Impact of the Consumer Online Product Reviews on Online Purchase Intention: with Special reference to the Online Food Delivery Industry in Sri Lanka

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The number of Internet users and the growth of online food delivery services have both increased significantly. As online reviews emerge as a crucial source of product information, research into online consumer reviews has become pertinent. Online food delivery represents a valuable tool for restaurants and other dining establishments, offering opportunities for increased profitability. With an effective online delivery system, businesses can gain a competitive edge, and customers benefit from the convenience of placing orders via smart devices without visiting the restaurant. This study aims to examine the effect of online consumer reviews on consumer purchase intentions within the online food delivery industry in Sri Lanka. The research investigates three independent variables: source credibility, review quantity, and review valence, to assess their impact on purchasing intention. A quantitative approach was employed, utilizing a Google Forms online questionnaire distributed to 386 respondents in the Western Province. The questionnaire used a 5-point Likert scale. Data analysis was performed using Multiple Regression Analysis with SPSS 23 to determine the effects of the independent variables on the dependent variable. The study finds that source credibility and review valence have a positive and significant impact on purchase intention, while review quantity has a negative impact. This research provides valuable insights for researchers and marketers, enhancing the understanding of how online reviews influence purchase intentions in the volatile and dynamic online food delivery industry.

Keywords: *Online Food Delivery Industry, Purchase Intention, Review Quantity, Review Valance, Source Credibility*