

Evaluating the Impact of Incentive/Non-incentive Reviews on Customer Decision-making

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Abstract—In recent years, growing social media and e-commerce has underscored the necessity of evaluating seller-customer relations. The online review system is one way to assess this relationship. However, the trustworthiness and quality of these reviews, especially incentivized ones, remains a concern. To address online review quality, this study evaluates the credibility and consistency based on the volume, length, and content of online reviews. The study tends to distinguish between incentive and organic reviews, discover the impact of incentives

reviews reflecting their actual product purchases [2], [3], [5]–[9] or fake reviews [7], [10], [11] lacking experiential foundation.

Delivering accurate information through the online review system is vital for informed purchases and reducing bias in existing seller-provided descriptions [5]. Online review systems face the major challenge of obtaining truthful and high-quality responses from agents [12]. Factors such as social presence can