What Motivates Consumers to Produce Online Reviews? Solidarity, Status, and the Soapbox Effect

Edward F. McQuarrie, Santa Clara University, USA
Ravi Shanmugam, Santa Clara University, USA
Shelby McIntyre, Santa Clara University, USA

Using three longitudinal datasets, we explore consumers’ motivation to produce online reviews, contrasting sense of belonging, competition for status, and an intrinsic motivation independent of these extrinsic factors. An examination of the effect of positive feedback on subsequent review production provides support for the intrinsic motivation hypothesis.

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29-G: Trust in Recommendations: Applying the Base-Rate Paradigm to Surrogation vs. Simulation

Hang Shen, University of California, Riverside, USA
Ye Li, University of California, Riverside, USA

Consumers increasingly depend on online reviews to inform purchase decisions; yet, Gilbert et al. (2009) find that people avoid surrogation information despite its reliability for affective forecasting. We posit that the perceived diagnosticity of the surrogate’s rating determines how much people rely on and use surrogation.

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30-A: The Effects of Being Envied On Word-of-Mouth

Y. Jin Youn, Northwestern University, USA
Kelly Goldsmith, Northwestern University, USA
Sarah E. Hill, Texas Christian University, USA

Envy is a complex emotion that influences behaviors differently depending on whether one is experiencing envy or is the target of the emotion. We demonstrate that being envied decreases one’s tendency to cooperate, and this decreased interest negatively influences willingness to share valuable information (i.e., Word-of-Mouth).

30-B: Gamification and the Entrenchment of an Engagement Institutional Logic in the Emerging Institutional Field of Social Media

Andrew Smith, York University, Canada
Pierre-Yann Dolbec, York University, Canada

We contribute to the literature on institutional dynamics by highlighting how a gamified website encourages the entrenchment of an institutional logic in a new institutional field by instigating an arrangement of practices; diffusing values, rules, and models for successful practices; and offering rewards for complying with the emerging logic.

30-C: I’ll Have What She’s Sharing: The Effect of Social Media on Experience Consumption

Stefanie Baert, Ghent University, Belgium
Mario Pandelaere, Ghent University, Belgium

Consumers increasingly purchase experiences relative to material goods. We argue that this phenomenon is possibly due to social media and demonstrate that priming respondents with social media increases the evaluation of experiences. The use of social media and attitude towards social media sharing moderates the effect.