Who do you trust: the expert or the user?

The effect of review valence on purchase intention and the role of gender and receiver expertise

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Master Thesis
June 24, 2021

Abstract

This study aims to find out to what extent review valence has an impact on purchase intention. Gender and receiver expertise are used as moderators in this study. In the literature there is quite a lot written about the influence of online reviews on purchase behaviour. In the literature researchers began by exploring WoM before the age of the internet had arrived. Since the internet is around starting 1993 researchers have increasingly started looking at E-WoM and how it impacts consumer behaviour. Studies have looked at the subject from various angles. Different researchers have used different methods and have also used different variables to test the effect. In the literature many findings suggest that review volume has an impact for user reviews, but not per se for critic reviews. Review valence has an impact on purchase intentions or sales when it is written by a critic. In the literature there is no consensus however on the role of review valence. This study aims to solve that gap in the literature by looking at valence. This study specifically aims to find out whether critic reviews or user reviews have a bigger impact as that is one of the items almost undiscussed in the literature. Many studies were field studies which makes it difficult to control for the various variables that might influence the outcome.

This study will use an experimental between-subjects design to find this out. By using an experimental design this study is able to manipulate variables to check for a causal relationship while controlling for other variables. The outcome of this study suggests that there is no significant effect between review valence and purchase intention. Moreover, there also does not seem to be a moderation effect by gender and by receiver expertise. These outcomes contradict prior literature which suggested that volume had an effect on purchase behaviour for user reviews and that valence did impact purchase behaviour for critic reviews. The literature on gender and receiver expertise also pointed in the direction of there being a significant effect, there is however not a lot discovered about these two variables in this context, in particular compared to the amount of literature available on volume and valence. Future research should focus more on the difference between critic and user reviews, the customer journey of buying a ticket and try to find a valid measurement for receiver expertise. For gender future research should try to focus more on online reviews and purchase behaviour as most of the literature on gender has focussed on other aspects of E-WoM.

Key words: Online reviews, Purchase intention, Review Valence, Receiver Expertise, Gender.

Chapter overview

1. Introduction

Nowadays e-commerce and product reviews are part of everyday society. Economist Paul Krugman however made a prediction in a 1998 interview that: “By 2005 or so, it will become clear that the Internet's impact on the economy has been no greater than the fax machine's." Krugman later said it was meant as a joke. This prediction has however been proven wrong. European citizens for example across all countries and ages are buying more products online (Eurostat, 2021). These developments are not only occurring in Europe but worldwide (Arora, 2019). One integral part of online shopping are product reviews, which is a form of word-of-mouth and is one of the most powerful forms of communication in our society (Godes & Mayzlin, 2004; Granovetter, 1973). Word-of-mouth can be defined “as informal counsel communicated from one consumer to another”. Before the 1990’s this happened mostly face to face but this was about to change drastically. With the inception of the internet this form of communication turned digital, it is also referred to as electronic word-of-mouth (E-WoM). E-WoM can be defined as “word-of-mouth communication on the Internet, which can be diffused by many Internet applications such as online forums, electronic bulletin board systems, blogs, review sites, and social networking sites” (Goldsmith, 2006). One popular form of E-WoM are product reviews that often consist of a score and a written text. This study will focus on online product reviews, by users and critics.

Users are the general consumers of a product, after consumption they can decide to leave a review online on the website from an online retailer (e.g. Amazon, Bol.com or Zalando) or on a website that assembles reviews (e.g. IMDB, Yelp). In addition there are critic reviews, also called expert reviews. These reviews are written by people who are perceived to have superior knowledge compared to the general consumer. They tend to write for media companies (e.g. The New York Times or Hollywood Reporter) or are prominent on social media platforms like Instagram or YouTube (e.g. Chris Stuckmann or Jeremy Jahns). According to a survey among American consumers (Weber Shandwick/KRC Research, 2020) 65% of US consumers have bought a product they were not intending to buy because of product reviews, 59% have been inspired to buy a different product after reading critic reviews. 95% indicated to feel more confident with their purchase because of good product reviews. These polling data strongly suggest that E-WoM nowadays is an important part in the customer journey.

1.2 Concepts and impact

Amazon was one of the first big online platforms to allow consumers to review products sold on their platform, many others followed. Nowadays almost every online retailer allows for the possibility to leave an online review or score for their products. In addition there are also many websites that do not sell products but do allow for product reviews, an example is IMDB (the Internet Movie Data Base) which allows movie fans and consumers to read up in detail on various movies and

show for every movie released a user and critic score. Many marketers view E-WoM, or product reviews, as an important source of information that influences consumer behaviour (Brown & Reingen, 1987; McFadden & Train, 1996). It is only logical that there is academic interest in the phenomenon. Various researchers studied whether product reviews are a significant predictor of sales (Liu, Y., Feng, J., & Liao, X., 2017; Chevalier, J. A., & Mayzlin, D., 2006; Godes & Mayzlin, 2004; Duan & Whinston, 2008; Chen, Fay & Wang, 2003; Lee, Keeling & Urbaczewski, 2019; Fan, Che & Chen, 2017), the results however are mixed. Some studies show that product reviews do make a significant impact on sales (Liu, Y., Feng, J., & Liao, X., 2017; Chevalier, J. A., & Mayzlin, D., 2006) while others show the opposite effect (Godes & Mayzlin, 2004; Duan & Whinston, 2008). Or that only certain aspects of product reviews impact sales significantly (Chen, Fay & Wang, 2003). Critic reviews seem to have a bigger impact on sales and purchase intention than user reviews (Kim, Park & Park, 2013; Naujoks & Benkenstein, 2020).

Within the realm of online reviews there is a lot to unpack and to dive into. Past studies have given great insights into how the relationship between online reviews and purchase behaviour works but there are of course limitations to these studies. Thus far most studies have looked at the volume and valence of movie reviews. Volume refers to the amount of reviews left on one website and valence refers to the quality of the product according to the reviewer (e.g. seven out of eight stars). Many studies thus far focussed on various product categories, which seems to overlook the heterogeneous nature of products. A meta study by Rosario, et al. (2016) found that product category moderated online reviews and sales which means that focussing on various products weakens the validity of a study. Most studies that looked at online reviews focussed on specific countries, mostly the United States. One study however that focussed on the relationship between movie reviews and sales in the United States and various other countries (Kim, et al, 2013) found that there is a difference between countries. In this case critic reviews had a stronger impact in the United States than abroad. This implies a difference between nations and/or cultures. In order to draw more valuable conclusions on the degree that online reviews influence purchase behaviour more data and studies are required from a more diverse range of countries. In addition many studies did not take into account distorting factors, next to the fact that product categories differ in how people respond there are also differences between consumers that sometimes are not taken into account. One of the reasons for ignoring certain distorting factors has to do with the fact that most studies in this part of the literature are field studies. There have however been some experimental designs that took the opportunity to isolate certain factors in order to test their effect (Keteraal, et al., 2015; Kim, et al., 2013).

1.3 Study aim

This study aims to solve some of these issues by focussing on only one product category, in this case movies. The idea to look into specific product categories was strengthened by Rosario, et al. (2016) who performed a meta-analysis that looked into the relationship between online reviews and

sales with a moderating effect of product category. The study found that product category does function as a moderator between online reviews and sales. Thus far most studies have focussed on a variety of products and therefore ignored the differences between products. Some studies however did try to focus on a specific branch or product. There are many products to choose from, the reason to pick movies specifically has to do with various reasons. For one, WoM or e-WoM is of vital importance for the financial success of a movie (Basuroy, Chatterjee & Ravid, 2003; Liu, 2006). If a movie does not generate sufficient online reviews and/or WoM it is likely for the movie to be unprofitable. Another reason is that not only the quantity of e-WoM, but also the speed at which e-WoM and/or online reviews travel is of vital importance for the financial success of a movie, the earlier to the release date online reviews are published, the better the performance. WoM is often a vital part of a movie marketing campaign (Khouja, et al., 2008; Delen, Sharda & Kumar, 2007). There have even been financially successful movies whose marketing strategy almost fully depended on e-WoM (e.g. Cloverfield, The Blairwitch Project). In addition the movie industry is a growing multi billion dollar industry (Stoll, 2021) that has turned digital. Platforms like Amazon Prime Video have a worldwide subscriber base of over 200 million and expose their customers to online reviews before viewing a movie. In addition, whereas DVD's used to be rented out physically, there are nowadays ample options to rent a movie online, among others on YouTube. The same counts for buying online movie copies. The world of movies is becoming increasingly more digital. Box Office revenues however have still been increasing over the last decades up to 2018 (Box Office Mojo, 2021) meaning that the digitalisation of movies has not led to a decline in cinema visits. It is therefore academically interesting to study how online reviews impact purchase behaviour for movies.

Next to product category there are some other problems in the current literature this study aims to resolve, for example the countries that have been studied. The Netherlands has not been mentioned in the literature thus far as a study population, it is therefore a relevant market to focus on for this study and see how the results compare studies conducted in other countries. In addition this study hopes to create more valid results about purchase intention by using an experimental survey design which will allow for the isolation of certain factors that can not be taken into account by field studies. The specific variable that will be looked at in this study is receiver expertise (Friedman & Friedman, 1979). Few studies have looked at this variable and its impact on purchase behaviour but according to previous studies does have an impact (Ketelaar, et al., 2015; Park & Kim, 2008; Lee and Koo, 2012). Because few studies have looked at receiver expertise and because the few that did found a significant impact it is interesting for this study to add to the literature on this variable. Another variable that has not been studied a lot but could be of impact is gender, various studies have shown there to be a difference between how men and women perceive information online differently which changes consumer behaviour (Abubakar, Ilkan & Sahin, 2016; Chang, 2016; Awad & Ragowsky, 2008).

The results of this study can be used by professionals and government employees to make

better decisions regarding their target audience. Marketeers for example can use the knowledge they obtain from this study for how they design and structure their websites. They can put more or less emphasis on online reviews on their website and they will be able to tell whether it is better to make the critic reviews more visible or the user reviews. Governments will with the knowledge in this study be able to improve various services and better interact with citizens which could bolster democracies. Professionals working with data will have a better grasp of what data they should prioritize over other data leading them to work more efficiently and effectively. The results of this study show that there is no significant effect of review valence on purchase intention, even when this is moderated by either receiver expertise or gender. There was also no significant result found between expert consumers and novice consumers. This means that the results of this study contradict most previous studies, there are however multiple studies who did no find there to be significant results between review valence and purchase behaviour.

1.4 Movie reviews

Movie reviews in particular have been of academic interest (Duan & Whinston, 2008; Lee, Jung & Park, 2017; Chintagunta, Gopinath & Venkataraman, 2010). A growing multi billion dollar industry (Stoll, 2021,) more valid conclusions can be drawn on the impact of product reviews. This study will make a valuable addition to the literature by looking at two factors that received limited attention: reviewer expertise and receiver expertise. Reviewer expertise has been studied by various researchers but the difference in impact is very limited. Only Kim, et al. (2013) have looked at the difference as far as this study is aware off. Receiver expertise has received even less attention, the first study to take a deep dive on the phenomenon were Ketelaar, et al. (2015) but since then, as far as the researcher is aware, there have not been more studies conducted on this factor. Receiver expertise does require more study as it is one of the factors at play when it comes to purchase behaviour. Companies can use the findings of this study to make better informed decisions for their online activities. An online webshop for example could, based on the findings, decide to emphasize either critic (expert reviewers) or users before the client buys a product. How an audience responds to online reviews does change how a company should set up its customer journey. The following research question is proposed: *to what extent do movie reviews, both user reviews and critic reviews, impact purchase intention for movies and what impact do receiver expertise and gender have?*

2. Theoretical Framework

2.1 E-WoM and product reviews

This chapter will go deeper into the literature mentioned in the introduction and will provide additional literature in line with the research question. The literature in this chapter will focus mostly on the relationship between online reviews and purchase behaviour and will conceptualise the most important terms for this branch of literature. Eventually this chapter will, based on the findings in the literature, propose 8 hypotheses that will be tested. In the method section there will be a more thorough explanation as to how the hypotheses will be tested.

This study focuses on the relationship between online reviews and purchase intention. Online reviews are part of what in the literature is called 'Word-of-Mouth' (WoM), more specifically 'Electronic Word-of-Mouth' (E-WoM). Word-of-mouth can be defined "as informal counsel communicated from one consumer to another". Word-of-Mouth was subject of study by various academics after world war two. The academics noticed that WoM influenced consumer behaviour (Anderson, 1998; Charlett, Garland & Marr, 1995; Gelb & Johnson, 1995) and deemed the phenomenon therefore worth studying. How we look at WoM changed drastically with the launch of the internet in 1993. At first the internet was a public place to put information on for others to display. Later on the internet moved from its initial stage, the web 1.0, to its later stage, the web 2.0. The web 2.0 was characterised by interaction, people were able to communicate directly with one another and with organisations. This was the moment that companies like Amazon and Google came around to mediate that communication, or also called E-WoM. E-WoM is "word-of-mouth communication on the Internet, which can be diffused by many Internet applications such as online forums, electronic bulletin board systems, blogs, review sites, and social networking sites" (Goldsmith, 2006). The speed at which information was shared between customers increased at a revolutionary pace thanks to the internet.

One popular form of E-WoM with an influence on financial results are online reviews (Fan et al., 2017; Godes & Mayzlin, 2004; Friberg & Grönqvist, 2012). Online reviews are available all over the internet for basically every product out there. A distinction can be made between two types of online reviews based on reviewer expertise. Reviewer expertise refers to "the perceived expertise a reviewer has on a given subject or product". Based on reviewer expertise online reviews can be split into two categories: users and critics (often also referred to as experts). User reviews can be defined as "peer-generated product evaluations posted on company or third party websites" (Mudambi, S. & Schuff, 2010). Critic reviews on the other hand are "reviews published on websites from news or entertainment media by 'professionals'". Later on in this chapter the literature on receiver expertise will be presented. Receiver expertise refers to "'the receivers' knowledge about the product or product class, derived from prior experience, study, or training" (Friedman & Friedman, 1979). This study

will make an important distinction conceptually between critics and experts, critics refers to reviewers with high expertise while experts refers to receivers (i.e. consumers or customers) with high expertise.

2.2 previous studies

Academic interest in the effects of online product reviews started in the early 2000's (Chen, Fay & Wang, 2003; Godes & Mayzlin, 2004; Sorensen & Rasmussen, 2004). The early studies established that E-Wom influences consumer behaviour. Many of the early studies looked at a wide range of products and mostly looked at E-WoM in general and its relation to purchase behaviour (Chatterjee, 2001; Chen, Wu & Yoon, 2004; East, Hammond & Lomax, 2008). The studies later on started to be more specific by focussing on specific forms of E-WoM, this includes online reviews. A lot of field studies have been conducted that looked specifically at the relationship between online reviews and sales (Liu, 2006; Duan & Whinston, 2008; Fan, et al., 2017; Lee, Keeling & Urbaczewski, 2019; Friberg & Grönqvist, 2012; Kim, et al., 2013; Niraj & Singh, 2015). The results however are somewhat mixed.. Liu (2006) for example found no significant impact on valence, but significant results on volume. The study used review data from 40 movies on Yahoo movies, which was one of the most popular movie websites at the time, and categorized them into five different categories/sentiments: positive, negative, mixed, neutral, and irrelevant. For sales data they used the public box office numbers for the movies in question. They found that volume is an important predictor of sales, but not valence. They argue that online reviews mostly function as a tool to raise awareness for a movie. A study with similar results (Duan & Whinston, 2008) used the 71 highest grossing movies of the year and just like Liu (2006) used review data from Yahoo movies in combination with daily box office results, retrieved from Box Office Mojo. This study used the ratings instead of the text part of the review for their analysis. They also argued that volume is a significant predictor of sales, unlike valence. Valence is not a significant predictor of sales. Both studies used sales data from the US market.

2.3 Field studies

These results were argued against by other field studies (Fan, et al., 2017; Lee, Keeling & Urbaczewski, 2019; Friberg & Grönqvist, 2012; Kim, et al., 2013; Niraj & Singh, 2015). These studies however added elements to their study that changed the results. A study on Indian movies and Indian consumers using actual sales data (Niraj & Singh, 2015) found that both volume and valence have a significant impact on sales. This study argues that the reason that some previous studies did not manage to get significant results for the influence of valence on sales is because they did not take into account how the ratings of a certain movie are distributed. Only positive reviews make audiences wary, a movie can have a majority of positive reviews but it will then only have a positive impact on sales if it is balanced out with more neutral and negative ratings. They also found, next to user reviews, valence for critic reviews to have a significant effect on sales. A later study had similar

results (Lee, Keeling & Urbaczewski, 2019). They also found that valence is not a significant predictor of sales, but when other elements were taken into account valence did become a significant predictor of sales. When the element of text sentiment was taken into account results changed. When the rating matched the review text sentiments valence was found to be a significant predictor of sales. One study however found that not only volume, but also valence had a significant effect on sales (Lee, Keeling & Urbaczewski, 2019). The additional element looked at in this study was advertising. They argue that the role of advertising becomes less significant the moment that a movie receives high amounts of online reviews. Their results indicate that a neutral sentiment gives credibility to the reviews overall and thus boosts sales due to the dilution effect. The dilution effect (Nisbett, Zukier & Lemley, 1981) refers to the phenomenon that credibility is weakened by a stereotypical presentation of something. These results are in line with the results of Niraj and Singh (2015) Kim, et al., (2013) made the distinction between critic reviews (in the study referred to as experts) and user reviews and found that there was a difference between critic reviews and user reviews. Consumers look mostly at the valence of a critic review, when exposed to user reviews consumers tend to be more persuaded by volume than valence.

There have also been various field studies published that focussed on branches other than movies. A study focussing on the automobile industry (Fan et al., 2017) applied the Bass/Norton model. The Bass/Norton model compares not yet released products with similar past products to predict sales. This method was combined with sentiment analysis on online reviews. Sentiment analysis (Prabowo & Thelwall, 2009) looks at sentiments in online reviews and uses the results to predict, in this case, sales numbers. They found the addition of sentiment analysis to be a clear improvement for the model's accuracy. A study looking specifically at critic reviews and the extent to which these critic reviews impact wine sales (Friberg & Grönqvist, 2012) found that mostly positive reviews have a substantial impact on wine sales while the impact of negative or neutral reviews was fairly limited. Both field studies (Fan et al., 2017; Friberg & Grönqvist, 2012) seem to suggest that valence is an important predictor of purchase behaviour. The studies that looked into movies as a study subject (Lee, Keeling & Urbaczewski, 2019; Kim, et al., 2013; Niraj & Singh, 2015) were more conflicted. For user reviews all studies confirmed the role of volume to be significant. For the significance of valence was no clear consensus, the literature seems to suggest that valence is important if other variables or elements are taken into account (e.g. distribution of ratings, advertising budgets or expert vs critic reviews).

2.4 Experimental research

Field studies are however not well suited to control for specific variables and it is therefore also interesting to have a look at the experimental studies that have been conducted. Experimental designs allow to dive deeper by isolating specific factors using experimental designs, the number of experimental studies on online reviews is fairly limited though. Lin et al. (2007) found that purchase

intention increased when there were more reviews, thus arguing for the role of volume in purchase behaviour. They also argued however that after a certain number of reviews that impact of purchase intention starts to weaken meaning that volume has a significant impact only up to a limited number of reviews. A low number of positive reviews had no significant influence. Utz et al. (2012) using an experimental design also found that valence influences consumer behaviour, trust in firms to be precise. Positive valence leads to higher trust. An experimental study focusing mainly on valence for online reviews on hotels (Vermeulen & Seegers, 2009) also confirmed that valence is important in consumer decision making, in particular for lesser known hotels. In addition to valence they looked at reviewer expertise, split into the categories novice and expert. They found reviewer expertise to have a limited role. It played a moderating role however when it comes to hotel consideration. Expert reviews had a stronger impact with positive valence while it had no significant effect with negative valence.. Ketelaar et al (2015) who looked at the influence of online reviews on purchase intention for cameras had similar results. Positive valence influences purchase intention positively, negative valence influences purchase intention negatively. In addition they found that negative valence has a stronger effect on purchase intention than positive valence. Volume was not considered in this study, but valence was confirmed by this study as being an influential factor on purchase intention. Overall there is consensus on the role of volume for user reviews, while valence seems to be a more deciding factor for critic reviews. The number of studies however looking at user reviews is far greater than the studies looking at critic reviews. For user reviews the role of valence is more up to debate, there is a stronger consensus among the experimental studies than among the field studies.

In order to have a better understanding about the relation between online reviews and purchase behaviour it is important to have a better grasp of what variables play a role. One variable that some studies already controlled for is reviewer expertise, but on the other end of the communication process we find the receiver, the person being exposed to the online reviews, and it is also important to take into account that there is likely to be a difference in their expertise which changes how someone perceives an online review (Ketelaar, et al., 2015). It is therefore important to look at receiver expertise. One of the few studies looking at this phenomenon and how it moderates the impact of review valence on consumers' purchase intention (Ketelaar, et al., 2015) asked questions using a survey in order to categorise the participants into two separate categories: experts and novices. The study concluded that novices are more strongly influenced by reviews, both positively and negatively, than experts. They argue that receiver expertise is an important factor to consider when looking at valence and purchase intention. They suggest for future research to look deeper into this relationship and additionally look at how this applies to reviewer expertise, critics and users. The influence of receiver expertise was also argued for by earlier studies. Another study on receiver expertise (Park and Kim, 2008) argued that consumers with high expertise were more strongly influenced by reviews online focussing on specific product attributes, whereas consumers with lower expertise were more strongly influenced by reviews focussing on various product benefits.

Lee and Koo (2012) argued that while consumers with high expertise considered reviews with an objective tone to have more credibility, both the expert consumers and novices did consider reviews with a subjective tone to have equal credibility.

Another factor that has not been studied widely is gender, in particular in relation to online reviews and purchase behaviour. There have been some studies conducted however that looked at what role gender plays within E-WoM from the receiver perspective (Abubakar, Ilkan & Sahin, 2016; Chang, 2016; Awad & Ragowsky, 2008). One study looking at E-WoM and brand image found that the influence on women was more significant compared to men (Abubakar, et al., 2016). E-WoM also has an influence on purchase intention, they argue that the impact is the same for men and women. In addition they argue that brand image has an influence on purchase intention and there is a more significant impact on women than men. Overall their study seems to suggest a difference in gender when it comes to perceiving E-WoM, the difference however is not always present. Chang (2016) also argues that there is a difference between men and women when it comes to how they perceive E-WoM. More specifically women were more influenced by positive outcomes as opposed to negative ones compared to men, men were being influenced equally by positive and negative outcomes. Another study found that trust is also an important factor in online shopping and that this is moderated by gender. Women value trust more than men when it comes to online shopping. Overall there seems to be a consensus on gender, there is a difference between men and women. Women overall seem to respond stronger to E-WoM when it comes to purchase behaviour.

In the literature the role of valence seems to be disputed. Experimental studies agree that valence has an impact on purchase intention while field studies differ in their conclusions. The literature seems to suggest that there are certain factors that need to be considered before something can be concluded about valence. One of these factors is reviewer expertise (Kim, et al., 2013) which can be divided into critics and experts. Two other factors are receiver expertise (Keterlaar, et al., 2015) and gender (Abubakar, et al., 2016). This study will aim to shed new light on the concept of valence in online reviews by incorporating these three variables: reviewer expertise, receiver expertise and gender.

2.5 Hypotheses

Studies show a difference between the impact critic reviews and user reviews (Niraj & Singh, 2015; Kim et al., 2013; Vermeulen & Seegers, 2009). Only one study did not highlight there being a significant difference (Lin et al., 2007). The studies that did find a difference between the two were however not able to tell whether critics or users had a bigger impact on sales or purchase intention. The studies thus far have mostly looked at the impact of user and critic reviews in isolation from one another. The field studies (Niraj & Singh, 2015; Kim et al., 2013) looked at a wide range of movies which means it was difficult to control for other variables that might have influenced the sales results. The two experimental designs (Vermeulen & Seegers, 2009; Lin et al., 2007) were able to control for

external variables. From the two studies only the study by Vermeulen and Seegers (2009) looked at both critics and users in comparison with one another but did so for the hotel branch. This study aims to shed more light on valence by looking more into reviewer expertise. The first two hypotheses will look at the difference between critic and user review scores by looking at what the impact is on purchase intention. The first two hypotheses will focus on the direct impact of critic and user reviews on purchase intention. For the hypotheses a high review score will be used to test the difference between critic and user reviews. Only valence will be included in this study, the participants will be responding to a review score only, no text. The first two hypotheses are formulated as follows:

H1: 'A high user score leads to higher purchase intention than a low user score.'
H2: 'A high critic score leads to higher purchase intention than a low critic score.'

In addition to the two hypotheses on reviewer expertise it is also interesting to propose two hypotheses on receiver expertise. Mainly because the literature has indicated that there is a difference between expert consumers and novice consumers on how they perceive E-WoM (Ketelaar, et al., 2015; Park and Kim, 2008; Lee and Koo, 2012). From the previous studies however only Ketelaar et al., (2015) specifically looked at the relationship between online reviews and purchase intention. Their findings support that novice consumers tend to be more strongly affected by negative or positive reviews than expert consumers. The difference between the study of Ketelaar, et al., (2015) and this study has to do with the study subject. This study will use movies whereas the study from Ketelaar, et al., (2015) used cameras for their research. The three hypotheses on receiver expertise will be broken down into expert consumers (experts) and novice consumers (novices). This leads to the following hypothesis being proposed:

H3: 'A novice consumer has a higher purchase intention than an expert consumer when review valence is high.'
H4: 'A novice consumer has a lower purchase intention than an expert consumer when review valence is low.'

No study thus far has used receiver expertise as a moderator for reviewer expertise. As mentioned earlier there is a difference established in the literature as to the difference in response to critic reviews and user reviews. But there is not much known about the moderating role that receiver expertise might play. Novice consumers according to most studies had a stronger response to valence than experts, these findings result in the following hypotheses:

H5: 'Receiver expertise moderates the effect of user review valence: a high user review score leads to higher purchase intention than a low user review score and this relationship is stronger among novice consumers than among expert consumers.'
H6: 'Receiver expertise moderates the effect of critic review valence: a high critic score leads to higher purchase intention than a low critic score and this relationship is stronger among novice consumers than among expert consumers.'

The last hypothesis will look into the moderating role of gender for review valence. Various studies found differences between men and women in relation to E-WoM (Abubakar, Ilkan & Sahin, 2016; Chang, 2016; Awad & Ragowsky, 2008). No study however has looked at the difference between men and women in relation to review valence. The studies that looked at gender found that women responded more strongly to valence, both positive and negative, than men. This leads to the following hypotheses:

H7: 'Gender moderates the effect of critic review valence: a high critic score leads to higher purchase intention than a low critic score and this relationship is stronger among women than among men.'
H8: 'Gender moderates the effect of critic review valence: a high user score leads to higher purchase intention than a low user score and this relationship is stronger among women than among men'

3. Methodology

3.1 Introduction to methods

In this chapter the methodology will be discussed. The methodology will discuss the following topics: Choice for a quantitative experimental design, the variables, sampling method, the procedure, operationalization and measurements and the analysis. This chapter will discuss in more detail how the hypotheses, as proposed in the previous chapter, will be tested. At the end of this chapter a summary is available.

3.1 Quantitative design and Online experiments

When trying to answer a research question there are two main options to choose from in the very beginning of a research project: a quantitative or a qualitative research design. This study chooses for a quantitative research design as the aim of this study is to find out the effect of one variable on another, specifically the effect of the valence of reviewer expertise on purchase intention. Effects have to be measured numerically and the approach to this study therefore needs to be quantitative (Babbie, 2014). A qualitative approach is often used when a certain subject first requires some more exploratory research, when there is not much known about the subject. This is not the case for this branch of research, E-WoM has been studied for over two decades (Fan, et al., 2017; Lee, Keeling & Urbaczewski, 2019; Friberg & Grönqvist, 2012; Kim, et al., 2013; Niraj & Singh, 2015) now and WoM have been studied for multiple decades (Brown & Reingen, 1987; Granovetter, 1973). Considering this vast body of literature a qualitative approach is not well suited. In addition, the social relevance for this type of study lies in the use by business professionals who can use the knowledge to make decisions, the results therefore need to be of sufficient validity. A qualitative approach often lacks validity due to a not representative sample size, quantitative research on the other hand makes use of higher sample sizes and has on that point stronger validity.

Within the realm of possibilities for quantitative research this study chooses to use an online experiment in order to test the hypotheses. The reason for choosing an online experiment has to do with the ability to control for variables that a field study would not be able to control for. This means that in the study one variable can be manipulated which allows one to draw more valid conclusions on the effect that that specific independent variable has on the dependent variable. An example could be the genre of movie or the brand recognition of a movie, if a viewer is familiar with a movie or actor he or she is likely to be biased before even answering the questions. In the case of this study a between-subjects design is chosen meaning that participants will be randomly assigned to a group and will then be exposed to a different version than the other groups. An experimental design, in this case, makes it possible to manipulate valence for both critic and user reviews while keeping all other potential influences consistent. The online experiment will be created using a survey. The advantage of taking the experiment online and using a survey is that it is relatively easy to distribute meaning it

is easy to get a diverse and high sample size. It does mean though that people are not often on the internet perhaps might miss out on the survey, but considering that this survey is aimed first and foremost at people who order cinema tickets online means that if people are not often online they are likely not the target audience.

3.3 Results pre-test

The participants were presented with a brief description of the movie, as one might come across on a cinema website or IMDB, and a poster of the movie. Under the description and poster two questions were presented on a 5-point likert scale relating to familiarity with the movie and attitude towards the movie. The total number of participants. When it comes to familiarity with the movie the goal is to select a movie that is preferably close to one, meaning the participants on average are 'very unfamiliar with the movie'. The question shown to the participants was 'To what degree are you familiar with this movie?'. The questions were asked on a 5-point likert scale, 1 was 'very unfamiliar', 2 was 'unfamiliar', 3 was 'neither familiar or unfamiliar', 4 was 'familiar', 5 was 'very familiar'. The question asked to the participants was 'To what degree do you view this movie positively'? On the 5-point likert scale 1 was 'very negative', 2 was 'negative', 3 was 'neither negative or positive', 4 was 'positive' and 5 was 'very positive'. The goal when it comes to selecting a movie for the experiment is to find a movie towards which the participants hold a 'neutral' attitude, meaning close to a score of 3. The ten movies presented range between 2,6111 and 3,111 meaning that on average the participants had a 'neutral' attitude towards all movies presented. The movie that was eventually chosen based on the pre-test is the movie 'In the Loop' as the average attitude towards this specific movie is precisely three and with a score on familiarity of 1,1176 the movie is also quite unknown.

The movie used in this experiment will be determined using a pre-test, the pre-test comprises a survey with ten movies (which can be found in both **table 3.1** and **table 3.2**) on which participants can indicate on a 1-5 likert scale how familiar they are with the movie and what their attitude towards the movie is. The ten movies that were selected were ten comedy movies from around Europe. The results of the pre-test can be viewed in **table 3.1** and **table 3.2**. **Table 3.1** refers to how familiar participants were with the movie. **Table 3.2** refers to what the attitude of the participants was towards the movie. The total number of participants in this survey was 17 (N = 18). The survey was distributed via Whatsapp and the survey was closed after four days. The movie that was picked eventually was 'In the Loop'. The reason for picking this movie is because the movie came closest to the two requirements for selection: (1) familiarity with the movie needs to be as low as possible and (2) attitude towards the movie needs to be as close to the centre as possible. As the questions were asked on a 5-point likert scale, familiarity with the movie needs to be as close to one as possible while attitude towards the movie needs to be as close to three as possible. The movie 'In the Loop' scored on familiarity with the movie almost one (M = 1.1; SD = 0.5), the movie did not have the lowest

score, two others were lower: Le Dîner de Cons (*M* = 1) and Waking Ned Devine (*M* = 1.1). When we look at Attitude towards the movie however we can see that 'In the Loop' is exactly three (*M* = 3) which means the movie meets exactly the second requirement for selection. The other two movies did not have a score as close to the centre as 'In the Loop'. Le Dîner de Cons (*SD* = 2.8) and Waking Ned Devine (*SD* = 2.7) were therefore not as fit for selection as 'In the Loop'. The means of the other movies were all further away from the target values. An overview of all the selected movies can be seen in both **table 3.1** and **table 3.2**.

Table 3.1: Familiarity with the movie, descriptives.

Movie	N	Maximum score	Minimum score	Mean	Standard deviation
We are the best!	17	1	4	1.2353	0.75245
In the loop	7	1	3	1.1176	0.52859
Nemici par la pelle!	7	1	3	1.1176	0.48507
The Square	7	1	3	1.2941	0.68599
The trip	7	1	3	1.1176	0.48507
Walking Ned Divine	8	1	2	1.0556	0.2357
Wir sind die neuen	7	1	4	1.4118	0.87026
Turist	7	1	3	1.3529	0.70189
Le diner de cons	8	1	1	1	0
Smala Sussie	7	1	3	1.2353	0.66421

Table 3.2: Attitude towards the movie, descriptives.

Movie	N	Maximum score	Minimum score	Mean	Standard deviation
We are the best!	8	2	3	2.8889	0.32338
In the loop	8	2	4	3	0.48507
Nemici par la pelle!	8	2	4	3	0.59409
The Square	8	1	4	3.111	0.6764
The trip	8	1	3	2.6111	0.6978
Walking Ned Divine	8	1	4	2.7222	0.7519
Wir sind die neuen	8	1	5	2.8333	0.85749
Turist	8	1	5	3.0556	0.8726
Le diner de cons	8	1	4	2.8333	0.98518
Smala Sussie	8	1	4	2.8333	0.70711

3.4 Survey design and stimulus

The study is focussed specifically on the Dutch market and the survey will therefore be presented in the Dutch language. Every reference to pieces of text used in the pre-test or eventual survey have originally been asked in Dutch. Once the results of the pre-test results were in, the survey was created using the movie 'In the Loop', a British comedy from 2009. As mentioned before this study uses a between-subjects design for this experiment. The survey consisted of four parts: demographics, the review scores, receiver expertise and two control questions. How the four parts look like will be discussed in detail in the paragraphs below.

The demographic section asked the following characteristics: age, gender, education background and how frequent participants buy cinema tickets online. All five characteristics were asked using nominal answers. Concerning age the five age categories of '0-17', '18-25', '26-45', '46-65' and 65 and older were asked. Education was divided into six different categories, the first two are 'elementary school' and 'secondary school', these were followed by lower practical education 'MBO 1, 2 and 3', lower theoretical education 'MBO 4' and eventually the two higher education categories 'HBO' and 'University'. MBO in the English language can be considered vocational education or training. The answer options for nationality were 'Dutch' and 'other nationality', ticking 'other nationality' would lead to direct elimination from the survey as the study is focussed on the Dutch market. Frequency of visiting movies had five options ranging from 'never', 'once a year', 'multiple times a year', 'every month' and 'I am subscribed to the cinema'.

For the review scores four variants were created: a high critic score, a low critic score, a high user score and a low critic score. All four variants were presented through an image of a fake cinema website that included the following six elements: the title of the movie, a brief description of the movie, a poster, a website menu, a button to order the tickets and a review score. All elements were consistent across all four groups except for the review score. The review score also refers to review valence. On top of the review score the text 'expert opinion' or 'user opinion' was inserted, which refers to the variable reviewer expertise. This way a distinction is made towards critic reviews and user reviews respectively. A low score was a two out of five, a high score was a four out of five. The scores were visualised using a star system. The reason to use a five star rating system is because various Dutch cinema's, including two of the three biggest chains (Pathé and Vue), use it on their websites. Just to recap: a participant exposed to a high critic score would see on his or her screen a four out of five star rating with on top the text 'expert opinion', a participant exposed to a low critic score would see on his or her screen a two out of five star rating with on top the text 'expert opinion', a participant exposed to a high user score would see on his or her screen a four out of five star rating with on top the text 'user opinion' and a participant exposed to a low critic score would see on his or her screen a two out of five star rating with on top the text 'expert opinion'.

Receiver expertise was measured in similar fashion to Ketelaar, et al. (2015) on a 3-point scale. Three different statements were presented and the participant had to pick the statement that fits

their situation best. The first statements asked about their ability to predict the quality of a movie beforehand, the second one asked about how often and to what extent the participant consumes information on movies or is trying to learn more and the last statements had to do with the amount of past movie viewings and affinity with the medium.

The survey was finalised using two control questions to assure the validity of the movie. The first question asked the participants how well they read and viewed the (fake) cinema website and the other question asked to what degree they were familiar with the movie 'In the Loop'.

3.5 Sampling

The survey was distributed between may 14th and may 29th of the year 2021. According to the Methodological Guidelines Thesis Research from the Erasmus School of History, Culture and Communication (2020) for experimental research a minimum of 30 respondents are required per manipulation at least. Considering that this study has four manipulations this means that this study is required to have at least 120 participants. The total sample size after data cleaning was 196 (N = 196) which means that the required minimum of 120 participants is met with even a substantial additional number of participants.

The requirements to participate in the survey were: having the Dutch nationality, being at least age eighteen and buying generally speaking at least once a year cinema tickets online. During the demographic section participants were excluded if they did not meet the requirements mentioned. The most important of these requirements is the last one: where people have to buy cinema tickets online. As this research aims to find out more about online purchase behaviour it is important that the participants already buy things online or at least have successfully done so.

Generally speaking there are two types of sampling: probability sampling and non-probability sampling. Non-probability sampling occurs when the researcher is not able to specify really the probability that each member in the population will be selected for the research sample (Breakwell, et al., J. A., 2006). Probability sampling on the other hand occurs when the research is able to specify whether every member of the population has been selected or not. This study uses non-probability sampling. The problem with probability sampling is that it is often difficult or even impossible to execute (Babbie, 2014).

Sampling was done using various social media platforms to distribute the survey, in addition snowball sampling was used to get a more diverse audience and make sure a sufficient sample size is met. The survey was distributed online. Online social media platforms were used to attract participants, the only problem is that social media is mostly used by the younger generations (Wijker, 2020). By using snowball sampling the age distribution will hopefully be more diverse. The social media platforms used to distribute the survey were Facebook and Whatsapp. Participants were specifically asked to share the survey, after they themselves filled out the survey. By encouraging the

participants to share the survey a snowball effect was created. No incentives were used to attract participants.

3.6 Operationalization and Measurements

The concepts from the literature have in earlier chapters already been defined and discussed. These concepts however do need to be presented in a clear and understandable manner to the participants and also need to be measurable. This section will explain those elements of the research process in more detail.

In order to find out what the effect of critic and user review scores are on purchase intention an online experimental between-subjects survey design will be used to test whether critic and user reviews are significant predictors of purchase intention and what role receiver expertise and gender play. The dependent variable is purchase intention and reviewer expertise will function as independent variable, receiver expertise and gender are moderators. In the survey there will be two variables based on review scores split into two: a high critic score, a low critic score, a high user score and a low user score. Reviewer expertise will be represented in this study by differentiating between critic and user reviews. In addition the participants will receive questions to determine their receiver expertise, in the end the participants will be divided into ‘experts’ and ‘novices’ based on how much knowledge they probably have on movies. Gender will be asked during the demographic questions.

More studies have used an experimental design to measure purchase intention for product reviews (Yang, Sarathy & Lee, 2016; Hsu, Yu & Chang, 2017; Lin, Huang & Yang, 2007). The effect of movie reviews specifically has thus far mostly been measured using public sales data of cinemas; studies that used experimental designs are more scarce. On other products there have been more studies conducted using experimental designs to find out the impact of online reviews on purchase behaviour. This experiment will reduce bias by selecting a relatively unfamiliar movie to which participants have a neutral attitude. By selecting a movie towards which the audience holds a neutral attitude the amount of bias can be reduced. Movie genre is one of the variables that might influence a participant but will be controlled for.

If someone is already familiar with a movie this means that they might judge the movie based on what they already experienced concerning the movie instead of taking into account the online review. The same counts for attitude towards the movie, certain genres, actors or other factors are able to influence the audience beforehand. It is difficult to establish what movie the audience is relatively ‘neutral’ towards, for that exact reason a pre-test is necessary for the validity of this study.

In order to measure the variables two different scales were used. In order to measure purchase intention a 5-point likert scale was used while receiver expertise will be measured using a 3-point ‘statement’ scale. According to Alexandrov (2010) the likert scale is a very useful measurement scale for marketing and communication research, there are some requirements however to the phrasing of statements and questions in order to make it more valid. These requirements include positive wording

and similar wording and intensity, this will be taken into account when creating the likert scales. Only one of the control questions at the end will slightly deviate from this, but only to the extent that the phrasing will be different. Review valence will be shown on a fake cinema website that resembles a Dutch cinema website. The high and low scores for both users and critics will be shown on a 1-5 rating scale just like on many Dutch cinema websites (e.g. Vue and Pathé). The score will be shown in stars.

Using a proven scale will add to the validity of the study. To measure receiver expertise a 3-point scale has been used as proposed by Ketelaar, et al. (2015). This study is partly a replication of the study by Ketelaar (2015)Their study however focussed on camera's where this study will focus on movies. In order to measure expertise on camera's three statements were presented relating to one of the following three categories relating to (1) 'control', (2) 'educational history' and (3) 'commitment'. With control is meant to what extent the participant is able to pick a movie/product that satisfies his/her purchase. Educational history focuses on how often the participant in the past has read, listened or watched something educational or informative related to movies. Commitment refers to the extent the participant has affinity with movies/the product and spends time consuming on an annual basis. The three statements presented under one of the following aforementioned categories will be the same but asked with a different intensity. The statements about control for example are phrased as following: (1) 'Before I go to the movies I am pretty good at estimating whether the movie is of good quality', (2) 'Before I go to the movies I am somewhat good at estimating whether the movie is of good quality' and (3) 'Before I go to the movies I am bad at estimating whether the movie is of good quality'. In order to ask a question about control for movies the participant will be asked about their knowledge about their ability to estimate a movie's quality prior to the movie viewing. Educational history does not really apply in the case of movies, instead a question will be asked about how often they consume (news) information about movies. For the question on commitment participants will be asked to answer how often they watch movies. Usually it is necessary to change a 3-point scale into a 5-point scale in order to make sure the two can be properly measured and compared. In this case that is not necessary however as receiver expertise was not directly compared with purchase intention, instead the scores of receiver expertise were used to create a new variable that consists out of two values: 1 for novice and 2 for expert. This newly created variable will then be used as a moderator.

3.7 Procedure

The software Qualtrics will be used to design the survey. The survey will be designed using a model where the manipulations are divided into two main categories: critic and user reviews. Under these two categories a distinction is made between a high review score and a low review score. In addition this study will look into what role receiver expertise (expert vs novice) and gender (men vs women) play when it comes to the relation between review valence and purchase intention. The users will be presented with one movie, selected during the pre-test. The number of respondents for the pre-

test was 18 (N = 18). The goal was to find a relatively unknown movie to which participants hold a neutral attitude. The movie coming out of the pre-test, as mentioned before, was In the Loop, a UK production released in 2009. The movie will be presented on a fake cinema website. The analysis and results of the pre-test can be found in chapter 3.3. The participants who did the pre-test were introduced to an introductory text which explained that what would follow were 10 movies and that under each movie they were required to answer two questions: (1) 'to what degree are you familiar with this movie?' and (2) 'to what degree are you positive towards this movie'. As mentioned before, all surveys were conducted in Dutch as the target audience are Dutch movie goers. THe participants had to answer on a 5-point likert scale. After closing the pre-test the main survey was created and launched.

Once a participant opens up the main survey there will be a series of three elimination questions that will determine whether the participant fits the target audience of the study. The elimination questions are part of the demographic section and are based on age, nationality and frequency of ordering cinema tickets online. Age was asked on a nominal scale and one of the options is '0-17', once selected the participant will exit the survey automatically as only participants of adult age (eighteen and older) are accepted.. Two options were presented for the question on nationality: 'Dutch' or 'other nationality'. Everyone who selected 'other nationality' automatically exited the survey. The last elimination question was on how often someone ordered cinema tickets online before the Covid-19 pandemic started in march 2020. Those who selected 'never' were automatically eliminated from the survey. The survey also included two control questions at the end in order to make sure the participant filled out the survey in a valid way. The two control questions asked about how well the participant read the (fake) cinema website and to what degree the participant is familiar with the movie 'In the Loop'. The control questions were presented using statements followed by a 5-point likert scale asking the participants whether they 'completely disagree', 'agree', 'neither agree or disagree', 'agree' or 'completely agree'. The two statements asked were: 'I scanned the image of the cinema website earlier in this survey thoroughly and read the text fully' and 'I was already familiar with the movie 'In the Loop' before filling out this survey. Those who answered on the first statement between 'completely disagree' and 'neither agree or disagree' were eliminated from the survey during data cleaning. Those who answered on the second statement 'agree' or 'completely agree' were also eliminated during data cleaning.

The survey opened as usual with a brief description of the survey and the study, but with a cover story to reduce bias, the study rationale presented to the participant was slightly different than the actual study goal. The participant was told that the study was simply aiming to find out more about online shopping behaviour while the honest goal is to find out how they respond to reviewer expertise. After the opening the participants were asked to fill out demographic details, followed by sections on valence and receiver expertise. The demographic section concerned age, nationality, education and how often the participant has bought tickets online. People will be excluded from the

survey if they are: under age 18, non-Dutch or generally speaking buy less than one cinema ticket online per year. After demographics the participants will be appointed to one of the four possible screens. The probability of being exposed to one of these four screens was equal across all four of them. As this is a between subjects study, the participants will be presented only one out of four options. Under the fake cinema website directly will be the question, or rather statement, on purchase intention measured on 5-point likert scale. During the section on receiver expertise there will be three statements laid out for the three aforementioned categories to which the participants can respond on a 3-point scale. The control questions will be at the end. This study, as mentioned before, will use a one to five scale to present critic and user review valence. As a low score a two will be presented and as a high a four will be presented. At the end two **control questions** were added, the goal of the first control question was to check whether the participants properly read/viewed the (fake) cinema website. The other control question asked to what extent the participant is familiar with the movie 'In the Loop'. Under each movie page the participant will be asked about how likely they are to visit this movie and how familiar they are with the movie. These are the same questions asked during the pre-test. The participants were asked to answer on the 5-point likert scale.

3.8 Analysis

The data retrieved from the survey will be analyzed using the Statistical Package for the Social Sciences (SPSS). First of all a description of the sample will be given on age, gender, education level and frequency of buying cinema tickets online before the Covid-19 pandemic that started march 2020. During the demographic section various participants were already excluded automatically simply because they did not meet the requirements, these participants however were still in the dataset and therefore had to be excluded simply by deleting them from the data set. This was the first part of the data cleaning process. The second part of the data cleaning process looked at the control questions. All participants that answered 'agree' or 'strongly agree' when asked whether they were familiar with the movie In the Loop prior to participating in the survey were deleted from the dataset. The same counts for all participants that answered 'strongly disagree', 'disagree' and 'neither agree nor disagree' when asked if they read and observed the fake cinema website properly. The four demographic characteristics will be further described by including the total amount, percentage, the mean and the standard deviation for purchase intention. After the data cleaning the hypotheses testing was next.

There were eight hypotheses, the first four hypotheses simply look at the impact on purchase intention for critic score, user score, receiver expertise with high review valence and receiver expertise with low review valence. The first four hypotheses were tested using an independent sample t-test. A t-test is a type of inferential statistic that compares two mean scores. The independent samples t-test specifically in research is used in order to compare the means of two separate groups.

This t-test specifically is most fit for a between-subjects experimental design as the participants are separated into different groups (Breakwell, et al., 2006).

The remaining four hypotheses are all moderation effects. The four hypotheses test the moderation effects for a high score (IV) and receiver expertise (IVM), a low score (IV) and receiver expertise (IVM), critic score (IV) gender (IVM) and user score gender. Because this is a between-subjects design a one-way Analysis of Variance (ANOVA) is used as opposed to a repeated-measures Analysis of Variance (ANOVA) that is more common for a within-subjects factorial design (Breakwell, et al., 2006). In case the results are significant a post-hoc test will be applied, Bonferonni specifically.

3.9 Reliability and validity

An important part of research is the reliability and validity of the study. Reliability refers to the consistency of a measure (Breakwell, et al., 2006). Validity refers to the extent to which the scores from a measure represent the variable they are intended to (Breakwell, et al., 2006). This section will briefly discuss how this study was aiming to get both valid and reliable results.

The sampling method used in this study also aims to have good validity. By using snowball sampling the change of reaching a wider audience within the population increases the further away the survey link flows within the networks of the participants. The validity could be stronger when a probability sampling method would be applied, but probability sampling is more difficult and sometimes even impossible (Babbie, 2014). Because a non-probability sampling method is used, there is a change of a certain degree of sampling bias. The validity of this study also lies in the target audience that was chosen and the study subject. The study subject, movies, is a specific product which makes it more reliable than studies that looked at a wide range of products, looking at a wide range of products means that the heterogeneous nature of products is being ignored. Another way in which this study aims to provide good validity is by using an experimental design where there is control on factors that can not be controlled for in field studies (Duan & Whinston, 2008; Chevalier & Mayzlin 2006). Field studies look at things as they are in the real world, a simulated setting on the other hand means the researcher has control over what the study participants will be exposed to.

The reliability of this study can first of all be found in the literature. The studies that this study has build upon have been peer reviewed and have received many citations (Liu, Feng & Liao, 2017; Chevalier & Mayzlin 2006; Godes & Mayzlin, 2004; Duan & Whinston, 2008; Chen, Fay & Wang, 2003; Lee, Keeling & Urbaczewski, 2019; Fan, Che & Chen, 2017). Second of all this study first and foremost has been trying to get reliable results by using proven scales, scales that have been previously used in the literature. The first scale was the 3-point scale previously used by Ketelaar, et al. (2015) to measure receiver expertise. This scale has been replicated to the extent that it is possible to replicate the very scale. The main thing that is different is the products used, Ketelaar, et al (2015) used cameras and this study used movies. On all other aspects are these scales the same. The other

scale is the 5-point likert scale that has been used by various researchers and is considered to be a reliable scale to measure attitude towards something (Breakwell, et al., 2006).

4. Results

4.1 Respondents

A total number of 280 (*N* = 280) participants filled out the survey completely. After closing the survey the data was controlled for reliability. Participants that did not meet the criteria were excluded during the demographics section and were thus easy to remove from the dataset. At the end of the survey two control questions were asked in order to make sure the participants filled out the survey in a valid way. All participants that failed these two questions were also removed, leaving the dataset with 192 (*N* = 192) participants. The vast majority of respondents were gathered via social media. The dataset has a relatively equal balance in terms of gender as can be seen in **table 4.2**, 54.2% of respondents are male (*N* = 104) and 45.8% are female (*N* = 88). In **table 4.1** the age distribution can be seen, age was not asked on a scale but in age categories. The age category 18-25 was the most dominant group concerning 46.9% of the participants (*N* = 90), age group 26-45 concerned 32.8% of participants (*N* = 18.2%) and the last group, 66 and older, were 2.1% of the sample (*N* = 4). Looking at education background the sample was tilted towards the 'higher educated' as can be seen in **table 4.3**. HBO, which is the Dutch label for an applied science education accounted for almost almost half the sample (*N* = 95) while University student, which in the Netherlands is fully theoretical education, accounted for 28.6% of the sample (*N* = 55), the other three categories were, what can be called 'lower educated', Secondary school, MBO 4 and MBO 1, 2 & 3. The latter three categories accounted for only 21.9% of the sample size. The last demographic characteristic that was asked concerned frequency of ordering movie tickets online, this was partly used to exclude participants who never ordered cinema tickets online. These numbers can be found in **table 4.4**. The vast majority of participants order either once a year or multiple times a year (92.7%, *N* = 178).

Table 4.1: Age category, descriptives.

Age category	Frequency	Percent	Valid percent	Cumulative percent
18-25	90	46.9	46.9	46.9
26-45	63	32.8	32.8	79.7
46-65	35	18.2	18.2	97.9
66 and older	4	2.1	2.1	100
Total	192	100	100	

Table 4.2: Gender, descriptives.

Gender	Frequency	Percent	Valid percent	Cumulative percent
Men	104	54.2	54.2	46.9
Women	88	45.8	45.8	100
Total	192	100	100	

Table 4.3: Education level, descriptives.

Education level	Frequency	Percent	Valid percent	Cumulative percent
Secondary school	23	12	12	12
MBO 1, 2 or 3	6	3.1	3.1	15.1
MBO 4	13	6.8	6.8	21.9
HBO	95	49.5	49.5	71.4
University	55	28.6	28.6	100
Total	192	100	100	

Table 4.4: Frequency of ordering cinema tickets online, descriptives.

How often ordering cinema tickets online	Frequency	Percent	Valid percent	Cumulative percent
Once per year	68	35.4	35.4	35.4
Multiple times a year	110	57.3	57.3	92.7
Every month	10	5.2	5.2	97.9
Cinema subscription	4	2.1	2.1	100
Total	192	100	100	

4.2 Effect on Purchase Intention

The participants were exposed to four different manipulations. The questions about receiver expertise were consistent. In this between-subjects experimental design participants were exposed to a cinema website that showed a ‘high critic score’, ‘low user score’, ‘high user score’ or ‘low user score’. As can be seen in **table 4.5** the division between the groups was not entirely equal. 49 participants were exposed to a high critic score (*N* = 49), 45 participants were exposed to a low user score (*N* = 45), 53 participants were exposed to a high user score (*N* = 53) and 45 participants were exposed to a low user score (*N* = 45). The required minimum according to the Methodological Guidelines for Thesis Research from the Erasmus School of History, Culture and Communication (2020) a minimum of 30 participants is required which means that all four conditions meet this requirement. Receiver expertise was measured using three questions rated on a 3-point scale using three different statements to which the participant was able to pick the statement that fitted best with their personal situation. The questions that suggested high expertise had a score of 1 while the questions that suggested moderate or low expertise had a score of 2 and 3 respectively. The goal of these questions was to discover whether a participant could be considered an ‘expert’ or a ‘novice’. In order to categorize the participants in one of the two groups a new variable was created that divided the participants in the group of experts, with a score of 2 (*N* = 69), or the group of novices, with a score of 1 (*N* = 123). The scores of the three questions were averaged and the participants with an average score below 2 were categorized as ‘experts’ while the participants scoring above 2 were categorized as ‘novices’. The sample sizes for all four conditions can be seen in **table 4.5**.

Table 4.5: Division participants between-subjects, sample size.

Label	Score applied to label	N
High critic score	1	49
Low critic score	2	45
High user score	3	53
Low user score	4	45
Expert	1	69
Novice	2	123

4.3 Review valence

In order to discover the effect of review valence, for critic and user review scores, and the impact on purchase intention an independent samples t-test was conducted. The first hypothesis for review valence is H1 which states that: 'A high user score leads to higher purchase intention than a low user score.' The goal is to find out whether a high or low user score has more influence on purchase intention. The participants exposed to a high user score (M = 2.4, SD = 1.2, t = -1.5, p = 0.14) scored higher on purchase intention than the participants exposed to a low user score (M = 2, SD = 0.9, t = -1.5). Leven's test for equal variance shows that F (10.4), p = 0.002. Based on Levene's test equal variance is not assumed. Despite the mean for a high user score being higher than the mean for a low user score the result is not significant and therefore H1 has to be rejected. This means that there is not enough evidence to claim that a high user score leads to higher purchase intention than a low user score. The results for this test can be seen in **table 4.6** and **table 4.7**.

Table 4.6: Independent samples T-test user high vs low, mean purchase intention

Test group	Levene's test for equal variance: F	Levene's test for equal variance: p	N	Mean	Standard deviation	Standard error mean
Low	10.4	0.002	49	2	0.9	0.1
High			45	2.4	1.2	0.2

Table 4.7: Independent samples T-test user high vs low, mean purchase intention. Significance level.

	t	p
Equal variance not assumed	-1.5	0.14

The second hypothesis in this study is between the independent variables high critic score and low critic score. Just like the first one, between a high and low user score, an independent samples t-test was conducted in order to find out whether a high critic score leads to higher purchase intention than a low critic score. The other hypothesis that looks at review valence is H2 which is formulated the following: 'A high critic score leads to higher purchase intention than a low critic score.' The results indicate that the mean for a high critic score (M = 2.3, SD = 1.1) is higher than for a low critic score (M =

2, *SD* = 0.9). Levene's test showed that the variances for a high and low critic score were not equal, *F*(7.2), *p* = 0.009. This means that equal variance is not assumed. Just like the first hypothesis, H2 has to be rejected despite the mean of a high critic score being higher than a low critic score because the result is statistically insignificant.

An interesting observation for both hypotheses is that in both cases the standard deviation to a similar degree lower is for the low review scores than for the high degree scores in the sample. This suggests that the participants in the sample are closer to the average for the low review scores than for the high review scores which suggests that a low score has a more clear influence than the high review scores. In this sample both the high critic and user score were higher than the low critic and user score but the results were not significant which means that a high critic score does not lead to higher purchase intention than a low critic score. The results for this test can be seen in **table 4.8** and **table 4.9**.

Table 4.8: Independent samples T-test critic high vs low, mean purchase intention

Test group	Levene's test for equal variance: F	Levene's test for equal variance: p	N	Mean	Standard deviation	Standard error mean
Low	7.2	0.009	53	2	0.9	0.1
High			45	2.3	1.1	0.2

Table 4.9: Independent samples T-test critic high vs low, mean purchase intention. Significance level.

	t	p
Equal variance not assumed	-.1.8	0.07

4.4 Rec eiver expertise

For receiver expertise the effects on purchase intention were also measured. The results for this test can be seen in **table 4.10** and **table 4.11**. The first hypothesis for receiver expertise looks at high review valence, this includes all participants who had a high critic score and those with a high user score. The goal of this hypothesis is to test whether a high review score leads to higher purchase intention among novices than among experts. The first hypothesis that looks at receiver expertise, overall the third hypothesis, is H3 which is formulated the following: 'A novice consumer has a higher purchase intention than an expert consumer when review valence is high.' The results indicate that the mean for a novice (*M* = 2.6, *SD* = 1.1) is higher than that for an expert (*M* = 2.3, *SD* = 1.1). The third hypothesis that looks at receiver expertise, H3, for receiver expertise, which looks at high review valence, has to be rejected despite the mean of a novice consumer being higher than an expert

because the result is statistically insignificant ($p = 0.16$).

Table 4.10: Independent samples T-test critic high vs low, mean purchase intention

Test group	Levene's test for equal variance: F	Levene's test for equal variance: p	N	Mean	Standard deviation	Standard error mean
Low	0,3	0.59	29	2.6	1.1	0.2
High			61	2.3	1.1	0.1

Table 4.11: Independent samples T-test critic high vs low, mean purchase intention. Significance level.

	t	p
Equal variance assumed	1.5	0.16

The second hypothesis for receiver expertise looks at low review valence, this includes all participants who had a low critic score and those with a low user score. The results for this test can be seen in **table 4.12** and **table 4.13**. The goal of this hypothesis is to test whether a low review score leads to lower purchase intention among novices than among experts. The fourth hypothesis, which is the second hypothesis looking at receiver expertise is H4 which is formulated the following: 'A novice consumer has a lower purchase intention than an expert consumer when review valence is low.' The results indicate that the mean for a novice ($M = 2$, $SD = 1$) is only slightly lower than that for an expert ($M = 2$, $SD = 0.8$). The second hypothesis for receiver expertise, H4, which looks at high review valence, has to be rejected despite the mean of a novice consumer being higher than an expert because the result is statistically insignificant ($p = 0.59$).

Table 4.12: Independent samples T-test expert vs novice negative review valence, mean purchase intention.

Test group	Levene's test for equal variance: F	Levene's test for equal variance: p	N	Mean	Standard deviation	Standard error mean
Low	3.1	0.81	40	2	1	0.2
High			62	2	0.8	0.1

Table 4.13: Independent samples T-test expert vs novice negative review valence, significance level.

	t	p
Equal variance assumed	-0.2	0.816

In order to test the fifth hypothesis, a univariate analysis of variance (ANOVA) was conducted. The results for this test can be seen in **table 4.14**. The fifth hypothesis was formulated as follows: 'Receiver expertise moderates the effect of user review valence: a high user review score leads to higher purchase intention than a low user review score and this relationship is stronger among novice consumers than among expert consumers'. The independent variable was user score. The moderation variable was receiver expertise which was a nominal variable divided into two groups: experts and novices. The dependent variable was purchase intention. Looking at the results there is a substantial mean difference between the expert participants exposed to a high user score (M = 2.7) and the novice participants exposed to a high user score (M = 2.1), the means for expert consumers with a low user score (M = 2) and novice consumers with a low user score (M = 2.1) however are roughly the same. The alpha for the moderation (F = 2.9, p = 0.09, df = 1) is not significant. This means that H5 has to be rejected. This analysis concludes that there is not sufficient evidence to claim that a low user score does not lead to lower purchase intention among expert consumers than novice ones, and a high user score does not lead to higher purchase intention among novice consumers than expert ones.' In addition, even if the results would have been significant, the mean differences do also not support the hypothesis as the hypothesis predicted a higher value for novices than experts.

Table 4.14: Results ANOVA user score high and low, expert novice and purchase intention.

User score	Expert_Novice	M	F	p
Low	Expert	2		
	Novice	2.1		
High	Expert	2.7		
	Novice	2.1		
User_HighLow * Expert_Novice			2.9	0.92

In order to test the sixth hypothesis, a univariate analysis of variance (ANOVA) was conducted just as with the fifth hypothesis. The sixth hypothesis was formulated as follows: 'Receiver expertise moderates the effect of critic review valence: a high critic score leads to higher purchase intention than a low critic score and this relationship is stronger among novice consumers than among expert consumers.'. The results for this test can be seen in **table 4.15**. The independent variable was critic score. The moderation variable was receiver expertise which was a nominal variable divided into two groups: experts and novices. The dependent variable was purchase intention. Looking at the results there is a no clear mean difference between the expert participants exposed to a high critic score (M = 2.3) and the novice participants exposed to a high critic score (M = 2.3), the same counts for the means for expert consumers with a low critic score (M = 2) and novice consumers with a low critic score (M = 2. The alpha for the moderation (F = 0, p = 0.94, df = 1) is not significant. This means that H6 has to be rejected. This analysis concludes that there is not sufficient evidence to claim that a low critic score does not lead to lower purchase intention among expert consumers than novice ones, and a high critic score does not lead to higher purchase intention among novice consumers than expert ones.' In addition, even if the results would have been significant, the mean differences do also not support the hypothesis as the hypothesis predicted a higher value for novices than experts while the means are actually very similar.

Table 4.15: Results ANOVA critic score high and low, expert novice and purchase intention.

Critic score	Expert_Novice	M	F	p
Low	Expert	2		
	Novice	2.3		
High	Expert	2		
	Novice	2.3		
Critic_HighLow * Expert_Novice			0	0.94

In order to test hypothesis number seven, similar to the first two moderation based hypotheses, a univariate analysis of variance (ANOVA) was conducted. The seventh hypothesis was formulated as follows: 'Gender moderates the effect of critic review valence: a high critic score leads to higher purchase intention than a low critic score and this relationship is stronger among women than among men'. The results for this test can be seen in **table 4.16**. The independent variable was critic score. The moderation variable was gender. The dependent variable was purchase intention. Looking at the results there is no real mean difference between the male participants exposed to a high critic score (M = 2.3) and the female participants exposed to a high critic score (M = 2.4). The mean difference for male consumers with a low critic score (M = 2.1) and novice consumers with a low critic score (M = 1.7) however is larger than for high critic scores. Just like H5 and H6 the moderation in this hypothesis (F = 1.3, p = 0.25) is not significant. This means that H7 has to be rejected. This analysis concludes that there is not sufficient evidence to claim that a high critic score leads to higher purchase intention than a low critic score and this relationship is stronger among women than among men.

Table 4.16: Results ANOVA critic score high and low(IV), gender(IVM) and purchase intention(DV).

User score	Expert_Novice	M	F	p
Low	Male	2.1		
	Female	1.7		
High	Male	2.3		
	Female	2.4		
User_HighLow * Gender			1.3	0.26

This hypothesis will similar to H7 be tested using a univariate analysis of variance (ANOVA). The eight hypothesis was formulated as follows: 'Gender moderates the effect of critic review valence: a high user score leads to higher purchase intention than a low user score and this relationship is stronger among women than among men'. The results for this test can be seen in **table 4.17**. The independent variable was user score. The moderation variable was gender. The dependent variable was purchase intention. Looking at the results there is somewhat of a mean difference between the male participants exposed to a high user score (M = 2.3) and the female participants exposed to a high user score (M = 2.5). The mean difference for male consumers with a low critic score (M = 2.1) and female consumers with a low critic score (M = 2) does also not differ that much. Overall the moderation in this hypothesis (F = 1.1, p = 0.3) is not significant. This means that H8 has to be rejected. This analysis concludes that there is not sufficient evidence to claim that a high critic score leads to higher purchase intention than a low critic score and this relationship is stronger among women than among men.

Table 4.17: Results ANOVA User score high and low(IV), gender(IVM) and purchase intention(DV).

User score	Expert_Novice	M	F	p
Low	Male	2.1		
	Female	2		
High	Male	2.3		
	Female	2.5		
User_HighLow * Gender			1.1	0.3

5. Conclusion & Discussion

5.1 Conclusion

This study aimed to research the effect of online reviews on purchase intention for online cinema tickets. Specifically this research aimed to test whether there is a difference between critic review scores, someone with expertise (often employed by a media company), or a user (regular consumer) review score. The study hoped to find out more about to what extent, if any, there is a difference between the two. In addition to the two independent variables of critic review score and user review score. Receiver expertise and gender were added as moderators. The dependent variable was purchase intention measured on a 5-point likert scale. The results of the study suggest that there is no significant effect. There is not enough evidence to suggest that a critic score or a user score has more impact than the other on purchase intention. When it comes to receiver expertise there is also not enough evidence to suggest that it functions as a moderator between review valence and purchase intention, the same can be said for gender. Gender also does not function as a moderator between review valence and purchase intention. The results of the tests on receiver expertise were not significant.

5.2 Discussion

This study looked at the direct impact on purchase intention for the critic scores and user scores, both can be categorized under review valence, and found there to be no significant effect. This means that it can not be argued based on these results that a high critic score and a high user score are more influential than a low critic score or low user score on purchase intention. These results are similar to the ones from Duan and Winston (2008) who based their results on a field study on the American market and found no significant effect for the influence of user reviews and sales. Another field study, that took place in India, concluded the opposite, namely that user and critic reviews both have a significant impact on sales (Niraj & Singh, 2015). This study differed from these two studies by adapting an experimental design, by focussing on the Dutch market and by comparing the critic and user reviews. This study seems to be most in line with the study from Duan and Winston (2008) supporting the claim that online user reviews, review valence specifically, do not have a significant influence on purchase behaviour for films. The results of this study however do contradict the findings from Niraj and Signh (2015), just like the results from another American field study by Kim, et al. (2013) who also concluded that critic reviews are a significant predictor of sales. They did however notice that there was a difference between American and international audiences, American audiences were more influenced by critic reviews. The results of this study could partially be explained by the difference in nationality but apart from that it is difficult to put a finger on what exactly explains the different results.

The third hypothesis and the fourth hypothesis of this study looked at the direct impact on

purchase intention for receiver expertise. The third hypothesis tested the influence for receiver expertise on high review valence and the fourth hypothesis tested the influence for receiver expertise on low review valence. The results indicate that there is no significant effect going on for both hypotheses. This is not in line with the findings by Ketelaar, et al. (2015) who did find that receiver expertise functioned had a significant impact on purchase intention. This study and the study by Ketelaar, et al. (2015) however have, with receiver expertise, attempted to shed more light on a variable that is part of E-WoM that is relatively understudied. There have not been many studies performed that focussed on receiver expertise, it is therefore difficult to draw generalizable conclusions on receiver expertise. The studies can be compared to an extent. Both studies use the same scale of measurement but the nature of the products used as study objects are different. The variable receiver expertise is a phenomenon that has not been studied a lot and thus requires more research to draw more valuable conclusions on. The phenomenon of online reviews does play a role in our everyday purchase behaviour and is therefore of both academic and social interest to study. The conclusions drawn however by various studies conducted on the matter are not conclusive on the extent to which it has an impact and what factors hold what influence in the phenomenon.

The fifth and sixth hypothesis of this study did not find any statistically significant results. These two hypotheses were aiming to test whether receiver expertise acts as a moderator between review valence and receiver expertise. In order for the numbers to make sense two separate hypotheses were created in order to test this moderation effect for both high review valence and low review valence. The fact that no significant results were found was again a finding not in line with the findings of Ketelaar, et al. (2015). The study by Ketelaar, et al. (2015) is most similar to this study and can therefore be best compared to this study, it is however not the only study that looked at receiver expertise. There have been two other studies conducted on the effects and/or impact of receiver expertise (Park and Kim, 2008; Lee and Koo, 2012). Park and Kim (2008) found that consumers with high expertise were more strongly influenced by reviews online focussing on specific product attributes, whereas consumers with lower expertise were more strongly influenced by reviews focussing on various product benefits. Lee and Koo (2012) found that while consumers with high expertise considered reviews with an objective tone to have more credibility, both the expert consumers and novice consumers did consider reviews with a subjective tone to have equal credibility. These three studies clearly point into the direction that receiver expertise in fact does have an impact and they therefor contradict the findings of this study.

The last two hypotheses, hypotheses seven and eight, were similar to hypotheses five and six, the main difference was that receiver expertise was replaced as a moderator by gender. In order for the numbers to make sense two separate hypotheses were created in order to test this moderation effect for both high review valence and low review valence. The results for gender as a moderator between review valence and purchase intention were not found to be significant. These findings go against what the literature has pointed towards in past research. The studies that looked at what role gender

plays within E-WoM from the receiver perspective (Abubakar, Ilkan & Sahin, 2016; Chang, 2016; Awad & Ragowsky, 2008) found the impact to be significant. The studies conducted on gender and E-WoM however did not look specifically at online reviews, let alone review valence. One study for example looked at E-WoM and brand image found in fact significant results, namely that the influence on women was more significant compared to men (Abubakar, et al., 2016). The same study also argues that E-WoM also has an influence on purchase intention. This study also looked at purchase intention and did not find significant results which means the studies contradict one another. Chang (2016) also argues that there is a difference between men and women: women were more influenced by positive outcomes compared to negative outcomes than men. These studies differ in their results from this study. What could be a factor is that this study looked at online review valence specifically, which is a variable that was not looked at by the other studies, further replication studies are necessary to test whether this is in fact the case.

5.3 Limitations and future research

This study tried to shine a light on two factors specifically: reviewer expertise and receiver expertise. The limitations of this study start simply by the fact that all participants come from the Netherlands which means that a replication study in another country might find different results. Other limitations to this study can be found in sample size, scales for measurement and sample distribution. The sample for this study should have been bigger for more valid results which means that replication studies with higher sample sizes are needed in order to confirm the results of this study as fully valid. In this study two different scales have been used for measurement. The first scale is the 5-point likert scale and the second one is a 3-point scale to measure receiver expertise, this means that the scales have not been consistent throughout the survey and that the options to measure the results in SPSS were limited compared to a situation where all scales were consistent. The sample distribution of this study, or any study, should be representative for the wider population. One Dutch study (Kamer & De Groot, 2020) took a look at the movie going audience in the Netherlands. According to that study this study has a sample that does deviate from the population in terms of distribution of gender and age. This study has slightly more males while according to Kamer and De Groot (2020) the movie going audience in the Netherlands consists of slightly more females. The same counts for age, middle aged adults are a big proportion of the movie market, but they were not as well represented in this sample. For future research the impact of reviewer expertise requires further study in order to find out how this exactly impacts purchase behaviour. Specifically the difference between critics and users. Future studies could also focus on movies, but more interesting would be to focus on other product categories or countries. Most studies on the subject have been conducted in rich countries but are the results also applicable on developing nations where not as many people use the internet? When it comes to receiver expertise the door is wide open for future research. Ketelaar, et al. (2015) opened that door. What in particular would be interesting is to study

different product categories. What however is most important, but might be more difficult, is to create a scale to test receiver expertise. This scale should then be exposed to various validation studies. The scales used in this study and by Ketelaar, et al. (2015) are partially based on how the participant judges their own expertise which might be less reliable and it is therefore relevant to develop a more objective scale. Most likely there need to be different scales for different products as different products are of different nature.

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7. Appendix

Appendix A

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
We are the Best! Drie meisjes in het Stockholm van de jaren '80 besluiten een punkband te vormen -- ondanks het feit dat ze geen instrumenten hebben en van iedereen te horen krijgen dat punk dood is. - In welke mate bent u bekend met deze film?	17	1,00	4,00	1,2353	,75245
- - In welke mate staat u positief tegenover deze film?	18	2,00	3,00	2,8889	,32338
Nemici per la pelle. Twee vrienden hebben ruzie, maar hun vrouwen verzinnen een maf plan waarbij hun echtgenoten worden ondergebracht in een bejaardentehuis. In het bejaarden tehuis gaat de ruzie in eerste instantie verder maar al gauw verandert het een en ander. - In welke mate bent u bekend met deze film?	17	1,00	3,00	1,1176	,48507
- - In welke mate staat u positief tegenover deze film?	18	2,00	4,00	3,0000	,59409

Le dîner de cons. Elke woensdagavond eten een paar kerels samen. Aan de maaltijd is een spel gekoppeld: elk van hen moet een "idioot" meebrengen. Het spel bestaat erin de idioten te laten praten over hun ideeën en passies, zodat de gastheren er smakelijk om kunnen lachen. Op het einde kiezen ze de "idioot van de avond". Pierre heeft zijn idioot thuis uitgenodigd zodat ze samen naar het diner kunnen gaan, maar jammer genoeg krijgt Pierre die dag door een ongeval hevige pijn in zijn rug en kan hij niet naar het "idiotenmaal" gaan, de idioot helpt hem ondertussen waar mogelijk. - In welke mate bent u bekend met deze film?	**18**	**1,00**	**1,00**	**1,0000**	**,00000**
- - In welke mate staat u positief tegenover deze film?	**18**	**1,00**	**4,00**	**2,8333**	**,98518**
Wir sind die Neuen. Drie oude studievrienden trekken om financiële redenen weer bij elkaar in in een appartement in München. Echter delen ze de woning met drie echte studenten. Dit zorgt voor een hoop conflict met de studenten. - In welke mate bent u bekend met deze film?	**17**	**1,00**	**4,00**	**1,4118**	**,87026**

- - In welke mate staat u positief tegenover deze film?	**18**	**1,00**	**5,00**	**2,8333**	**,85749**
The Trip. In een poging indruk te maken op zijn culinaire vriendin Mischa, aanvaardt Steve een opdracht van The Observer om een restauranttour door het noorden van Engeland te maken. Wanneer Mischa erop aandringt dat ze een pauze nemen van hun relatie, nodigt Steve collega en vriend-van-soort Rob Brydon uit. Tijdens de reis heeft Steve een aantal one-night-stands, maar hij voelt zich zowel professioneel als persoonlijk ellendig. - In welke mate bent u bekend met deze film?	**17**	**1,00**	**3,00**	**1,1176**	**,48507**
- - In welke mate staat u positief tegenover deze film?	**18**	**1,00**	**3,00**	**2,6111**	**,69780**
Waking Ned Divine. De gelukkige winnaar van de nationale loterij is Ned Devine. Hij is zo onder de indruk van zijn geluk dat hij van de schok overlijdt! Het nieuws van de winst verspreidt zich snel in het typisch Ierse dorpje Tully More. Al snel probeert iedereen aanspraak te maken op zijn geld. - In welke mate bent u bekend met deze film?	**18**	**1,00**	**2,00**	**1,0556**	**,23570**

- - In welke mate staat u positief tegenover deze film?	18	1,00	4,00	2,7222	,75190
In the Loop. De president van de Verenigde Staten en de premier van het Verenigd Koninkrijk willen een oorlog. Maar niet iedereen is het er mee eens dat oorlog een goede zaak is. De Amerikaanse generaal Miller vindt van niet en ook de Britse staatssecretaris voor internationale ontwikkeling, Simon Foster, vindt van niet. Maar nadat Simon per ongeluk op TV militaire actie steunt, heeft hij plotseling veel vrienden in Washington DC en moet hij zijn fout corrigeren. - In welke mate bent u bekend met deze film?	17	1,00	3,00	1,1765	,52859
- - In welke mate staat u positief tegenover deze film?	18	2,00	4,00	3,0000	,48507
Turist	17	1,00	3,00	1,3529	,70189

Een Zweeds gezin reist naar de Franse Alpen om een paar dagen te skiën. De zon schijnt en de pistes zijn spectaculair, maar tijdens een lunch in een bergrestaurant zet een lawine alles op zijn kop. Terwijl de eters in alle richtingen vluchten, roept moeder Ebba om haar man Tomas terwijl ze probeert hun kinderen te beschermen. Tomas, ondertussen, rent voor zijn leven... Uiteindelijk kwam er helemaal geen lawine. - In welke mate bent u bekend met deze film?					
- - In welke mate staat u positief tegenover deze film?	**18**	**1,00**	**5,00**	**3,0556**	**,87260**
Smala Sussie. Erik moet terug naar het plattelandsdorpje waar hij is opgegroeid, als hij te horen krijgt dat zijn jongere zusje Sussie spoorloos is verdwenen. Bij zijn terugkeer raakt Erik verwikkeld in een eigenaardig verhaal over gestolen geld, drugs en een plaatselijke politieman die liever de andere kant opkijkt. - In welke mate bent u bekend met deze film?	**17**	**1,00**	**3,00**	**1,2353**	**,66421**
- - In welke mate staat u positief tegenover deze film?	**18**	**1,00**	**4,00**	**2,8333**	**,70711**

The Square Zelfverzekerd, succesvol en charmant in zijn mooie pakken, geniet de gerenommeerde hoofdcurator van het Stockholmse kunstmuseum, Christian, het goede leven. Zijn hele bestaan stort echter in elkaar als Christian, nadat hij is overvallen, beslui	17	1,00	3,00	1,2941	,68599
- - In welke mate staat u positief tegenover deze film?	18	1,00	4,00	3,1111	,67640
Valid N (listwise)	17				

Appendix B

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Wat is uw leeftijd in jaren?	192	2	5	2,76	,823
Wat is uw geslacht?	192	1	2	1,46	,500
Wat is uw nationaliteit?	192	1	1	1,00	,000
Wat is uw hoogst genoten opleiding?	192	2	6	4,80	1,234

Hoe vaak kocht u gemiddeld bioscoop tickets online (voor de covid-19 pandemie, maart 2020)?	192	2	5	2,74	,651
Valid N (listwise)	192				

Appendix C

Wat is uw geslacht?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	104	54,2	54,2	54,2
	Vrouw	88	45,8	45,8	100,0
	Total	192	100,0	100,0	

Appendix D

Wat is uw hoogst genoten opleiding?

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Middelbare school	23	12,0	12,0	12,0
	MBO 1, 2 of 3	6	3,1	3,1	15,1
	MBO 4	13	6,8	6,8	21,9
	HBO	95	49,5	49,5	71,4
	Universiteit	55	28,6	28,6	100,0
	Total	192	100,0	100,0	

Appendix E

Hoe vaak kocht u gemiddeld bioscoop tickets online (voor de covid-19 pandemie, maart 2020)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Een keer per jaar	68	35,4	35,4	35,4
	Meerdere keren per jaar	110	57,3	57,3	92,7
	Elke maand	10	5,2	5,2	97,9
	Ik ben geabonneerd op de bioscoop (bijv. Pathé Unlimited)	4	2,1	2,1	100,0
	Total	192	100,0	100,0	

Appendix F

Group Statistics

	User_HighLow	N	Mean	Std. Deviation	Std. Error Mean
PurchaseIntention	Low	49	2,0408	,86504	,12358
	High	45	2,3556	1,15120	,17161

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
PurchaseIntention	Equal variances assumed	10,438	,002	-1,506	92	,135	-,31474	,20896	-,72975	,10027
	Equal variances not assumed			-1,488	81,400	,141	-,31474	,21147	-,73548	,10600

Appendix G

Group Statistics

	Critic_HighLow	N	Mean	Std. Deviation	Std. Error Mean
PurchaseIntention	Low	53	1,9623	,87623	,12036
	High	45	2,3333	1,08711	,16206

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
PurchaseIntention	Equal variances assumed	7,174	,009	-1,871	96	,064	-,37107	,19836	-,76481	,02267
	Equal variances not assumed			-1,838	84,240	,070	-,37107	,20186	-,77248	,03034

Appendix H

Group Statistics

	Expert_Novice	N	Mean	Std. Deviation	Std. Error Mean
PurchaseIntention	Expert	29	2,5862	1,11858	,20772
	Novice	61	2,2295	1,10141	,14102

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
PurchaseIntention	Equal variances assumed	,291	,591	1,429	88	,157	,35670	,24967	-,13947	,85287
	Equal variances not assumed			1,421	54,370	,161	,35670	,25106	-,14658	,85997

Appendix I

Group Statistics

	Expert_Novice	N	Mean	Std. Deviation	Std. Error Mean
PurchaseIntention	Expert	40	1,9750	,97369	,15395
	Novice	62	2,0161	,79942	,10153

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
PurchaseIntention	Equal variances assumed	3,099	,081	-,233	100	,816	-,04113	,17675	-,39180	,30954
	Equal variances not assumed			-,223	71,635	,824	-,04113	,18442	-,40879	,32653

Appendix J

Descriptive Statistics

Dependent Variable: PurchaseIntention

User_HighLow	Expert_Novice	Mean	Std. Deviation	N
Low	Expert	2,0000	,93541	17
	Novice	2,0625	,84003	32
	Total	2,0408	,86504	49
High	Expert	2,7368	1,09758	19
	Novice	2,0769	1,12865	26
	Total	2,3556	1,15120	45
Total	Expert	2,3889	1,07644	36
	Novice	2,0690	,97084	58
	Total	2,1915	1,01892	94

Tests of Between-Subjects Effects

Dependent Variable: PurchaseIntention

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	7,148[a]	3	2,383	2,398	,073	,074
Intercept	434,893	1	434,893	437,785	,000	,829
Expert_Novice	1,970	1	1,970	1,983	,163	,022
User_HighLow	3,115	1	3,115	3,136	,080	,034
Expert_Novice * User_HighLow	2,881	1	2,881	2,900	,092	,031
Error	89,405	90	,993			
Total	548,000	94				
Corrected Total	96,553	93				

a. R Squared = ,074 (Adjusted R Squared = ,043)

Appendix K

Descriptive Statistics

Dependent Variable: PurchaseIntention

Critic_HighLow	Expert_Novice	Mean	Std. Deviation	N
Low	Expert	1,9565	1,02151	23

	Novice	1,9667	,76489	30
	Total	1,9623	,87623	53
High	Expert	2,3000	1,15950	10
	Novice	2,3429	1,08310	35
	Total	2,3333	1,08711	45
Total	Expert	2,0606	1,05887	33
	Novice	2,1692	,96127	65
	Total	2,1327	,99107	98

Tests of Between-Subjects Effects

Dependent Variable: PurchaseIntention

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	3,367[a]	3	1,122	1,148	,334	,035
Intercept	357,270	1	357,270	365,398	,000	,795
Critic_HighLow	2,522	1	2,522	2,579	,112	,027
Expert_Novice	,014	1	,014	,014	,906	,000

Critic_HighLow * Expert_Novice	,005	1	,005	,005	,942	,000
Error	91,909	94	,978			
Total	541,000	98				
Corrected Total	95,276	97				

a. R Squared = ,035 (Adjusted R Squared = ,005)

Appendix L

Group Statistics

	Expert_Novice	N	Mean	Std. Deviation	Std. Error Mean
PurchaseIntention	Expert	29	2,5862	1,11858	,20772
	Novice	61	2,2295	1,10141	,14102

Table M

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means

		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Purchaseln tention	Equal variances assumed	,291	,591	1,429	88	,157	,35670	,24967	-,13947	,85287
	Equal variances not assumed			1,421	54,370	,161	,35670	,25106	-,14658	,85997

Appendix N

Group Statistics

	N	Mean	Std. Deviation	Std. Error Mean
	40	1,9750	,97369	,15395
	62	2,0161	,79942	,10153

	Levene's Test for Equality of Variances	t-test for Equality of Means

		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
PurchaseIntention	Equal variances assumed	3,099	,081	-,2333	100	,816	-,04113	,17675	-,39180	,30954
	Equal variances not assumed			-,2233	71,635	,824	-,04113	,18442	-,40879	,32653

Appendix O

Tests of Between-Subjects Effects

Dependent Variable: PurchaseIntention

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	10,681[a]	7	1,526	1,548	,154	,056
Intercept	787,051	1	787,051	798,709	,000	,813
Critic_HighLow_UserHighLow	6,273	3	2,091	2,122	,099	,033

Expert_Novice	,767	1	,767	,778	,379	,004
Critic_HighLow_User HighLow * Expert_Novice	3,976	3	1,325	1,345	,261	,021
Error	181,314	184	,985			
Total	1089,000	192				
Corrected Total	191,995	191				

a. R Squared = ,056 (Adjusted R Squared = ,020)

Appendix P

Descriptive Statistics

Dependent Variable: PurchaseIntention

Critic_HighLow_UserHighLow	Mean	Std. Deviation	N
User_Low	2,0408	,86504	49
User_High	2,3556	1,15120	45
Critic_Low	1,9623	,87623	53

Critic_High	2,3333	1,08711	45
Total	2,1615	1,00260	192

Tests of Between-Subjects Effects

Dependent Variable: PurchaseIntention

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	5,841[a]	3	1,947	1,966	,121	,030
Intercept	902,411	1	902,411	911,360	,000	,829
Critic_HighLow_UserHighLow	5,841	3	1,947	1,966	,121	,030
Error	186,154	188	,990			
Total	1089,000	192				
Corrected Total	191,995	191				

a. R Squared = ,030 (Adjusted R Squared = ,015)

Appendix Q

Descriptive Statistics

Dependent Variable: PurchaseIntention

User_HighLow	Wat is uw geslacht?	Mean	Std. Deviation	N
Low	Man	2,1304	1,01374	23
	Vrouw	1,9615	,72004	26
	Total	2,0408	,86504	49
High	Man	2,2500	1,10972	28
	Vrouw	2,5294	1,23073	17
	Total	2,3556	1,15120	45
Total	Man	2,1961	1,05867	51
	Vrouw	2,1860	,98212	43
	Total	2,1915	1,01892	94

Tests of Between-Subjects Effects

Dependent Variable: PurchaseIntention

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared

Corrected Model	3,498[a]	3	1,166	1,128	,342	,036
Intercept	445,957	1	445,957	431,314	,000	,827
User_HighLow	2,678	1	2,678	2,590	,111	,028
Q35	,069	1	,069	,067	,796	,001
User_HighLow * Q35	1,139	1	1,139	1,101	,297	,012
Error	93,056	90	1,034			
Total	548,000	94				
Corrected Total	96,553	93				

a. R Squared = ,036 (Adjusted R Squared = ,004)

Appendix R

Descriptive Statistics

Dependent Variable: PurchaseIntention

Critic_HighLow	Wat is uw geslacht?	Mean	Std. Deviation	N
Low	Man	2,1333	,93710	30
	Vrouw	1,7391	,75181	23

	Total	1,9623	,87623	53
High	Man	2,3043	1,14554	23
	Vrouw	2,3636	1,04860	22
	Total	2,3333	1,08711	45
Total	Man	2,2075	1,02579	53
	Vrouw	2,0444	,95240	45
	Total	2,1327	,99107	98

Tests of Between-Subjects Effects

Dependent Variable: PurchaseIntention

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	5,414[a]	3	1,805	1,888	,137	,057
Intercept	440,071	1	440,071	460,336	,000	,830
Critic_HighLow	3,818	1	3,818	3,994	,049	,041
Q35	,677	1	,677	,708	,402	,007
Critic_HighLow * Q35	1,241	1	1,241	1,298	,257	,014

Error	89,862	94	,956			
Total	541,000	98				
Corrected Total	95,276	97				

a. R Squared = ,057 (Adjusted R Squared = ,027)

Appendix S

Group Statistics

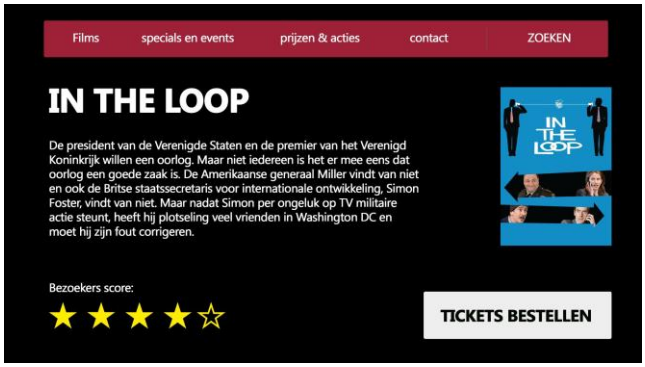
	Critic_HighLow	N	Mean	Std. Deviation	Std. Error Mean
PurchaseIntention	Low	53	1,9623	,87623	,12036
	High	45	2,3333	1,08711	,16206

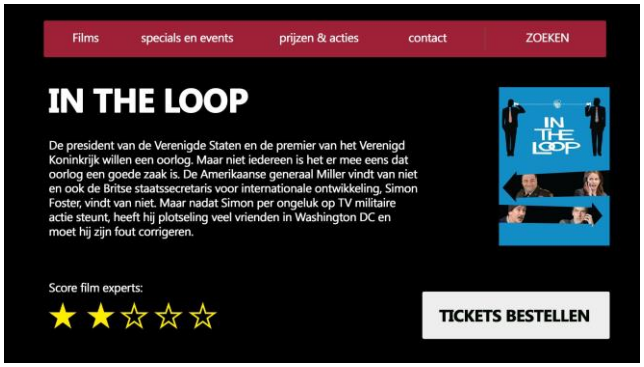
Independent Samples Test

Levene's Test for Equality of Variances	t-test for Equality of Means

		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
PurchaseIntention	Equal variances assumed	7,174	,009	-1,871	96	,064	-,37107	,19836	-,76481	,02267
	Equal variances not assumed			-1,838	84,240	,070	-,37107	,20186	-,77248	,03034

Appendix T


Films
specials en events
prijzen & acties
contact
ZOEKEN
IN THE LOOP
De president van de Verenigde Staten en de premier van het Verenigd Koninkrijk willen een oorlog. Maar niet iedereen is het er mee eens dat oorlog een goede zaak is. De Amerikaanse generaal Miller vindt van niet en ook de Britse staatssecretaris voor internationale ontwikkeling, Simon Foster, vindt van niet. Maar nadat Simon per ongeluk op TV militaire actie steunt, heeft hij plotseling veel vrienden in Washington DC en moet hij zijn fout corrigeren.
Bezoekers score:
TICKETS BESTELLEN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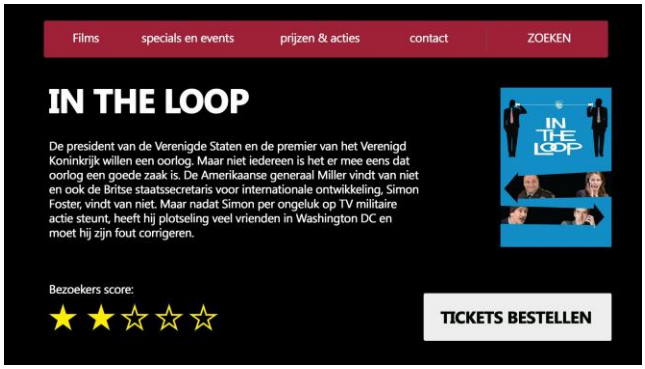
specials en events
prijzen & acties
contact
ZOEKEN
IN THE LOOP
De president van de Verenigde Staten en de premier van het Verenigd Koninkrijk willen een oorlog. Maar niet iedereen is het er mee eens dat oorlog een goede zaak is. De Amerikaanse generaal Miller vindt van niet en ook de Britse staatssecretaris voor internationale ontwikkeling, Simon Foster, vindt van niet. Maar nadat Simon per ongeluk op TV militaire actie steunt, heeft hij plotseling veel vrienden in Washington DC en moet hij zijn fout corrigeren.
Score film experts:
TICKETS BESTELLEN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ZOEKEN
IN THE LOOP
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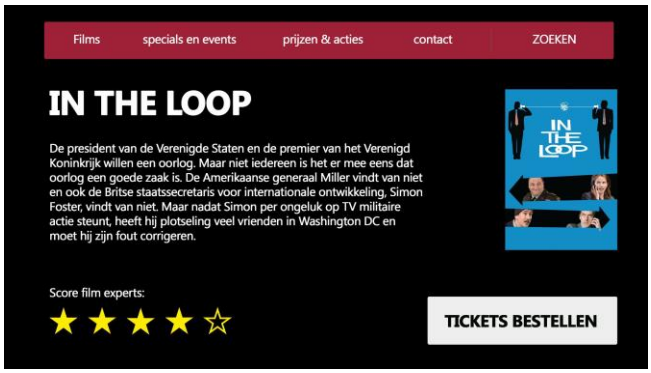
Bezoekers score:
TICKETS BESTELLEN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Score film experts:
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Translation movie description: The US President and UK Prime Minister fancy a war. But not everyone agrees that war is a good thing. The US General Miller doesn't think so and neither does the British Secretary of State for International Development, Simon Foster. But, after Simon accidentally backs military action on TV, he suddenly has a lot of friends in Washington, DC. If Simon can get in with the right DC people, if his entourage of one can sleep with the right intern, and if they can both stop the Prime Minister's chief spin-doctor Malcolm Tucker rigging the vote at the UN, they can halt the war. If they don't... well, they can always sack their Director of Communications Judy, who they never liked anyway and who's back home dealing with voters with blocked drains and a man who's angry about a collapsing wall.