

A Study on the Impact of Community on Giving Online Reviews

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ABSTRACT

The objective of this study was to understand the factors that make consumers to give a review about a product/service. A conceptual model was developed and tested empirically with pan India survey. Standardized scales were used to measure the different variables considered under this study. These were adapted to better fit an online context. The sample size included 130 respondents. The data was analyzed using binary logistic regression. This study identified that age, perceived benefits, community and experience significantly impact the intention to give reviews.

INTRODUCTION

- ✓ Online reviews have taken an important factor in decision making process before purchasing a product online.
- ✓ It is interesting to know that 90% of customers trust online recommendations posted by people they know and 70% trust recommendations posted by unknown people.
- ✓ This study tried to understand what factors influence people to read a review but not give one and to find out the role that community plays in the intention to give a review.

LITERATURE REVIEW

Constructs	References
Perceived Benefits	Lingying Zhang; Yongjiang Shi; Qiang Lu; 2014, Swilley, Esther ; 2012
Experience	Mittelstaedt, Robert // Journal of Marketing Research (JMR);1999
Felt Obligation	Christine Elizabeth McAuliffe; 2010
Community	Ansbacher, Heinz L. ;Fiona McWhirter; 2013

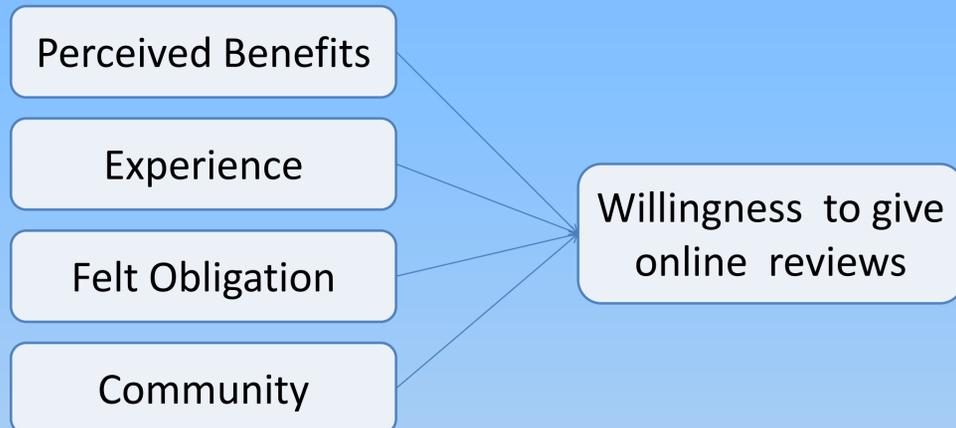
RESEARCH QUESTION

- What makes consumers to give online reviews?
- Does community play a role among consumers to give online review?

DATA DESCRIPTION

	Male	Female	Total
Young	43	31	74
Old	32	25	57
	75	56	131

CONCEPTUAL MODEL



- H1:** Higher the perceived benefits, higher is the willingness to give online reviews.
- H2:** Higher the community feeling, higher is the willingness to give online reviews.
- H3:** Higher the felt obligation, higher is the willingness to give online reviews.
- H4:** Higher the experience in purchasing a particular kind of product, higher is the willingness to give a online reviews.
- H5:** Gender impacts the willingness to give online reviews.
- H6:** Younger consumers are more willing to give a online reviews when compared to older consumers.

REFERENCES

- Racherla, P., & Friske, W. (2012). Perceived 'usefulness' of online consumer reviews: An exploratory investigation across three services categories. *Electronic Commerce Research and Applications*, 11(6), 548-559.
- Senecal, S., & Nantel, J. (2004). The influence of online product recommendations on consumers' online choices. *Journal of retailing*, 80(2), 159-169.

RESULTS

Variables	Co Efficient	P-Value
Perceived Benefits	-2.49	0.013
Community	2.80	0.004
Felt Obligation	-1.02	0.307
Experience	2.03	0.042
Gender	0.38	0.704
Age	-3.06	0.002

DISCUSSIONS

- ✓ Perceived benefits have significant impact on giving online review.
- ✓ Felt obligation did not have a significant impact on the willingness to give a online reviews.
- ✓ Community feeling had a significant impact on giving online reviews.
- ✓ The experience in purchasing a particular kind of product had significant impact on giving online reviews.

LIMITATIONS

A detailed study can be conducted to understand various factors that could have an impact on the community feeling.