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Investigating the Role of Need in Review Style

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Abstract

Online customer reviews serve as a window to understand their perception and behavior. They can also generate electronic word of mouth that affects demand. Therefore, customer reviews have significant business value. However, consumers may have different need, which affects how they write their online reviews. This study examines the role of need in review style to link these two important concepts. This study thus provides business insights for e-commerce platforms to better guide customers' review behavior by understanding their review incentives. In this way, the positive word-of-mouth effect can be better utilized.

Conference Track

Sustainability Issues in Decision Making