

References

- 2018 ReviewTrackers Online Reviews Survey. (2019, January 30). Retrieved from Reviewtrackers: <https://www.reviewtrackers.com/reports/online-reviews-survey/>
- Aaker, D. (2013, September 4). Aaker on brands . Retrieved from Prophet: <https://www.prophet.com/2013/09/156-what-is-brand-equity-and-why-is-it-valuable/>
- Arora, S., Joshi, M., & Rose, C. P. (2009). Identifying Types of Claims in Online Customer Reviews. Proceedings of Human Language Technologies: The 2009 Annual Conference of the North American Chapter of the Association for Computational Linguistics, Companion Volume: Short Papers (pp. 37-40). Colorado: Association for Computational Linguistics.
- Ashraf, M., Ahmad, J., Sharif, W., Raza, A. A., Shabbir, M. S., Abbas, M., & Thurasamy, R. (2018). The role of continuous trust in usage of online product recommendations. Online Information Review, 1468-1527.
- Chaffey, D. (2019, November 20). Forecast growth in percentage of online retail / Ecommerce sales 2017 to 2023. Retrieved from Smart Insights: <https://www.smartinsights.com/digital-marketing-strategy/online-retail-sales-growth/>
- Chakraborty, U. (2019). The impact of source credible online reviews on purchase intention. Journal of Research in Interactive Marketing, 142-161.
- Chen, J., & Kou, G. (2016). How online review valence affect on consumer opinion evaluation ? Procedia Computer Science, 635-641.
- Constantinides, E., & Holleschovsky, N. I. (2016). Impact of Online Product Reviews on Purchasing Decisions. WEBIST 2016 - 12th International Conference on Web Information Systems and Technologies, 271-278.
- Cvetkovic, S. (2019, May 02). Online Customer Reviews: The Different Types & How To Get Them. Retrieved from Reviews.io: <https://blog.reviews.io/online-customer-reviews-ultimate-guide>
- eSalesTracker . (2010, August 18). Retrieved from eSalesTracker : <http://www.esalestrack.com/blog/2008/09/advantages-and-disadvantages-of.html>

- Goetsch, K. (2017, December 8). The global rise of e-commerce. Retrieved from Oreilly: <https://www.oreilly.com/library/view/e-commerce-in-the/9781491946626/ch01.html>
- Gong, W., Stump, R. L., & Maddox, L. M. (2013). Factors influencing consumers' online shopping in China. *JOURNAL OF ASIA BUSINESS STUDIES*, 214-230.
- Hewage, K., & Weerasekara, H. (2018, October 13). Cross boader e-commerce eco systems in Sri Lanka. Retrieved from IPS: http://www.ips.lk/wp-content/uploads/2018/12/E-commerce-Presentation_Final_Oct-13.pdf
- Hwong, C. (2018, February 28). E-commerce demographics: Who shops online ? Retrieved from Verto: <https://vertoanalytics.com/chart-week-e-commerce-demographics-shops-online/#:~:text=According%20to%20Verto%20Analytics%20data,of%20the%20online%20shopping%20population.>
- Jacobsen, S. (2018). Why did I but this? The effect of WOM and online reviews on post purchase attribution for product outcomes. *Journal of Research in Interactive Marketing*, 370-395.
- Kemp, S. (2020, February 18). Digital 2020: Sri Lanka. Retrieved from Datareportal: <https://datareportal.com/reports/digital-2020-sri-lanka>
- Liu, Z., Lei, S. H., Guao, Y. L., & Shou, Z. A. (2020). The interaction effect of online review language style and product type on consumers' purchase intentions. Palgrave Communications.
- Lo, A. S., & Yao, S. S. (2017). What makes hotel online reviews credible? An investigation of the roles of reviewer expertise, review rating consistency and review valence. *International Journal of Contemporary Hospitality Management*, 41-60.
- Metzer, M. J., & Flanagan, A. J. (2013). Credibility and trust of information in online environments: The use of cognitive heuristics. *Journal of Pragmatics*, 210-220.
- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A Study of Factors Affecting on Customers Purchase Intention Case Study: the Agencies of Bono Brand Tile in Tehran. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 268-273.

- Moen, Ø., Havro, L. J., & Bejring, E. (2017). Online consumers reviews: Examining the moderating effects of product type and product popularity on the review impact on sales. *Cogent Business & Management*.
- Morwitz, V. (2012). Consumers' Purchase Intentions and their Behavior. *Foundations and Trend in Marketing*, 181-230.
- Murphy, R. (2019, August 15). 35 Online Review Statistics You Need in 2019. Retrieved from BrightLocal: <https://www.brightlocal.com/resources/online-reviews-statistics-2019/>
- Rooney, K. (2019, April 02). Online shopping overtakes a major part of retail for the first time ever. Retrieved from CNBC: <https://www.cnbc.com/2019/04/02/online-shopping-officially-overtakes-brick-and-mortar-retail-for-the-first-time-ever.html>
- Sebastianelli, R., & Tamimi, N. (2018). E-tailer website attributes and trust: understanding the role of online reviews. *Online Information Review*, 506-519.
- Shan, Y. (2015). How credible are online product reviews? The effects of self-generated. Elsevier, 633-641.
- Thamizhvanan, A., & Xavier. (2013). Determinants of customers'online purchase intention: an empirical study in India. *Journal of Indian Business Research*, 17-32.
- Thomas, M.-J., Weyerer, J. C., & Wirtz, B. W. (2019). DETERMINANTS OF ONLINE REVIEW CREDIBILITY AND ITS IMPACT ON CONSUMERS' PURCHASE INTENTION. *Journal of Electronic Commerce Research*, 1-20.
- Watson, A. (2018, November 26). Sri Lanka's e-commerce segment records 34% growth. Retrieved from Daily News: <https://www.dailynews.lk/2018/11/26/business/169414/%E2%80%99sri-lanka%E2%80%99s-e-commerce-segment-records-34-growth%E2%80%99>
- Bickart, B., & Schindler, R. M. (2001). Internet forums as influential sources of consumer information. *Journal of Interactive Marketing*, 15(3), 31–40. <https://doi.org/10.1002/dir.1014>
- Bravo, G., & Potvin, L. (1991). Estimating the reliability of continuous measures with cronbach's alpha or the intraclass correlation coefficient: Toward the integration of two traditions. *Journal of Clinical Epidemiology*, 44(4–5), 381–390. [https://doi.org/10.1016/0895-4356\(91\)90076-L](https://doi.org/10.1016/0895-4356(91)90076-L)

- Chakraborty, U., & Bhat, S. (2018). Credibility of online reviews and its impact on brand image. *Management Research Review*, 41(1), 148–164. <https://doi.org/10.1108/MRR-06-2017-0173>
- Chen, J., & Kou, G. (2016). How Online Review Valance Affect on Consumer Opinion Evaluation? *Procedia Computer Science*, 91, 635–641. <https://doi.org/10.1016/j.procs.2016.07.159>
- Chen, Y., & Xie, J. (2008). Online Consumer Review: Word-of-Mouth as a New Element of Marketing Communication Mix. *Management Science*, 54(3), 477–491. <https://doi.org/10.1287/mnsc.1070.0810>
- Cheung, C. M. Y., Sia, C. L., & Kuan, K. K. Y. (2012). Is this review believable? A study of factors affecting the credibility of online consumer reviews from an ELM perspective. *Journal of the Association for Information Systems*, 13(8), 618–635. <https://doi.org/10.17705/1jais.00305>
- Constantinides, E., & Holleschovsky, N. I. (2016). Impact of Online Product Reviews on Purchasing Decisions: Proceedings of the 12th International Conference on Web Information Systems and Technologies, 271–278. <https://doi.org/10.5220/0005861002710278>
- eCommerce Market Sri Lanka—Data & Trends | ecommerceDB.com. (n.d.). Retrieved August 8, 2023, from <https://ecommercedb.com/markets/lk/all>
- Filieri, R. (2016). What makes an online consumer review trustworthy? *Annals of Tourism Research*, 58, 46–64. <https://doi.org/10.1016/j.annals.2015.12.019>
- Forman, C., Ghose, A., & Wiesenfeld, B. (2008). Examining the Relationship Between Reviews and Sales: The Role of Reviewer Identity Disclosure in Electronic Markets. *Information Systems Research*, 19(3), 291–313. <https://doi.org/10.1287/isre.1080.0193>
- Hu, N., Pavlou, P. A., & Zhang, J. (n.d.). Can Online Reviews Reveal a Product’s True Quality? Empirical Findings and Analytical Modeling of Online Word-of-Mouth Communication.
- Mudambi & Schuff. (2010). Research Note: What Makes a Helpful Online Review? A Study of Customer Reviews on Amazon.com. *MIS Quarterly*, 34(1), 185. <https://doi.org/10.2307/20721420>

- Nelson, P. (1970). Information and Consumer Behavior. *Journal of Political Economy*, 78(2), 311–329. <https://doi.org/10.1086/259630>
- Park, D.-H., Lee, J., & Han, I. (2007). The Effect of On-Line Consumer Reviews on Consumer Purchasing Intention: The Moderating Role of Involvement. *International Journal of Electronic Commerce*, 11(4), 125–148. <https://doi.org/10.2753/JEC1086-4415110405>
- Shevlin, M., Miles, J. N. V., Davies, M. N. O., & Walker, S. (2000). Coefficient alpha: A useful indicator of reliability?
- The Effect of Word of Mouth on Sales: Online Book Reviews. (2006). *JOURNAL OF MARKETING RESEARCH*.
- Thomas, M. J., Wirtz, B. W., & Weyerer, J. C. (2019). Determinants of online review credibility and its impact on consumers' purchase intention. *Journal of Electronic Commerce Research*, 20(1), 1–20.
- Uriel, E., & de Valencia, U. (n.d.). 4 Hypothesis testing in the multiple regression model.
- Zhao, X. (Roy), Wang, L., Guo, X., & Law, R. (2015). The influence of online reviews to online hotel booking intentions. *International Journal of Contemporary Hospitality Management*, 27(6), 1343–1364. <https://doi.org/10.1108/IJCHM-12-2013-0542>
- Zhu, F. (n.d.). Impact of Online Consumer Reviews on Sales: The Moderating Role of Product and Consumer Characteristics.