What motivates people to write online reviews and which role does personality play?

A study providing insights in the influence of seven motivations on the involvement to write positive and negative online reviews and how five personality traits play a role.

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Master Thesis Communication Studies –

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JULY 2013

ABSTRACT

With the upcoming web 2.0 consumers themselves are taking part in the brand imaging process, what causes the world to shift from a word of mouth (WOM) to an 'electronic word of mouth' (eWOM) society. Due to the rising power of 'prosumers', the producing consumers that create user generated content (UGC), the producer's influence is declining. With this change in marketing communication, marketers need to know who the creators of user generated content exactly are, what the prosumer drives to create content that can both positively and negatively influence their brand and how they can be reached to do so.

Based on three studies regarding the motivations of engaging in traditional word of mouth and nine studies describing the motivations of engaging in eWOM and creating UGC, this study measured the effect of seven motivations on the involvement in creating online content: venting negative feelings, helping other consumers, warning other consumers, self enhancement, social benefits, helping the company and advice seeking. The involvement conceptualizes the degree in which individuals find their creation relevant and important. When the involvement is higher, people are more interested in their created content and more interested in what their motivations are. Therefore, they will be more likely to actually write an online review. Also, moderating effects were expected for five personality traits and the nature of the content (i.e. positive and negative content). This study hypothesises that there are several differences in motivations for creating positive content in comparison to creating negative content. Therefore, two different scenarios are used. The online survey contained nineteen items regarding the motivations, ten to measure the involvement and ten items to describe the individual's personality. A total of 351 Internet users participated in this study.

Results in this study provided empirical evidence that one of the motivations is applicable for being more involved in creating online reviews; i.e. the motivation 'social benefits'. Furthermore, this study concludes that there are several differences between motivations in creating positive and negative reviews. The five personality traits showed only few significant results and seem to have a small impact on motivations to create an online review; the personality trait neuroticism has an interaction effect on the influence of the motivations self enhancement, social benefits and venting negative feelings on the involvement. Also less open individuals are more involved in creating content to vent negative feelings.

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1 INTRODUCTION

As the internet is getting more and more important in the everyday live, the way of communicating between people is changing fast. Not only is it easy and cheap for brands to reach a huge crowd online, but with the upcoming web 2.0 consumers themselves are taking part in the brand imaging process. With the new social media the world is shifting from a word of mouth (WOM) to an 'electronic word of mouth' (eWOM) society. As this society is changing, marketers should adapt to this change. Word of mouth-marketing is the intentional influencing of consumer-to-consumer communications by professional marketing techniques (Kozinets et al., 2010). Electronic WOM-marketing uses Internet based media. Besides the media used to reach consumers, a huge difference between WOM and eWOM is the source users get their information from. Next to the 'real-life' friends, co-workers and relatives, people on the Internet are exposed to a much wider selection of sources. Tweets, status-updates, reviews and blogs are not just written for their closest friends but can be viewed and, perhaps more importantly, discussed by anyone. This research to content made by users is a relatively new field, but with the rapid growth of social media, the eWOM and its content is an interesting field for further research.

With the changes in society, marketing communication has developed strongly in time. In the last sixty years there has been a giant switch from communication that was restricted to print media, towards advertising via electronic media. Until the 1990s marketers mostly used 'one-to-many', and later 'one-to-one' communications (Christodoulides et al., 2011). Since the rise of web 2.0 it is starting to shift to a so called 'many-to-many' communication environment, where not only the producers, but also the consumers have an influence on the way brands or products are being placed (Hoffman & Novak, 1996). With the rising power of 'prosumers', the producing consumers, the producer's influence is declining. Marketers are starting to accept the influence consumers can have on brand equity and are adapting their marketing strategies to that. But with the change of marketing communication, marketers need to know who the prosumers exactly are, what the prosumer drives to create content that can both positively and negatively influence their brand and how they can be reached to do so. Therefore, this study focusses on the motivations behind creating online content and how these motivations are different for different individuals.

2 THEORETICAL FRAMEWORK

There have been many studies investigating traditional word of mouth. Many researchers investigated the motivations behind engaging in WOM. Although traditional WOM has had great attention in communication sciences, electronic word of mouth is a relatively new topic. Hennig-Thurau and colleagues (2004) stated that WOM and eWOM are two similar topics, which potentially have similar motivations for people using it. Therefore, the first paragraph of this chapter will elaborate different motivations behind the creation of both WOM and eWOM, as well as user generated content (UGC), using the results of existing studies. In the second paragraph, another literature study will summarize the different personality traits and how these can affect the creation of UGC.

2.1 MOTIVATIONS

To be motivated means to be moved to do something (Ryan & Deci, 2000). Motivations can be divided in two types, based on different goals to rise to an action. Intrinsic motivation refers to doing something because it is inherently interesting or enjoyable, and extrinsic motivations regard doing something to obtain a separable outcome (Ryan & Deci, 2000, p. 55). This study focusses on user generated content that is not created to gain a separable outcome, e.g. monetary rewards, but because it is interesting and enjoyable, i.e. intrinsic motivations.

As stated in the introduction of this chapter, this paragraph will elaborate different motivations behind the creation of WOM messages, eWOM messages and UGC. Paragraph 2.1.1 focusses on motivations to engage in traditional word of mouth; 2.1.2 on electronic WOM and UGC. Where traditional WOM regards face-to-face communication, electronic word of mouth is a positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet (Hennig-Thurau et al., 2004). Since the impact of consumers is rising, people need to be motivated to take part in the brand or product placing. This study focusses on the content made by users, in which they reflect a service through the Internet. This is the so called user generated content (UGC). UGC differs from eWOM. User generated content regards the actual creation of new content, whereas electronic word of mouth is content that is conveyed by users (Cheong & Morrison, 2008). This paragraph provides a theoretical framework of the motivations behind creating UGC. Previous research done about

UGC shows that motivations for creating UGC are similar to the motivations for engaging in WOM and eWOM (Christodoulides et al., 2012; Hennig-Thurau et al., 2004). Therefore, a literature review of studies about motivations in engaging in traditional and electronic word of mouth is used to clarify six motivations that will be used in this study.

2.1.1 MOTIVATIONS WOM

Traditional word of mouth is a topic that has been widely studied. There have been many studies to test the effect of WOM, but also on the motivations behind engaging in the word of mouth process. Since WOM and eWOM are two similar topics, which have similar motivations for people using it (Hennig-Thurau et al., 2004), table 1 shows the conclusions of different studies towards motivations behind engaging in WOM, gathered by Hennig-Thurau and colleagues (2004). Hennig-Thurau and colleagues (2004) started the study about motivations for electronic word of mouth by taking the research done by Dichter (1966) about traditional communication motivations. Dichter identified four motivations for positive (traditional) word of mouth communication. This article provided a framework for motivations behind WOM to many researchers, but only investigated the motivations for positive WOM communication. Engel, Blackwell and Miniard (1993) conducted a new set of motivations that also included a motivation for negative WOM (i.e. dissonance reduction). The second study used by Hennig-Thurau and colleagues was one of Sundaram, Mitra and Webster (1998). This article provided more motivations for engaging in negative WOM, but still used some of the motivations for positive word of mouth conducted by Dichter (1966).

Table 1 shows the literature study of Hennig-Thurau and colleagues (2004), elaborating the different motivations that were conducted after the studies. Besides a general description of the mentioned motivations, table 1 also shows whether the motivation regards the engagement in positive and/or negative word of mouth.

Table 1: motivations for engaging in positive and negative word of mouth

Dichter (1966)	*Engel, Blackwell & Miniard (1993)*	*Sundaram et al. (1998)*	General description	
Product-involvement	Involvement	Product involvement	A customer feels so strongly about the product that a pressure builds up in wanting to do something about it; recommending the product to others reduces the tension caused by the consumption experience	Positive
		Vengeance	To retaliate against the company associated with a negative consumption experience	Negative
		Anxiety reduction	Easing anger, anxiety and frustration	Negative
Self involvement	Self enhancement	Self enhancement	The product serves as a means through which the speaker can gratify certain emotional need. To gain attention, show connoisseurship, suggest status, give the impression of possessing inside information and assert superiority	Positive
Other-involvement	Concern for others	Altruism	The need to give something to the receiver, a genuine desire to help someone make a better decision	Positive/Negative
		Helping the company	Desire to help the company	Positive
Message-involvement	Message intrigue		Refers to discussion which is stimulated by advertisements, commercials, or public relations	Positive
	Dissonance reduction		Reduces cognitive dissonance (doubts) following a major purchase decision	Negative
		Advice seeking	Obtaining advice on how to resolve problems	Negative

2.1.2 MOTIVATIONS EWOM/UGC

After the literature study of Hennig-Thurau and colleagues (2004) to know motivations behind traditional word of mouth communication (table 1), they translated the different motivations to motivations directed to engaging in eWOM. Based on the framework of Balasubramanian and Mahajan (2001), they could distinguish three different types of social interaction utilities (focus-related utility, consumption utility and approval utility), plus two extra utilities based on the beneficial properties of the Internet (moderator-related utility and homeostasis utility). With these five different types of social interaction utilities, Hennig-Thurau and colleagues conducted a list of fourteen different motivations for electronic word of mouth. They took these fourteen motivations and gathered data to measure whether or not these motivations were applicable to eWOM. The study resulted in a total of eight different motivations for electronic word of mouth: platform assistance, venting negative feelings, concern for other consumers, extraversion/positive self enhancement, social benefits, economic incentives, helping the company and advice seeking.

Even though the study of Hennig-Thurau and colleagues (2004) is used as a guideline for many studies regarding electronic word of mouth and user generated content, there have been other recent studies investigating the different motivations to engage in eWOM. Christodoulides and colleagues (2012) studied the different motivations for creating user generated content. Through an elaborate literature study on motivations for creating brand-related UGC, they conducted four motivations. These are co-creation, empowerment, community and self-concept.

As mentioned before, motivations for engaging in electronic word of mouth has been studied by many researchers. Even though many of these studies refer to Hennig-Thurau and colleagues (2004) as a guideline, not every study shows the same results. Some mention different motivations. Table 2 defines the conclusions from the results of nine studies about motivations of engaging in eWOM and creating UGC.

Table 2: motivations for engaging in positive and negative word of mouth

Hennig-Thurau et al. (2004)	*Christodoulides et al. (2012)*	*Bronner & De Hoog (2011)*	*Cheung & Lee (2012)*	*Yap, Soetarto, Sweeney (2013)*	*Yoo, Sanders, Moon (2013)*	*Gretzel & Yoo (2007)*	*Ho & Dempsey (2010)*	*Jeong & Jang (2011)*	*Description*	
Platform assistance/ problem-solving support									Writing to get active support in solving their problems	Negative
Venting negative feelings				Venting negative feelings		Venting negative feelings			To lessen the frustration and reduce the anxiety	Negative
Concern for other consumers/altruism		Helping others	Helping/ altruism	Help other consumers	Concern for other customers	Concern for other consumers	Need to be altruistic/ personal growth	Concern for others	Desire to help other consumers with decisions and to save others from negative experiences	Positive/negative
Extraversion/ positive self enhancement	Self-concept	Self-directed/ personal	Reputation/ egoism	Positive self enhancement	Self enhancement	Extraversion/ positive self enhancement	Need to be different	Express positive feelings	Desire for positive recognition from others. Self-expression, creativity, ego defensive.	Positive/negative
Social benefits	Community	Social benefits	Belonging/ collectivism	Social benefits	Social benefit	Social benefits	Need to be part of a group		Reasons of identification and social integration; to participate in and belong to online communities	Positive/negative
Economic incentives					Economic incentives	Economic incentives			Appreciation (reward) behavior by the reward giver	Positive
Helping the company		Helping companies		Helping the company		Helping the company		Helping company	Result of a consumer's satisfaction with a product and desire to help the company	Positive
Advice seeking				Advice seeking					Writing and/or soliciting information to gain more specific and useful feedback	Positive/negative
	Co-creation								Consumers see themselves as an integral part of the value-creation system	Positive/negative

As shown in table 2, the nine studies conducted a total of eleven different motivations to engage in electronic word of mouth. Some are named more often and seem to be a more important motivation, where other motivations are not applicable for the study conducted in this report.

A motivation for creating user generated content can be to lessen the frustration and reduce the anxiety, i.e. '**venting negative feelings'** (Hennig-Thurau et al., 2004; Yap, Soetarto & Sweeney, 2013; Gretzel & Yoo, 2007). People can be frustrated by their recent purchase or experience with a product or service and use UGC to express their negative feelings. This can be one of the reasons for consumers to create negative content about the product or experience online.

The second motivation resulting from the literature study regards the **concern for other consumers** (Hennig-Thurau et al., 2004; Bronner & de Hoog, 2011; Cheung & Lee, 2012; Yap, Soetarto & Sweeney, 2013; Yoo, Sanders & Moon, 2013; Gretzel & Yoo, 2007; Ho & Dempsey, 2012). The desire to help other consumers with their decisions and to save others from having negative experiences is altruistic, i.e. the creator of the content wants to help the other consumer without gaining personal rewards. The user generated content can be both positive and negative. Yap, Soetarto and Sweeney (2013) distinguished '**helping other consumers'** and '**warning other consumers'** to clarify the difference between creating positive and negative UGC.

All studies mentioned in table 2 conducted a form of **self enhancement** as a motivation to engage in eWOM. As stated in table 1, this motivation is also applicable for engaging in traditional word of mouth (Dichter, 1966; Engels, Blackwell & Miniard, 1993; Sunduram et al., 1998). Self enhancement regards the extraversion of the creator of the content, in which they express the desire for positive recognition from others. Although most studies state this motivation as self enhancement (Hennig-Thurau et al., 2004; Yap, Soetarto & Sweeney, 2013; Yoo, Sanders & Moon, 2013; Gretzel & Yoo, 2007), other studies used different names to describe the same subject; i.e. self-concept (Christodoulides et al., 2012), self-directed (Bronner & de Hoog, 2011), egoism (Cheung & Lee, 2012), need to be different (Ho & Dempsey, 2010) and expression of positive feelings (Jeong & Jang, 2011).

According to most studies mentioned in table 2, another motivation for engaging in electronic word of mouth is the possible **social benefit** (Hennig-Thurau et al., 2004; Bronner & de Hoog, 2011; Yap, Soetarto & Sweeney, 2013; Yoo, Sanders & Moon, 2013; Gretzel &

Yoo, 2007). The social benefits are reasons of identification and social integration to participate in and belong to online communities. Ho and Dempsey (2010) described this social motivation as a need to be part of a group by communicating and participate in a group. This motivation regards the creation of both positive and negative UGC.

Another motivation to create positive UGC is to help the company that provided the service or product. A consumer can be satisfied with a service or product and therefore feel the desire to help the company. According to the literature study, provided in table 2, many studies concluded '**helping the company'** as a motivation to engage in eWOM (Hennig-Thurau et al., 2004; Bronner & de Hoog, 2011; Yap, Soetarto & Sweeney, 2013; Gretzel & Yoo, 2007; Jeong & Jang, 2011).

The studies of Hennig-Thurau and colleagues (2004) and Yap, Soetarto and Sweeney (2013) gave another motivation that might be of interest in this study. Both studies conducted '**advice seeking'** as a motivation for engaging in electronic word of mouth. Also Sunduram and colleagues (1998) concluded advice seeking as an important factor for engaging in traditional word of mouth. People can discuss products or brands for instance when something is unclear or when a consumer needs feedback. Hennig-Thurau and colleagues (2004) stated that consumers may create UGC describing their experiences with the request for help. On the other hand people can also ask feedback when they are not certain whether to buy a product or not, for instance because they have had bad experiences with another product of the brand before.

Christodoulides and colleagues (2012) also mentioned co-creation, which refers to the consumer's participation in the production. Although this motivating factor for creating brand-related UGC is based on several studies, it is a specific topic that focusses on the collaboration of consumers with companies, before the actual implementation of the product. Even though this is an interesting and plausible motivation for the creation of UGC, it is not applicable in this study.

The motivation 'consumer empowerment' regards the feeling of power and control of consumers. When consumers believe they can change perceptions and influence people, they will be more involved in creating UGC (Bronner & De Hoog, 2011; Gretzel & Yoo, 2007). Even though this motivation is plausible as a motivation for creating UGC, the study of Christodoulides and colleagues (2004) showed that this hypothesis was rejected, which

concluded that consumer empowerment had no influence on the involvement of the producing consumers.

The study of Hennig-Thurau and colleagues (2004) was the only study that reported platform assistance as a motivation to engage in eWOM. This motivation regards the writing of comments on virtual platforms because the creator of the message believes to get active support in solving their problems. Since this motivation is not mentioned in other studies, and because the platform assistance motivation is not applicable in the study proposed in this report about user generated content, it will not be used.

Although three of the nine studies describe the reward consumers can get by engaging in positive eWOM, the motivation 'economic incentives' is not applicable for the study in this report. Since this study focusses on the motivations of voluntarily created UGC, user generated content stimulated by economic rewards will not be investigated. Therefore the motivation regarding economic incentives (Hennig-Thurau et al., 2004; Yoo, Sanders & Moon, 2013; Jeong & Jang, 2011) will not be used.

2.1.3 MOTIVATIONS SUMMARY

Based on the literature study in this paragraph, a total of six different motivations can be summarised. The six motivations in this study are:

1. Self enhancement
2. Social benefits
3. Advice seeking
4. Concern for other consumers
    a. positive: helping other consumers
    b. negative: warning other consumers
5. Venting negative feelings
6. Helping the company

2.1.4 MOTIVATIONS AND INVOLVEMENT IN CREATING UGC

The study described in this report regards the effect of different motivations on the involvement in creating user generated content. Involvement regards 'a person's perceived relevance of the object based on inherent needs, values, and interests' (Zaichowsky, 1985, p. 342). UGC involvement conceptualizes the degree in which individuals find their creation

relevant and important. When individuals have a higher involvement in creating UGC, they are more interested in the fact that they are creating UGC and thereby in reaching a goal. The study about different motivations and influence of personality traits can be examined by testing an individual's UGC involvement. Christodoulides and colleagues (2012) also used UGC involvement to test motivations for creating user generated content and proved evidence that UGC involvement can be used to measure different motivations.

The motivations in this study, earlier elaborated in this chapter, are based on twelve studies regarding motivations for engaging in traditional word of mouth and electronic word of mouth and creating user generated content. It is expected that the six motivations all positively influence the involvement in creating user generated content.

However, according to the results in the previous paragraph, not all six motivations are applicable for both positive and negative UGC. As mentioned, the differences between positive and negative WOM and eWOM have been studied before. Also the differences in motivations to create positive and negative UGC have been studied (i.e. Yap, Soetarto & Sweeney, 2013). Therefore, it can be expected that there some motivations are only applicable for positive UGC and others only concern negative UGC. The literature study in the previous paragraph describes, in table 1 (traditional WOM) and table 2 (electronic WOM), the results of several studies regarding motivations and whether these motivations influence positive and/or negative content. Using the literature study it is possible to create the first hypotheses regarding the influence of the motivations of creating UGC on involvement.

Both self enhancement and social benefits are, according to different studies mentioned in table 2, motivations to create both positive and negative user generated content. Expectations are that these motivations do not differ for the creation of positive or negative UGC.

Hypothesis 1a: For positive UGC, the higher the motivation 'self enhancement', the higher the individual's involvement with his or her UGC is

Hypothesis 1b: For negative UGC, the higher the motivation 'self enhancement', the higher the individual's involvement with his or her UGC is

Hypothesis 2a: For positive UGC, the higher the motivation 'social benefits', the higher the individual's involvement with his or her UGC is

Hypothesis 2b: For negative UGC, the higher the motivation 'social benefits', the higher the individual's involvement with his or her UGC is

The third motivation to create online content regards 'advice seeking'. When an individual needs to gain more specific information or feedback, because the product or experience itself does not provide the required content, he or she can be motivated to create UGC. Although Hennig-Thurau and colleagues (2004) state that this can be both positive and negative content, Sunduram and colleagues (1998) studied that advice seeking is mostly a motivation to create negative UGC. Therefore, the third hypothesis regarding motivations to create UGC can be stated as follows:

Hypothesis 3: For negative UGC, the higher the motivation 'advice seeking', the higher the individual's involvement with his or her UGC is

The concern for other consumers can be divided into two purposes of the created content: helping other consumers and warning other consumers (Yap, Soetarto & Sweeney, 2013). These two motivations have different goals. The first regards the desire to help other consumers with their decisions; the second describes the motivation to save others from having a wrong experience. Reviews created to help other consumers are focussed on others to make the right decisions by advising them on what services to use. Reviews aimed to warn others accentuate the services that should be avoided. Therefore, two hypotheses about concern for other consumers are as follows:

Hypothesis 4: For positive UGC, the higher the motivation 'helping other consumers', the higher the individual's involvement with his or her UGC is

Hypothesis 5: For negative UGC, the higher the motivation 'warning other consumers', the higher the individual's involvement with his or her UGC is

Another motivation used in this study is 'venting negative feelings'. Since this motivation regards creating content to lessen the frustration an individual has after a bad experience, the obvious hypothesis can be stated about venting negative feelings:

Hypothesis 6: For negative UGC, the higher the motivation 'venting negative feelings', the higher the individual's involvement with his or her UGC is

Finally, an individual can be really satisfied with an experience he or she had with a company that they want to provide other consumers positive content to help the company grow. The

expectation is that this desire to help the company motivates individuals to create positive user generated content.

Hypothesis 7: For positive UGC, the higher the motivation 'helping the company', the higher the individual's involvement with his or her UGC is

2.2 PERSONALITY

The first paragraph of this chapter focussed on why individuals create user generated content. Based on the literature, seven motivations were identified that can influence the involvement in creating UGC. This paragraph focusses on the question 'who creates UGC?'. Since not every individual is actively engaging in electronic word of mouth and is creating user generated content, this is an interesting topic. Who should marketers focus on and why?

In order to examine the differences between individuals regarding creating user generated content, the personality of individuals will be measured. Several frameworks have been conducted to measure personality traits. The most widely used framework is the Big-Five framework and 'enjoys considerable support and is the most extensively researched model of personality' (Gosling, Rentfrow & Swann, 2003). The Five-Factor Model (FFM), introduced by Thurstone (1934), assumes that five factors can describe an individual's personality (Goldberg, 1990; Costa & McCrae, 1992). The five factors that propose a classification of the personality are: extraversion, agreeableness, conscientiousness, neuroticism and openness to experience. The first part in this paragraph provides a short description of each of the five factors, before elaborating the moderating impact personality can have on creating user generated content. Based on three studies about the relationship between the motivations to engage in online communication and the personality traits, several hypotheses are proposed.

2.2.1 FIVE FACTOR MODEL

The first factor of the FFM is **'extraversion'**. A person is more extravert when he or she is sociable, talkative and ambitious (Wang et al., 2012). Some other aspects of extravert people are dominance, energetic, expressive and extraverts are able to make friends easily (Yoo & Gretzel, 2011).

Another factor is **'agreeableness'**. Agreeable people are more cooperative, cheerful and supportive of others (Wang et al., 2012). This means that these people are expected to be

more altruistic and care more about others. Also, they trust other people and are modest in their actions (Yoo & Gretzel, 2011).

The third personality trait regards **'conscientiousness'**. Conscientiousness is the tendency to be organized, efficient and systematic (Wang et al., 2012). Conscientious individuals are task- and goal-directed (Yoo & Gretzel, 2011) and are well aware of their systematic and efficient actions.

'Neuroticism' describes an individual's emotional stableness (Yoo & Gretzel, 2011). People who are more neurotic are more anxious, depressed and unstable than people who are less neurotic. Other characteristics of neurotic individuals are fearful, pessimistic, worried, sad and insecure (Wang et al., 2012).

The last factor in the FFM regards the **'openness'** of an individual. An open person enjoys new things, knowledge and experiences (Wang et al., 2012). Also, people who are more open tend to be original, broad-minded and intelligent.

2.2.2 PERSONALITY AND UGC

Several studies report differences in online communication for individuals with different personalities. Correa, Hinsley and Gil (2009) reported that individuals scoring higher on extraversion and openness use social media more often, whereas neurotics use social media less frequently. Besides the general frequency of online communication, also differences in motivations to use this medium are found. For instance, Hughes and colleagues (2012) showed that more conscientious individuals use social networking sites mainly for informational use. Extraverted individuals tend to use the Internet more for leisure services in comparison to neurotic persons (Hamburger & Ben-Artzi, 2000). Also knowledge sharing can be a motivational factor for people scoring high on agreeableness, openness and conscientiousness (Cabrera et al., 2006).

The study described in this report regards the motivational factors of creating user generated content. Personality is expected to have a moderating effect on the motivations of creating UGC. Moore and McElroy (2012) showed that personality can explain the way individuals use Facebook and studied that personality can show the nature of content created on Facebook too. Also Li and Chignell (2010) concluded that there are differences in created content, i.e. blogs, for people with different personalities. They state that personality is an important determinant on how people communicate with online created content. Ross and

colleagues (2009) concluded in their study that different motivations are influential in the decision to use tools such as Facebook. Using the results of three studies about the moderating effect of personality and electronic word of mouth on the creation of online content, this paragraph provides a literature study to derive hypotheses regarding the relationship between the two subjects.

As mentioned before in this paragraph, every trait has its own characteristics. Therefore, you can expect differences between the traits when it comes to creating user generated content. Table 3 shows the results of three studies regarding the effect of personality on motivations to engage in electronic word of mouth (Seidman, 2013; Wang et al., 2012; Yoo & Getzel, 2011). Subsequently, hypotheses per personality trait will be formed based on the literature. The proposed hypotheses in this study regard the motivations for the creation of UGC itself, but also on how personalities can moderate these motivations.

Table 3: moderating effect of five personality traits on motivations to create online content

	Seidman (2013)	*Wang et al. (2012)*	*Yoo & Gretzel (2011)*
Extraversion	Positively correlates with communication and self-presentation	Positively correlates with making comments and using status updates on SNS	Positively influences enjoyment, altruism and venting motivations
Agreeableness	Positively correlates with communication, acceptance-seeking, self-presentation Negatively correlates with attention seeking	Positively correlates with making comments on SNS	Positively influences enjoyment/self enhancement and altruism motivations
Conscientiousness	Negatively correlates with acceptance-seeking and attention-seeking		Positively influences enjoyment/self enhancement and altruism motivations
Neuroticism	Positively correlates with communication, information-seeking, emotional disclosure, presentation self-aspects	Positively correlates with self-expression on SNS	Negatively influences altruism motivations
Openness to experience			Positively influences enjoyment/self enhancement, altruism and venting motivations

2.2.2.1 Extraversion

As shown in table 3, several studies provide insight in the effect of extraversion on the engagement in electronic word of mouth. Yoo and Gretzel (2011) investigated the influence of personality on travel-related consumer-generated media creation. The study mainly focussed on the question what individuals drive to create content on websites regarding travelling. Even though travel-related content is rather specific, the study described in this report, regarding UGC, hypothesises that the results of the study of Yoo and Gretzel can be generalized from travel-related consumer-generated media to user generated content in general.

Regarding the personality trait 'extraversion', the study of Yoo and Gretzel (2011) provided statistically positive interaction between extraversion and self enhancement (also Seidman, 2013; Wang et al., 2012), concern for other consumers and venting negative feelings.

An extraverted person is more likely to communicate with others than an introverted individual. Extraverts enjoy human interaction, because extraverted individuals gain energy by communicating with others. More introverted persons are more focused on their own inner psychic activity. Also, in comparison to introverts, extraverted individuals enjoy expressing themselves to others. The confirmed hypothesis in the study of Yoo and Gretzel (2011) regarding extraversion and self enhancement is therefor also expected for the study described in this report. Extraverted individuals are more motivated to create user generated content because they gain energy out of communicating in public.

> Hypothesis 8: More extraverted individuals are more involved in creating create user generated content for self enhancement than introverted individuals

Besides communicating with others to gain personal benefits, extraverted people also tend to communicate with others. "Extraverts tend to be socially oriented and gregarious" (Judge et al., 1999); therefore, they actively seek contact with others. By showing other people their attention, extraverts can obtain these contacts. It is therefore expected that extraversion positively influences the altruistic motivation to create user generated content.

> Hypothesis 9: More extraverted individuals are more involved in creating user generated content for the concern of other consumers than introverted individuals

Furthermore, extraverted individuals are more expressive than introverts. Introverted people tend to overthink and rationalize their feelings, in contrast to extraverts, who seek social contact with others to vent their feelings. User generated content can be used to express these negative feelings. Yoo and Gretzel (2011) confirmed this hypothesis that extraversion positively influences the creation of online content to vent negative feelings. Hypothesis 10 can therefore be stated as follows:

> Hypothesis 10: More extraverted individuals are more involved in creating user generated content for venting negative feelings than introverted individuals

As mentioned before, an extraverted individual is more likely to communicate with others and are more socially oriented and gregarious. The motivation social benefits seems to correspond with this personality trait. But since this hypothesis has not been confirmed in previous studies, it is not hypothesized in this study.

2.2.2.2 Agreeableness

Using the results of previous studies of Yoo and Gretzel (2011), Seidman (2013) and Wang and colleagues (2012) a hypothesis can be defined regarding the relationship between the motivations of creating UGC and the personality trait 'agreeableness'.

People scoring higher one agreeableness are generally more cooperative than less agreeable individuals (Thompson, 2008; Wang et al., 2012). Agreeable persons seek cooperation rather than competition because they are warm, considerate and are more concerned with the well-being of others. In compliance with the results of the studies of Wang and colleagues (2012) and Yoo and Gretzel (2011) it is expected that more agreeable individuals create UGC because they have more concern for other consumers. Therefore, hypothesis 11 can be defined as follows:

> Hypothesis 11: More agreeable individuals are more involved in creating user generated content because of the concern for other consumers than less agreeable individuals

The literature study provided results to create hypothesis 11. Since more agreeable individuals are cooperative, warm and considerate it is also interesting to measure the interaction effect of agreeableness on the motivations 'helping the company' and 'social benefits'.

2.2.2.3 Conscientiousness

Conscientiousness regards the tendency to be organized and systematic. As well as extraversion and agreeableness, also conscientiousness can be a moderator for some of the motivations to create user generated content. Generally, more conscientious individuals tend to think carefully before acting. In comparison to less conscientious individuals, conscientious people decide to create content after they have considered the possible (dis)advantages of creating UGC. When conscientious individuals create UGC, they will have decided that creating the content will obtain them advantages. In this study it is therefore expected that conscientiousness positively influences self enhancement as a motivation to create content, because they have thoroughly considered that creating UGC will make them feel good about themselves. This hypothesis was also confirmed for creating content regarding reviews on travelling websites (Yoo & Gretzel, 2011).

> Hypothesis 12: More conscientious individuals are more involved in creating user generated content for self enhancement than less conscientious individuals

User generated content can also be created to obtain feedback from other users. More conscientious individuals may consider this advantage more than less conscientious persons before creating UGC. Although the literature study did not provide results to hypothesize this expectation, it is interesting to measure whether or not conscientious individuals are more involved in creating UGC to seek advice.

2.2.2.4 Neuroticism

Neurotic individuals tend to be more fearful and pessimistic. This can cause neurotics to feel that their created content is of no interest to others, nor themselves, which may withhold these individuals to even create UGC. This is concluded by Correa, Hinsley and Gil (2009), who state that neurotic individuals use social media less. On the other hand, the study of Guadagno, Okdie and Eno (2007) showed opposite results. Although direct effects are, based on these studies, hard to hypothesise, moderating effects have been investigated in other studies.

Unlike the other personality traits, a negative influence is found for neurotic individuals and the concern for other consumers (Yoo, Gretzel, 2011). This result is caused due to the anxious nature of more neurotic individuals. Because neurotics are pessimistic and insecure they are less likely to help or warn other consumers.

Hypothesis 13: More neurotic individuals are less involved in creating user generated content because of the concern for other consumers than less neurotic individuals

According to the literature study, the goal of more neurotic individuals for creating UGC is not to help other consumers, but to vent negative feelings (Seidman, 2013; Wang et al., 2012) and to seek advice (Seidman, 2013; Yoo & Gretzel, 2011). Neurotic individuals tend to be more depressed and sad than people who are less neurotic. Creating user generated content can be a way for neurotics to lessen the frustrations and sad feelings. That is why hypothesis 14 states that neuroticism positively interacts with venting negative feelings as a motivation to create UGC.

Hypothesis 14: More neurotic individuals are more involved in creating user generated content to vent negative feelings than less neurotic individuals

Also, because more neurotic individuals are insecure about themselves, neuroticism positively correlates with information seeking purposes according to Seidman (2013) (also Yoo & Gretzel, 2011). Therefore, the next hypotheses regarding neuroticism states as follows:

Hypothesis 15: More neurotic individuals are more involved in creating user generated content to seek advice than less neurotic individuals

2.2.2.5 Openness

The final personality trait of the big five regards the openness of an individual. Open persons are more creative and enjoy new things. Because creating user generated content is relatively new, more open people will be more active in creating this UGC (Guadagno, Okdie & Eno, 2007). Individuals scoring higher on openness will experience more enjoyment through creating online content. The hypothesis that logically follows out of this statement and the fact that Yoo and Gretzel (2011) studied the same positive influence, is that more open individuals are more motivated to create UGC for self enhancement.

Hypothesis 16: More open individuals are more involved in creating user generated content for self enhancement than less open individuals

3 METHOD

The previous chapter elaborately described the different variables in this study to answer the questions 'who' and 'why' regarding creating user generated content. Six motivations of creating UGC and five personality traits will be used to answer these questions. The model displayed below shows the general outline of this study.

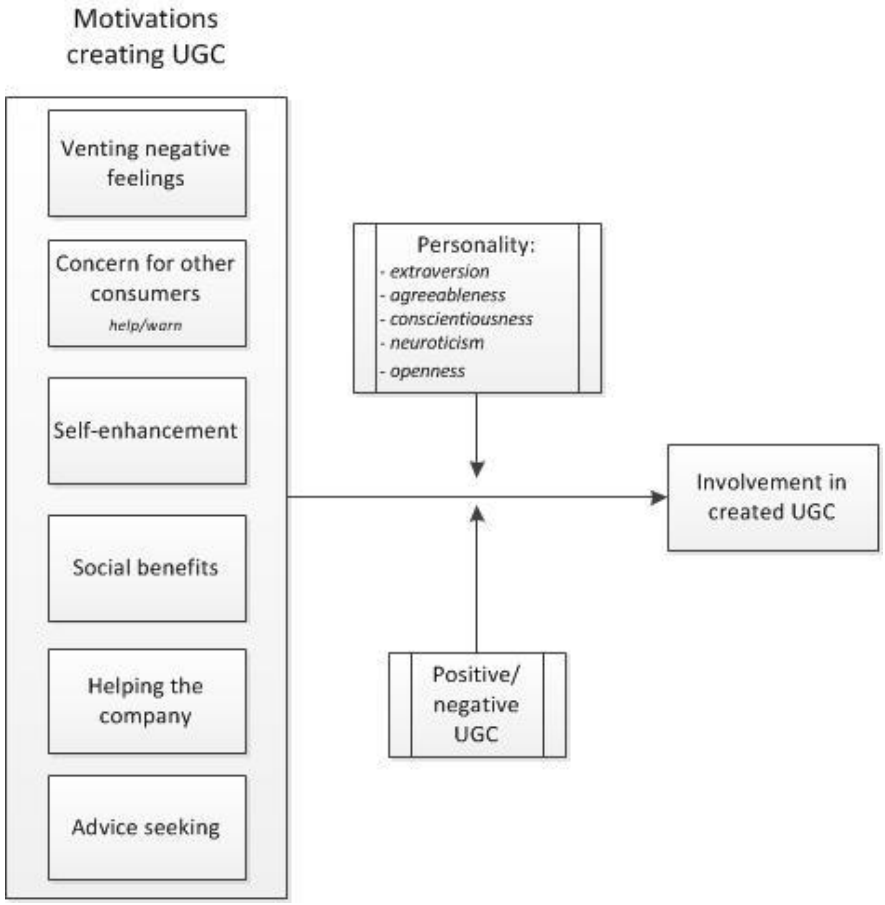

Figure 1: research model

As shown in figure 1, this study contains four variables. The independent variables are the six motivations: venting negative feelings, concern for other consumers (help and warn others), self enhancement, social benefits, helping the company and advice seeking. The impact of every motivation on involvement in creating user generated content will be studied, for both positive and negative UGC. To measure the impact of personality on the motivations to create user generated content, figure 1 shows the personality traits as a moderator of the effect of motivations on UGC involvement.

This chapter will focus on the method that is used to test the constructed hypotheses. The first paragraph will briefly outline the hypotheses and thereby provide an extended research model. This paragraph will also elaborate the use of scenario analysis in an online survey in this study. In the second paragraph the items in the online questionnaire are discussed, based on the four variables (i.e. motivations, personality, positive/negative UGC differences and involvement). The final paragraph focusses on the procedure and subjects of the study.

3.1 OVERVIEW OF THE STUDY

The literature study, described in chapter 2, provided the results of fifteen studies to conduct sixteen hypotheses regarding creating user generated content. These hypotheses are listed and graphically displayed in this paragraph. In order to test the proposed hypotheses, this study uses an online survey containing a scenario. The chosen research method 'scenario analysis' will be discussed in 3.2.

3.1.1 HYPOTHESES SUMMARY

The sixteen hypotheses can be divided in two parts. The first hypotheses regard the expectation that the motivations, derived from the literature study, influence the involvement in creating positive and/or negative user generated content. The second part regards the moderating effect of the personality traits. The sixteen hypotheses are summarised in table 4.

Table 4: hypotheses in this study

H1a	For positive UGC, the higher the motivation 'self enhancement', the higher the individual's involvement with his or her UGC is
H1b	For negative UGC, the higher the motivation 'self enhancement', the higher the individual's involvement with his or her UGC is
H2a	For positive UGC, the higher the motivation 'social benefits', the higher the individual's involvement with his or her UGC is
H2b	For negative UGC, the higher the motivation 'social benefits', the higher the individual's involvement with his or her UGC is
H3	For negative UGC, the higher the motivation 'advice seeking', the higher the individual's involvement with his or her UGC is

H4	For positive UGC, the higher the motivation 'helping other consumers', the higher the individual's involvement with his or her UGC is
H5	For negative UGC, the higher the motivation 'warning other consumers', the higher the individual's involvement with his or her UGC is
H6	For negative UGC, the higher the motivation 'venting negative feelings', the higher the individual's involvement with his or her UGC is
H7	For positive UGC, the higher the motivation 'helping the company', the higher the individual's involvement with his or her UGC is
H8	More extraverted individuals are more involved in creating create user generated content for self enhancement than introverted individuals
H9	More extraverted individuals are more involved in creating user generated content for the concern of other consumers than introverted individuals
H10	More extraverted individuals are more involved in creating user generated content for venting negative feelings than introverted individuals
H11	More agreeable individuals are more involved in creating user generated content because of the concern for other consumers than less agreeable individuals
H12	More conscientious individuals are more involved in creating user generated content for self enhancement than less conscientious individuals
H13	More neurotic individuals are less involved in creating user generated content because of the concern for other consumers than less neurotic individuals
H14	More neurotic individuals are more involved in creating user generated content to vent negative feelings than less neurotic individuals
H15	More neurotic individuals are more involved in creating user generated content to seek advice than less neurotic individuals
H16	More open individuals are more involved in creating user generated content for self enhancement than less open individuals

The sixteen hypotheses stated in table 4 can be integrated in the research model, provided in the introduction of this chapter. Figure 2 on the next page displays the conducted hypotheses in a model.

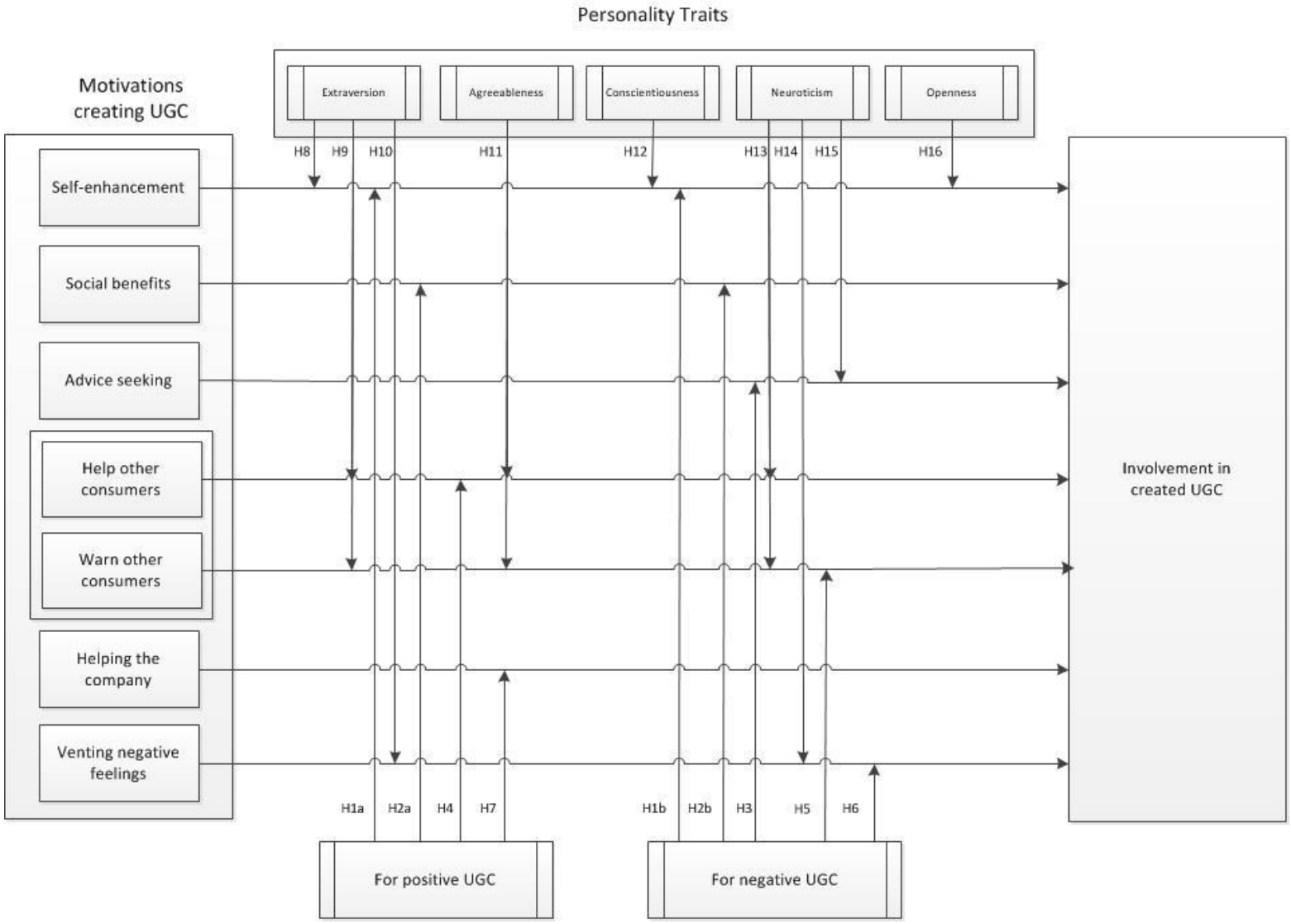

Figure 2: research model with hypotheses

3.1.2 RESEARCH METHOD

There are several examples of user generated content. For instance, users create UGC messages about products or services on Twitter, Facebook, YouTube and by writing blogs. This study focusses on an other form of user generated content: online reviews. A review is an evaluation of a product or service, created by a user. Online reviews are gaining popularity and thereby the influence of this medium is growing. Instead of asking shop assistants or other subjective information channels, consumers now ground their purchase decisions on objective channels, such as online reviews. For instance, over four in five tourists base their holiday destination on online reviews (Reevoo, 2012). Since online reviews are getting more and more important for companies to consider whilst strategizing their marketing plans and the online review is a widely used form of user generated content, the study will focus on consumers writing online reviews.

Since this study aims to measure the motivations for both positive and negative creations of user generated content, both groups need a large sample to make valid comparisons. To know consumers' motivations to creating UGC, people need to be asked why they decided to create this content. What drives the consumer to create a message about a service or product? The best way of testing this is by directly confronting the creators, just after they created UGC. Though this method would be a great way to get individual answers, it would be difficult to get a big sample and thus significant results regarding the research question. First of all it would be difficult to approach people immediately after the creation of UGC, and the second obstacle would be the lack of cooperation of people. That is why this research will use scenario analysis. With this method people are not questioned directly after creating UGC, but will be confronted with a scenario. While reading the scenario, participants will be asked to imagine to be in this situation and imagine how they would respond if he or she was actually experienced the described situation. A scenario is a 'narrative description of a consistent set of factors which define in a probabilistic sense alternative sets of future business conditions' (Huss, 1988). In this study a scenario will describe a situation (i.e. a narrative description of a consistent set of factors) in order to measure to future behaviour of individuals.

3.2 SURVEY

This paragraph describes the content of the survey. In 3.2.1 the use of scenario analysis is elaborated, before describing the constructs and items that are used in this study.

3.2.1 SCENARIO

The previous paragraph clarified the use of scenario analysis. Participants will examine a situation and imagine they are in this specific situation. This study hypothesises that there are differences in motivations for creating positive content in comparison to negative content. That is why two different scenarios will be used in this study. The first regarding creating a positive online service review, the second regards writing a negative review.

For scenario analysis it is important to describe a situation in which participants can use their own imagination. Kahneman and Tversky (1982; in Huss, 1988) defined a good scenario 'when the path leading from the initial to the terminal state is not immediately apparent, so that the intermediate stages actually raise the subjective probability of the target event'. That is why the scenario in this study describes a situation in which the participant is asked to imagine to write an online product review, without elaborating the exact content of the review. Participants are asked to thoroughly consider why they would write a review in the specific situation.

In this study six different scenarios are used; three regarding a positive experience with a service and three describing a negative experience. The scenario describes an experience with a certain service type. For three different services, both a positive and negative situation is provided. The service types used in the scenarios are car rental service, health care (i.e. doctor's office) and experiences with a hotel. In Appendix 3 the scenarios are described.

After studying the scenario, the participant is asked to think about why he or she wants to write a positive online product review about the service, before continuing in the online survey. In the second scenario a negative experience with a service is described. The follow-up question is identical to the positive scenario; the respondent is asked to think about why he or she wants to write a negative online review about the service (see Appendix 3).

3.2.2 MOTIVATIONS

By using the results of twelve studies about motivations of engaging in traditional and electronic word of mouth, a total of seven motivations were conducted for this study. In figure 2 these motivations are displayed and how it is expected that these influence the involvement in the created UGC. The seven, dividing the second motivation 'concern for other consumers' into two, motivations are: self enhancement, social benefits, advice seeking, helping other consumers, warning other consumers, venting negative feelings and helping the company. These motivations will be measured to conclude whether or not they are applicable as motivations for creating online product reviews. Yap, Soetarto and Sweeney (2013) studied the motivations of creating an online message about a financial service. In this study the same motivations were used. They were able to conduct a list of nineteen items, resulting in reliable constructs (i.e. motivations; $\alpha>0.83$). Because the items used in this study are proven to be valid and reliable for measuring the motivations, the nineteen items will be used in the study described in this report. The items are measured using a seven-point Likert scale (Likert, 1932) ranging from 1 (disagree strongly) to 7 (agree strongly) and shown in table 5.

Table 5: items motivations (Yap, Soetarto & Sweeney, 2013)

Factor	Items
Venting negative feelings: (4)	I like to get anger of my chest
	I want to take vengeance upon the company
	The company harmed me, and now I will harm the company
	My contributions help me to shake off frustrations about bad buys
Help other consumers: (2)	I want to help others with my own positive experiences
	I want to give others the opportunity to buy the right product
Warn other consumers: (2)	I want to warn others of bad products
	I want to save others from having the same negative experiences
Self enhancement: (4)	This way I can express my joy about a good buy
	I can tell others about a great experience
	I feel good when I can tell others my buying success
	My contributions show others that I am a clever customer
Social benefits: (3)	I believe a chat among like-minded people is a nice thing
	It is fun to communicate this way
	I meet nice people this way
Helping the company: (2)	In my opinion, good companies should be supported
	I am so satisfied with a company and its product that I want to help the company to be successful
Advice seeking: (2)	I hope to receive advice from others to help solve my problems
	I expect to receive tips or supports from other users

Note: items of original scale of Yap, Soetarto and Sweeney (2013). Items used in this study are provided in Appendix 2

As described in the previous chapter, not every motivation is applicable for both positive and negative UGC. When participants are offered the scenario with a positive service experience, the items of the 'venting negative feelings' motivations will not be applicable for the situation. That is why participants in the positive scenario will only need to score the fifteen statements; discarding the 'venting negative feelings' motivation (see Appendix 2). As described in Appendix 2, the items are adjusted to online reviews and to the positive and negative nature of the service.

3.2.3 INVOLVEMENT

After discussing the scenarios and the independent variable (i.e. the motivations), the third part of the online survey regards the outcome variable: involvement in creating UGC. Because the study is based on scenario analysis, it is not possible to use actual written reviews as an outcome variable. It is therefore necessary to measure an other outcome variable in order to derive conclusions. Based on the results of the study of Christodoulides and colleagues (2012), concluding that motivations for creating UGC influences involvement, the involvement of creating reviews is the outcome variable in this study.

Zaichkowski (1985) defined involvement as: 'a person's perceived relevance of the advertisement based on inherent needs, values, and interests'. The involvement of an individual covers both the affective and the cognitive relevance. Christodoulides and colleagues (2012) used the involvement scale created by Zaichkowski (1994). The scale of Zaichkowski evolved out of the previous conducted twenty-item scale of Zaichkowski (1984), but McQuarrie and Munson (1992) concluded that some of these twenty items were redundant. The involvement scale of Zaichkowski (1994) contains ten validated and reliable items (α>0.90). The construct consists of a series of bipolar items, each measured on a seven-point semantic differential scale (Zaichkowski, 1985). Participants will be asked to mark one of the seven boxes that applies his or her online review the most. The ten items of Zaichkowski's involvement scale are stated in table 5.

Table 6: items involvement scale (Zaichkowski, 1994)

important	unimportant
relevant	irrelevant
means a lot to me	means nothing to me
unexciting	exciting
dull	neat
matters to me	doesn't matter
boring	interesting
fun	not fun
appealing	unappealing
of concern to me	of no concern

3.2.4 PERSONALITY

Different scales are conducted in order to measure the personality of an individual through an online survey. Rammstedt and John (2007) studied the different scales and conducted a new, shorter version to measure personality 'in one minute or less'.

Most instruments measuring personality contain a great number of items. Costa and McCrae (1992) measured personality using sixty items and the instrument of Goldberg (1992) counted an even greater amount of items. But in order to save time, different studies tested instruments that discarded several items. The first reduced instrument was the 'Big Five Inventory' (John, Donahue & Kente, 1991), that contained 44 short-phrase items. Even though at that time it seemed quite radical that 44 items (BFI-44) could measure an individual's personality (Rammstedt & John, 2007), even more studies tried to decrease the amount of items to measure personality. Gosling, Rentfrow and Swann (2003) conducted an instrument containing only ten items to measure the Big Five (TIPI; 'Ten Item Personality Inventory'), with two items per personality trait. Both Golsing, Rentfrow and Swann (2003) and Rammstedt and John (2007) concluded that with the reduction from 44 to ten items, the TIPI still retains a substantial portion of the reliability and validity of the original instrument.

Since time is limited for participants, this study will use the ten items personality scale (Gosling, Rentfrow & Swann, 2003) to measure the five personality traits. The ten items are stated below in table 6. Participants will be asked to indicate how well each pair of traits applies to him or her. The items are rated on a 7-point Liker scale (Likert, 1932) ranging from 1 (disagree strongly) to 7 (agree strongly).

Table 7: ten item personality inventory (Gosling, Rentfrow & Swann, 2003)

Extravert, enthusiastic
Critical, quarrelsome
Thorough, disciplined
Anxious, easily upset
Open to new experiences, vivid imagination
Reserved, quiet
Sympathetic, friendly
Lazy, easy-going
Calm, emotionally stable
Few artistic interest, little creative

3.3 PROCEDURE

This paragraph describes the participants of this study (3.3.1). The process of the survey is elaborated in 3.3.2.

3.3.1 SUBJECTS

User generated content regards the actual creation of online messages about a service or product. Since the Internet is accessible for any individual, UGC is not limited to certain users. Any person can create and share messages online. That is why this study focusses on any user of the Internet, thus the study is using an online survey.

Internet users are asked to participate in the online study via direct e-mails, social media (e.g. Facebook and Twitter) and face-to-face communication. Subsequently, participants are asked to spread the online survey in order to increase to total amount of participants.

A total of 351 users participated in this study. Table 7 summarises the demographical statistics of the participants. The average age of the 351 participants is 32.13 years old (SD = 13.51), of which 212 (i.e. 60.4%) is male. All participants are Internet users, with an average of using the Internet for 27.63 hours a week (SD = 21.71).

Table 8: demographical statistics (N = 351)

Gender	male	212	(60.4%)
	female	139	(39.6%)
Age (in years)	< 22	32	(9.1%)
	22-30	201	(57.3%)
	31-50	55	(15.7%)
	> 51	63	(17.9%)
Education level	vmbo/mavo/LBO	30	(8.5%)
	havo/vwo	32	(9.1%)
	HBO	112	(31.9%)
	WO	177	(50.4%)
Use of Internet	monthly	2	(0.6%)
	weekly	9	(2.6%)
	daily	84	(23.9%)
	2-4 times a day	89	(25.4%)
	every hour	167	(47.6)
Use of Internet per week (in hours)	< 11	87	(24.8%)
	11-20	88	(25.1%)
	21-30	66	(18.8%)
	30-50	67	(19.1%)
	> 50	43	(12.3%)

3.3.2 SURVEY

Before participants will engage in the online survey, they are first presented a short introduction. Here, the general aim of the study is introduced, before elaborating what reviews are and what is expected from the participant (see Appendix 1). After reading the introduction all participants are randomly presented either a positive or negative scenario.

Following the scenario, the participants are presented the items regarding the motivations of writing a review, adjusted to the scenario (i.e. positive motivations or negative motivations; adjustments in Appendix 2), the involvement scale and the ten personality items.

4 RESULTS

This chapter describes in four paragraphs the results of the statistical analysis that is used to test the proposed hypotheses. In paragraph 4.1 the means, standard deviations and the construct reliabilities of the different constructs are provided. The second paragraph reports the results of regression analysis of the relationship between the seven motivations and the involvement in creating a review. The third paragraph of this chapter regards the possible moderating effect of personality. This paragraph provides the results of statistical analysis, to test the moderating effect of personality on the direct effect of the seven motivations on involvement. The hypotheses are summarized in the paragraph 4.4.

4.1 MEANS, RELIABILITY ANALYSIS AND CORRELATIONS OF CONSTRUCTS

The constructs, their items (in English; the used Dutch translation is provided in Appendix 2) and Cronbach's Alpha's are provided in Table 9 on the next page. The seven constructs used in this study show, for both scenarios, a Cronbach's Alpha (Cronbach, 1951) of over .67, which is acceptable for constructs with a small amount of items (Schmitt, 1996). Except for the motivation 'helping the company' for the negative scenario. The reliability of this construct is very low (α = .33). Therefore, this construct will not be used for the negative scenario. The reason that the reliability of this construct is so low, is caused by the relatively positive character of the items. It is hard for participants to imagine to write an online review to help making a company successful after a bad experience, as was expected in chapter 2.

Table 9: construct means, standard deviations and reliabilities (N=351)

Constructs (items)	Positive review [a]			Negative review [b]		
	Mean	SD	α	Mean	SD	α
Self enhancement: (4) This way I can express my feelings about a service I can tell others about an experience I feel good when I can tell others my buying experience My contributions show others that I am a clever customer	4.47	1.07	.67	4.26	1.22	.70
Social benefits: (3) I believe a chat among like-minded people is a nice thing It is fun to communicate this way I meet nice people this way	3.12	1.26	.76	3.03	1.29	.74
Advice seeking: (2) I hope to receive advice from others to help solve my problems I expect to receive tips or supports from other users	4.00	1.60	.78	4.33	1.64	.79
Help other consumers: (2) I want to help others with my own experiences I want to give others the opportunity to buy the right product	5.54	1.08	.84	5.40	1.28	.75
Warn other consumers: (2) I want to warn others of bad products I want to save others from having bad experiences	5.07	1.44	.77	5.81	1.15	.80
Helping the company: (2) In my opinion. good companies should be supported I am so satisfied with a company and its product that I want to help the company to be successful	5.38	1.24	.97	*4.06*	*1.26*	*.33*
Venting negative feelings: (4) [c] I like to get anger of my chest I want to take vengeance upon the company The company harmed me. and now I will harm the company My contributions help me to shake off frustrations about bad buys	N/A	N/A	N/A	4.01	1.53	.84

[a] N=176 [b] N=175 [c] Not applicable for positive reviews

Note: table shows the original items of Yap, Soetarto and Sweeney (2013). Used items for positive and negative scenario are provided in Appendix 2.

To estimate the relationship among all of the constructs, table 10 provides the correlation matrix of the seven motivations.

Table 10: correlation matrix motivations

	SE	SB	AS	WOC	HOC	HC	VNF
Self enhancement	1						
Social benefits	.17**	1					
Advice seeking	.56**	.02	1				
Warn other consumers	.30**	.35**	.33**	1			
Helping other consumers	.34**	.51**	.16**	.24**	1		
Helping the company	.43**	.32**	.23**	.05	.59**	1	N/A
Venting negative feelings	.69**	.18*	.30**	.21**	.03	N/A	1

** Correlation is significant at the .01 level / * Correlation is significant at the .05 level

4.2 RESULTS MOTIVATIONS

The first seven hypotheses proposed the expectation that six (seven including the separation of ‘concern for other consumers’ into ‘warn other consumers’ and ‘help other consumers’) different motivations influence the involvement of creating user generated content (i.e. writing online reviews). Multiple regression analysis is used to determine the effect of every motivation on involvement. Since two of the motivations are only applicable for either the positive or the negative scenario, it is not possible to use one general model. Therefore, Table 11 shows the results of multiple regression analysis for the two scenarios separately.

Table 11: results regression analysis motivations on involvement per scenario (positive; N=176 and negative; N=175)

	Positive			Negative		
Motivation	Beta	t	Sig.	Beta	t	Sig.
Self enhancement	.07	.73	.469	.15	1.37	.174
Social benefits	.35	4.04	.000**	.18	2.05	.042*
Advice seeking	-.10	-.12	.902	-.14	-1.75	.082
Warning other consumers	.17	1.98	.049*	.02	0.25	.807
Helping other consumers	.17	1.70	.092	.31	3.39	.001**
Helping the company	-.14	-1.61	.109	N/A	N/A	N/A
Venting negative feelings	N/A	N/A	N/A	.12	1.24	.216

*Significant at $p < .05$; **significant at $p < .01$

Table 11 shows that, for both positive and negative content, the higher the motivation 'social benefits', the higher the individual's involvement with his or her review is (i.e. for this motivation: $p<.05$). Therefore H2a and H2b can be supported.

Furthermore, the influence of the motivation warning other consumers is higher on involvement for positive reviews in comparison to involvement to negative reviews. On the other hand, the influence of 'helping other consumers' is higher on involvement for negative content than for positive content.

4.3 MODERATING EFFECT PERSONALITY

This paragraph describes the analysis to measure the moderating effect of personality on the involvement of creating user generated content for the seven motivations. In order to measure whether or not there is a moderating effect, this study uses a multiple regression analysis for the effect of five personality traits on the relationship between the seven motivations and involvement. An interaction effect is observed when the strength of the relationship changes due to a third variable, in this case a personality trait. When testing interaction effects in multiple regression, it is important to centre the values to obtain meaningful results (Robinson & Schumacker, 2009). This is to reduce multicollinearity (i.e. interdependency instead of direct dependency). The product of the centred values of the motivation and the personality trait represents the interaction effect. Multiple regressions for the effect on dependent variable

'involvement' are measured for the centred values of the motivation and the personality trait, and the product of the two centred values. An interaction effect, i.e. moderating effect, is found if the regression of the product of the centred values is significant. Results of the analysis are shown in table 12, per motivation.

Table 12: results multiple regression analysis; moderating effect personality on the effect of motivations on involvement (N=351)

Constructs		T-value	Beta	Sig.
Self enhancement	Extraversion	1.02	.05	.311
	Agreeableness	.29	.02	.773
	Conscientiousness	-2.11	-.11	.350
	Neuroticism	2.89	.15	.004**
	Openness	-1.60	-.08	.111
Social benefits	Extraversion	.11	.01	.917
	Agreeableness	1.29	.07	.199
	Conscientiousness	-1.61	-.08	.108
	Neuroticism	2.32	.12	.021*
	Openness	-.57	-.03	.570
Advice seeking	Extraversion	.57	.03	.571
	Agreeableness	1.72	.09	.086
	Conscientiousness	.47	.03	.641
	Neuroticism	-.60	-.03	.548
	Openness	-.85	-.05	.396
Warn other consumers	Extraversion	-.47	-.03	.636
	Agreeableness	1.01	.05	.314
	Conscientiousness	.65	.03	.518
	Neuroticism	-1.19	-.06	.237
	Openness	.71	.04	.478

Constructs		T-value	Beta	Sig.
Helping other consumers	Extraversion	-.62	-.03	.539
	Agreeableness	-.16	-.01	.870
	Conscientiousness	.83	.04	.410
	Neuroticism	-.17	-.01	.866
	Openness	.58	.03	.565
Helping the company [a)]	Extraversion	1.19	.09	.237
	Agreeableness	1.01	.08	.313
	Conscientiousness	.17	.01	.863
	Neuroticism	-.26	-.02	.795
	Openness	.73	.06	.467
Venting negative feelings [b)]	Extraversion	1.47	.11	.144
	Agreeableness	.40	.03	.693
	Conscientiousness	-2.21	-.16	.280
	Neuroticism	2.61	.02	.010**
	Openness	-2.15	-.16	.033*

*Significant at $p < .05$; **significant at $p < .01$

[a)] Only for positive scenario (N=176)

[b)] Only for negative scenario (N=175)

Using the statistical analysis, a significant moderating effect has been found for the influence of neuroticism on the effect of venting negative feelings on involvement in creating an online review. This states that individuals scoring higher on neuroticism are more involved in creating online reviews, when they believe that writing online reviews can be used to vent negative feelings; supporting H14. To clarify the found moderating effect of neuroticism on venting negative feelings, figure 3 gives an overview of how highly neurotic individuals were more involved in creating content to vent negative feelings in comparison to individuals that had a low neurotic score.

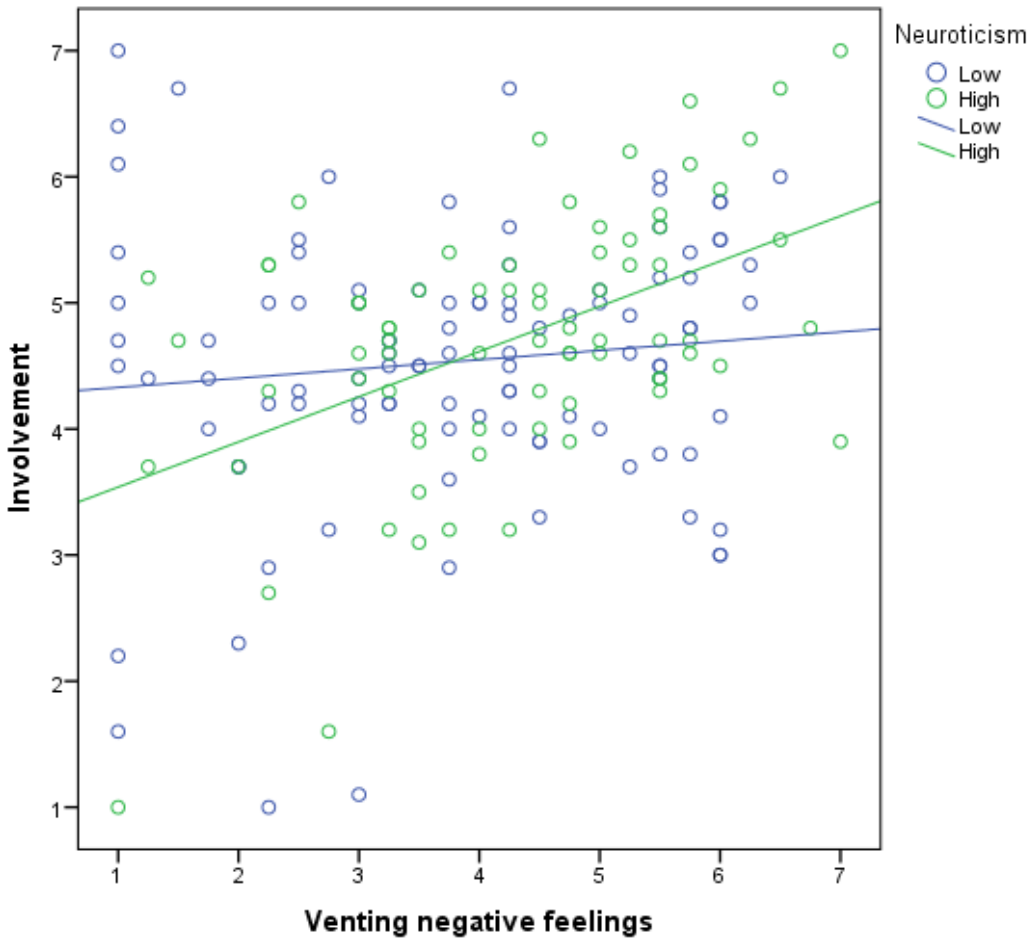

Figure 3: relationship between venting negative feelings and involvement for individuals scoring high on neuroticism and low on neuroticism

As displayed in figure 3, individuals scoring higher on neuroticism are more involved in creating online reviews, when they believe that writing online reviews can be used to vent negative feelings.

Besides the supported H14, neuroticism is also found to have a moderating effect on the motivations self enhancement and social benefits. Figure 4 shows the relationship between the motivation self enhancement and involvement for neurotic and less neurotic individuals.

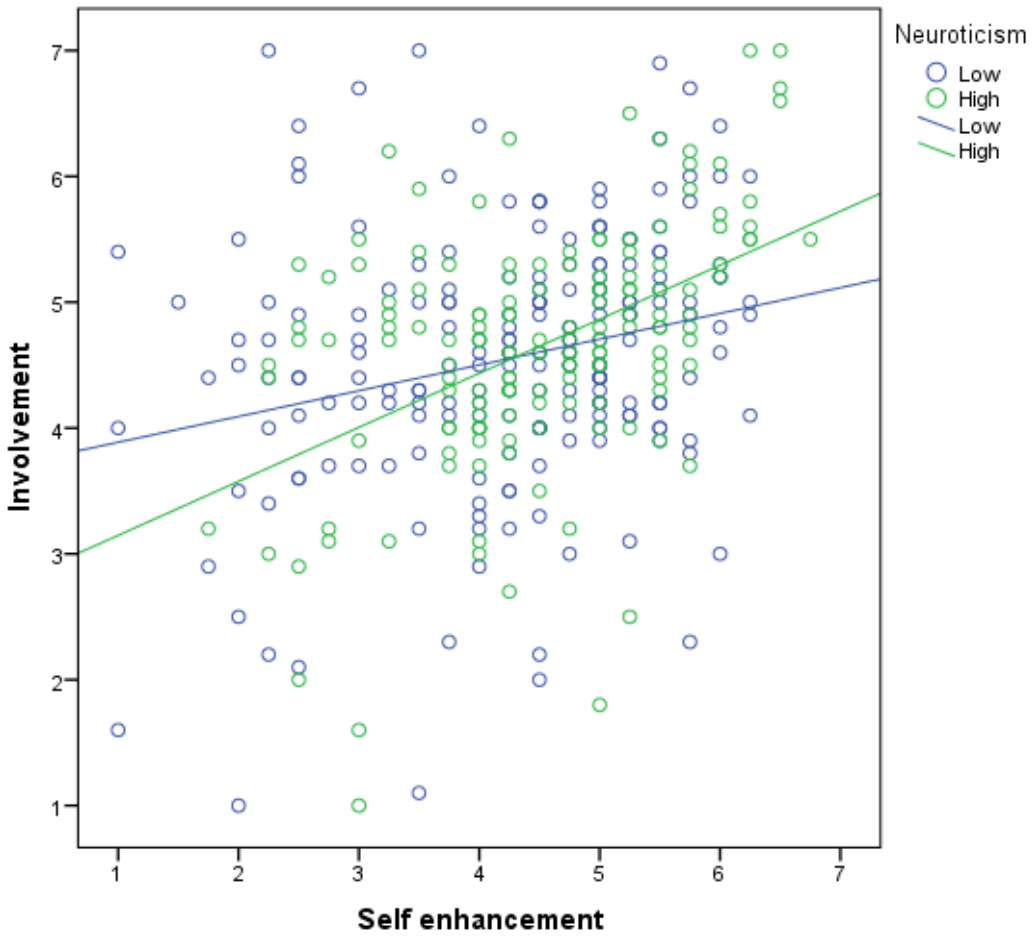

Figure 4: relationship between self enhancement and involvement for individuals scoring high on neuroticism and low on neuroticism

It was not expected that the personality trait neuroticism would have a moderating effect on self enhancement, but a significant result was found. When individuals are more neurotic, they are more involved in creating user generated content for self enhancement.

Figure 5 shows the difference between individuals scoring high on neuroticism and individuals scoring low on neuroticism, for the relationship between the motivation self enhancement and involvement in creating online reviews.

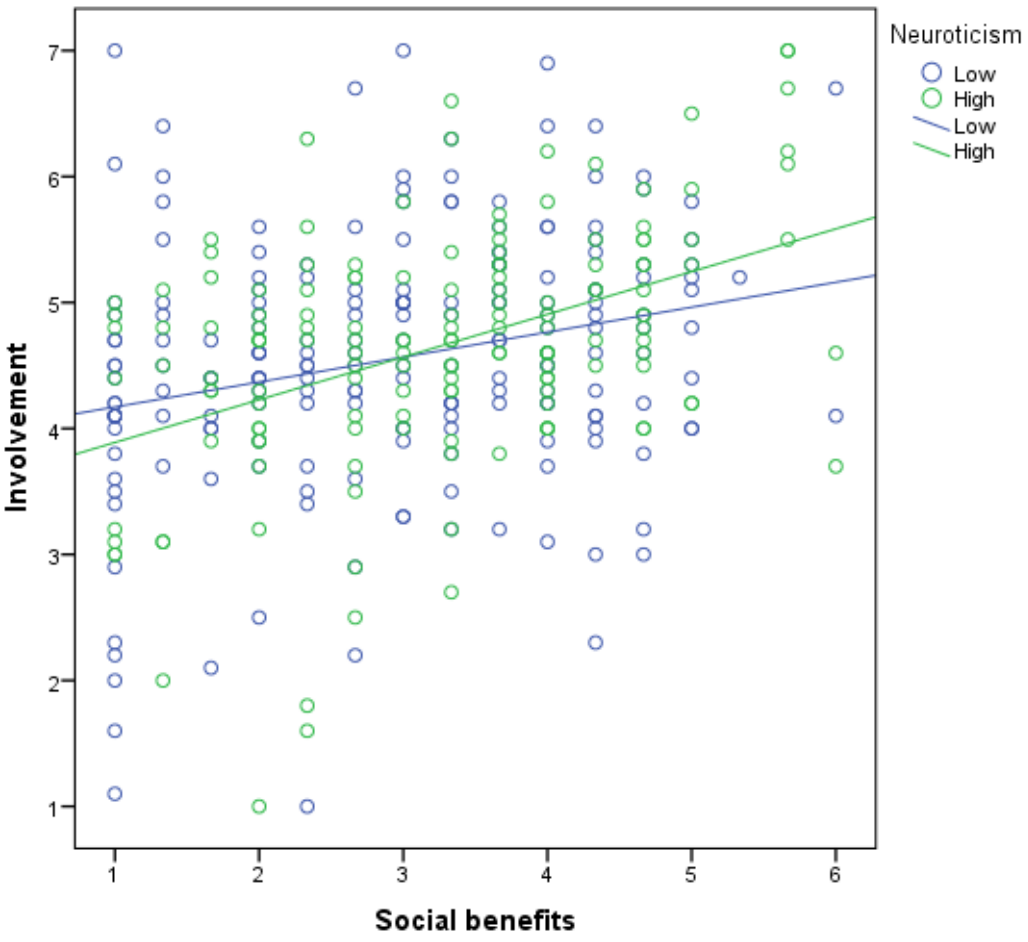

Figure 5: relationship between social benefits and involvement for individuals scoring high on neuroticism and low on neuroticism

Results in table 12 show a significant moderating effect of neuroticism on the relationship between the motivation social benefits and the involvement in writing online reviews. These results are supported in figure 5, showing that individuals scoring higher on neuroticism are more involved in creating online reviews, when they believe that writing online reviews can be used for social benefits.

Whereas the moderating effects of neuroticism on venting negative feelings, self enhancement and social benefits all have a positive effect on the relationship between the motivation and involvement, openness shows a negative interaction effect with venting negative feelings (see table 12; $p<.05$).

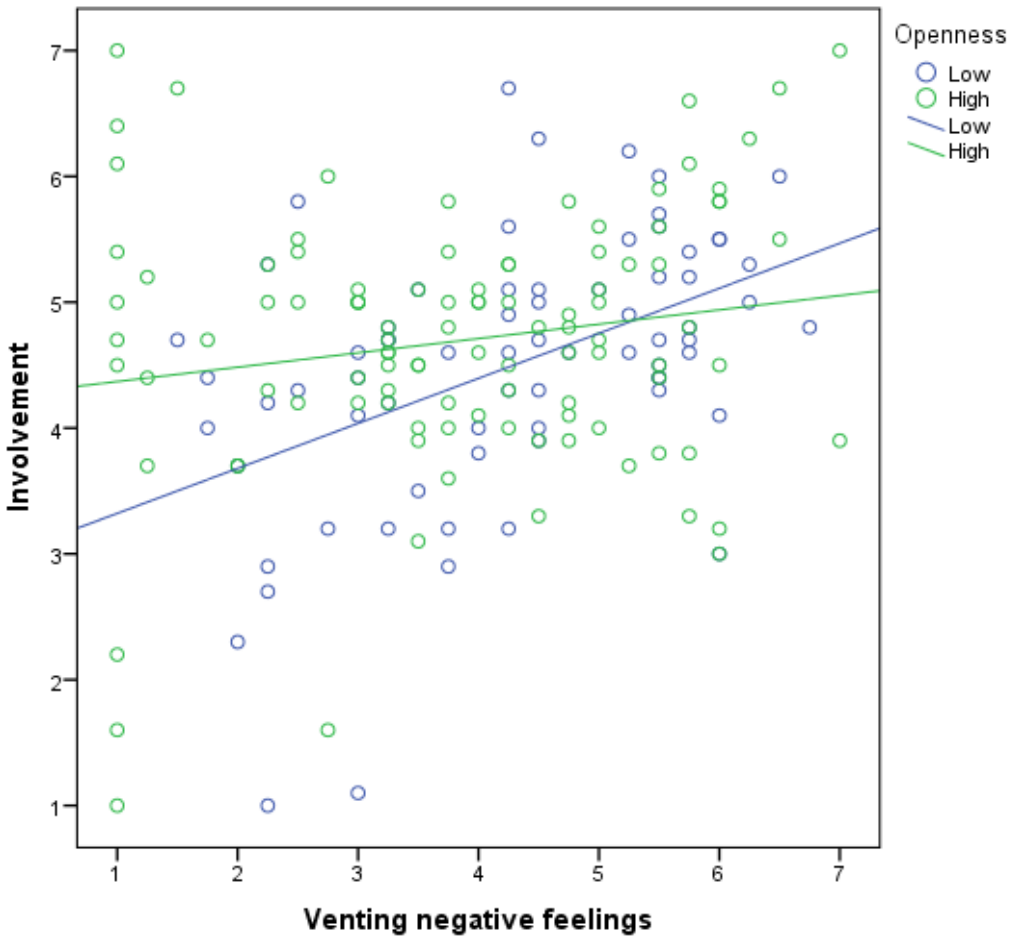

Figure 6: relationship between venting negative feelings and involvement for individuals scoring high on openness and low on openness

Figure 6 shows that the more open an individual is, the less he or she is involved in creating online reviews when they are motivated by venting negative feelings. Therefore, it can be stated that less open individuals are more involved in creating content to vent negative feelings.

After measuring the moderating effect of the five personality traits on the relationship between the motivations and involvement, it is also interesting to measure whether or not the personality traits directly influence the involvement in creating online reviews. Therefore, the results of multiple regression analysis for positive and negative content are provided in table 13.

Table 13: results regression analysis personality traits on involvement per scenario (positive; N=176 and negative; N=175)

	Positive			Negative		
Personality trait	Beta	t	Sig.	Beta	T	Sig.
Extraversion	.09	1.05	.293	.18	2.26	.025*
Agreeableness	-.09	-1.10	.273	-.08	-1.07	.286
Conscientiousness	.04	.56	.579	.02	.31	.757
Neuroticism	-.03	-.40	.689	.10	1.24	.215
Openness	.13	1.63	.105	.09	1.21	.229

*Significant at $p < .05$; **significant at $p < .01$

Table 13 shows for negative online reviews, people who are more extraverted, are more involved in creating online reviews.

4.4 HYPOTHESES OVERVIEW

The sixteen hypotheses are stated in table 14, plus the fact whether or not the results have shown statistical evidence that the hypothesis can be supported. The hypotheses and other results are discussed in the next chapter.

Table 14: results hypotheses in this study

Hypothesis		Supported?
H1a	For positive UGC, the higher the motivation 'self enhancement', the higher the individual's involvement with his or her UGC is	No
H1b	For negative UGC, the higher the motivation 'self enhancement', the higher the individual's involvement with his or her UGC is	No
H2a	For positive UGC, the higher the motivation 'social benefits', the higher the individual's involvement with his or her UGC is	**Yes**
H2b	For negative UGC, the higher the motivation 'social benefits', the higher the individual's involvement with his or her UGC is	**Yes**
H3	For negative UGC, the higher the motivation 'advice seeking', the higher the individual's involvement with his or her UGC is	No
H4	For positive UGC, the higher the motivation 'helping other consumers', the higher the individual's involvement with his or her UGC is	No

Hypothesis		Supported?
H5	For negative UGC, the higher the motivation 'warning other consumers', the higher the individual's involvement with his or her UGC is	No
H6	For negative UGC, the higher the motivation 'venting negative feelings', the higher the individual's involvement with his or her UGC is	No
H7	For positive UGC, the higher the motivation 'helping the company', the higher the individual's involvement with his or her UGC is	No
H8	More extraverted individuals are more involved in creating create user generated content for self enhancement than introverted individuals	No
H9	More extraverted individuals are more involved in creating user generated content for the concern of other consumers than introverted individuals	No
H10	More extraverted individuals are more involved in creating user generated content for venting negative feelings than introverted individuals	No
H11	More agreeable individuals are more involved in creating user generated content because of the concern for other consumers than less agreeable individuals	No
H12	More conscientious individuals are more involved in creating user generated content for self enhancement than less conscientious individuals	No
H13	More neurotic individuals are less involved in creating user generated content because of the concern for other consumers than less neurotic individuals	No
H14	More neurotic individuals are more involved in creating user generated content to vent negative feelings than less neurotic individuals	**Yes**
H15	More neurotic individuals are more involved in creating user generated content to seek advice than less neurotic individuals	No
H16	More open individuals are more involved in creating user generated content for self enhancement than less open individuals	No

5 DISCUSSION

The aim of this study was to examine which motivations drive individuals to write positive and negative online reviews and what role personality plays. Obtained via an online questionnaire, the data of 351 individuals was used to answer these questions.

Using the motivations of engaging in electronic word of mouth and the motivations to create user generated content, derived from previous studies, it was expected that individuals create online reviews based on six motivations. Results in this study provided empirical evidence that one of these motivations is applicable for being more involved in creating online reviews; i.e. the motivation 'social benefits'. The involvement conceptualizes the degree in which individuals find their creation relevant and important. When the involvement is higher, people are more aware of their created content and more aware of what their motivations are. Therefore, they will be more likely to actually write an online review. The results of this study conclude that people are more involved in writing an online review for social benefits. The five other motivations, self enhancement, concern for other consumers, advice seeking, venting negative feelings and helping the company, showed no significant effect on the involvement in creating an online review. Furthermore, this study concludes that there are several differences between motivations in creating positive and negative reviews. The five personality traits showed few significant results and seem to have a small impact on creating an online review. The personality trait neuroticism has a moderating effect on the influence of the motivations self enhancement, social benefits and venting negative feelings on the involvement. Also less open individuals are more involved in creating content to vent negative feelings. Another interesting result is the effect of extraversion on creating negative online reviews. More extraverted individuals are more involved in creating negative reviews. The results of the previous chapter will be discussed in the first paragraph. After discussing the results, paragraph 2 will elaborate the implications of this study. The limitations and suggestions for future research are discussed in 5.3.

5.1 CONCLUSIONS

In this paragraph the results of this study will be discusses and interpreted. The six independent variables subcategorize this paragraph; it describes the results of the study per motivation.

5.1.1 SELF ENHANCEMENT

Self enhancement regards the desire for positive recognition from others. Specifying this term to writing an online review, this motivation describes the expression of an experience via a review to gain positive recognition. As opposed to what was expected self enhancement is not a motivation that influences the involvement in creating an online review. This may be caused due to the fact that this hypothesis is mainly based on results of studies that did not include involvement as a dependent variable. The study that did measure the influence of different motivations on involvement focussed on the motivation 'self-concept' (Christodoulides et al., 2012). The significant results that were found for this motivation can differ from self enhancement, since these motivations were measured using different items. The motivation self-concept of Christodoulides and colleagues (2012) used three items (conducted by Markus and Wurf, 1987) that mainly focussed on the self-expression, whereas self enhancement regards how the self-expression helps the creator to get a better image by telling other users about the experience. This difference may cause the fact that the hypothesis in the study of Christodoulides and colleagues (2012) is supported, but the hypothesis in this study cannot be confirmed, since the two constructs do not measure the exact same motivation.

Several hypotheses were derived from the literature study, expecting that more extraverted, more conscientious and more open individuals are more involved in creating user generated content for self enhancement. However none of the three hypotheses were supported.

Surprisingly, extraversion did not test significantly as a moderator. Self enhancement is described as a motivation to express experiences about a service or product to others. These characteristics are similar to the description of extraversion. Extraversion did not turn out to have a moderating effect on the relationship between the motivation self enhancement and involvement. A possible explanation for this conclusion can be that in comparison to other ways of electronic word of mouth, writing online reviews is not a great way to express yourself. Hypothesis 12 was based on a previous study of Yoo and Gretzel (2011). They examined all travel-related consumer-generated media creation, not just online reviews. Perhaps online reviews are too specific and people use other forms of user generated content to express themselves.

Besides extraversion, it was also expected that more conscientious individuals would be more involved in creating user generated content for self enhancement. Conscientiousness

regards the tendency to be organized and systematic. The hypothesis that more conscientious individuals are more involved in creating user generated content for self enhancement than introverted individuals was also based on the results of the study of Yoo and Gretzel (2011). More conscientious individuals tend to think carefully before acting and should therefore have considered the gain in self enhancement by creating user generated content. However, the results of this study do not show a moderating effect for conscientiousness. A reason for the non-significant results in this study is that more conscientious individuals considered that the 'pros' of creating a review do not weigh the cons and therefore the involvement will decrease; i.e. the online review is considered to be less relevant and important. This explanation complies with the results of conscientiousness as a moderator for every motivation, since conscientiousness shows for none of the seven motivations a significant effect.

The third personality trait that was expected to have a moderating effect on the relationship between self enhancement and involvement is openness. Open individuals tend to be more creative and are more open for new experiences. The expectation was that, since user generated content is relatively new field, more open people would be more involved in writing online reviews. This enjoyment should be reflected on the motivation self enhancement. But no significant interaction effect was found for openness on self enhancement. This hypotheses was based on the results of a previous study (Yoo & Gretzel, 2011). However, this study was executed two or three years before the study in this reports was completed. The new experience of creating user generated content might not be experienced as 'new' as it was before.

A fourth personality trait that was not expected to have a moderating effect, but was measured to be significant was neuroticism. When individuals are more neurotic, they are more involved in creating user generated content for self enhancement. Previous studies showed conflicting results regarding neuroticism and the use of social media. In compliance with the results of this study, Guadagno, Okdie and Eno (2007) stated that more neurotic individuals use social media more. Using the Internet by writing online reviews might be a reason for neurotic individuals to gain self enhancement, since it is less personal than direct contact with other users. Another reason for this result can be the cultural differences between the participants in previous studies and this study. The studies of Yoo and Gretzel (2011) and Seidman (2013) used to answers of participants residing in the United States. The other study, that was used to conduct the hypotheses, was done by Wang and colleagues (2012) and executed in China. According to Lynn and Martin (1997) these countries differ from

individuals in the Netherlands when it comes to extraversion and neuroticism. These differences may also be the reason for the unsupported hypotheses and unexpected results.

Based on the results regarding self enhancement, this study can conclude that more neurotic individuals are more involved in creating an online review for self enhancement than less neurotic individuals.

5.1.2 SOCIAL BENEFITS

The motivation 'social benefits' describes the creation of content to participate and belong to online communities. Reviews that are written to gain social benefits are aimed to meet new people and communicate with others. It was hypothesized that the higher the motivation social benefits, the higher the involvement with the individual's created content would be. Statistical analysis provided results that support this hypothesis. Even though the mean of the motivation social benefits was in comparison to the other motivations relatively low (mean=3.07), multiple regression analysis showed that writing online reviews for social benefits influences the involvement in their positive and negative created content. This concludes that the higher the motivation social benefits is, the higher they find their contribution relevant and important. Therefore, they will be more likely to write an online review.

The moderator personality was not expected to have a moderating effect on the relationship between social benefits and involvement. No hypotheses were conducted, but a moderating effect for the personality trait neuroticism was found. More neurotic individuals tend to be more fearful, pessimistic and insecure in social environments. It is therefore surprising that results in this study conclude that individuals scoring higher on neuroticism are more involved in creating online reviews, when they believe that writing online reviews can be used for social benefits. But, in compliance with self enhancement, communicating via the relatively anonymous medium 'online reviews', it is less personal than direct contact with other users. The risk of being rejected is lower, and therefore neurotic individuals may find communicating via online reviews an interesting medium to gain social benefits.

Based on the results regarding social benefits, this study can conclude that social benefits positively influence the involvement with an individuals created online review. This applies for both positive and negative reviews. Also more neurotic individuals are more involved in creating an online review for social benefits than less neurotic individuals.

5.1.3 ADVICE SEEKING

Advice seeking regards the need for feedback. Online reviews can be used to discuss products or brands when something is unclear or when a consumer needs help. The individual can use an online review to gain information on how to solve the experienced problems or how to avoid similar experiences. Therefore, advice seeking was expected to have a positive influence on the involvement of the individual's negative online review.

However, multiple regression analysis did not show significant results for the influence of advice seeking on involvement. There are several possibilities to explain this unsupported hypothesis. First, advice seeking is a rather specific motivation to create an online review. No specific problems that directly propose to write a review to seek advice were described, so participants had to use their own imagination on how to interpret the scenario for advice seeking reasons. Perhaps the scenarios were too broad and therefore it was hard for participants to imagine how to write the online review to get feedback. Second, this hypothesis was conducted using the results of the study of Hennig-Thurau and colleagues (2004). They examined that advice seeking influenced the dependent variable electronic word of mouth behaviour (i.e. frequency of visit and number of written comments). This eWOM behaviour is not similar to the dependent variable in this study; involvement.

For the moderator personality one effect was hypothesized. Hypothesis 19 regards the expectation that more neurotic individuals are more involved in creating content to seek advice than less neurotic individuals. However, results in this study show no significant moderating effect to support this hypothesis. The expectation was based on results in the study of Seidman (2013). She studied that neuroticism positively correlates with information seeking purposes. The rejection of H15 can be caused by the fact that seeking information and advice seeking are different motivations. Since neurotics tend to be more insecure about themselves, it might be harder to actually ask for advice. Information seeking is less aimed at the problems of the individual.

Based on the results regarding advice seeking, this study cannot conclude that advice seeking positively influences the involvement with an individuals created positive and negative online review. Also no moderating effects were found for the influence of personality traits on the involvement in creating online reviews to seek advice.

5.1.4 CONCERN FOR OTHER CONSUMERS

The fourth studied motivation regards the concern for other consumers. This motivation is altruistic; the creator is motivated to write a review without gaining personal rewards. Based on the literature study, this motivation is divided into two separate motivations. The first regards the desire to help other consumers with their decisions; the second describes the motivation to save others from having a wrong experience. Reviews created to help other consumers are focussed on others to make the right decisions by advising them on what services to use. Reviews aimed to warn others accentuate the services that should be avoided.

Results show that the influence of 'helping other consumers' is higher on involvement for negative content than for positive content. These results are surprising, since the opposite was hypothesized. It was expected that warning other consumers was a motivation to be more involved in writing a review after a negative experience (H5) and after a positive experience individuals were expected to be more involved in writing a review to help others (H4). These expectations are supported when only the means of the two motivations are compared and the dependent variable involvement is not taken into account. Warning other consumers show a significantly higher mean for negative reviews than for positive reviews and helping other consumers show a significantly higher mean for positive content. A possible reason for the fact that a moderating effect of the nature of the review is not measured can be that the motivations are in such way obvious, that even less involved individuals are motivated to create content for altruistic reasons. Therefore, the moderating effect on involvement can be bigger for results that were not hypothesized.

This may also be the reason that no moderating effect was found for personality. It was expected that more extraverted (H9) and agreeable (H11) individuals would be more involved and more neurotic individuals would be less involved (H13) in creating content because of the concern for other consumers. However, no results were found to confirm a moderating effect of one of the personality traits on the influence of motivations on involvement.

Concluding this paragraph it can be stated that for positive reviews the higher the motivation warning other consumers is, the higher the individual's involvement with his or her online review is. Also, for negative reviews applies that the higher the motivation helping other consumers is, the higher the individual's involvement with his or her online review is.

5.1.5 VENTING NEGATIVE FEELINGS

People can be frustrated by their recent purchase or experience with a service and can use UGC to vent their negative feelings. It was expected that users can use online reviews to lessen frustration and to reduce the anxiety. Therefore, hypothesis 6 stated that the higher the motivation venting negative feelings, the higher the individual's involvement with his or her negative content is. However, the proposed hypothesis cannot be supported. A possible reason for the rejected hypothesis is the fact that this study used scenarios to measure an individual's motivation to create an online review. The motivation to vent negative feelings may only occur when a user actually experienced the negative scenario and felt the need to lessen frustration. The actual 'anger', 'hurt', 'frustration' and 'need to take vengeance' (i.e. the items used to measure the motivation) may be difficult to imagine.

Two personality traits were found that have a moderating effect on the motivation venting negative feelings. Both neuroticism (positive effect) and openness (negative effect) are moderators for the influence of the motivation on the involvement in the created content. In contrary to proposed hypothesis 10, the personality trait extraversion was not measured to be a moderator.

Based on this description and the results of the study of Yoo and Gretzel (2011), the expectation that extraversion would have a moderating effect on the influence of venting negative feelings on involvement was conducted. However, this hypothesis was not supported with statistical evidence. One of the reasons that may cause the rejection of the hypothesis is the use of reviews to vent feelings. This is in compliance with the rejected hypothesis regarding the moderating effect of extraversion on the other 'expressing motivation', self enhancement. Writing online reviews is perhaps not the right way to express feelings and good or bad experiences. Also, as mentioned before, the cultural differences can cause the differences between the results in this study in comparison to the results in the study of Yoo and Gretzel (2011).

The second personality trait that was expected to have a moderating effect on the influence of venting negative feelings on involvement was neuroticism. This moderating effect was supported by the data. Results provided the statistical evidence that individuals scoring higher on neuroticism are more involved in creating online reviews, when they believe that writing online reviews can be used to vent negative feelings.

Besides the moderating effect of neuroticism, another personality trait was found that proved to have a moderating effect on the influence of venting negative feelings on involvement: openness. Openness regards the tendency to be more creative and enjoy new things. This personality trait was expected to moderate the influence of an other motivation, self enhancement, on involvement, but this hypothesis was not supported. A reason of why this hypothesis was rejected regarded the fact that online reviews may not be interpreted as new and there might be other media that individuals could use to express their creativity. Results of the analysis of the moderating effect of openness supports this argumentation. Whereas the other moderating effects of personality traits all have a positive effect on the influence of the motivation on involvement, openness shows a negative interaction with venting negative feelings ($p<.05$). Therefore, it can be stated that less open individuals are more involved in creating content to vent negative feelings. Writing online reviews may not be 'new' enough for more open individuals to vent feelings and use other online media.

The study can conclude that more neurotic and less open individuals are more involved in their created online reviews.

5.1.6 HELPING THE COMPANY

A user can feel the desire to help the company after an experience with a service. According to several studies, this motivation can influence individuals to create user generated content (Hennig-Thurau et al., 2004; Bronner & de Hoog, 2011; Yap, Soetarto & Sweeney, 2013; Gretzel & Yoo, 2007; Jeong & Jang, 2011). In online reviews, users would create content to help the company be more successful by sharing the satisfaction to support the company. Hypothesis 7 states that the higher the motivation 'helping the company', the higher the individual's involvement with his or her positive UGC is. Even though the mean score of the construct helping the company is in comparison to the other motivation relatively high, multiple regression analysis shows no significant results to support H7. Helping the company is in the model for positive reviews not a significant predictor for how involved individuals are in the created content.

Literature research showed no results that imply that there would a moderating effect of personality on the influence of helping the company on involvement. Also the results in this study showed no moderators.

5.2 IMPLICATIONS

Results in this study indicate that the involvement in creating online reviews is only influenced by social benefits. The higher the motivation social benefits, the higher the involvement with the individual's created content is. This is an interesting results for marketers to promote writing online reviews. Marketers could for instance integrate the use of social media in online review websites.

The other five motivations did not show significant results regarding the influence on involvement. Therefore, it seems that creating online reviews cannot just be compared to other forms of electronic word of mouth or user generating content, since the results of this study and other studies differ. However, most of the other studies that were used to conduct the hypotheses did not use involvement as a dependent variable, which may cause the results of using involvement to be different from for instance the characteristics of the message (Yap, Soetarto & Sweeney, 2013). Although the results in this study do not show significant influences of motivations on involvement to support all hypotheses, it cannot be stated that the measured motivations are not in fact motivations to create content, since it only measures the effect on involvement and not on the actual creation of the online review.

This study did provide insights in the differences between motivations to create positive reviews and negative reviews. The average scores differ strongly for several motivations between positive and negative content. Some motivations proved to be more important for positive reviews (i.e. self enhancement, helping other consumers and helping the company), other motivations are more important for negative reviews (i.e. advice seeking, warning other consumers and venting negative feelings). The comparison of the means between the positive and negative scenario provided support for the hypothesis that some motivations are more applicable for positive reviews and some more for negative. Therefore, the results in this study show that it is for future research always important that a distinction is made between positive and negative UGC.

The second moderator that was tested in this study was personality. Results show that the personality trait neuroticism has a moderating effect on the influence of three of the six motivations on involvement and can therefore be considered an important factor. To adapt to the moderating effect of neuroticism, online review websites should make the writing of reviews as easy as possible, since neurotics are easily frustrated (David et al., 1997). When something goes wrong during the process, the emotional instability may reduce the intention

to provide a review (Picazo-Vela et al., 2010). Apart from the effects of neuroticism and openness (showed one moderating effect, i.e. on venting negative feelings), personality does not seem to be an important factor for writing online reviews.

5.3 LIMITATIONS AND FUTURE RESEARCH

As described in this chapter, most of the sixteen conducted hypothesis were not supported. Several possible reasons for the rejected hypotheses were described, that could explain the differences between the results of this study in comparison to the conclusion of other studies. But besides the rational clarifications of the differences, another reason of the many rejected hypotheses can be that this study had some limitations. This paragraph describes these possible limitations of the study and how these limitations can be avoided in future research.

The first limitation of the research is the fact that the use of an online questionnaire may have negatively influenced the data. Since a researcher is not supervising the participant, it can be possible that the involvement in answering the questions is low, which might affect the reliability of the data. In future research it would be interesting to use face-to-face interviews to thoroughly interrogate the participants about the motivations to create positive and negative online motivations. However, the online questionnaire was used to obtain enough data to get reliable results. The total amount of 351 participants gives a broader overview of the motivations of groups and thereby has his advantages over open interviews.

Another limitation in this research is the use of scenarios. As mentioned in the previous paragraph, it is expected that the more expressing motivations (i.e. self enhancement and venting negative feelings) did not show results indicating a significant effect on involvement in creating online reviews due to the fact that it might be hard for individuals to imagine the satisfaction after a good experience or the frustration and hate after a bad experience. Testing the motivations of writing an online review in an experimental setting or right after the individual has written an online review are two options to avoid these problems and are interesting for future research.

The items in the questionnaire are based on the study of Yap, Soetarto and Sweeney (2013). The items are translated to Dutch and are specified to positive and negative scenarios. Even though the reliability of the constructs was sufficient for reliable results, it was not proven in other studies that the chosen items could be specified to positive and negative scenarios. To measure the variability among the items a factor analysis can be used to decide

what items can measure the same latent factors. Analysing the results of the relationship between the items, factor analysis suggests that there should only be three factors that influence involvement in creating positive online reviews and four factors influencing involvement in negative reviews (table 12 and 13).

Table 15: factor analysis items positive scenario

Items	Factors		
	1	2	3
Self enhancement			
1. This way I can express my joy about a good service	.50	.51	
2. I can tell others about a great service	.77		
3. I feel good when I can tell others about my successful service	.37	.59	
4. My review shows others that I am a clever customer		.76	
Social benefits			
5. I believe a chat among like-minded people is a nice thing		.72	
6. It is fun to communicate via online reviews		.82	
7. I meet nice people via writing online reviews		.75	
Advice seeking			
8. I hope to receive advice from others to help solve my problems			
9. I expect to receive tips or supports from other users			.84
Helping other consumers			
10. I want to help others with my own experience			.76
11. I want to give others the opportunity to use the same service	.82		
Warning other consumers			
12. I want to warn others of bad services	.81		
13. I want to save others from having the same negative experiences	.77		
Helping the company			
14. In my opinion. good companies should be supported	.74		
15. I am so satisfied with the company and its service that I want to help the company to be successful	.31		.70

For the positive scenario in this study fifteen items were used that distinguish a total of six different motivations. However, factor analysis stated that only three factors can be distinguished based on the used items. The first regards the items of the original self

enhancement, the concern for other consumers and the helping the company. Every item in this first factor regards communicating to other consumers. In future research it can be interesting to measure the results of this general motivation, instead of specifying this factor into three motivations. The second factor primarily uses the items of the social benefits motivations. Besides one item that were originally part of the motivation self enhancement, factor 2 also includes the three items of social benefits. The last factor includes three items that do not seem to have a coherence in motivation. The items regarding receiving support, helping others and helping the company are difficult to label to one new motivational factor.

In the other scenario, participants were presented nineteen items regarding seven possible motivations to create online reviews. The results of the factor analysis in table 13 shows that only four factors could be distinguished.

Table 16: factor analysis items negative scenario

Items	Factors			
	1	2	3	4
Self enhancement				
1. This way I can express my grief about a bad service			. 48	. 44
2. I can tell others about a bad service			. 75	. 30
3. I feel good when I can tell others my unsuccessful service			. 75	
4. My review shows others that I am a clever customer				. 82
Social benefits				
5. I believe a chat among like-minded people is a nice thing				. 75
6. It is fun to communicate via online reviews	. 81			
7. I meet nice people via writing online reviews	. 36	. 53		
Advice seeking				
8. I hope to receive advice from others to help solve my problems	. 51		. 54	
9. I expect to receive tips or supports from other users	. 32		. 57	. 36
Helping other consumers				
10. I want to help others with my own experience		. 32		. 42
11. I want to give others the opportunity to use a better service			. 63	
Warning other consumers				
12. I want to warn others of bad services		. 76		
13. I want to save others from having the same negative experience		. 75		. 34
Venting negative feelings				
14. I like to get anger of my chest	. 84			
15. I want to take vengeance upon the company	. 76			
16. The company harmed me. and now I will harm the company	. 77			. 32
17. My online review helps me to shake off frustrations about the bad service	. 80			

The first found factor regards the correlated variables of the motivation venting negative feelings and the enjoyment of communicating through online reviews. This factor confirms the original motivation venting negative feelings. The second factor confirms the motivation ‘warn other consumers’. Factor 3 complies with the results of the factor analysis for the positive scenario. This factor shows the correlations between items of the motivations self

enhancement, advice seeking and helping other consumers that regard communicating to others. The fourth factor includes several items of which the correlation is hard to understand. The items do not seem to measure the same motivations to write an online review.

It is important to understand that the factor analysis shows that some of the motivations can be combined. The fact that the seven motivations are not proved to be seven different factors in factor analysis, might be caused by the differences between writing an online review and writing other electronic word of mouth messages. In future research the amount of motivations can be reduced to three of four motivations. The use of less variables to measure the motivations of creating online content has also been studied by Christodoulides and colleagues (2012), Bronner and De Hoog (2011), Cheung and Lee (2012), Yoo, Sanders and Moon (2013) and Jeong and Jang (2011).

In the study it has been found that in contrary to results in the study of Christodoulides and colleagues (2011), the motivations in this study, apart from the motivation social benefits, do not influence the involvement in creating user generated content. In future research it might be interesting to use a different dependent variable. For instance, Yap, Soetarto and Sweeney (2013) studied the effect of the motivations on the level of cognitive and affective characteristics of online messages and Yoo and Gretzel (2011) discussed the effect of the motivations on intention to create content online. After involvement, it is interesting to measure the effect of the motivations of writing online reviews on other dependent variables in future research.

Another suggestion for future research regards the other variables that might have a moderating effect on the motivations. This study measured the moderating effects of the nature of the review and how the personality of individuals can affect the influence of motivations on the involvement in writing online reviews. In future research it is also interesting to study the effect of other possible moderators.

A factor that might influence the motivations of creating online reviews is the earlier mentioned difference in culture. Individuals are different in different cultures (Lynn & Martin, 1997) and therefore it can be expected that these differences may also reflect on motivations to engage in online behaviour. Also, the differences between the results of this study, executed in the Netherlands, and the results of other studies that had participants with other cultures (i.e. Wang et al., 2012) suggest that motivations to create online content might

differ due to cultural differences. Further research can conclude how cultural differences play a role in creating content online.

Another factor that has not been taken into account in this study is the frequency of use. If an individual has created many reviews before, the attitude towards creating online content is probably higher and therefore it would be more likely for that behaviour to occur again (theory of planned behaviour; Ajzen, 1991).

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APPENDIX

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APPENDIX 1 INTRODUCTION SURVEY

APPENDIX 1.1 DUTCH

Beste respondent,

Voor onze Master thesis van de opleiding Marketing Communication and Consumer Behavior aan de Universiteit Twente onderzoeken wij motivaties voor het creëren van online reviews. Een online review is een geschreven beoordeling over een product of dienst die door een gebruiker op het internet is geplaatst. Het doel van ons onderzoek is om er achter te komen wat mensen precies motiveert om een online review te schrijven.

De vragenlijst gaat om online beoordelingen van diensten. De enquête bestaat uit een fictief scenario met bijbehorende vragen. Het invullen van de vragenlijst duurt ongeveer tien minuten. De resultaten zullen volledig anoniem worden behandeld en zijn alleen voor wetenschappelijke doeleinden. Er zijn geen goede of foute antwoorden, we zijn gewoon geïnteresseerd in jouw mening. Hartelijk dank voor je deelname. Als je nog vragen hebt, dan kan je ons uiteraard een e-mail sturen.

Maarten Rensink - j.m.rensink@student.utwente.nl
Joost van Staaveren - j.vanstaaveren@student.utwente.nl

APPENDIX 1.2 ENGLISH

Dear participant,

Within the context of our thesis for the Master Marketing Communication and Consumer Behavior at the University of Twente, we study the motivations of creating online reviews. An online review is a written evaluation of a product or service that is placed on the Internet by a user. The aim of this study is to find out what motivates people write an online review.

The questionnaire regards the online evaluations of services. The survey contains a fictional scenario and matching questions. It will take about ten minutes to finish the questionnaire. Results will be treated anonymously and are only used for scientific purposes. There are no correct or false answers; we are just interested in your opinion. Thanks for participating. If you have any questions, you can always send us an e-mail.

Maarten Rensink - j.m.rensink@student.utwente.nl
Joost van Staaveren - j.vanstaaveren@student.utwente.nl

APPENDIX 2 ITEMS SURVEY

APPENDIX 2.1 POSITIVE SCENARIO

APPENDIX 2.1.1 DUTCH

Self enhancement

1. Op deze manier kan ik mijn blijdschap uiten over het gebruik van een goede dienst
2. Hiermee kan ik anderen vertellen over een goede ervaring
3. Het voelt goed dat ik anderen kan vertellen over mijn succesvol gebruikte dienst
4. Mijn review laat anderen zien dat ik een slimme consument ben

Social benefits

5. Online communiceren met gelijk denkende mensen is prettig
6. Het is leuk om te communiceren via het schrijven van online reviews
7. Ik ontmoet leuke mensen via het schrijven van online reviews

Advice seeking

8. Ik hoop advies te ontvangen van anderen om mijn problemen op te lossen
9. Ik verwacht tips of ondersteuning te krijgen van andere gebruikers

Helping other consumers

10. Ik wil anderen helpen met mijn eigen positieve ervaringen
11. Ik wil anderen de mogelijkheid geven de juiste dienst te gebruiken

Warning other consumers

12. Ik wil anderen waarschuwen voor slechte diensten
13. Ik wil anderen ervoor behoeden een foute keuze te maken

Helping the company

14. In mijn ogen moeten goede bedrijven gesteund worden
15. Ik was zo tevreden met het bedrijf en haar dienst dat ik het bedrijf wil helpen succesvol te worden

APPENDIX 2.1.2 ENGLISH

Self enhancement

1. This way I can express my joy about a good service
2. I can tell others about a great service
3. I feel good when I can tell others my successful service
4. My review shows others that I am a clever customer

Social benefits

5. I believe a chat among like-minded people is a nice thing
6. It is fun to communicate via online reviews
7. I meet nice people with writing online reviews

Advice seeking

8. I hope to receive advice from others to help solve my problems
9. I expect to receive tips or supports from other users

Helping other consumers

10. I want to help others with my own positive experiences
11. I want to give others the opportunity to use the same service

Warning other consumers

12. I want to warn others of bad services
13. I want to save others from having the same negative experiences as me

Helping the company

14. In my opinion, good companies should be supported
15. I am so satisfied with the company and its service that I want to help the company to be successful

APPENDIX 2.2 NEGATIVE

APPENDIX 2.2.1 DUTCH

Self enhancement

1. Online communiceren met gelijk denkende mensen is prettig
2. Het is leuk om te communiceren via het schrijven van online reviews
3. Ik ontmoet leuke mensen via het schrijven van online reviews
4. Ik hoop advies te ontvangen van anderen om problemen op te lossen

Social benefits

5. Ik kan anderen vertellen over een slechte ervaring
6. Ik voel me goed wanneer ik anderen kan vertellen over een mislukte gebruikte dienst
7. Mijn bijdragen laten anderen zien dat ik een slimme consument ben

Advice seeking

8. Ik verwacht tips of ondersteuning te krijgen van andere gebruikers
9. Op deze manier kan ik mijn boosheid over een slechte service uiten

Helping the company

10. In mijn ogen moeten goede bedrijven gesteund worden
11. Ik ben zo ontevreden over het bedrijf en haar dienst dat ik het bedrijf wil helpen om succesvol te worden

Helping other consumers

12. Ik wil anderen helpen met mijn eigen negatieve ervaringen
13. Ik wil anderen de mogelijkheid geven de juiste dienst te gebruiken

Warning other consumers

14. Ik wil anderen waarschuwen voor slechte diensten
15. Ik wil anderen behoeden voor dezelfde negatieve ervaring die ik had

Venting negative feelings

16. Ik wil hiermee mijn woede kwijt raken
17. Ik wil wraak nemen op het bedrijf
18. Het bedrijf heeft mij schade toegebracht, nu wil ik het bedrijf schade toebrengen
19. Door het schrijven van de online review kan ik mijn frustraties over de slechte dienst kwijtraken

APPENDIX 2.2.2 ENGLISH

Self enhancement

1. This way I can express my grief about a bad service
2. I can tell others about a bad service
3. I feel good when I can tell others my unsuccessful service
4. My review shows others that I am a clever customer

Social benefits

5. I believe a chat among like-minded people is a nice thing
6. It is fun to communicate via online reviews
7. I meet nice people with writing online reviews

Advice seeking

8. I hope to receive advice from others to help solve my problems
9. I expect to receive tips or supports from other users

Helping other consumers

10. I want to help others with my own negative experiences
11. I want to give others the opportunity to use a better service

Warning other consumers

12. I want to warn others of bad services
13. I want to save others from having the same negative experiences as me

Helping the company

14. In my opinion, good companies should be supported
15. I am so unsatisfied with the company and its service that I want to help the company to be successful

Venting negative feelings

16. I like to get anger of my chest
17. I want to take vengeance upon the company
18. The company harmed me, and now I will harm the company
19. My contributions help me to shake off frustrations about a bad service

APPENDIX 3 SCENARIOS

APPENDIX 3.1 POSITIVE SCENARIOS

APPENDIX 3.1.1 DUTCH

Je bent net een week lang weggeweest en hebt daar een auto voor gehuurd. Je bent zeer tevreden over de geleverde dienst. De auto reed uitstekend en je betaalde maar weinig geld in vergelijking met het huren van een auto bij een ander bedrijf. Denk je in dat jij een review gaat schrijven over de positieve ervaring die je hebt gehad bij het huren van de auto. Deze review plaats je op een website waar verschillende autoverhuurbedrijven worden beoordeeld. Bedenk je waarom je deze review zou schrijven en klik daarna op ‘volgende’.

Nadat je een week ziek op bed hebt gelegen besluit je naar de huisarts toe te gaan. Bij de huisarts ben je snel aan de beurt en word je goed geholpen. De arts vraagt hierna uitvoerig en op een prettige wijze naar je lichamelijke problemen. Vervolgens kan de huisarts precies vertellen wat er aan de hand is en geeft je een recept mee waarmee je snel van je kwalen af bent. Tevreden verlaat je de huisarts. Denk je in dat jij een review gaat schrijven over de negatieve ervaring die je hebt gehad bij de huisarts. Deze review plaats je op een website waar verschillende huisartsen worden beoordeeld. Bedenk je waarom je deze review zou schrijven en klik daarna op ‘volgende’.

Je bent een week op vakantie geweest waar je geslapen hebt in een hotel. In dit hotel heb je zeven dagen een geweldige tijd gehad. De kamers waren groter dan verwacht en werden regelmatig schoongemaakt door het gastvrije personeel. Daarnaast was de prijs laag en de faciliteiten fantastisch. Denk je in dat jij een review gaat schrijven over de geweldige ervaring die je hebt gehad bij het hotel. Deze review plaats je op een website waar verschillende hotels worden beoordeeld. Bedenk je waarom je deze review zou schrijven en klik daarna op ‘volgende’.

APPENDIX 3.1.2 ENGLISH

You have just been away for a week, where you have rented a car. You are very satisfied with the provided service. The car drove excellent and was very cheap in comparison to renting a car at an other car rental service. Imagine you are going to write a review about the positive experience you have had with the car rental service. The review will be placed on a website where different car rentals are evaluated. Think about why you want to write this review and press 'next'.

After being sick in bed for a week you decide to go to a doctor. At the doctor's you don't have to wait before it is your turn and everyone is very helpful. The doctor then elaborately and nicely asks you about your physical problems. Subsequently, the doctor can tell the exact problem and writes you a prescription that helps you cure the illness. Satisfied you leave the doctor's office. Imagine you are going to write a review about the positive experience you have had at the doctor's office. The review will be placed on a website where different doctors are evaluated. Think about why you want to write this review and press 'next'.

You have just been on a holiday for a week, where you spent your time at a hotel. At the hotel you have spent seven wonderful days. The rooms were bigger than expected and were cleaned often by the hospitable staff. Furthermore, the price was low and the facilities of the hotel excellent. Imagine you are going to write a review about the positive experience you have had at the hotel. The review will be placed on a website where different hotels are evaluated. Think about why you want to write this review and press 'next'.

APPENDIX 3.2 NEGATIVE SCENARIOS

APPENDIX 3.2.1 DUTCH

Je bent net een week lang weggeweest en hebt daar een auto voor gehuurd. Bij terugkomst kom je er achter dat de rekening een stuk hoger is dan je had verwacht. De autoverhuurder heeft namelijk een extra bedrag in rekening gebracht voor het veroorzaken van schade aan de auto. Je weet echter zeker dat dit niet het geval is. Denk je in dat jij een review gaat schrijven over de negatieve ervaring die je hebt gehad bij het huren van de auto. Deze review plaats je op een website waar verschillende autoverhuurbedrijven worden beoordeeld. Bedenk je waarom je deze review zou schrijven en klik daarna op 'volgende'.

Nadat je al een week ziek op bed hebt gelegen besluit je naar de huisarts toe te gaan. Bij de huisarts duurt het lang voordat je aan de beurt bent. Je merkt vervolgens dat de arts erg afwezig is en niet geïnteresseerd lijkt in jouw lichamelijke problemen. Daarnaast kan de arts ook niet vertellen wat je mankeert en geeft hij aan dat je het nog even een week moet aankijken. Ontevreden verlaat je de huisarts. Denk je in dat jij een review gaat schrijven over de negatieve ervaring die je hebt gehad bij de huisarts. Deze review plaats je op een website waar verschillende huisartsen worden beoordeeld. Bedenk je waarom je deze review zou schrijven en klik daarna op 'volgende'.

Je bent een week op vakantie geweest en hebt overnacht in een hotel. Hoewel je er wel zeven dagen hebt overnacht, was het allesbehalve een prettig verblijf. De kamers waren kleiner dan verwacht en leken tijdens het verblijf geen enkele keer te zijn schoon gemaakt. Daarnaast was het personeel kortaf en onbehulpzaam. Denk je in dat jij bij thuiskomst een review gaat schrijven over de negatieve ervaring die je hebt gehad bij het hotel. Deze review plaats je op een website waar verschillende hotels worden beoordeeld. Bedenk je waarom je deze review zou schrijven en klik daarna op 'volgende'.

APPENDIX 3.2.2 ENGLISH

You have just been away for a week, where you have rented a car. Back home you noticed that you have been charged more for renting the car than you had expected. That is because the car rental service has charged you extra for causing damage to the car. However, you are certain that you have not caused any damage. Imagine you are going to write a review about the negative experience you have had with the car rental service. The review will be placed on a website where different car rentals are evaluated. Think about why you want to write this review and press 'next'.

After being sick in bed for a week you decide to go to a doctor. At the doctor's it takes a long time before it is your turn and subsequently you notice that the doctor is absent-minded and seems not to be interested in your physical problems. Additionally, the doctor cannot tell you what the illness is and just tells you to keep an eye on it for the next week. Dissatisfied you leave the doctor's office. Imagine you are going to write a review about the negative experience you have had at the doctor's office. The review will be placed on a website where different doctors are evaluated. Think about why you want to write this review and press 'next'.

You have just been on a holiday for a week, where you spent your time at a hotel. Although you have slept there for seven nights, it was everything but a pleasant stay. The rooms where smaller than expected and did not seem to be cleaned during the entire stay. Furthermore, the staff was rude and unhelpful. Imagine you are going to write a review about the negative experience you have had at the hotel. The review will be placed on a website where different hotels are evaluated. Think about why you want to write this review and press 'next'.