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EXAMINING THE RELATIONSHIP BETWEEN ONLINE REVIEWS AND PURCHASE INTENTION FOR SKINCARE PRODUCTS

Khanak

Research Scholar,
Department of Commerce, Maharshi Dayanand University, Rohtak

ABSTRACT

Online consumer reviews play an important role in shaping purchasing decisions in e-commerce, particularly for skincare products. This study examines the relationship between online review credibility, reviewer credibility, and e-commerce website credibility and consumers' purchase intention. Primary data was collected from 300 respondents in Rohtak, Haryana, India, using a structured questionnaire and purposive sampling. The data were analysed using IBM SPSS Statistics 22, employing exploratory factor analysis, reliability analysis, correlation analysis, and multiple regression. The findings indicate that online review credibility and reviewer credibility are positively associated with consumers' purchase intention, whereas e-commerce website credibility does not demonstrate a significant individual relationship. The study highlights the importance of credible review information and trustworthy reviewers in skincare purchasing decisions. These findings offer practical insights for skincare brands and e-commerce platforms seeking to strengthen consumer confidence and support informed purchasing decisions.

Keywords: Online Review Credibility, Reviewer Credibility, E-commerce Website Credibility, Purchase Intention, Skincare Products.

1. INTRODUCTION

The rapid growth of e-commerce has transformed consumer purchasing behaviour by providing convenient access to products and enabling comparisons between alternatives. Online consumer reviews have emerged as an important form of electronic word-of-mouth (eWOM), providing information about product quality, performance, and consumers' experiences. Such reviews can help potential buyers evaluate products and make informed purchasing decisions. Mudambi and Schuff (2010) examined the characteristics associated with online review helpfulness, demonstrating the importance of consumer-generated information in online shopping. Similarly, Jiménez and Mendoza (2013) found that review credibility was positively associated with purchase intention, although the cues used to assess credibility differed between search and experience products. The credibility of online reviews depends on several factors, including review characteristics, reviewer characteristics, and the platform through which information is accessed. Thomas et al. (2019) examined the determinants of online review credibility and its relationship with consumers' purchase intentions. In addition, Pooja and Upadhyaya (2024), through a systematic review of 69 empirical studies, identified source characteristics, review characteristics, consumer characteristics, interpersonal factors, and product type as important determinants of perceived review credibility. These findings indicate that online review credibility should be considered in relation to both the information provided and the source from which it originates. Online reviews are relevant to skincare products, including facial cleansers, moisturisers, sunscreens, and serums. These products vary in their ingredients, effectiveness, suitability for different skin types, and potential side effects. Since consumers cannot directly assess a product before purchasing it online, they may rely on other users' experiences to evaluate its suitability.

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Ranjith et al. (2025) examined the relationship between information credibility and purchase intention among skincare consumers using Facebook-based social commerce. Their findings indicated positive relationships between source credibility, eWOM credibility, and social commerce purchase intention. This evidence highlights the relevance of credibility perceptions in skincare purchasing decisions, although the study's social commerce context differs from the broader e-commerce context examined in the present research.

The present study examines three dimensions of credibility: Online Review Credibility (ORC), Reviewer Credibility (RVC), and E-commerce Website Credibility (EWC). ORC refers to the perceived reliability of review information, RVC concerns the perceived trustworthiness and knowledge of the reviewer, and EWC relates to consumers' perceptions of the reliability and trustworthiness of the platform displaying product information and reviews. Previous research has examined review credibility and purchase intention across different product categories (Jiménez & Mendoza, 2013; Katyal et al., 2025). However, evidence from other product categories may not fully explain skincare purchasing decisions, where product suitability and individual preferences can be important considerations. Accordingly, **the objective of this study is to examine the relationship between online consumer reviews and consumers' purchase intention for skincare products**. Primary data were collected from 300 respondents in Rohtak, Haryana, India, using a structured questionnaire. The data were analysed using IBM SPSS Statistics 22. Exploratory factor analysis, reliability analysis, Pearson's correlation, and multiple regression were employed to examine the measurement items and the relationships between the study variables. The findings are intended to contribute to the understanding of credibility-related perceptions in skincare purchasing decisions and provide practical insights for skincare brands and e-commerce platforms.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Online Review Credibility and Purchase Intention

Online consumer reviews are an important form of electronic word-of-mouth (eWOM) through which consumers share product-related experiences and opinions. Their perceived credibility can influence the extent to which potential buyers rely on the information provided. Reviews considered reliable, informative, and believable can help consumers evaluate product attributes, compare alternatives, and reduce purchasing uncertainty. Mudambi and Schuff (2010) examined the characteristics associated with online review helpfulness, highlighting the importance of review information in online consumer evaluations. Jiménez and Mendoza (2013) found that more credible reviews were associated with higher purchase intentions. Their findings also indicated that the characteristics used to assess review credibility differed between search and experience products. Katyal et al. (2025) examined online review credibility and its relationship with purchase intention in the electronic products market, providing a relevant framework for investigating credibility-related dimensions in another product category. In the skincare context, Ranjith et al. (2025) reported a positive relationship between eWOM credibility and social commerce purchase intention. These findings provide a basis for examining whether online review credibility is associated with consumers' purchase intention for skincare products.

Based on this literature, the following null hypothesis is proposed:

H_{01}: Online Review Credibility has no statistically significant relationship with consumers' purchase intention for skincare products.

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2.2 Reviewer Credibility and Purchase Intention

Reviewer credibility refers to consumers' perceptions of the trustworthiness and knowledge of the person providing a review. Consumers may assess a reviewer's experience, expertise, and ability to provide relevant product information when evaluating online reviews. The perceived credibility of the source can influence how consumers interpret review content and use it in purchasing decisions. Nowak and McGloin (2014) examined the influence of peer reviews on source credibility and purchase intention, highlighting the relevance of reviewer-related cues in online consumer evaluations. Pooja and Upadhyaya (2024) also identified source characteristics as an important category of determinants of online review credibility. In the skincare market, reviews describing actual product use and relevant personal experiences may help consumers assess product suitability. Ranjith et al. (2025) further examined source credibility in relation to social commerce purchase intention for skincare products. These studies provide a basis for investigating the relationship between reviewer credibility and purchase intention in the present study.

Accordingly, the following null hypothesis is proposed:

H_{02}: Reviewer Credibility has no statistically significant relationship with consumers' purchase intention for skincare products.

2.3 E-commerce Website Credibility and Purchase Intention

E-commerce website credibility refers to consumers' perceptions of the reliability and trustworthiness of the platform through which product information and customer reviews are accessed. Consumers use e-commerce platforms to compare products, examine ratings, and evaluate customer feedback. A platform perceived as reliable may support confidence in the purchasing environment, whereas concerns about the authenticity or reliability of information may reduce purchasing confidence. Thomas et al. (2019) examined website reputation as one of the factors relevant to online review credibility and consumers' purchase intention. Katyal et al. (2025) also investigated platform credibility alongside review-related and reviewer-related dimensions in their study of online consumer reviews and purchase intention. These studies suggest that platform-related perceptions may be relevant to online purchasing decisions. However, the relationship between e-commerce website credibility and purchase intention requires further examination in the skincare context.

The following null hypothesis is therefore proposed:

H_{03}: E-commerce Website Credibility has no statistically significant relationship with consumers' purchase intention for skincare products.

2.4 Joint Relationship of Online Review Credibility, Reviewer Credibility, and E-commerce Website Credibility with Purchase Intention

Consumers may consider several credibility-related dimensions when evaluating products online. Online Review Credibility concerns the perceived reliability of review content, Reviewer Credibility relates to the perceived trustworthiness and knowledge of the source, and E-commerce Website Credibility reflects confidence in the platform displaying the information. Although these dimensions are conceptually distinct, consumers may consider them together when evaluating online product information. Pooja and Upadhyaya (2024) identified several categories of factors associated with online review credibility, including source characteristics and review characteristics. Thomas et al. (2019) also examined multiple determinants of review credibility and its relationship with purchase intention. In addition, Katyal et al. (2025) investigated review credibility, reviewer credibility, and platform

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credibility within a common research framework. Building on this literature, the present study examines the individual and joint statistical relationships of ORC, RVC, and EWC with consumers' purchase intention for skincare products. Multiple regression analysis is used to assess the joint relationship while accounting for the contribution of each predictor.

The following null hypothesis is proposed:

H_{04}: Online Review Credibility, Reviewer Credibility, and E-commerce Website Credibility do not jointly have a statistically significant relationship with consumers' purchase intention for skincare products.

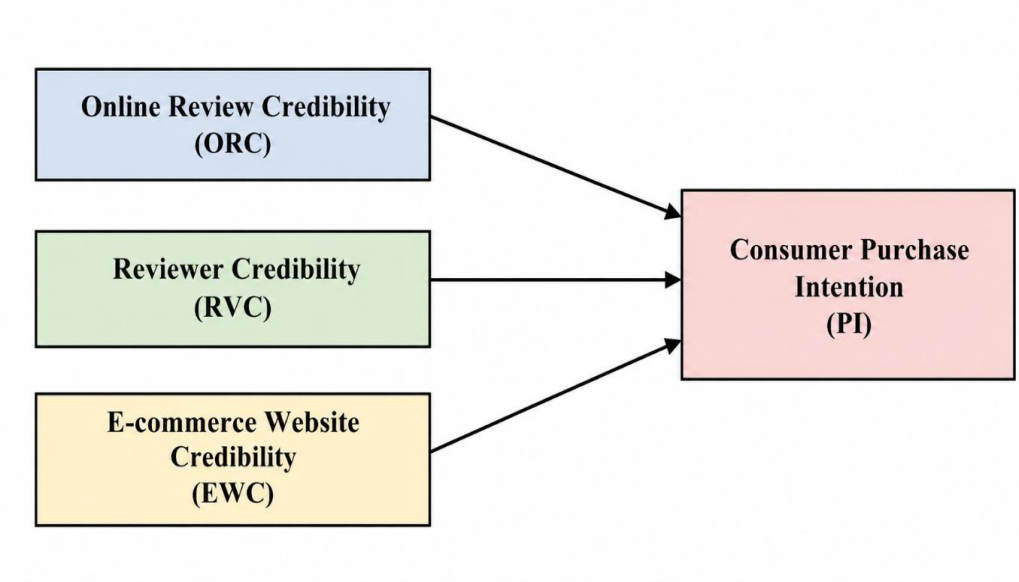

Figure 1. Conceptual Framework
Source: Developed by the authors.

3. RESEARCH METHODOLOGY

3.1 Research Design

This study adopted a quantitative research design to examine the relationships between online review credibility and consumers' purchase intention for skincare products. Three dimensions of credibility-Online Review Credibility (ORC), Reviewer Credibility (RVC), and E-commerce Website Credibility (EWC) were considered independent variables, while Consumer Purchase Intention (PI) was treated as the dependent variable. Primary data was collected through a structured questionnaire. A quantitative approach was considered appropriate for systematically measuring respondents' perceptions and examining the relationships among the study variables using statistical techniques (Creswell & Creswell, 2018).

3.2 Study Area, Sample Size, and Sampling Technique

The study was conducted in Rohtak, Haryana, India. Primary data were collected from 300 respondents using a non-probability purposive sampling technique. Purposive sampling involves selecting participants based on characteristics relevant to the research objectives (Etikan et al., 2016). The collected responses were analysed to examine the relationships between the three credibility dimensions and consumers' purchase intention for skincare products.

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3.3 Research Instrument and Measurement

Primary data were collected using a structured questionnaire comprising 32 measurement items across four constructs: Online Review Credibility (ORC1-ORC15), Reviewer Credibility (RVC1-RVC5), E-commerce Website Credibility (EWC1-EWC7), and Consumer Purchase Intention (PI1-PI5). The questionnaire also collected information on respondents' demographic characteristics and online shopping behaviour. The measurement items were assessed using a five-point Likert scale ranging from *Strongly Disagree (1)* to *Strongly Agree (5)*. The five response categories were assigned numerical scores of 1, 2, 3, 4, and 5, respectively. Likert-type scales was used to measure respondents' attitudes and perceptions (Boone & Boone, 2012). For subsequent statistical analyses, mean scores were calculated for each construct using the corresponding measurement items. These composite scores represented Online Review Credibility, Reviewer Credibility, E-commerce Website Credibility, and Consumer Purchase Intention. The construct scores were subsequently used in the descriptive, correlation, and regression analyses.

3.4 Data Analysis Techniques

The collected data were analysed using IBM SPSS Statistics, Version 22. Frequencies and percentages were calculated to describe respondents' demographic characteristics and online shopping behaviour. Cronbach's alpha coefficients were computed to assess the internal consistency of the measurement items for each construct (Cronbach, 1951). Exploratory factor analysis (EFA) was performed using principal axis factoring with Direct Oblimin rotation to examine the underlying factor structure of the 32 measurement items. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity were used to assess the suitability of the data for factor analysis (Fabrigar et al., 1999; Kaiser, 1974). A four-factor solution was specified to examine the factor structure in relation to the four proposed constructs. Descriptive statistics, including means and standard deviations, were calculated for the four constructs. Pearson's correlation analysis was conducted to examine the direction, strength, and statistical significance of the relationships among Online Review Credibility, Reviewer Credibility, E-commerce Website Credibility, and Consumer Purchase Intention. Multiple regression analysis was subsequently performed to examine the individual and joint relationships of ORC, RVC, and EWC with PI. The analysis assessed the explanatory power of the regression model and the statistical significance of the individual regression coefficients. The overall model fit and the contribution of each independent variable were examined to evaluate the proposed relationships.

The multiple regression model was specified as follows:

$$PI = \beta_0 + \beta_1 ORC + \beta_2 RVC + \beta_3 EWC + \varepsilon$$

Where:

- PI = Consumer Purchase Intention
- ORC = Online Review Credibility
- RVC = Reviewer Credibility
- EWC = E-commerce Website Credibility
- β_0 = Regression intercept
- β_1, β_2, and β_3 = Regression coefficients of the independent variables
- ε = Error term

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The regression model examined the relationship between each credibility dimension and Consumer Purchase Intention while accounting for the other two independent variables.

4. RESULTS AND DISCUSSION

4.1 Demographic Profile of Respondents

A total of 300 respondents participated in the study. Their demographic characteristics were analysed in terms of gender, age, educational qualification, annual income, and occupation. The frequency and percentage distributions are presented in Table 1.

Table 1. Demographic Profile of Respondents

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	112	37.3
	Female	188	62.7
Age	Below 20 years	33	11.0
	21-30 years	187	62.3
	31-40 years	52	17.3
	41-50 years	17	5.7
	Above 50 years	11	3.7
Educational Qualification	Intermediate or equivalent	25	8.3
	Graduate	113	37.7
	Postgraduate	143	47.7
	Doctorate	7	2.3
	Other	12	4.0
Annual Income	Below ₹1 lakh	96	32.0
	₹1-5 lakhs	118	39.3
	₹5-10 lakhs	41	13.7
	₹10 lakhs or above	17	5.7
	Prefer not to say	28	9.3
Occupation	Student	113	37.7
	Service	100	33.3
	Business	44	14.7
	Homemaker	24	8.0
	Other	19	6.3
Total		**300**	**100.0**

Source: Primary survey data.

Interpretation

Female respondents constituted 62.7% of the sample, while males accounted for 37.3%. Most respondents were aged 21-30 years (62.3%). Postgraduates represented the largest educational group (47.7%), followed by graduates (37.7%). Regarding annual income, 39.3% reported earning ₹1-5 lakhs, while 32.0% earned below ₹1 lakh. Students formed the largest occupational group (37.7%), followed by respondents employed in service (33.3%). The sample was therefore predominantly composed of young adults, women, postgraduates, and students.

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4.2 Online Shopping Behaviour of Respondents

Respondents' online shopping behaviour was examined in terms of their primary e-commerce platform, most frequently purchased skincare product category, frequency of reading online consumer reviews, and number of reviews consulted before purchasing a product. The results are presented in Table 2.

Table 2. Online Shopping Behaviour of Respondents

Variable	Category	Frequency	Percentage (%)
Primary E-commerce Platform	Amazon	88	29.3
	Flipkart	38	12.7
	Nykaa	93	31.0
	Myntra	22	7.3
	Brand's official website	42	14.0
	Other	17	5.7
Most Frequently Purchased Skincare Category	Facial cleansers and face washes	72	24.0
	Moisturisers and face creams	53	17.7
	Sunscreens	65	21.7
	Serums and facial treatments	54	18.0
	Toners and exfoliators	19	6.3
	Face masks and facial kits	17	5.7
	Other skincare products	20	6.7
Frequency of Reading Online Consumer Reviews	Always	79	26.3
	Often	91	30.3
	Sometimes	93	31.0
	Rarely	37	12.3
Number of Online Reviews Read Before Purchase	1-3 reviews	70	23.3
	4-6 reviews	76	25.3
	7-10 reviews	76	25.3
	More than 10 reviews	72	24.0
	Do not read reviews	6	2.0
Total Respondents		**300**	**100.0**

Source: Primary survey data.

Interpretation

Nykaa (31.0%) and Amazon (29.3%) were the most frequently reported primary e-commerce platforms. Facial cleansers and face washes (24.0%) were the most frequently purchased skincare products, followed by sunscreens (21.7%). Regarding online reviews, 87.7% of respondents reported reading reviews always, often, or sometimes. Before purchasing, 25.3% consulted 4-6 reviews, while an equal proportion read 7-10 reviews. Only 2.0% did not read reviews. These findings indicate that online consumer reviews were commonly consulted

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during skincare purchases. However, their influence on purchase intention requires further examination through correlation and regression analyses.

4.3. Exploratory Factor Analysis

Exploratory factor analysis (EFA) was conducted to examine the underlying factor structure of the measurement items. EFA is useful when researchers seek to identify the latent structure underlying a set of observed variables. Fabrigar et al. (1999) discussed important considerations in conducting exploratory factor analysis, including the selection of extraction and rotation methods and the interpretation of the resulting factor structure. In the present study, Principal Axis Factoring was used as the extraction method, while Oblimin rotation with Kaiser Normalization was applied to obtain the rotated factor solution. Oblimin is an oblique rotation method that permits factors to correlate. The suitability of the data for factor analysis was assessed using the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity.

4.3.1. KMO and Bartlett's Test

Table 3. KMO and Bartlett's Test

Test	Value
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.890
Bartlett's Test of Sphericity: Approx. Chi-Square	3321.425
Degrees of Freedom	496
Significance	< 0.001

Source: Authors' analysis of survey data.

The KMO value was 0.890, indicating that the data were suitable for factor analysis. Kaiser (1974) discussed the use of the KMO measure to assess the suitability of correlation matrices for factor analysis. The observed value indicated a high level of sampling adequacy for the present analysis. Bartlett's Test of Sphericity was statistically significant, $\chi^2(496) = 3321.425$, $p < 0.001$. This result indicates that the correlation matrix differed significantly from an identity matrix, suggesting that sufficient correlations existed among the observed variables to proceed with factor analysis. Taken together, the KMO and Bartlett's test results supported the suitability of the dataset for exploratory factor analysis.

4.3.2. Total Variance Explained

The factor analysis identified four factors with initial eigenvalues of 6.423, 4.850, 2.128, and 1.625, respectively. Together, these factors explained 39.677% of the total variance, with Factor 1 accounting for the largest proportion (18.013%), followed by Factor 2 (13.995%), Factor 3 (4.608%), and Factor 4 (3.061%). The rotation procedure converged after five iterations.

Table 4. Variance Explained by the Extracted Factors

Factor	Initial Eigenvalue	Extracted Percentage of Variance (%)	Cumulative Extracted Variance (%)
1	6.423	18.013	18.013
2	4.850	13.995	32.008
3	2.128	4.608	36.616
4	1.625	3.061	39.677
Total	-	**39.677**	**39.677**

Source: Authors' analysis of survey data.

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4.3.3. Factor Loadings

The pattern matrix indicated that the measurement items were distributed across four factors. The items ORC1-ORC15 loaded on Factor 1, EWC1-EWC7 loaded on Factor 2, RVC1-RVC5 loaded on Factor 3, and PI1-PI5 loaded on Factor 4.

Table 5. Summary of Factor Loadings

Construct	Number of Items	Factor	Range of Factor Loadings
Online Review Credibility (ORC)	15	Factor 1	0.442-0.583
E-commerce Website Credibility (EWC)	7	Factor 2	0.753-0.824
Reviewer Credibility (RVC)	5	Factor 3	0.537-0.607
Consumer Purchase Intention (PI)	5	Factor 4	0.445-0.620

Source: Authors' analysis of survey data.

The pattern matrix showed that the measurement items were associated with the four extracted factors corresponding to the study constructs. E-commerce Website Credibility recorded the highest factor-loading range, from 0.753 to 0.824. Reviewer Credibility had loadings ranging from 0.537 to 0.607, while Consumer Purchase Intention had loadings ranging from 0.445 to 0.620. Online Review Credibility had loadings ranging from 0.442 to 0.583. Overall, the EFA identified four factors corresponding to the constructs included in the analysis.

4.4. Reliability Analysis

Reliability analysis was conducted to examine the internal consistency of the measurement items for each construct. Cronbach's alpha was used to assess the extent to which the items within each construct were internally consistent. Cronbach (1951) introduced coefficient alpha as a measure of the internal consistency of a test or composite measure.

Table 6. Reliability Analysis

Construct	Number of Items	Cronbach's Alpha
Online Review Credibility (ORC)	15	0.864
Reviewer Credibility (RVC)	5	0.726
E-commerce Website Credibility (EWC)	7	0.925
Consumer Purchase Intention (PI)	5	0.713

Source: Authors' analysis of survey data.

The results indicated that Cronbach's alpha values ranged from 0.713 to 0.925. E-commerce Website Credibility recorded the highest reliability coefficient ($\alpha = 0.925$), followed by Online Review Credibility ($\alpha = 0.864$), Reviewer Credibility ($\alpha = 0.726$), and Consumer Purchase Intention ($\alpha = 0.713$). The coefficients indicate acceptable-to-high internal consistency across the four constructs for the purposes of this analysis. E-commerce Website Credibility and Online Review Credibility demonstrated comparatively high internal consistency, while Reviewer Credibility and Consumer Purchase Intention also exceeded 0.70. These results support the internal consistency of the measurement items.

4.5. Descriptive Statistics

Descriptive statistics were used to summarise the scores of the four study constructs.

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Table 7. Descriptive Statistics

Construct	N	Minimum	Maximum	Mean	Standard Deviation
Online Review Credibility (ORC)	300	1.47	4.60	2.9584	0.57233
Reviewer Credibility (RVC)	300	1.20	4.80	2.9567	0.68942
E-commerce Website Credibility (EWC)	300	1.00	5.00	2.9333	1.10121
Consumer Purchase Intention (PI)	300	1.40	5.00	2.9387	0.67062

Source: Authors' analysis of survey data.

The mean scores were similar across all four constructs, ranging from 2.9333 to 2.9584. Online Review Credibility recorded the highest mean, while E-commerce Website Credibility had the lowest mean and the greatest variability in responses (SD = 1.10121).

4.6. Correlation Analysis

Pearson's correlation analysis was conducted to examine the strength and direction of the bivariate relationships among Online Review Credibility, Reviewer Credibility, E-commerce Website Credibility, and Consumer Purchase Intention.

Table 8. Pearson Correlation Matrix

Variables	ORC	RVC	EWC	PI
Online Review Credibility (ORC)	1	0.324***	-0.041	0.452***
Reviewer Credibility (RVC)	0.324***	1	0.006	0.317***
E-commerce Website Credibility (EWC)	-0.041	0.006	1	-0.086
Consumer Purchase Intention (PI)	0.452***	0.317***	-0.086	1

Note: *** $p < 0.001$. N = 300.

Source: Authors' analysis of survey data.

The correlation analysis revealed a statistically significant positive relationship between Online Review Credibility and Consumer Purchase Intention ($r = 0.452$, $p < 0.001$). This was the strongest bivariate correlation between an explanatory construct and Consumer Purchase Intention. Reviewer Credibility also demonstrated a statistically significant positive correlation with Consumer Purchase Intention ($r = 0.317$, $p < 0.001$). This finding indicates that higher scores on Reviewer Credibility were associated with higher scores on Consumer Purchase Intention. In contrast, E-commerce Website Credibility had a weak negative correlation with Consumer Purchase Intention ($r = -0.086$), which was not statistically significant ($p = 0.138$). Thus, the bivariate correlation analysis did not provide sufficient evidence of a statistically significant association between E-commerce Website Credibility and Consumer Purchase Intention. Among the explanatory constructs, Online Review Credibility was positively correlated with Reviewer Credibility ($r = 0.324$, $p < 0.001$). However, the correlation between Online Review Credibility and E-commerce Website Credibility was not statistically significant ($r = -0.041$, $p = 0.480$). Similarly, Reviewer Credibility and E-commerce Website Credibility were not significantly correlated ($r = 0.006$, $p = 0.918$). These findings indicate that the relationships between the explanatory variables and Consumer Purchase Intention differed in both magnitude and statistical significance. However, correlation analysis examines bivariate associations and does not establish the

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unique contribution of each explanatory variable when the other variables are statistically controlled. Multiple regression analysis was therefore conducted to examine the individual and joint relationships.

4.7. Multiple Regression Analysis

Multiple regression analysis was conducted to examine the individual and joint relationships of Online Review Credibility (ORC), Reviewer Credibility (RVC), and E-commerce Website Credibility (EWC) with Consumer Purchase Intention (PI).

4.7.1. Model Summary

Table 9. Regression Model Summary

Statistic	Value
R	0.492
R^2	0.242
Adjusted R^2	0.234
Standard Error of the Estimate	0.58694
Sample Size (N)	300

Source: Authors' analysis of survey data.

The model explained 24.2% of the variation in Consumer Purchase Intention ($R^2 = 0.242$), while the adjusted R^2 was 0.234.

4.7.2. Overall Model Significance

Table 10. ANOVA Results

Source	Sum of Squares	df	Mean Square	F	p-value
Regression	32.501	3	10.834	31.448	< 0.001
Residual	101.970	296	0.344	-	-
Total	134.471	299	-	-	-

Source: Authors' analysis of survey data.

The overall regression model was statistically significant, $F(3, 296) = 31.448$, $p < 0.001$, indicating that the three credibility dimensions jointly had a statistically significant relationship with Consumer Purchase Intention.

4.7.3. Regression Coefficients and Hypothesis Testing

Table 11. Multiple Regression Coefficients

Predictor	B	Standard Error	β	t	p-value	95% CI for B	VIF
Constant	1.173	0.223	-	5.248	< 0.001	-	-
ORC	0.453	0.063	0.387	7.222	< 0.001	[0.330, 0.577]	1.119
RVC	0.187	0.052	0.192	3.591	< 0.001	[0.084, 0.289]	1.117
EWC	-0.043	0.031	-0.071	-1.404	0.161	[-0.104, 0.017]	1.002

Source: Authors' analysis of survey data.

Online Review Credibility had a positive and statistically significant relationship with Consumer Purchase Intention ($\beta = 0.387$, $p < 0.001$). Reviewer Credibility also showed a positive and statistically significant relationship ($\beta = 0.192$, $p < 0.001$). Online Review Credibility had the strongest standardized coefficient among the three predictors. However,

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E-commerce Website Credibility did not demonstrate a statistically significant individual relationship with Consumer Purchase Intention ($p = 0.161$).

The estimated regression equation was:

$$PI = 1.173 + 0.453(ORC) + 0.187(RVC) - 0.043(EWC)$$

4.7.4. Summary of Hypothesis Testing

Table 12. Summary of Hypothesis Testing

Hypothesis	Relationship Examined	Test Statistic	p-value	Decision
H_{01}	ORC and PI	$\beta = 0.387$; $t = 7.222$	< 0.001	Rejected
H_{02}	RVC and PI	$\beta = 0.192$; $t = 3.591$	< 0.001	Rejected
H_{03}	EWC and PI	$\beta = -0.071$; $t = -1.404$	0.161	Not rejected
H_{04}	Joint relationship of ORC, RVC, and EWC with PI	$F(3, 296) = 31.448$	< 0.001	Rejected

Source: Authors' analysis of survey data.

The hypothesis-testing results indicate that H_{01} and H_{02} were rejected because Online Review Credibility and Reviewer Credibility had statistically significant positive relationships with Consumer Purchase Intention. H_{03} was not rejected because E-commerce Website Credibility did not have a statistically significant individual relationship with Consumer Purchase Intention. H_{04} was rejected because the overall regression model was statistically significant.

4.7.5. Regression Diagnostics

The variance inflation factor (VIF) values ranged from 1.002 to 1.119, indicating that multicollinearity was not a concern among the predictors. Standardized residuals ranged from -2.606 to 2.820, with a mean of 0.000 and a standard deviation of 0.995. The scatterplot of standardized predicted values against standardized residuals (Figure 2) was examined to assess linearity and homoscedasticity. The points appeared reasonably dispersed, although visual inspection alone does not conclusively establish that these assumptions are fully satisfied. The normal P-P plot (Figure 3) showed that the residuals generally followed the diagonal line, suggesting approximate normality.

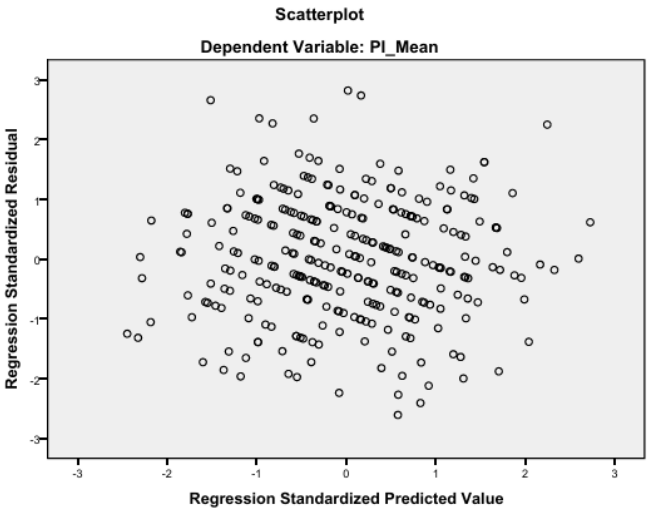

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Figure 2. Scatterplot of Regression Standardized Residuals against Regression Standardized Predicted Values.

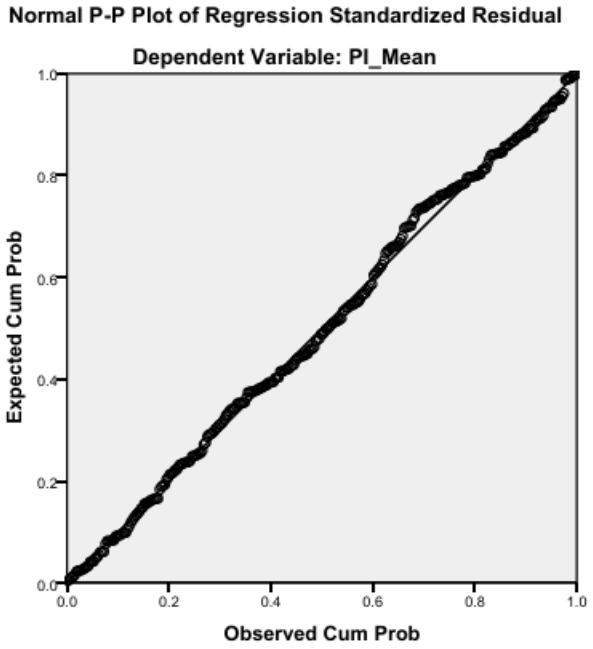

Figure 3. Normal P-P Plot of Regression Standardized Residuals.

4.8. Discussion

The findings highlight the importance of Online Review Credibility and Reviewer Credibility in relation to consumers' purchase intention for skincare products. Online Review Credibility demonstrated the strongest positive statistical relationship, suggesting that the perceived reliability of review information is particularly relevant to consumer decision-making. Reviewer Credibility also showed a significant positive relationship, highlighting the relevance of consumers' perceptions of review authors. In contrast, E-commerce Website Credibility did not demonstrate a statistically significant individual relationship after accounting for the other two predictors. This finding does not establish that website credibility is unimportant in all purchasing contexts. Overall, the results provide evidence of the relevance of review and reviewer credibility in the skincare purchasing context, while further research could examine additional factors influencing purchase intention.

5. THEORETICAL AND PRACTICAL IMPLICATIONS

5.1 Theoretical Implications

The present study contributes to the literature on online consumer behaviour by examining the role of online review credibility, reviewer credibility, and e-commerce website credibility in shaping consumers' purchase intentions for skincare products. It extends the understanding of electronic word-of-mouth (eWOM) by highlighting the importance of credible review information and trustworthy reviewers in online purchasing decisions. Previous studies have emphasised that review characteristics and source credibility influence how consumers evaluate online reviews and make purchase decisions (Mudambi & Schuff, 2010; Nowak & McGloin, 2014). By examining these credibility dimensions together, the present study provides a broader understanding of credibility perceptions in online shopping. It also offers a foundation for future research to explore how different dimensions of credibility influence

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consumer purchase intentions across product categories, e-commerce platforms, and consumer contexts.

5.2 Practical Implications

The findings offer implications for skincare brands, reviewers, e-commerce platforms, and marketing managers.

- **Skincare brands:** Genuine customer reviews and clear information about product characteristics, usage, and suitability may support consumers' product evaluations. Misleading or manipulated reviews should be avoided, as review characteristics can influence how consumers assess online information (Mudambi & Schuff, 2010).
- **Reviewers and content creators:** Reviews should provide clear, experience-based information, distinguish personal experiences from general claims, and avoid unsupported statements about product effectiveness. Source credibility is relevant to how consumers evaluate online reviews (Nowak & McGloin, 2014).
- **E-commerce platforms:** Despite the insignificant independent relationship between EWC and PI, platforms should maintain reliable product information and accessible review systems. Verified-purchase indicators and mechanisms for reporting suspicious reviews may support informed decision-making. The absence of a statistically significant relationship in this sample should not be interpreted as evidence that website-related characteristics are unimportant.
- **Marketing managers:** ORC and RVC should be considered when developing online communication strategies.
- **Future research and business decisions:** Studies involving larger samples, different geographical locations, and additional explanatory variables may help determine whether these relationships remain consistent across consumer groups and purchasing contexts. Future studies could also investigate other factors associated with online review credibility, including information quality and source characteristics (Pooja & Upadhyaya, 2024).

6. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

6.1 Limitations of the Study

The study has certain limitations that should be considered when interpreting its findings. First, the use of purposive sampling and data collected from 300 respondents in Rohtak, Haryana, may limit the generalisability of the results to a wider population. Second, the study focuses exclusively on skincare products, which may limit the applicability of the findings to other product categories. Third, the study examines only three dimensions of credibility, while other factors, such as perceived usefulness of reviews, consumer trust, and perceived risk, may also influence online purchase intention. Future research could address these limitations by including more diverse samples, examining other product categories, and incorporating additional variables into the research framework.

6.2 Future Research Directions

Future research could extend the present study by examining consumers from different geographical regions and using larger, more diverse samples to improve the generalisability of findings. Researchers could also explore other product categories, such as electronics, fashion, and personal care, to determine whether credibility perceptions vary across product types. Additionally, future studies could incorporate factors such as perceived usefulness of

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online reviews, consumer trust, and perceived risk to develop a more comprehensive understanding of online purchase intention. Comparative studies across e-commerce platforms could further explain how different online shopping environments influence consumer perceptions and purchasing decisions.

7. CONCLUSION

The present study examines the role of online review credibility, reviewer credibility, and e-commerce website credibility in influencing consumers' purchase intentions for skincare products. The study highlights the importance of credible review information and trustworthy reviewers in shaping consumer perceptions and purchasing decisions in online shopping environments. It also emphasises that different dimensions of credibility may contribute differently to consumer purchase intention. By focusing on skincare products, the study adds to the existing literature on electronic word-of-mouth (eWOM) and online consumer behaviour. The findings offer useful insights for e-commerce platforms and skincare brands seeking to strengthen consumer confidence through credible reviews and reliable review sources. Overall, the study provides a foundation for future research on credibility perceptions and online purchase intention across different product categories and consumer contexts.

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