

THE ROLE OF ELECTRONIC RATINGS AND REVIEWS ON THE PURCHASING DECISION OF THE ELECTRONIC CONSUMER

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ABSTRACT

The study aimed to determine the impact of electronic ratings and reviews title choice made by electronic buyers to purchase. The study used the descriptive analytical method, as well as the questionnaire, which was applied to a sample of (88) Saudi electronic consumers. The study found that, based on the results of the questionnaire's data analysis, more than 70% of the study participants read online reviews before purchasing and that reviews with higher ratings and characteristics are effective considerations for purchasing decisions. In addition, there is widespread agreement regarding the significance of the site's popularity, as reliability aids Saudi consumers in making purchasing decisions.

KEYWORDS: Electronic Ratings, Electronic Reviews, The Electronic Consumer.