

## THE GLOSSARY OF TERMS

**Buying behavior** – the decision and acts people undertake to buy products or services for individual or group use (Sydorenko, 2022).

**Consumers** – according to Nordqvist (2019) „consumers are individuals or entities that buy products. They are the end users“.

**Dispersion** – measurement of „how fast WOM spreads within and across communities“ (Cui, Lui and Guo, 2012)

**Electronic word of mouth (eWOM)** – any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet (Hennig-Thurau *et al.*, 2004).

**Online consumer reviews (OCRs)** – online consumer reviews, a form of electronic word of mouth (e-WOM), can be defined as any positive, neutral, or negative evaluation of a product, a service, a person, or a brand presumably posted by former customers on websites that host consumer reviews (Filieri, Hofacker and Alguezaui, 2018) .

**Review** – voluntary consumer-generated evaluations of businesses, products or services by internet-users who purchased, used, or had experience with the particular product or service (Dixon, 2022).

**Valance** – „the evaluative direction of the review, which can be positive, neutral or negative“ (Purnawirawan *et al.*, 2012)

**Volume** – „number of ratings and reviews that product has.“ (Team, 2022)

**E-commerce** – „buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet.“ (Lutkevich, Chai and Holak, 2022)

**Ratings** – „a measurement of the quality or success of something, or of particular features it has, especially when compared with other things of the same type“. (Cambridge Dictionary, 2023)

**Evaluations** – „the process of delineating, obtaining, and providing useful information for judging decision alternatives“. (Stufflebeam, 1973)

**Online marketplace** – „a type of e-commerce website where product or service information is provided by multiple third parties. Online marketplaces are the primary type of multichannel ecommerce and can be a way to streamline the production process“. (Dee, n.d)

**SEO** – „the process of improving the quality and quantity of website traffic to a website or a web page from search engines. SEO targets unpaid traffic (known as “natural” or “organic” results) rather than direct traffic or paid traffic”. (CS Digital, 2022)

**Annex 1 (Continuation)**

**SEM** – „a method of promotion and advertising to help companies' content rank higher among search engine traffic. Like search engine optimization (SEO), search engine marketing helps companies improve the way content is ranked by search engines”. (Barney and Horwitz, 2022)