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The Reign of Word-of-Mouth (WOM):

The effect of review variance and valence on consumers' purchase intention

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ABSTRACT

Traditional word-of-mouth (WOM) has long been an important driver for consumer behavior, and its digital counterpart eWOM has brought forth many new dimensions of WOM in the form of online reviews. This research assesses the influence of review elements such as variance (defined in this study as reviewer consensus) and valence on purchase intention for experience goods (restaurant visits). Ample literature has investigated the effects addressed in this paper, yet findings are largely ambiguous and unclear. Results of this study reveal statistically significant effects for valence on purchase intention but none for variance. Furthermore, this study finds that there is a statistically significant interaction effect between variance and valence on purchase intention. Though additional research is required to reach more conclusive results, findings of this paper could serve to enhance marketing strategies with regard to online reviews and business performance of restaurants.

Keywords: WOM, eWOM, online reviews, variance, valence, purchase intention, experience goods

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1. INTRODUCTION

Increasing advances in technology and popularity of the Internet over the past decades have allowed consumers to share their feedback on goods and services with others online. Consumers oftentimes find themselves in doubt before making a purchase, and frequently resort to online reviews for enlightenment or turn to their peers for advice. This refers to word-of-mouth (WOM) and one of its many present forms, online consumer reviews. Electronic WOM, or eWOM for short, has been shown to be an important driver in online consumer behavior (Zhu and Zhang, 2006). Social influences such as peers and friends may either recommend a product or advise against it which either leads consumers to do more research on—and potentially purchase—said product or discourages purchase intention. Past studies reveal that consumers are influenced by social interactions with others when making purchase decisions, with online reviews leading to minimized search costs (Brynjolfsson and Smith, 2000; Zhu and Zhang, 2006) and becoming one of the main determinants in shaping consumers' purchasing decisions (Ahmad and Laroche, 2017; Cheung, Sia, and Kuan, 2012; Godes et al., 2005; Zhang et al., 2014). Additionally, consumers often regard their peers' opinions to be more trustworthy than the contents of advertisements designed by businesses (Kardon, 2007), and research has shown that online consumer reviews are important drivers of establishing trust among consumers (Utz et. al, 2012). In fact, Ellison and Fudenberg (1995) even found that, at times, consumers completely rely on information they receive from others instead of taking into consideration their personal preferences. This yet again reinforces the importance of online reviews in marketing strategies, though determining the impact of eWOM requires a closer look at online reviews: What characteristics *exactly* of online reviews affect consumer buying behavior, and in what way? The specific review elements examined in this study are introduced in the sections below alongside the main research question of this paper.

Several key elements of online reviews have been investigated by previous studies, and examples include review valence (e.g., East et al., 2008) and length (Chevalier and Mayzlin, 2006; Pan & Zhang, 2011). Even though there is abundant literature addressing the effects of many different review elements on purchase intention, studies exploring the relationship between *review variance* and purchase intention for the restaurant industry are relatively scarce. Defined as “a natural measure to capture the heterogeneity in consumer opinions” (Sun, 2012, p. 697), review variance refers to the extent to which reviews are dispersed in terms of review ratings.

Studies such as Lee et al. (2009) and Babić Rosario et al. (2016) show that high variance among online consumer reviews influences sales negatively. This is in line with the assumption that consumers tend to avoid products when they perceive said products as a risky investment and are thus in a state of uncertainty. However, prior and current research yields ambiguous and unclear findings as to how variance is associated with product sales growth (e.g., Sun, 2012), requiring additional support and consequently, additional research within this field.

Ergo, this paper aims to assess the extent to which review variance and valence impact purchase intention for restaurant visits. Moreover, additional analysis investigates the effects of an interaction between review variance and review valence, whose findings will be used to address the main research question: *To what extent do review variance and valence impact purchase intention?* This paper is structured as follows. First, an insight into various concepts will be provided to ensure a better understanding of the topic. Second, the methodology, data collection, and research design are presented. Finally, the following sections cover the analyses and will discuss the results, after which limitations, future research and conclusions are addressed.

2. ACADEMIC RELEVANCE

As inter-communication among consumers is increasingly shifting to online platforms, online reviews have become an important factor to take into consideration when making business decisions. Ample literature examines the effects of various review aspects on purchase intention and sales. However, as recognized by Langan et al. (2017), little literature covers the effect of review variance on purchase intention, and if any, many can be classified as inexplicit. These ambiguous findings not only relate to the effects of online review elements on an independent variable, but also the industry or type of good (i.e., effects are different for e.g. search goods compared to experience goods). For instance, looking into the effects of consumer ratings on video game sales, Zhu and Zhang (2010) indicate that when reviewers do not reach a consensus of opinion regarding a product, sales are impacted negatively. Other studies contrarily find that low consensus with regard to product ratings is positively associated with sales (see: Clemons et al., 2006). At yet another end, examining the relationship between review variance and movie sales, Zhang (2006) finds no statistically observable evidence for the underlying relationship. Also, it should be noted that many of the previously mentioned studies have largely covered search goods as opposed to experience goods. Literature on the effects studied in this paper also

seems to be limited with respect to the restaurant industry. As such, this paper intends to provide a more insightful analysis on the matter at hand. This study aims to contribute to existing literature by addressing to what extent review variance and valence impact purchase intention in the context of the restaurant industry, as well as deepening the knowledge and understanding in this arguably restricted field due to the ambiguity of past and current findings. The objective of this thesis is thus to further extend current research in this field to experience goods, specifically restaurant visits, for reasons that will be discussed in later sections.

Principally, the purpose of this paper is to provide hypothetical key findings on the question at hand. Using an empirical approach, this study aims to test if and how review variance and valence influence consumer buying behavior and consequently purchase intention, with the goal of establishing a cause-effect relationship between review variance, valence, and purchase intention. Since positive valence is expected to increase purchase intention, the implication of a statistically significant effect is that positive online reviews should boost business performance. As for variance, it is expected that higher dispersion among review ratings discourages purchase intention. Results supporting this expectation implicate that restaurant managers could face adverse impacts on business performance due to low consensus among reviewers. Extending the reach of the findings of this paper, the aforementioned may prove useful to several disciplines other than the restaurant industry. The dynamics of the interrelationship between the variables found in this study may, therefore, show similar patterns in other disciplines and industries despite the change of context. Marketing managers, psychologists, and IT managers have long been interested in the relationship between online reviews and consumer behavior, and numerous studies led by these fields have given rise to various theories that elucidate said relationship (Mo et al., 2015; Roscoe et al., 2016; Holleschovsky, and Constantinides, 2016). It should be noted that findings may still be limited. Nonetheless, however small their impact may be, results could still be of relevance to this field of study.

3. MANAGERIAL RELEVANCE

Nowadays, most online platforms (online stores such as Amazon.com and eBay.com or review platforms such as Yelp.com) offer consumers the possibility to leave behind a review or rating in the shape of star ratings and/or written reviews. These tools allow consumers to rate product features such as quality and share their experiences. Much the same as traditional word-

of-mouth, and as recognized by several studies (e.g., Chevalier and Mayzlin, 2006; Davis and Khazanchi, 2007; Duan et al., 2008), online reviews can (considerably) impact product sales and consequently, business performance. Effects of review elements such as variance may not be as apparent as, say, valence, though this is not necessarily reflective of the magnitude of said effects. As such, if found significant, results may be valuable to restaurant managers who could take advantage of the different underlying factors of online reviews that affect sales—and factors that may otherwise be neglected—by incorporating the latter into online business and marketing strategies. An example of such a strategy could be designing an online review system built around the influence of online reviews and consequently, eWOM on purchase intention. In addition, these elements of online reviews could otherwise be defined as essential for the consumer decision-making process. This suggests that restaurant businesses should closely monitor online reviews written by their customers in an attempt to unveil eWOM patterns affecting the business performance of their restaurants, and minimize the adverse effects of certain review elements (i.e., high variance, which indicates low consensus among the reviewers). If online review elements are found to have a statistically significant impact on purchase intention, monitoring said reviews could help managers predict actual consumer buying behavior, which, in turn, is correlated to purchase intention (Oliver and Bearden, 1985).

4. THEORETICAL FRAMEWORK – LITERATURE REVIEW

To examine the effects of review variance, valence and their interaction on purchase intention, several concepts will be explored to ensure clear understanding of each concept in the following sections.

4.1 WOM and eWOM

Defined as “oral, person-to-person communication between a receiver and a communicator whom the receiver perceives as noncommercial, regarding a brand, a product or a service” (Arndt, 1967), word-of-mouth (WOM) and its impact have been the topic of many discussions for a long time. One of the oldest forms of advertising, WOM typically involves consumers providing other potential consumers with information and personal opinions on products and services they have formerly used or are currently using. Its online counterpart, electronic word-of-mouth (eWOM), occurs when “the Internet enables customers to share their opinions on, and experiences with, goods and services with a multitude of other consumers; that

is, to engage in electronic word-of-mouth (eWOM) communication” (Hennig-Thurau et al., 2004, p. 38). It often involves “consumer-to-consumer communication with no economic incentives” (Bughin et al., 2010, p. 2), denoting a cost-free method to share opinions and experiences with others online. Abundant literature has covered the growing importance of eWOM (see: Goldenberg et al., 2011; Zhu and Zhang, 2006). This growing relevance has been boosted by technological advancements and the Internet era, allowing consumers to express and share their opinions and make it thus more easily accessible to other consumers (Dellarocas, 2003; Ye et al., 2009). Both WOM and eWOM have long been regarded by many as a trustworthy source of information (Kardon, 2007), with the objective of curtailing uncertainty prior to making a purchase. Consumers consider reviews trustworthy when they regard the judgments in the review to be honest, and the latter has been found to affect purchase intention (Cheng and Zhou, 2010). Opinions containing such judgments expressed through online reviews could, therefore, considerably affect consumers’ buying behavior.

eWOM distinguishes itself from traditional WOM in that it is mainly expressed through writing, and as the name suggests, it takes place on the Internet. This allows a faster exchange of information, and eWOM typically involves an anonymous audience (Litvin et al., 2008). Furthermore, due to the accessible nature of eWOM, consumers are able to reach—and have a more effective impact on—a larger audience as opposed to traditional WOM (Smith et al., 2007).

4.2 Search Goods versus Experience Goods

Before establishing the effects of the review elements examined in this study, it is imperative to distinguish between types of goods. For instance, products and services can be classified into two categories, search goods and experience goods, and said goods differ from one another in many ways. Search goods are usually easy to evaluate before purchasing the product, such as electronics and games. Experience goods, however, are difficult to evaluate prior to having experienced the product or service (e.g., travel tours, restaurant visits). The difference in their nature suggests that online reviews could influence them in different ways. Research revealed that experience goods are more sensitive for online reviews as consumers find it hard to assess the quality of experiences prior to the purchase, which makes them more subject to the effects of online reviews (Weathers et al., 2007; Park and Lee, 2009; Cheung and Thadani 2012). As a result, consumers are more likely to rely on recommendations from others before purchasing an experience good (Yang and Mai, 2010).

This study emphasizes the effects of online reviews on an experience good: restaurant visits. Other motives for choosing this product include the nature of the product, as many consumers can relate to the product or have at least experienced it before. Restaurant visits are commonly used experience products, which also makes it worthwhile to address the gap in literature with respect to the influence of online reviews on restaurant visits. In turn, using this product will help increase familiarity of the research subjects with the product and yield more realistic results.

4.3 Review Variance

Review variance refers to the dispersion of reviews in terms of ratings, measuring the extent to which there is a consensus among a group of consumers on a given product. High variance indicates more mixed reviews in terms of valence and low consensus in opinion, whereas low variance indicates a collective agreement among consumers. While many consumers consider eWOM a trustworthy source of information, and though infrequent in reality, online reviews might potentially lead to an increased state of quandary. This

is because a high degree of dispersion of reviews in terms of positive and negative ratings could cause a consumer to be even more conflicted. Nowadays, many e-commerce platforms provide consumers with a brief overview of the average review and rating scores. Several studies have investigated the impact of review variance on purchase intention and consumer behavior, though, as mentioned earlier, results remain inconclusive and ambiguous. In addition, literature examining these effects on specifically restaurant visits is restricted. On the one hand, a large group of studies found statistically observable evidence that review dispersion does in fact have explanatory power. Early research suggests that a high rate of dispersion (i.e., a lack of consensus in opinions among consumers) may lead to increased uncertainty in the decision-making process (Meyer, 1981; Hogarth, 1989; West and Broniarczyk, 1998). More recent findings supporting the significant impact of variance include Godes and Mayzlin (2004), who studied the effect of online conversations as a form of WOM on online TV shows. In addition, Lee et al. (2009) reveal that extremely negative reviews have a greater impact on consumer attitude toward a brand or product than less negative and extremely positive reviews, which reinforces the influential



Figure 1 Example of how reviewer dispersion is displayed on a website.
Source: Amazon.com

relevance of extremity (Lee et al., 2009) and consequently, review variance. Increased variance may therefore decrease helpfulness, which, in turn, leads to the expectation that it ultimately lowers purchase intention. Finally, Langan et al. (2017) find that higher review variance decreases purchase intention, suggesting that consumers in dilemma may halt the purchasing process altogether if reviews are too dispersed.

As stated before, existing findings are ambiguous, and depending on several other review elements, low-consensus product reviews could either boost or worsen the way products are evaluated (see: Park and Park, 2013) and potentially, sales. Craft beer sales were revealed to be negatively affected by reviewer consensus (Clemons et al., 2006), implying that the less reviewers agree with one another on the evaluation of a product, the higher the sales. Some effects may also become apparent in unexpected ways. For example, Sun (2012) shows that, though products with high average ratings and low consensus negatively impact sales, products with low average ratings and low consensus in fact increase sales.

Though this study does not introduce any new models, it may be of the utmost importance to highlight the dynamics behind online reviews and in particular, review variance. Many studies (e.g., Chatterjee, 2001; Dellarocas et al., 2004) have used average product ratings to estimate their effect on purchase intention and product sales. These models

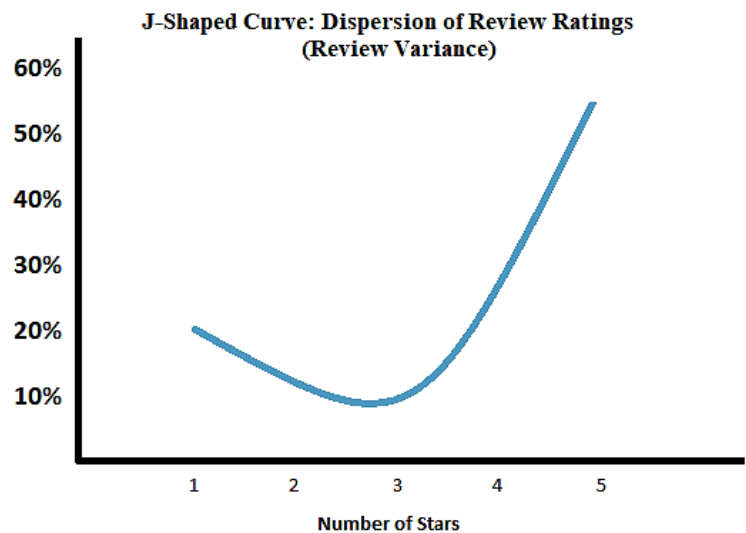


Figure 2 Example of a J-shaped curve.

typically assume a “unimodal distribution” or “symmetric bimodal distribution” (Hu et al., 2009) of ratings, with the former also commonly known as the bell curve denoting a normal distribution. However, review platforms typically exhibit an “asymmetric bimodal distribution,” or a *J-shaped curve/distribution* for the sake of simplicity. Hu et al. (2006) highlight said distribution curve, which indicates the high number of extreme reviews based on a five-star rating. Using the J-shaped curve as an example, Hu et al. (2006; 2007; 2009) introduce a so-called *brag-and-moan*

model. According to them, consumers tend to only leave comments when they are extremely satisfied (*brag*; five-star rating) or when they are dissatisfied with their purchase (*moan*; one-star rating) which explains the shape of the curve. Hyrynsalmi et al. (2015) also suggest the latter, as their findings contain several indications that users might only leave extremely negative reviews.

Furthermore, Hu et al. (2007) find that consumers with contrasted ratings (i.e., either positive or negative) are more likely to leave a review, as opposed to consumers who have average or moderate experiences with the product, and may thus not be bothered to write a review at all (Hu et al., 2007; 2009). This is also referred to as “underreporting bias” (Hu et al., 2007).

Taking the aforementioned into account, it is safe to say that more research is required to attain a better understanding of the effect of review variance on consumer behavior. The assumption addressed in this study, however, relies on the theory that high variance negatively influences purchase intention. One major finding is that literature concerned with the effects of review variance and valence on restaurant visits is limited. Therefore, this study aims to relate the theories and findings in the previously mentioned studies to restaurant visit to address the gap in literature. Ergo, the first hypothesis is the following:

H₁: Review variance has a negative impact on purchase intention, such that higher variance/lower consensus leads to decreased purchase intention.

In order to avoid any confusion, it should be noted that review variance will be renamed and included in the model as “reviewer consensus.” As such, a high level of variance corresponds to a low level of consensus among reviewers. Conversely, lower levels of review variance correspond to high levels of consensus.

4.4 Review Valence

In essence, valence determines whether a review is positive or negative (Liu, 2006). Positive valence can be defined as reviews in which consumers recommend a product or service sharing positive judgments, whereas those in which consumers dissuade other consumers from purchasing a product or service can be considered negative valence. As mentioned in previous sections, the effect of review valence on purchase intention has been addressed by numerous studies. For instance, valence among other elements has been identified as an important factor of

online reviews acknowledging its explanatory power in predicting future sales (Dellarocas, 2007) and consumer behavior (Cheung and Thadani, 2012). Sparks and Browning (2011) find that online reviews with a positive valence increase purchase intention as opposed to reviews with a negative valence, and Sorensen Rasmussen (2004) confirm in their study that positive information activates a positive consumer attitude and subsequently, increased purchase intention. It may also be important to assess the relative effects of valence at either level (i.e., the magnitude of the impact of reviews with a positive valence on consumer behavior or purchase intention may be greater or smaller than that of negative impact). Yang and Mai (2010), for instance, find that negative reviews—and thus negative (e)WOM—have a larger significant impact on consumers than positive reviews. Having identified review valence and its potential impact on consumer behavior (and consequently, purchase intention), it follows that it should not be ignored as a factor when assessing the effects of online reviews. Based on the literature findings, the second assumption states that positive reviews increase purchase intention. Ergo, the second hypothesis predicts the following:

H₂: Review valence has a positive impact on purchase intention.

4.5 Interaction Effect: Variance and Valence

As valence has an effect of its own on purchase intention, its effects may also become evident in how it influences the relationship between a different review characteristic and purchase intention. I.e., when review variance alters purchase intention positively or negatively, review valence could boost this change in consumer attitude by either dissuading them from purchasing a product or encouraging them further to purchase the product. In fact, Langan et al. (2017) find that when high variance lowers purchase intention, these effects are intensified for products associated with a negative valence. Moreover, negative reviews are negatively associated with the trustworthiness of the original advertising (Huang and Chen, 2006), suggesting that negative valence could amplify the negative effect of a review with a high variance. Given that both lower variance and positive valence are associated with an increased purchase intention (and vice versa), the third hypothesis predicts the following:

H₃: Review valence moderates the relationship between review variance and purchase intention.

Furthermore, review platforms typically provide consumers with a brief overview of the dispersion of ratings before consumers glance over the actual written reviews. This means that on

these platforms, consumers are first exposed to a figure which shows review rating dispersion, before they read detailed written reviews. As briefly mentioned before, Sun (2012) finds that products with low average ratings and high variance actually increase sales. It follows, then, that when review valence is negative, lower variance means increased unanimity in the reviewers' negative opinion of the product. Conversely, if consumers observe high variance over a generally negatively-evaluated product, this lower consensus tells the consumer that there are still a few individuals who are in favor of the product. In the case of positive reviews, a higher variance indicates disagreement in terms of the extent to which reviewers are in favor of the product. In turn, low variance conveys overall unanimity regarding the positive merits of the products. As such, the moderating effect described in the third hypothesis could also be caused by review variance on review valence, and consumers may be influenced by being exposed to review rating dispersion first. Therefore, the fourth hypothesis predicts the following:

H4: Review variance moderates the relationship between review valence and purchase intention.

The table below provides a brief overview of existing literature findings regarding the review elements examined in this study.

Literature Findings		
<i>Review element</i>	<i>Study</i>	<i>Finding</i>
Variance	Meyer (1981); Hogarth (1989)	High dispersion leads to uncertainty in decision-making process
	Godes and Mayzlin (2004)	Dispersion affects TV show ratings
	Clemons (2006)	Review variance positively impacts craft beer sales
	Zhang (2006)	No statistically observable evidence for impact of variance on movie sales
	Langan et al. (2007)	High variance lowers purchase intention
	Lee et al. (2009)	Review extremity impacts consumer attitude
	Sun (2012)	High-variance products with high average ratings boost sales, high-variance products with low average ratings decrease sales
	Park and Park (2013)	High-variance reviews could improve or worsen product evaluations contingent on other review elements
Valence	Huang and Chen (2006)	Negative reviews negatively associated with trustworthiness

6. METHODOLOGY – DATA COLLECTION

6.1 Research Design

In order to assess the extent to which online reviews impact purchase intention, an online experiment was conducted based on the conceptual framework used in this study. Using an online survey, respondents were asked to fill out a questionnaire. The survey consisted of four conditions, each representing an interaction (e.g., reviews with positive valence and high consensus/low variance). Participants first study a set of online reviews pertaining to a certain condition, after which they are asked to answer the relating questions. Also, a 2 x 2 between-subject design was used for this study, which includes randomization of all four conditions to ensure prevention of carry-over effects and anchoring bias (Field and Hole, 2003). This will help prevent biased responses as carry-over effects might lead to altered ensuing performance and respondent behavior due to experiences in previous conditions (Field and Hole, 2003).

6.2 Survey Design

The survey was conducted using the Qualtrics platform. The settings were set in such a way that respondents were randomly assigned to one of the four conditions when clicking the survey link. At the beginning of the survey, respondents are informed of the context, purpose, and topic of the questionnaire. Then, respondents are asked if they check online reviews before visiting a restaurant, after which they proceed to the next page. The respondents will first examine the distribution of consumer reviews and then study five online reviews corresponding to their respective condition. This is followed by a set of questions relating to the online reviews and conditions, after which respondents are finally required to specify their age, gender and highest level of education completed. Furthermore, to ensure that the conditions were manipulated well, 20 individuals of different educational backgrounds were each presented with only one of the conditions before setting up the survey. The set-up of this qualitative-quantitative informal pre-test check helps to ensure the prevention of experimental fatigue effects and consequently skewed results (Field and Hole, 2003) by having respondents participate in one condition only. They were then asked to assess the condition presented to them and evaluate them in terms of valence (e.g. *Would you classify this review as positive or negative? Do the reviewers of this restaurant seem to be in favor of the restaurant or dismissive?*) and variance (e.g. *Is there a high consensus among the reviewers? Do you distinguish low consensus among the reviewers?*). The conditions used in this survey were then based on the results and answers to the

aforementioned questions. Results within this desired sample group indicate that there was a general consensus of what a positive/negative review meant, as well as if there was high or low variance among the reviews.

The design of the online reviews is based on the crowd-source review platform *Yelp*, famous for its consumer-generated restaurant reviews. The main motive behind choosing this platform design is to relate the manipulated reviews used in this study as closely as possible to real online reviews found on *Yelp* in order to increase respondents' familiarity with the service. The name of the restaurants used in the reviews, however, is not specified to prevent any prior attitude or opinion toward a restaurant. Reviews were taken from the *Yelp* website in the form of a screenshot and modified in such a way that the identity of both the reviewer and the restaurant remains unknown. Appendix A includes an example of the content used in the survey.

6.3 Data Collection

In total, 199 complete responses were collected from the 248 participants that filled out the questionnaire (49 incomplete responses were discarded). The sample consists of 101 males (50.8%) and 98 females (49.2%), indicating a nearly equal distribution in terms of gender. The total age range of the sample is 17-52, though the most frequent age range is 20-25 (79.8%). As for the highest level of education completed, 57.8% of the sample has obtained either a university bachelor's degree (36.2%) or a university master's degree (21.6%). The table below shows the distribution of respondents for each condition.

Condition	Variance	Valence	Number of respondents
1	High Variance	Positive	51
2	Low Variance	Positive	48
3	High Variance	Negative	53
4	Low Variance	Negative	47

Table 3

7. METHODOLOGY – EMPIRICAL FRAMEWORK

This section presents the model used for this study and discusses how the main variables were measured and constructed. First, the table below briefly highlights the variables used in this model.

Variable Name	Variable Type	Unit of Measurement
Purchase Intention	DV	7-point Likert scale
Reviewer Consensus	IV	High Consensus (Low Variance);

Review Valence	IV, MOD	Low Consensus (High Variance) Positive; Negative
Control Variables	IV (CONTROL)	(e.g., Age, Education, Gender, Use of Reviews)

Table 4

This study aims to investigate the extent to which the variables highlighted above are related to one another. Therefore, the full model through which purchase intention (i.e., intention to visit a restaurant) is measured is represented by the following equation (1):

$$\begin{aligned}
 \text{Purchase intention}_i = & \alpha_0 + \beta_1 \text{ReviewerConsensus}_i + \beta_2 \text{ReviewValence}_i + & (1) \\
 & \beta_3 \text{ReviewerConsensus} * \text{ReviewValence}_i + \beta_4 \text{Age}_i + \beta_5 \text{Gender}_i + \beta_6 \text{Education}_i + \\
 & \beta_7 \text{ReviewCheck}_i + \varepsilon_i
 \end{aligned}$$

7.1 Pre-Analysis Tests

7.1.1 Scale Items and Operationalization

The three scale measures for *reviewer consensus* (variance) and *valence* adopted in this study are based on the study by Langan et al. (2007). The manipulation of variance was measured on a 7-point Likert scale (1 = strongly disagree and 7 = strongly agree) and participants were asked to indicate the extent of their agreement with the following three statements:

Review Variance/Reviewer Consensus

“All reviewers rated the restaurant visits similarly”

“I believe all the reviews indicate a consensus about the quality of the restaurant visit”

“I believe all the reviews indicate unanimity of opinion about the quality of the restaurant visit”

As for *valence*, manipulation was measured on a 7-point Likert scale (1 = very negative and 7 = very positive; 1 = very unfavorable and 7 = very favorable) and participants were asked to indicate the extent of their agreement with the following statement:

Review Valence

“The reviewers’ rating of the restaurant visit were”

Finally, purchase intention was also measured on a 7-point Likert scale (1 = strongly disagree and 7 = strongly agree) scale and respondents were asked to indicate the extent of their agreement with the following three statements:

Purchase Intention

“I would visit this restaurant rather than any other restaurants available”

“I am willing to recommend others to visit this restaurant”

“I intend to visit this restaurant in the future”

The table below provides a quick overview of the operational definitions of the conceptual variables.

Conceptual Variable	Operational Definition
Purchase Intention	<ul style="list-style-type: none"> ▪ Willingness to choose restaurant over other alternatives ▪ Willingness to recommend restaurant to friends and peers ▪ Willingness to visit restaurant in the near future
Reviewer Consensus	<ul style="list-style-type: none"> ▪ Extent to which reviewers rate restaurants similarly ▪ Extent to which reviewers reach consensus about quality of restaurant visit ▪ Extent of unanimity of opinion about the quality of the restaurant visit
Review Valence	<ul style="list-style-type: none"> ▪ Extent to which reviewers’ ratings were positive (or negative) ▪ Extent to which reviewers’ ratings were favorable (or unfavorable)

Table 5 Operational definitions of the Conceptual Variables.

7.1.2 Construct Validity (Reliability and Factor Analysis)

To ensure the validity of the above-stated scale measures, a reliability and factor analysis were performed to check the internal consistency of the scale items (Appendix B). First, a reliability test using Cronbach’s alpha (Appendix B2) was conducted. Cronbach’s alpha for all three factors were over 0.90, far exceeding the acceptable 0.70 minimum.

As for factor analysis (Appendix C), the communalities output table reveals that there is (relatively) high correlation among the scale items of each construct. According to Fornell and Larcker (1981), the percentage of (average) variance extracted (AVE) of a valid construct should be greater than 0.5. The table below shows that each construct shows an AVE of over 0.8, and the constructs thus meet the requirement for validity.

Factor	No. of Scale Items	Cronbach’s Alpha	% of Variance Extracted (AVE)
Purchase Intention	3	0.947	0.904
Reviewer Consensus	3	0.909	0.849
Review Valence	2	0.952	0.914

Table 6 Reliability analysis results.

7.1.3 Manipulation Check (Independent Samples t-Tests)

To assess whether the conditions were manipulated well, two manipulation checks (i.e., independent samples t-test) were performed on reviewer consensus and review valence (Appendix D).

Reviewer consensus. An independent-samples t-test was conducted to compare purchase intention in low-consensus (high-variance) and high-consensus (low-variance) conditions. The analysis reveals that the manipulation was successful, as there was a significant difference in the scores for low-consensus ($M=3.24$, $SD=1.37$) and high-consensus ($M=3.93$, $SD=2.19$) conditions; $t(197)=-2.59$, $p = 0.010$.

Valence. An independent-samples t-test was conducted to compare purchase intention in positive and negative conditions. The analysis reveals that the manipulation was successful, as there was a significant difference in the scores for positive ($M=5.15$, $SD=1.25$) and negative ($M=2.18$, $SD=1.13$) conditions; $t(197)=17.58$, $p = 0.000$.

7.1.4 Dichotomization

Lastly, after performing a factor analysis and establishing the variables for reviewer consensus and valence, the median split of both variables was taken to recode the variables and transform them into categorical variables (i.e., reviewer consensus and valence are dichotomized). Although several studies advise against the use of dichotomization due to potential loss of explanatory power (Altman and Royston, 2006; Royston et al., 2006), research also acknowledges the merits of dichotomization as it helps to provide the audience with understandable results (DeCoster, 2009). Also, dichotomization has been shown to yield similar if not equally reliable results as the use of continuous variables under certain conditions (DeCoster, 2009). As such, the splitting of review valence and reviewer consensus in this study is intended to provide a better classification of high/low consensus (low/high variance) and positive/negative valence. First, an analysis is run to compare the frequencies and median for both variables. For reviewer consensus, values 1-5 on the 7-point Likert scale were treated as “low consensus (high variance)” and values 5-7 for “high consensus (low variance),” while for valence, values 1-4 on the 7-point Likert scale were treated as “negative” and values 5-7 as “positive.”

8. RESULTS

The following section provides an overview of the regression results, which includes the hypothesis testing. As only the most important results are reported in this section, additional output results can be found in the appendix (Appendix E).

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Purchase Intention	199	1.00	7.00	3.6315	1.90557
Reviewer Consensus	199	1.00	2.00	1.5678	.49663
Valence	199	1.00	2.00	1.5126	.50110
Age	199	11	52	23.63	4.338
Gender	199	1	2	1.49	.501
Education	199	1	5	3.47	1.270
Review Check	199	.00	1.00	.8643	.34331

Table 7 Variables used in the regression analysis.

8.1 Direct Effects: Reviewer Consensus and Valence

H₁: Review variance has a negative impact on purchase intention, such that higher variance/lower consensus leads to decreased purchase intention.

A two-way ANOVA test was calculated to predict purchase intention based on reviewer consensus and review valence. The Levene's test of equality of error variances yields no significant results, $F(3,195) = 0.74$ and $p > 0.05$, which indicates that the assumption of homogeneity of variance is not violated. The ANOVA test reveals that reviewer consensus has no significant impact on purchase intention; $F(1,195) = 3.84$, $p > 0.05$, and referring to the pairwise (multiple) comparison table, there is no significant mean difference for purchase intention at either level of low consensus/high variance ($M = 3.41$, $SD = 0.12$) and high consensus/low variance ($M = 3.71$, $SD = 0.10$). Therefore, review variance does not statistically significantly impact purchase intention, and H_1 rejected.

H₂: Review valence has a positive impact on purchase intention.

A two-way ANOVA test was calculated to predict purchase intention based on reviewer consensus and review valence. The regression analysis reveals that valence has a significant impact on purchase intention $F(1,195) = 325.09$; $p < 0.05$, indicating a significant difference for purchase intention at either level of positive ($M = 4.94$, $SD = 0.11$) and negative reviews ($M = 2.18$, $SD = 0.11$). The latter is also confirmed using the pairwise (multiple) comparison table.

Therefore, review valence has a statistically significant impact on purchase intention, and H₂ is not rejected.

Test of Between-Subjects Effects: Direct Effects			
<i>Dependent Variable</i>	<i>df</i>	<i>F</i>	<i>Significance</i>
Reviewer Consensus	1	4.272	0.052
Valence	1	362.077	0.000
<i>R Squared = 0.698. Adjusted R Squared = 0.693.</i>			

Table 8 Regression results of Reviewer Consensus and Review Valence on Purchase Intention.

8.2 Direct Effects and Interaction Effects: Reviewer Consensus * Valence

H₃: Review valence moderates the relationship between review variance and purchase intention.

H₄: Review variance moderates the relationship between review valence and purchase intention.

The third and fourth hypotheses predict that there is an interaction effect between variance and valence on purchase intention. A two-way ANOVA test with an interaction term was conducted to test the simple main effects of reviewer consensus and review valence. As can be seen in Appendix E, the Levene's test for equality reveals that there is homogeneity of variances ($F(3,195) = 0.74, p > 0.05$) and therefore, there is no violation of the homogeneity of variances assumption. We observe a statistically significant interaction effect, $F(1,195) = 54.28, p < 0.05$. In addition, the difference in the means for purchase intention for high-consensus (low-variance) and low-consensus (high-variance) reviews at either level of valence was statistically different (positive valence: $F(1,195) = 40.58, p < 0.05$ and negative valence: $F(1,195) = 15.76, p < 0.05$). Similarly, the difference between positive and negative valence is also statistically different at either level of reviewer consensus (low consensus/high variance: $F(1,195) = 49.39, p < 0.05$ and high consensus/low variance: $F(1,195) = 379.92, p < 0.05$). Therefore, H₃ and H₄ are not rejected.

Test of Between-Subjects Effects: Direct and Interaction Effects			
<i>Dependent Variable</i>	<i>df</i>	<i>F</i>	<i>Significance</i>
Reviewer Consensus	1	4.272	0.052
Valence	1	362.077	0.000
Reviewer Consensus * Valence	1	60.452	0.000
<i>R Squared = 0.698. Adjusted R Squared = 0.693.</i>			

Table 9 IBM SPSS Regression Results of Reviewer Consensus* Valence (Interaction Term) on Purchase Intention.

8.2.1 Simple Main Effects

A simple main effect analysis is performed to assess the simple main effects of reviewer consensus and valence, applying the Bonferroni adjustment (Appendix F). This includes a two-fold analysis: first we look at reviewer consensus at each level of review valence, after which we look at review valence at each level of reviewer consensus. The analysis reveals that there is a statistically significant mean difference in both levels of reviewer consensus when valence is positive $F(1, 195) = 40.58, p < 0.05$ and negative $F(1,195) = 15.58, p < 0.05$. Similarly, the difference between the means of positive and negative valence is also statistically significant when there is low consensus/high variance $F(1,195) = 49.39, p < 0.05$ and high consensus/low variance $F(1,195) = 379.92$.

8.3 Full Model – Inclusion of Control Variables

The previous two models did not take the control variables into account. The conceptual framework predicts that demographics such as age, gender and education as well as attitude toward online reviews (i.e., whether the respondents check online reviews before making a restaurant visit) affect purchase intention concurrently with the independent variables. Therefore, in order to provide a more accurate analysis of the effect of purchase intention, these control variables are included in the full model. Below is a brief overview of the descriptive statistics of these variables.

Descriptive Statistics						
	<i>N</i>	<i>Minimum</i>	<i>Maximum</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Measure</i>
Age	199	17	52	23.63	4.338	Continuous
Gender	199	1	2	1.49	.501	1 = Male; 2 = Female
Education	199	1	5	3.47	1.270	1 = High school; 2 = MBO degree; 3 = HBO degree; 4 = University bachelor's degree; 5 = University master's degree
Review Check	199	.00	1.00	.8643	.34331	0 = No; 1 = Yes

Table 10

An ANCOVA test is conducted to assess whether the control variables influence the dependent variable by including them as covariates (Appendix G). This full-model regression analysis is based on Equation 1 shown in section 7. All control variables, with the exception of age, are categorical. A Levene’s test of equality of error variance yields an insignificant result ($F(3,195) = 0.323$ and $p > 0.05$; Appendix G), indicating that there is no violation of the homogeneity of variances assumption. The ANCOVA reveals that there are no significant effects on purchase intention. As before, reviewer consensus (variance) remains insignificant (with a slight increase in insignificance; $p = 0.095$ compared to $p = 0.052$ in the previous section). The test did yield significant results for valence, $F(1, 191) = 334.64$, $p < 0.05$, and the interaction term between reviewer consensus (variance) and valence, $F(1,191) = 57.69$, $p < 0.05$. The output table below shows the regression results.

Test of Between-Subjects Effects: Full Model			
<i>Dependent Variable</i>	<i>df</i>	<i>F</i>	<i>Significance</i>
Age	1	1.747	0.208
Gender	1	1.635	0.223
Education	1	1.690	0.216
Review Check	1	2.824	0.110
Reviewer Consensus	1	4.272	0.095
Valence	1	362.077	0.000
Reviewer Consensus *	1	60.452	0.000
Valence			

R Squared = 0.709. Adjusted R Squared = 0.699.

Table 11 IBM SPSS Regression Results of the Full Model.

9. DISCUSSION AND IMPLICATIONS

This section addresses the research question and discusses the results of the analyses, findings and implications. The discussion is followed by the limitations of this study as well as suggestions for future research. The main objective of this paper was to examine the effect of review variance, review valence and their interaction on purchase intention. As stated in previous sections, literature findings regarding the effects of variance and valence on consumer behavior are equivocal and yield divided conclusions.

This study presents the effects of two review elements at two levels each. The results reveal no significant effects of review variance on purchase intention. This is in line with a few previous studies (e.g., Zhang, 2006) but contradicts many others as shown in earlier sections. However, the ambiguity regarding the statistically insignificant effect of variance on purchase intention is also an indication that no finding can be considered conclusive. Therefore, despite the findings of this study, it may still be important to recognize the effects of showing review rating dispersion on review websites.

Review valence, on the other hand, was found to significantly impact purchase intention and the findings were in line with the hypothesis, which predicts a positive relationship with purchase intention. Respondents were more likely to visit a restaurant after reading a positive review compared to a negative review. Conversely, respondents' purchase intention decreased when faced with a negative review. The analysis thus confirms that it is highly important to have positive reviews in order to ensure higher sales in terms of restaurant visits. To achieve this, restaurant managers and consequently businesses should closely monitor and study consumer reviews and ratings and recognize patterns which they can transform into tools used to meet the customers' expectations. The latter leads to increased satisfaction which, in turn, leads to more positive reviews. Similarly, negative reviews could be addressed by providing the consumers who wrote them with a form of (monetary) compensation, incentivizing them to leave positive reviews in the future and consequently enhancing the restaurant's business performance.

Another finding is that valence moderates the relationship between variance and purchase intention (and vice versa) as the analysis shows a statistically significant interaction effect between review variance and valence on purchase intention. In terms of impact magnitude, reviews with a positive valence and high consensus (low variance) had the strongest positive effect on purchase intention, followed by reviews with positive valence and low consensus (high variance). Interestingly, negative reviews with high consensus/low variance had a more negative impact on purchase intention than negative reviews with low consensus/high variance. The latter finding seems to be in line with the findings of Sun (2012), who found that products with low average ratings and high variance increased sales, as opposed to products with high average ratings and high variance that had a negative impact on sales. To provide a graphical illustration of the aforementioned, reviewer consensus (review variance) and review valence are plotted

against each other in the graph below (Figure 4). When looking at the graph on the right, we distinguish a so-called *disordinal interaction*. According to Widaman et al. (2012), disordinal interaction occurs when the “interaction contains a crossover of predicted values within the observed range of values on X” (Widaman et al., 2012). Put simply, disordinal interaction occurs when the group means of two factors cross within the observed range, and in the case of this study, the graph illustrates the disordinal interaction between review valence and reviewer consensus on purchase intention. As explained by Sun (2012), a negative valence and high variance could signal to some consumers that the product or service (in this case, a restaurant) is only right for the right consumer, which in turn leads to increased demand. Though this phenomenon normally holds for niche products, it might still apply to restaurant visits as not every individual has the same preference in terms of, say, service or favorite dishes. The higher variance simply indicates that there are still a few individuals who share a positive opinion on the restaurant, which makes the restaurant look better relative to when there is unanimity in the negative opinion about the restaurant.

Furthermore, the inclusion of control variables had no significant impact on purchase intention. This could suggest that the examined control variables may not necessarily play a role in the process of visiting a restaurant as it is a common practice regardless of age, gender, education and review attitude. Nonetheless, other external factors not addressed in this study may have been overlooked.

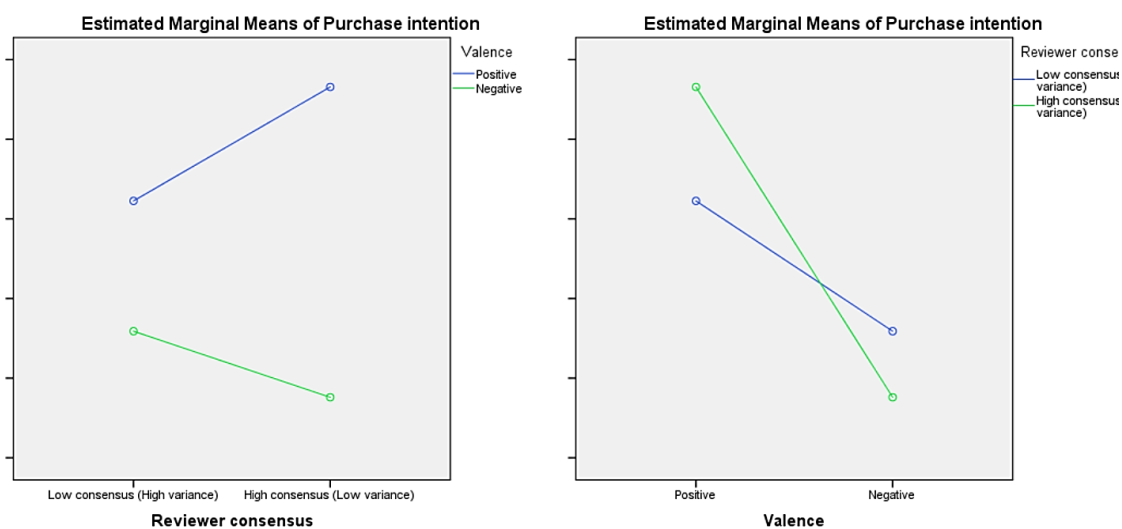


Figure 4

Finally, the table below (based on Table 1) provides a brief comparison between the literature findings discussed in previous sections and findings by this study. Please note that “similar” here means that effects are not necessarily identical but show similar patterns. For instance, Huang and Chen (2006) find that negative reviews decrease trustworthiness, with the latter being correlated to purchase intention. This study finds that negative reviews decrease purchase intention, denoting a similar effect. Alternatively, Meyer’s and Hogarth’s findings found that high dispersion increases uncertainty in the decision-making process, with the latter relating to consumer behavior and consequently, purchase intention. However, this effect cannot be confirmed by this paper as no statistically significant results were found for the effect of variance on purchase intention. Nonetheless, many findings—especially those related to valence—were confirmed. Positive reviews were found to significantly increase purchase intention, and a significant interaction effect was confirmed between variance and valence on purchase intention.

Literature Findings			Confirmed by this paper
<i>Review element</i>	<i>Study</i>	<i>Finding</i>	<i>Findings similar to findings in this paper?</i>
Variance	Meyer (1981); Hogarth (1989)	High dispersion leads to uncertainty in decision-making process	No
	Godes and Mayzlin (2004)	Dispersion affects TV show ratings	No
	Clemons (2006)	Review variance positively impacts craft beer sales	Yes
	Zhang (2006)	No statistically observable evidence for impact of variance on movie sales	Yes
	Langan et al. (2007)	High variance lowers purchase intention	No
	Lee et al. (2009)	Review extremity impacts consumer attitude	No
	Sun (2012)	High-variance products with high average ratings boost sales, high-variance products with low average ratings decrease sales	Yes
	Park and Park (2013)	High-variance reviews could improve or worsen product	Yes

		evaluations contingent on other review elements	
Valence	Huang and Chen (2006)	Negative reviews negatively associated with trustworthiness	Yes
	Dellarocas (2007)	Valence significantly impacts future sales	Yes
	Yang and Mai (2010)	Valence affects consumer behavior; negative word-of-mouth has larger significant impact than positive word-of-mouth	Yes
	Sorensen Rasmussen (2004); Sparks and Browning (2011)	Positive valence boosts consumer attitude and purchase intention	Yes
	Khare et. al (2011); Langan et al. (2017)	Statistically significant evidence for interaction effect between variance and valence	Yes

Table 12

10. LIMITATIONS AND FUTURE RESEARCH AVENUES

A few limitations of this study should be acknowledged. The first limitation is concerned with the design of the experiment. Though the survey consisted of four conditions, no control groups were included. The inclusion of a control group provides a better insight into the extent to which a manipulated group differentiates from the unmanipulated groups. Also, as with many experiments, respondents were aware of the simulated experimental setting, suggesting that they might have exhibited different behavior in a real setting. This also implies that purchase intention as examined in this research may not coincide with actual purchase behavior when respondents make a real restaurant visit. Moreover, despite the anonymous nature of the experiment, participants may have provided answers affected by social pressure. Dichotomization of variables may also result in loss of explanatory power (DeCoster, 2009) which could potentially lead to smaller data variation and biased results. Lastly, despite the inclusion of several control variables, this study may have overlooked or failed to capture other external influences on purchase intention. Suggestions for future research will, therefore, be discussed in the following section.

Drawbacks and limitations of this study could open doors for future research. As noted in previous sections, research can be expanded across restaurant businesses and similar industries to

address the gap in literature with respect to the restaurant industry. Also, future research examining the effects addressed in this study should include a control group to ensure a better insight into the extent to which manipulated groups differ. Furthermore, past and current studies have investigated various review elements and their effects on consumer behavior, but factors that may not be self-evident could be investigated to unveil online review patterns that impact consumer behavior. Lastly, additional control variables could be considered for future research. The control variable used for attitude toward online reviews was rather restricted as it only assesses whether consumers take online reviews into consideration when looking for restaurants and may thus have failed to capture other effects of attitude toward restaurants and online reviews.

11. CONCLUSION

The emergence and technological advancements of the Internet have allowed consumers to share their experiences with complete strangers from all over the world. Realizing their relevance and power, online reviews are a tool that can be used by both consumers and businesses alike. The purpose of this paper is to provide a detailed insight into the effects of review variance and valence and their interaction on purchase intention for experience goods: restaurant visits. Existing literature has yielded ambiguous and unclear results which call for more research in this field. This study finds no statistically observable evidence for the impact of review variance on purchase intention (restaurant visits), though additional research is required to obtain more conclusive results. Furthermore, review valence was found to have a statistically significant effect on purchase intention, which suggests that positive reviews are essential for a restaurant's success. Positive reviews result in increased purchase intention for restaurant visits and are thus an important factor in shaping the business performance of a restaurant. In addition, the effect of the interaction between variance and valence on purchase intention was found statistically significant. Positive reviews boost purchase intention when review variance is low compared to when reviews are negative, and variance is high. Interestingly, when reviews are negative, this study reveals that purchase intention is lower in the case of low variance (high consensus), as opposed to when reviews show low consensus (high variance) among reviewers. A possible explanation could be that in the case of negative reviews, high variance could signal to the consumer that some consumers hold a positive attitude toward the product or service and that the restaurant is only right for the right consumer. Nevertheless, future research could extend this

research to address the gaps of this study. All in all, online reviews and their elements have shown to be powerful tools capable of affecting business performance and are thus a force to be reckoned with.

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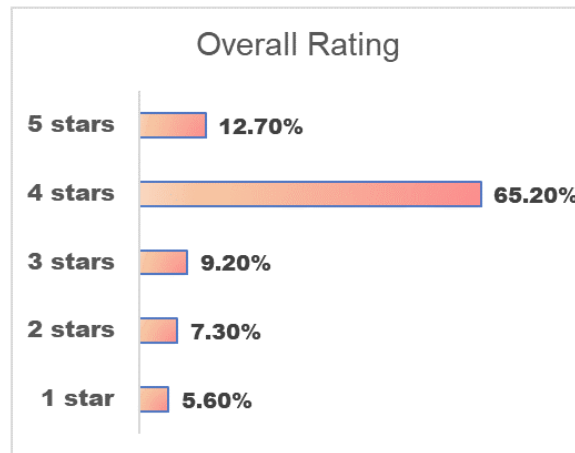
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APPENDIX A – SURVEY CONTENT EXAMPLE

APPENDIX A1: REVIEW RATING DISPERSION

Please take a good look at the statistics of the reviews of this restaurant visit.



APPENDIX A2: ONLINE RESTAURANT REVIEWS IN THE *YELP* FORMAT

★★★★★ 6/10/2018

Great little place in downtown. Our first sand coffee was on the house because we were first timers. I had the beet salad! It was incredible. We will return for more stuff!

★★★★★ 5/25/2017

I'd call this place a hipster joint but dang nabbit do they know how to actually make a baller coffee*.

(*read: beautiful presentation that delivers what us coffee lovers want in their cup of joe. COFFEE!)

★★★★★ 6/5/2018

Love this place! was really impressed with food and coffee and the owner is super friendly and hospitable. My roommate and I were very happy to find this nice little hidden gem downtown.

★★★★★ 5/21/2018

Such a cute little spot ! They have great coffee. The sand brewed coffee is unique and earthy. I also had a later which was creamy and good. They also give u a sample of their meats, so tasty.

★★★★★ 4/28/2018

Wonderful food, fresh produce and meat and freshly baked bread nice coffee and staff.

★☆☆☆☆ 2/18/2018

Forgot to send me food. Waited TWO hours. My daughter's birthday party was postponed due to the unreasonable wait time. When I called back, the service was unbelievably rude. Spoke as if they were bored and didn't want to deal with me.

★☆☆☆☆ 3/3/2018

Terrible service (employees seem unhappy and annoyed), dreadful food (a fishy tasting burger), and a douchy atmosphere, in an uninspiring strip-mall type location with a view of a parking lot. Won't be back.

★☆☆☆☆ 3/12/2015

Don't come here. Garbage and overpriced. Stood here for 20 mins and still no one has helped me. No one told me where to go, where to sit, how to order, nothing. Food isn't worth the hype. Not even open for lunch.

★☆☆☆☆ 1/11/2018

Lol what an overpriced and overrated place. Begged them not to melt cheese on my burger and they refused. Wish I wasn't allergic to cheese but am certainly intolerant of BS! Beer is ok I guess lol h8 this place

★☆☆☆☆ 9/8/2017

Do not eat here if you have food allergies they will not substitute any food for any reason or remove any food that makes you sick.

APPENDIX B – CRONBACH'S ALPHA

APPENDIX B1: CRONBACH'S ALPHA – REVIEWER CONSENSUS (REVIEW VARIANCE)

Case Processing Summary

		N	%
Cases	Valid	199	100.0
	Excluded ^a	0	.0
	Total	199	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.909	.911	3

Item Statistics

	Mean	Std. Deviation	N
All reviewers rated the restaurant visits similarly	4.57	1.942	199
I believe all the reviews indicate a consensus about the quality of the restaurant visit	4.90	1.719	199
I believe all the reviews indicate unanimity of opinion about the quality of the restaurant visit	4.64	1.787	199

Inter-Item Correlation Matrix

	All reviewers rated the restaurant visits similarly	I believe all the reviews indicate a consensus about the quality of the restaurant visit	I believe all the reviews indicate unanimity of opinion about the quality of the restaurant visit
All reviewers rated the restaurant visits similarly	1.000	.765	.728
I believe all the reviews indicate a consensus about the quality of the restaurant visit	.765	1.000	.827
I believe all the reviews indicate unanimity of opinion about the quality of the restaurant visit	.728	.827	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
All reviewers rated the restaurant visits similarly	9.54	11.229	.780	.614	.905
I believe all the reviews indicate a consensus about the quality of the restaurant visit	9.21	12.013	.855	.741	.841
I believe all the reviews indicate unanimity of opinion about the quality of the restaurant visit	9.47	11.836	.824	.706	.863

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.11	25.159	5.016	3

APPENDIX B2: CRONBACH'S ALPHA – REVIEW VALENCE

Case Processing Summary

		N	%
Cases	Valid	199	100.0
	Excluded ^a	0	.0
	Total	199	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.952	.952	2

Item Statistics

	Mean	Std. Deviation	N
The reviewers' rating of the restaurant were (1)	3.85	2.350	199
The reviewers' rating of the restaurant were (2)	3.87	2.261	199

Inter-Item Correlation Matrix

	The reviewers' rating of the restaurant were (1)	The reviewers' rating of the restaurant were (2)
The reviewers' rating of the restaurant were (1)	1.000	.909
The reviewers' rating of the restaurant were (2)	.909	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
The reviewers' rating of the restaurant were (1)	3.87	5.110	.909	.826	.
The reviewers' rating of the restaurant were (2)	3.85	5.523	.909	.826	.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.72	20.292	4.505	2

APPENDIX B3: CRONBACH'S ALPHA – PURCHASE INTENTION

Case Processing Summary

		N	%
Cases	Valid	199	100.0
	Excluded ^a	0	.0
	Total	199	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.947	.947	3

Item Statistics

	Mean	Std. Deviation	N
I would visit this restaurant rather than any other restaurants available	3.59	2.010	199
I am willing to recommend others to visit this restaurant	3.60	1.969	199
I intend to visit this restaurant in the future	3.70	2.034	199

Inter-Item Correlation Matrix

	I would visit this restaurant rather than any other restaurants available	I am willing to recommend others to visit this restaurant	I intend to visit this restaurant in the future
I would visit this restaurant rather than any other restaurants available	1.000	.864	.867
I am willing to recommend others to visit this restaurant	.864	1.000	.835
I intend to visit this restaurant in the future	.867	.835	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I would visit this restaurant rather than any other restaurants available	7.30	14.707	.904	.817	.910
I am willing to recommend others to visit this restaurant	7.30	15.270	.879	.777	.929
I intend to visit this restaurant in the future	7.19	14.761	.882	.781	.927

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.89	32.681	5.717	3

APPENDIX C – FACTOR ANALYSIS

APPENDIX C1: FACTOR ANALYSIS – REVIEWER CONSENSUS (REVIEW VARIANCE)

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
All reviewers rated the restaurant visits similarly	4.57	1.942	199
I believe all the reviews indicate a consensus about the quality of the restaurant visit	4.90	1.719	199
I believe all the reviews indicate unanimity of opinion about the quality of the restaurant visit	4.64	1.787	199

Correlation Matrix

		All reviewers rated the restaurant visits similarly	I believe all the reviews indicate a consensus about the quality of the restaurant visit	I believe all the reviews indicate unanimity of opinion about the quality of the restaurant visit
Correlation	All reviewers rated the restaurant visits similarly	1.000	.765	.728
	I believe all the reviews indicate a consensus about the quality of the restaurant visit	.765	1.000	.827
	I believe all the reviews indicate unanimity of opinion about the quality of the restaurant visit	.728	.827	1.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.743
Bartlett's Test of Sphericity	Approx. Chi-Square	412.908
	df	3
	Sig.	.000

Anti-image Matrices

		All reviewers rated the restaurant visits similarly	I believe all the reviews indicate a consensus about the quality of the restaurant visit	I believe all the reviews indicate unanimity of opinion about the quality of the restaurant visit
Anti-image Covariance	All reviewers rated the restaurant visits similarly	.386	-.134	-.088
	I believe all the reviews indicate a consensus about the quality of the restaurant visit	-.134	.259	-.169
	I believe all the reviews indicate unanimity of opinion about the quality of the restaurant visit	-.088	-.169	.294
Anti-image Correlation	All reviewers rated the restaurant visits similarly	.818 ^a	-.423	-.262
	I believe all the reviews indicate a consensus about the quality of the restaurant visit	-.423	.696 ^a	-.613
	I believe all the reviews indicate unanimity of opinion about the quality of the restaurant visit	-.262	-.613	.732 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
All reviewers rated the restaurant visits similarly	1.000	.809
I believe all the reviews indicate a consensus about the quality of the restaurant visit	1.000	.882
I believe all the reviews indicate unanimity of opinion about the quality of the restaurant visit	1.000	.856

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.547	84.915	84.915	2.547	84.915	84.915
2	.284	9.476	94.391			
3	.168	5.609	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component 1
All reviewers rated the restaurant visits similarly	.899
I believe all the reviews indicate a consensus about the quality of the restaurant visit	.939
I believe all the reviews indicate unanimity of opinion about the quality of the restaurant visit	.925

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted. The solution cannot be rotated.

APPENDIX C2: FACTOR ANALYSIS – REVIEW VALENCE

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
The reviewers' rating of the restaurant were (1)	3.85	2.350	199
The reviewers' rating of the restaurant were (2)	3.87	2.261	199

Correlation Matrix

		The reviewers' rating of the restaurant were (1)	The reviewers' rating of the restaurant were (2)
Correlation	The reviewers' rating of the restaurant were (1)	1.000	.909
	The reviewers' rating of the restaurant were (2)	.909	1.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.500
Bartlett's Test of Sphericity	Approx. Chi-Square	344.084
	df	1
	Sig.	.000

Anti-image Matrices

		The reviewers' rating of the restaurant were (1)	The reviewers' rating of the restaurant were (2)
Anti-image Covariance	The reviewers' rating of the restaurant were (1)	.174	-.158
	The reviewers' rating of the restaurant were (2)	-.158	.174
Anti-image Correlation	The reviewers' rating of the restaurant were (1)	.500 ^a	-.909
	The reviewers' rating of the restaurant were (2)	-.909	.500 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
The reviewers' rating of the restaurant were (1)	1.000	.955
The reviewers' rating of the restaurant were (2)	1.000	.955

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.909	95.454	95.454	1.909	95.454	95.454
2	.091	4.546	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
The reviewers' rating of the restaurant were (1)	.977
The reviewers' rating of the restaurant were (2)	.977

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted. The solution cannot be rotated.

APPENDIX C3: FACTOR ANALYSIS – PURCHASE INTENTION

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
I would visit this restaurant rather than any other restaurants available	3.59	2.010	199
I am willing to recommend others to visit this restaurant	3.60	1.969	199
I intend to visit this restaurant in the future	3.70	2.034	199

Correlation Matrix

	I would visit this restaurant rather than any other restaurants available	I am willing to recommend others to visit this restaurant	I intend to visit this restaurant in the future
Correlation	1.000	.864	.867
I would visit this restaurant rather than any other restaurants available		1.000	.835
I am willing to recommend others to visit this restaurant			1.000
I intend to visit this restaurant in the future			

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.770
Bartlett's Test of Sphericity	Approx. Chi-Square	567.176
	df	3
	Sig.	.000

Anti-image Matrices

		I would visit this restaurant rather than any other restaurants available	I am willing to recommend others to visit this restaurant	I intend to visit this restaurant in the future
Anti-image Covariance	I would visit this restaurant rather than any other restaurants available	.183	-.104	-.105
	I am willing to recommend others to visit this restaurant	-.104	.223	-.076
	I intend to visit this restaurant in the future	-.105	-.076	.219
Anti-image Correlation	I would visit this restaurant rather than any other restaurants available	.736 ^a	-.512	-.525
	I am willing to recommend others to visit this restaurant	-.512	.792 ^a	-.341
	I intend to visit this restaurant in the future	-.525	-.341	.787 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
I would visit this restaurant rather than any other restaurants available	1.000	.918
I am willing to recommend others to visit this restaurant	1.000	.896
I intend to visit this restaurant in the future	1.000	.897

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.711	90.362	90.362	2.711	90.362	90.362
2	.165	5.505	95.868			
3	.124	4.132	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component 1
I would visit this restaurant rather than any other restaurants available	.958
I am willing to recommend others to visit this restaurant	.946
I intend to visit this restaurant in the future	.947

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted. The solution cannot be rotated.

APPENDIX D – MANIPULATION CHECKS (INDEPENDENT SAMPLES t-TESTS)

APPENDIX D1: INDEPENDENT SAMPLES t-TEST – REVIEWER CONSENSUS

Group Statistics

	Reviewer consensus	N	Mean	Std. Deviation	Std. Error Mean
Purchase intention	Low consensus (High variance)	86	3.2364	1.37281	.14803
	High consensus (Low variance)	113	3.9322	2.18589	.20563

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Purchase intention	Equal variances assumed	53.975	.000	-2.588	197	.010	-.69572	.26885	-1.22590	-.16553
	Equal variances not assumed			-2.746	190.687	.007	-.69572	.25337	-1.19549	-.19594

APPENDIX D2: INDEPENDENT SAMPLES t-TEST – REVIEW VALENCE

Group Statistics

	Valence	N	Mean	Std. Deviation	Std. Error Mean
Purchase intention	Positive	97	5.1546	1.25191	.12711
	Negative	102	2.1830	1.13221	.11211

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Purchase intention	Equal variances assumed	.872	.351	17.578	197	.000	2.97163	.16906	2.63824	3.30503
	Equal variances not assumed			17.533	192.643	.000	2.97163	.16949	2.63735	3.30592

APPENDIX E – DIRECT EFFECTS: REVIEWER CONSENSUS, VALENCE AND PURCHASE INTENTION

APPENDIX E1: TWO-WAY ANOVA REGRESSION RESULTS

Between-Subjects Factors

	Value	Label	N
Reviewer consensus	1.00	Low consensus (High variance)	86
	2.00	High consensus (Low variance)	113
Valence	1.00	Positive	97
	2.00	Negative	102

Descriptive Statistics

Dependent Variable: Purchase intention

Reviewer consensus	Valence	Mean	Std. Deviation	N
Low consensus (High variance)	Positive	4.2255	1.12433	34
	Negative	2.5897	1.11558	52
	Total	3.2364	1.37281	86
High consensus (Low variance)	Positive	5.6561	1.01241	63
	Negative	1.7600	.99441	50
	Total	3.9322	2.18589	113
Total	Positive	5.1546	1.25191	97
	Negative	2.1830	1.13221	102
	Total	3.6315	1.90557	199

Levene's Test of Equality of Error Variances^a

Dependent Variable: Purchase intention

F	df1	df2	Sig.
.737	3	195	.531

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + ReviewerConsensus + Valence + ReviewerConsensus * Valence

Tests of Between-Subjects Effects

Dependent Variable: Purchase intention

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	501.788 ^a	3	167.263	150.175	.000	.698
Intercept	2396.369	1	2396.369	2151.559	.000	.917
ReviewerConsensus	4.272	1	4.272	3.835	.052	.019
Valence	362.077	1	362.077	325.088	.000	.625
ReviewerConsensus * Valence	60.452	1	60.452	54.276	.000	.218
Error	217.188	195	1.114			
Total	3343.333	199				
Corrected Total	718.976	198				

a. R Squared = .698 (Adjusted R Squared = .693)

Custom Hypothesis Tests Index

1	Contrast Coefficients (L' Matrix)	Simple Contrast (reference category = 1) for Reviewer consensus
	Transformation Coefficients (M Matrix)	Identity Matrix
	Contrast Results (K Matrix)	Zero Matrix
2	Contrast Coefficients (L' Matrix)	Simple Contrast (reference category = 1) for Valence
	Transformation Coefficients (M Matrix)	Identity Matrix
	Contrast Results (K Matrix)	Zero Matrix

Contrast Results (K Matrix)

Reviewer consensus Simple Contrast ^a		Dependent Variable Purchase intention	
Level 2 vs. Level 1	Contrast Estimate	.300	
	Hypothesized Value	0	
	Difference (Estimate - Hypothesized)	.300	
	Std. Error	.153	
	Sig.	.052	
	95% Confidence Interval for Difference	Lower Bound Upper Bound	-0.002 .603

a. Reference category = 1

Test Results

Dependent Variable: Purchase intention

Source	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Contrast	4.272	1	4.272	3.835	.052	.019
Error	217.188	195	1.114			

Contrast Results (K Matrix)

Valence Simple Contrast ^a		Dependent Variable
		Purchase intention
Level 2 vs. Level 1	Contrast Estimate	-2.766
	Hypothesized Value	0
	Difference (Estimate - Hypothesized)	-2.766
	Std. Error	.153
	Sig.	.000
	95% Confidence Interval for Difference	
	Lower Bound	-3.068
	Upper Bound	-2.463

a. Reference category = 1

Test Results

Dependent Variable: Purchase intention

Source	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Contrast	362.077	1	362.077	325.088	.000	.625
Error	217.188	195	1.114			

1. Grand Mean

Dependent Variable: Purchase intention

Mean	Std. Error	95% Confidence Interval	
		Lower Bound	Upper Bound
3.558	.077	3.407	3.709

APPENDIX E2: UNIVARIATE TESTS – REVIEWER CONSENSUS

Estimates

Dependent Variable: Purchase intention

Reviewer consensus	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Low consensus (High variance)	3.408	.116	3.178	3.637
High consensus (Low variance)	3.708	.100	3.511	3.905

Pairwise Comparisons

Dependent Variable: Purchase intention

(I) Reviewer consensus	(J) Reviewer consensus	Mean Difference (I-J)	Std. Error	Sig. ^a	95% Confidence Interval for Difference ^a	
					Lower Bound	Upper Bound
Low consensus (High variance)	High consensus (Low variance)	-.300	.153	.052	-.603	.002
High consensus (Low variance)	Low consensus (High variance)	.300	.153	.052	-.002	.603

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

Univariate Tests

Dependent Variable: Purchase intention

	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Contrast	4.272	1	4.272	3.835	.052	.019
Error	217.188	195	1.114			

The F tests the effect of Reviewer consensus. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

APPENDIX E3: UNIVARIATE TESTS – REVIEW VALENCE

Estimates

Dependent Variable: Purchase intention

Valence	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Positive	4.941	.112	4.719	5.162
Negative	2.175	.105	1.969	2.381

Pairwise Comparisons

Dependent Variable: Purchase intention

(I) Valence	(J) Valence	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
					Lower Bound	Upper Bound
Positive	Negative	2.766*	.153	.000	2.463	3.068
Negative	Positive	-2.766*	.153	.000	-3.068	-2.463

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Bonferroni.

Univariate Tests

Dependent Variable: Purchase intention

	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Contrast	362.077	1	362.077	325.088	.000	.625
Error	217.188	195	1.114			

The F tests the effect of Valence. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

APPENDIX F – INTERACTION TERM AND SIMPLE MAIN EFFECTS

Estimates

Dependent Variable: Purchase intention

Reviewer consensus	Valence	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Low consensus (High variance)	Positive	4.225	.181	3.869	4.582
	Negative	2.590	.146	2.301	2.878
High consensus (Low variance)	Positive	5.656	.133	5.394	5.918
	Negative	1.760	.149	1.466	2.054

Pairwise Comparisons

Dependent Variable: Purchase intention

Valence	(I) Reviewer consensus	(J) Reviewer consensus	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
						Lower Bound	Upper Bound
Positive	Low consensus (High variance)	High consensus (Low variance)	-1.431*	.225	.000	-1.874	-.988
	High consensus (Low variance)	Low consensus (High variance)	1.431*	.225	.000	.988	1.874
Negative	Low consensus (High variance)	High consensus (Low variance)	.830*	.209	.000	.417	1.242
	High consensus (Low variance)	Low consensus (High variance)	-.830*	.209	.000	-1.242	-.417

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Bonferroni.

Univariate Tests

Dependent Variable: Purchase intention

Valence		Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Positive	Contrast	45.194	1	45.194	40.577	.000	.172
	Error	217.188	195	1.114			
Negative	Contrast	17.549	1	17.549	15.757	.000	.075
	Error	217.188	195	1.114			

Each F tests the simple effects of Reviewer consensus within each level combination of the other effects shown.

These tests are based on the linearly independent pairwise comparisons among the estimated marginal means.

Pairwise Comparisons

Dependent Variable: Purchase intention

Reviewer consensus	(I)	(J)	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
						Lower Bound	Upper Bound
Low consensus (High variance)	Positive	Negative	1.636*	.233	.000	1.177	2.095
	Negative	Positive	-1.636*	.233	.000	-2.095	-1.177
High consensus (Low variance)	Positive	Negative	3.896*	.200	.000	3.502	4.290
	Negative	Positive	-3.896*	.200	.000	-4.290	-3.502

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

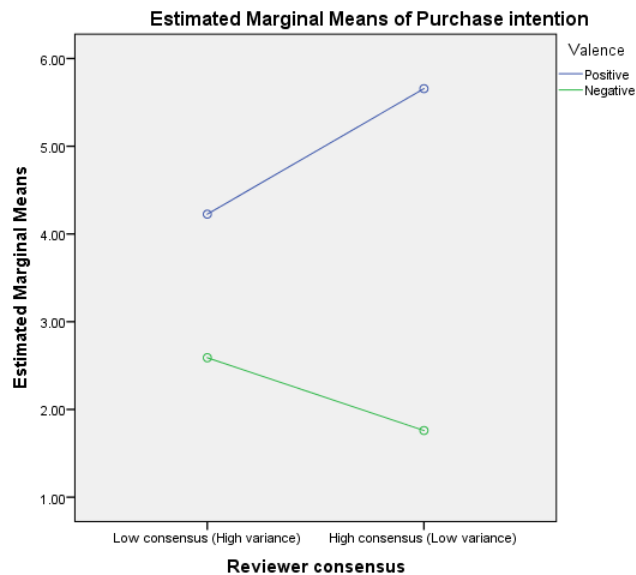
b. Adjustment for multiple comparisons: Bonferroni.

Univariate Tests

Dependent Variable: Purchase intention

Reviewer consensus		Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Low consensus (High variance)	Contrast	55.007	1	55.007	49.387	.000	.202
	Error	217.188	195	1.114			
High consensus (Low variance)	Contrast	423.145	1	423.145	379.917	.000	.661
	Error	217.188	195	1.114			

Each F tests the simple effects of Valence within each level combination of the other effects shown. These tests are based on the linearly independent pairwise comparisons among the estimated marginal means.



APPENDIX G – FULL MODEL (INCLUSION OF CONTROL VARIABLES)

Between-Subjects Factors

		Value Label	N
Reviewer consensus	1.00	Low consensus (High variance)	86
	2.00	High consensus (Low variance)	113
Valence	1.00	Positive	97
	2.00	Negative	102

Descriptive Statistics

Dependent Variable: Purchase intention

Reviewer consensus	Valence	Mean	Std. Deviation	N
Low consensus (High variance)	Positive	4.2255	1.12433	34
	Negative	2.5897	1.11558	52
	Total	3.2364	1.37281	86
High consensus (Low variance)	Positive	5.6561	1.01241	63
	Negative	1.7600	.99441	50
	Total	3.9322	2.18589	113
Total	Positive	5.1546	1.25191	97
	Negative	2.1830	1.13221	102
	Total	3.6315	1.90557	199

Levene's Test of Equality of Error Variances^a

Dependent Variable: Purchase intention

F	df1	df2	Sig.
.323	3	195	.809

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Age + Gender + Education + ReviewCheck + ReviewerConsensus + Valence + ReviewerConsensus * Valence

Tests of Between-Subjects Effects

Dependent Variable: Purchase intention

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	509.888 ^a	7	72.841	66.540	.000	.709
Intercept	44.314	1	44.314	40.481	.000	.175
Age	1.747	1	1.747	1.596	.208	.008
Gender	1.635	1	1.635	1.493	.223	.008
Education	1.690	1	1.690	1.544	.216	.008
ReviewCheck	2.824	1	2.824	2.580	.110	.013
ReviewerConsensus	3.077	1	3.077	2.811	.095	.015
Valence	366.330	1	366.330	334.639	.000	.637
ReviewerConsensus * Valence	63.154	1	63.154	57.690	.000	.232
Error	209.088	191	1.095			
Total	3343.333	199				
Corrected Total	718.976	198				

a. R Squared = .709 (Adjusted R Squared = .699)

Custom Hypothesis Tests Index

1	Contrast Coefficients (L' Matrix)	Simple Contrast (reference category = 1) for Reviewer consensus
	Transformation Coefficients (M Matrix)	Identity Matrix
	Contrast Results (K Matrix)	Zero Matrix
2	Contrast Coefficients (L' Matrix)	Simple Contrast (reference category = 1) for Valence
	Transformation Coefficients (M Matrix)	Identity Matrix
	Contrast Results (K Matrix)	Zero Matrix

Contrast Results (K Matrix)

Reviewer consensus Simple Contrast ^a		Dependent Variable	
		Purchase intention	
Level 2 vs. Level 1	Contrast Estimate	.259	
	Hypothesized Value	0	
	Difference (Estimate - Hypothesized)	.259	
	Std. Error	.154	
	Sig.	.095	
	95% Confidence Interval for	Lower Bound	-.046
	Difference	Upper Bound	.563

a. Reference category = 1

Test Results

Dependent Variable: Purchase intention

Source	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Contrast	3.077	1	3.077	2.811	.095	.015
Error	209.088	191	1.095			

Contrast Results (K Matrix)

Valence Simple Contrast ^a		Dependent Variable	
		Purchase intention	
Level 2 vs. Level 1	Contrast Estimate	-2.787	
	Hypothesized Value	0	
	Difference (Estimate - Hypothesized)	-2.787	
	Std. Error	.152	
	Sig.	.000	
	95% Confidence Interval for	Lower Bound	-3.088
	Difference	Upper Bound	-2.487

a. Reference category = 1

Test Results

Dependent Variable: Purchase intention

Source	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Contrast	366.330	1	366.330	334.639	.000	.637
Error	209.088	191	1.095			

1. Grand Mean

Dependent Variable: Purchase intention

Mean	Std. Error	95% Confidence Interval	
		Lower Bound	Upper Bound
3.559 ^a	.076	3.409	3.709

a. Covariates appearing in the model are evaluated at the following values: Age = 23.63, Gender = 1.49, Education = 3.47, Review Check = .8643.

Estimates

Dependent Variable: Purchase intention

Reviewer consensus	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Low consensus (High variance)	3.429 ^a	.116	3.200	3.658
High consensus (Low variance)	3.688 ^a	.100	3.491	3.885

a. Covariates appearing in the model are evaluated at the following values: Age = 23.63, Gender = 1.49, Education = 3.47, Review Check = .8643.

Pairwise Comparisons

Dependent Variable: Purchase intention

(I) Reviewer consensus	(J) Reviewer consensus	Mean Difference (I-J)	Std. Error	Sig. ^a	95% Confidence Interval for Difference ^a	
					Lower Bound	Upper Bound
Low consensus (High variance)	High consensus (Low variance)	-.259	.154	.095	-.563	.046
High consensus (Low variance)	Low consensus (High variance)	.259	.154	.095	-.046	.563

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

Univariate Tests

Dependent Variable: Purchase intention

	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Contrast	3.077	1	3.077	2.811	.095	.015
Error	209.088	191	1.095			

The F tests the effect of Reviewer consensus. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

Estimates

Dependent Variable: Purchase intention

Valence	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Positive	4.952 ^a	.111	4.732	5.172
Negative	2.165 ^a	.104	1.960	2.369

a. Covariates appearing in the model are evaluated at the following values: Age = 23.63, Gender = 1.49, Education = 3.47, Review Check = .8643.

Pairwise Comparisons

Dependent Variable: Purchase intention

(I) Valence	(J) Valence	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
					Lower Bound	Upper Bound
Positive	Negative	2.787 [*]	.152	.000	2.487	3.088
Negative	Positive	-2.787 [*]	.152	.000	-3.088	-2.487

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Bonferroni.

Univariate Tests

Dependent Variable: Purchase intention

	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Contrast	366.330	1	366.330	334.639	.000	.637
Error	209.088	191	1.095			

The F tests the effect of Valence. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

Estimates

Dependent Variable: Purchase intention

Reviewer consensus	Valence	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Low consensus (High variance)	Positive	4.242 ^a	.180	3.887	4.597
	Negative	2.616 ^a	.146	2.328	2.904
High consensus (Low variance)	Positive	5.662 ^a	.132	5.402	5.922
	Negative	1.714 ^a	.150	1.419	2.009

- a. Covariates appearing in the model are evaluated at the following values: Age = 23.63, Gender = 1.49, Education = 3.47, Review Check = .8643.

Pairwise Comparisons

Dependent Variable: Purchase intention

Valence	(I) Reviewer consensus	(J) Reviewer consensus	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
						Lower Bound	Upper Bound
Positive	Low consensus (High variance)	High consensus (Low variance)	-1.420 [*]	.223	.000	-1.860	-.979
	High consensus (Low variance)	Low consensus (High variance)	1.420 [*]	.223	.000	.979	1.860
Negative	Low consensus (High variance)	High consensus (Low variance)	.902 [*]	.211	.000	.486	1.318
	High consensus (Low variance)	Low consensus (High variance)	-.902 [*]	.211	.000	-1.318	-.486

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Bonferroni.

Univariate Tests

Dependent Variable: Purchase intention

Valence		Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Positive	Contrast	44.218	1	44.218	40.393	.000	.175
	Error	209.088	191	1.095			
Negative	Contrast	20.022	1	20.022	18.290	.000	.087
	Error	209.088	191	1.095			

Each F tests the simple effects of Reviewer consensus within each level combination of the other effects shown.

These tests are based on the linearly independent pairwise comparisons among the estimated marginal means.

Pairwise Comparisons

Dependent Variable: Purchase intention

Reviewer consensus	(I) Valence	(J) Valence	Mean Difference (I- J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
						Lower Bound	Upper Bound
Low consensus (High variance)	Positive	Negative	1.626*	.231	.000	1.171	2.082
	Negative	Positive	-1.626*	.231	.000	-2.082	-1.171
High consensus (Low variance)	Positive	Negative	3.948*	.199	.000	3.555	4.341
	Negative	Positive	-3.948*	.199	.000	-4.341	-3.555

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

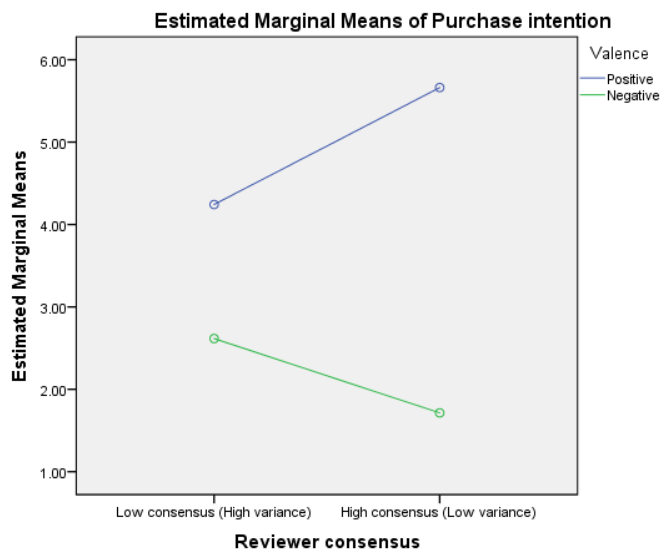
b. Adjustment for multiple comparisons: Bonferroni.

Univariate Tests

Dependent Variable: Purchase intention

Reviewer consensus		Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Low consensus (High variance)	Contrast	54.242	1	54.242	49.549	.000	.206
	Error	209.088	191	1.095			
High consensus (Low variance)	Contrast	429.245	1	429.245	392.112	.000	.672
	Error	209.088	191	1.095			

Each F tests the simple effects of Valence within each level combination of the other effects shown. These tests are based on the linearly independent pairwise comparisons among the estimated marginal means.



Covariates appearing in the model are evaluated at the following values: Age = 23.63, Gender = 1.49, Education = 3.47, Review Check = .8643