

# Influence of Typographical Features of Online Reviews on the Consumer's Purchase Intention

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## Abstract

**Purpose** – The study aims at investigating the dimensions of online reviews along with their typography and the influence of such dimensions on consumer purchase intention.

**Methodology**– A study was conducted with a sample size of 600 respondents. The area of the study included Chandigarh, Punjab, and Haryana (India). Only online shoppers were taken as respondents for the study.

**Findings** – Exploratory Factor Analysis was employed and after the analysis four factors were extracted namely review reliability, review usefulness, review valence and review typography.

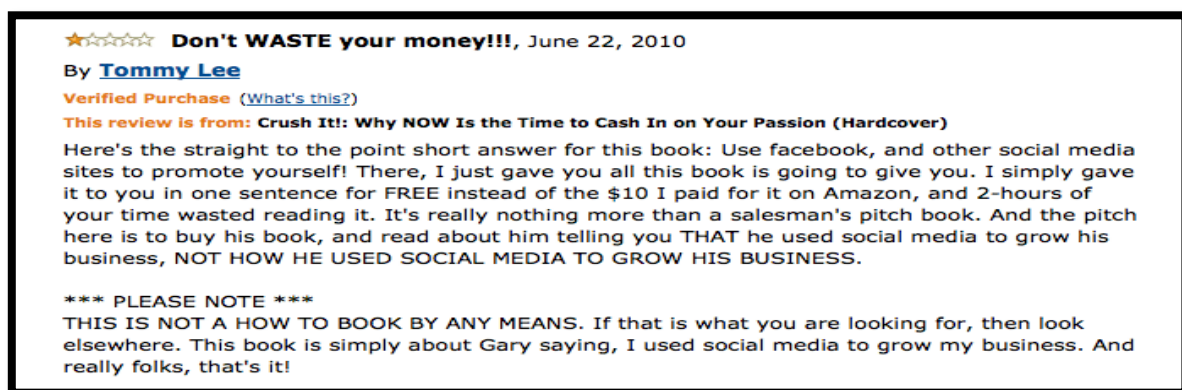
**Practical Implications** – The study is of great importance as it delivers the various dimensions associated with online reviews and textual features. The dimensions identified are cognizant for the managers and consumers as the dimensions show the significant relationship with purchase intention.

**Keywords** Online review, Review Reliability, Review Usefulness, Review Valence, Review typography, Purchase decision

## 1. Introduction

With the advancement in technology many e-commerce sites provide the customers to write and read various reviews so that they can make their purchase decisions accordingly. Online reviews are the pillars that stand as the foundations stone behind the enormous success of online shopping titled as the so-called electronic commerce. The importance of online reviews has ascended with times and helpfulness of online reviews has also become more visible with times due to their readability and the emotions carried in the reviews (Agnihotri & Bhattacharya, 2016).

Online reviews are known to provide the interaction of the consumer and the product they have used. Online reviews ingrained with various typographical features provide the consumer experience in a realistic way to other potential consumers. The typographical features mainly include the different fonts, bold or small letters, coloured pictures, or eye-catching words that accentuate and make the review more trustworthy for the consumers.



**Figure 1: Source: How to Boost Online Reviews for Your Business (And Deal with the Bad Ones) Just how important are online reviews to your business? (Markidan, 2019)**

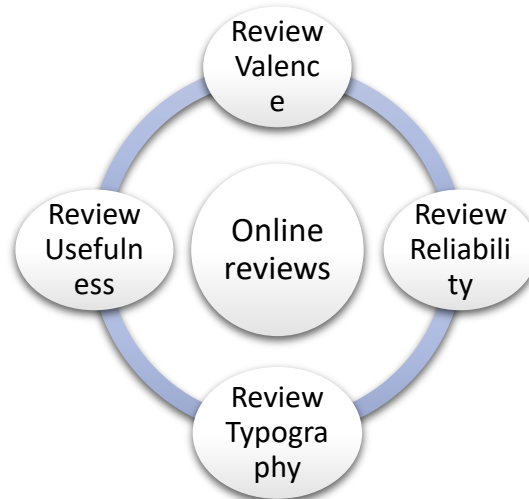
The image explains the online reviews with the textual features where the heading “Don’t WASTE your money!!!” is the phrase intended to bring the attention of the potential buyers. The phrase itself is made to bring attention of the consumers. Such phrases and other details like Capital and bold words, coloured text, text with images all are the textual features which are being studied for investigating the purchase intention after reading such reviews.

## 2. Theoretical Background

Online reviews are great way of communicating the satisfaction or distress of the consumers. The readability of online reviews is linked with helpfulness (Fang , Ye, Kucukusta, & Law, 2016), and further online reviews information adoption by the consumer is primarily connected to timeliness, accuracy and relevancy of the content (Filieri & McLeay, 2013). Hence, it can be evaluated that review quality and review volume positively affect the purchase decision (Park, Lee, & Han , 2007). To add more to the plethora of studies our paper takes into account the online reviews along with their typography.

### 2.1 Review Usefulness

In today's world, it is seen that online reviews are perceived to be useful in the eyes of consumers. (Gupta & Harris, 2010) assessed that useful information provided in the reviews can certainly affect the consumers in making purchase decisions. Additionally, ( Chung, Lee, Koo, & Chung, 2017) evaluated that these systematic signs like length of the review, negative sidedness of review and cognition level all add to the facets of review usefulness. Though reviewer's identity is also associated with review usefulness (Yao, Park, & Hong, 2020). Hence, suggesting that online reviews are important facets in deciding the purchase intention.



**Figure 2: Theoretical Framework for dimensions of online reviews**

### 2.2 Review Typography

Typography in literal sense is the designing of the text used while writing words that are used for communicating the notions (Childers & Jass, 2002). The textual features primarily include the text fonts, bold letters, colour of fonts, images attached, different emoticons used in writing the reviews online. Typeface interface (typography) concatenates the textual cues in consumer's mind which influence the judgement of consumers (Bi, 2014). (Song & Schwarz, 2008) followed that when textual fonts are easier to read then the individuals feel it easier to process the information.

### 2.3 Review Valence

Valence is the emotion whether negative or positive associated with a stimulus which is evaluated in the human mind (Barrett , 2006). Online reviews valence dictates the positive or negative emotions felt by the consumers. Purchase decisions get highly affected by the review valence (Chen & Kou, 2016). Positive reviews valence is expected to increase the attitude of consumers for buying the product (Jia & Liu, 2018). On the other hand, reviews embedded with negative emotions are considered to be highly useful (Jeong & Koo, 2015). Hence, online reviews are required to be studied because review valence greatly affect the purchase decision (Maslowskaa, Malthouse, & Viswanathan, 2017).

### 2.4 Review Reliability

Reliability in literal sense is defined as something which can be trusted because it behaves well for the desired objective (CambridgeDictionary, 2022). (Kikuchi & Klyuev , 2015) stated that increase in the reliability of the reviews pose as the main source in providing useful information to the consumers. Reliable reviews are predicted to increase the

performance of the website where they are available (Lyu, et al., 2021). Therefore, it is certainly a mandate to check for reliable recommendations in the form of online reviews.

In order to get more insight about the online reviews, a table representation of the literature review has been done.

Study	Method	Data	Key Findings
(Senecal & Nantel, 2004)	Multivariate Analysis of Covariance	487 subjects	Experience products get influenced more by the recommendations given by the individuals
(Park, Lee, & Han, 2007)	Regression Analysis and Analysis of Variance	352 College students	Review quality and volume positively affect the decisions relating to purchase
(Lee, Park, & Han, 2008)	Analysis of Covariance	248 College students	Consumers with low involvement level believe the online reviews more
(Gupta & Harris, 2010)	Analysis of Variance	198 Students	Lowly motivated consumers make decisions based on recommendations
(Schlosser, 2011)	Analysis of Covariance	71 Movies (119 undergraduates)	Reviews with both positive and negative sides are presumed to be helpful

**Table 1: Previous Related Research**

### 3. The need for study

The studies done are how the online reviews affect the consumer purchase decisions. But still there is limited research which showcase how textual features impacts the consumer's mind. During the investigation, it was seen that there was less, or negligible research done on online reviews along with their typographical features. Though (Lewis & Peter, 1989) have talked about the influences of typography on the reading. Still less research is regarding the all the dimensions of online reviews namely reliability, valence, typography and usefulness as well as their effect on purchase intention.

### 4. Research Methodology

The paper is an attempt to scrutinize and explore the dimensions of online reviews along with the textual features that affect the purchase decisions of the consumers. For this purpose, a questionnaire was prepared to reach the desired objective.

#### 4.1 Scale Development

Table 1 shows the literature from where the questionnaire was prepared and the statements in the survey were modified accordingly to meet the desired objective. Five-point Likert scale was used ranging from Strongly disagree (1) to Strongly Agree (2). The instrument was tested and refined with purpose to continue with the study.

Variables	Source
Reliability of online reviews	(Jeong & Koo, 2015), (Connors, Mudambi, & Schuff, 2011)
Valence of online reviews	(Lackermair, Kailer, & Kanmaz, 2013)
Typography of online reviews	(Huang, Li, Wu, & Lin, 2017), (Bi, 2014)
Usefulness of online reviews	(Cheng & Ho, 2015), (Park, Lee, & Han, 2007),
Purchase Intention	(Sparks, Perkins, & Buckley, 2013)

**Table 2: Tabulation of sources that helped in scale development**

#### 4.2 Data Collection

The survey was done on the sample of 600 respondents. The respondents were chosen from the areas of India namely Chandigarh, Punjab and Haryana. Purposive and snowball sampling was used for the study. Only those respondents who go for online shopping and were familiar with online reviews were chosen for the study. About 758 questionnaires were distributed. After proper evaluation it was seen that only 600 can be used for further empirical analysis.

## 5. Data Analysis

The questionnaire first part consists of the demographic details of the respondents. The demographic profile of the respondents is shown in Table 3. The table shows the respondents' gender, age, area, monthly income and marital status in the table 3.

	Frequency	(%)
<i>Gender</i>		
Male	254	42.3
Female	346	57.7
<i>Age</i>		
18-25	211	35.2
26-45	353	58.8
46-65	36	6.0
<i>Area</i>		
Punjab	214	35.7
Haryana	145	24.2
Chandigarh	241	40.2
<i>Monthly Income</i>		
Below Rs.30,000	244	40.7
Rs.30,001 to Rs.40,000	111	18.5
Rs.40,001 to Rs. 50,000	89	14.8
Above Rs. 50,000	156	26.0

**Table 3: Demographic Profile of the Respondents**

The data analysis was done by using Factor Analysis and Structural Equation Modelling. For testing the reliability of the instrument, the Cronbach Alpha value was checked, and the value was .904 which is an acceptable value.

### 5.1 Exploratory Factor Analysis

Factor Analysis is a method used to reduce the large amount of data into smaller sets (StatisticsHowTo, 2021). Table 6 shows the factors extracted. However, before the application of exploratory factor analysis, KMO and Bartlett's Test was run. The Kaiser-Meyer-Olkin (KMO) value is .888 as shown in Table 4 which meet the criteria laid down by (Kaiser & Rice, 1974). The communalities value as shown in Table 6 range between .588 and .847. The factor loadings more than 0.5 are fit for the analysis (Hair, Black, Babbins, & Anderson, 2009). All the factors as shown in Table 5 explain the 77.690% of cumulative variance.

The Exploratory factor analysis application explored four factors. The first factor is titled as Review Reliability which deals with the reliability of the reviews. The second factor is titled as Review Usefulness as the factor primarily deals with the usage of reviews. The third factor is called Review Valence and mainly defines about the positive and negative sidedness of the reviews. The last factor is titled as Review Typography and it primarily deals with the textual features and their impact on purchase decisions.

Cronbach Alpha					
Scale	No. of items	Cronbach's $\alpha$ (Reliability)	Eigen Value	% Variance	Cumulative Variance (%)
Review Reliability	5	.895	6.291	44.934	44.934
Review Usefulness	3	.916	1.705	12.180	57.114

Review Valence	3	.867	1.614	11.532	68.646
Review Typography	3	.836	1.266	9.044	77.690

**Table 4: Factors with no. of items along with their Cronbach alpha, Eigen value, Variance (%) and Cumulative Variance (%)**

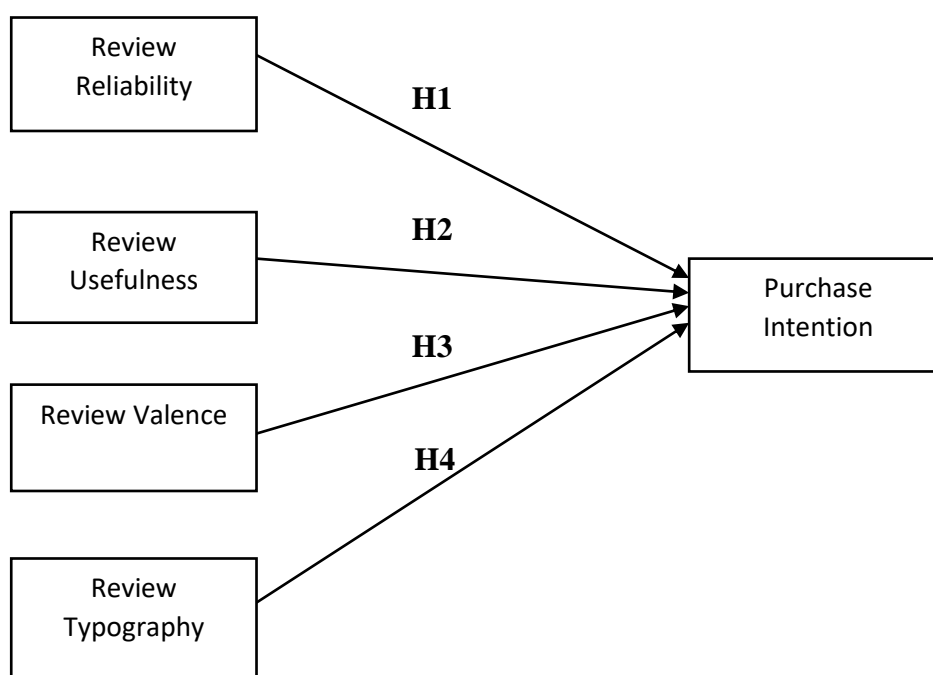
A conceptual model was developed for the study and the hypothesis testing was also established as per the given conceptual model as shown in Figure 3.

H1. Review Reliability has a significant influence on purchase intention.

H2. Review Usefulness has a significant influence on purchase intention.

H3. Review Valence has a significant influence on purchase intention.

H4. Review Typography has a significant influence on purchase intention.



**Figure 3: Conceptual model**

## 5.2 Confirmatory factor Analysis

Before carrying on the confirmatory factor analysis, the reliability and the validity of the constructs was checked. The composite reliability is shown in Table 7 and the values of the composite reliability are within the acceptable range of .7 to .95 (Hair, Black, Babbins, & Anderson, 2009). For checking the convergent three approaches are used that is factor loadings, composite reliability and Average Variance Extracted. And the convergent validity is met by all the three approaches as shown in Table 7.

Rotated Component Matrix					
	Component				Communalities
	1	2	3	4	

Online reviews are reliable.	.888				.768
Online reviews are understandable.	.861				.822
Online reviews are authentic.	.811				.844
Online reviews are dependable.	.809				.741
Online reviews are experienced.	.710				.588
Online reviews are easy to use.		.860			.847
Online reviews are important for buying decision.		.848			.818
Online reviews are useful.		.844			.815
Online positive reviews affect my purchase decision in favour of the product.			.864		.819
Online negative reviews affect my purchase decision against the product.			.841		.789
Online positive and negative reviews offset each other.			.823		.766
Online reviews' order affects my purchase decision.				.839	.772
Online reviews with different emoticons and signs affect my purchase decision.				.830	.741
Online reviews with different textual features affect my purchase decision.				.825	.747
<b>Notes:</b> F1= Review Reliability, F2= Review Usefulness, F3= Review Valence, F4= Review Typography					

**Table 5: Principal Component Analysis with Communalities**

	CR	AVE	MS V	MaxR( H)	Review Typograph y	Review Reliabilit y	Review Usefulne ss	Review Valence	Purchas e Intentio n
Review Typography	0.836	0.63	0.22 1	0.839	0.794				
Review Reliability	0.895	0.739	0.24 7	0.897	0.47	0.86			
Review Usefulness	0.918	0.694	0.25 8	0.931	0.461	0.497	0.833		
Review Valence	0.868	0.686	0.25 8	0.871	0.317	0.483	0.508	0.828	
Purchase Intention	0.867	0.568	0.00 9	0.874	0.08	0.018	0.094	0.043	0.753

**Table 6: Construct Reliability and Validity**

### 5.2.1 Analysis of Measurement Model

The measurement model is illustrated in figure 4. The figure shows the latent variables namely review reliability, review usefulness, review valence, review typography, and purchase intention.

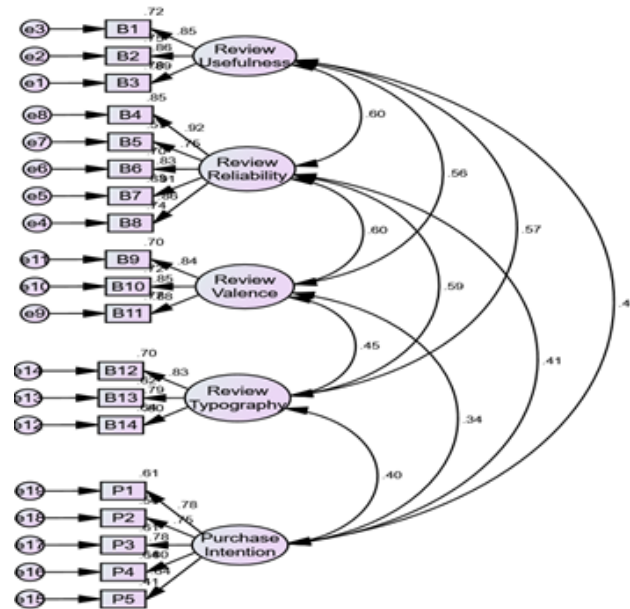


Figure 4: First Order Measurement Model

The confirmatory analysis is a three-step model. Firstly, the factor loadings are checked, which are  $> 0.5$ . The second step involved the checking of the model fit indices. As shown in Table 8, the GFI = .952, CFI = .980, TLI = .976 and CMIN/DF = 2.075 all meet the recommended guidelines. The last step involved checking of the misspecifications in the model and no redundant item was found to be existed in the model.

### 5.2.2 Analysis of Structural Model

Figure 5 shows the structural model, and the model signifies that the main latent construct has an association with the four sub constructs. The confirmatory analysis was done in the same three step way. All the factor loadings were  $> 0.5$ . In the second step all the model fit indices are with the guidelines as shown in Table 8. In the last step the structural model was checked for redundant items and there found to be existence of the same. Due to existence of the redundant items the modification indices were applied on e16-e17 and e16-e19.

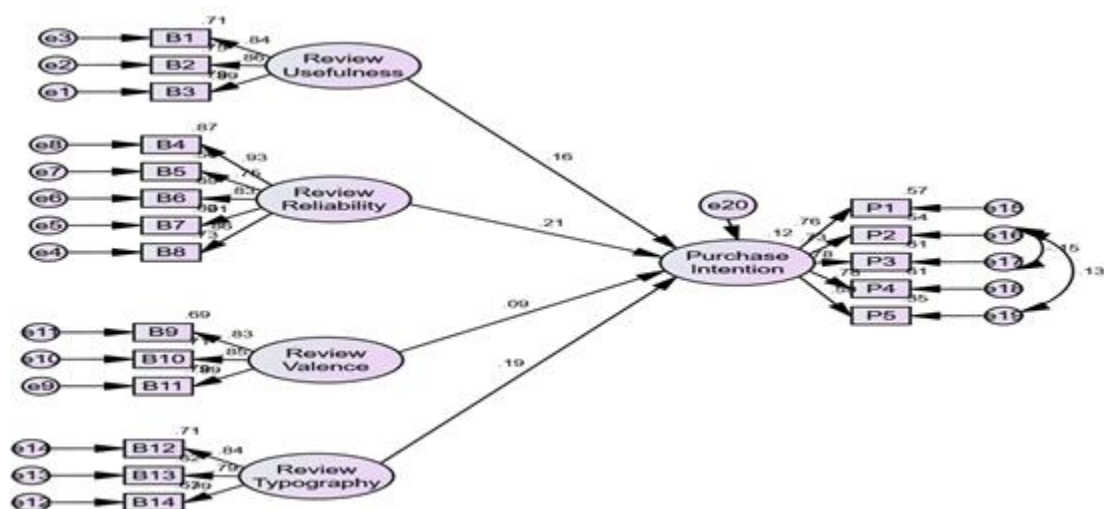


Figure 5: Second Order Measurement Model

After the model is accepted, the testing of the hypotheses is done. The standardized regression weight of the constructs was as follows; Purchase Intention<---Review Reliability (.161), Purchase Intention<--- Review Usefulness (.208), Purchase Intention<---Review Valence (0.903) and Purchase Intention<---Review Typography (.194). The results of the hypotheses testing showed that review reliability, review usefulness, review valence and review typography have a significant relationship with purchase intention as shown in Table 9.

## 6. Discussion

The online reviews have emerged as an important pillar in the deciding of purchase decisions made by the individuals. The demographic profile showed that females are more drawn to use online reviews as compared to males, because the females are presumed to thrive on the experience of others regarding the purchase decisions.

Name of Category	Name of Index	Acceptance Level	Measurement Model	Structural Model
Absolute Fit	$\chi^2$	P>0.05	0.000	0.000
	RMSEA	Between 0.03 and 0.08	.042	0.07
	GFI	>0.90	.952	.911
Incremental Fit	CFI	>0.90	.980	.916
	TLI	>0.90	.976	.902
	IFI	>0.90	.980	.901
Parsimonious Fit	$\frac{\chi^2}{df}$	Between 1 and 5	2.075	3.835
<b>Notes :</b> RMSEA: Root Mean Square error of Approximation, GFI: Goodness of Fit, CFI: Comparative Fit Index, TLI: Tucker – Lewis Index, IFI: Incremental Fit Index				

**Table 7: Model Indices**

All the hypotheses were accepted. Review reliability has the most significant and positive influence on purchase intention. Reviews which infer reliability build perceived trust of the review readers (Jia & Liu, 2018). Further, the results draw that textual feature of online reviews have an influence on the purchase intention of the potential consumers. As stated by (Lewis & Peter, 1989) typographical features enhance the quality of the online reviews. In addition, the results stated that usefulness of the reviews influence the purchase decisions and mostly depends upon the length, credibility and argument quality of review (Liu & Park, 2015). Lastly analysis also stated that review valence influences the purchase intention. Purchase intention get affected by online reviews valence (Chen & Kou, 2016) stating that positive and negative online reviews valence help in forming the opinions of the consumers.

	Hypothesis		Estimate	Standard Error	P- Value	β Coefficients
H1	Purchase Intention <--- Review Reliability	Accepted	.167	.035	***	.208
H2	Purchase Intention <--- Review Usefulness	Accepted	.118	.033	***	.161
H3	Purchase Intention <--- Review Valence	Accepted	.063	.030	.037	.093
H4	Purchase Intention <--- Review Typography	Accepted	.151	.036	***	.194
Notes: ***P<0.05						

**Table 8: Testing of the Hypotheses**



## 7. Implications of the study

Internet is now very important for conducting the any prior research regarding any purchase. The study provides theoretical implications for the consumers that online reviews influence the purchase intention. The study infers that the online reviews reading can lead to a prospect purchase into a real purchase. The paper suggested that the marketers should has a keen look on the reliable reviews as the paper suggested that reviews presumed to be reliable affect the decision of the consumers. Further the study also established that the typography influences the purchase intention, so the marketers should see reviews with such textual features that can grab the attention of the potential individuals.

## 8. Conclusions

The study contributed that the online reviews play in major role in influencing the purchase intention. Review usefulness, review reliability, review valence and review typography all these dimensions majorly influence the purchase intention. The analysis state that review typography influences the consumer purchase decisions though the most significant influence on purchase intention is done through reliable reviews. The study also gave theoretical implications and threw light on the notion that online reviews give information which presume to be highly beneficial for the consumers.

## 9. Limitations Of The Study

The study is very helpful in retrieving the information regarding the online reviews and deciding how they affect the consumers. But the study has some limitations. Firstly, the area of the study involves Chandigarh, Punjab and Haryana of India which only represents a smaller population and cannot be applied to whole population of India. The sample size is also 600 which is less, and larger sample can be used.`

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