

UNDERSTANDING VALUES TO CUSTOMERS FROM ONLINE CONSUMER REVIEWS: AN EXPLORATORY STUDY

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ABSTRACT

Consumer reviews play an important role in influencing customer purchase decisions and sales performance. Prior research on consumer reviews has largely focused on quantitative characteristics of product reviews, which does not fully capture the process of customer consumption and values perceived by the customers from purchase to consumption. Drawing upon the consumer review literature and the means-end chain approach, this paper conducts an exploratory study on customer values from purchase to consumption by examining the textual content of consumer reviews concerning products, services, sellers, and logistics, using data collected from online consumer reviews of their Xiaomi Smartphone purchases on Tmall.com.

A full version of this conference paper is available from the author upon request.