

INVESTIGATING ONLINE REVIEWS: THE CASE IN PHILIPPINE RESORTS

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Abstract: *Online consumer reviews in Philippine resorts are tremendously occupying a significant place in one's choice and are deemed domineering information springs in consumer decision-making process. This study examined the determining factors of consumer trust on online reviews, the assertions of cognitive dissonance as part of pre-purchase behavior, and their effects to customers' purchase likelihood from the perspective of 250 customers located in the Philippines, specifically in Metro Manila, Metro Davao and Metro Cebu. However, the selected resorts, as study sites, are located in Region IV in the Philippines. Data from online survey were analyzed using Spearman rank correlation coefficient and regression analysis. Initial findings showed that the determinants of consumer trust towards online reviews such as argument quality (.826), source credibility (.737) and perceived quantity of reviews (.738) had greatly influence consumer trust. However, the assertions of pre-purchase cognitive dissonance, such as change belief, change action and change action perception, were not influenced by the determinants. Findings also revealed that pre-purchase cognitive dissonance (with a value of -.084) has a negative impact to the purchase likelihood, whereas consumers' trust (with a value of .454) has a positive impact to the purchase likelihood.*

Keywords: *Cognitive Dissonance, Consumer Trust, Online Consumer Reviews, Purchase Likelihood, Resorts*

Introduction

The Global Hotels and Resorts industry experienced strong growth for five years to 2019, as both consumers and businesses became more confident about their finances and spent more liberally on luxuries, including travel (Global Hotels & Resorts Industry - Market Research Report, 2019). Major resort developers & hoteliers are exploring growth opportunities abroad as international markets may be offering greater potential due to higher pace of economic growth. Hotels and Resorts that can offer something uniquely compelling are likely to grab market share and the ability to innovate could easily be a key driver to success (FN Media Group LLC, 2015).

The resort industry in the Philippines, has added to the financial development of the nation. As indicated by the Department of Tourism, the expansion in vacationer appearances during the long periods of January to April of 2012, was because of the commitment of the resort industry that offers great offices, items and administrations both to remote and neighbourhood showcase (Enriquez-Magkasi & Caballero, 2014). These good attributes of a resort can sometimes be authenticated through reading online consumer reviews, hence may signify some effects on purchase likelihood of consumers.

However, based on Global Online Consumer Report (2017), the third most reliable source that consumers looked up about a product while in a shop is the online reviews (49%). Other information such as value examination with different retailers (65%), item data / value examination with different retailers (65%), item data specifications (61%), item alternatives – for example shading, size, style, and so on (35%) and store stock/accessibility (16%) are the other information that consumers looked up about a product while in a shop. Beyond quality, authenticity and security, trust affects consumers' attitudes toward technology, specifically online consumer reviews. In addition, reviews influence a customer's trust in the product/service and/or vendor/service provider (Yang, 2013).

The locale of this study are five selected resorts in Region IV listed on the Ten Best Philippines Beach Resorts categorized and ranked by travellers as of March 2019. The commonality in terms of the characteristics of these resorts are best described in the resorts' property amenities as well as the room features, while there is a heterogenous characteristics when it comes to cost, or the amount of money needed to avail the experience.

Online marketing is a very prevailing tool in the Philippines. It's virtually unbearable to walk everywhere the capital without being able to surf on free Wi-Fi. The Philippine marketing situation indicates that 57% of online businesses have a blog to promote their products and 78% of internet users first read reviews about the product before actually making a purchase. It is advised for the marketers to encourage and post reviews about their products since the Philippine online shoppers rely on them a lot. Reviews that are praising the product too much is fortified to be avoided, but instead aim for more pros than cons, ensuring that the cons are in place (Agabin, 2020).

Purposes of the Research

This study explored the determinants of consumer trust and the assertions of pre-purchase cognitive dissonance towards online reviews in selected resorts in the Philippines from the perspectives of customers. Given the Philippine marketing situation, stated above on the issue of online reviews, hence the problem in the study.

In particular, the study responds to the accompanying exploration questions:

1. To what degree are the influencing determinants of online consumer reviews (OCR) in resorts such as: a) source credibility (SC); b) argument quality (AQ); and c) perceived quantity of reviews (PQR) affect the consumers' trust (CT) towards online reviews in resorts?
2. To what extent are the informational (argument quality) and social (social credibility) components of online reviews in resorts influence the three assertions of Action-based model of Cognitive Dissonance Theory (CDT) such as a) change belief (CB); b) change action (CA); and c) change action perception (CAP)?
3. What is the influence of consumer trust towards online reviews and pre-purchase cognitive dissonance to purchase likelihood (PL)?

Literature Review

Online Consumer Reviews for Products or Services and Purchase Likelihood

Through the heightening of virtual networks, another sort of eWOM has created, known as online consumer reviews (OCRs), or as they are now and again alluded to as "client produced content". Mudambi and Schuff (2010) characterized OCRs as evaluative data created by clients and posted on organization or outsider sites. Knowledge about products the consumers want to buy usually came from the online reviews as buyers use these as source. The information confined in the reviews reflects personal experiences of the reviewer. The information in product reviews can be used to overcome the problem of information irregularity, that is aggravated in online sales environment, that states that sellers possess more product information than buyers (Ong, 2013).

Online consumer reviews brief the perspectives on product purchasers and additionally administration clients and are transmitted on sites that are presented either by a selling organization or an outsider virtual stage. In addition, distinctive sorts of data not available in conventional web-based shopping settings were given since they allow purchasers to fragment their past encounters of items, administrations, and organizations with other likely customers. Opinions forwarded by peers have been recorded as more dependable than organization supported endorsing products (Sher & Lee, 2009).

Other studies have shown that online consumer reviews advance, or change deliberately, after some time (Godes & Silva, 2012). The said development has been seen from two fundamental points of view: consecutive and transient. The effect of the effectively existing reviews on approaching reviews represent the consecutive impacts, while then again, worldly impacts manage the minor impacts of the progression of time on approaching reviews, at the end of the day, the criticalness of the time span that a good has been open in the market. Among the whole thing done in the last classification is a remarkable stream of study that manages the conceivable impacts of self-determination in control of procurement on review message (Moe & Schweidel, 2012; Moon et al, 2010; Nan et al, 2009). This category of self-selection transpires when individuals who share positive features autonomously make their procuring choices at a certain period.

Consumer Trust

Several researches show that online trust is a key driver for the success of e-commerce (Hong & Cho, 2011; Macik & Macik, 2016), and consumer trust is believed to have indispensable part in successful maneuver of online retailer. They additionally suggested that the fluctuation among on the web and disconnected trust incorporates buyer saw acceptability of website data, the apparent capability of the webpage to perform anticipated capacities and the apparent certainty of the website to work. With this, trust is observed to be a noteworthy driver to diminish any related hazard that might be experienced by customers.

In online communities, trust might be built through the sharing of knowledge and experience (Hajli & Khani, 2013; Zhao & Lavin, 2012). These two play an important role in building trust and are evidenced in several studies. Hajli and Khani (2013), furthermore, find that the level of trust for new products is augmented by social word of mouth. Moreover, online WOM quality is an antecedence of e-commerce trust, while Chen (2011) correspondingly finds that loyalty is greatly influenced by electronic word of mouth. On the other hand, Lee et al. (2011) discourse that trusted source is very important since trust could be transferred to an unknown target from a trusted target if the former is considered to be associated with a trusted source. Accordingly, OCRs might possibly figure trust in the e-vendor, for the reason that they are posted by a related experienced party, and also because they are usually alleged to be credible and trustworthy. Moreover, the social presence of a website, is found to have a positive correlation with consumer trust (Choi et al. 2011).

Cognitive Dissonance in the Service Industry

In the marketing ground, Kim (2011) mentioned that cognitive dissonance has frequently been viewed as indistinguishable with upright choice tension or upright buy nervousness, related with a momentous procurement that normally included replication of appealing options. For instance, a shopper who just obtained a costly apartment suite unit may encounter cognitive dissonance once they have a doubt about the buy and a likeness that an option could have been a superior decision.

It is perceived that the cognitive dissonance captivated the consideration of showcasing researchers simply following a couple of long stretches of its first course in brain science. It was in consumer behavior and more explicitly, post-buy circumstance where it was applied. Amid the early long stretches of its acknowledgment, it raised enthusiasm about its relevance and an extensive number of studies have been coordinated to find in what way cognitive dissonance can portray consumer behavior. The signs from these investigations were both for and against the theory. Recently, some marketing scholars as mentioned by Kim (2011), broadened the utilization of the theory past a post buy circumstance by investigating the job of cognitive dissonance in more extensive settings, as in-service observations. Their interpretation depends on the thought that cognitive dissonance can happen in a post buy circumstance as well as at different phases of the utilization procedure. The study demonstrated that service quality recognitions decrease after some time, and this is identified with cognitive dissonance which comes to pass because of modifying desires and observations. The changes in the customers' perceptions of service quality were due to changes in view of the refreshed desires, perceiving the job of cognitive dissonance in the development of service perception. A WOM message might be unrelated with a client's current conviction and can direct the client to encounter cognitive dissonance.

According to Hasan and Nasreen (2012), cognitive dissonance can totally be found in the post buy organize as well as is effectively noticeable in the pre-purchase stage also. It is the point at which a purchaser disposes of the positive qualities of an inescapable item, when he chooses the negative attributes of an item which he picks over the option advertised. This is the central purpose for the abnormality that a purchaser feels in his considerations and thoughts, henceforth this irregularity as far as the buy choice trouble that the buyers feel while choosing which prompts dissonance arousal.

While some studies have indicated consumers' trust in online consumer reviews, minimal research has studied on consumer trust and pre-purchase cognitive dissonance particularly in the resort industry. Currently, there is a research gap in the works on an inclusive study on consumer trust and pre-purchase cognitive dissonance towards online consumer reviews in resorts since related research studies are nearly non-existent. The trust gained in utilizing on the web surveys when contrasted with genuine utilize and acquisition of resort services and amenities are surely influenced by different factors.

This study utilized the Uncertainty Reduction Theory, a prominent consumer-to-consumer communication theory, as a theoretical basis to conduct empirical research, testing the factors that influence customers to develop trust in online consumer reviews. On the other hand, to further analyze the experience of cognitive dissonance in online consumer reviews, the Cognitive Dissonance Theory – Action- Based Model of CDT was also used. The primary goal of this research study is to test these theories in the framework of the resort industry focusing on online consumer reviews.

Thus, this current study addressed the evaluation of customers to online reviews involving the analysis of the determinants of consumer trust and pre-purchase cognitive dissonance and how these affect the customers' purchase likelihood. The findings from this study would be useful to resort industry. Furthermore, the contribution of this study to the academe can be drawn from the knowledge as inputs for teaching consumer behavior and integrated marketing communication courses.

Framework of the Study

This study used the Uncertainty Reduction Theory (Figure 1), a noticeable consumer-to-consumer communication theory, as a hypothetical premise to lead exact research testing the variables that impact clients to create trust in online consumer reviews. URT was applied in this investigation because of the supposition that online reviews are on a very basic level buyer to-shopper correspondence that has both educational and social segments.

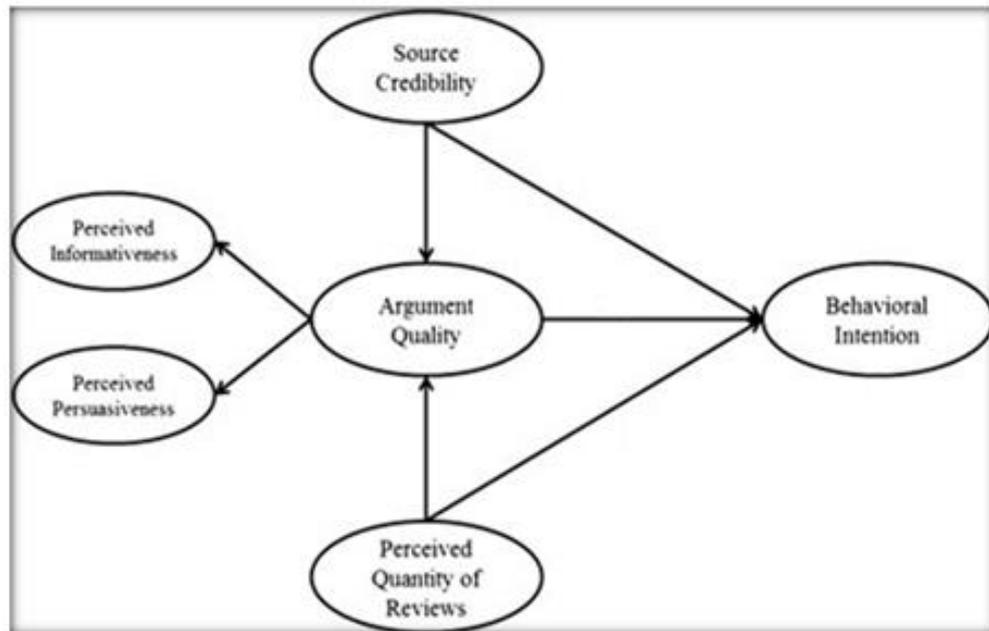


Figure 1: Uncertainty Reduction Theory (URT)

The reception of online consumer reviews is an imperative factor in determining the evaluation and effects to consumer decision. This study used the Cognitive Dissonance Theory (CDT)-Action-based model of CDT (Figure 2), a prominent consumer behavior theory, as a hypothetical source to conduct pragmatic research challenging the factors that impact consumers' decision in choosing the best resorts that will stretch satisfaction. The prime goal of this research study is to test CDT in the framework of the resort industry.

Harmon-Jones et al. (2009) created the model based on their documentation of certain factors they measured to be significant in completing a person's choice on whether to develop dissonance. In the development of the model, the forecasters of dissonance are collapsed into three final concepts: change belief, change action and change action perception.

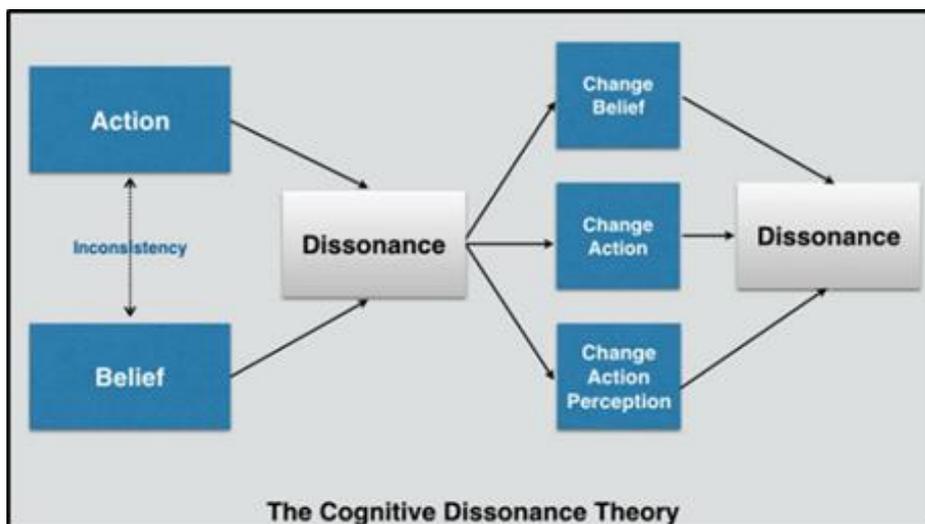


Figure 2: The Cognitive Dissonance Theory - Action-based model of CDT (Harmon-Jones, Amodio, & Harmon-Jones, 2009)

Diagrammatic Framework

Combining these theories, the research model (Figure 3) shows the hypothesized relationships between the independent and dependent variables. The independent variable is the online consumer reviews (OCR), while the dependent variable is the purchase likelihood (PL). The independent variable with its moderating variables has arrows that point to the dependent variables. The strong lines speak to the hypothesized relationships, while the dashed lines speak to potential associations with control factors.

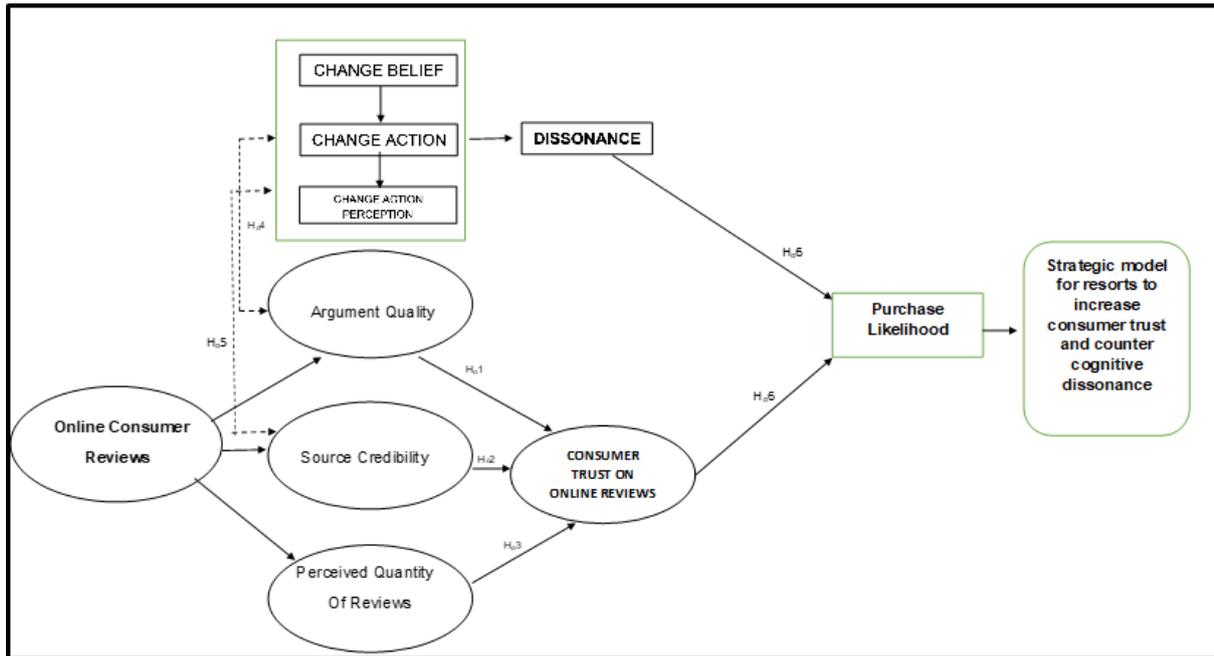


Figure 3: The Diagrammatic Framework

The moderating variables consist of the determinants affecting consumer trust such as argument quality (AQ), source credibility (SR) and perceived quantity of reviews (PQR). However, the assertions of cognitive dissonance such as change belief (CB), change action (CA) and change action perception (CAP) were also part of the moderating variables.

The independent variable in the proposed research model is online consumer review (OCR) as it refers to customer-generated information and recommendations presented online by customers about a product. For this study, OCR were described in terms of argument quality (AQ), source credibility (SC) and perceived quantity of reviews (PQR) which were measured based on the perceptions of customers in existing online reviews of resorts. The three determinants were used to describe consumer trust (CS) in online reviews. In addition, AQ was described in its relevance, timeliness, accuracy and comprehensiveness and the positive and negative reviews were further categorized in three sources to achieve symmetry: facility issue, service issue and location issue. On the other hand, SC was examined through its source expertise and source trustworthiness and was further categorized based on the sources of reviews: Turf – which refers to the company-maintained reviews or company website; neutral – which comes from a third party; and vendor source. However, PQR was denoted low quantity if there are 10 reviews and lower, and was denoted high quantity if there are 100 reviews and higher. While there were three determinants that were considered, AQ and SC were used to

determine the effect to the three concepts of cognitive dissonance such as change belief (CB), change action (CA) and change action perception (CAP) to further describe dissonance.

On the other hand, the dependent variable purchase likelihood (PL), most commonly known as purchase intention is defined as when “a consumer prefers to buy a product or service because he/she finds that he/she needs a particular product or service, or even attitude towards a product and perception of product” (Madahi & Sukati, 2012). In this study, purchase likelihood was measured by evaluating the consumer trust and cognitive dissonance of customers in online reviews.

The ultimate goal of this research is to develop a model based on the hypothesized relationships with the application of URT and CDT in increasing consumer trust and countering cognitive dissonance to enhance an increase in purchase likelihood based on the existing online consumer reviews in resorts. Hence, the following hypotheses were tested:

- Ho1*: Argument quality does not affect the consumers’ trust towards online reviews in resorts.
- Ho2*: Source credibility does not affect the consumers’ trust towards online reviews in resorts.
- Ho3*: Perceived quantity of reviews does not affect the consumers’ trust towards online reviews in resorts.
- Ho4*: The informational (argument quality) components of online reviews in resorts will not influence the three assertions of cognitive dissonance: change belief, change action and change action perception
- Ho5*: The social (social credibility) components of online reviews in resorts will not influence the three assertions of cognitive dissonance: change belief, change action and change action perception.
- Ho6*: Consumer trust and cognitive dissonance do not affect the purchase likelihood of consumers, and that there is no significant relationship between the increase or decrease of the variables.

Methodology

Research Design

This research used quantitative research design to attain the objectives of the study. This study used the Uncertainty Reduction Theory (URT) and Cognitive Dissonance Theory (CDT) as the theoretical bases which were evaluated using a sequence of quantitative data and analysis in order to produce a final model that best expounds the prime phenomena of the data that were collected.

Sampling Procedure and Participants

Multi-stage sampling technique was utilized in the study which includes stratified random sampling and snowball sampling since there is no record currently available on the population of online reviewers of resorts for this study. Snowball sampling is suitable when the individuals from an extraordinary populace are hard to find. Information were gathered from a couple of individuals from the populace whom one can find. These people are approached to give the data expected to find different individuals from the populace whom they happen to know. The term “snowball” refers to the process of accumulation as each suggested subject suggests other subjects. Qualified subjects who are willing to participate for this study are difficult to locate and the snowball approach of the researcher generated a better response rate. This is because

participants are more willing to partake in the survey when they are informed that friends or co-workers have recommended them.

Combined qualifiers of the participants are set to gather data relevant to cognitive dissonance and consumer trust. To contemplate on geographical expansion, the respondents were geographically dispersed in national region cities in the Philippines such as Metro Manila, Metro Cebu and Metro Davao wherein both foreign and local customers were the selected respondents in the study. The participants of the study were 250 customers who are current internet users who have experiences in assessing online reviews beforehand purchasing a certain product or availing a certain service. However, for further analysis, the participants comprised both the actual customers who have experienced the services/amenities of the resorts and the prospective customers as well.

On the other hand, the researcher covered five selected resorts in Region IV with more than 100 online consumer reviews. These are Out of the Blue Resort in Puerto Galera (386 OCR); Acuatico Beach Resort and Hotel in Laiya, Batangas (524 OCR); Villa Escudero Resort in San Pablo City, Laguna (313 OCR); Tanza Oasis Hotel and Resort in Tanza, Cavite (130 OCR); and Club Balai Isabel in Talisay, Batangas (710 OCR). The mentioned resorts ranked as number 1 in their respective location/provinces and belong to the Ten Best Philippines Beach Resorts categorized and ranked by travellers as of March, 2019. The selection is due to what is specified in the article "Tourist Accommodation Facilities (Hotel/Resort)" which stated that Region IV is categorized as potential sites for new hotels and resorts. This is further supported by enabling laws/policies which includes the Tourism Act of 2009 (R.A. 9593) which was enacted on 12 May 2009. The said law declares "a national policy for tourism as an engine of investment, employment, growth and national development, and strengthens the Department of Tourism (DOT) and its attached agencies to effectively and efficiently implement the said policy."

Research Instrument

A survey questionnaire, which was subjected for validity and reliability tests, was used to gather the data. To test the reliability of the questionnaire, Cronbach's Alpha coefficient was computed with 0.802 Alpha coefficient.

The self-developed survey instrument was divided into six parts. The first part of the questionnaire (Part A) was a short profiling of the respondents which includes the name (optional), age, gender, level of education and occupation. Part B is the presentation of the stimulus cards showing the chosen resorts. A stimulus material, as defined by the Association for Qualitative Research, is a "material of a visual, verbal and/or auditory nature used to communicate certain ideas to enable them to be researched or to stimulate discussion of relevant topics". This is widely used instrument in determining the impact of online reviews (Flanagin & Metzger, 2013). The stimulus material in this study are stimulus cards that shows accompaniment to perception of facility expectation and feature superiority anticipation of what the resort looks like, showing photos of amenities, room features and location of selected resorts. The purpose is to familiarize the respondents with the subjects of the study and at the same time, to contemplate on the categories on how the online reviews were evaluated to achieve symmetry. Part C of the questionnaire asked the respondents to provide information that revealed the Consumer Trust Index towards online reviews in resorts. This includes three items representing the three pillars of consumer trust: Argument Quality, Source Credibility and Perceived Quantity of Reviews. The fourth part of the questionnaire (Part D) consisted of

12 items pertaining to the moderating variables of consumer trust: Argument Quality (4), Source Credibility (4) and Perceived Quantity of Reviews (4). The scale for the measurement of consumer trust were represented as: 6 = Strongly Agree; 5 = Agree; 4 = Somewhat Agree; 3 = Somewhat Disagree; 2 = Disagree; 1 = Strongly Disagree. Part E of the questionnaire covered items which were applied to describe cognitive dissonance. This part constituted six items, wherein change in belief (2), change in action (2) and change in action perception (2) were considered. The scale for the measurement of cognitive dissonance were represented as: 6 = Strongly Agree; 5 = Agree; 4 = Somewhat Agree; 3 = Somewhat Disagree; 2 = Disagree; 1 = Strongly Disagree. However, Part F of the questionnaire encompassed four statements describing the purchase likelihood of consumers. The scale for the measurement of purchase likelihood were represented as the same with those of the cognitive dissonance and consumers' trust.

Data Collection

The data were collected through online survey with the internet users. Google forms was the online survey builder which was utilized in the study. The responses were collected by conveying the link/form to the existing connections through emails, Viber, Messenger and Instagram.

Data Analysis

Spearman rank correlation coefficient was the statistical test used to regulate if there is a significant relationship between source credibility and consumers' trust, argument quality and consumers' trust and perceived quantity of reviews and consumers' trust. However, the same statistical tool was also used to ascertain if the informational (argument quality -AQ) and social (source credibility -SC) components of online reviews in resorts influence the three assertions of Action-based model of Cognitive Dissonance Theory (CDT) such as a) change belief (CB); b) change action (CA); and c) change action perception (CAP). Moreover, regression analysis was used to determine the impact of cognitive dissonance and consumers' trust to purchase likelihood.

Results and Discussion

The results were discussed and presented based on the categorization of the purposes of this research. Using different statistical analyses, the determinants of online reviews in resorts were tested to determine the effects to consumers' trust and cognitive dissonance, as well as the impact to the purchase likelihood. As shown in the framework of this study, a model for resorts to increase consumer trust and counter cognitive dissonance towards online reviews was generated after testing and identifying the relationships among the variables.

Effects of the Determinants of Online Reviews in Resorts to Consumers' Trust

This shows the results of the test of significant relationships on the determinants of online reviews in resorts and consumers' trust. Spearman rank correlation coefficient was the statistical test used to determine if there is a significant relationship between source credibility (SC) and consumers' trust (CT), argument quality (AQ) and consumers' trust (CT) and perceived quantity of reviews (PQR) and consumers' trust (CT).

The results presented in Table 1 reveal that Source Credibility ($SC = .737$), with a p-value of 0.000, which is less than the designated 0.05 level of significance greatly influence consumers' trust, thus the decision is to reject the null hypothesis which states that Source Credibility does

not affect the consumers' trust towards online reviews in resorts. It shows that there is a linear relationship between the two, wherein the higher the perceptions of the respondents on SC, the higher the consumers' trust towards online reviews. The credibility of who wrote the reviews contributed to the trust a certain consumer develops when reading online reviews in resorts.

However, the computed significant value of Argument Quality (AQ = 0.826), with a p-value of 0.000, which is less than the 0.05 level of significance, leads to the rejection of the null hypothesis which states that AQ does not affect the consumers' trust towards online reviews in resorts, hence there is a significant relationship. The respondents were being influenced by the message content of the reviews.

Moreover, the same findings with Perceived Quantity of Reviews (PQR = 0.738), with a p-value equal to 0.000, which is less than the designated level of significance of 0.05 was identified. There is a direct relationship wherein the higher the perceptions of the respondents on PQR, the higher the consumers' trust towards online reviews in resorts. Thus, the rejection of the null hypothesis which states that PQR does not affect the consumers' trust towards online reviews in resorts. Customers who were able to read more reviews tend to develop trust in online reviews.

Table 1: Determinants of Online Reviews in Resorts and the Degree of their Effects to the Consumers' Trust

Determinant	Value	P-value	Interpretation	Remarks
Source Credibility	.737	.000*	Source Credibility affects consumers' trust towards online reviews in resorts	Reject Ho
Argument Quality	.826	.000*	Argument Quality affects consumers' trust towards online reviews in resorts	Reject Ho
Perceived Quantity of Reviews	.738	.000*	Perceived Quantity of Reviews affects consumers' trust towards online reviews in resorts	Reject Ho

*p-value is less than 0.05 level of significance

The Influence of the Determinants of Online Reviews to the Assertions of Cognitive Dissonance

To ascertain if the informational (argument quality -AQ) and social (source credibility -SC) components of online reviews in resorts influence the three assertions of Action-based model of Cognitive Dissonance Theory (CDT) such as a) change belief (CB); b) change action (CA); and c) change action perception (CAP), Spearman rank correlation coefficient was used. It was utilized to measure the degree of association to identify the values if there are relationships among the variables.

Table 2 exposed that the informational component of online reviews (AQ) and the assertions of cognitive dissonance (AQ and CB = 0.001; AQ and CA = 0.001; AQ and CAP = -0.075) with p-values (AQ and CB = 0.988; AQ and CA = 0.993; AQ and CAP = 0.237) greater than 0.05 level of significance leads to the acceptance of the null hypothesis, hence, there is no significant relationship. The message content of online reviews did not influence the development of dissonance.

However, the social component of online reviews (SC) and the assertions of cognitive dissonance (SC and CB = -0.043; SC and CA = -0.025; SC and CAP = -0.122) with p-values (SC and CB = 0.498, SC and CA = 0.691, SC and CAP = 0.054) greater than 0.05 level of significance leads to the acceptance of the null hypothesis, hence, there is no significant relationship. The sources of online reviews did not influence the development of dissonance.

Table 2: Determinants of Online Reviews and Their Influence on the Assertions of Cognitive Dissonance

Determinant/Assertion	Value	P-value	Interpretation	Remarks
Argument Quality and Change Belief	0.001	0.988*	Argument Quality does not influence Change Belief	Accept Ho
Argument Quality and Change Action	0.001	0.993*	Argument Quality does not influence Change Action	Accept Ho
Argument Quality and Change Action Perception	0.075	0.237*	Argument Quality does not influence Change Action Perception	Accept Ho
Source Credibility and Change Belief	0.043	0.498*	Source Credibility does not influence Change Belief	Accept Ho
Source Credibility and Change Action	0.025	0.691*	Source Credibility does not influence Change Action	Accept Ho
Source Credibility and Change Action Perception	0.122	0.054*	Source Credibility does not influence Change Action Perception	Accept Ho

*p-value is greater than 0.05 level of significance

Impact of Consumers' Trust and Pre-Purchase Cognitive Dissonance to Purchase Likelihood

Regression analysis was used to identify the impact of cognitive dissonance and consumers' trust to purchase likelihood. As shown in table 3, cognitive dissonance (with a value of -0.084) has a negative impact to the purchase likelihood, whereas consumers' trust (with a value of 0.454) has a positive impact to the purchase likelihood. Therefore, the model:

$$\begin{aligned}
 PL &= B_0 + (B_1 \times \text{Cognitive Dissonance}) + (B_2 \times \text{Consumer Trust}) \\
 &= 2.847 - 0.084 (CD) + 0.454 (CT)
 \end{aligned}$$

was generated to further explain how purchase likelihood was affected by cognitive dissonance and consumer trust.

The results led to the rejection of the hypothesis: H_06 : Consumer trust and cognitive dissonance do not affect the purchase likelihood of consumers, and that there is no significant relationship between the increase or decrease of the variables. Purchase likelihood of consumers to purchase a product or avail services is affected merely by consumers' trust on online reviews. Hence, the results of this study apprehend the findings of Hansen et al., (2014), who stated that more research is desirable to help ascertain how the source of a consumer-generated review about a

product may influence perceived trustworthiness of the reviewer as well as consumer attitude and purchase intention toward the product. However, the study of Elwalda and Lu (2014) finds that consumers who check an online endorsement are twice as likely to select products as those who do not, which is related to the findings of the study.

Table 3: Summary of regression analysis

Variables	Beta coefficients	Standard Error	t-value	P-value	Interpretation	Remarks
Constant	2.847	0.383	7.436	0.000*	Significant	Reject Ho
Dissonance	-0.084	0.034	-2.476	0.014*	Significant	
Consumers' Trust	0.454	0.071	6.425	0.000*	Significant	

**p-value is less than 0.05 level of significance*

Conclusions and Recommendations

This study explored the determinants of consumer trust and the assertions of pre-purchase cognitive dissonance towards online reviews in selected resorts in the Philippines from the perspectives of customers. The effects on the purchase likelihood of consumers were further investigated.

The findings revealed that the determinants of online reviews influencing consumers' trust composed of argument quality, source credibility and perceived quantity of reviews. The results stated that there is a direct relationship among the determinants and consumers' trust, which implies that the higher the perception on the determinants, the higher the consumers' trust on online reviews in resorts. Therefore, the development of trust depends on the quality of the determinants.

It was also found out that the informational and social components of online reviews, which are argument quality and source credibility, respectively, do not influence the assertions of cognitive dissonance, namely change belief, change action and change action perception. The results implied that the development of pre-purchase cognitive dissonance is not merely affected by such components of online reviews.

The purchase likelihood of consumers is greatly affected by consumer trust towards online reviews in resorts and cognitive dissonance based on the findings of this study. It was revealed that consumers' trust positively affects purchase likelihood, while cognitive dissonance has a negative impact to purchase likelihood. Therefore, online reviews affect the decisions of consumers and consequently important in buying behaviour of consumers.

As such, the findings of the study filled the gap in the works on an inclusive study pertaining to the effects of consumers' trust and cognitive dissonance to purchase likelihood. This contribution of the study is a mere fact that can enhance the knowledge about consumer decision making process that would be useful to resort industry. Furthermore, this study is beneficial to the academe as inputs for teaching consumer behavior and integrated marketing communication courses.

Hence, it is recommended to conduct relevant studies that will showcase other determinants affecting consumer trust that are not included in the study. In addition, cover other resorts in the locality and other countries to serve as study sites.

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