

The Role of Electronic Ratings and Comments in Building Consumer Trends and Attitudes in the Medical Sector in Jordan

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ABSTRACT

The study aimed to identify the role of electronic ratings and comments in building trends and attitudes of the electronic consumer in the medical sector in Jordan, and the study followed the descriptive approach that is limited to collecting data and facts and using methods of measurement, classification and interpretation. The sample of the study consisted of (233) electronic consumers (Patients seeking treatment in Jordan). The sample members were chosen intentionally. Their comments and ratings were monitored on the Jordanian medical websites, and the research sample was restricted according to the nationality variable to (Jordanian, Arab, foreign). A questionnaire was applied to them that reveals the role of comments and ratings in building trends and attitudes of the e-consumer (the patient looking for a treatment destination), and the study concluded that there is a high role of the electronic ratings and comments in medical websites in Jordan in choosing and determining the direction of treatment, where the total mean came for this role (4.03), and it is located in a high degree, and accordingly, the researcher recommended the need to work on increasing the volume of information to include everything related to the inquiries of the electronic consumer (the patient looking for a treatment destination), with the need for workers on medical websites in Jordan to update information periodically, and ensuring that the outdated information is deleted, adding everything that is new and serving patients while following up on their comments and electronic ratings and responding to them.

Keywords

Ratings and Comments, Electronic Consumer, Medical Sector in Jordan.

Introduction

The Internet and the cyberspace have contributed to the opening of many communication channels that did not exist for consumers in the past, such as social networking sites (Rosario et al, 2020). So that the electronic comments and ratings that are made between individuals through these sites have a strong influence that later forms how they build their attitudes, trends, behavior and decisions towards the services and reliability provided by these sites (Hilverda et al, 2018). It should be noted that the electronic comments and ratings give the importance of the electronic consumer in influencing the decision-making process and determining his position and direction (Liu et al, 2019). Although other marketing methods such as advertisements may be important in shaping consumer electronic awareness and may affect his interests towards products or services, electronic comments and ratings are playing a more important and powerful role in changing the perceptions of electronic consumer attitudes, trends and behavior towards a service (Jin et al, 2021).

In light of the technological developments of the Internet, electronic consumers may be exposed to powerful influences that later shape how to build

their positions and trends, especially after technological developments and the openness of individuals to satellite channels and multi-source knowledge fields, the websites did not leave any communication tools available to them, whether personal or impersonal, but used them to build a positive image of them, their services, their quality and the degree of reliability (Moller & Kuhne, 2019).

Chen et al, (2021) believe that the strength of the impact of the electronic consumer's comments and ratings and their evaluations lies not only in their size, as multiple voices, but rather follows to a greater degree from the context presented in it, and the available variables for perception of quality and credibility (Ambreen & Jadhav 2020) . Hence, the increasing importance of examining the quality of speeches and opinions put forward in these virtual arenas emerges, as a governing variable of the nature of their supposed effects on the formation of public opinion in virtual environments (Saura et al, 2018).

From the previous consideration, the electronic comments and ratings are those additions that are implemented by more than one electronic consumer who meet together in a framework of social interaction through the electronic

environment where discussion is made about the presented content and thinking about it and giving a large number of ideas through which unified conclusions are reached which express group ideas (Waddell, 2018). These are called social comments, as a result of their reliance on the existence of social interaction via networks between more than one individual in order to extract unified ideas based on discussions and various ideas by electronic consumers, and that these comments are often useful in facilitating access to specific research results because they add new dimensions to content (Pjesivac et al, 2018).

In the same context, electronic comments and ratings are among the most important and reliable personal communication tools (Chen & Ng, 2017). They are also considered a very important factor in the last stage of the electronic consumer decision and determination of his positions, and in some cases the most influential among the promotional methods (Liu & Shi 2019). From this angle, the electronic comments and ratings have a main feature that depends on freely expressing without restrictions to reach the electronic consumer for the confidence, reliability, quality and speed of services he is looking for on those websites (Kachen & Krishen, 2020).

On the other hand, the trends and attitudes of the electronic consumer are a combination of concepts, beliefs, feelings, or behavior towards the service that electronic consumer is looking for, and these components are viewed together because they are very interrelated and represent the forces that affect how the electronic consumer responds to advertising (Hughes et al, 2019). In connection with this idea, the trends and attitudes of the electronic consumer are divided into three components represented in the cognitive component, which is the beliefs and information that the electronic consumer knows about the object, and the affective component, which is the feelings and emotions of the electronic consumer towards the object. And the behavioral component (Behavior component), which is the behavior that the electronic consumer performs, whether it is to approve the service and make a decision about it or by recommending it to others by placing an explanation or rating for this service (Erkan & Elwalda, 2018).

Electronic comments and ratings are a form of human communication through which attitudes and trends are presented, as electronic comments and ratings serve as a platform for free and unattended democratic discourse and open discussions by electronic consumers. There is no longer any existence of the old communication model based on a sender and a receiver. There is no room for the electronic consumer to communicate as a sender and receiver, and there are no longer clear and definite boundaries (Suh et al, 2018).

These electronic comments and rankings can influence the way electronic consumers configure their attitudes and trends. Just as individuals read news on the Internet, they are also exposed to comments accompanying the news (Hilverda et al, 2018). Therefore, these comments allow them to get acquainted with different points of view, which is not available in other means; The interactive mechanisms provided by the Internet have enabled individuals to participate in shaping public opinion. Their role is no longer limited to searching for information and news and reading it, but also occasionally presenting information and presenting their various views and opinions (Rosario et al, 2020).

Among the interactive forms about electronic comments and ratings are medical websites that allow electronic consumers to express opinion and contribute to the production of content by writing electronic comments and participating in opinion polls. It must be noted by the researcher that the electronic consumers are patients in Jordan, and those looking for the medical service that are reliable and fast in response through medical sites in Jordan.

PROBLEM OF THE STUDY

In light of the communications and information revolution and the growing media flow of information and news, and in light of the constant and limited times of daily exposure of electronic consumers to the cyberspace; their comments and ratings have become an important indicator that is likely to lead the reader's eye to the cyberspace, determines his options and his vision of the media value of the materials published online and then. It also determines the patterns of his behavior in consuming news and information products, not only that, but its influence extends to the perception of credibility. Moreover, the rating

signals provide the climate of public opinion, by reading and seeing the comments of other users (Liu et al, 2019).

The electronic comments and ratings of the electronic consumers represent a manifestation of the (Produsage) model, as these users seek to take advantage of the space available to them by websites, especially medical sites, as the current study monitors electronic comments about medical services in Jordan and the extent of their ratings and the degree of reliability. Naturally, the monitoring process is carried out by discovering the opinions of eyewitness accounts, clarifying the background of the events, and interpreting and evaluating the news. Also, most of these comments are characterized by a great deal of freedom, which would strengthen the spirit of dialogue and discussion, given that they are not usually subjected to editing and filtering operations by the gatekeepers.

In light of the important role that cyberspace plays in the private life of electronic consumers, especially with the increased interest of Jordanians in searching for reliable, quality and responsive medical services, where the search and investigation process is carried out by visiting medical sites in Jordan and viewing its electronic content, and then showing opinion and destinations by placing electronic comments, in addition to ratings. After that, the characteristics of the consumer comments speech are monitored and analyzed. And later the effectiveness of the comment speech is identified as an area for consultative democracy among consumers by conducting discussion and interaction in order to reach a consensus or a common understanding regarding the quality and reliability of medical services on medical websites in Jordan.

Among the justifications for conducting the current study is that the new services for medical sites in Jordan have prompted electronic consumers (patients) to know the characteristics and features that medical websites contain, and to know their pros and cons to avoid making mistakes in the service selection process. Where Al-Qatawneh (2017) study proved that the patient mainly depends on personal communication, through comments and electronic ratings, both of which are through social media and the Internet. The results revealed that the most important source of information that the electronic consumer

relies on is through chats and tweets through social media and other websites.

On the other hand, the study of Sanjak (2015) indicated that the comments and ratings of electronic consumers come on top of the interactive features of the Internet in terms of prevalence, and the study also showed that the strength of these comments lies in the effect on the perception of public opinion trends.

Through the previous considerations, the current study tries to uncover the role of electronic ratings and comments in building trends and attitudes of the electronic consumer in the medical sector in Jordan, and it also tries to determine the impact of which of this participatory environment in decision-making in choosing the service and orientation towards it, and therefore the main study question is the following:

What is the role of electronic ratings and comments in building consumer trends and attitudes in the medical sector in Jordan?

QUESTIONS OF THE STUDY

1. What is the effect of electronic comments and ratings of electronic consumers (patients) in showing the correct viewpoint in choosing a medical service that is reliable, of good quality and responsive?
2. What is the role of electronic comments and ratings on the emotional and behavioral component of the electronic consumers (patients)?
3. What is the extent of credibility and reliability of electronic comments and ratings of electronic consumers (patients) and their impact on public opinion?
4. What is the effect of electronic comments and ratings on the behavioral component of electronic consumers (patients)?

OBJECTIVES OF THE STUDY

1. Identifying the impact of electronic comments and ratings on enriching the ongoing discussion on medical websites in Jordan.
2. Identifying the availability of the degree of reasonableness in the quality of electronic comments and ratings for electronic consumers?
3. Identifying the role of electronic comments and ratings on the emotional and behavioral component of the electronic consumers (patients)?

- Identifying the extent of credibility and reliability of electronic comments and ratings of electronic consumers (patients) and their impact on public opinion?

SIGNIFICANCE OF THE STUDY

- Shedding light on the importance of electronic comments and ratings in choosing a treatment destination for electronic consumers (patients).
- The results of the study may contribute to setting standards for medical websites in Jordan to improve the quality of medical services provided to electronic consumers (patients).
- Disclosure of the perceptions of electronic consumers towards the reliability of electronic medical websites.

TERMS OF THE STUDY

Electronic reviews and ratings: Defined as the expressions, opinions, attitudes, and trends of electronic consumers that help define their behavior towards choosing the service they are looking for (Ambreen & Jadhav 2020).

Electronic comments and ratings are also known as the quality of the electronically spoken word (EWOMI Quality), which indicates the ability of the electronic spoken word and the comments or notes it contains to convince the electronic consumer of the service or destination he is looking for (Moller & Kuhne, 2019).

The researcher defines it in this study as electronic comments and ratings of electronic consumers on medical websites in Jordan to search for the correct treatment destination and review doctors and hospitals, where the treatment approach is chosen based on reviewing most of the electronic comments and ratings.

The electronic consumer: he is defined in this study as the patient who is looking for a treatment destination by reviewing and monitoring electronic comments and ratings on Jordanian medical websites.

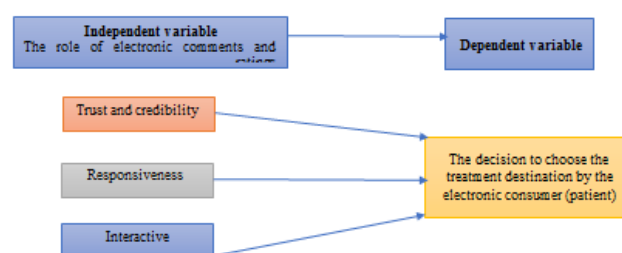
Attitudes and trends: the researcher defines them as the behavioral practices of one or more of the electronic consumers in the context of determining a service or making a decision about an accountability, which is a behavior evident through the process of interaction between the electronic consumers.

DELIMITATIONS OF THE STUDY

Human and spatial delimitations: The study was restricted to electronic consumers (patients who are looking for a treatment destination through medical websites in Jordan).

Temporal delimitations: The study was applied in 2021.

Objective delimitations: The current study was limited to identifying the role of electronic ratings and comments in building consumer trends and positions in the medical sector in Jordan, and the study model is represented by the following form:



FIELD STUDY METHODOLOGY OF THE STUDY

The study followed the descriptive approach, which is limited to collecting and classifying data and facts, in addition to using methods of measurement, classification and interpretation, with the aim of extracting meaningful conclusions, and then reaching generalizations about the phenomenon under study.

SAMPLE OF THE STUDY

The sample of the study consisted of (233) electronic consumers (Patients seeking treatment in Jordan). The sample members were chosen intentionally. Their comments and ratings were monitored on the Jordanian medical websites, and the research sample was restricted according to the nationality variable to (Jordanian, Arab, foreign). The following table shows the sample distribution.

Table (1) Distribution of the sample

Variable of the Study	Percentage	Number of electron consumers (patients)
Distribution in terms of Nationality		
Jordanian	58.80%	137
Arabic (Arab countries)	35.62%	83

Variable of the Study	Percentage	Number of electron consumers (patients)
Foreign (different countries)	5.58%	13
Total	% 100	233

INSTRUMENT OF THE STUDY

To achieve the objectives of the field study, the researcher followed one of the common methods

Table (2) Pearson correlation coefficient and its significance value

The scale	correlation coefficient	significance value
The role of electronic ratings and comments in building consumer attitudes and trends in the medical sector in Jordan.	0.89**	0.000

It is evident from Table (2) that the correlation coefficient is high, and it is statistically significant at a level of significance (0.01), and this indicates that the questionnaire is valid in terms of internal consistency.

Reliability of the Questionnaire

To verify the reliability of the questionnaire, the researcher followed Cronbach's Alpha method, and the following table shows the reliability coefficient of the questionnaire.

Table (3) Cronbach's Alpha

The scale	Cronbach's Alpha
The role of electronic ratings and comments in building consumer attitudes and trends in	0.87

Table (4) means, standard deviations, and ranks of the responses of electronic consumers (patients)

N	Item	Mean	Standard Deviation	Rank	Degree of the role
7	Electronic comments and ratings are important to the electronic consumer in influencing his decision-making process and determining his treatment destination.	4.36	0.938	1	High
11	Online reviews and rankings make it easy to access specific research results for a treatment.	4.32	1.000	2	High
3	Electronic reviews and ratings contribute to the emotional and behavioral component of the electronic consumers (patients)	4.30	1.050	3	High
14	Electronic consumer trends and attitudes are a combination of therapeutic concepts, beliefs, and behavior.	4.27	1.129	4	High

of data collection, which is the questionnaire, as it is a tool to collect data related to the topic of the role of electronic ratings and comments in building consumer attitudes and trends in the medical sector in Jordan.

Validity of the Questionnaire

To ensure the validity of the internal consistency of the questionnaire, the correlation coefficient was calculated, and Table (2) shows the procedures for calculating the validity of the internal consistency.

the medical sector in Jordan.

Total Reliability 0.94

It is evident from Table (3) that the total reliability coefficient reached (0.94), which is a high reliability coefficient, and this indicates that the questionnaire has a high degree of reliability and can be relied upon in the field application of the study.

RESULTS AND DISCUSSION

The main Question of the Study: What is the role of electronic ratings and comments in building consumer trends and attitudes in the medical sector in Jordan?

To answer this question, the arithmetic means and standard deviations of the responses of electronic consumers, who are patients seeking a treatment destination, were calculated in descending order, and the following table illustrates this.

N	Item	Mean	Standard Deviation	Rank	Degree of the role
5	Electronic reviews and ratings influence the construction of electronic consumer attitudes and trends.	4.25	0.976	5	High
6	Electronic reviews and ratings influence the behavior, decision, and reliability of electronic consumers.	4.24	1.064	6	High
1	Online comments and ratings contribute to enriching the debate on medical websites in Jordan.	4.22	1.058	7	High
4	Electronic consumer (patient) reviews and ratings are credible and reliable	4.18	1.004	8	High
9	Online reviews and rankings are based on social interaction across networks.	4.05	1.163	9	High
10	Electronic reviews and ratings contribute to generating common ideas based on diverse discussions and ideas from electronic consumers.	4.03	1.085	10	High
16	Electronic reviews and ratings are a feature of the everyday use model.	3.95	1.623	11	High
12	Online reviews and ratings are a factor in choosing the destination of treatment in Jordanian medical sites.	3.92	1.044	12	High
13	Electronic reviews and ratings are characterized by freedom of expression and do not impose restrictions on the electronic consumer.	3.89	1.131	13	High
8	Electronic reviews and ratings play a role in changing consumer online perceptions and behavior towards the treatment interface.	3.83	1.372	14	High
18	Online consumer reviews and ratings are among the most popular interactive features of the Internet.	3.79	1.073	15	High
2	Electronic consumer reviews and ratings provide a degree of reasonableness in the quality of services.	3.74	1.099	16	High
17	The electronic consumer seeks to take advantage of the space available to him by websites, especially medical sites.	3.65	1.022	17	High
15	Online reviews and rankings serve as a platform for free, unmonitored and democratic discourse and open discussions by electronic consumers.	3.63	1.034	High	High
Total Mean		4.03	0.194	-	High

It is clear from Table (4) that the arithmetic mean of the responses of electronic consumers (patients looking for a treatment destination) about the role of electronic comments and ratings in building their attitudes and trends in the medical sector in Jordan reached (4.03), and with a standard deviation of (0.194). It is located in a high degree,

and the arithmetic averages of the scale items ranged between (3.63-4.36), between the lowest and highest means.

This result may be attributed to the fact that the electronic consumer finds an outlet by going and browsing the comments and ratings of other consumers, through which the therapeutic destination that he intends to go to is determined.

The responses of the electronic consumers on the scale also favor a high degree to the fact that the electronic comments and ratings enrich the discussion taking place in the medical websites in Jordan, and this leads to the result of providing advice by others to choose the treatment destination. In addition to determining the behavior, decision, reliability and credibility of the electronic consumer. As it can be seen from the table that all the items came with a high degree, and this indicates that the response of the electronic consumers is affected by the quality of the electronic comments and ratings as it determines their impression and behavior. Also, these comments and ratings give the electronic consumer a kind of freedom of expression and do not impose restrictions on him in commenting, responding and discussing with others.

With reference to the previous table, we notice that the highest mean came to item No. (7) that was stated (Electronic comments and ratings are important to the electronic consumer in influencing his decision-making process and determining his treatment destination.), where the mean value was (4.36); The explanation for this result is that the majority of electronic consumers put their comments in order to reach a treatment destination that satisfies their attitudes and has a high degree of quality and reliability. As it can be seen from the table that the lowest value of the arithmetic mean came to item No. (15), which is (Online reviews and rankings serve as a platform for free, unmonitored and democratic discourse and open discussions by electronic consumers.), and it came with a mean of (3.63); The interpretation of this result is due to the fact that the electronic consumer finds, through the electronic comments and ratings, an effective means in determining his positions towards the services provided by medical websites in Jordan, and accordingly, and through these comments, the decision in taking the treatment direction is determined.

RECOMMENDATIONS

1. The need to work on increasing the volume of information to include everything related to the inquiries of the e-consumer (the patient looking for a treatment destination).

2. The necessity for workers on medical websites in Jordan to update information periodically, to ensure that outdated information is deleted, to add everything new and to serve patients while following up on their comments and ratings and responding to them.
3. The necessity of working to qualify workers on medical websites in Jordan with technical skills that enable them to respond quickly enough.
4. Providing a database containing all the information of interest to the patient (the electronic consumer), especially with regard to medical questions, the procedures followed, and the costs according to the health condition.
5. The necessity of doing more research on the factors of attracting patients, and accurate technical communication between the needs of patients through their comments on medical sites.
6. Working on disseminating research results and recommendations to Jordanian private and public hospitals because of their impact on attracting patients for treatment in Jordan.
7. The necessity to monitor the comments and ratings of electronic consumers on medical websites, taking their suggestions and responding to their comments in a way that serves their orientations and positions.
8. Attempt to resolve complaints received from service recipients; in order for the error not to be repeated, through the interest in chats and electronic conversations by the medical websites administration in Jordan, and that interest is evident by answering patients' inquiries, discussing them and working to solve them.
9. Conducting more studies and research on treatment destinations in Jordan, and focusing on the importance of electronic comments and ratings and their impact on the decision on choosing the treatment destination.

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