
e-WOM: the effects of online consumer reviews on purchasing decisions

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Abstract: Internet has become the primary source of information for a large number of consumers and it has dramatically changed the consumer behaviour. The arrival and expansion of the internet has extended consumers' options for gathering product information by including other consumers' comments, posted on the internet, and has provided consumers opportunities to offer their own consumption-related advice by engaging in electronic word-of-mouth (e-WOM). The aim of this study is to assess the impact of, one type of e-WOM, the online consumer review, on purchasing decision. This empirical study also focuses on the relationship between reviews and purchasing behaviour. The results show that consumer reviews have a causal impact on consumer purchasing behaviour and they have an effect on choosing the products by consumer. Finally, the results and their implications are discussed.

Keywords: internet marketing; consumer behaviour; online consumer review; electronic word-of-mouth; e-WOM; Turkey.

Reference to this paper should be made as follows: Yaylı, A. and Bayram, M. (2012) 'e-WOM: the effects of online consumer reviews on purchasing decisions', *Int. J. Internet Marketing and Advertising*, Vol. 7, No. 1, pp.51–64.

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