

Research paper

Influence of Review Quality, Review Quantity and Review Credibility on Purchase Intention in the context of High Involvement Products

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LOKESH ARORA¹

BHUVANESH KUMAR SHARMA²

Abstract

Purpose: The main purpose of this study is to examine the influence of Review Quality, Review Credibility and Review Quantity on Purchase Intention of High Involvement products.

Design/methodology/approach: The research is descriptive in nature and the data has been collected from the individuals who have ever hunt down suppositions or reviews through the Internet before purchasing the High Involvement item. Primary data collection has been done through a survey with the help of a standardized questionnaire. The items of the questionnaire extracted from previous research and altered them as per the study requirements. Total 455 respondents chose as a sample with the help of non-probability convenient sampling. Reliability and Validity of the exploration instrument guaranteed before applying the final investigation. A different relapse through SPSS is connected to assess the impact of Review Quality, Review Quantity and Review Credibility on Purchase Intention.

Findings: Findings of the study suggested that there is a significant influence of online review quality and review credibility on purchase intention of high involvement products. However, there is no significant influence reported of review quantity on purchase intention of high involvement products.

Research limitations/implications: This research is limiting only three main determinants such as review quality, review quantity, and review credibility, which determine the purchase intention of the consumer towards high involvement products. There may be other factors also which are affecting that can be considered for further research. This study is only determining the online buying behavior of consumer towards high involvement products, which can be extended further to other areas of buying behavior.

Practical implications: This paper looks to add to the discussion of the Influence of review quality, review quantity and review credibility on purchase intention of High Involvement products. This investigation will give new experiences identified with the Influence of Review Quality, Review Credibility and Review Quantity on Purchase intention of High Involvement Products. Along these lines, the data will be most appropriate for advertisers to comprehend the significance of online reviews which are customer produced and create online systems which make more positive verbal reputation

¹ Balaji Institute of Modern Management, Pune. E-mail: lokesharorajpr@gmail.com.

² Balaji Institute of Modern Management, Pune. E-mail: sharma.bhuvanesh86@gmail.com.

to help business in long run. The present research study will be suitable for marketers to design digital marketing strategies for high involvement products.

Originality/value: After an intense review of Literature, a research gap has been identified by the researcher. Most of the studies are available on the Influence of eWOM on purchase intention of Low Involvement products. In the field of Influence of eWOM on purchase Intention of High involvement products, very few studies are available. Hence, this research bridge the gap by identifying the influence of eWOM characteristics on High involvement products purchase intention. The research is the original academic work which is carried out after rigorous literature review and fact-finding that add value to the existing level of knowledge of academicians and industry.

Keywords: eWOM; High Involvement Products; Review Quality; Review Quantity; Review Credibility; Purchase Intention.

1. Introduction

The rapid growth of the internet has given birth to the emergence of a new communication i.e. electronic Word of Mouth (eWOM). Nowadays eWOM is a very influential medium for consumers and business. Word of Mouth (WOM) is the oldest form of communication which affects purchase intention of consumers. Today due to technological advancement consumer's word of mouth transformed into electronic Word of Mouth (eWOM). Flexibility, transparency, and easy accessibility of internet has given new meaning to WOM concept, and that's what made marketers more interested to get involve in WOM activities (Kozinets et al., 2010). Online product reviews of consumers are very effective electronic Word of Mouth communication and it influences consumers' attitudes and purchases related decisions (Plummer, 2007). An internet-based word of mouth includes opinions and experiences of existing customers and it shapes the behavioral intention of prospective consumers. Online reviews are largely Influencing consumers buying intention and also changing the managing activities of businesses. Companies such as Flipkart, Snapdeal and Amazon are providing a conducive online environment to write and read the review for the products offered by the company's websites. eWOM communication has more credibility than information from a marketing source (Hennig-Thurau & Walsh, 2003).

Consumers are sharing and exchanging eWOM through virtual communities, which includes newsgroups, chat rooms, e-mail list servers, personal blogs, and other online formats, that is helpful to build communities (Kozinets, 2002). As online reviews are based on prior experiences of consumers so these are trusted as more valuable and reliable information (Park and Lee 2007). The number of online platforms offers a great prospect not only for consumers to share their opinions and remarks, but also establishing eWOM a powerful marketing tool. So, in today's scenario eWOM is no doubt an important source for customers to get product related information. (Xiaorong et al. 2011).

The study reviewed eWOM from three magnitudes, review quality, review quantity and review credibility, and Influence of these dimensions on Purchase Intention. eWOM quality describes as the influential capacity of remarks entrenched in an informational message (Bhattacharjee, 2006).

After a rigorous literature review, it is observed that moreover researchers' talks about the low involvement products and the influence of eWOM on intention to purchase such products. However, limited researchers' talks about the high involvement products.

Hence, this paper seeks to contribute to the debate of Influence of review quality, review quantity and review credibility on purchase intention of High Involvement Products.

2. High Involvement Product

High involvement products are the products which required rigorous decision making while taking the decision to purchase these products such as Cars, Laptops, FMCD goods, come under this category. The extensive thought process is required to take for purchase such products. The decision process involves in this process known as High Involvement Decision making. High involvement carries a higher risk to the buyer if they fail, are complex. These things are not purchased oftentimes but rather are significant and essential to the buyer. Buyers don't take part in routine reaction conduct when acquiring high-involvement products. Rather, shoppers take part in what's called extended problem solving, where they invest a great deal of energy looking at changed viewpoints, for example, the highlights of the products, costs, and guarantees.

High-involvement choices can cause purchasers a lot of post-purchase dissonances (nervousness) on the off chance that they are uncertain about their purchases or in the event that they had a troublesome time settling on two choices. Organizations that offer high-involvement products know that post-purchase dissonance can be a problem. Oftentimes, they endeavor to offer customers a considerable measure of data about their products, including why they are better than contending brands and how they won't let the buyer down. Sales representatives might be used to answer addresses and complete a considerable measure of client "hand-holding."

Involvement is essentially seen as a condition of centrality, intrigue, and individual pertinence actuated by a given inspiration (Sadasivan, Rajakumar, and Rajinikanth, 2011). Involvement is associated with the motivation to process data, and earlier learning (aptitude) is related to the ability to process data (Celsi, and Olson 1988; Petty and Cacioppo 1984).

Generally, product involvement by consumers used to be larger for products that are expensive and are bought after extensive research, such as cars and computers. Involvement can be explained as the level of attention that customers devote about a product and looking for relevant information (Goodstein, Grewal, Price, Puccinelli, Raghubir & Stewart, 2009). The time devoted to customers on searching for product information depends on the product involvement (Sanjay & Sanjay, 2013). Customers' product involvement depends on the value of the product and the motive for purchasing the product. (Khare & Rakesh, 2011).

Customers those who are buying expensive products are examined to be highly involved. This is highly significant of making the accurate decision for high involvement products, so, customers have a concern to investigate for additional information and they are devoting more time in evaluating the information than for low-involvement products. Generally, consumers are trusting on consumers reviews as compared to expert reviews, as consumer's reviews are based on past experiences with the products. (Goodstein et al. 2009).

Thus, involvement is viewed as a pivotal factor in customers' obtaining procedure. The higher the level of item involvement buyers have, the more endeavors they will dedicate to looking for and contrasting pertinent item data, gathering data, and executing purchase choice. Item involvement alludes to the condition of purchasers' worry in an item. Shoppers with a high level of item involvement have a solid main impetus to search out,

process, and assess any applicable item data before a purchase (Im, and Ha, 2011). Along these lines, based on past investigations, it can be presumed that involvement could influence customers' mentalities and practices (Wu, 2002).

Customers of high-involvement products are more inclined to the opinion of earlier customers in online consumer reviews than customers of low-involvement products. Highly involved customers are looking for the good amount of information on the other hand low involved customers are looking for the popularity of the product (Lee & Park, 2008).

3. Review of literature

The Internet has provided a great platform for consumers to share their reviews and opinions. These reviews are not only changing purchase intentions but also changing a behavior pattern. The online market platforms are motivating customers to share their opinions that influence prospective buyers (Lee et al., 2008). Hennig-Thurau et al., (2004:39) explain eWOM as any positive or negative statement which is shared by current customers about a product or company and this information is easily available via the internet.

Purchase intention refers to the probability that a consumer would be willing to buy a specific product and could be considered as the most precise forecaster of the actual purchase behavior (Fishbein and Azjen 1975). It has been found that the higher the buying intention is, the greater the possibility that the consumer is going to purchase a product (Schiffman and Kanuk 2006; Hosein 2012).

3.1. Review Quality

The quality of the online review is dependent on the convincing strength of reviews, which is inscribed in an informational message (Bhattacharjee and Sanford 2005). On the basis of relevance, timeliness, accuracy and comprehensiveness eWOM quality is being measured (Cheung and Thadani 2010). As sometimes random information available online and the information is also not understandable, then it would be very difficult for people to believe in the comments (Ratchford 2001). In the view of Lin et al. (2013), when online reviews are fair, comprehensible, and rational with the other opinions, will definitely have a positive Influence on the purchase decision. A customer opinion, which is object-oriented and clear, strongly influence on attitude change as compare to any has a stronger Influence on attitude change than a message that is emotional and subjective (Petty et al. 1983). Similarly, a review with transparent and helpful arguments is more reliable than a review with emotional content (Cacioppo and Petty, 1984). Online reviews which comprise of legitimate and certainty bolstered contentions are more convincing than reviews communicating abstract sentiments and enthusiastic remarks. At the end of the day, more productive state of mind will be framed when more grounded online review quality is handled.

Previous literature finds that quality situated reviews are seen as more instructive than reviews with the straightforward proposal and brought about higher purchasing intention (Park et al. 2007, Park and Lee 2008). This is upheld by Lee's (2009) ponder that found that the quality of contention of online reviews influences emphatically on obtaining intention.

Therefore, this study proposes the following hypothesis:

H1: *Online Review quality positively influences the purchase intention of Consumers for High Involvement Products.*

3.2. Review Quantity

eWOM quantity is defined as the total number of comments (Cheung and Thadani 2010). The eWOM quantity can be computed as the review amounts available or the dimension of the reviews (Mayzlin and Mayzlin 2006, Duan et al. 2008). Chevalier and Mayzlin (2003) stated that an improvement in product reviews would result in increased sales. This is supported by Lee et al.'s (2008) study that found the amount of information that customers received would influence a customer's decisions on buying products as well as services. The number of reviews and discussions on online platforms supports them in becoming more observable (Cheung and Thadani 2010). The number of reviews not only show the market performance of products but also show the popularity of the product (Chevalier and Mayzlin 2006, Lee and Lee 2009). A good amount of information which is being posted by existing customers definitely enhance assurance in making buying decisions and also decreasing the chances of errors and risk exposure (Buttle 1998). A consumer additionally needs the reference to reinforce their certainty to lessen the sentiment of committing error or hazard while shopping and online remark quantity speak to the item prevalence and stylishness. At the end of the day, consumers may see that more reviews speak to higher item ubiquity and centrality (Lee, 2009).

Chevalier and Mayzlin (2006) showed that the number of online reviews could be utilized to gauge the fame of the item. Hence, eWOM could be seen as strengthening the certainty of consumers while perhaps lessening the stress of hazard introduction. A great measure of reviews are by and large seen as the item was purchased by numerous consumers and, along these lines, the item ought to be a prominent one (Park and Lee 2007). Additionally, review quantity factor is found to have an effect on the offers of the item. Thus, purchasing intention should improve as per eWOM quantity. As a result, this study formulates a hypothesis as follows.

H2: *Online Review quantity positively influences the purchase intention of Consumers for High Involvement Products.*

3.3. Review Credibility

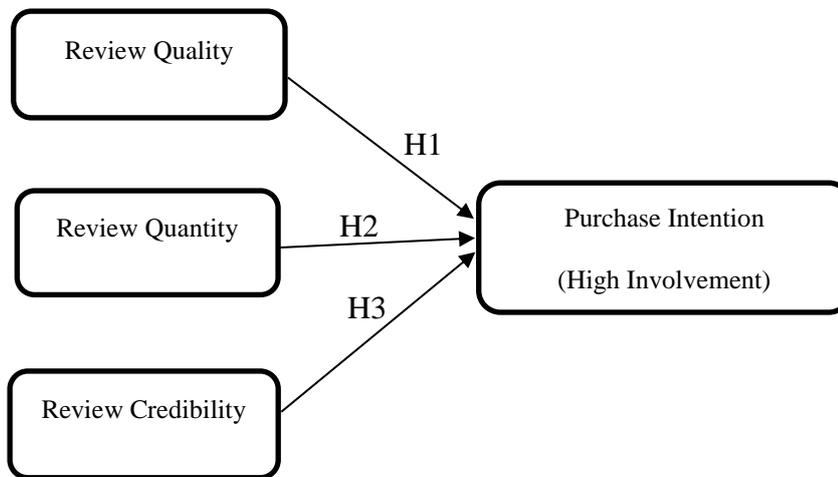
Perceived credibility refers to the trust and benevolence in the shared reviews and opinions via the internet. Review credibility can create a sense of reliability and encourage their purchase intention. Credibility is one of the most important standards for assessing the quality of shared information (Bae & Lee, 2011). Credibility can be well-defined as "the attitude toward a source of communication held at a given time by a receiver" (McCrisken, 1997, p.87). Credibility is basically perception about the qualities of the communicator (Perloff, 2013, 7 p. 237). These days Companies are likewise giving awesome noteworthiness to e-WOM, transcendently client reviews as it stunningly impact the purchase choice of consumers (Nambisan, 2002; Dellarocas, 2003; Walsh et al., 2004; Rapp et al., 2013; Levy & Gvili; 2015). In any case, the credibility of reviews is assessed by consumers (Kulmala et al., 2013; Lee et al., 2015) on the grounds that by one means or another they are likewise cognizant that there may exist fake reviews created by advertisers. According to Lis (2013:130-132), higher recommendation ratings significantly encourage customers positively about content reliability. Price and Hersh (1999:912) are also anticipated that when recommendation rating is high, perceived

eWOM review trustworthiness will be high too. So, it shows positive ratings of several users to an eWOM communication reinforce the consumers not only to accept the content but also the trust in the content of the message. Therefore, it enhances the credibility of the comments. (Fang, 2014:75). The credibility of information influence the consumer purchase intention in a significant manner. Today, most of the consumers use the internet to search for products and product related information whether they buy instantly on the website or later offline. During the exploration process, consumers generally trusting credible opinions of other consumers than experts opinions. Therefore, consumers are looking for highly credible information for making any buying decision. Purchase intention is defined as the willingness to purchase a product in the future (Sher and Lee, 2009:138-140; Xia and Bechwati, 2008:5-6) and during this willingness period, a credible information is very precious for consumers and also positively influence their buying intention.

H3: *Online Review Credibility positively influences the purchase intention of Consumers for High Involvement Products.*

4. Conceptual model

Figure 1: A conceptual model derived from the literature review



Source: Authors.

Table 1: Summary of various studies related to constructs and Observed Variables

	Definition	Source
Review Quality	The online reviews are clear	Lin et al. (2013)
	The online reviews are understandable	Lin et al. (2013), Petty et al. 1983
	The online reviews are helpful.	Cacioppo and Petty, 1984
	The online reviews have sufficient reasons for supporting the opinions.	Cheung and Thadani 2010
	In general, the qualities of each online review are high.	(Park et al. 2007, Park and Lee 2008), Lee's (2009)

Review Credibility	Reviews regarding high involvement products on the website are credible	Bae & Lee, 2011
	Reviews regarding high involvement products on the website are trustworthy	Price and Hersh (1999:912)
	I trust in the online reviews on the website regarding high involvement products.	Price and Hersh (1999:912), Lis (2013:130-132)
	Reviews on the website regarding high involvement products are accurate	Lee et al., 2015
	A customer shares sincere reviews on the website regarding high involvement products	Dellarocas, 2003; Walsh et al., 2004
	A customer shares honest reviews on the website regarding high involvement products	(Sher and Lee, 2009:138-140; Xia and Bechwati, 2008:5-6)
Review quantity	The numbers of online reviews are large, inferring that the product is popular.	(Chevalier and Mayzlin 2006, Lee and Lee 2009), (Park and Lee 2007).
	The quantity of online reviews information is great, inferring that the product has good sales.	Chevalier and Mayzlin (2003)
	Highly ranking and recommendation, inferring that the product has good reputations.	(Cheung and Thadani 2010)
	Number of review doesn't promise that the review quality is good	(Ratchford 2001).
Purchase Intention	After reading an online review, it makes me desire to buy the product.	(Park et al. 2007, Park and Lee 2008).
	I will consider buying the product after I read online reviews.	(Park et al. 2007, Park and Lee 2008).
	I intend to try the product/service discussed in the online reviews	Lee's (2009)
	In the future, I intend to buy the product discussed in the online reviews	(Park et al. 2007, Park and Lee 2008).
	When I buy a product online, the reviews presented on the website make me confident in purchasing the product	(Petty et al. 1983).
	Online reviews about products and services don't influence my buying intention towards that products and services	(Ratchford 2001).

Source: Authors.

5. Research Methodology

This research is descriptive in nature which aims to identify the Influence of Review Quality, Review credibility and Review quantity on customer purchasing intention for High Involvement Products. Based on the literature review, the conceptual framework was developed entailing four constructs. Furthermore, the conceptual framework guided

the direction for the collection of primary data. The constructs and items of the questionnaire were taken from previous studies to ensure the construct validity.

The questionnaire consists of two section; in the first section, respondents were asked general questions such as age, gender, education, occupation and did they purchase any high involvement product?. In section B, construct being measured by a few items for construct validity and reliability. Measurement of Review Quality, Review Credibility, Review Quantity, and Purchase Intention will be carried out by a five-point Likert scales, ranging from strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5). Total 450 respondents selected through Nonprobability judgemental sampling. There were one inclusion criteria for participants. “Have you purchased any high involvement product online or offline (Which Involves rigorous decision making such as Consumer durables, Electronics etc.?).” Those who said “no” are not included in the study.

Further, the data were analyzed using multiple regression through SPSS to identify the Influence of Review Quality, Review Credibility, and Review Quantity on customer Purchase Intention.

Multiple regression analysis was used to determine the hypothesized relationships. Out of the 455 questionnaires distributed, 429 valid samples were returned out of which 31 had missing data; thus, only 398 were used in the analysis. This yielded a 94% response rate.

6. Reliability analysis

Reliability is the capacity of an instrument to gauge the traits of a variable or build reliably and Validity is the degree to which an Instrument measures the develop precisely (LoBiondo-Wood and Haber, n.d.). Reliability of Instrument has been checked for all the four constructs through SPSS 20.0; Cronbach alpha value is more than 0.70 (Table 2) hence the instrument is reliable and ensure the consistency in data. Content validity has been ensured by sending Instrument to Experts and suggestions have been implemented before analysis. An exploratory factor analysis is applied to check the construct validity, each item was having more than 0.70 loading hence the instrument qualify the construct validity.

Table 2: Reliability Analysis

No	Construct	Items	Cronbach alpha (α)
1	Review Quality	5	0.825
2	Review Quantity	4	0.889
3	Review Credibility	5	0.796
4	Purchase Intention	5	0.805

Source: Authors.

Exploratory factor analysis (Table 3) is applied to establish the validity of the scale. Construct validity implies that whether observed items measure the latent variable accurately or not. All the loading are more than 0.70 hence the scale established the validity.

Table 3: Exploratory Factor Analysis

No	Construct	Items	Item Loading
1	Review Quality	Review Quality [The online reviews are clear]	0.805
		Review Quality [The online reviews are understandable]	0.740
		Review Quality [the online reviews are helpful]	0.765
		Review Quality [The online reviews have sufficient reasons supporting the opinions]	0.794
		Review Quality [In general, the qualities of each online review are high]	0.720
2	Review Quantity	Review quantity [The number of online reviews is large, inferring that the product is popular.]	0.762
		Review quantity [The quantity of online reviews information is great, inferring that the product has good sales]	0.777
		Review quantity [Higher ranking and recommendation, inferring that the product has good reputations.]	0.722
		Review quantity [Number of review doesn't promise that the review quality is good.]	0.719
3	Review Credibility	Review Credibility [Reviews regarding high involvement products on the website are trustworthy.]	0.774
		Review Credibility [Reviews regarding high involvement products on the website are credible.]	0.766
		Review Credibility [I trust on the online reviews on the website regarding high involvement products.]	0.717
		Review Credibility [customer's shares sincere reviews on the website regarding high involvement products.]	0.755
		Review Credibility [Customers shares honest reviews on the website regarding high involvement products]	0.762
4	Purchase Intention	Purchase Intention [After reading an online review, it makes me desire to buy the product.]	0.906
		Purchase Intention [I will consider buying the product after I read online reviews]	0.729
		Purchase Intention [I intend to try the product /service discussed in the online reviews.]	0.730
		Purchase Intention [In the future, I intend to buy the product discussed in the online reviews.]	0.718

Source: Authors.

7. Data Analysis and Interpretation

According to descriptive statistics, 51.5% were females and the 48.5% were males. An overwhelming number of the respondents' ages ranged between 21 to 30 (66.7%); 31 to 40 (27.4%) and 41 & above (5.9%). The majority of the participants (44.9%) had a monthly income between 30,001 and 50,000 INR; 25.4% had a monthly income 10,000

to 30,000 INR, and 22.9% 50,001 to 100,000 INR and rest of the respondents had monthly income 1,00,001 INR and above.

To analyze the relationship between independent variables (Review Quality, Review Credibility, and Review Quantity) and the dependent variable (Purchase Intention) multiple regression was applied. Pearson’s correlation analyses were initially run to examine the interrelationship among these variables, and it was found that there is a significant correlation reported among Review Quality, Review Quantity, Review Credibility, and Purchase Intention.

Table 4 : Model Summary

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.689	.475	.463	.38561	.475	40.043	3	133	.000	2.151

Source: Authors.

Multiple regression analysis was conducted to examine the Influence of Review Quality, Review Quantity, and Review Credibility on Purchase Intention. Based on the model Summary R = 0.689, It denotes that Independent variables i.e. review Quality, review Credibility, and Review Quantity are a good predictor of dependent variable i.e. Purchase Intention. R square is 0.475. This means that 47.5% of the variance in Purchase Intention can be explained by all three independent variables in the study. The adjusted R² for the conceptual model is 0.4625 which is very close to R², it has been shown the variability of Purchase intention accounted by the independent variables. It decreases when the predictor improves the model by less than expected by chance.

Table 5: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.863	3	5.954	40.043	.000
	Residual	19.776	133	.149		
	Total	37.639	136			

Source: Authors.

For the statistical significance the F ratio in the ANOVA table to check whether the overall regression model is a good fit for the data. The table shows all the independent variables i.e. Review Quality, Review Credibility, Review Quantity are significantly predicting the dependent variable i.e. Purchase Intention (3,133) 40.03, p<.005 (i.e. the regression model is a good fit of the data). It shows that there is a significant Influence of Review Quality, Review Credibility, and Review Quantity on Purchase intention of High Involvement Products.

Table 6: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.708	.291		2.433	.016					
	RQUAL	.309	.086	.279	3.589	.000	.560	.297	.226	.652	1.533
	RQUANT	.066	.069	.070	.970	.334	.392	.084	.061	.754	1.326
	RCREDIT	.432	.075	.454	5.794	.000	.640	.449	.364	.643	1.556

Source: Authors.

An examination of regression coefficients revealed that purchase intention (0.708) most increased by increasing the quality of reviews (0.309, p-value =0.000) and second most increased by increasing the credibility of reviews (0.432, p value=0.000). But in the case of Review Quantity does not have any significance Influence on Purchase Intention. Results in the present study accepting H1 and H2 but not H3. The rejection H3 might be possible due to customer’s preference towards the quality of reviews as compared to the number of reviews.

From the coefficient table, it has been proved that there is a significant positive Influence on Review Quality and Review Credibility on Purchase Intention. It can be depicted as below:

$$PI (\text{Purchase Intention}) = 0.708 + 0.309(\text{RQUAL}) + 0.432(\text{RCREDIT})$$

On the other hand, Review Quantity does not have any positive Influence on Purchase Intention. So, it means while making any changes in Review Quantity it does not make any Influence on Purchase Intention.

Table 7: Summary of Result

Hypothesis	Beta	t	Sig.	Final result
H1: Online Review quality positively influences the purchase intention of Consumers for High Involvement Products.	.279	3.589	.000	Supported
H2: Online Review quantity positively influences the purchase intention of Consumers for High Involvement Products.	.070	.970	.334	Not Supported
H3: Online Review Credibility positively influences the purchase intention of Consumers for High Involvement Products.	.454	5.794	.000	Supported

Source: Authors.

8. Conclusion

Electronic word of mouth can significantly influence Purchase Intention, so marketers should not ignore the Influence of online consumer-to-consumer communication. In all of this, marketers need to ponder that electronic word of mouth is consumer-generated and not marketer generated. As Brown has explained (Brown et al. 2007) that marketers need to be mindful of the dangers involved in attempting to influence electronic word of mouth.

Additionally, this research employed three characteristics of eWOM, including review quality, Review Credibility, and Review Quantity to evaluate their effects on consumer buying intention. This research executed the influence of eWOM on offline and online purchase intention both. Therefore, it can be considered as an important and meaningful contribution in extending the previous researchers, which mostly focused on the Influences of eWOM on online purchasing Intention.

The findings illustrate that there is a significant and positive influence of review quality on Purchase intention of High Involvement products. This finding was consistent with previous literature. As for the effect of women's quality, the result indicated that the quality of review positively affects consumer purchase intention. A review which is clear and understandable with sufficient reasons supporting the opinion would lead to a positive purchase intention for a high involvement product.

When the online review is considered credible and helpful then it would enhance the credibility of the information (Petty et al. 1983). As per the present study Review Credibility also significantly influence Purchase Intention related to High Involvement Products. This study makes an important theoretical contribution in the field of eWOM research. Firstly, there is an enormous amount of scholars who investigated the influence of eWOM, but very few have focused on high involvement products.

As far as limitations of the study are concerned, the researcher has a time limitation and so, the researcher has to keep the model at a manageable size, and as this research has the small sample size, and so it might not be generalized. Future studies may address these issues. The limitation of the study is that it focused only on high Involvement product and Specific categories of the product were not taken into consideration. Thus, the findings of this study may not be generally applicable to all products. To supplement this limitation, it can suggest possible future research directions. Further research could examine this issue in an experimental setting by manipulating the different type of products. The present research was limited to particularly three variables and for future studies, some other variables can be studied.

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