

Mediating Effect Of Online Reviews In The Relationship Between Perceived Convenience And Trust In Shaping Online Shopping Behavior

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Abstract:

This study looks into how internet reviews influence how perceived convenience and trust interact to influence consumers' online buying decisions. Convenience has emerged as a major factor in consumer engagement with e-commerce, but trust is still essential for making final purchase decisions because of the inherent risks of online purchasing. Online reviews serve as a third-party validation method, lowering perceived risks and fostering trust by offering social evidence and insights into previous customers' experiences. The purpose of this study is to investigate how online reviews, which eventually affect customer behavior, mediate the relationship between the ease of use of online platforms and the growth of trust. The study used a quantitative methodology to investigate whether the existence of online reviews enhances the correlation between convenience and trust, as well as the impact of this mediation on consumer choice. For e-commerce platforms looking to boost consumer satisfaction and trust through better user experiences and review systems, the findings offered insightful information.

Keywords: Perceived convenience, Online reviews, Trust and online shopping

I. INTRODUCTION

The quick development of e-commerce has changed how customers communicate with companies and made online shopping more convenient (Laudon & Traver, 2021). Customers can now purchase goods and services online without having to visit physical locations thanks to the change from traditional retail to online shopping (Turban et al., 2022). Understanding the elements that affect consumers' trust in online shopping is crucial as the e-commerce business grows (Gefen, Karahanna, & Straub, 2003). Since customers cannot physically inspect products or engage with vendors face-to-face, trust is one of the most crucial components of online transactions (Hoffman, Novak, & Peralta, 1999). According Park, Lee, and Han (2007), two factors that have become increasingly important in influencing consumer behavior in the digital marketplace are perceived convenience and online reviews. The degree to which consumers perceive online buying to be simple, effective, and accessible is known as perceived convenience (Yoon, 2010). Convenience in the context of online buying includes a range of elements, including the ability to shop whenever and from anywhere, quick access to product information, flexible payment options, and ease of website navigation (Gefen, 2002). Online retailers are continuously looking for methods to improve the usability and effectiveness of their platforms in order to draw in and keep customers, as consumers place a higher value on expediency when purchasing (Szymanski & Hise, 2000). Though convenience is frequently cited as the main driver of internet buying, trust is not always a direct result of convenience (Wolfenbarger & Gilly, 2003). The notion of trust in online commerce is complex and encompasses the consumer's perception of the dependability, honesty, and competence of both the vendor and the online platform (McKnight, Choudhury, & Kacmar, 2002). Establishing trust in the absence of a real business or salesperson requires the use of other strategies. Building consumer trust is greatly aided by features like safe payment methods, satisfying user experiences, customer support, and—most importantly—online reviews (Gefen, 2002). Customers' decisions to buy goods or services online can be influenced by trust, which is essential in lowering the perceived risk involved in online transactions

(Pavlou, 2003). Online reviews have become a potent instrument in influencing consumer perceptions and buying decisions in recent years (Chevalier & Mayzlin, 2006). Online evaluations, which are frequently authored by other consumers, offer insightful accounts of the experiences of prior purchasers and are a vital source of social proof (Dellarocas, 2003). When a product or service cannot be physically inspected prior to purchase, consumers frequently rely on these reviews to evaluate the quality, dependability, and authenticity of sellers and items (Mudambi & Schuff, 2010). The availability of multiple evaluations for a single product can affect how a prospective customer perceives the ease and reliability of the shopping experience. Since customers use other people's opinions to lessen the uncertainties associated with online shopping, the significance of online evaluations is especially evident in the context of building trust (Chen, Fay, & Wang, 2011).

1.2 Research Problem and Motivation

The relationship between perceived convenience and trust in online shopping is still poorly understood, despite the rising corpus of research on e-commerce (Gefen, 2002). This is especially true when it comes to the potential mediation effect of online reviews. Perceived convenience can increase customer happiness and online shopping engagement, but trust is a critical factor in final purchase decisions and is not necessarily established by perceived convenience alone (Yoon, 2002). Numerous reasons, including the possibility of fraud, doubts about the quality of the products, and worries about the return policy, might erode trust in online buying (Kim, Ferrin, & Rao, 2008). Online reviews provide as a third-party validation mechanism in the uncertain world of online commerce, giving customers peace of mind and lowering their perceived risk (Chevalier & Mayzlin, 2006). It hasn't been thoroughly investigated, yet, how much internet evaluations influence the connection between apparent convenience and trust. In particular, this study looks into whether or not customer trust in the digital marketplace may be established in addition to the convenience of online shopping thanks to online reviews. Park, Lee, and Han (2007) suggest that the potential mediatory role of online reviews can aid in elucidating the relationship between perceived convenience and trust, as well as the effect of reviews' existence or absence.

II. REVIEW OF LITERATURE

2.1. Perceived Convenience in Online Shopping

Because perceived convenience makes online shopping easier and more efficient for customers, it is important for e-commerce to thrive. The ease and speed with which customers may search for products, make transactions, and navigate a website is referred to as convenience. Numerous studies demonstrate that one of the primary factors influencing consumers' adoption of e-commerce platforms is the ease of online purchasing as opposed to traditional brick-and-mortar establishments (Yoon, 2010; Szymanski & Hise, 2000). Perceived convenience, according to study by Jiang, Yang, and Jun (2013), includes a number of elements, such as product comparison, transaction speed, simplicity of navigation, and flexibility of payment methods. These components add to the entire user experience, which affects client loyalty and happiness. Perceived convenience in internet buying can be divided into a number of categories. Chiang and Dholakia (2003) found that three important factors that contribute to perceived convenience in e-commerce are time, effort, and location convenience. Time convenience makes it possible for customers to purchase whenever they want, effort convenience reduces the amount of physical work needed, and location convenience makes it possible to shop from any location with internet access. Although these elements improve user interaction with digital platforms, research indicates that trust is not necessarily a direct result of ease (Gefen, 2002). The platform's ease needs to be balanced with elements that lessen the risks associated with online purchasing.

2.2 Trust in Online Shopping

Due to the various dangers that consumers encounter while shopping online, such as product fraud, privacy issues, and the inability to physically inspect things before making a purchase, trust plays a crucial role in influencing consumer behavior. According to McKnight, Choudhury, and Kacmar (2002), trust in e-commerce is the conviction that the online merchant will fulfill its commitments about product

delivery, data security, and customer support. As a necessary condition for successful online transactions, trust has been stressed by a number of researchers (Gefen, 2002; Pavlou, 2003). Customers' desire to participate in online transactions is facilitated by trust, which also helps to lower the perceived dangers that they associate with online purchasing. Kim, Ferrin, and Rao (2008) state that a number of variables, including as the website's dependability, the availability of safe payment methods, the clarity of the product information, and the availability of customer support services, might affect trust. The study also discovered that, even in high-risk circumstances, purchase intentions are positively influenced by the perceived reliability of the online seller. Additionally, Chiu, Huang, and Yen (2010) emphasized how crucial perceived trust is to building enduring bonds with online merchants, which has a direct impact on client loyalty. Numerous research have looked into the relationship between perceived convenience and trust. The results indicate that while convenience may increase pleasure, trust is crucial for encouraging repeat business and retaining customers.

2.3. Role of Online Reviews

Online reviews are now a vital tool in the digital marketplace for swaying customer opinions. These reviews, which are often written by previous customers, provide valuable details regarding the quality, reliability, and efficacy of products and services (Chevalier & Mayzlin, 2006). Online reviews function as a kind of electronic word-of-mouth (eWOM), providing social proof that reduces the information gap that arises when making purchases online, according to Dellarocas (2003). Consumers frequently rely on these reviews to guide them in making educated decisions, particularly in situations where they are unable to physically inspect the product. Several research have looked into how online reviews affect consumers' decisions to buy. Chen, Fay, and Wang (2011) discovered, for instance, that consumer behavior is greatly influenced by online evaluations, especially when it comes to the establishment of trust. Reviews that are positive strengthen the product or seller's credibility, whereas those that are bad cast doubt on its veracity and affect the perception of trustworthiness as a whole. Consumer trust is significantly influenced by the usefulness of internet reviews, as noted by Mudambi and Schuff (2010). Comprehensive and in-depth reviews are often seen as more reliable and beneficial than brief and imprecise ones. Furthermore, online reviews influence perceived convenience as well as trust. Many product reviews are available, which facilitates the shopping experience by giving the customer further information that they would not find on the retailer's website. Because less cognitive work is needed to evaluate a product's quality, shoppers will perceive the buying experience as being more convenient (Park, Lee, & Han, 2007). Online reviews, then, have the potential to mediate the relationship between perceived convenience and trust—two important variables in online purchase behavior.

2.4. Mediating Role of Online Reviews between Perceived Convenience and Trust

Although there hasn't been much research on the mediating effect of online reviews in the relationship between perceived convenience and trust, it appears that reviews are important in this dynamic. According to Chevalier and Mayzlin (2006), internet reviews function as independent verifications that mitigate uncertainty and perceived risks associated with online transactions. The presence of reviews on a shopping platform increases the trust that customers have in it when they think it's easy and provides them with feedback from other customers. Positive evaluations can confirm that the purchasing process is dependable, trustworthy, and convenient, which raises the possibility of a purchase (Chen et al., 2011). A number of scholars have put forth theoretical models to elucidate the intermediary function of internet reviews. Kim et al. (2008), for instance, contend that online reviews serve as a mechanism for fostering trust, particularly in situations where users' concerns regarding the security of their transactions or the quality of the products they purchase are not sufficiently allayed by the platform's convenience. Online reviews offer more details and confirmation, which strengthens users' trust in the platform and the product. Online reviews, according to Park and Lee (2009), help lessen ambiguity throughout the purchasing process by offering user-generated material that reassures prospective customers of the seller's dependability.

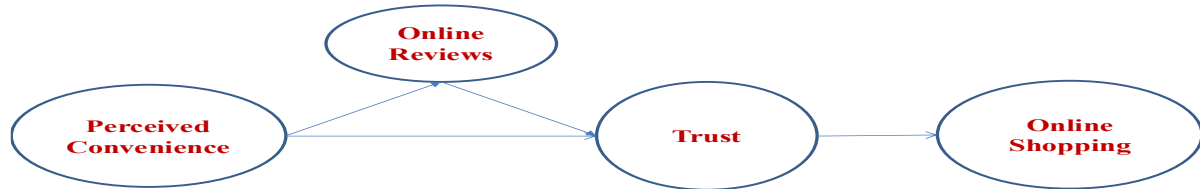
2.5. Theoretical Implications

There are various theoretical ramifications to the use of online reviews as a mediating factor between perceived convenience and trust. Firstly, it offers a more thorough comprehension of how customers make choices in the online market. Perceived convenience increases consumer involvement, but trust—which is necessary to turn engagement into actual purchases—is mostly shaped by online reviews. Second, the significance of user-generated material in influencing purchasing behavior is shown by the mediating role of online reviews. Online reviews bridge the trust gap that may arise from the lack of in-person connection and tangible product inspection by offering further information about the product or service.

2.6. Conclusion

The body of research on the subject emphasizes how crucial perceived ease and trust are in influencing consumers' online purchasing decisions. Convenience is crucial in drawing customers to online platforms, but trust is the most important factor influencing their ultimate purchasing choices. In this relationship, internet reviews play a critical mediating role by offering third-party validation and mitigating the perceived dangers associated with online purchase. To fully understand the mediating impact of online reviews and how they affect the link between perceived convenience and trust in various online shopping scenarios, more research is required.

III. RESEARCH PROPOSAL:



In the context of online shopping, this study investigates the complex link between perceived convenience, online reviews, and consumer trust. The research tries to clarify how these factors impact purchase decisions by investigating the mediating role of online reviews. The project will examine the relationship between perceived convenience and online reviews, trust and online reviews, and trust and online purchase behavior through survey data and structural equation modeling. It is anticipated that the research's conclusions would offer useful information to companies looking to improve client satisfaction and boost online sales in the current digital economy.

IV. RESEARCH METHODOLOGY

4.1 Objectives:

- To examine the relationship between perceived convenience and online reviews.
- To investigate the mediating effect of online reviews on the relationship between perceived convenience and trust.
- To explore the impact of trust on online shopping behavior.

4.2 Hypotheses

- H1: Perceived convenience positively influences online reviews.
- H2: Online reviews positively influence trust.
- H3: Trust positively influences online shopping behavior.
- H4: Online reviews mediate the relationship between perceived convenience and trust.

4.3 Sample Size and technique:

The Ananthapur district online consumers from a variety of paths make up the study population. The required sample was chosen from this population using simple random sampling. 250 respondents were given structured questionnaires to complete around the study region in order to gather data. But the researcher only found 227 completely filled-out responses. As a result, the researcher established a sample size of 227. Using basic random sampling, a sample size of 227 investors in Rayalaseema was established. Even while this sample size offers a solid foundation for analysis, it's critical to recognize that the narrow regional emphasis may have some restrictions on generalizability. Expanding and diversifying the sample size and composition of future research could improve the study's external validity.

4.4 Statistical tools adopted

The research utilized a quantitative approach, employing a survey questionnaire to collect data from online shoppers. Structural Equation Modeling (SEM) was the primary statistical tool used to analyze the data and test the proposed hypotheses. SEM is a powerful technique for examining complex relationships between variables, including mediating effects. By using SEM, the researcher could assess the direct and indirect relationships between perceived convenience, online reviews, and trust, providing a comprehensive understanding of their influence on online shopping behavior.

V. Analysis

The measurement model and the structural model are the two components of the analysis. In the part on the measuring model, the researcher reported the convergent and discriminant validities of the constructs. The impact of trust in influencing the attitude of online shoppers as well as the mediating role of online reviews in the relationship between perceived convenience and trust were studied by the researcher. To evaluate the questionnaire's reliability, the Cronbach Alpha test was used. Below is the construct-wise alpha coefficient.

Table 1 Reliability of the Constructs

S.No	Constructs	Types of Questions	Cronbach's Alpha
		Likert's Scale (5 Point scale)	
1	Perceived convenience	5	.872
2	Online Reviews	5	.796
3	Trust	5	.997
4	Online shopping	5	.860
Overall score		20	.902

he four constructs—Perceived Convenience, Online Reviews, Trust, and Online Shopping Behavior—has five possible answers on a Likert scale. Each construct's Cronbach's Alpha value falls between .796 and .997, suggesting good to exceptional internal consistency. The questionnaire's dependability for measuring these ideas in your research on internet purchasing is further supported by the total score of .902 for all components combined (Nunally, 1976; Robinson et al., 1991).

5.1 Exploratory Factor Analysis

Kaiser (1974) stated that in order to evaluate EFA, KMO and Bartlett test results had to be within threshold bounds, meaning that KMO had to be greater than 0.5 and the Bartlett test of sphericity had to be less than 0.05 (Field, 2013).

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.834
Approx. Chi-Square	4313.692
Bartlett's Test of Sphericity Df	190
Sig.	.000

The data is deemed reasonably acceptable for factor analysis based on the KMO value of .834, which implies a certain degree of intercorrelation between the variables. A significant correlation between the variables is required for factor analysis, and the significant Bartlett's Test of Sphericity ($p < .000$) verifies that the correlation matrix is not an identity matrix. During the factor analysis process, factors having an eigen value greater than one was deemed important. The results show that only 4 components had an eigen value greater than 1.

Rotated Component Matrix^a

	Component			
	1	2	3	4
Per_Ctrl1		.610		
Per_Ctrl2		.789		
Per_Ctrl3		.766		
Per_Ctrl4		.744		
Per_Ctrl5		.913		
Trust1	.823			
Trust2	.889			
Trust3	.878			
Trust4	.865			
Trust5	.901			
On_Rev1				.650
On_Rev2				.656
On_Rev3				.717
On_Rev4				.678
On_Rev5				.820
On_Shop1			.807	
On_Shop2			.649	

On_Shop3			.844	
On_Shop4			.771	
On_Shop5			.847	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

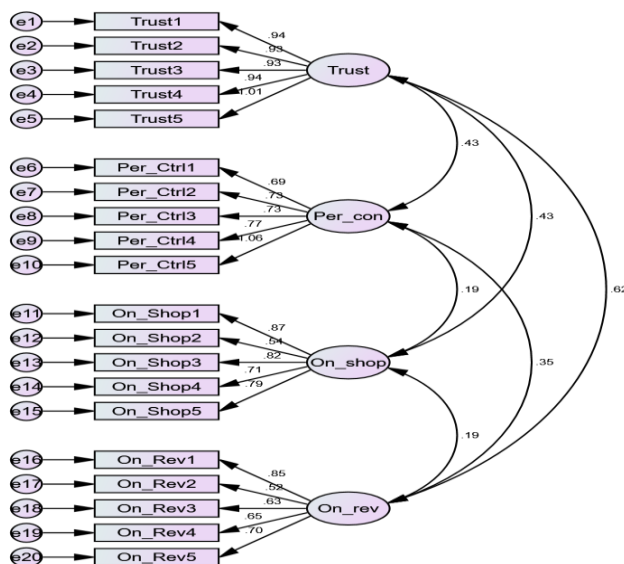
a. Rotation converged in 5 iterations.

The factor loadings of the variables following the Varimax rotation are displayed in the rotated component matrix. Each of the four retrieved components contributed a fraction of the explanation for the data's variance. High factor loadings in each component's variables show a strong relationship between them and the corresponding components. Per_Ctrl5, for instance, loads heavily on component 1, indicating that they measure perceived convenience as a whole. Comparable trends are noted for other elements, which stand for trust, online reviews, and purchasing habits.

5.2 Measurement Model

Convergent and discriminant validity must both meet the threshold values to demonstrate model fit. Each item's relationship to its construct is explained by the convergent validity. On the other hand, discriminant validity addresses the connections between the constructs. Since the structural model requires the measurement model, proving model fit in that section is required.

i. Confirmatory Factor Analysis



It's a measuring model that allows for the observation of latent variables based on indicator variables and the testing of the model's reliability. The CFA is used in the study to determine the relationship between the factors and the items (observed) as well as the relationship between the factors and reliability (Joreskog & Sorbom, 1989). This part included model fit in addition to convergent and discriminant validity. Confirmatory factor analysis was used to assess the validity of the four study constructs: perceived convenience, online reviews, trust, and online shopping. In the study, CFA is composed of both zero-order and second-order constructs. All of the items in each of the four constructs were found to have

perfectly met the threshold values by CFA (Hulland, 1999). Additionally, table 2 included the CR and AVE results as part of the validity assessment.

Table 2: Convergent Validity through CR & AVE values

S.No	Constructs	CR	AVE
1	Online Shopping	0.866	0.570
2	Trust	0.978	0.899
3	Perceived Conveniences	0.902	0.655
4	Online revises	0.806	0.560

The convergent validity evaluation for each of the constructs is shown in the table. All constructions' CR and AVE values meet the 0.7 threshold, demonstrating strong internal consistency (Bagozzi & Yi, 1988). Thus, it is proven that convergent validity exists. The discriminant validity between the constructs was examined and is shown in table 3 after the convergent validity was established.

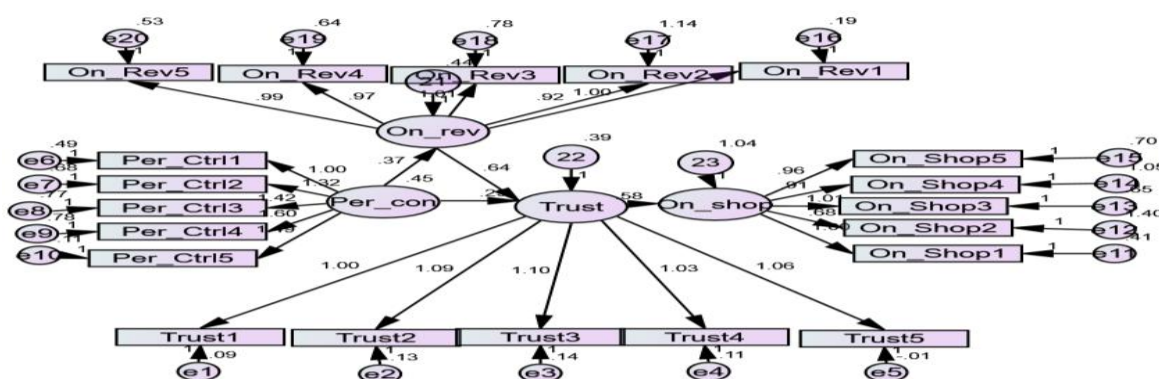
Table3: Discriminant Validity

	Online shopping	Trust	Perceived convenience	Online reviews
Online shopping	0.803			
Trust	0.614	0.874		
Perceived convenience	0.376	0.449	0.853	
Online reviews	0.655	0.245	0.311	0.868

All of the diagonal elements that make up the square root of AVE are found to be larger than the non-diagonal elements (Fornell & Larcker, 1981). As a result, the model has no problems with validity. It was observed that every model fit index was higher than the threshold values. Additionally, it is noted that the GFI and AGFI values fall below the 0.9 criteria; nevertheless, since the values are quite close to 0.9, they can still be taken into consideration (Baumgartner and Homburg, 1995, and Doll et.al, 1994). The model is therefore empirically fit.

5.3 Structural Model

The structural model is evaluated in order to estimate a number of dependent links among all constructs. Four main constructs were included in the structural model: "online shopping" (endogenous construct), "online reviews" (mediator), "perceived convenience" (exogenous construct), and "trust." The model (perceived convenience, online reviews, trust, and online shopping) is presented to test the relationships between the constructs. The impact of independent on dependent constructs in the presence of mediating constructs, such as online reviews, was investigated in the structural model based on theoretical support.



The model fit indices for the structural model are presented in the table 3.

Table 4: Model Fit Indices for Structural Model

CMIN/df	GFI	AGFI	CFI	NFI	TLI	IFI	RMSEA	RMR	PGFI	RFI
3.290	0.827	0.782	0.911	0.878	0.898	0.911	0.101	0.116	0.654	0.860

The fit indices for the structural model, which rate how well the model matches the data, are shown in the table. A satisfactory fit is suggested by the CMIN/DF value of 3.290, which is below the suggested threshold. A satisfactory match between the model and the data is indicated by the CFI, NFI, TLI, and IFI values, all of which are at or above the acceptable level of 0.90. Additionally, the AGFI result is acceptable, falling within the range. A close fit is indicated by the RMSEA value of 0.101, which is less than the suggested threshold of 0.08. All things considered; the model fit indices show that the structural model fits the data quite well. The independent structure The dependent construct, online reviews, was significantly positively impacted by perceived convenience ($\beta = 0.346$, $P = 0.000$). Additionally, trust was positively impacted by online reviews ($\beta = 0.597$, $P = 0.000$) and online shopping behavior was strongly influenced by trust ($\beta = 0.567$, $P = 0.000$).

Table 5: β' Values of Path Analysis

<i>Level 1</i>	<i>Level 2</i>		<i>Level 3</i>
X \rightarrow Y (In the <i>absence</i> of Mediator)	X \rightarrow M \rightarrow Y		X \rightarrow Y (β_4)
	X \rightarrow M (β_1)	M \rightarrow Y (β_3)	(In the <i>Presence</i> of Mediator)
0.551 (0.000)	0.346 (0.000)	0.597 (0.000)	0.332 (0.000)

The findings of the route analysis show that M mediates the relationship between X and Y and that X has a major direct impact on Y. When taking into account both the direct and indirect channels, X has a significant overall impact on Y. This implies that the observed effect on Y is significantly influenced by both the direct and indirect effects of X. The results emphasize how crucial it is to take into account both direct and indirect linkages when examining how different factors affect particular results.

Therefore, it can be said that all of the alternative hypotheses are supported by the results and the model is fit.

5.4 Mediation Analysis

The model's online review was regarded as a mediator, based on the literature support. This section examines the potential moderating role of online reviews in the relationship between perceived convenience and trust. One interaction variable was chosen for testing, and it is shown below.

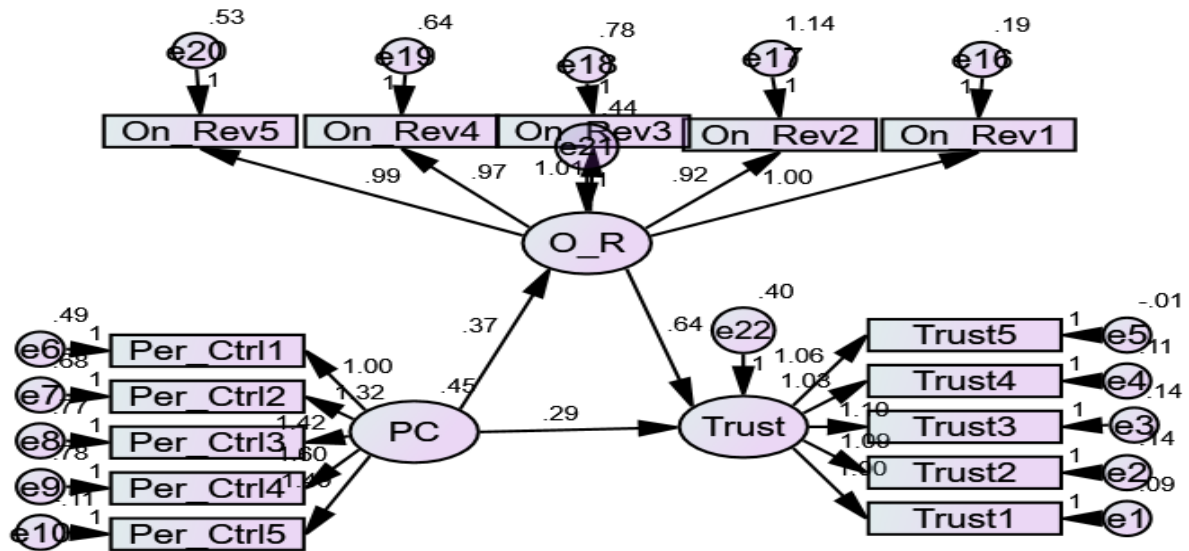


Table 6: Results of path analysis

Relationship	Direct Effect	Indirect Effect	Confidence Level		P- Value	Conclusion
			Lower Bound	Upper Bound		
Perceived Convenience → Online reviews → Trust	.294	.236	.142	.406	.002	Partial Mediation

The results of a path analysis that looked at the connections between perceived convenience, online reviews, and trust are shown in the above table.

- **Direct Effect** (Perceived Convenience → Trust): A positive direct association between perceived convenience and trust is indicated by the coefficient of .294. The statistical significance of this link (p-value = .002) indicates that perceived convenience has a direct impact on trust.
- **Indirect Effect** (Perceived Convenience → Online Reviews → Trust): Online reviews act as a mediator between perceived convenience and trust, as indicated by the coefficient of .236. This implies that perceived ease of use affects trust both directly and indirectly via influencing internet reviews.
- **Total Effect:** In this instance, the direct and indirect impacts add up to a total of $.294 + .236 = .530$, which is the overall impact of perceived convenience on trust. This suggests that perceived convenience and trust are positively correlated overall.

According to the analysis, trust in online purchase is significantly increased by perceived convenience. Because online reviews mitigate this relationship to some extent, it is clear that online reviews are important in shaping consumer trust based on perceived convenience. By concentrating on enhancing perceived convenience and promoting favourable online evaluations, businesses can increase consumer trust.

5.5 Hypothesis testing

H01 Measured as an independent construct, perceived convenience was found to have an impact on online customers' online reviews (a dependent construct). At the 5% level of significance, it was discovered that the perceived convenience had a significant direct effect on the dependent variable, with a regression coefficient of 0.417. The null hypothesis is thus disproved.

H02 Measured the impact of online reviews on consumers' trust (a dependent construct), online reviews were regarded as an independent construct. With a regression coefficient of 0.527 at the 5% significance level, it was discovered that the online reviews had a substantial direct impact on the dependent variable. The null hypothesis is thus disproved.

H03 The impact of trust on online shoppers' online purchasing behavior (a dependent construct) was examined as an independent construct. With a regression coefficient of 0.388 at the 5% level of significance, it was discovered that the Trust had a substantial direct impact on the dependent variable. The null hypothesis is thus disproved.

H04 Measured were the mediation effects of online reviews on the connection between the model's independent and dependent components. It was discovered that there is evidence of a partial mediation effect from online reviews. Furthermore, it should be highlighted that in the presence of pull factors, the direct impact of perceived convenience on trust has dropped from 0.294 to 0.236. Thus, it is known empirically that online reviews have a greater impact on trust in presence of mediator

VI. DISCUSSION

This study looked into the connections between online reviews, perceived convenience, and trust in online buying. The results validate the suggested methodology and offer insightful information to companies looking to boost online sales and improve customer happiness.

Customers that find online buying convenient are more inclined to submit favorable ratings, as seen by the large beneficial influence perceived convenience had on online reviews. Furthermore, it has been demonstrated that online reviews have a major impact on consumers' trust in online retailers, underscoring the significance of favorable evaluations in fostering customer confidence.

The study also demonstrated how internet reviews mediate the relationship between perceived convenience and trust. This implies that perceived ease of use has an impact on trust both directly and indirectly via influencing online reviews.

These results provide internet retailers and marketers with insightful information. Businesses may foster a more positive online buying environment and boost consumer happiness and loyalty by concentrating on enhancing perceived convenience, promoting positive evaluations, and establishing trust.

VII. CONCLUSION

The complex relationship between perceived convenience, online reviews, and trust in online shopping was effectively explored in this study. For companies looking to boost online sales and improve consumer satisfaction, the results offer insightful information. Customers that find online buying convenient are more inclined to submit favorable ratings, as seen by the large beneficial influence perceived convenience had on online reviews. Furthermore, it has been demonstrated that online reviews have a major impact on consumers' trust in online retailers, underscoring the significance of favorable evaluations in fostering customer confidence. The study also demonstrated how internet reviews mediate the relationship between perceived convenience and trust. This implies that perceived ease of use has an impact on trust both directly and indirectly via influencing online reviews. These results provide internet retailers and marketers with insightful information. Businesses may foster a more positive online buying environment and boost consumer happiness and loyalty by concentrating on enhancing perceived convenience, promoting positive evaluations, and establishing trust.

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