

The Influence of Language Style on Buying Intention by using Mediating Impact of Perceived Credibility: Empirical Study in Pakistan

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Abstract

Current research investigating the new impact of the language style of online reviews (figuratively compared to reality) on customer loyalty and perceived purchasing use of figurative language to advertise product quality and social presence was encouraged in previous marketing research. The theory of expectation was adopted by Victor Vroom, used in this study. It says that one can act or behave in a certain way because they are encouraged to choose a certain way of conduct above others because of the output of that job. Google Forms queries were created to collect data from people who bought online. They were divided into two groups. This idea is echoed by the example of 334 Pakistani students. Outcomes were assessed using a structural measurement model (SPSS). The findings show that consumer buying intentions are influenced by the language style of online reviews and their apparent reliability. Virtual reviews, unlike symbolic reviews, can increase users' desire to purchase search products. Consumer willingness to purchase experience products can be enhanced by symbolic reviews. In the case of Pakistani consumers relying on online shopping is not good. They think that these platforms are not worth trusting. With the help of Virtual Updates' we can build customers who rely on online shopping.

Keywords: *Online reviews, language style, literal & figurative, perceived credibility, purchase intention.*

Introduction

Online reviews are impacting 20-50% of online purchases as they are being important information for online shoppers (Mosteller and Mathwick, 2016). Potential buyers use to check online reviews which are posted by other customers who have already bought and used those products. These reviews give the buyers a rough idea about the product and its user experience by other users. Buyers consider these reviews more reliable than the advertisements made by the companies (Bickart and Schindler, 2001; Godes and Mayzlin, 2004). It is found in different studies that potential buyers do check reviews by specifically logging on websites like Amazon.com (Kronrod and Danziger, 2013).

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Potential buyers use online reviewers as information service providers and they observe that how buyers treat themselves before, during, and after buying (Anderson and Ostrom, 2015). These reviews play an important role in buyers' choice of commodities and services. (e.g., camera, airline, hotel) and also retailers (Bu and Go, 2008). Businesses of different companies are directly affected by online reviews in a multi-sided platform i.e. online market. It is also found in studies that when customers post their online reviews on the web, they are putting a great social value in the community (Balasubramanian and Mahajan, 2001). According to Smethwick and Mosteller when a customer posts a review of a product online, this act is the most effective manifestation of customer engagement (Mosteller and Mathwick, 2016). As online reviews play a key factor in influencing the purchase decision of customers, Researchers are looking for drivers for online surveys in various settings (Barua, 2020).

When a customer is highly satisfied by the product it leads to the loyalty of the customer and the customer also refers to the product to others in a very positive way (Anaza and Zhao, 2013). In the particular context of online media, when a customer is more satisfied it is more likely that the customer will post an online review (Al-Adwan and Al-Horani, 2019). So, in online media, satisfaction is one of the main factors that derive the customer to post a review online (Rao and Zhang, 1992). Thapa and Ishihara (2011) stated that companies spend billions of dollars on identifying the factors which influence customer choice. Studying customer's behavior also helps in identifying the direction of customer behavior. They also stated that brand trust is the thing that makes the customer make the online review (Thapa and Ishihara, 2011). Market researchers and organizations have expended billions of dollars studying consumers to identify the key factors influencing customer choice. Analysis of consumer behavior is effective in determining the direction of consumer behavior (Thapa and Ishihara, 2011). Hassanein and Head (2007) found an influence of online reviews on consumer product ratings, purchasing decisions, and purchasing behavior. On the other hand, users are accustomed to assessing the value of goods and services on online trading platforms which also results in word-of-mouth advertising on the World Wide Web (Zhang, 2010). According to the survey, a wide range of customers relate to and even believe customer reviews of products and services, and many consumers believe that internet reviews can affect their purchasing decisions (Shen et al., 2015). Purchase intention is the one-Previous study into the impact of internet reviews on purchase intent has primarily focused on quantity, quality, similarity, valence, and other factors (Niu et al., 2016). Explored the pressure of Price-related effects of various types of online reviews on consumer purchasing decisions, capacity, and value (Zhou et al., 2018). Shi et al. (2018) explored the challenge in online remarks; they discovered that various forms of contradictory statements have varying effects on customer decisions and attitudes. Kureshi and Thomas (2019) discover that the worth of reviews and the importance of nodes can determine the value of reviews, which has a positive impact on the purchase intention of the recipient. The narrative style of reviews has received less attention, although review stuffing has a pretty high reference value in online usage. This study aims to fill the gap in the obtainable literature. Under the Victor Vroom expectancy theory this paper explores the effect of language style on purchase intention with the mediating effect of perceived credibility. There are many empirical studies on online reviews and purchase intention in developed countries. These researches show the effect of language style on purchase intention through product involvement and also their target audience was different. The purpose of this research is to study that how the credibility of the language styles of the online reviews influences consumer purchase intentions. A large number of consumers, who use social media, not only focus on product information but also on customer feedback (Wang et al., 2018). Previous researchers examined the impact of consumer point of view on e-commerce and focused only on quality, value, quantity, and resemblance, etc. (Zhou et al., 2018). Du et al., (2016) examined the impact of several types of online

evaluation on customer purchasing intention in terms of value, volume, and quality. Liu et al. (2018) examined the contradictions in online reviews and found that many types of conflicting remarks had different effects on consumer behavior and choices. Kureshi and Thomas (2019) suggests that the quality of reviews and outlying signals can decide the importance of reviews, which has a positive impact on buyers' purchase intentions.

However, the narrative style of reviews has received little attention, while review content has a great impact of value for online purchasing. Examined how expert claims, valence tests, and arguments influence consumer purchasing behavior on the way to perceived benefits (Willemsen et al., 2011). Based on the similarity of subjective content and semantic styles in online surveys (Bickart and Schindler, 2001). The relationship was examined between interest group linguistic styles and significant effect on conversion rates (Willemsen et al., 2011). Moreover, the previous studies did not examine the credibility of the language style which ultimately impacts customer purchase intention (Ludwig et al., 2013). Perceived credibility influences purchase intention to change their decisions based on online formation presented (Bu and Go, 2008). In terms of perceived credibility, they also found the impact of the credibility of online presentation of product details on consumer purchase intentions (Wu et al., 2017). The purpose of this study is to determine how the credibility of online review language styles influences consumer purchase intentions.

Literature Review

Online reviews are the key components of academic research in e-commerce Godes & Mazlin stated that customers share their user experience in the form of online reviews, these reviews are done by them voluntarily and these reviews are very useful for customers and the company (Godes and Mayzlin, 2004). The emotional favoritism, emotional polarity, and emotional categorization of the online reviews and how they impact the consumer purchase intention (Ghasemaghaei et al., 2018). Research shows that consumer feedback mode has a positive relation with online review ratings, while rating duration has a negative correlation with online review ratings. The theory of expectation, developed by Victor Vroom, is used in this study. It claims that a person would act or behave in a certain way because they are motivated to choose a specific behavior over others because of the desired output of that activity. We are also studying that how reviews style can influence the purchase decision of a customer. The study of God's and Mazlin's showed that the perception of how useful these reviews are may depend on the depth of comments, their polarity, and product nature (Godes and Mayzlin, 2004; Trabold et al., 2006). The resonant market theories and hyper differentiation tell the product acceptance to depend on the dual impact of disseminating and ranking online reviews Moreover, many researchers focus on digital marketing tactics, imbalanced effects, unusual results, and so on (Trabold et al., 2006). Although, in attendance to a few research on online review language styles (Ludwig et al., 2013).

Figurative versus Literal Language

Two language styles are used by firms in their marketing campaigns i.e. literal and figurative. These styles are used to convey the actual marketing message and some additional message other than literal meaning (Author et al., 2013). Literal language means totally what it states and on the other hand in figurative language style different language techniques are used to convey their message differently, these language techniques include using comparisons, puns, and metaphors to convey the message in the different and complex understanding manner (Author et al., 2013). In recent past researches, many studies of language have proved that using figurative or metaphors is more preferable to literal language in simple communication. The basic difference between literal and figurative language is in context-defined communication norms (Kronrod and Danziger, 2013; Ireland and Pennebaker, 2010;

Kronrod and Danziger, 2013; Wu et al., 2017). When both literal and figurative languages are compared, there is a preference towards figurative style because figurative style is considered more emotional and it influences more than the literal language, rational and functional experience (Rao and Zhang, 1992). Figurative language also considered more suitable for conveying message because of its more emotional influence (Balasubramanian and Mahajan, 2001).

Another research done by Laurie Wu and Han Shen stated that when there is a utilization product that includes the user's experience then review in literal language will affect more than a figurative one. They also stated that when a user having more expertise level posted a review it exhibited more favorable attitudes than the review posted by lower expertise level (Wu et al., 2017). Similarly according to LET, figurative language is used by people in their social relationships because it conveys a high level of affect intensity. Moreover, they also stated that online reviews are mostly read by strangers and this style (figurative) is not suitable in the online review context and people who read figurative reviews find them as typical and misleading (Kronrod and Danziger, 2013).

Perception of Product Quality (online reviews) source Credibility and Intention to Purchase In previous studies of reviews which are given online showed that researchers studied the online reviews, their characteristics, and their impact on purchasing decisions of other customers (Thomas et al., 2019). We know, however, that product reviews can have a significant impact on purchasing decisions, therefore we utilize a more proportionate approach to measure the impact of review features on purchasing decisions, which is the level of trust associated with reviewers. Such conceptualizations can help to overcome previous, sometimes conflicting, research. This is an extra step in adding credibility to the reviewer that will influence how the product review influences the perception and intentions of a product. It seems that the characteristics of testers and examiners directly influence the intentions and perceptions of potential buyers, but without considering the credibility implications this overt relationship can be volatile. As previously mentioned, the appraiser's goal (both good and evil) in providing a review is to affect the prospect's future buyers' perception. This rationale forms the basis for using social influence theory to study the impact of product reviews. Much research has been done to examine the relationship between credibility and confidence; this demonstrates that the two have a beneficial relationship. The relationship between credibility and confidence is also reflected in the LET study.

We additionally explore the relationship between belief and trust in the exclusive context of online product reviews. Further, we argue that the content of messages in this context will have an impact on the recognition of product quality & purchase intentions (Hussain et al., 2021). Therefore, positive reviews from reliable reviewers should enhance the sensation of product quality and purchase intentions. This effect has been established by well-known online reviewers with high levels of trust (e.g., reviewers from the Wall Street Journal). We expand this link with unspecified reviewers, who create trustworthiness by violating language expectations in a positive manner. In other words.

H1: Language style has a positive impact on perceived credibility.

H2: Language style influence positively on purchase intention

H3: The association between the language style of online reviews and consumers' purchase intent is mediated by perceived credibility.

In this study, we restrain our study of the influence of product reviews on constructive reviews recommending specific products. For three reasons, this hub was chosen. Initially, positive feedback can be more general. The proof is online reviews for a wide variety of books on two different provider sites. The percentages of five-star and four-star reviews are 72.9% for the primary website and 86.5%

for the secondary website. Following published reports from organizations trying to influence the online status of their products suggest that the attempt was made by posting fraudulently constructive reviews. This implies a superior need for possible buyers to rate positive feedback to determine reviewer confidence. However, helpful and pessimistic customer feedback appears to influence purchasing decisions inconsistent but contradictory directions. In other words, the effects of negative response can operate via mechanisms that are not reflected in positive feedback, which may require a systematic examination of the feedback itself. Because positive feedback occurs more frequently and is more likely to be assessed, positive feedback was chosen as the focus of this study.

Methodology

Measures

Firstly, the definitions of the language styles were presented to all respondents so that they may differentiate between the language styles. A manipulation check was imposed to understand the ability of the respondents to differentiate between the language styles. An online review either figurative or literal style was shown to respondents and they were asked to guess the language style. Only those who guessed right were considered for further research.

Table 1.

Descriptive Statistics

Description	Frequency	Percent
Gender		
Female	119	35.6
Male	215	64.4
Total	334	100
Age		
20-25	217	65
26-30	42	12.6
30-35	33	9.9
36-40	29	8.7
Total	334	100
Education		
Bachelors'	196	58.7
Graduation	67	20.1
Post-Graduation	58	17.4
Doctorate	12	3.6
Total	334	100

A two (language style: literal and figurative) \times 1 between-subjects study was designed to carry out the research. 185 (334) (discuss) undergraduates were selected to participate in this study represented heterogeneous demographics. Age of respondents was from 20 to 40 years, most of the respondents fall in the category of 20 to 25 years old. Both male and female participants took part in survey males were 215 and female respondents were 119. Data was collected from university students so most of the respondents were bachelor students (i.e. 196 58.7%) while respondents from graduation were 67, post-graduation 58 and from PhD were 12 (see table-1). Seven point Likert scale anchored by

hussanein and Head (2007) strongly agree to strongly disagree was used to conduct this research. The respondents were divided into two groups, out of two groups, one group was presented with figurative language style online review adopted from Amazon "" and the second group was presented with literal language style online review "". Respondents were asked to fill the questionnaire after reading the mentioned online review.

Measures

All manifest variables were evaluated on seven-point Likert scales. The dependent variable purchase intention was measured with Four items, adopted from Kronrod and Danziger (date): "The Online Review Convince me to buy this Product", "How Likely would you be to Purchase this Product, "I would seriously Consider Purchasing this Product "And "I will defiantly buy this Product". In formal experiments, the measuring scales (online review language style), mediator (Perceived Credibility), and dependent variable were all checked for manipulation (Purchase intention). Participants were then asked to respond to the sort of review style after reading a definition of language style. Similarly, participants responded to a credibility measure established by (Ali et al., 2021). After that, participants filled out the Purchase Intention Scale with four items created by the researcher (Kronrod and Danziger, 2013). "On this website, there is the knowledge of human touch", "There is a sense of sociability on this website". In this research we used 7-point likert scale for the measures that are mentioned above. The scale we used was from (1 strongly disagree to 7 strongly agree).

Results & Discussion

Purchase intention (Cronbach's $\alpha = (.93)$ and source credibility (Cronbach's $\alpha = .91$) were found to be reliable. The effectiveness of language style (literal or figurative) of online reviews on purchase intention was assessed using an independent sample t-test in SPSS. Data was collected from two different groups. Participants who were given literal reviews ($M=4.5734$, $SD=0.89523$) showed more purchase intention than the participants given Figurative review ($M=3.1707$, $SDp=0.89523$). The PROCESS model 4 (Hayes, 2013) was used to carry out a mediation analysis using 5000+Bootstrap samples. To estimate the indirect effect, language (Figurative = 0, Literal = 1) was entered as an independent variable, purchase intention as the dependent variable, and perceived credibility as a mediator. An independent sample t-test confirmed that participants who were given literal reviews ($M=4.5734$, $SD=0.89523$ $t=3.847$, $p<0.001$) perceived more purchase credibility than the participants given with figurative reviews ($M=4.5734$, $SD=0.89523$). As results show 95% confidence interval did not include zero, indicating that language style had a significant indirect effect on purchase intention through perceived purchase credibility. Separate mediation analysis with perceived credibility as an independent variable and purchase intention showed similar results. Significant effect with 95% confidence interval excluding zero was observed. The findings show that consumers' purchasing intentions are influenced by both the language style of online reviews and their perceived reliability. Literal reviews, as opposed to figurative reviews, can increase users' desire to purchase search products. Consumers' willingness to buy experience products may be improved through figurative reviews.

More significantly than literal reviews.

H1: Empirical findings of this study indicate that Literal language style has a significant impact on consumer purchase intention. Language style promotes trust towards product attributes which ultimately triggers consumers to purchase specific products. These findings are in connection with the

previous studies conducted by Denning and Roberts stated that when there is a utilization product that includes users' experience then review in literal language will affect more than a figurative one. This hypothesis is supported as language style has a significant impact on the purchase intention of consumers; the respondents showed that the literal reviews are more credible than the figurative ones.

H2: Empirical findings of this study indicate that for positive reviews, the reviewers' trust is positively associated with the potential buyer's intention to purchase the product. When compared to figurative reviews, it has a considerable influence on buying intent. This theory was disproved since literal reviews have a greater influence on purchase intent than metaphorical reviews. Moreover, they also stated that online reviews are mostly read by strangers and this style (figurative) is not suitable in the online review context and people who read figurative reviews find them as typical and misleading (Kronrod and Danziger, 2013).

Table 2.
Hypotheses Results

Sr. No	Hypotheses	Description	STATUS
H1	language style has a positive impact on perceived credibility	.000	Supported
H2	Language style influence positively on purchase intention	.000	Supported
H3	Perceived credibility mediates the relationship between the language style of online reviews and consumers' purchase intention	.000	Supported

H3: Empirical findings of this study indicate that perceived credibility has the potential to influence the relationship of language style of online reviews and customers to purchase intention in such a way that consumers induce credibility from the literal reviews which further enhances credibility, this credibility further triggers buyers to purchase the product. These findings are in connection with the previous studies as reported by They also stated that when a user having more expertise level posted a review it exhibited more favorable attitudes than the review posted by lower expertise level (Wu et al., 2017). Consumers' perceptions of online language styles are mediated by perceived credibility.' purchase intention. Previous studies showed that some proponents claim that online information is higher incredibility than information from other more traditional media because the information is posted by experienced travelers who are considered as credible sources of information. However, perceived credibility is performing a mediating role in this experimental design.

Conclusions and Implications

This research concludes that people who consult online reviews to make purchase decisions perceive literal reviews more credible than figurative reviews. We also find that literal reviews give more accurate information than figurative reviews and they perceive more credibility in literal reviews than the figurative ones. This also study shows that consumers who are using online mediums to purchase products they don't like in detail and irrelevant information. Furthermore, our findings reveal the significance of our findings of online reviews on making purchase decisions. Customers perceive that literal reviews are more credible than figurative reviews' because literal reviews give appropriate information and it helps to make purchase intention.

In the context of Pakistan customers' trust in online shopping is not good. They think these platforms are not trustworthy. With the help of Literal reviews', we can build customers' trust in online

shopping. This study needs to identify its limitations. First, this research was conducted in Pakistan, and data was collected from the students of public sector institutes. Additionally, in future research on this topic researcher can change the area and increase the sample size. Also, they can add professionals. They can add a specific product type as a moderator to see the effect on purchase intentions. On the other hand, the researcher may develop the relationship between variables through mediation or moderation.

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