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Bdour A Alghamdi - King Abdulaziz University
**The Role of Digital Public Relations on Twitter in Convincing Citizens to
 Subscribe to the Saudi Aramco IPO** 7
- *Associate Prof. Dr. Labiba Abdel Naby Ibrahim - Helwan university*
**The Digital Populism of Italian Politician "Matteo Salvini":
 Virtual Ethnographic Study** 9
- *Associate Prof. Dr. Tarek Mohamed Elseedy - Menofia University*
**Recent Trends in Digital Learning Systems Research and their Effectiveness in
 Education for Media Majors: A Comparative Analytical Study** 10
- *Associate Prof. Dr. Azza Galal Abdallah Hussein - Umm Al-Qura University*
Ghada Khalid Allahyani - Umm Al-Qura University
**Augmented Reality Advertisements on Social Networking Sites and its Role in
 Building Awareness of the Brand among Saudi Consumers:
 YouTube as Model** 12
- *Dr. Osama Abd Elhameed Mohamed - Kafer El Sheikh University*
**Determinants of Online Reviews Credibility and Its Relationship with
 Consumers' Purchase Intention: A Quasi-Experimental Study** 13
- *Dr. Hebatalla Saleh Elsayed Saleh - Helwan University*
**The Relationship Between Smart Phone Applications and Quality of Life of
 the Elderly** 14
- *Dr. Menna Allah Kamal Moussa Diab - Beni Suf University*
**The "MuKbang" Phenomenon via Social Media Platforms and its Effects on
 Egypt's Food Consumption Culture: Netnographic analysis in light
 of the Compensatory use Model of the Internet** 15
- *Dr. Ramadan Ibrahim Mohamed Khalil - Al-Azhar University*
**The Impact of Websites and Social Networks in Achieving the Dimensions of
 Digital Marketing in Egyptian Institutions: An analytical Study on a Sample
 Of Productive Organizations** 16



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Determinants of Online Reviews Credibility and Its Relationship with Consumers' Purchase Intention: A Quasi-Experimental Study

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Abstract

This study sought to monitor the determinants of online review credibility and its relationship with consumers' purchase intention .

The study relied on elaboration likelihood model, and focused on argument quality and number of arguments as central cues, and arguments order and writing quality as peripheral cues. The researcher conducted a quasi-experimental study, and the purposive sample consisted of 200 participants.

The results showed statistically significant differences among participants in their perceptions of online reviews credibility based on argument quality, number of arguments, and arguments order. and we didn't find statistically significant differences as for writing quality .

There was also a positive, statistically significant correlation between online reviews credibility and consumers' purchase intention.

Keywords: Online Reviews, Credibility Determinants, Purchase Intention, Elaboration Likelihood Model.