

# Project Report

*The influence of online reviews on consumer trust and purchase intentions in O2O models.*

Submitted By

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Submitted to faculty mentor

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## **CERTIFICATE**

This is to certify that AESHNA MEHTA, roll number 2K22/DMBA/10 a student at Delhi School of Management, Delhi Technological University has worked on a research project titled “The influence of online reviews on consumer trust and purchase intentions in O2O models” in the partial fulfilment of the requirement for the award of the degree for Master in Business Administration (MBA) program for the academic year 2022-2024.

Prof Rajan Yadav

# **DECLARATION**

I, Aeshna Mehta student of Delhi School of Management, Delhi Technological University hereby declare that the Major Research Report on “The influence of online reviews on consumer trust and purchase intentions in O2O models” submitted in partial fulfilment of the requirements for the award of the degree of Master of Business Administration (MBA) is the original work conducted by me. I also confirm that neither I nor any other person has submitted this project report to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources has been duly acknowledged in this project.

**AESHNA MEHTA**  
**2K22/DMBA/10**

**Place: Delhi, India**

**Date:**

## ACKNOWLEDGEMENT

The satisfaction that I have completed my **Major Research Project** successfully gives me immense pleasure and happiness. This project would have been incomplete without mentioning the names of the people who have rightly guided. I consider it my privilege to express my gratitude and to all who have helped me in the success of the project.

I express my deep and sincere gratitude to **Dr. Rajan Yadav, Professor, Delhi School of Management, DTU, Delhi**, a kind-hearted person who is a Role Model for all the youngsters, for providing the support and guidance for the successful completion of the **Major Research Project**.

I am grateful for her valuable guidance, suggestions, regular source of encouragement and assistance throughout my project work.

**Aeshna Mehta**  
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## **EXECUTIVE SUMMARY**

The purpose of the study is to investigate how consumer trust and purchase intention in online-to-offline (O2O) business models are impacted by online reviews. A survey is employed in the study to get information from a sample of customers who have used O2O services. The results show that the number of online reviews and review aggregation platforms are important factors influencing consumers' intentions to trust brands and make purchases. The report also highlights that the use of O2O services positively impacts consumers' satisfaction levels and loyalty towards the brand.

The study contributes to the body of knowledge regarding consumer behaviour in the emerging O2O services sector by shedding light on how perceived value, innovation, and benefits influence consumer trust and purchase intentions.

The report offers suggestions for creating marketing strategies to the public, the government, and marketers. From a managerial standpoint, companies should place a high priority on providing quality goods and services to satisfy customers. Additionally, the company should try to receive positive feedback for its goods and services across a range of platforms, as this will draw in new clients.

To gain a deeper understanding of consumer behaviour and help businesses develop strategies that effectively attract and keep customers, future research on O2O services should look at issues related to culture, marketing, technology, situational context, and after-purchase experiences.

The study concludes that consumer trust and purchasing intention are significantly impacted by online reviews. Because of this, companies that use O2O models must concentrate on offering convenience, adding value, and fostering trust to draw in and keep clients. The report suggests that companies spend money on innovation and technology to enhance the O2O experience and cultivate loyal customers.

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# **Chapter 1-Introduction**

## **1.1 Background of the study**

With the emergence of Online-to-Offline (O2O) business models, the landscape of commerce has experienced a dramatic change in recent years. These models provide consumers with previously unheard-of levels of accessibility and convenience by seamlessly integrating offline services with internet platforms. The phenomena of online reviews and ratings, which have a major impact on consumer trust and buy intentions, is essential to the success of O2O enterprises.

Customers now have instant access to a variety of information thanks to the growth of digital platforms and smartphone apps. Consumers frequently use internet reviews and ratings to assess the calibre, dependability, and popularity of companies that provide O2O services prior to making purchases. Whether a customer is looking for a handyman, a neighbourhood restaurant, or to schedule an appointment at the salon, online reviews are an essential form of social proof that helps them make decisions.

Within the O2O ecosystem, online reviews and ratings have a significant and complex influence on customer behaviour. Good ratings have the power to inspire confidence and trust in prospective clients, increasing their desire to make purchases and support O2O companies. On the other hand, poor ratings or unfavourable reviews could discourage customers by casting doubt on the dependability and quality of the service.

Businesses looking for growth in the current digital economy have to understand the functioning of online reviews and how they affect consumer trust and buy intentions in O2O models. Through the strategic use of positive evaluations and the mitigation of bad feedback, businesses can improve their online reputation, draw in more audience, and eventually see an increase in income.

To better understand this phenomenon, this research study will examine the complex relationship that exists between online reviews, consumer trust, and purchase intentions within the framework of O2O models. The study aims to provide light on the processes by which internet reviews influence consumer behaviour using a combination of quantitative analysis and qualitative knowledge, with key implications for researchers, businesses, and authorities.



## 1.2 Significance of the Study

It is crucial to understand how online reviews and ratings affect customer trust and buy intentions in the context of online-to-offline (O2O) business models for a number of reasons.

**Business Strategy and Performance:** To draw in new and keep existing consumers, online reputation management is crucial for O2O enterprises. Through a thorough understanding of the ways in which online evaluations influence consumer trust and purchase intents, companies can develop efficient tactics to strengthen their online presence, elevate client satisfaction, and boost sales.

**Consumer Behaviour Insights:** Researching on how online reviews function in O2O models offers important insights into the habits and methods of decision-making of consumers. With this information, companies may better cater their product deals, customer service activities, and marketing campaigns to the demands and expectations of their target market.

**Competitive Advantage:** In today's competitive industry, preserving a good internet reputation can help O2O companies stand out from the competition. Businesses can outperform their competitors and become reputable brands in their respective fields by figuring out best practices and using consumer preferences with regard to internet reviews.

**Building Trust and Fostering Brand Loyalty:** A key element of consumer-brand partnerships is trust. In addition to drawing in new clients, positive internet evaluations help foster advocacy and long-term loyalty to the company. Recognising the impact of internet evaluations on trust can assist organisations in building stronger relationships with their consumer base to encourage brand loyalty in the long run.

**Policy and Regulation Implications:** Given the enduring influence of online reviews on consumer behaviour and purchasing choices, regulators may choose to enact laws to ensure the integrity, impartiality, and openness of online review sites. Policymakers can be more informed about the potential impact of online reviews on consumer confidence and market dynamics, which can assist inform the development of appropriate rules and regulations.

**Academic Contribution:** This paper contributes to existing academic literature by providing quantitative data and insights on the dynamics of online reviews and ratings in O2O models. The study fills in information gaps and offers new perspectives, which advances scholarly discourse and paves the way for future research on this hotly debated subject.



### **1.3 Statement of Problem**

With their unparalleled accessibility and convenience, Online-to-Offline (O2O) business models have completely changed how customers interact with local companies. The phenomena of online reviews and ratings, which play a crucial role in determining consumer trust and buy intents, is key to the success of online-to-person (O2O) operations. Though the influence of online evaluations on customer behaviour within the O2O ecosystem is expanding, there are still several significant issues and unresolved issues that need to be addressed.

**Impact of Review Authenticity:** Given the frequency of fabricated reviews and manipulated ratings, it is important to investigate how customer trust and purchase decisions as out-of-home (O2O) models are influenced by the honesty and reliability of online reviews. Ensuring transparency and fairness in online review systems requires an understanding of how much customers rely on reviews for accurate information and the tactics used by companies to maintain review authenticity.

**Influence of Review Elements:** Consumer opinions and attitudes towards o2o companies are greatly influenced by the features of online reviews, such as their sentiment, tone, and content. Nevertheless, little is known about the precise features of evaluations that influence customers' trust and intent to buy. Examining the varying impacts of review characteristics like duration, specificity, and relevance can clarify the complex ways in which reviews affect customer behaviour in an o2o model setting.

**Mitigation of the Impact of Negative Reviews:** Low ratings and unfavourable reviews can negatively affect customers' perceptions and purchase intentions, which presents a number of challenges for online retailers. However, research on effective strategies to mitigate the negative effects of reviews and foster positive consumer attitudes is still lacking. The most successful ways to deal with negative reviews and preserve customer confidence in O2O models can be shown by evaluating the efficacy of various reaction strategies, such as resolution, incentives, and apologies.

**Cross-platform inconsistencies and discrepancies:** Since customers read reviews from a variety of online sources and platforms, disparities in the content and ratings of reviews on different platforms have the potential to weaken customer confidence and trust. Businesses hoping to effectively manage their online reputation and preserve customer trust must understand the variables behind cross-platform variances in review content and sentiment, as well as the consequences for consumer decision-making.

## **Chapter 2 – Literature review**

### **2.1 Introduction**

A focus of attention in both academic and practical areas is the impact of online reviews and ratings on consumer trust and purchase intentions within Online-to-Offline (O2O) business models. Understanding the complex nature of this phenomenon has drawn significant attention from academics and professionals in the past several years. Fundamentally, this body of work explores the complex dynamics by which online evaluations influence customer behaviour in the context of online business-to-consumer transactions, providing insight into the processes behind the establishment of trust and the choice to buy.

This research seeks to explain the role of online reviews in influencing consumer trust and purchase intentions within O2O models through a thorough analysis of the body of existing knowledge. This review helps enterprises, governments, and researchers navigate the changing O2O commerce landscape by providing a strong framework for the practical evaluation and discussion that follows. It does this by combining theoretical insights and empirical data.

### **2.2 Literature Review Summary**

<b>Sr. No</b>	<b>Author(s)</b>	<b>Year</b>	<b>Title</b>	<b>Key Findings</b>	<b>Limitations</b>
1	Chen, Y., & Xie, J	2018	The Impact of Online Reviews on Consumer Purchase Intention: The Moderating Role of Product and Consumer Characteristics	The study's findings showed that, in one-to-one (O2O) models, the impact of online reviews on consumers' purchase intentions differs according to product attributes (like price and quality) and consumer attributes (like trust propensity and risk aversion).	Lack of exploration into cross-industry variations; potential confounding variables not fully accounted for.

2	Wang, W., Zhang, X., & Li, J	2019	The Effect of Online Reviews on Consumer Purchase Intentions: A Meta-Analysis	The meta-analysis demonstrated a significant positive relationship between online reviews and consumer purchase intentions in O2O contexts, with review volume and valence both contributing to increased purchase likelihood	Limited inclusion of studies focusing specifically on O2O models; potential heterogeneity in study methodologies
3	Li, X., & Hitt, L. M	2008	Online Consumer Reviews and Sales: The Moderating Role of Product and Consumer Characteristics	The study discovered that consumer and product characteristics—such as prior experience and risk perception— affect how online reviews affect sales in one-to-one (O2O) models. This underscores the significance of taking contextual factors into account when attempting to understand consumer behaviour.	Limited focus on the O2O context; potential bias in data collection methods
4	Luo, X., & Hsu, M. K	2018	he Role of Online Review Valence and Volume in	The research revealed that both the valence and	Limited generalizability to industries beyond

			Influencing Purchase Intentions of Low-Priced and High-Priced Electronic Products	volume of online reviews significantly impact consumer purchase intentions for both low-priced and high-priced electronic products in O2O models, with positive reviews and higher review volumes leading to increased purchase likelihood.	electronics; potential confounding variables not fully addressed.
5	Lee, S., & Kim, H	2018	The Role of Online Reviews in Shaping Consumer Behaviour in Online-to-Offline (O2O) Commerce	The study found that online reviews significantly influence consumer trust and purchase intentions in O2O models, with positive reviews leading to higher levels of trust and greater likelihood of purchase.	Limited focus on specific industries within the O2O context; potential bias in sample selection.

## **Chapter 3 – Research Design**

### **3.1 Introduction**

Any research study must include a research methodology since it describes the procedures for gathering and analysing data. It offers a thorough explanation of the sampling strategy, data gathering procedures, data analysis strategies, and research design utilised to address the research goals or queries.

In the current study, primary data were gathered using a structured questionnaire and a cross-sectional research design. The participants were chosen by convenience sampling, and the responses to the independent, dependent, and mediator variables were measured using a Likert scale that went from "strongly disagree" to "strongly agree."

The data collected through the questionnaire was analysed using descriptive statistics, multiple linear regression analysis, anova test and chi square test to determine the relationships between the variables.

### **3.2 Scope of Research**

The study report looks into the factors in O2O models that influence customer behaviour. Using a quantitative research design, the study assesses traits including customer trust and buy behaviour intention. The study aims to provide insight into the elements that affect O2O consumer behaviour and the impact of O2O models on purchase intent and patterns by analysing these variables. The study's findings can assist businesses in developing effective O2O strategies and researchers in determining areas that warrant more research in this field.

### **3.3 Research Variables**

The variables for the research report topic " The influence of online reviews and ratings on consumer trust and purchase intentions in O2O models" can be represented as follows:

#### **Dependent Variable**

##### **Consumer Trust**

The foundation of a successful business-customer relationship is consumer trust, which includes people's faith, confidence, and dependence on a specific company, brand, or supplier of goods or services. It represents the confidence and trust that customers have in the organization's capacity to keep its word and provide value on a constant basis. Transparency, honesty, and reliability are the cornerstones of consumer trust, which is based on the belief that the company is reliable and able to satisfy customers' requirements and expectations. This trust covers more ground than just transactions and includes elements of the customer experience such as product quality, customer service, and moral corporate conduct.

### **Purchase Intention**

Purchase intention is a term used to describe a consumer's mentality and tendency to acquire a particular good or service that is provided by a particular company or brand. It expresses the person's readiness and willingness to make a purchasing decision and the possibility that their interest and desire will materialise into a real transaction. This goal is influenced by several things, such as how the customer views the features of the product or service, the reputation of the brand, the cost, and the total value that the company offers. Most importantly, purchase intention is a dynamic and ever-changing attitude that is impacted by circumstances, marketing indicators, and individual preferences rather than being a static condition.

### **Independent Variable**

#### **Age**

In the context in the study the influence of online reviews on consumer trust and purchase intention, age is taken as an independent variable. The age groups in the questionnaire are taken in 5 groups i.e., 18-24, 25-34, 35-44, 45-54, 55 and above.

#### **Gender**

In the context in the study the influence of online reviews on consumer trust and purchase intention, gender is taken as an independent variable. The field gender in the questionnaire taken are Male, Female and Prefer not to Respond.

#### **Employment status**

In the context in the study the influence of online reviews on consumer trust and purchase intention, employment status is taken as an independent variable. The employment status in the questionnaire is taken in 4 groups i.e., employed, unemployed, student and others.

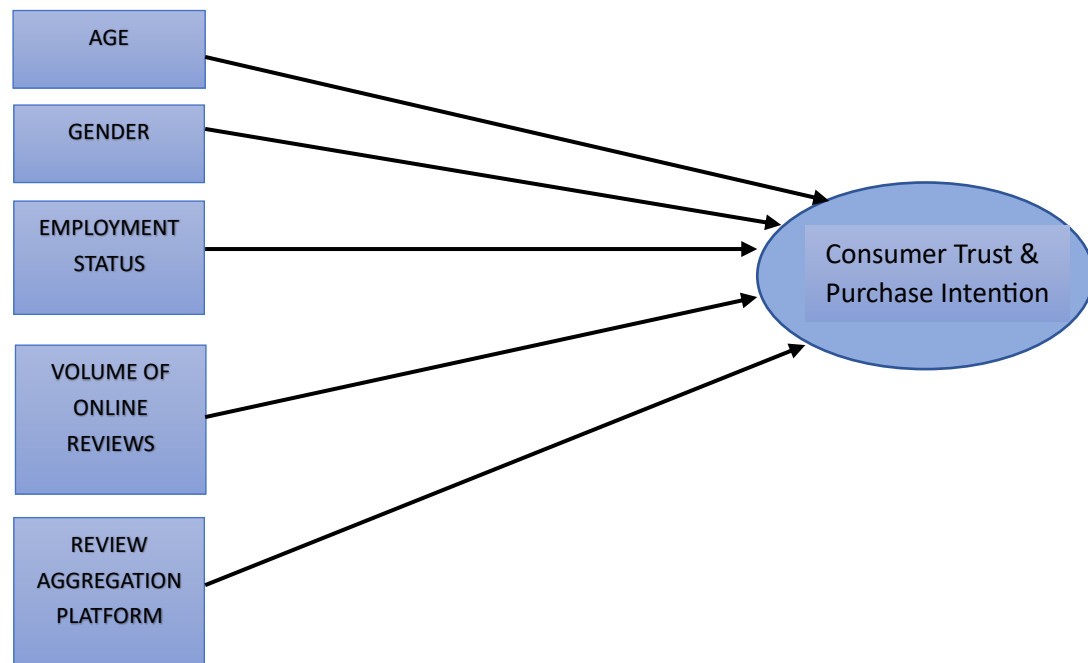
### **Volume of online reviews**

Within the framework of the O2O model, the volume of online reviews refers to the overall quantity or count of client testimonials posted on online review sites for a certain business, product, or service. It represents the range of internet reviews that potential clients can read, demonstrating the level of engagement, and thought that the business has received from its clientele.

### **Review Aggregation Platform Effectiveness**

The term "effectiveness of review aggregation platforms" describes how well-curated, accurate, and dependable online review aggregation platforms are at gathering, presenting, and combining customer feedback for companies operating under the O2O model. Web-based platforms known as review aggregators collect and compile reviews from various sources to offer valuable information about goods, services, or companies. These reviews are sourced from a variety of review websites, business directories, and social media channels.

### 3.4 Research Model



### 3.5 HYPOTHESIS

I have taken independent variables as gender, age, department, experience in the current role and have developed following hypothesis:

**Null Hypothesis (H0):** There is no significant relationship between the independent variables (age, gender, employment status, volume of online reviews and review aggregation platform) on the consumer trust and purchase intention in O2O models.

**Alternative Hypothesis (H1):** There is a significant relationship between at least one of the independent variables (age, gender, employment status, volume of online reviews and review aggregation platform) on the consumer trust and purchase intention in O2O models.

- **Age:**
  - HA0:** Age does not significantly influence consumer trust and purchase intentions in O2O models.
  - HA1:** Age significantly influences consumer trust and purchase intentions in O2O models.
- **Gender:**
  - HG0:** Gender does not significantly influence consumer trust and purchase intentions in O2O models.
  - HG1:** Gender significantly influence consumer trust and purchase intentions in O2O models.
- **Employment Status:**

**HE0:** Employment Status does not significantly influence consumer trust and purchase intentions in O2O models.

**HE1:** Employment Status significantly influence consumer trust and purchase intentions in O2O models.

- **Volume of Online Reviews:**

**HV0:** Volume of online reviews does not significantly influence consumer trust and purchase intentions in O2O models.

**HV1:** Volume of online reviews significantly influence consumer trust and purchase intentions in O2O models.

- **Review Aggregation Platform:**

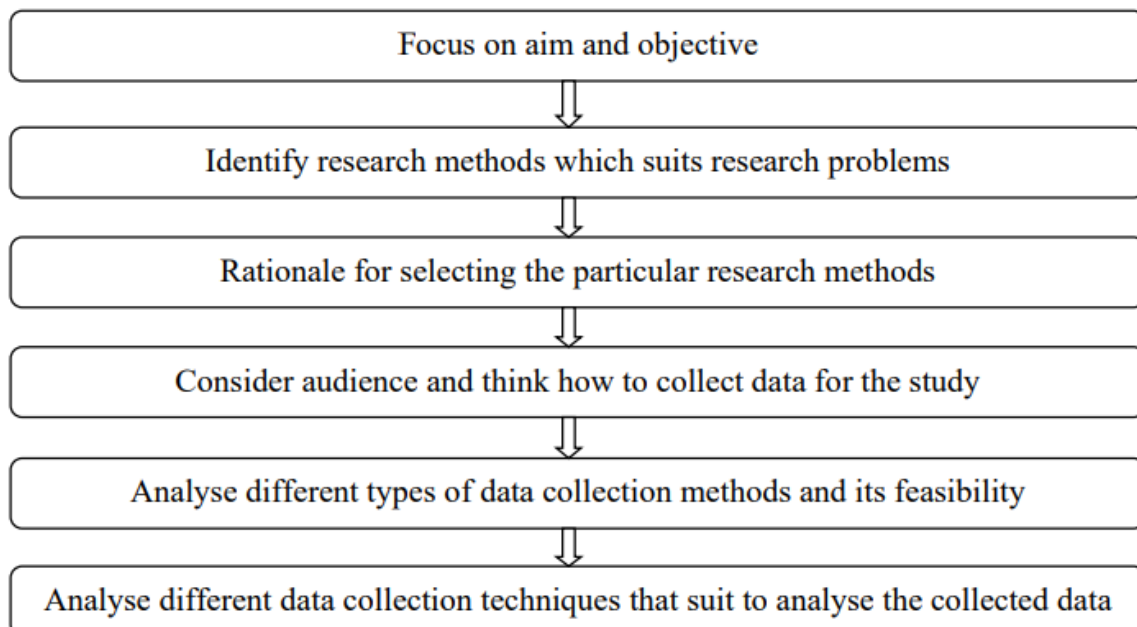
**HE0:** Review Aggregation Platform does not significantly influence consumer trust and purchase intentions in O2O models.

**HE1:** Review Aggregation platform significantly influence consumer trust and purchase intentions in O2O models.

### **3.6 Research Methodology**

Users who have utilised O2O services were given a questionnaire as part of the study's quantitative research approach, which collected data from them. Participants were selected using a convenience sample technique, and the survey instrument included questions on the factors that were examined. The data was analysed using descriptive statistics and multiple linear regression. The statistical analysis software used to examine the data was called SPSS.

The Research Methodology used the following steps:





### 3.6.1 Nature of Research

This study uses a quantitative research design. To determine the correlations between the variables, descriptive statistics—more especially, multiple regression analysis—were employed as data analytic tools. The study's objective was to produce statistically significant data from which O2O firms might derive insightful findings and useful suggestions.

### 3.6.2 Participant Selection and Sample Size

In the survey O2O Platform users were targeted and the overall sample size is 103.

### 3.6.3 Data Collection

For this study work, a Google form with a precise set of pre-defined questions was used to collect data. The same pre-planned, randomly generated questions were asked of each respondent in the same order. It consists of planned answers to questions that are prompted.

### 3.6.4 Unit of Analysis

The unit of analysis for this research study is individual O2O platform users. The study aims to comprehend the causes and influence of O2O business models on consumer behaviour intention to make purchases, with a focus on the number of online reviews and review aggregation platforms on consumer trust and purchase intention of individual customers. As a result, for the purposes of analysing individual data obtained from the questionnaire, each respondent will be treated as a single unit.

### 3.6.5 Rating Scale

This evaluates behavioural changes in addition to attitudes, knowledge, beliefs, and values using a Likert scale. Respondents were required to choose statements on a Likert-type scale in order to rate the quality of their responses to evaluation questions.

The respondents were asked to rate how much they agreed or disagreed on a scale of 1 to 5, where 5 represents the strongest agreement and 1 represents the strongest disagreement.

### 3.6.6 Sampling Procedure

The survey is conducted using one of various ways, the sampling method being one of them. This is the most practical and extensively utilised surveying approach available. A sample of all respondents has been taken into consideration for this survey method.

In accordance with the study's objectives, the sampling frame comprises the entire population in the study area. Convenience sampling is the sample technique employed in this study, whereby data is gathered from an easily accessible population. This sample technique is simple, practical, and affordable.

## **The sampling report of the study**

### **Total number of Respondents – 103**

- Gender

MALE	FEMALE	PREFER NOT TO RESPOND
56	45	2

- **Age**

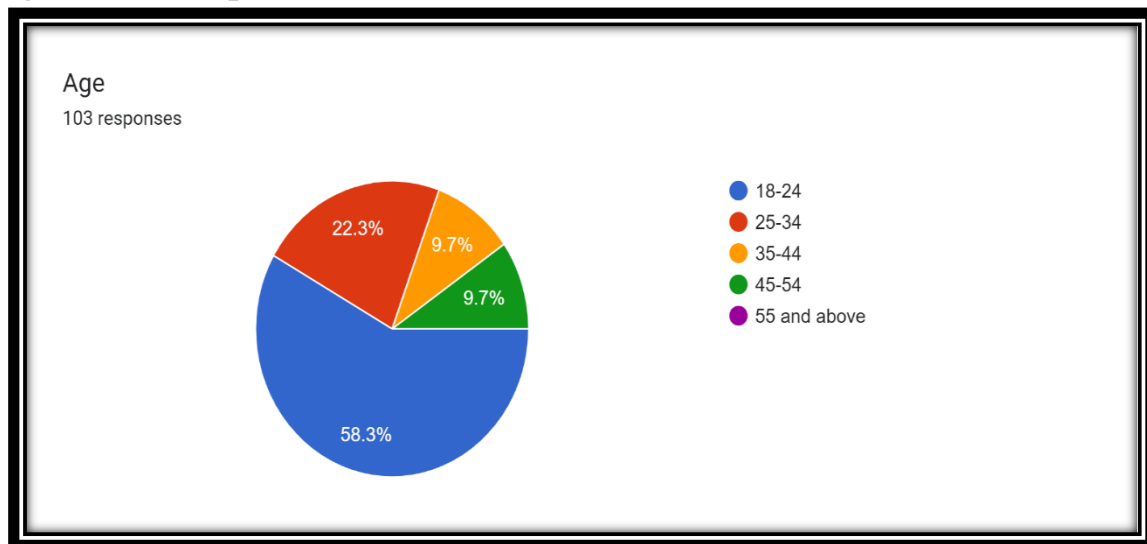
<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55 and above</b>
<b>60</b>	<b>23</b>	<b>10</b>	<b>10</b>	<b>0</b>

- **Employment Status**

<b>Employed</b>	<b>Unemployed</b>	<b>Student</b>	<b>Others</b>
<b>21</b>	<b>7</b>	<b>66</b>	<b>9</b>

## Chapter 4 – Data Analysis & Interpretation

### Age as an Independent Variable



### Anova Test

Independent Variables	Dependent Variable	Asymptotic Association	Significant Association
Age	How much do you trust O2O business to deliver high-quality products and services?	0.064	No
	Typically, how many customer reviews do you consider before making a purchase decision from an Online-to-Offline (O2O) business?	0.272	No
	Do you believe that a higher volume of online reviews positively influences your trust in O2O businesses?	0.829	No
	How important is the authenticity of online reviews to you when evaluating O2O businesses?	0.968	No
	Do you believe that authentic online reviews positively influence your trust in O2O businesses?	0.33	No
	How often do you use online review aggregation platforms (e.g., Google reviews, Book my show) when researching O2O businesses?	0.194	No
	How satisfied are you with the effectiveness of online review aggregation platforms in providing reliable and trustworthy review information?	0.001	Yes
	Do you believe that the effectiveness of review aggregation platforms positively influences your trust in O2O businesses?	0.184	No
	How much do you trust O2O businesses based on the online reviews you have read?	0.035	Yes
	How likely are you to make a purchase from an O2O business based on the online reviews you have read?	0.016	Yes
	How do you rate your overall satisfaction about O2O business models based on your experience and trust factors ? Rate from 1 to 10 ( 1 being the least and 10 the highest)	0.166	No

### Chi Square Test

Independent Variables	Dependent Variable	Asymptotic Association	Significant Association
Have you ever encountered fake or manipulated online reviews when considering a purchase from an O2O	Age	0.013	YES
	Gender	0.682	NO
	Employment Status	0.106	NO

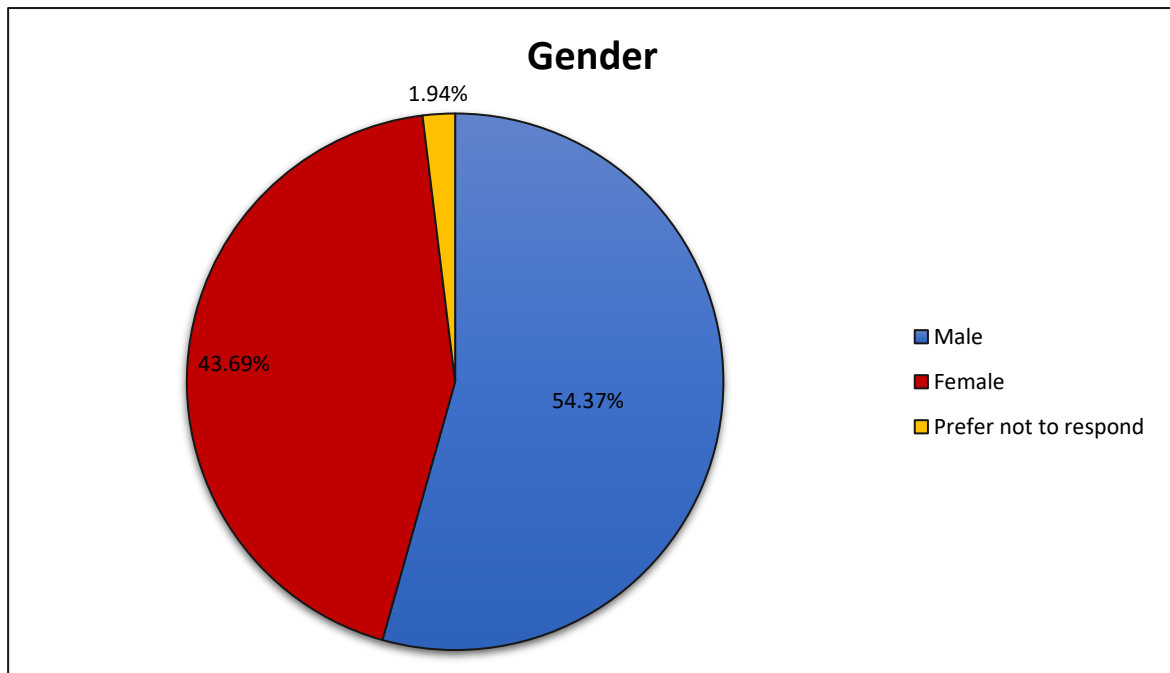
## **Interpretation**

Of the 103 respondents, 58.3% are between the ages of 18 and 24; 22.3% are between the ages of 25 and 34; 9.7% are between the ages of 35 and 44; 9.7% are between the ages of 45 and 54; and 0% are 55 and over. Significant connection was discovered using SPSS's Anova and Pearson Chi Square tests.

Age did not significantly affect consumer trust and buy intention in O2O models, according to an analysis using an ANOVA test. The p-values of 0.001, 0.035, and 0.016 were discovered, as shown in the above table. We reject the null hypothesis since the p-value is smaller than the traditional significance level of 0.05, suggesting that age has a significant impact on customer trust and buy intention in O2O models.

The p-value of 0.013 was discovered when the Pearson Chi Square test was used to examine if age has a significant impact on consumer trust and buy intention in O2O models. This result is shown in the Chi square result table above. We reject the null hypothesis since the p-value is less than 0.05, indicating that age has a substantial impact on consumer trust and buy intention in O2O models.

## Gender as an Independent Variable



## Anova Test

Independent Variables	Dependent Variable	Asymptotic Assocation	Significant Assocation
Gender	How much do you trust O2O business to deliver high-quality products and services?	0.988	No
	Typically, how many customer reviews do you consider before making a purchase decision from an Online-to-Offline (O2O) business?	0.754	No
	Do you believe that a higher volume of online reviews positively influences your trust in O2O businesses?	0.245	No
	How important is the authenticity of online reviews to you when evaluating O2O businesses?	0.728	No
	Do you believe that authentic online reviews positively influence your trust in O2O businesses?	0.503	No
	How often do you use online review aggregation platforms (e.g., Google reviews, Book my show) when researching O2O businesses?	0.188	No
	How satisfied are you with the effectiveness of online review aggregation platforms in providing reliable and trustworthy review information?	0.931	No
	Do you believe that the effectiveness of review aggregation platforms positively influences your trust in O2O businesses?	0.338	No
	How much do you trust O2O businesses based on the online reviews you have read?	0.591	No
	How likely are you to make a purchase from an O2O business based on the online reviews you have read?	0.905	No
	How do you rate your overall satisfaction about O2O business models based on your experience and trust factors ? Rate from 1 to 10 ( 1 being the least and 10 the highest)	0.828	No

## Chi Square Test

Independent Variables	Dependent Variable	Asymptomatic Assocation	Significant Assocation
Have you ever encountered fake or manipulated online reviews when considering a purchase from an O2O	Age	0.013	YES
	Gender	0.682	NO
	Employement Status	0.106	NO

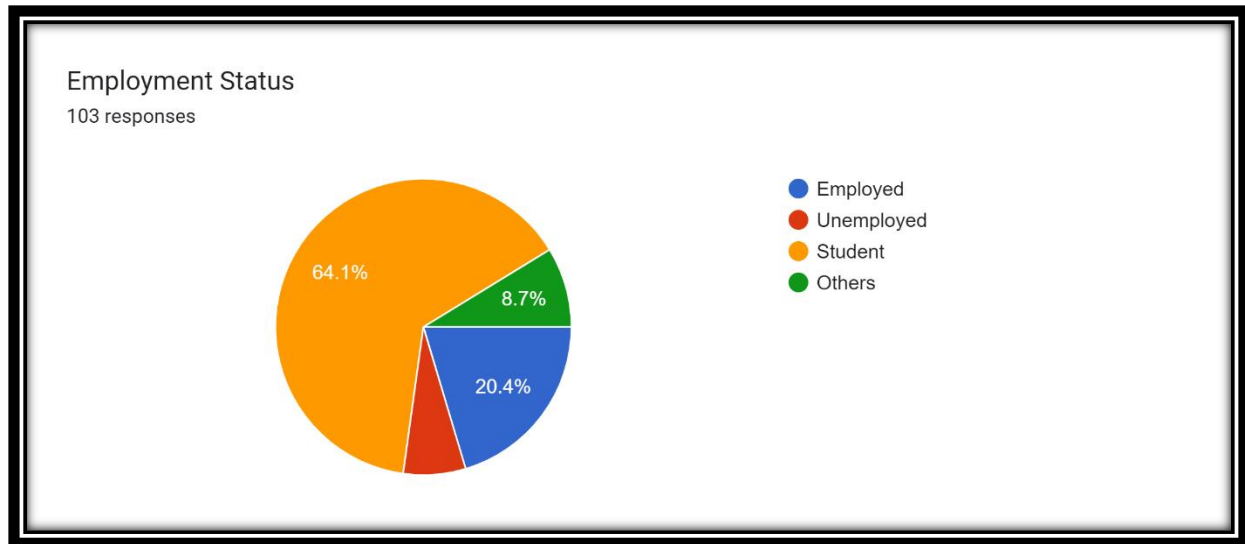
## **Interpretation**

Of the 103 responders, 43.69% are women, 54.37% are men, and 1.94% would rather remain anonymous. No significant relationship was discovered using SPSS's Anova and Pearson Chi Square tests.

The p-values derived from an ANOVA test analysing the lack of significant relationship between gender and consumer trust and buy intention in O2O models are all more than 0.05, as seen in the above table. We accept the null hypothesis because the p-value is greater than the traditional significance level of 0.05, suggesting that gender has no discernible impact on consumer trust and buy intention in O2O models.

The p-value of 0.682 was discovered when the Pearson Chi Square test was used to examine if age had a significant impact on customer trust and buy intention in O2O models. This result is shown in the Chi square result table above. We accept the null hypothesis, which states that gender has no discernible impact on consumer trust and buy intention in O2O models, since the p-value is greater than 0.05.

## Employment Status as an Independent Variable



## Anova Test

Independent Variables	Dependent Variable	Asymptomatic Association	Significant Association
Employment Status	How much do you trust O2O business to deliver high-quality products and services?	0.147	No
	Typically, how many customer reviews do you consider before making a purchase decision from an Online-to-Offline (O2O) business?	0.017	Yes
	Do you believe that a higher volume of online reviews positively influences your trust in O2O businesses?	0.078	No
	How important is the authenticity of online reviews to you when evaluating O2O businesses?	0.237	No
	Do you believe that authentic online reviews positively influence your trust in O2O businesses?	0.15	No
	How often do you use online review aggregation platforms (e.g., Google reviews, Book my show) when researching O2O businesses?	0.161	No
	How satisfied are you with the effectiveness of online review aggregation platforms in providing reliable and trustworthy review information?	0.006	Yes
	Do you believe that the effectiveness of review aggregation platforms positively influences your trust in O2O businesses?	0.066	No
	How much do you trust O2O businesses based on the online reviews you have read?	0.211	No
	How likely are you to make a purchase from an O2O business based on the online reviews you have read?	0.007	Yes
	How do you rate your overall satisfaction about O2O business models based on your experience and trust factors? Rate from 1 to 10 (1 being the least and 10 the highest)	0.171	No

## Chi Square Test

Independent Variables	Dependent Variable	Asymptomatic Association	Significant Association
Have you ever encountered fake or manipulated online reviews when considering a purchase from an O2O	Age	0.013	YES
	Gender	0.682	NO
	Employment Status	0.106	NO

## **Interpretation**

Among the 103 participants, 64.1% are students, 20.4% work, 6.8% are jobless, and 8.7% are other.

The p-values obtained from an ANOVA test analysing the lack of significant relationship between job status and consumer trust and buy intention in O2O models are 0.017, 0.006, and 0.007, all of which are less than 0.05, as seen in the above table. We reject the null hypothesis since the p-value is less than the traditional significance criterion of 0.05, showing that job status has a significant impact on consumer trust and buy intention in O2O models.

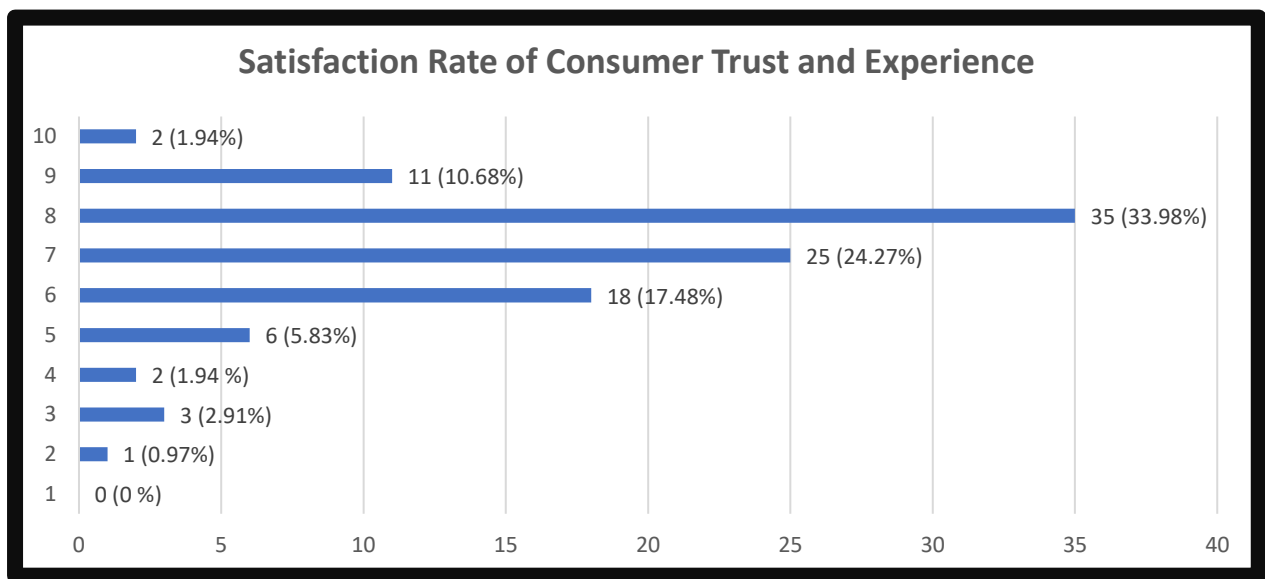
The p-value of 0.106 was discovered when the Pearson Chi Square test was used to examine whether consumer trust and buy intention in O2O models are significantly influenced by employment status. This result is shown in the Chi square result table above. We accept the null hypothesis, which states that job status has no discernible impact on customer trust and buy intention in O2O models, since the p-value is greater than 0.05.



## Volume of Online Reviews as Independent Variable

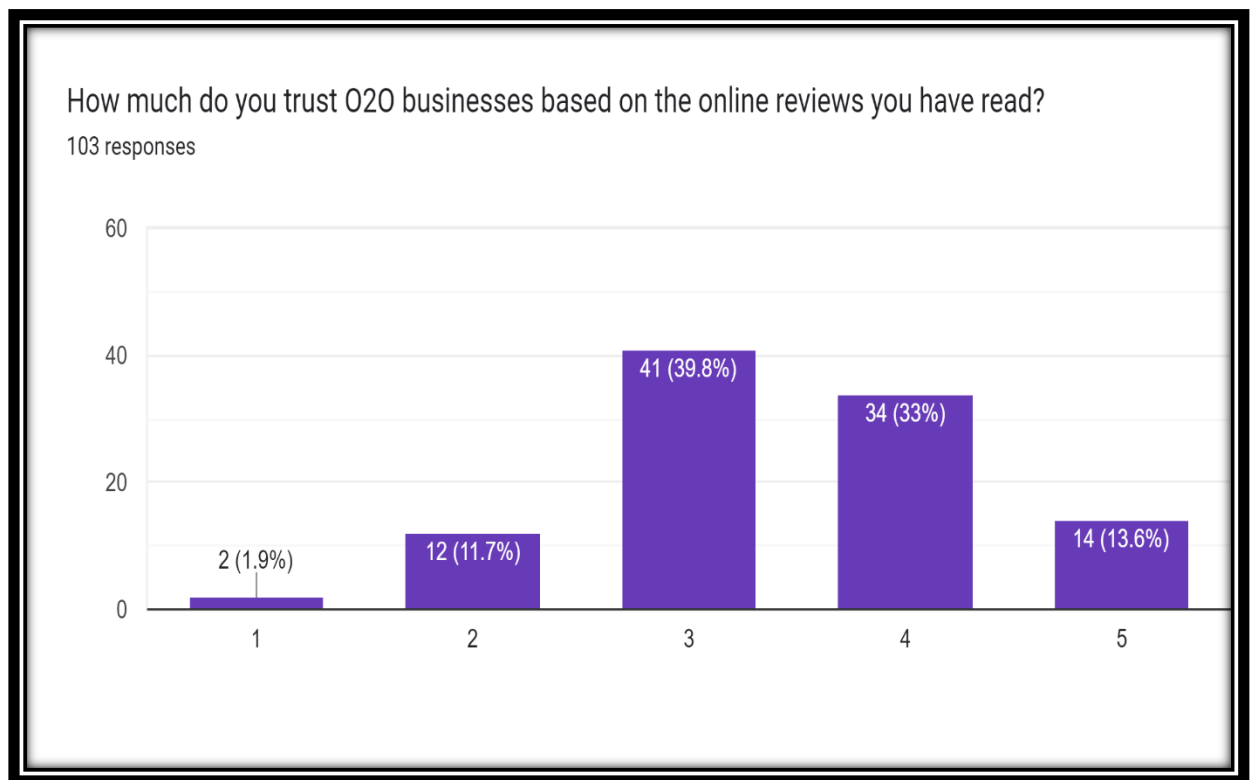
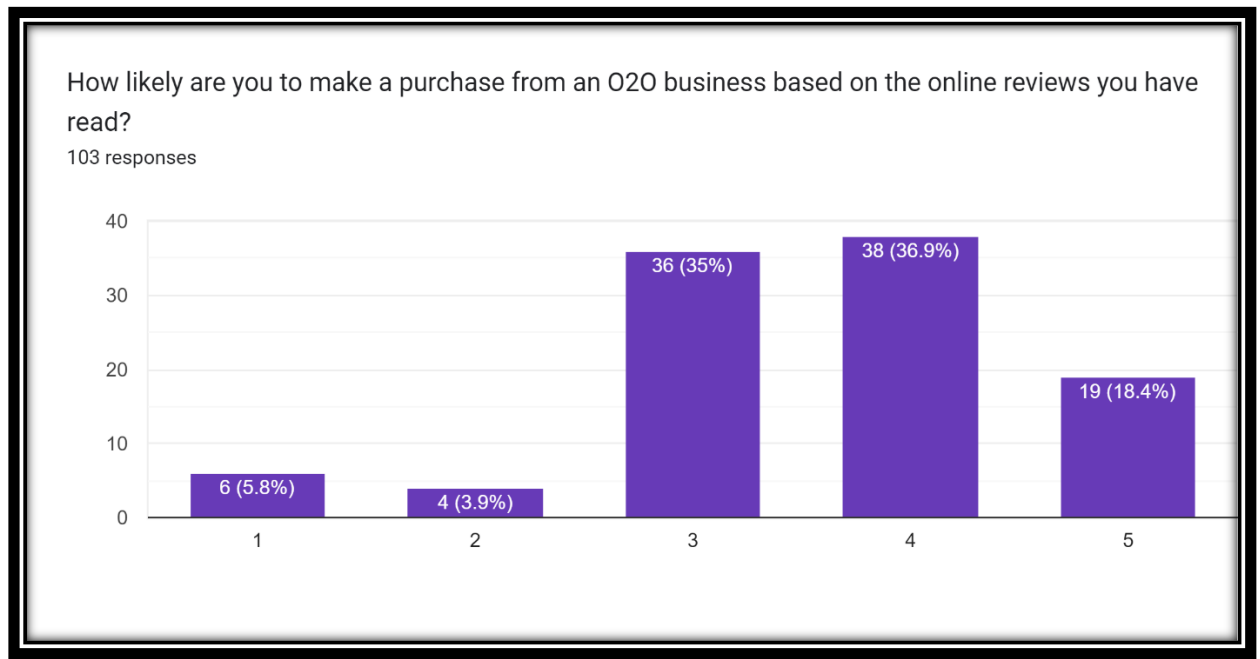
<b>"How do you rate your overall satisfaction about O2O business models based on your experience and trust factors? Rate from 1 to 10 (1 being the least and 10 the highest)"</b>	<b>Dependent Variable</b>
<b>How likely are you to make a purchase from an O2O business based on the online reviews you have read?</b>	Independent Variable
<b>How much do you trust O2O businesses based on the online reviews you have read?</b>	Independent Variable

## Satisfaction Rate of Consumer Trust and Experience – Dependent Variable



Rating	No. of people	No. of people as Percentage
1	0	0.00
2	1	0.97
3	3	2.91
4	2	1.94
5	6	5.83
6	18	17.48
7	25	24.27
8	35	33.98
9	11	10.68
10	2	1.94

## Volume of online review as Independent Variable



## Multiple Linear Regression

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.672 <sup>a</sup>	.452	.441	1.120
a. Predictors: (Constant), How likely are you to make a purchase from an O2O business based on the online reviews you have read?, How much do you trust O2O businesses based on the online reviews you have read?				

### Interpretation

As shown in the Model Summary the value of R is 0.452 that indicates that 45.2% variance in dependent variable – Satisfaction Rate of Consumer Trust and Experience has been explained by the independent variable- Volume of online reviews of the model.

The fraction of the dependent variable's variance that can be accounted for by independent variables is shown by the R-square. Hence,  $R^2 = 0.672$ , indicates that just 67.2% of the variance in the overall Satisfaction Rate of Consumer Trust and Experience explains by the volume of online reviews.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	103.478	2	51.739	41.210	<.001 <sup>b</sup>
	Residual	125.551	100	1.256		
	Total	229.029	102			

### Interpretation

The ANOVA findings are shown in the following table. For results to be considered statistically significant, the P-value (column sig.) must be less than 0.05 so the results of ANOVA were significant,  $F(2, 100) = 41.21$ ,  $p = <0.001$ .

The anova table shows the significant result which means that the independent variable- volume of online reviews have significant impact on dependent variable - Satisfaction Rate of Consumer Trust and Experience.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.513	.446		7.883	<.001
	How much do you trust O2O businesses based on the online reviews you have read?	.057	.168	.036	.339	.735
	How likely are you to make a purchase from an O2O business based on the online reviews you have read?	.946	.153	.647	6.174	<.001

### **Interpretation**

From the coefficient table it is observed that volume of online reviews has significant impact on satisfaction rate with significance value of less than <0.001.

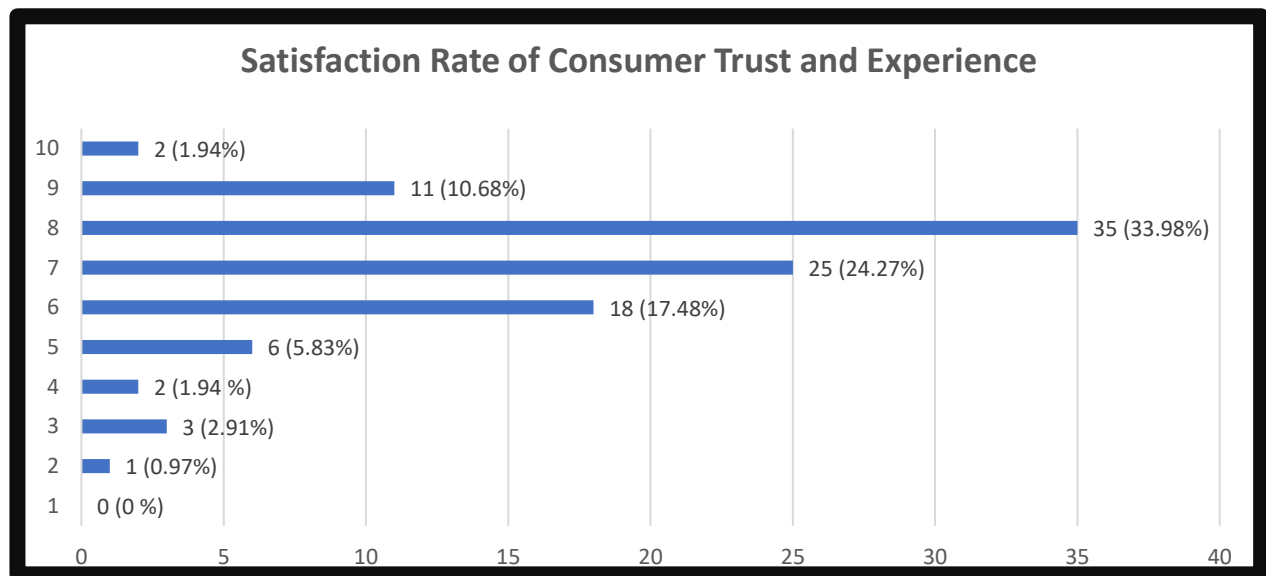
Therefore, we accept the alternative hypothesis that, in O2O models, the volume of online reviews has a large impact on consumer trust and buy intentions, rejecting the null hypothesis.

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## Review Aggregation Platform as Independent Variable

<b>"How do you rate your overall satisfaction about O2O business models based on your experience and trust factors? Rate from 1 to 10 (1 being the least and 10 the highest)"</b>		<b>Dependent Variable</b>
Do you believe that the effectiveness of review aggregation platforms positively influences your trust in O2O businesses?		Independent Variable
How satisfied are you with the effectiveness of online review aggregation platforms in providing reliable and trustworthy review information?		Independent Variable

## Satisfaction Rate of Consumer Trust and Experience – Dependent Variable

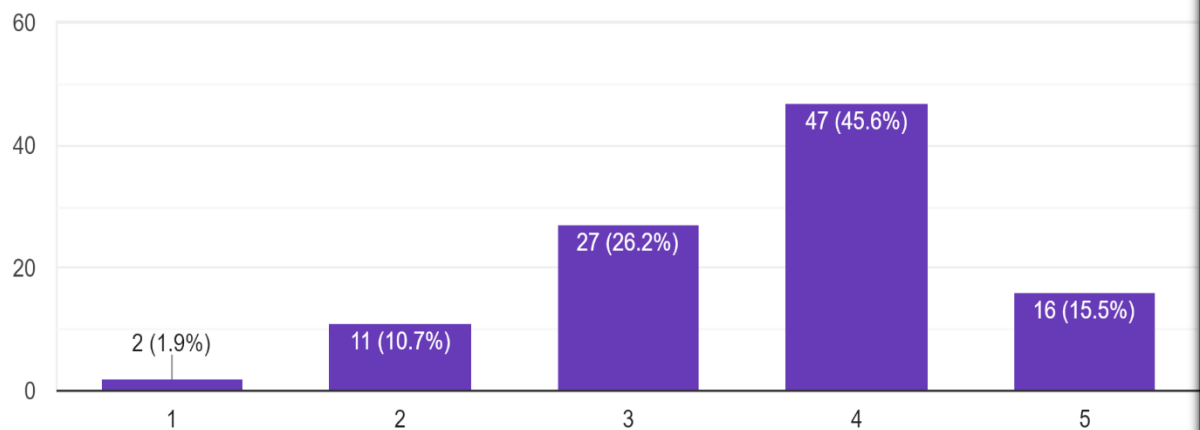


Rating	No. of people	No. of people as Percentage
1	0	0.00
2	1	0.97
3	3	2.91
4	2	1.94
5	6	5.83
6	18	17.48
7	25	24.27
8	35	33.98
9	11	10.68
10	2	1.94

## Review Aggregation Platform as Independent Variable

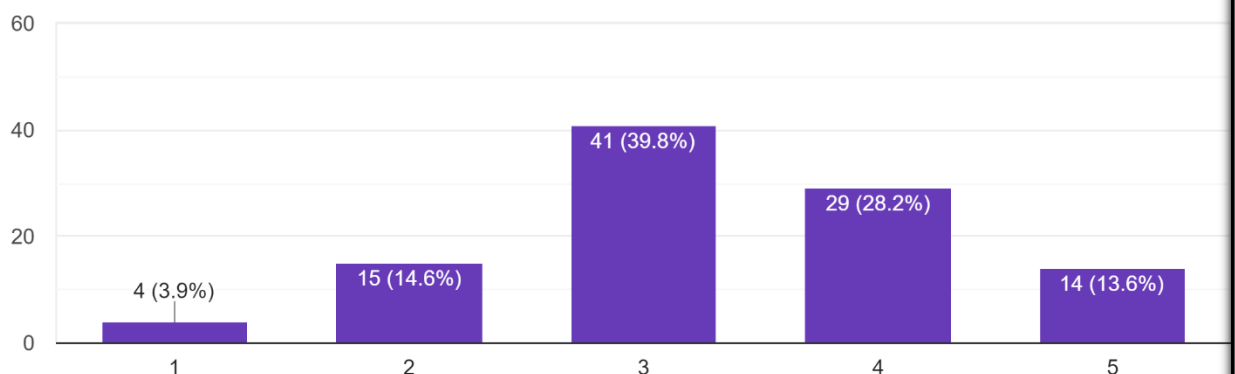
Do you believe that the effectiveness of review aggregation platforms positively influences your trust in O2O businesses?

103 responses



How satisfied are you with the effectiveness of online review aggregation platforms in providing reliable and trustworthy review information?

103 responses



## Multiple linear Regression

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.467 <sup>a</sup>	.218	.202	1.338
a. Predictors: (Constant), How satisfied are you with the effectiveness of online review aggregation platforms in providing reliable and trustworthy review information?, Do you believe that the effectiveness of review aggregation platforms positively influences your trust in O2O businesses?				

### Interpretation

As shown in the Model Summary the value of R is 0.218 which means that 21.8% variance in dependent variable – Satisfaction Rate of Consumer Trust and Experience has been explained by the independent variable- Review Aggregation Platform.

The fraction of the dependent variable's variance that can be accounted for by independent variables is shown by the R-square. Hence,  $R^2 = 0.467$ , indicates that just 46.7% of the variance in the overall Satisfaction Rate of Consumer Trust and Experience explains by the review aggregation platform.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.903	2	24.951	13.929	<.001 <sup>b</sup>
	Residual	179.127	100	1.791		
	Total	229.029	102			

### Interpretation

The ANOVA findings are shown in the following table. For results to be considered statistically significant, the P-value (column sig.) must be less than 0.05 so, the results of ANOVA were significant,  $F(2, 100) = 13.92$ ,  $p = <0.001$ .

The anova table shows the significant result which means that the independent variable- review aggregation platform has significant impact on dependent variable - Satisfaction Rate of Consumer Trust and Experience.

Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.278	.563		7.601	<.001
	Do you believe that the effectiveness of review aggregation platforms positively influences your trust in O2O businesses?	.365	.165	.229	2.205	.030
	How satisfied are you with the effectiveness of online review aggregation platforms in providing reliable and trustworthy review information?	.450	.153	.304	2.933	.004

### **Interpretation**

From the coefficient table it is observed that review aggregation platform has significant impact on satisfaction rate with significance value of 0.004 which is less than the acceptable value of 0.05.

As a result, we reject the null hypothesis and accept the alternative, which states that in O2O models, Review Aggregation Platform has a major impact on consumer trust and buy inclinations.



## **CHAPTER 5 – FINDINGS AND DISCUSSIONS**

### **5.1 INTRODUCTION**

This study looked into the factors influencing consumer trust and intents to buy when they go from online to offline (O2O). Data from 103 respondents were gathered for the study using a survey questionnaire with various independent variables. The data was analysed using SPSS to ascertain the impact of these characteristics on consumer trust and purchase intention.

The findings of this study demonstrate that a small number of variables have a major impact on consumer perceptions of O2O service trust and purchase intents. Age, the quantity of online reviews, and the review aggregation platform were proven to be extremely influential determinants on customer trust and buy intention. However, it was shown that in O2O models, gender had no discernible effect on consumer trust and buy intention, whereas work status had a minimal effect.

### **5.2 FINDINGS OF THE STUDY**

The results of the study show that internet reviews have an impact on consumer trust and purchasing behaviour. Consumer decisions to buy products or use services are influenced by positive customer reviews. Because they believe the suppliers will provide high-quality goods or services, they expect that a product or service with a high number of positive reviews would be good.

Additionally, before making a purchase or using a service, customers frequently read reviews or compare ratings from multiple sources. They visit different review sites and examine the ratings and reviews to make decisions.

The results also provide some fascinating new information about the characteristics of O2O service customers. Many of the respondents were male, many of them were between the ages of 18 and 24, and most of them had employment status as student.

Businesses should try to maintain favourable reviews of their products and services across a range of platforms to draw in new clients while keeping their current clientele happy. The business must also provide top-notch goods and services to its clients to achieve customer satisfaction.

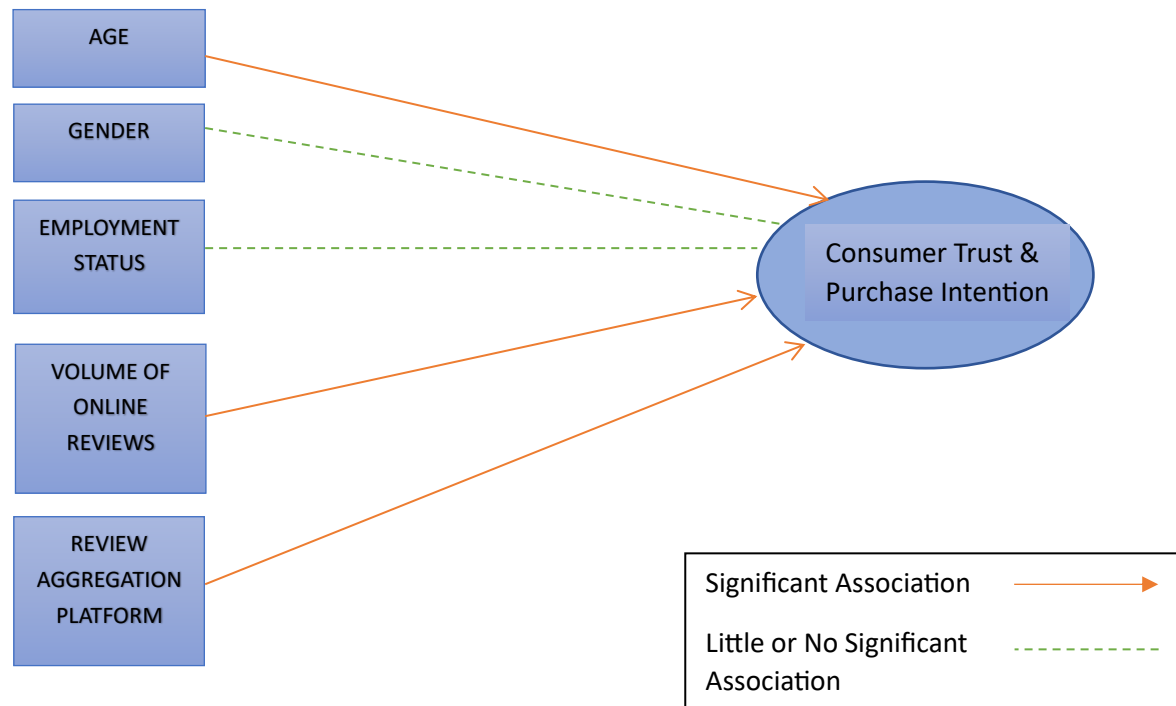
### **5.3 SUMMARY OF FINDINGS**

This study looked into how consumer trust and purchasing intentions towards online-to-offline (O2O) services are influenced by internet reviews. The conceptual framework was built by following a few steps. The first step is to identify the important variables. Subsequently, a survey was carried out with 103 respondents to examine the relevant constructs associated with this study. A conceptual framework was created to illustrate the relationships between the variables by using SPSS to run tests..

The major inferences drawn from the study relating to the testing of the hypothesis.  
formulated is displayed as a table mentioned below.

### **SUMMARY OF FINDINGS**

<b>INDEPENDENT VARIABLE</b>	<b>HYPOTHESIS</b>	<b>STATISTICAL TOOL USED</b>	<b>ACCEPT</b>
<b>AGE</b>	<b>HA0:</b> Age does not significantly influence consumer trust and purchase intentions in O2O models. <b>HA1:</b> Age significantly influences consumer trust and purchase intentions in O2O models.	<b>Anova test and Pearson Chi square test</b>	<b>ALTERNATE HYPOTHESIS</b>
<b>GENDER</b>	<b>HG0:</b> Gender does not significantly influence consumer trust and purchase intentions in O2O models. <b>HG1:</b> Gender significantly influence consumer trust and purchase intentions in O2O models.	<b>Anova test and Pearson Chi square test</b>	<b>NULL HYPOTHESIS</b>
<b>EMPLOYMENT STATUS</b>	<b>HE0:</b> Employment Status does not significantly influence consumer trust and purchase intentions in O2O models. <b>HE1:</b> Employment Status significantly influence consumer trust and purchase intentions in O2O models.	<b>Anova test and Pearson Chi square test</b>	<b>ALTERNATE HYPOTHESIS (ANOVA), NULL HYPOTHESIS (CHI SQUARE TEST)</b>
<b>VOLUME OF ONLINE REVIEWS</b>	<b>HV0:</b> Volume of online reviews does not significantly influence consumer trust and purchase intentions in O2O models. <b>HV1:</b> Volume of online reviews significantly influence consumer trust and purchase intentions in O2O models.	<b>Multiple Linear Regression</b>	<b>ALTERNATE HYPOTHESIS</b>
<b>REVIEW AGGREGATION PLATFORM</b>	<b>HE0:</b> Review Aggregation Platform does not significantly influence consumer trust and purchase intentions in O2O models. <b>HE1:</b> Review Aggregation platform significantly influence consumer trust and purchase intentions in O2O models.	<b>Multiple Linear Regression</b>	<b>ALTERNATE HYPOTHESIS</b>



Multiple regression analysis, Anova and Pearson chi square test was used to test five hypotheses related to age, gender, employment status, volume of online reviews and review aggregation platforms. The study found that age, volume of online reviews and review aggregation platforms had a positive effect on consumer trust and purchase intention, while employment status had little impact, but gender did not at all.

## **CHAPTER 6– RECOMMENDATIONS AND CONCLUSIONS**

### **6.1 INTRODUCTION**

The preceding chapter 5 had the findings and discussion of this study, which looked at the factors influencing consumer trust and purchase intentions towards O2O services. A variety of factors, including age, the quantity of online reviews, and the review aggregation platform, were discovered to have a significant influence on customer trust and buy intention towards O2O services based on the data analysis. These findings have a major impact on O2O service providers' understanding and targeting of user preferences.

The primary goals of this chapter are to conclude the inquiry and make recommendations based on the study's results. The recommendations are meant to help O2O service providers improve their services and concentrate on acquiring and keeping customers.

### **6.2 RECOMMENDATIONS**

The term recommendation refers to suggested courses of action or conclusions derived from the research with the intention of resolving the gaps or problems that were found. It offers direction for next choices and possible advancements in research.

#### **6.2.1 Recommendations for the Organization**

- **Boost Initiatives for Trust-Building:** Consider establishing and preserving consumer trust. Put in place safeguards including clear communication, safe payment methods, and transparent pricing to boost trust in the O2O business model and increase the intention to buy.
- **Promote Benefits:** Concentrate on making the O2O service enjoyable and engaging. Increase the perceived benefits by providing seamless online purchasing experiences, interactive user interfaces, and personalised recommendations favourably impacting the intention to make a buy.
- **Highlight Customer Perceived Value:** By explaining and illustrating to clients the benefits of the O2O service. To improve the perceived value in the eyes of the customer, emphasise affordable prices, a large selection of goods and services, and other advantages increasing the intention to make purchases.

#### **6.2.2 Recommendations for the Society**

- **Look for Reputable O2O Platforms:** Give top priority to making purchases from O2O platforms that value dependability, safety, and transparent payment methods. Consider user ratings and reviews to determine how reliable the platform is.
- **Experience the Pleasure of Online-to-Offline Shopping:** Examine the many O2O platforms, to enjoy the advantages of customised suggestions, engaging user interfaces, and easy online buying. Take advantage of the simplicity and fun that these platforms provide to increase your intention to make a purchase.

- **Value for Money:** Assess how much people think the goods and services that O2O platforms provide are worth. When making purchases, consider elements like affordable costs, a wide range of selections, and extra perks to make sure you are getting value for your money.

### **6.2.3 Recommendations for the Government**

- **Encourage a Reliable O2O Ecosystem:** Encourage and implement laws that support consumer protection, openness, and safe transactions in O2O business models. Encourage the creation of systems that establish confidence, such as certification policies, or guidelines to guarantee customer confidence in the O2O industry.
- **Encourage innovation:** Support campaigns that push O2O platforms to improve the features and experiences that users have with their offerings. Encourage innovation by offering rewards or financing schemes that support user-friendly online purchasing experiences, dynamic user interfaces, and personalised suggestions.
- **Enhance Consumer Value:** Promote reasonable pricing policies and competitiveness in the O2O market. It is recommended that O2O platforms offer a diverse array of superior products and services at reasonable costs to satisfy customers and ensure their perception of value.

## **6.3 RESEARCH IMPLICATIONS**

There are numerous outcomes for the findings. First off, the study sheds light on the variables influencing consumer trust and purchase intentions in O2O services. Businesses in the O2O sector may find this helpful in developing their marketing strategies and techniques to successfully express the value of their services and target the appropriate client demographics.

Secondly, the study emphasises how important are volume of online reviews and review aggregation platform in influencing consumer trust and purchase intention in O2O services. This means that companies should concentrate on gaining the trust of their clients, giving them a positive and engaging experience, explaining the benefits of their services, and resolving any perceived potential risks related to using O2O services.

Thirdly, the study offers information on the age, gender, and employment status of O2O service customers. Businesses can utilise this information to customise their offerings to the unique requirements and preferences of their clients.

## **6.4 RESEARCH LIMITATIONS**

The components that could have affected the reliability, validity, or generalizability of the results are known as a study's research limits. It is vital to acknowledge the diverse constraints of this research investigation.

- The small sample size of the study may limit the generalizability of the findings to a larger population. There's a chance that the study's sample size isn't typical of all O2O service users because just 103 respondents submitted data.
- The study only looked at one area, it's possible that the conclusions can't be applied to other areas or nations. Subsequent research endeavours may contemplate reproducing the study in various places or nations to evaluate the generalizability of the results.
- The study only looked at a small number of variables that could affect consumers' intentions to make purchases of O2O services. Future research might look at additional variables such environmental considerations, personal traits, and social influence that may have an impact on customers' intentions to make purchases.

Considering the constraints and deficiencies noted in this investigation, there exist multiple avenues for subsequent research that could enhance this analysis and broaden the comprehension of the above research.

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## ANNEXURE: QUESTIONNAIRE

Section 1 of 2

### The Influence of Online Reviews and Ratings on Consumer Trust and Purchase Intentions in O2O Models



**B** *I* U

**Online-to-Offline (O2O) models** facilitate transactions initiated online but consummated offline, bridging the digital and physical worlds. For example, booking a restaurant reservation online (online) and dining at the restaurant (offline).

Name \*

Short answer text

Age \*

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55 and above



Gender \*

- ☐ Male
- ☐ Female
- ☐ Prefer Not to Respond

Employment Status \*

- ☐ Employed
- ☐ Unemployed
- ☐ Student
- ☐ Others

How much do you trust O2O business to deliver high-quality products and services? \*

Rarely      1      2      3      4      Always

☐      ☐      ☐      ☐

Typically, how many customer reviews do you consider before making a purchase decision from an Online-to-Offline (O2O) business? \*

- ☐ Less than 5
- ☐ 5-10
- ☐ 10-20
- ☐ More than 20

Do you believe that a higher volume of online reviews positively influences your trust in O2O businesses? \*

Strongly Disagree      1      2      3      4      5      Strongly Agree

☐      ☐      ☐      ☐      ☐

How important is the authenticity of online reviews to you when evaluating O2O businesses? \*

1 2 3 4 5

Not Important ☐ ☐ ☐ ☐ ☐ Extremely Important

Do you believe that authentic online reviews positively influence your trust in O2O businesses? \*

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

...

Have you ever encountered fake or manipulated online reviews when considering a purchase from an O2O business? \*

☐ Yes

☐ No

How often do you use online review aggregation platforms (e.g., Google reviews, Book my show) when researching O2O businesses? \*

	1	2	3	4	
Rarely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Always

How satisfied are you with the effectiveness of online review aggregation platforms in providing reliable and trustworthy review information? \*

	1	2	3	4	5	
Very Dissatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied

Do you believe that the effectiveness of review aggregation platforms positively influences your trust in O2O businesses? \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

How much do you trust O2O businesses based on the online reviews you have read? \*

Not at all      1      2      3      4      5      Completely

☐      ☐      ☐      ☐      ☐

...

How likely are you to make a purchase from an O2O business based on the online reviews you have read? \*

Very Unlikely      1      2      3      4      5      Very Likely

☐      ☐      ☐      ☐      ☐

How do you rate your overall satisfaction about O2O business models based on your experience and trust factors ?

Rate from 1 to 10 ( 1 being the least and 10 the highest)

Short answer text

.....

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