

## The effect of electronic word of mouth on the intention to visit the Algerian Sahara as a tourism destination

أثر الكلمة المنطوقة الإلكترونية على نية زيارة الصحراء الجزائرية كوجهة سياحية

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**Abstract:**The snowballing use of web-mediated communications has amplified the influence that the electronic word of mouth has on information adoption and purchase decisions. In view of this, the primary objective of this research has been directed towards the investigation of the effect of electronic word of mouth (E-Wom) on the intention to visit the Algerian Sahara. For that,a sample of foreigners and local Algerians was targeted through an online questionnaire. As to the findings, there was a significant correlation between the E-Wom credibility and valence and the intention to visit the Algerian Sahara.Likewise, there was no significant correlation between E-Wom quantity and visit intention. We also found that bothE-Wom credibility and valence influence the intention to visit, meanwhile, the E-Wom quantity was found to have no significant impact.

**Keywords:** E-Wom, Credibility, Valence, Quantity, Visit intention, Algerian Sahara.

**Résumé:** l'utilisation massive des communications médiées par le Web a amplifié l'influence du bouche à oreille électronique sur l'adoption des informations et la décision d'achat. Dans ce contexte, l'objectif principal de cette recherche est d'étudier l'effet du bouche à oreille électronique (E-Wom) sur l'intention de visiter le Sahara algérien. Pour cela, un échantillon d'étrangers et des Algériens locaux a été ciblé via un questionnaire en ligne. Les résultats indiquent qu'il existe une corrélation significative entre la crédibilité et la valence du bouche à oreille électronique et l'intention de visiter le Sahara algérien. Alors qu'il n'y a pas de corrélation significative entre la quantité et l'intention de visite. Nous avons également constaté que la crédibilité et la valence du bouche à oreille électronique influent sur l'intention de visiter, tandis que la quantité n'a pas eu d'impact significatif.

**Mots clés:** bouche à oreille électronique, crédibilité, quantité, la valence, l'intention de visiter le Sahara algérien

ملخص:لقد أصبح من المسلم به نظرياً وتطبيقياً أن الاستخدام المتزايد للمنصات الافتراضية الخاصة بالمراجعات والمحدثات ساهم في التأثير الذي تفرضه الكلمة المنطوقة الإلكترونية على تبني المعلومات والقرار الشرائي. فضمن هذا الاطار، تسلط الدراسة الحالية الضوء على أثر الكلمة المنطوقة الالكترونية على قرار زيارة الصحراء الجزائرية كوجهة سياحية. لأجل ذلك ولغرض تجميع المعلومات، اعتمد الباحث على استبيان إلكتروني تم توزيعه على عينة من الجزائريين والأجانب عبر مواقع التواصل الاجتماعي. وقد أسفرت النتائج على وجود ارتباط معنوي لموثوقية واتجاه الكلمة المنطوقة الالكترونية مع نية الزيارة، في حين لا وجود لارتباط معنوي لكمية المراجعات الالكترونية و نية زيارة الصحراء الجزائرية. ضمن نفس السياق، دلت النتائج

على وجود أثر لموثوقية واتجاه الكلمة المنطوقة الالكترونية على قرار زيارة الصحراء الجزائرية، بينما لا يوجد أثر معنوي لتكرارات الكلمة المنطوقة الالكترونية على قرار الوجهة السياحية.  
الكلمات المفتاحية: الكلمة المنطوقة الالكترونية، الموثوقية، الاتجاه، التكرارات، نية زيارة الصحراء الجزائرية.

## I. Introduction

The notion "word of mouth communication" has been drawing much attention from both researchers and practitioners for decades (De Bruyn and Lilien 2004). As a matter of fact, the interaction between consumers about products and services is considered as one of the most widely accepted notions in consumer behavior that serves a prominent role in shaping consumers' attitudes and behaviors (Brown & Reingen, 1987), influence consumers' purchase decision (Arndt, 1967), considered also as a risk-reduction strategy (Locander & Hermann, 1979; Buttle, 1998) and influence post-usage product judgments (Bone, 1995).

In addition, different anecdotal evidence agreed on the idea that word of mouth communication is regarded as a decision aid for the consumer, and this is on the basis of the information received from personal sources like family, friends, and neighbors are more effective compared to commercially biased sources (Nasiruddin, 2016; Bickart & Schindler, 2001) therefore, the ubiquitousness of word of mouth and the attention is given to this later stemmed from the fact that this interpersonal way of communication is perceived to be commercially unbiased and trustworthy sources.

The mounting use of Internet-based venues has provided the concept of word of mouth with a new horizon coined as electronic word of mouth communication. This later allows a considerably larger number of consumers to interact virtually and to share their thoughts, impressions, and knowledge about goods and services through blogs, online reviews, and social networking websites (Filiériand Fraser McLeay, 2014). The phenomenon of seeking product-related information in the network play a prominent role in filling the informational gap and reducing the cost of information search for consumers (Hung & Li, 2007). Additionally, given the fact that E-Wom transcends the space-time boundaries, people have easy access to any information written by any other individual in the world (Maria Elena Aramendia-Muneta, 2017). Others' recommendations are of great importance in the service arena where offers are characterized by intangibility, non-standardization, and inseparability and where people find it difficult to evaluate the quality of the service. Hence, they rely heavily on reliability and past experience (Taghizadeh et al., 2013; Ennew et al., 2000; Zeithaml, 1981). In a similar context, precisely in the tourism industry, the tourists' decision-making process is more likely to be dependent on accumulating as much information as possible about tourism destinations, and among the most prominent sources on which tourists may rely on are those experiences and pieces of advice provided by others. In accordance with the previous point of view, (Phillips et al, 2011) argue that the positive recommendation of individuals who have already visited a tourism destination is one of the most influential means of communication that attracts new visitors to the tourism destination. Thus, researchers indicated also

that this latter plays a significant role in promoting and elevating visitors' awareness of certain tourism destinations.

Indeed, Researches on the effect of electronic word of mouth communication, within the scope of the industry of tourism, in the Algerian market are limited and have been left largely unexplored, specifically in the area of intention to visit a tourist attraction. The primary concern of this paper is to investigate the effect of electronic word of mouth communication on travelers' intention to visit the Algerian desert as a tourism destination, by applying on a sample of Local citizens and foreigners. More in detail, this paper will hopefully subject a better understanding of the electronic word of mouth concepts and sheds light on the impact of E-WOM credibility, E-WOM valence, and E-WOM quantity on the intention to visit the Algerian Sahara.

### 1. Research questions

- Is there a significant relationship between the electronic word of mouth and tourists' intention to visit the Algerian Sahara?
- Is there a significant effect of the electronic word of mouth on tourists' intention to visit the Algerian Sahara?

### 2. Research hypothesis

**H1:** There is a significant relationship between the electronic word of mouth and tourists' intention to visit the Algerian Sahara.

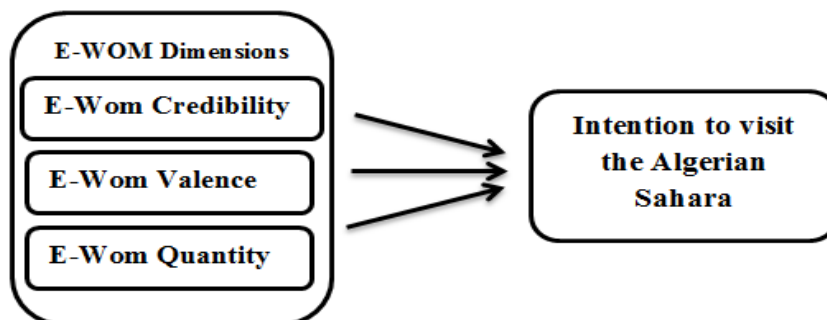
- **H<sub>1.1</sub>:** there is a significant relationship between E-WOM credibility and the intention to visit the Algerian Sahara
- **H<sub>1.2</sub>:** there is a significant relationship between E-WOM valence and the intention to visit the Algerian Sahara
- **H<sub>1.3</sub>:** there is a significant relationship between E-WOM quantity and the intention to visit the Algerian Sahara

**H2:** There is a significant effect of the electronic word of mouth on the intention to visit the Algerian Sahara

- **H<sub>2.1</sub>:** There is a significant effect of E-WOM credibility on the intention to visit the Algerian Sahara.
- **H<sub>2.2</sub>:** There is a significant effect of the E-WOM valence on the intention to visit the Algerian Sahara.
- **H<sub>2.3</sub>:** There is a significant effect of the E-WOM quantity on the intention to visit the Algerian Sahara.

### 3. Research model:

Figure 01: Proposed research model



## II. Literature Review

### 1. Wom and e-Wom

Word of mouth generally refers to the extent whereby the consumer shares his thought, opinion, and recommendations with his acquaintances about products and services. To be more precise, this informal way of communication is defined in different ways; as Johan Arndt (1967) defined word of mouth advertising as "oral communication between two or more persons concerning a brand, product or service on a non-commercial basis". On another side, Litvin *et al.*, (2008) viewed WOM as "communication between consumers about a product, service, or a company in which the sources are considered independent of commercial influence". Similarly, it is described as the interpersonal communication between two or more individuals, such as members of a reference group or a customer and a salesperson (Kim, Han, and Lee, 2001).

The existence of internet-based media has transformed traditional WOM communication into electronic word-of-mouth communication (D. Abdullah et al, 2016), where it's defined by Hennig-Thurau *et al.* (2004) as "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet". Electronic word-of-mouth communication can take place in various platforms, where consumers can post their opinions, comments, and reviews of products on weblogs, discussion forums, review websites, retail websites, e-bulletin board systems, newsgroup, and social networking sites (Cheung and Lee, 2012). The electronic word-of-mouth is not limited by time and distance, and it is more effective, more convenient and broader. In the physical world, if a customer felt dissatisfied, he/she may tell the other six people about his/her dissatisfaction. However, in the world of the internet, if a customer feels dissatisfied, his/her dissatisfaction can be delivered to more than six thousand people by internet platforms (Shih-Chih Chen, 2011).

### 2. EWOM dimensions:

#### 2.1.E-Wom credibility

According to (Flanagin & Metzger, 2008), the notion of credibility is simply defined as the believability of a source or message. Consumers' perception of credibility depends largely on their evaluation of a mixture of dimensions simultaneously. These dimensions can be classified into several key components, trustworthiness, and expertise as primary dimensions and dynamism (charisma) and physical attractiveness as secondary dimensions (Flanagin & Metzger, 2008; Fogg & Tseng, 1999). In the context of computer-mediated communication, source credibility reflects the message recipient's perception of the credibility of a message source, reflecting nothing about the message itself.(Sussman & Siegal, 2003).

With the advent of the internet and the ubiquitousness of information sources, credibility becomes a subject of an investigation by information-seeker. Therefore, the nature of the electronic word of mouth may reduce the receiver's ability to judge the credibility of the sender or the message itself (Cheung and Lee, 2012). This is due to several cues related to the online environment. For instance, the anonymity of

users makes it difficult to confirm or disconfirm the accuracy and believability of the source (Cheung et al, 2008). In this context, information-seekers will judge the electronic word of mouth usefulness and whether to adopt it or not based on their perceived credibility. Previous studies indicate that credibility judgment is associated with source expertise and trustworthiness (Flanagin & Metzger, 2008; Brown *et al*, 2007, Hilligoss & Rieh, 2007). **The expertise** refers to the perceived competence and knowledge of the information provider (Brown et al, 2007). This attribute plays a key role in credibility assessment because it is closely related to the ability of a source to provide accurate and valid information (Hilligoss & Rieh, 2007). **The trustworthiness** is defined by Stanford *et al* (2002) as the goodness or morality of the source and can be described with terms such as well-intentioned, truthful, or unbiased.

### **2.2.E-Wom valence**

According to (Adjei *et al*, 2010), word of mouth valence is the extent to which the information exchanged reflects positively or negatively on the product in question. Therefore, the word of mouth can reflect positive (praise), negative (complaining) or neutral opinions about a product or a service (De Matos & Rossi (2008). In the context of the online environment, users assess the valence of electronic word of mouth according to the reviewers' evaluations (1 = very negative, 9 = very positive) and opinions (1 = unfavorable, 9 = favorable) about different subjects in order to measure respondents' perceived valence. (Jeon & Baeck, 2016). In the following, we will discuss the three types of word of mouth valence:

#### **2.2.1. Positive e-word of mouth:**

Positive WOM occurs when good news testimonials and endorsements desired by the company are uttered (Buttle, 1998). Evidence from previous studies indicates that the positive comments about a product or service are considered as a result of satisfaction, loyalty, trust and the experiences that exceed customers' expectations (De Matos & Rossi (2008); Ranaweera & Prabhu (2003)). In the (East & Wright, 2007) study, Positive comments were found to be more common than the negative one, and this is due to the fact that there are more people generating positive word of mouth.

#### **2.2.2. Negative word of mouth:**

The negative word of mouth is defined by Richins (1984) as an interpersonal communication among consumers concerning an organization or product which denigrates the object of the communication. In this vein, different studies noted that the dissemination of the negative word of mouth is closely related to consumer dissatisfaction (Richins, 1983; Anderson, 1998), and in most cases, it's driven by strong emotions, such as anger, frustration, and exasperation (Sweeney et al, 2005). People disseminate the negative word of mouth in order to reduce their anxiety or for the purpose of revenge (Shao, 2012). According to the study conducted by Hornik et al, (2015), they found that negative word of mouth in the online environment is disseminated to more receivers, for a longer period of time and in a more detailed manner compared to the dissemination of positive information.

#### **2.2.3. Neutral word of mouth:**

Neutral word of mouth offers no clear inclination toward either positive or negative sides (Tang *et al*, (2014). Interchanging information scored as neutral may help

spread awareness and inform consumers about the installed base of the firm's products (Sonnier et al, (2011), or offering information without mentioning how good or bad products are, like providing advice about how to use the object of communication.

### **2.3.E-Wom quantity**

Researchers and policymakers are interested in the way people interchange information and most importantly the adequate amount of information that a consumer can effectively process in order to evaluate the value and utility of available choice alternatives (Keller & Richard Staelin, 1987). According to Xiaorong *et al.* (2011), the quantity of e-Wom information refers to the scale and amount of electronic comment on a specific product or service.

Consumers prefer high-information brands rather than low-information brand, where large quantities of product information are believed to help them to make a better purchase decision. Hence, the amount of information provided might have a prominent role in brand choice decisions (E. Patton, 1981). In a similar context, Do-Hyung Park et al (2007) indicated that the importance and popularity of a product are closely related to a large number of reviews that are generated about it. The researchers also stated that the number of reviews is likely to lead consumers to rationalize their purchasing decisions by telling themselves, "Many other people also bought the product". Additionally, consumers' preference for the large quantity of information might be used as a risk reduction strategy (Buttle, 1998; Dowling, 1986). On the other hand, the huge amount of information in some cases could be a hindrance to consumers, where they can be distracted by diversified and contradictory opinions of others.

The previously-mentioned idea has been confirmed before by the researcher William Edmund Hick, where he coined the overwhelming options and offers by the term of "Hick's Law", this later supports the claim that the more choices we have, the harder it is to choose between them (Weinberg and McCann, 2019). The online arena has witnessed a lot of changes in the way people shop and interact, but Hick's Law is perhaps more prevalent than ever in the consumer-to-consumer interaction platforms.

### **3. tourist's intention to visit a tourism destination**

An increasing number of travel services providers and destinations operating in the tourism arena are considering tourists' decision-making to visit a destination is of great prominence. Where between the initial tourist decisions, or wish to visit a certain destination, and its final decision lies in a number of considerations.

The intention to visit a destination is the traveler's perceived likelihood to visit or revisit a specific destination within a specific time period (Woodside & Lysonski (1989)). In this context, the concept of the tourist destination image is considered as a subject of interest for marketers because it relates to decision-making and sales of tourist products and services (Olivia Jenkins, 1999).

Destination image has a prominent role in a tourists' destination choice journey, where it leads them to choose one destination or a combination of destinations that promise to provide them with the greatest amount of satisfaction. (Mayo, 1975).

The prominence of destination image can be embodied in the three major phases of the consumer purchase decision journey, before, during and after consumption. Before purchasing a product or service, vicarious consumption may take place

through imagery. During consumption, imagery can add value and increase satisfaction. After consumption, imagery can have a reconstructive role in which a person relives the experience via memories and vacation souvenirs (Olivia Jenkins, 1999).

#### **4. The Algerian Sahara as a tourism destination**

Algeria, with its large surface, it is counted as the largest country in the Mediterranean Basin and Africa (after the split-up of Sudan). The uniqueness of Algerian landscapes, in addition to its cultural, archaeological and historical heritage richness makes it a significant flagship tourism destination for locals as well as for travelers from all around the globe. In 2017, Algeria generated 27.6bn DZD in visitor exports. The country expected to attract 4,159,000 international tourist arrivals total by the end of 2028, generating expenditure of 52.7bn DZD (World Travel & Tourism Council, 2018).

One of the most important tourist attractions in Algeria is its fascinating desert. The majesty of this later represents more than four-fifths of the Algerian territory and embraces rich cultural heritage sites as well as a diversified flora and fauna. Additionally, and more importantly, the Algerian Sahara is characterized by its large collections of prehistoric rock arts, drawings, and engravings that prettify the walls of the monumental natural cities. The Algerian Sahara comprises several tourist attractions sites, notably Sefar of Tassili n'Ajjer, the Mizab Valley, the Museum of the Hoggar and too many other fascinating sites to behold.

### **III. Methodology**

For the purpose of illustrating the effect of electronic word of mouth on the intention to visit Algerian Sahara as a tourism destination, this study aims to shed the light on the electronic word of mouth credibility, valence, and quantity and their role in influencing tourists' intention to visit the Algerian Sahara as a tourism destination. Accordingly, the targeted population of the study was locals (Algerian citizens) and foreigners (whether Algerians who live abroad or non-Algerians). An online questionnaire was distributed in different channels; mainly social media platforms like Facebook group related to tourism, twitter accounts that promote for Algerian tourism and particularly Saharan tourism. The total feedback received was 352 questionnaires.

The sampling method applied in this study was the snowballing sampling technique. According to (Bagheri & Saadati, 2015), the Snowball sampling method is one of the most applicable chains referral sampling methodologies that involve asking recruited participants to recommend others.

The questionnaire used in the current research consisted of two main parts, where the first part contains the electronic word of mouth scale measured by credibility, valence, the volume of the reviews, and finally visit intention. In the second part, the researcher gathered some demographic information about the participants, like Age, Sex, Education, and Country of residence.

### **VI. Results and Findings**

## 1. Demographic statistics:

In the following table (N°1) the Age, Sex, Educational level and country of residence of the participants are illustrated:

**Table (N° 1):** Demographics of participants

<b>Demographics of participants</b>	<b>variables</b>	<b>Frequencies</b>	<b>%</b>
<b>Age</b>	<b>18-26</b>	<b>174</b>	<b>49,4</b>
	<b>27-34</b>	<b>118</b>	<b>33,5</b>
	<b>35-42</b>	<b>46</b>	<b>13,1</b>
	<b>43 and above</b>	<b>14</b>	<b>4,0</b>
<b>Sex</b>	<b>Male</b>	<b>276</b>	<b>78,4</b>
	<b>Female</b>	<b>76</b>	<b>21,6</b>
<b>Educational level</b>	<b>Elementary</b>	<b>4</b>	<b>1,1</b>
	<b>Middle school</b>	<b>3</b>	<b>0,9</b>
	<b>High school</b>	<b>34</b>	<b>9,7</b>
	<b>University</b>	<b>311</b>	<b>88,4</b>
<b>Country of residence</b>	<b>Algeria</b>	<b>324</b>	<b>92,0</b>
	<b>Aboard</b>	<b>28</b>	<b>8,0</b>

Source: SPSS Outputs

As illustrated in the table above, the majority of respondents are males with a percentage of 78,4% and are in the interval of age between 18 and 34 years old. Similarly, it's obvious that the dominant portion is the university students with a frequency of 311 and 88,4%. Finally, we can notice also that the Algerian residents represent 92% of the sample. The previous statistics show an inclination towards young, university students, males, and Algerian residents, and this is maybe due to the fact that the questionnaire was distributed in social media platforms which are dominated by the above-mentioned categories.

## 2. Correlation Analysis

In order to present the relationship between the E-Wom dimensions embodied in source credibility, valence, and quantity and travelers' intention to the Algerian Sahara as a tourism destination, the following table (N°2) shows the results obtained from the Pearson correlation test for the tested variables:

**table (N°2):** Pearson Correlation test among variables

	<b>E-Wom</b>	<b>E-Wom valence</b>	<b>E-Wom quantity</b>	<b>E-Wom credibility</b>
<b>Travelers' intention to the Algerian Sahara</b>	0.633	0.814	0.094	0.727
<b>Significance</b>	*0.000	0.000*	0.134	0.02*

\*indicates significance at the 0.05 level

Based on the resulted Pearson correlation test outputs, it is obvious that there is a correlation between the electronic word of mouth and the Travelers' intention to visit the Algerian Sahara. This can be concluded from the level of significance ( $p = 0,000 < 0,05$ ) and the strong positive correlation with 63,3%. In more detail, and by



taking a deep dive into the dimensions, it's noticeable from the results above that the only insignificant dimension among all the tested dimensions is the E-Wom quantity, where the level of significance was ( $p = 0.134 > 0.05$ ). Likewise, it was found a weak score of correlation (9,4 %). In the same vein, it was found a significant correlation between E-Wom credibility and E-Wom valence with the travelers' intention to visit the Algerian Sahara, where their level of significance was 0,02 and 0,000 ( $p < 0,05$ ) and with a positive correlation 72,7% and 81,4% respectively. All in all, giving the fact that the E-Wom credibility and valence are significantly and positively correlated with the intention to visit the Algerian Sahara, then the hypothesis (**H<sub>1.1</sub>**) and (**H<sub>1.2</sub>**) are **accepted**. In the meantime, the weak and insignificant correlation between E-Wom quantity and the travelers' intention to visit the Algerian Sahara, means the rejection of the hypothesis (**H<sub>1.3</sub>**).

### 3. Regression Analysis

In order to clearly clarify the influence of E-Wom (embodied in the dimensions: credibility, valence, and quantity) on travelers' intention to visit the Algerian Sahara as a tourism destination, a regression analysis had been conducted to investigate the relationship between the variables above mentioned. The following table (N°3) illustrates the regression analysis results:

table (N°3): regression analysis results

		B <sub>0</sub>	E-Wom			R <sup>2</sup>	F
			Credibility (B1)	valence (B2)	quantity (B3)		
Intention to visit the Algerian Sahara		0.118	0.271	0.690	-0.014	0.602	100.626
	T calculated		3.564	11.244	-0.269		
	Sig.		*0.001	*0.000	0.788		

\*indicates significance at the 0.05 level

The obtained results from the table above indicate that the calculated  $F=100.626$  and the ( $\text{sig} = 0.000 < 0.05$ ) refers to the significance of the regression model. Likewise, the regression analysis outcomes regarding the determination coefficient denote that this later is with a coefficient of  $R^2 = 0.602$ , this points out that 60,2 % of the variation of the visit intention to the Algerian Sahara is explained by the electronic word of mouth with its dimensions, meanwhile, the remaining 39,8% variation is explained by other determinants.

Additionally, the results above indicate that the calculated T for the first dimension of the electronic word of mouth, the credibility, is equal to 3.564 (greater than the  $T_{\text{tab}} = 1.967$  at DDF = 348) and a sig. 0,001 ( $p < 0,005$ ). These results mean that the hypothesis (**H<sub>2.1</sub>**) is **supported**.

Concerning the results related to the electronic word of mouth second dimension which is the valence, we can conclude from the calculated  $t = 11.244$  (greater than  $T_{\text{tab}} = 1.967$ ) and the significance = 0,000 ( $p < 0,005$ ) that the hypothesis (**H<sub>2.2</sub>**) indicating a significant effect of the E-WOM valence on the intention to visit the Algerian Sahara is **supported**.

In the same vein, the calculated t for the dimension E-WOM quantity was  $t = -0.269$  (less than  $t_{\text{tab}} = 1.967$ ) and marked a sig. = 0.788 greater than 0,005, this later supports the idea that there is no significant impact of E-WOM quantity on the intention to visit the Algerian Sahara. As a result, the hypothesis (**H<sub>2.3</sub>**) is **rejected**.

## Conclusion

Different anecdotal evidence and researches agreed on the fact that the peer-to-peer discussion is regarded as a decision aid for the consumer. moreover, the rise of internet-based media and platforms has converted the face-to-face interaction into the face to screen interaction, and this later has amplified the effect of the recommendations and referrals as it outpaces the time and space boundaries. Based on the obtained findings from the regression analysis, we concluded that there is a significant effect of E-WOM credibility on the intention to visit the Algerian Sahara. Due to the availability and information abundance, the complexity of the online environment, and reviewers' anonymity, the issue of source credibility has become a reason for worry for all information-seekers in this virtual world. Thus, consumers in general and tourists, in particular, need to assess and filter information based on the credibility of the reviewer and the review. Similarly, the hypothesis (**H<sub>2.2</sub>**) that denotes the existence of a significant effect of the E-WOM valence on the intention to visit the Algerian Sahara was supported. Besides the credibility, the decision of whether to transact or not depends largely on the positivity or the negativity of the reviews. Last but not least, the third hypothesis (**H<sub>2.2</sub>**) "There is a significant effect of the E-WOM quantity on the intention to visit the Algerian Sahara" was rejected. This later wasn't in alignment with the above-discussed studies that support the idea of large numbers of reviews have an impact on the willingness to buy products or services. This contradiction may be explained by the differences in individuals' characteristics. On the other hand, the rejection of this hypothesis could be a confirmation of the hick's law and supports the idea that claims that the overwhelming offers and the complexity of the choice are directly proportional.

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