationship between review relevance and digital product purchase intention is mediated by trust.***

***H8. The relationship between review content and digital product purchase intention is mediated by trust.***

***H9: The relationship between review credibility and digital product purchase intention is mediated by trust.***

***H10: The relationship between review volume and digital product purchase intention is mediated by trust.***

## **Methodology**

For this study, a descriptive research method was employed, adhering to standard guidelines. Sekaran et al. (2009) explain that this type of study allows researchers to thoroughly investigate phenomena related to specific industries,

companies, individuals, or areas of interest. The target population for this research comprised university students in Libya, where social media usage is particularly high among this demographic. Libya's total university enrollment stands at approximately 127,207 students (Libyan Monthly 2021), making it a suitable focus for the study.

To gather data, online questionnaires were distributed to 500 university students across Libya via instant messaging platforms. Participation was voluntary, and the questionnaire was written in English. A convenience sampling method was employed to select participants, ensuring confidentiality of all responses. The questionnaires, as defined by Sekaran and Bougie (2009), were pre-formulated sets of questions designed to collect input from respondents. These questionnaires were designed to measure specific variables through sets of five questions each, utilizing a five-point Likert scale. The questionnaire was divided into two sections:

- Part A: Collected demographic information.
- Part B: Focused on the study's key variables.

To ensure clarity and ease of understanding, a pilot test involving 40 to 50 participants was conducted. This step allowed for necessary refinements before the final distribution of the questionnaire.

The questionnaire was structured around several key variables, each represented by multiple items and measured using a five-point Likert scale:

1. **Review Valence:** Adapted from U. Mishra (2021), this variable assessed the positive or negative nature of reviews.
2. **Review Relevance:** Sourced from Mumuni et al. (2020), it focused on how relevant social media reviews were to the respondents' needs and purchase decisions.
3. **Review Content:** Based on Chakraborty and Bhat (2018), this variable evaluated how effectively reviews defined, explained, and detailed the product.
4. **Review Credibility:** Derived from Izogo et al. (2022), it measured the perceived reliability, trustworthiness, accuracy, and impartiality of social media reviews.
5. **Review Volume:** Adapted from Kordrostami et al. (2021), it explored the impact of the number of reviews, ratings, likes, and videos on purchasing decisions.
6. **Digital Product Purchase Intention:** Based on Chakraborty (2019b), it assessed how social media reviews influenced respondents' decisions to consider and purchase digital products.

## RESULTS

In this study, questionnaires were distributed to 500 students from five prestigious colleges in Tripoli, Benghazi, and Bayda, Libya. With a 64.2% response rate, 321 questionnaires were returned, and after addressing missing data, 298 responses were selected for analysis. The respondents were predominantly male (66.11%) and mostly pursuing a Bachelor's degree (70.81%). Facebook emerged as the most used platform (97.65%), followed by YouTube (37.92%). Instagram and a platform labeled 'X' had moderate usage, while LinkedIn and other sites were least used. The findings also showed that social media reviews significantly influenced the purchase of entertainment products (82.89%), apps (68.79%), and software (39.60%), with students often using multiple platforms and reviews across different product categories.

The study found that 'Review Credibility' (REVCr) has a strong positive impact on 'Digital Product Purchasing Decision' (PD), with a path coefficient of 0.202. This effect is statistically significant ( $p = 0.002$ ). Remarkably, the variable 'Review Credibility' exerts a notable adverse impact on 'Trust' with a coefficient of -0.174. This implies that although credibility enhances the probability of making a purchase, it may simultaneously diminish trust, maybe due to skepticism over excessively good reviews. The 'Review Relevance' (REVR) factor has a substantial positive effect on both 'PD' (0.254) and 'Trust' (0.234). These paths are statistically significant, highlighting the crucial role of relevant reviews in impacting students' purchasing behavior via increasing trust.

The variable 'Review Volume' (REVV) exhibits a remarkably strong positive impact on 'Trust' (0.418), indicating that the number of reviews has a crucial function in establishing trust among students. Nevertheless, its impact on 'PD' is negligible. The concept of 'trust' has a notable and favourable impact on 'PD' (0.218), hence strengthening the intermediary function of trust in the purchasing process.

In contrast, the variable 'Review Content' (REVC) does not have a substantial impact on either 'PD' or 'Trust'. Similarly, 'Review Valance' (RV) does not affect 'PD'. These findings emphasize that different types of social media evaluations have varying effects on purchasing decisions and trust. The path coefficients, together with their related p-values and confidence intervals, provide a comprehensive insight into the specific factors of social media reviews that have the greatest impact on the purchasing decisions of Libyan students. This analysis also highlights the intricate nature of the trust-building process within the realm of social media.

The path analysis table in the study titled "Effect of Social Media Review on Libyan Students' Digital Product Purchasing Behavior" presents valuable data regarding the impact of different predictors related to reviews on both the 'Digital Product Purchasing Decision' (PD) and 'Trust', emphasizing the mediating role of Trust.

The variable 'Review Credibility' (REVCr) has a notable and positive impact on PD (with a path coefficient of 0.202 and a p-value of 0.002). This suggests that as the perceived credibility of reviews grows, the probability of making a purchase also increases. Curiously, it exerts a detrimental impact on Trust (-0.174,  $p = 0.003$ ), indicating an intricate association in which increased credibility may result in skepticism and thus less trust.

The variable 'Review Relevance' (REVR) exhibits a positive correlation between PD (0.254,  $p = 0.001$ ) and Trust (0.234,  $p < 0.001$ ), indicating that it plays a significant role in both increasing trust and impacting purchasing decisions. This suggests that reviews that are considered relevant to the students have a major influence on their purchase behavior, which is influenced by the degree of trust they establish.

The variable 'Review Volume' (REVV) has a considerable positive influence on Trust (0.418,  $p < 0.001$ ), which is the strongest among all predictors. However, its impact on PD is not statistically significant. This underscores the significance of the number of reviews in establishing trust, albeit it does not immediately correlate with purchasing decisions.

The analysis reveals a noteworthy positive correlation between 'Review Valance' (RV) and Trust (0.207,  $p < 0.001$ ), but no such association is observed with PD. This implies that the sentiment, whether favorable or negative, of reviews has an impact on the degree of confidence that students have in them, while it may not have a direct influence on their purchasing choices.

The 'Review Content' (REVC), nevertheless, does not exhibit a substantial impact on either PD or Trust. This suggests that the substance of the evaluations, although potentially relevant, does not have a substantial impact on the trust or purchasing decisions of Libyan students in the specific circumstances of this study. Furthermore, the variable 'Trust' demonstrates a substantial and favorable impact on PD (0.218,  $p = 0.001$ ), hence reinforcing its crucial role as a mediator. The trustworthiness of evaluations, influenced by multiple factors, significantly impacts the ultimate purchasing choices.

These findings provide a detailed perspective on how several characteristics of social media evaluations, such as credibility, relevance, volume, and valance, influence the purchasing behavior of Libyan students, particularly by influencing their trust. The study highlights the intricate nature of how students analyze and respond to internet evaluations while making decisions about digital products.

Table 1: Analyzing Path Analysis

	Path Coefficient	Standard deviation	T statistics	P values	Results	2.5%	97.50%
REVC -> PD	0.011	0.054	0.195	0.845	Not Accepted	-0.097	0.117
REVC -> TRUST	0.020	0.053	0.385	0.700	Not Accepted	-0.078	0.126
REVCr -> PD	0.202	0.066	3.077	0.002	Accepted	0.073	0.326
REVCr -> TRUST	-0.174	0.058	2.971	0.003	Accepted	-0.291	-0.060

REVR -> PD	0.254	0.076	3.358	0.001	Accepted	0.105	0.402
REVR -> TRUST	0.234	0.059	3.999	0.000	Accepted	0.119	0.350
REVV -> PD	0.053	0.075	0.698	0.485	Not Accepted	-0.100	0.197
REVV -> TRUST	0.418	0.066	6.352	0.000	Accepted	0.280	0.543
RV -> PD	0.016	0.063	0.255	0.799	Not Accepted	-0.103	0.144
RV -> TRUST	0.207	0.058	3.567	0.000	Accepted	0.092	0.321
TRUST -> PD	0.218	0.063	3.462	0.001	Accepted	0.094	0.342

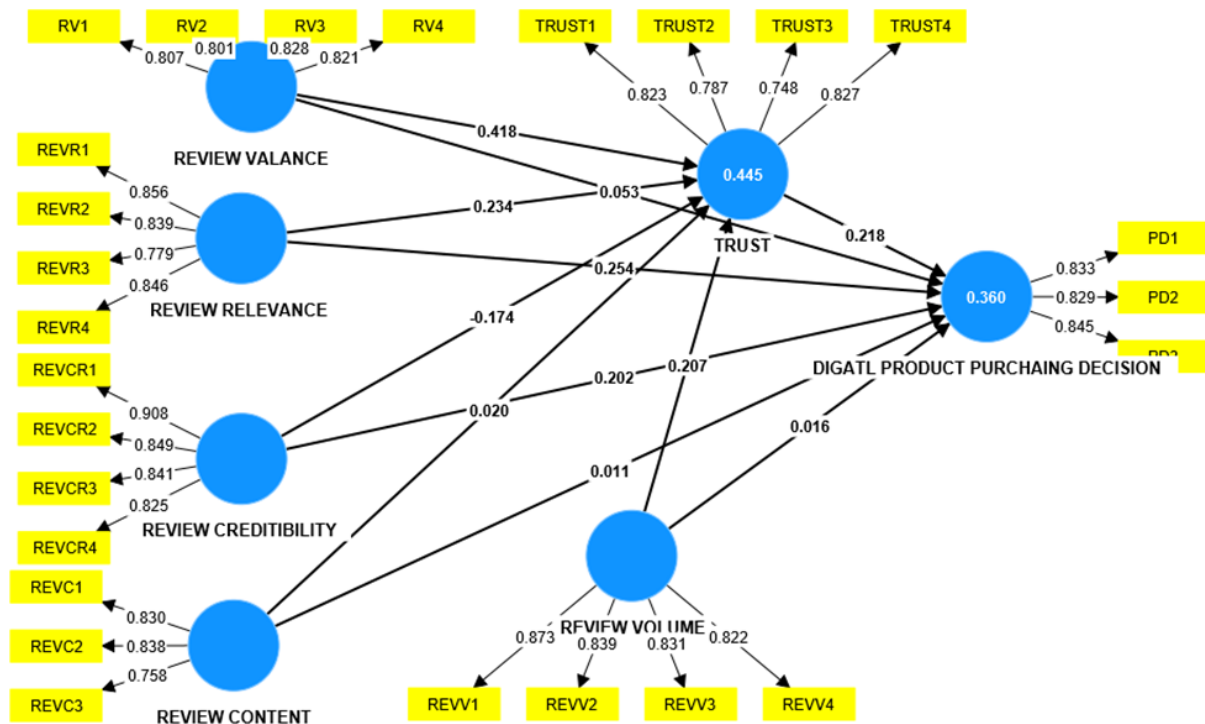


Figure 1: Path Analysis

**Review Volume (REVV) -> Trust -> PD:** The route coefficient of 0.091, with a T statistic of 2.830 and a significant P value of 0.005, suggests that there is a positive and statistically significant indirect impact of review volume on purchasing decisions, which is influenced by trust.

**Review Valance (RV) -> Trust -> PD:** The pathway exhibits a modest yet noteworthy impact, with a path coefficient of 0.045 (T statistic of 2.551, P value of 0.011). This suggests that the emotion or tone of reviews, regardless of whether they are good or negative, also influences purchasing decisions by building trust. However, its influence is not as significant as the impact of the number of reviews.

**Review Content (REVC) -> Trust -> PD:** The association is not statistically significant, as indicated by the path coefficient of 0.004, T statistic of 0.363, and non-significant P value of 0.717. These findings suggest that the content of reviews does not have a substantial impact on the trust or purchasing decisions of Libyan students in the specific context of this study.



**Review Relevance (REVR) -> Trust -> PD:** The path coefficient of 0.051, with a T statistic of 2.681 and a P value of 0.007, indicates a positive and significant relationship. This suggests that the relevance of the reviews to the students (how applicable or useful the reviews are to their needs and preferences) positively impacts their trust, which in turn positively influences their purchasing decisions.

### Table 2 Analyzing Mediation Path Analysis

	Path Coefficient	Standard deviation	T statistics	P values	Results	2.5%	97.50%
REVV -> TRUST -> PD	0.091	0.032	2.830	0.005	Accepted, Full Mediation	0.035	0.160
RV -> TRUST -> PD	0.045	0.018	2.551	0.011	Accepted, Full Mediation	0.014	0.083
REVC -> TRUST -> PD	0.004	0.012	0.363	0.717	Not Accepted	-0.016	0.032
REVCr -> TRUST -> PD	-0.038	0.016	2.409	0.016	Accepted, Partial Mediation	-0.072	-0.011
REVR -> TRUST -> PD	0.051	0.019	2.681	0.007	Accepted, Partial Mediation	0.018	0.091

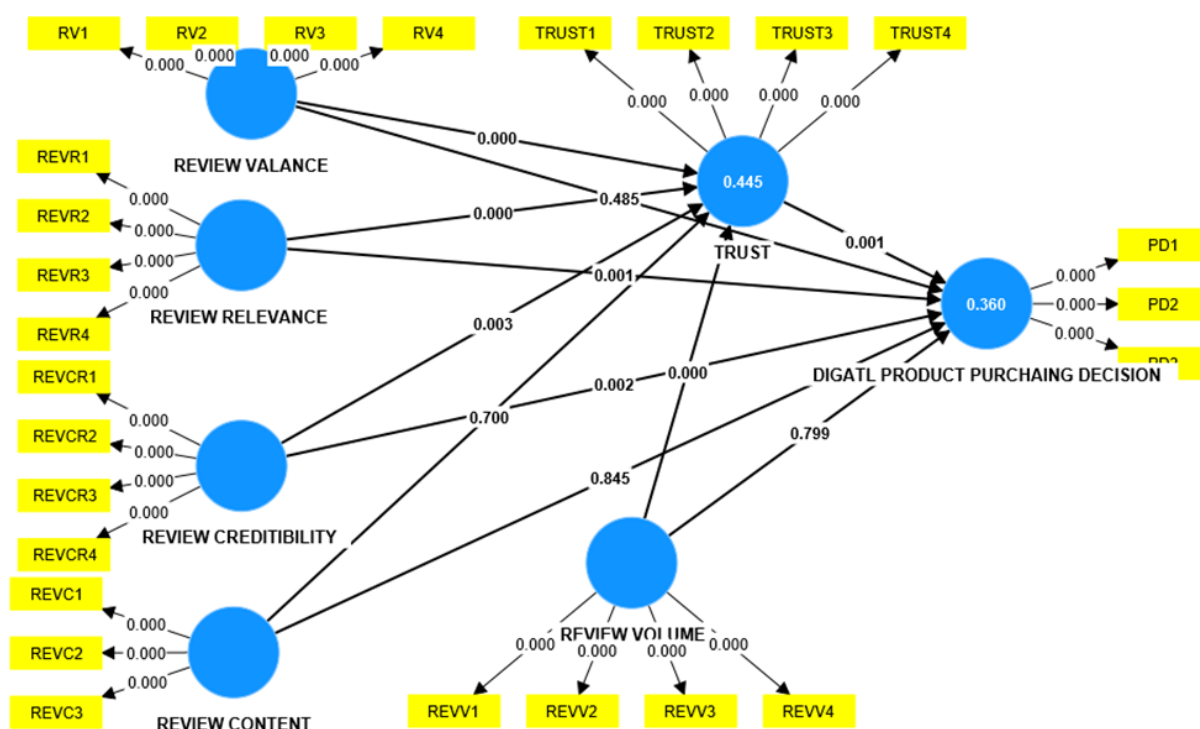


Figure 2 Bootstrapping Path Analysis

## DISCUSSION

This study examines the relationships between review valence (RV), trust, and purchasing decisions (PD) among Libyan university students in the digital marketplace. It finds that while RV significantly influences trust (0.207,  $p < 0.001$ ), it does not directly affect PD. This finding challenges the common assumption that positive reviews automatically lead to higher sales. Instead, it appears that consumers consider other factors, such as price and specific product features, when making purchasing decisions. The cultural context in Libya, where community opinions are highly valued, also plays a role—positive reviews build trust, but this trust does not always result in immediate purchases (Chen et al., 2021; Ho et al., 2020; Mittal & Agrawal, 2022). This deviation from conventional marketing thinking (Pipitwanichakarn & Wongtada, 2020; Qin et al., 2021; R. Wu et al., 2022) highlights that favorable ratings do not always equate to increased sales. The complexity of decision-making in the digital age, where consumers are overwhelmed with information, has made them more discerning (An & Ozturk, 2022; Kim & Lee, 2022; Ruiz-Equihua et al., 2022; Shou et al., 2022). While excellent reviews can boost confidence, final purchasing decisions often rely more on price, personal preferences, and specific product attributes (Ali et al., 2022).

The study also explores how review relevance (REVR) impacts digital product purchasing decisions and trust among Libyan students. The results indicate that REVR has a significant positive effect on both PD (0.254) and trust (0.234). This finding aligns with the idea that people are more influenced by information that feels relevant to them (Xiao et al., 2022). Trust acts as a bridge between review relevance and purchasing decisions, reinforcing that relevant reviews enhance trust and influence buying behavior (Bradley et al., 2015). This result challenges the focus on review quantity and highlights the greater importance of review quality, particularly relevance. Cultural factors also play a significant role, with collectivist societies like Libya placing high value on reviews that reflect shared experiences.

Additionally, the study finds that review content (REVC) does not significantly affect trust or PD, which contradicts the common belief that detailed review content influences consumer behavior. This might be due to information overload, where the sheer volume of content makes individual reviews less impactful (Kim & Lee, 2022). The prevalence of fake reviews and promotional content could also reduce the influence of detailed reviews, leading consumers to rely more on overall ratings or simpler cues (Shaheen et al., 2020).

The research further reveals that review credibility (REVCr) positively affects PD (0.202) but negatively impacts trust (-0.174). This suggests that while credible reviews can drive purchasing decisions, they might also lead to skepticism. The negative effect on trust could be explained by the skepticism model, where high credibility may increase doubt, especially in a context with widespread digital misinformation (Baltescu, 2020). Cultural factors, such as high uncertainty avoidance in the Middle East, might also cause consumers to be more critical of overly positive reviews (Ju et al., 2021).

Finally, the study shows that review volume (REVV) significantly boosts trust (0.418) but does not have a strong direct effect on PD. Although trust positively influences PD (0.218), the lack of a direct link between review volume and purchase decisions challenges the assumption that more trust always leads to higher purchase likelihood. An excess of reviews might overwhelm or seem irrelevant, causing decision paralysis rather than facilitating purchasing choices (Langley, 2022). This highlights that while trust is important for driving purchases, simply increasing the number of reviews may not be enough (Marmat, 2022). A balanced approach that improves both the quantity and quality of reviews is needed.

Overall, this research provides insights into how review volume, relevance, credibility, and content affect consumer trust and purchasing decisions. It emphasises the importance of psychological, cultural, and informational factors in shaping online consumer behavior and suggests areas for further research to refine digital marketing strategies. This study provides substantial theoretical advancements in multiple fields, including fresh understandings and viewpoints on consumer behavior, models of persuasion, dynamics of trust, and the influence of cultural subtleties in online settings. These contributions enhance current theoretical frameworks and also bring new notions and understandings, specifically in relation to digital consumer behavior among Libyan students. This study provides valuable insights and tactics for many stakeholders in the digital consumer environment. It offers a comprehensive analysis of the digital consumer ecosystem, covering topics such as the importance of authenticity and balanced review management, the need for consumer education, and the optimization of platforms. These contributions not only provide guidance for current practices but also establish the foundation for future advancements and progress in the field of internet advertising and e-commerce. The industrial contributions of this study are extensive, providing a rich array of insights and strategies for stakeholders in the e-commerce and digital marketing sectors. From refining review systems and managing brand reputation to developing effective market research strategies and informing



policy development, the study offers a comprehensive guide for navigating the complex and ever-evolving landscape of digital commerce. These contributions are not only vital for current practices but also pave the way for future innovations and developments in the field.

When analyzing the results of our study, it is crucial to take into account the inherent limitations that come with our research. Although the sample size is statistically significant, it may not fully represent the wide range of diversity and complexities seen among the larger population of Libyan students, let alone extend beyond national boundaries. Hence, the results, albeit suggestive, should be regarded as initial and applicable only to the examined sample. Although this strategy provides useful quantitative insights, it inevitably does not include the intricate qualitative variations that could be discovered by more exploratory methodologies.

## CONCLUSION

With a primary focus on digital products, this study emphasizes the significance of examining the impact of social media review characteristics on consumer purchasing choices. By conducting a thorough examination of existing literature, it has discovered five key characteristics of social media reviews that have the ability to influence customer behavior. The study developed a research model based on these characteristics and thoroughly examined it using structural equation modeling. The findings were enlightening, indicating that trust has a substantial impact, acting as both a complete and partial intermediary, in digital purchase choices influenced by social media evaluations. The study's findings on the mediating role of trust contribute to the academic discussion and provide practical insights that managers may use to plan their online interactions with consumers. Furthermore, the study has established a basis for policymakers to create policies that promote transparency and genuineness in online reviews, ultimately improving consumer confidence and well-informed decision-making.

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