

The Effect of Online Customer Reviews and Brand Image on Purchase Decisions of Glad2Glow Skincare Product Among Generation Z in Samarinda

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Article history

Received 2025-11-21 | Accepted 2025-12-20 | Published 2025-12-31

Abstract

This study aims to determine the effect of online customer reviews and brand image on purchasing decisions of Glad2Glow skincare Products among Generation Z in Samarinda. This research employs a quantitative approach using a survey method. The questionnaire was distributed online using a Likert scale of 1-5. Data analysis technique included Instrument Testing (Validity and Reliability Tests), Classical Assumption Tests, Hypothesis Testing, and Multiple Linear Regression Analysis with the help of the SPSS application. Based on a survey of 140 Generation Z respondents in Samarinda selected through purposive sampling, this study found that Online Customer Reviews and Brand Image have a positive and significant effect on Purchase Decisions. These findings indicate that the better the online reviews and brand image of a product, the higher the consumers' purchasing decisions. Therefore, Glad2Glow needs to improve its business strategy by continuing to maintain its brand image and utilizing online customer reviews as an indirect promotional medium effectively so that consumer purchasing decisions increase.

Keywords: Online Customer Review; Brand Image; Purchase Decision; Generation Z.

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INTRODUCTION

Along with the advancement of time, the beauty and skincare industry has experienced rapid growth. This development is driven by the increasing awareness of the public—particularly younger generations—regarding the importance of maintaining healthy skin and appearance. This trend is reflected in the significant expansion of the skincare market both globally and nationally. Globally, the value of the skincare market reached USD 189.50 billion in 2024, with an estimated annual growth rate of 3.65% through 2029 (Statista, 2024). A similar pattern is observed in Indonesia, where the skincare market is projected to generate approximately USD 2.77 billion in revenue in 2024. This segment is expected to grow at an annual rate of 3.70% until 2029. Additionally, the per capita revenue in Indonesia’s skincare market is estimated to amount to USD 9.87 in 2024.

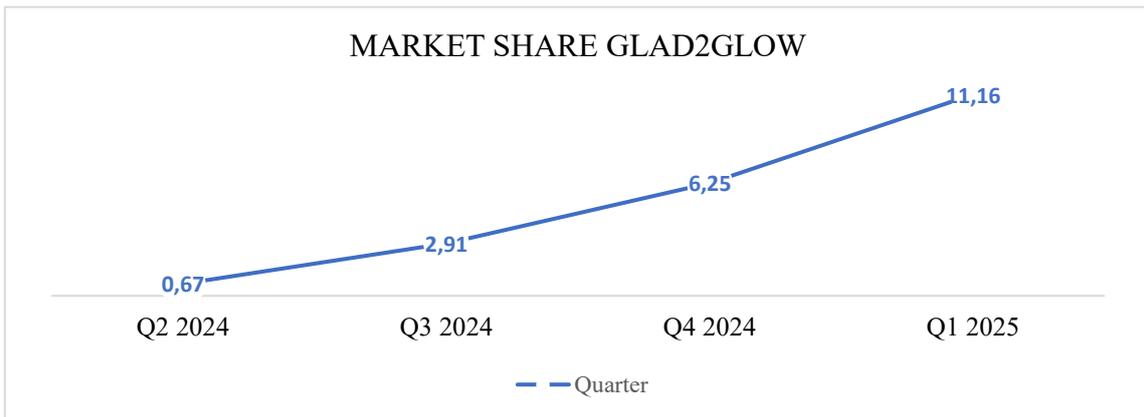


Figure 1. Market Share

The graph shows a clear upward trend in Glad2Glow’s market share from Q2 2024 to Q1 2025. Starting from only 0.67% in Q2 2024, the brand experienced steady growth, rising to 2.91% in Q3 and 6.25% in Q4. The sharp increase continued in Q1 2025, reaching 11.16%, indicating strong market expansion, growing consumer interest, and successful marketing efforts. Overall, the data reflects consistent and significant improvement in Glad2Glow’s market presence over the observed period.

This research was motivated by the recent rise in issues in the beauty industry, particularly regarding overclaims in skincare products. Some brands are known to make exaggerated benefit claims without sufficient scientific evidence. This situation has led to consumer distrust of information conveyed through advertising, prompting them to seek other, perceived more objective, sources of information. One of the primary sources of information for consumers today is customer reviews, especially for Generation Z, who are known to be more critical and selective in making choices.

According to a McKinsey report (2022), more than 70% of Generation Z considers consumer reviews as a key factor influencing their purchasing decisions. In addition to online customer reviews, brand image also plays a crucial role in the decision-making process. Generation Z not only buys products based on utility but also considers the brand’s values. This aligns with the McKinsey report (2022), which states that 83% of Generation Z tend to choose brands whose values align with their principles and identity. A positive brand image not only reflects these values but also builds trust and a perception of quality in the eyes of consumers.

Samarinda City itself has shown significant growth in internet and social media usage, which has also shaped consumer behavior. Widespread access to information has led consumers, especially Generation Z, to increasingly rely on online reviews and brand perceptions when deciding whether to purchase facial care products. Therefore, research into the influence of online customer reviews and brand image on purchasing decisions for Glad2Glow facial care products among Generation Z in Samarinda is relevant.

Literature Review

Online Customer Reviews

According to Kotler and Armstrong (2018), online customer reviews are feedback provided by consumers regarding their experiences with a product or service through digital platforms. Online reviews are important because they offer direct insights from other users and increase transparency and trust in digital transactions. Chevalier and Mayzlin (2006), online customer reviews are a form of e-WOM that plays a significant role in influencing product sales on e-commerce platforms. These reviews provide information and build trust for potential buyers, with their impact depending on their quantity and quality. Schiffman and Wisenblit (2019) also explain that online customer reviews significantly influence product perception because they provide direct insights from actual users. These reviews allow potential consumers to evaluate a product or service before making a purchasing decision.

Brand Image

According to Kotler & Keller (2022), brand image is a consumer's perception of a brand, shaped by their experiences, interactions with the brand, and the associations they have with the brand. Coaker (2021) and Sahney (2016), brand image is the reinterpretation of a brand based on all of a consumer's perceptions, information, and past experiences. This opinion is supported by Susanti *et al.* (2020), who explain that brand image is a key factor determining consumer purchasing habits, especially when consumers find it difficult to differentiate products or services based on intangible attributes. Albari and Safitri (2018) also state that "consumers who do not have sufficient time to identify product characteristics will rely more on brand image for purchasing decisions". Furthermore, a strong brand image helps consumers develop positive attitudes and feelings, which in turn can increase perceived value.

Purchase Decision

According to Kotler and Armstrong (2018), a purchasing decision is the process by which consumers select their preferred brand from among a variety of available options. The stages in this purchasing decision process include problem or need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Solomon (2020), a purchasing decision is the process by which consumers recognize a need, search for information, evaluate alternatives, make a purchase decision, and engage in post-purchase behavior. Peter and Olson (2019) also explain that a purchasing decision is a process carried out to combine all the knowledge consumers have acquired into useful considerations in choosing between two or more alternatives, ultimately leading to a decision on a product. Therefore, it can be concluded that a purchasing decision is the process consumers go through in making product choices, starting from need awareness to post-purchase evaluation of the product.

METHOD

This study employs a quantitative approach using a survey method with a questionnaire as the primary instrument. The research consists of two independent variables namely online customer reviews and brand image and one dependent variable, namely purchase decision. The population of this study is Generation Z residing in Samarinda City. Since the exact number of the population is unknown, the sample size follows the guideline proposed by Hair *et al.* (2019), which suggests a minimum of ten times the number of indicators. With a total of 14 indicators, the required sample size is 140 respondents.

The sampling technique used in this research is purposive sampling, as explained by Sugiyono (2022), which refers to selecting respondents based on specific criteria relevant to the research objectives. The criteria for respondents in this study include: residing in Samarinda City, belonging to Generation Z, and having read online customer reviews prior to making a purchase. Data were collected through an online questionnaire using a Likert scale to measure respondents' perceptions of each indicator.

Data analysis was conducted using SPSS, beginning with instrument testing consisting of validity and reliability tests. This was followed by classical assumption tests, which include tests of normality, linearity, and multicollinearity as prerequisites for regression analysis. The main analytical technique used in this study is multiple linear regression to examine the influence of online customer reviews and brand image on purchase decisions. Hypothesis testing was carried out using t-tests and F-tests to determine the significance of both partial and simultaneous effects.

RESULTS AND DISCUSSION

The characteristics of respondents in this study consisted of gender, age, occupation, amount of income or monthly pocket money. Based on a survey of 140 responden, the gender characteristics show that the majority of respondents' gender is female (76.4%), while males accounted for 23.6%. In terms of age, the largest group fell within the 21–24 age range at 42.2%, followed by those aged 17–20 at 30.7%, and those aged 25–28 at 27.1%. Based on occupation, nearly half of the respondents were students, representing 49.3%, followed by private employees, entrepreneurs, and civil servants. The 'other' occupation category accounted for only 1.4% of the total respondents. Regarding income, most respondents earned between 2–3 million rupiah per month (27.1%), whereas the lowest proportion was found among those earning 1–1.999 million rupiah, which represented 22.2% of the sample.

Validity Test

A research instrument is said to be valid if the calculated r count $>$ r table. At a significance level of 0.05 (two-tailed) and $n = 140$, with the formula $df = n - 2$ ($df = 140 - 2 = 138$), the obtained r table figure is 0.1660. The following are the results of the validity calculation for each variable:

Table 1. Validity Test

Variabel	Indicator	r count	r table	Information
Online Customer Review (X1)	X1.1	0,686	0,166	Valid
	X1.2	0,625		Valid
	X1.3	0,609		Valid
	X1.4	0,726		Valid
	X1.5	0,800		Valid
Brand Image (X2)	X2.1	0,862	0,166	Valid
	X2.2	0,835		Valid
	X2.3	0,887		Valid
	X2.4	0,928		Valid
Purchase Decision (Y)	Y.1	0,736	0,166	Valid
	Y.2	0,811		Valid
	Y.3	0,709		Valid
	Y.4	0,685		Valid
	Y.5	0,805		Valid

The table above shows that from each statement item, r count $>$ r table is obtained, so each research item above is declared valid for measuring online customer review variables, brand image and purchasing decisions.

Reability Test

Reliability testing is used to assess the reliability of a measuring instrument for repeated use in the same research. A variable is considered reliable if its Cronbach's Alpha value is above 0.6. A questionnaire is considered reliable if its Alpha coefficient value is greater than 0.6. The following is a reliability test for each research variable.

Table 2. Reability Test

Variabel	Cronbach alpha	Reliability Standards	Information
Online Customer Review (X1)	0,724	0,6	Valid
Brand Image (X2)	0,898		Valid
Purchase Decision (Y)	0,806		Valid

The result shows that the Cronbach's alpha value for X1 is $0.724 > 0.60$; X2 is $0.898 > 0.60$, and Y is $0.806 > 0.60$. Therefore, it can be concluded that the instruments or statement items for each variable in this study are reliable for measuring online customer reviews, brand image, and purchasing decisions.

Normality Test

The way to test data normality can be done by looking at the Kolmogorov-Smirnov table. If the significance is greater than 0.05 then the data meets normal criteria. The results of the Kolmogorov-Smirnov test can be reviewed in the following table:

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		140
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.62216925
Most Extreme Differences	Absolute	.060
	Positive	.036
	Negative	-.060
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

The results above show that the Asymp. Sig. (2-tailed) value is 0.200, which is greater than 0.05. This indicates that the data is normally distributed.

Linearity Test

The linearity test is conducted to ensure that there is a linear relationship between the independent variables and the dependent variable. This test is important to validate the regression model so that it can accurately explain the relationship among the variables.

Table 4. Linearity Test of Online Customer Review

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision (Y) * Online Customer Reviews (X1)	Between Groups	(Combined) Linearity	247.181	8	30.898	10.911	.000
		Deviation from Linearity	214.250	1	214.250	75.659	.000
			32.931	7	4.704	1.661	.124
	Within Groups		370.962	131	2.832		
	Total		618.143	139			

Table 5. Linearity Test of Brand Image

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision (Y) * Brand Image (X2)	Between Groups	(Combined) Linearity	203.801	11	18.527	5.724	.000
		Deviation from Linearity	154.087	1	154.087	47.601	.000
			49.714	10	4.971	1.536	.134
	Within Groups		414.341	128	3.237		

Total 618.143 139

The results of the linearity test indicate that both Customer Reviews (X1) and Brand Image (X2) meet the linearity assumption. The Sig. Deviation from Linearity value for Customer Reviews (X1) is 0.124 (> 0.05), while the value for Brand Image (X2) is 0.134 (> 0.05). Since both significance values are above 0.05, it can be concluded that there is no deviation from linearity. Therefore, the relationship between each independent variable and Purchase Decision (Y) is linear, and the regression model is appropriate for further analysis

Multicollinearity Test

The aim of this study is to examine whether the variables in the regression model are correlated. A Variance Inflation Factor (VIF) value below 10 indicates the absence of multicollinearity symptoms. The results can be observed in the following table:

Table 6. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Online Customer Review (X1)	.772	1.295
Brand Image (X2)	.772	1.295

The results above indicate that all independent VIF values are less than 10. The regression model test results indicate no signs of multicollinearity. This means that all independent variables are suitable for use as predictors.

Determination Coefficient Test

This test of determination is conducted to demonstrate the extent to which variations in the independent variables can collectively explain changes in the dependent variable.

Table 7. Determination Coefficient Test

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
.639 ^a	.408	.400	1.634	1.674

Based on the Model Summary table above, the coefficient of determination (R Square) was 0.408, equivalent to 40.8%. This indicates that the independent variables, namely Brand Image and Online Customer Reviews, together explain 40.8% of the variation in the dependent variable, Purchase Decisions. The remaining 59.2% is explained by factors outside the regression model.

Multiple Linear Regression

Table 8. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	VIF
	B	Std. Error	Beta				
(Constant)	5.242	1.759		2.980	.003		
Online Customer Review (X1)	.559	.092	.454	6.067	.000	.772	1.295
Brand Image (X2)	.258	.068	.283	3.779	.000	.772	1.295

Y = 5,242 + 0,559 X1 + 0,258 X2

Based on the results of the multiple linear regression analysis above, the influence of each independent variable on the dependent variable is known. Therefore, it can be concluded that the independent variable that most dominantly influences the dependent variable is the variable Online Customer Review (X1) and Brand Image (X2). This is

evidenced by the regression coefficient values obtained for online customer reviews and brand image, namely 0.559 and 0.258.

T Test

Based on table 8, the online customer reviews variable demonstrated a positive and significant influence on purchasing decisions. This is demonstrated by a t-value of 6.067 with a significance level of $0.000 < 0.05$. This means that the more positive reviews a product receives, the more likely consumers are to make a purchase. These results indicate that consumers' perceptions of online reviews play a significant role in determining their purchasing decisions.

Meanwhile, the brand image variable had a positive and significant influence on purchasing decisions. This is evident from a t-value of 3.779 with a significance level of $0.000 < 0.05$. This means that the better the brand image of a product, the more likely consumers are to make a purchase. These findings confirm that building a strong brand image is an effective strategy in driving purchasing decisions, particularly among Generation Z in Samarinda.

F Test

Table 9. F Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	252.374	2	126.187	47.264	.000 ^b
Residual	365.769	137	2.670		
Total	618.143	139			

Based on the F test results shown in the table, the calculated F value is 47.264 with a significance level of 0.000. Since the significance value is lower than 0.05, it can be concluded that the regression model is simultaneously significant. This means that the independent variables (online customer reviews and brand image) together have a significant influence on purchasing decisions. Therefore, the regression model used in this study is considered appropriate (fit) and is able to explain the simultaneous relationship between the variables. These findings indicate that the better the online customer reviews and the stronger the brand image, the higher the tendency of consumers to make purchasing decisions, particularly among Generation Z consumers in Samarinda.

Discussion

The Effect Online Customer Review on Purchase Decisions

Based on the research results, online customer reviews have a positive and significant influence on purchasing decisions for Glad2Glow skincare products in Samarinda. This is evident from the multiple linear regression analysis, which indicates that the value of online customer reviews (X1) has a positive influence on purchasing decisions. Furthermore, the partial T-test results indicate that online customer reviews (X1) have a significant influence on purchasing decisions. Based on this, H1, which states that online customer reviews have a positive and significant influence on purchasing decisions for Glad2Glow skincare products in Samarinda, is accepted.

This indicates that the more positive reviews received for Glad2Glow skincare products in Samarinda, the higher the consumer's likelihood of making a purchase decision. Online customer reviews are crucial in enhancing purchasing decisions. Because positive online customer reviews can increase consumer trust in a product and encourage them to make a purchase, this can be interpreted as increasing purchase decisions. These research results align with research conducted by Amin et al. (2023), Sudirjo, et al., (2023) and Hasanah and Amalia (2023) which found that online customer reviews have a positive and significant influence on purchasing decisions.

These findings align with teory the Digital Word-of-Mouth Persuasion Model (DWPM), which has been widely adopted in recent digital marketing studies Xue & Zhou, (2018) Filieri, (2020) Wang et al., (2023). This model explains that the persuasive power of online

reviews is shaped by several key components, including review credibility, argument strength, clarity of information, and review volume. When consumers perceive online reviews as credible, informative, and relevant to their needs, they tend to trust the information presented and use it as a basis for evaluating a product. This increased trust ultimately strengthens their intention to purchase.

Furthermore, the findings are consistent with the Digital Customer Decision Journey (D-CDJ), updated by McKinsey (2020) and Edelman & Singer (2021). The model highlights that during the active evaluation stage, consumers actively seek and assess online reviews before making a purchase decision. Customer reviews serve as a primary information source in this stage because they provide authentic insights from previous users. When the reviews are predominantly positive and persuasive, consumers are more likely to conclude that the product is reliable and meets their expectations, which accelerates their movement toward the purchase decision.

The Effect of Brand Image on Purchasing Decisions

Based on the research results, brand image has a positive and significant influence on purchasing decisions for Glad2Glow skincare products in Samarinda. This is evident from the results of the multiple linear regression analysis, which indicates that brand image (X2) has a positive influence on purchasing decisions. Furthermore, the partial T-test results indicate that brand image (X2) has a significant influence on purchasing decisions. Based on this, H2, which states that brand image has a positive and significant influence on purchasing decisions for Glad2Glow skincare products in Samarinda, is accepted.

This indicates that the more positive the brand image perceived for Glad2Glow skincare products in Samarinda, the higher the consumer's likelihood of making a purchase decision. Brand image is crucial in enhancing purchasing decisions. Because a positive brand image can increase consumer trust in a product and encourage them to make a purchase, it can be interpreted as increasing purchasing decisions. The results of this study align with research conducted by Amin et al. (2023), Hasanah and Amalia (2023) and Norvadewi et al., (2023) which stated that brand image has a positive and significant influence on purchasing decisions.

This result aligns with theory the Contemporary Brand Experience Framework Schmitt, (2019) Iglesias et al., (2020), which explains that brand image is formed through consumers' cognitive and emotional responses to key brand cues such as brand recognition, brand recall, reputation, and product variety. When these cues are perceived positively, consumers develop strong and favorable brand associations that encourage them to make a purchase.

Moreover, the findings are also supported by the Digital Customer-Based Brand Equity (D-CBBE) Model Christodoulides et al., (2021) Dwivedi et al., (2022), which highlights that a strong digital brand image is built through online visibility, accessible information, and unique brand attributes. Favorable, strong, and unique brand associations enhance consumer trust and confidence, ultimately increasing their likelihood of choosing the product. Therefore, the more positive the brand image of Glad2Glow, the stronger the consumers' decision to make a purchase.

Potential Contribution to Developing Knowledge

This study provides several important contributions to the development of knowledge, particularly in the field of digital consumer behavior and marketing management. First, the findings strengthen the theoretical understanding of the influence of online customer reviews on purchase decisions, especially among Generation Z consumers who are highly engaged with digital platforms. The results reaffirm and extend previous theories, indicating that information quality, credibility, and perceived usefulness of online reviews play a significant role in consumers' decision-making processes.

Second, this study contributes to the literature on brand image by presenting empirical evidence that brand perception remains a crucial factor in purchase decisions within the digital era. The context of Generation Z respondents in Samarinda offers a demographic

perspective that enriches the literature with regional and generational insights in the Indonesian context.

Third, this research provides a conceptual contribution by integrating online customer reviews and brand image into a single framework to explain purchase decisions. The simultaneous analysis of these variables offers a more comprehensive understanding of consumer behavior in the digital age, where online information and brand perception interact to shape purchasing decisions.

CONCLUSION

This study demonstrates that online customer reviews and brand image have a positive and significant effect on the purchase decisions of Generation Z consumers in Samarinda. Online reviews enhance consumer confidence through the information provided, while a strong brand image reinforces positive perceptions and encourages consumers to choose a particular product. These variables complement each other and simultaneously shape purchasing behavior in the digital era. Future research may broaden respondent characteristics or incorporate additional variables to further enrich the understanding of modern consumer behavior.

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