

PRIMARY RESEARCH

Effect of online reviews on consumer buying pattern in food industry

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Keywords

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Abstract

This study examines the relationship between online reviews and consumers' buying patterns in the food business, with Trust Propensity (TP) functioning as a moderator. A sample size of 100 respondents was collected using a convenience sampling technique at a particular point in time, providing strong support for the hypothesis. The collected data was then examined using SPSS statistical software. The collected data was examined using SPSS to determine the mean, standard deviation, independent t tests, and moderation regression analysis. The data demonstrated that online reviews had a major impact on customer purchasing patterns. As a result, restaurant managers must pay special attention to client reviews posted online. However, further study in any other area might be undertaken to acquire a better knowledge of how online reviews may affect their operations. This study is significant as it provides useful insight into the impact of online reviews on consumer buying decisions in the food industry. Additionally, it is one of the first studies to explore TP as a potential moderator in this relationship. This research may be used as a reference for restaurant managers to tailor their marketing strategies accordingly for better customer satisfaction and loyalty.

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INTRODUCTION

In today's world, there is a lot of severe rivalry, which makes it difficult for businesses to attract clients and persuade them to purchase their goods rather than the products of their rivals. To be successful in luring customers, one must understand the purchase process that consumers go through (Yonezawa & Richards, 2017). Organizations can no longer depend only on maintaining low production costs and striving for large sales volumes to continue in business; the requirements of consumers are now the primary emphasis, and companies need to be able to achieve customer satisfaction in order to remain competitive (Wang & Ji, 2010). In order for businesses to be able to develop an effective marketing strategy, they need to have a solid comprehension of the consumer purchasing process as well as the requirements that customers have (Yonezawa & Richards, 2017).

People are able to engage with one another and share in-

formation and ideas via various internet-based platforms thanks to a relatively recent development in the field of information technology known as social media. Facebook, Twitter, and LinkedIn are the most prominent web-based platforms now available (Kane, Alavi, Labianca, & Borgatti, 2014). According to Kane et al. (2014) when looking for information, forty percent of clients will first use search engines, and then they will go on to utilize internet-based platforms. These are significant in the hunt for information, and the reason for this is that consumers visit internet-based platforms with the intention of reading the views of other customers. Customers have an easier time evaluating and narrowing down product options when they have the assistance and advice of others' thoughts and suggestions. According to Cheung and Lee (2012), customers also share their opinions of products after the purchase has been made. Those customers who post their opinions online are motivated by the desire to spread the reputation of a prod-

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uct or company, the willingness to help other customers, and the purpose of feeling like they belong to the customer group (Yang & Tang, 2019).

Online comments left by customers have become an increasingly essential marketing force for businesses, mostly as a result of the rising usage of word-of-mouth communication via social media. The influence that Online Customer Reviews (OCRs) have had on new product sales has also grown in importance. It is critical for businesses to have a good understanding of the potential outcomes of customer evaluations that can be found online (Zhao, 2019). Consumers have the ability to either support or oppose new items by sharing their product thoughts with other customers online (Cui, Lui, & Guo, 2012). According to Adjei, Noble, and Noble (2010), certain businesses provide their clients with the chance to discuss their experiences with a particular brand or product on the websites of the respective businesses. Customers are then given the opportunity to engage in conversation through online brand communities, which take the form of discussion boards. Customers' uncertainty regarding products and services can be reduced, and customers' views of the organization can be improved, depending on the quality of customer-to-customer interactions in Online Business Communities (OBCs). This can lead to possible purchasing decisions and increased profits for the company. The beneficial results of C2C interactions in OBCs include an increase in sales, an increase in the number of customers who are loyal to the business, excellent opportunities for marketing products and services, the development of new product ideas, and a reduction in the costs associated with providing customer support. C2C interactions have the potential to influence both the firms' brand image and the level of pleasure their customers feel (Devedi, 2017). The decision of dissatisfied customers to talk about their experiences with others opens the door to the potential of undesirable results, such as harm to the reputation of the organization.

OCRs provide consumers with an unparalleled quantity of data that can help customers assess services before purchasing them. OCrs, a subset of electronic Word Of Mouth (WOM) communication, are trusted and used by many buyers to determine whether or not a product or service is worth purchasing. Academic studies have been prompted by the rapid expansion of OCrs, (Zhu & Zhang, 2010) and these studies have shown that OCrs have an effect on sales and a variety of consumer behaviors, such as information adoption, product preference, and purchase intent (Filiari, 2016).

Correspondingly, customers explored that brands with

good reviews are more preferable because the value they generate for customers is extraordinary, which attracts new customers and maintains loyalty with the old ones. When it comes to online reviews and purchasing influences, the age factor has a significant impact on people's decisions. Nurcahyanie, Singgih, and Dewi (2021) investigated how older adults make purchasing decisions based on both product features and reviews. However, millennials prefer high-rated profiles and brands when purchasing any product, irrespective of product features.

More and more independent internet merchants are making an effort to provide their customers with indicators of product performance and quality (Pan & Chiou, 2011). One such indication is the percentage of reviews with "positive comments" given by site visitors to emphasize those they found most useful. The use of helpful OCrs has been found to boost online store revenue (Mudambi & Schuff, 2010). The majority of the existing literature on eWOM has focused on exploring what factors influence the usefulness of reviews (Karimi & Wang, 2017). Existing research heavily relies on analysing observable textual elements extracted from databases of reviews obtained from websites such as Amazon, where users are asked to vote on how useful an OCR was using voting systems.

However, according to Kurdi and Alhamad (2022), there are additional aspects that cannot be assessed with quantitative textual analysis, such as perceived source interpersonal attraction, perceived source competence and trustworthiness, and the usefulness of recommendation and attractiveness indicators. This set of variables offers a more comprehensive explanation for how IH is viewed. This study looks at the factors that influence consumers' evaluations of restaurants' IH and the services they receive. Because of its usefulness as a lens through which to examine the ways in which both social and informational contexts shape an individual's mental processes, dual process theory has been chosen as the overarching theoretical framework for this investigation. Three types of informational impacts were examined in this research: the reliability of the source and the degree to which the recipient views the sender as being related to themselves (homophily) (Xiao & Liu, 2019). In contrast, examples of normative impacts include online reviews and suggestions from third-party retailers based on an aggregated popularity score.

Online reviews can have a significant impact on Consumer Buying Patterns (CBP) in the food industry. Recent studies have found that online reviews have a positive influence on consumer purchases and can also affect the reputation of a food product. For example, a study by the University of

California, Davis, found that when reviewing a food product (Devedi, 2017), consumers are more likely to purchase a product with higher levels of reviews and ratings. Additionally, the study found that customers who read reviews are more likely to purchase a product with more positive reviews than those who do not read reviews (Devedi, 2017). Restaurant services are more challenging to analyse owing to their quality, unpredictability, freshness, irreconcilability, and nonstandard character; therefore, understanding the causes of IH in the service context may be even more intriguing than in the product context. From a marketing standpoint, the research problem for food companies and restaurants is significant in terms of examining the consumption patterns of the target audience. Similarly, the research assists marketers in formulating their marketing campaigns and focuses on broadening their awareness with feedback and WOM to advance their reach. According to Hospitality Insights (2019), people in the digital age heavily rely on reviews to avoid fraud, make risky decisions, and choose the best product from menus. Furthermore, reviews add value for the food brands in the market to attract a larger chunk with limited word-of-mouth and online feedback on social platforms. However, online reviews are not the only concern among millennials when making purchases; product features and prices also affect their preferences (Devedi, 2017). Therefore, the research will support the marketers in identifying the best considerations for restaurants with online reviews to potentially grow sales and attain positive outcomes. Furthermore, social capital theory supports the research to determine the impact of online reviews on customers' purchasing patterns.

The Internet provides users with a vast array of information that can be used to make purchasing decisions. Among this information, online reviews have been shown to be a powerful tool for influencing consumer behavior. In the food industry, online reviews can be used to evaluate restaurants, grocery stores, and food products (Kurdi & Alhamad, 2022). In addition, online reviews can provide valuable insights into the quality of food products and the customer service of food businesses. There is a growing body of research that investigates the effect of online reviews on consumer behavior (Zhao, 2019). However, most of this research has been conducted in developed countries. In developing countries, the effect of online reviews on consumer behavior is not well understood. The purpose of this study is to investigate the effect of online reviews on consumer behaviour in the food industry in a developing country.

The effect of online reviews on CBP in the food industry is not well researched. This leaves food businesses vulnera-

ble to the potential negative effects of online reviews, which could include decreased sales, damage to their reputation, and a loss of customer loyalty. Additionally, online reviews could have a different effect on different segments of the food industry, depending on the type of food being purchased and the type of customer (e.g., restaurant vs. grocery store) (Xiao & Liu, 2019). Therefore, it is important to understand the effect of online reviews on CBP in the food industry to make informed decisions about how to respond to online reviews and protect businesses from potential negative effects.

The effect of online reviews on CBP in the food industry is not well researched. There is a gap in the literature on how online reviews affect consumer behaviour in the food industry. The current study will fill this gap by investigating how online reviews affect CBP in the food industry. The study will use a quantitative approach. The study will use a survey to collect quantitative data from consumers.

RQ1: How can Online Consumer Reviews (OCR) influence CBP?

RQ2= Is there any Moderating role of TP between online consumer review and Consumer buying pattern?

The objectives of this research are to explore the moderating role of TP between OCR and CBP and to analyse the impact of OCR' influence on CBP.

LITERATURE REVIEW

The dilemma of choice presents itself in the purchasing behaviour of consumers, which leads to a predetermined conclusion (Taylor, 1974). Every option comes with some degree of risk since the consumer does not know the result of the transaction until after it has been completed. A consumer faces the possibility of incurring a loss as a direct result of their purchase, which is one definition of risk. The loss may be monetary, functional, psychological, or social. All of these are possible. Knowing more about the goods gives the consumer more control over the level of risk associated with purchasing decisions. The potential buyer will thus have a better notion of the range of outcomes before deciding whether to make a purchase. The knowledge may be obtained via word-of-mouth communication, which research has shown to lower the consumers' sense of danger (Wever, 2020).

According to the dual process theory, people are swayed by their social circles for two main reasons: to get societal recognition and acceptance, (normative influence) and to gain clarity by having their questions and doubts answered by those they trust (informational influence). To adhere to the favorable expectations of others is an example of norma-

tive influence, whereas to embrace knowledge gained from another as proof regarding reality is an example of informational influence. When stimuli are ambiguous or there is social conflict, both of which contribute to individual uncertainty, informational impacts become important.

Consumer buying behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs, and the impacts that these processes have on the consumer and society (Kotler, Keller, Ancarani, & Costabile, 2014). Consumer buying behavior is an art and science studied by marketers that attempts to understand the consumer decision-making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, personality styles, and economic circumstances. It also considers the social and psychological factors that influence consumer behavior. The consumer buying decision process is a complex matter that is not a one-time event and includes: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. The model proposed by Engel, Blackwell, and Miniard (1990) is still widely used and accepted by scholars. The propensity to trust is a consumer's general tendency to trust or distrust a seller in a transaction. It is a cognitive disposition or trait that predisposes a consumer to respond in a trusting or distrusting manner in dyadic market transactions (Mazhar & Anwar, 2012).

Consumers may follow the crowd in this manner because they think that the consensus view on how to handle a confusing set of circumstances is more likely to be correct than their own. The information's subject matter, its communicator, and the target of the message are all key determinants. To avoid social isolation and rejection, people often conform to prevailing group norms, beliefs, and judgments by adopting the behaviors and attitudes of their peers or other members of their reference groups. These behaviors and attitudes are called normative influences. It would indicate that informational impacts have a significant role in shaping online behavior. Influence from the crowd, or the knowledge of the crowd, is also present and active in WOM interactions. Consumers are guided in their decisions by a process of imitation based on the number of reviews, which reflects the popularity of a service as determined by the preferences of the masses.

Online Consumer Reviews and Buying Patterns

In the research conducted by Donthu, Kumar, Pandey, Pandey, and Mishra (2021), it was shown that customer

evaluations and WOM dramatically stimulate other consumers to acquire a certain item due to their social influences. This is something that should be taken into consideration. After this point, consumers' attitudes and intentions towards a purchase were represented via their internet reviews. The other study provided evidence in support of the claim by classifying the reviews as either positive or negative. The researchers found that positive reviews have an optimistic impact on sales, whereas negative reviews have a detrimental impact on the market and discourage consumers from making purchases (Apriliani & Hudrasyah, 2018). Given these factors, the customers' preference for the source of information is a significant factor in the market. While some consumers value the opinions of their peers, others go to websites for information. According to the findings of Nurcahyanie et al. (2021), there is a difference in the reactivity of customers depending on their ages. Among the different age groups, millennials are more likely to modify their purchasing habits in response to online evaluations. In contrast, older demographics consider a wider range of aspects before settling on a recommendation about a product or service. As a direct consequence of this, internet reviews have the ability to impact the purchasing behavior of viewers, particularly among millennials. According to Slootweg and Rowson (2018), millennials largely rely on online reviews, particularly male voices, to provide input for companies, and gender inequalities are prevalent in categorising evaluations based on the variances in the items. As a result, marketers rely heavily on internet evaluations to pique the interest of millennials in their business. H1: There is significant effect of OCR on consumer buying pattern.

Trust Propensity

In recent years, OCR have gained increasing popularity as a source of information for potential buyers. A number of studies have investigated the impact of online reviews on CBP, and the findings suggest that online reviews play a significant role in influencing consumer purchase decisions. A study by Fang (2020) found that positive online reviews led to increased sales for a restaurant, while negative reviews led to decreased sales. The study also found that the effects of online reviews were more pronounced for restaurants with higher average ratings. A study by Wu, Ngai, Wu, and Wu (2020) found that online reviews had a significant impact on hotel room bookings. The study found that hotels with higher ratings on online review sites received more bookings and that the effects of online reviews were more pronounced for hotels with higher prices. A study by Zhu

and Zhang (2010) found that online reviews had a significant impact on consumer purchase decisions for both physical and digital products. The study found that online reviews were more influential for products with higher prices and for products that were not well known to consumers. The findings of these studies suggest that OCR play a significant role in influencing consumer purchase decisions. In particular, online reviews seem to be most influential for products that are not well known to consumers and for products with higher prices. Therefore, businesses should pay attention to their online reputation and take steps to ensure that they are receiving positive reviews from their customers.

Hypothesis 2: TP as a moderator between OCR and CBP.

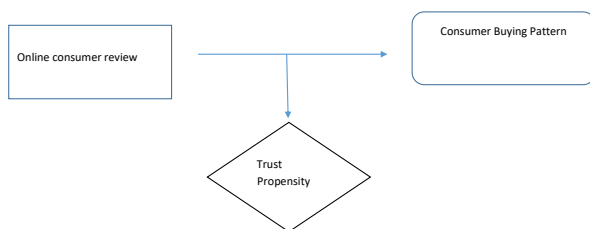


FIGURE 1. Theoretical framework

METHODS

Sample Size and Data Collection Procedures

An online survey was utilized to collect research data regarding Pakistani restaurants. The data were collected by a professional online research firm using a questionnaire developed for this purpose in the capital of Pakistan. Invitations to the survey included a cover letter that indicated participation was voluntary. A sample size of 100 people is carried out for this purpose. Respondents were also assured that their individual responses would remain confidential. This study is quantitative in nature as it demonstrates the effect of online reviews on CBP in the food industry. A well-defined questionnaire is administered physically and in Google Forms for survey purposes. The convenience sampling method is used to collect data from the target population. Since the respondents were fluent in English, the questionnaires were not translated into the local language. As English is the medium of instruction in the higher education system of Pakistan, surveys were distributed in English. Every participant completed a survey that contained items related to OCR, TP, and CBP. In addition to that, each participant also provided his or her demographic details, such as age, gender, marital status, and employment status.

Measures

All variables were measured using self-reports. The responses were tapped using a 5-point Likert scale with an-

chors ranging from 1-strongly disagree to 5-strongly agree.

OCR

OCR was noted on one of the best-known review platforms, known as Tripadvisor (www.tripadvisor.com) Examples of the review's items include "it has a breath-taking view and great service." "It is a remarkable restaurant when it comes to food scenes and vibes," and "it is a nice location for brunch."

Trust propensity (TP)

is measured with an 11-item scale developed by Jian (2000). Example: "I trust this restaurant," "I am familiar with this restaurant," and "This restaurant provides security."

Consumer Buying Pattern (CBP)

CBP were measured with a 6-item scale adopted by Boulding, Kalra, Staelin, and Zeithaml (1993). Keillor et al. (2004) Example: "I would like to come back to this restaurant in the future" and "I would recommend this restaurant to my friends or others."

Data Analysis Tool

Once the data has been collected, it will be analysed using SPSS. SPSS is a powerful data analysis tool that allows researchers to analyse large amounts of data quickly and efficiently. The data will be analysed to understand the impact of online reviews on consumer buying behavior. This analysis will include measures such as the frequency of reviews, the sentiment of the reviews, and the correlation between the reviews and customer buying behavior.

RESULTS

Frequencies Results

In Table 1, a total of 100 questionnaires were distributed, with male respondents numbering 47 and female respondents numbering 53. In addition, the Table shows their valid percentages as well as their cumulative percentages. Of the 100 questionnaires, 30% were between the ages of 18 and 23, and 70% were between the ages of 24 and 30. There were 51 positive responses and 49 negative responses, for a total of 100.

Results for Descriptive Analysis

Table 2 shows the descriptive statistics of the variables "consumer buying pattern" and "TP." The mean is 3.08, the standard deviation is 1.17815, the skewness is -0.217, and the kurtosis is -1.225 for the consumer buying pattern. As the value of skewness is between positive 0.5 and negative 0.5, it can be rightfully said that the distribution is fairly symmetrical. Similarly, if the kurtosis value is less than 0

($\gamma^2 = -1.225$), then the distribution is light-tailed. In addition to that, for variable TP, the mean is 3.1873, the standard deviation is 1.15375, skewness is -0.229, which is between positive 0.5 and negative 0.5, it can be rightfully said that the distribution is fairly symmetric; and the kurtosis is ($\gamma^2 = -1.453$); for TP, the distribution is light tailed.

Results for Cronbach's Alpha Analysis

Table 3 shows the variable "consumer buying pattern" ($\alpha=0.952$) was measured with six items. For the measurement of "TP" ($\alpha=0.971$), eleven items were used. Cronbach's alpha and composite reliability results are shown in Table 2. The result indicates full support for both variables, i.e., consumer buying pattern and TP.

Results for Independent *t* Test Analysis

In Table 4, the *t* test, a statistical test, is used to compare the means of two variables. It is used to test the hypotheses of our study. It has a degree of null hypothesis and helps us analyse the relationship between the variables. Variables in our study are OCR, TP, and CBP. Consumer purchasing patterns ($t = 14.06$, $p = 0.06$) show a significant relationship, indicating that the null hypothesis is not fulfilled at the 99%

significance level. TP ($t = 20.03$, $p = 0.07$) also displayed a significant result, so the degree of the null hypothesis does not hold true at the 99% significance level. In addition, all hypotheses of our study (H1 and H2) are accepted under *t*-test analysis.

Results for Moderation Regression Analysis

Table 5 assesses the moderating role of the TP interaction term on the relationship between OCR and CBP. H2 is supported by the findings, which show a negative and insignificant moderating role effect of TP on the relationship between OCR and CBP ($b = -.240$, $t = -1.2007$, $p = .2328$). Our confidence interval is also 95%, indicating that the difference between the two groups is zero and the *p* value is greater than .05. It is shown from the result that TP is not moderating the relationship between OCR and CBP, so our moderating hypothesis is rejected. Because the R² change of the interaction is insignificant, the dependent variable and interaction have no effect. The interaction effect is significant, as was shown. The *p* value is greater than .05, indicating that moderation is not significant. The summary of the moderation analysis is presented in the Table.

TABLE 1. Frequencies

	Frequency	Percent	Valid Percent	Cumulative Percent
Age				
18-23	30	30	30	30
24-30	70	70	70	100
Total	100	100	100	
Gender				
female	53	53	53	53
male	47	47	47	100
Total	100	100	100	
Online reviews				
positive	51	51	51	51
negative	49	49	49	100
Total	100	100	100	

TABLE 2. Descriptive analysis

Variables	Mean	Std. Deviation	Skewness	Kurtosis
CBP	3.08	1.17815	-0.217	-1.225
TP	3.1873	1.15375	-0.229	-1.453

N = 100

TABLE 3. Cronbach alpha analysis

Sr No.	Variable Name	Alpha	No. of items
1	Consumer Buying Pattern	0.952	6
2	Trust Propensity	0.971	11

TABLE 4. Independent *t*-test analysis

Variables	<i>N</i>	<i>t</i>	df
Consumer buying pattern	100	14.06	98
Trust Propensity	100	20.035	98

TABLE 5. Moderation regression analysis

	coeff	se	<i>t</i>	<i>p</i>	LLCI	ULCI
Constant	-1.8499	1.451	-1.2748	0.2054	-4.7302	1.0304
on	0.9898	0.7534	1.3138	0.192	-0.5057	2.4853
trustpro	1.403	0.3559	3.9425	0.0002	0.6966	21094
int_1	-0.2401	0.2	-1.2007	0.2328	-0.637	0.1568

DISCUSSION

The findings of this study suggest that online reviews have a significant impact on CBP in the food industry. Specifically, the study found that reviews on food products had a positive effect on purchase decisions, as consumers felt more confident about the products and were more likely to purchase them. Furthermore, the study also found that reviews had a greater influence on purchase decisions among consumers who had previously bought food products online.

This finding is consistent with existing literature on the effect of online reviews on consumer buying behavior. For example, a recent study by Maisonneuve et al. (2020) found that online reviews had a positive influence on consumers' purchase decisions, particularly when the reviews were of a high quality. This finding is supported by the work of (T. Zhang, Lu, Torres, & Chen, 2018), who found that online reviews had a significant impact on consumers' purchase decisions, as they provided valuable information to consumers and enabled them to make informed decisions. Additionally, a study by Dholakia, Bagozzi, and Pearo (2004) found that online reviews had a positive effect on purchase decisions, as they provided an opportunity for consumers to gain insights into the quality of products prior to purchase. Despite the positive effect of online reviews on purchase decisions, it is important to note that there are also some potential drawbacks. For example, some reviews may be false or biased, which could lead to inaccurate purchase decisions (Fang, 2020). Additionally, the quality of reviews may vary depending on the source, and some reviews may not be reliable (J. Zhang, Zheng, & Wang, 2020). Furthermore, there is also the potential for reviews to be manipulated, as companies can incentivize customers to post positive reviews (T. Zhang et al., 2018). Thus, it is important to consider the potential drawbacks of online reviews when making purchase decisions.

Overall, this study provides evidence that online reviews have a significant influence on CBP in the food industry. The

findings are consistent with existing literature, which suggests that online reviews have a positive effect on purchase decisions. However, it is important to consider the potential drawbacks of online reviews, as some may be false or biased.

CONCLUSION

The main aim of the study was to find the impact of online reviews on consumers' buying patterns in the food industry, along with their TP. And from this study, it can be concluded that online reviews significantly affect CBP in the food industry. This is due to the fact that customers feel that online reviews are more authentic, and thus the notion of TP gets involved. However, this might be the case because of other psychological and environmental factors related to people living in bigger cities. In addition, another thing that was highlighted in the study was the psychological influence. The findings demonstrated that consumers, particularly female consumers, paid substantially more attention to online reviews. In addition, the study found a strong link between customers' visual browsing habits and their propensity to buy.

RESEARCH IMPLICATIONS

The study strengthens the notion that people are more inclined to read reviews before they make a purchase. In this era of technology and social platforms, a business's authenticity is something that has gained immense attention and significance in recent years. The findings of this study imply that the food industry is influenced by the art of online reviews. People are more conscious of their purchases, especially when they are related to consumption. Hence, the present study elaborates and strengthens the relationship between online reviews and CBP. In addition to that, the study findings also suggest that reviews that are made online have some impact on people and may alter their decisions.

Second, the study findings also suggest that online reviews and their relationship with the food industry are more significant for those eateries that have shown consecutive positive reviews in the past. The food industry should be more honest in their interactions with customers, as a few negative reviews can ruin their reputation. In addition to that, the food industry must reiterate the negative online reviews in order to nullify the effect of those reviews on customers. Third, online retailers are advised to pay close attention to unfavourable and negative comments and respond to them as soon as possible by carefully analysing the comments and tailoring product information to customer characteristics, including gender aspects. Given that consumers are unable to recognise fake reviews, it is crucial to set up an automated system for identifying inaccurate information in product reviews. This will make online shopping for consumers safer, more dependable, and better.

LIMITATIONS

The present study has some limitations that are worth mentioning here. First the study only investigated the relation-

ship of only TP on consumer buying pattern and did not look into the other aspects of it. There are number of factors that comes under the category of TP such as psychological influence, personality, behaviors, experience etc. These may have shown different results and outcomes had they been observed in the first place. In addition to that, the study is conducted on people that are residing within the premises of Islamabad and Rawalpindi. The findings may not be generalized on the people living in other cities and even less for people that resides in comparatively smaller cities with relatively less exposure to technology. This study was quantitative in nature whereas the future research can be qualitative in nature for deeper understanding of the relationship. The future research may be conducted in industry other than food industry such as apparel industry, to be more specific. And lastly, the data has been collected from a sample size which is relatively smaller and future research may use sample size of more than two hundred people in order to increase the generalizability of the results.

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