MASTER THESIS

THE EFFECTS OF FAMILIARITY AND ONLINE CONSUMER REVIEWS, ON CONSUMERS' TRUST, RISK PERCEPTION, AND BEHAVIORAL INTENTIONS

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Abstract

Online shopping has become a common action in daily life. The consumers' choice for a particular web shop can depend on their familiarity with it. Therefore, consumers often read online consumer reviews in order to reduce their feeling of uncertainty about an (un)familiar web shop. For organizations, retailers and marketers, it is interesting to understand how aspects of familiarity and online consumer reviews can affect consumers' trust, risk perception and behavioral intentions.

This report discusses the results of an experimental study into the influence of familiarity and online consumer reviews on consumers' trust, financial and product risk perception, intention to purchase, word of mouth intention, and information seeking intention. A 2 (familiarity: familiar and unfamiliar) X 3 (online consumer reviews: positive, negative and an equal mix of positive and negative) between-subjects factorial design was conducted. Two hundred and three females and forty-one males participated in the experiment (n=244). The results show that familiarity and exclusively positive online consumer reviews are, in almost all cases important significant predictors of the variables mentioned. No interaction effects were found.

Finally, the theoretical and practical implications of the research results are discussed and suggestions for future research are presented. An important discussed theoretical implication is the composition of negative and positive reviews, which can be tested in different combinations in future research. Practical implications are discussed, regarding web shops becoming more familiar and aware, and closely monitor its online consumer reviews. For future research it is recommended to investigate which outcomes will be found in the case of a different distribution of gender, age, and education. The chapter will finish with a conclusion. This study's approach of familiarity versus online consumer reviews regarding trust, risk perception and behavioral intention could be a renewed approach for future studies.

Keywords: familiarity, online consumer reviews, trust, intention to purchase, word of mouth intention, information seeking intention, financial risk perception, product risk perception

Table of contents

Abstract

1. Introduction

When consumers decide to make a certain purchase at a certain web shop, they have already planned to purchase this particular good or service. This is called the consumers' intention to purchase. Briefly, purchase intention can be described as a plan to purchase a particular good or service in the future. After coming into existence, consumers can search for information about a particular product and buy this product instantly at a certain web shop. However, when they want to check and compare products and/or services, they can also browse the internet and go through different web shops. This search can be for product information (for example information about the product specifications), but also for information about the web shop itself (for example the services and online consumer reviews). Searching for information (a person's search actions for example on the internet) about products and web shops is a possible action that could be performed before the final decision to buy online. Searching for information on the internet will especially lead to more and better information and to better decisions made by consumers (Peterson & Merino, 2003). Because of the limitless amounts of information that can be searched and saved, consumers can consider their possible decisions which can be helpful if they want to avoid risks and uncertainties. As opposed to traditional shopping, consumers can more easily obtain more detailed information about a product or service online (Markey & Hopton, 2000). This can be explained by the relatively cost free use of the internet, where consumers can search for information instead of being dependent on, for example, brochures, manuals or salesclerks.

In the Netherlands, the internet is the most used source for information among consumers (CBS, 2009). In their study, CBS (2009) found that 87% of the respondents used the internet for searching information about a product or service in the last three months. At present, internet shopping has become more popular than it was in 2009. People can make their purchase decisions based on, for example, their familiarity with the online web shop and the tone of online consumer reviews. In case of an unfamiliar web shop, the consumer will probably search more for cues and information on the internet which can give the consumer a distinct image of the possible (dis)advantages of the web shop. Examples of these cues and information are online consumer reviews, which can influence the consumer both positively and negatively. Online consumer reviews are shared purchase judgments on the internet, which are consumer-created and include experiences, evaluations and opinions (Park, Lee & Han, 2007).

A relationship between the consumer and the company needs to be built in order for the company to appeal and maintain customers. Consumers need to have trust in the web shop to make sure they make a good choice (Hoffman, Novak & Peralta, 1999). Risk perception, which is the expectation about a loss after making a purchase, needs to be low. Therefore, when a consumer's risk perception increases, their information search actions will increase and vice versa (Chen & He, 2003), as consumers do not want to face much uncertainty. This is proven in the Uncertainty Reduction Theory of Berger and Calabrese (1975), which explains certain interpersonal communication behaviors displayed during initial interactions. Consumers are unable to predict and explain the actions of web shops; therefore it is "the central motivating force guiding behavior in encounters with others" (Kellermann & Reynolds, 1990, p. 6). High uncertainty is a stimulus for consumers to search for information about others, and therewith reduce their uncertainty.

The internet search process is a complex phenomenon that is hard to understand. Knowledge about this search process is still not fully developed and it is important that the understanding improves (Rose & Samouel, 2010). This expansion of knowledge can contribute to effective marketing strategies regarding online web shops. It is still unknown how familiarity and online consumer reviews influence trust, intention to purchase, word of mouth and information seeking intention, financial risk perception and product risk perception. Therefore, familiarity and online consumer reviews are investigated as independent variables, and trust, financial and product risk perception, intention to purchase, word of mouth, and information seeking intention as dependent variables.

The research report will consist of six chapters. The first chapter will describe the conceptual background and research hypotheses. It covers the effects of the independent variables 'familiarity with online web shops' and 'online consumer reviews' on the dependent variables 'trust', 'financial and product risk perception', 'intention to purchase', 'word of mouth intention' and 'information seeking intention'. And the matching hypotheses are described. The second chapter will describe the research method, which includes the 'design', the 'procedure', 'materials' and 'participants'. The third chapter presents the research results, where the results of the main study will be described and a summary of the (un)supported hypotheses will be given. The next chapter will be the discussion of the results which consists of the conclusions that can be drawn based on the research data and how they are related to the findings from the literature research. The implications will also be described, which consists of the theoretical and practical implications, and recommendations for future research.

2. Conceptual background and research hypotheses

2.1 Familiarity with online web shops

Familiarity with online web shops is the most rudimentary form of consumer knowledge (Baker, Hutchinson, Moore & Nedungadi, 1986), and can be defined as: "The consumer's degree of acquaintance with the selling entity, which includes knowledge about the vendor and understanding of relevant procedures such as searching for products and information and ordering through the website's purchasing interface" (Kim, Ferrin & Rao, 2008, p. 551). According to Luhmann (1979), familiarity is a precondition of trust, as familiarity creates a framework and understanding of the environment (and in this case the web shop). For example, in the case of making an online purchase, this can be defined as the consumers' knowledge of how to search in the web shop for products or information and also how to order these products through the web shop interface. When other people share their opinions about their knowledge regarding a web shop, this also can lead to familiarity (positive or negative information about a particular web shop that makes you better informed and possibly also warned or encouraged). Knowledge of a certain web shop can encourage preferences for that web shop regarding other web shops.

Before the consumer makes a purchase at a certain web shop, there needs to be an acceptable level of trust. Trust is based on the consumers' expectations of the actions of the particular web shop and can be based on previous actions. With trust, people are willing to rely on the actions of other parties. Trust is also very important in relationships and social groups, for example between family members, friends, communities, organizations, but also companies (Hardin, 2002). According to Gefen (2000), familiarity and trust are distinctly different, but they are related. In case of familiarity with the web shop, the consumers have relatively reliable expectations of the company's behavior which reduces their uncertainty. When these expectations are not fulfilled, the web shop will not be fully trusted by the consumers, "familiarity is the precondition for trust" (Luhmann, 1979, p. 19). However, trust and familiarity are not similar as trust is based on unknown future actions of web shops and familiarity is based on the current actions of web shops or past actions (if experience is considered). Gefen (2000) found that both trust and familiarity influence e-commerce in two different distinct aspects, which are inquiry and purchase. Which is extending Luhmann's theory that trust and familiarity are prime mechanisms; people apply them to reduce additional complexity and influence their decision to e-commerce with the web shop. Consumers who are overwhelmed by the complexity of a web shop's interface are not likely

to purchase or inquire at the web shop because they do not understand how to do so. Hence, familiarity and trust also have strong influence on the intention to purchase of online consumers. When a consumer is familiar with a web shop, "he or she is relatively more likely to expect the vendor to honor its obligations, and therefore be judged relatively more trustworthy" (Kim, Ferrin & Rai, 2008, p. 551). In case of a familiar web shop, the intention to purchase is therefore probably higher than in case of an unfamiliar web shop.

Besides trust, familiarity also influences a consumers' risk perception. Risk perceptions can consist of various dimensions, for example, according to Mauldin and Arunachalam (2002), it can in the form: labeled product/retailer risk, transaction risk, privacy risk, and security risk. For this study, two different dimensions will be used: financial and product risk. These two dimensions of risk were chosen because they are predominant in the case of online internet shopping (Bhatnagar & Ghose, 2004; Bhatnagar, Misra & Rao, 2000). Financial risk pertains to the possible loss of money (Derbaix, 1983) and possible insecurity in case of online credit card usage (Maignan & Lukas, 1997). Product risk refers to the possible loss when a product or brand does not perform in the way the consumer expected (Horton, 1976). Jones (2000) found that these types of risks can be relieved with familiarity with the web shop. When consumers are familiar with the web shop, they have already noticed that there are some or no risks involved in the purchase. In the case of an unfamiliar web shop, the consumer needs to know if the possible risks are acceptable. The risk perception of a customer decreases when making a purchase because familiarity simplifies the relationship with the web shop (Gefen, 2000; Luhmann, 1979); this occurs as uncertainty is reduced by familiarity, which establishes a structure (Luhmann, 1979). It is a risk for consumers to buy a product from a certain web shop, as consumers know that they can cheated or betrayed by the online web shop. When consumers perceive a high amount of risk, they do not dare to make a hazardous purchase, which can be unfavorable for the web shop. With regards to repeated purchasing in a web shop, the consumer has good experiences with the web shop and presumably trusts the web shop more than when making a purchase for the first time.

High or low familiarity with the web shop can possibly also influence the consumers' intention to purchase. According to Ajzen and Fishbein (1980) forms a person an attitude about a certain object, based on certain beliefs, and on the basis of which he/she behaves with respect to that object. Purchase intention and purchase behavior are based on the assumption that consumers try to make rational decisions based on the available information, thus the behavioral intention of a consumer is the immediate determinant of the actual behavior of that

particular consumer (Ajzen & Fishbein, 1980). The results of various studies about intention to purchase are conflicting. Mauldin and Arunachalam (2002) found that familiarity with the vendor did not have significant impact on intention to purchase. Also van der Heijden and Verhagen (2004) found that store familiarity and online purchasing only have a weak relationship. Unlike these authors, Gefen (2000) did find supporting data for vendor familiarity strongly influencing people's intention to purchase; it may directly affect the willingness to purchase. With this data, Gefen (2000) supported the findings of Luhmann (1979), who implied the same with his theory. Although the above mentioned findings contradict, this study holds to the theories of Gefen (2000) and Luhmann (1979). This is due to the fact that, presumably, familiarity leads to more trust and less complexity (in case of trying another web shop, consumers again have to fully explore the shop which costs time) for consumers (Gefen, 2000). Especially for consumers who have a matter of urgency or do not mind the costs, it is easy to make their purchase at a web shop where they have already experienced good services. By means of repeated interactions, such as, prior purchase experiences or practices with the selling web shop, the consumers' subjective experience is captured (Ba & Pavlou, 2002). The subjective experience can be described as a product of an individual's mind, it is integral and can not be objectively measured by others.

Next to intention to purchase, the influence of familiarity on WOM (Word Of Mouth) is also interesting, as WOM can also contribute to commercial goals. Although WOM takes place between a non-commercial person and receiver, mostly the topic of the conversation concerns a brand or service. According to Rosen (2002, p. 266), WOM can be described as "any oral communication about products with friends, family, and colleagues in the context of consumer behavior". Characteristics of this WOM-communication are that it is interpersonal, non-commercial, and the content of the messages is an evaluation about the particular product or service. Consumers can make use of WOM to reduce their uncertainty about unfamiliar sources and process the amount of information they collect by means of searching for information that contradicts their (negative) information (Olshavsky & Grambois, 1979). According to Henricks (1998), WOM can be the most believable form of advertising if it is an unpaid endorsement for products or services; WOM is interpersonal and thus more persuasive, which makes the message perceived as more trustworthy. The relationship between familiarity and WOM has received minor coverage in the marketing literature. Wirtz and Chew (2002) and Swan and Oliver (1989) concluded in their studies that heightened satisfaction levels (in this case with the destination) encouraged greater positive WOM. For this study, it could be suggested that in the case of being (positively) familiar with a web shop

(which can also contain feelings of being satisfied), also encourage greater positive WOM. Brown, Barry, Dacin and Gunst (2005) found that commitment and identification have a significant influence on positive WOM intentions and behaviors, as commitment to the web shop partially mediates the effect of satisfaction on WOM. Other studies which outline the motives for traditional WOM are for example Dichter (1966) and Sundaram, Mitra and Webster (1998) who indentify different kind of dimensions (like product involvement, self involvement, message involvement, helping the company, etc.) that influence the use of WOM. Since these studies do not include familiarity, this study will try to find out the influence of the dimension familiarity on traditional WOM.

Since online purchasing is rapidly growing, consumers obtain more and more internet shopping experience. Consumers are getting better at information seeking, which becomes more structured and constrained. Making comparisons between different web shops has especially become a competitive challenge of e-shopping (Rowley, 2000). The relatively costless internet gives consumers the chance to search for alternative web shops which offer bargains. According to Peterson and Merino (2003) consumers first aim at web shops which they are familiar with, as these are the first in their consideration set. After visiting these web shops they decide whether to engage in further information searching. The reason of further information seeking is often the offered (too high) price (Peterson & Merino, 2003) and also other elements of the web shop like services that it offers, such as paying options and delivery costs and options can influence this information seeking process. According to Johnson and Russo (1984) and Brucks (1985), consumers who are familiar with the web shop, rely on their prior knowledge, instead of searching for new information. Moreover, Gitelson and Crompton (1983) found that unfamiliarity leads to extensive information seeking. The services of the familiar web shop are probably well known by the consumer, but not for the unfamiliar web shop. In the case of an unfamiliar web shop, the consumer needs to do some research in order to make sure they are informed about the web shop enough to make a purchase.

Hypothesis 1a: A familiar web shop will be more trusted by consumers than an unfamiliar web shop.

Hypothesis 1b: Consumers have lower financial risk perceptions with familiar web shops, than unfamiliar web shops.

Hypothesis 1c: Consumers have lower product risk perception with familiar web shops, than unfamiliar web shops.

Hypothesis 1d: *Consumers have higher intentions to purchase with familiar web shops, than unfamiliar web shops.*

Hypothesis 1e: *Consumers have more word of mouth intentions with familiar web shops, than unfamiliar web shops.*

Hypothesis 1f: *Consumers have less information seeking intentions about the web shop with familiar web shops, than unfamiliar web shops.*

2.2 Online consumer reviews

Since the internet become increasingly interactive, it is also more often used by consumers to exchange opinions and experiences about online shopping. With regards to traditional word of mouth (WOM), reviews were often one-to-one and in real life. However, since the internet, reviews have become one-to many, many-to-one, and many-to-many interactions (Peterson & Merino, 2003). With online shopping, uncertain situations can lead consumers to online consumer reviews or other information about the web shop that can be found on the internet. When consumers have sufficient interest in an unfamiliar particular item or web shop (Weinberg & Davis, 2005), they use online consumer reviews.

Consumer reviews are a type of WOM, but in this case, it happens on the web. Online consumer reviews can play an important role in the decision making process of consumers who are still searching for information about the particular store or product. When consumers want to make a decision about whether to buy from a particular web shop (with risk potential), they get confronted with uncertainties, which lead to uncomfortable feelings (emotional and cognitive discomfort). Consumers need trust in the web shop to be assured that their choice is right (Kellermann, 1987). High involvement products, which are often expensive (for example a new laptop or car), especially give consumers a more uncertain feeling when making a purchase (Heath & Bryant, 2000). These high involvement purchases can have bigger personal consequences for consumers and have therefore a stronger connection to consumers than low involvement products (Petty & Cacioppo, 1979). According to Olshavsky and Granbois (1979), this uncertainty first needs to be reduced with recommendations before choosing a particular web shop. Online consumer reviews can also function as recommendations. According to Ba and Pavlou (2002), online consumer reviews do have a positive effect on the consumers' trust, making reviews written by customers more valuable than reviews written by experts (Piller, 1999; Senecal & Nantel, 2004). In 2007, almost six out of ten consumers preferred peer-written reviews (eMarketer, 2007), which shows a clear preference for peer reviews instead of expert reviews (Bazaarvoice, 2007). No

literature was found explaining this preference, but according to Sen and Lerman (2007), there are attribution processes which can possibly contribute to this preference and explain the consumers' evaluation of online reviews. As the reviews are based on external or product reasons, readers will perceive the reviews to be legitimate, believable and actionable and therefore useful. But when readers think that the reviews are based on internal or reviewer reasons, they will reject them (Sen & Lerman, 2007). According to Ahluwalia, Burnkrant and Unnava (2000) and Sen and Lerman (2007), consumers do pay more attention to negative online consumer reviews (it is more salient) and Ahluwalia et al. (2000) found that negative information is trusted more by consumers than positive information. This is explained by the fact that negative information is more relevant and diagnostic than positive information.

Uncertainty can have different sources. The consumer needs to have trust in the company, and therefore needs the financial and product risk perception to be reduced. With traditional shopping, the consumers' trust originates with the help of sales people (who use their expertise, raise likability and create similarity) (Doney & Cannon, 1997), but with online shopping these sales people are replaced by 'help buttons' and 'search features' (Lohse & Spiller, 1998). The higher the level of risk perception-when making a purchase decision, the more important personal sources are for consumers when making the decision (Locander & Hermann, 1979; Lutz & Reilly, 1973). Consumers use online reviews in order to obtain quality information that reduces their risk perceptions (Bolton, Katok, & Ockenfels, 2004; Pavlou & Gefen, 2004). According to Lee, Han and Park (2008), a large amount of negative online consumer reviews induce the perception of risk among consumers more than a small amount. As "in the mind of consumers, an increase of just one negative online consumer review increases the riskiness of the product and decreases the desire for the product" (Lee, Han & Park, 2008, p. 343).

Besides reviews being positively or negatively composed, they need to provide enough information before purchase intentions are formed by consumers. Otherwise, it is hard for them to believe or form an attitude based on the anonymous posted reviews (Park, Lee & Han, 2007). Therefore, the reviews have to be of good quality and they need to be logical and persuasive (with reasons which are based on specific facts) in order to have a strong positive effect on intention to purchase (Park, Lee & Han, 2007). According to Labarbera and Mazursky (1983), in the case of traditional shopping, purchase intentions are directly influenced by customer satisfaction. More studies found a positive relationship between customer satisfaction and purchase intentions (Spreng, Harrell & Mackoy, 1995; Yi, 1990). In the case of service failures, companies can maintain customer retention through responding to

these failures in a fair manner (Oliver & Swan, 1989; Seiders & Berry, 1998; Spreng et al., 1995). Online consumer reviews written by satisfied customers could possibly increase purchase intentions among consumers, as consumers get influenced and informed by the satisfying (positive) information of other customers on review pages. In the case of unsatisfied (negative) information, the consumers' purchase intentions may substantially decrease. Yet, no study reported about the exact influence of unsatisfied customers, although, different studies (Oliver & Swan, 1989; Seiders & Berry, 1998; Spreng et al., 1995) have proven that companies have the possibility to maintain the consumers' purchase intentions by making an effort for service recovery (by for example giving answers and solutions to negative online consumer reviews, which are visual for everybody). In their study, Park, Lee and Han (2007) also found that consumers' intention to purchase is influenced by the number of reviews, as this gives an indication of the popularity of the web shop. Eisend (2006) states in his study that review pages presenting a combination of positive and negative information would be regarded as more credible than review pages that present only positive or negative information. Thus, when there are only positive or negative reviews, it makes consumers suspicious; they think a web shop is not credible if there are hardly any negative messages (Doh & Hwang, 2009). No literature was found regarding the credibility of only negative reviews. Doh and Hwang (2009) found that a few negative reviews between positive reviews did not harm the positive attitudes among consumers, and can even improve the performance of the web shop. But if there are more than a few, a negativity bias can originate, whereby negative information has a greater impact than positive information as negative reviews are perceived as more diagnostic (Kahneman & Tversky, 1984; Busaroy, Chatterjee and Ravid, 2003). It is obvious that consumer reviews are not always entirely positive or negative. This means that consumers have to consider the different opinions and experiences of people when they want to form an attitude about the particular web shop. Opinions and experiences of people they do not personally know, therefore, it would be plausible to think that it is harder for consumers to believe these unknown sources. But, according to Duhan, Johnson, Wilcox and Harell (1997) and Gilly, Graham, Wolfinbarger and Yale (1998), the fact that online consumers do not personally know the writers of reviews is not a problem; impersonal online sources also influence consumers.

In the case of traditional WOM, consumers have mostly a handful of sources. But in the case of online consumer reviews (eWOM), the amount of sources is often limitless. According to Chatterjee (2001), research has found that consumers who are satisfied, share their opinions, recommendations and complaints with a company to some people, but

customers who are not satisfied, share their opinions, recommendations and complaints to everybody they meet. This can have a big impact and affect business for a web shop negatively. Because of the growing use of online reviews (consumers actively search for experiences and opinions) and the importance of these reviews, they have become a business and some companies even pay for contributions from consumers (Tadeschi, 1999). Reviews can be found, for example, via certain review-websites or the online web shop's own review page. These pages can differ in reviews about products (product specific opinions and experiences) or reviews about the web shop itself (services, trust, popularity, etc.). Even the consumer review itself can be reviewed by other consumers and consumers can possibly also use WOM by telling information they found by means of online consumer reviews. No literature was found regarding the influence of online consumer reviews on traditional word of mouth. But given that Meuter, McCabe & Curran (2013) found, WOM is much more powerful than eWOM (as WOM is much more present in daily life), it is interesting if consumers create word of mouth intentions after reading eWOM. Since, out of all the shared content between people, 90 percent is offline (WOM) and 10 percent online (eWOM) (Lovett, Peres & Shachar, 2013); it could be assumed that people even tell about their findings on review pages.

Sometimes consumers face the decision to choose between a familiar web shop which is a safe but more expensive choice, or a cheaper web shop in which service quality and trust are unknown (Chatterjee, 2001). In the case of traditional shopping, when choosing an unfamiliar store, consumers have probably more intentions to search for information about the web shop so they reduce feelings of uncertainty (Biswas, 1992). Consumers like to use salient and accessible resources in their online shopping process, in order to navigate through the cognitive challenges (Haubl & Trifts, 2000). Yet, there is not much literature regarding the influence of consumer reviews on information seeking intention. Smith, Menon and Sivakumar (2005) revealed in their study, consumers use recommendations to reduce the amount of effort exerted during their online search process. They found evidence that in case of positive, high credible, online consumer reviews, consumers reduced their amount of effort invested in the overall search process. However, in the case of low credible positive online consumer reviews, consumers spend more effort on their information search process (Smith, Menon & Sivakumar, 2005). Although credibility will not be measured in this study, it could be assumed that in the case of a mix of positive and negative reviews, the information seeking intention will be lower than in case of only positive or negative reviews; as only positive and

only negative reviews will be perceived as less credible by consumers (Doh & Hwang, 2009; Eisend, 2006).

Hypothesis 2a: *A combination with equal amounts of positive and negative reviews leads to more trust than only positive reviews and only negative reviews.*

Hypothesis 2b: *A combination with equal amounts of positive and negative reviews leads to less financial risk perception than only positive and only negative reviews.*

Hypothesis 2c: *A combination with equal amounts of positive and negative reviews leads to less product risk perception than only positive and only negative reviews.*

Hypothesis 2d: *A combination with equal amounts of positive and negative reviews leads to more intention to purchase than only positive and only negative reviews.*

Hypothesis 2e: *A combination with equal amounts of positive and negative reviews leads to more word of mouth intentions than only positive and only negative reviews.*

Hypothesis 2f: *A combination with equal amounts of positive and negative reviews leads to less information seeking intention about the web shop than only positive and only negative reviews.*

Furthermore it is expected that there probably can occur interaction effects in this study. For example, unfamiliarity in combination with negative consumer reviews will lead to lower scores for trust, intention to purchase and word of mouth intention, and to higher scores for information seeking intention, financial and product risk perception. The effect can also multiply, which causes a joint effect: when a consumer is familiar with a store and reads only positive reviews, he or she will rate the web shop very high, higher than he or she would rate if only familiar with the web shop or if they have only read online consumer reviews.

In literature can be found that consumers devote more attention to negative reviews than positive reviews if the issue involvement is high, as negative information is considered more informative and/or diagnostic. But when the issue involvement is low, this is reversed (Maheswaran & Meyers-Levy, 1990). Gross, Holtz and Miller (1995) (cited by Ahluwalia, Burnkrant & Unnava, 2000) explain in their study that high committed consumers are often

cause to a biased processing, whereby they counter argue the negative information more extensively than the positive information, resisting attitude change. This can possibly be clarified because high commitment to a brand (a web shop brand) can be related to brand loyalty (Ahluwalia et al., 2000), which can be described as a consumers' emotional and/or psychological attachment to a brand (Lastovicka & Gardner, 1978). In the case of being highly attached to a brand, consumers are less likely to accept negative information as diagnostic (Feldman & Lynch, 1988). The high commitment of these consumers does play an important role in defining the consumers' resistance to this negative information and can be explained by several variables such as prior knowledge and importance (Wood, Rhodes & Biek, 1995).

Since, being committed or involved with a web shop, is not the same as being familiar, it is interesting what literature contains about familiarity versus negative and positive online consumer reviews. According to Chatterjee (2001) in the case of choosing a familiar web shop, consumers often ignore the negative reviews and have stronger feelings for the positive reviews. And for an unfamiliar web shop, consumers rather believe that possible problems can happen again (Chatterjee, 2001). Vermeulen and Seegers (2008) in their study about online hotel reviews found that the overall effect of these online consumer reviews was less strong for well-known hotels than for lesser-known hotels. There is a lot of research containing evidence for negative reviews (compared to positive reviews) having more influence with regard to unfamiliar stores, which influence the intention to purchase of potential consumers unfavorably (Brown & Reingen, 1987; Weinberger, Allen & Dillon, 1980). "The correspondence theory would suggest that the more unexpected negative ratings provided more valuable dispositional information to the subjects" according to Weinberger, Allen and Dillon (1980, p.531). However, since most of these studies were conducted in the traditional offline shopping field, it is interesting if they are also applicable to online shopping. Moreover, the existing literature concerning online negative and/or positive online consumer reviews is often combined with the level of commitment or involvement. For this study, the combination negative and/or positive reviews with familiarity will be investigated.

Hypothesis 3:   *Reviews have a larger effect on a) trust b) financial risk perception, c) product risk perception, d) intention to purchase, e) word of mouth intention and f) information seeking intention when the web shop is unfamiliar rather than familiar.*

3. Research method

In this chapter, the method and measures of the research are described. First, in paragraph 3.1, the design is described and, in paragraph 3.2, the procedure of this study will be discussed. Third, the materials are described in paragraph 3.3, and last, the participants will be described in paragraph 3.4.

3.1 Design

To test the hypotheses, a 2 (high familiarity vs. low familiarity of the web shop) by 3 (positive consumer reviews vs. negative consumer reviews vs. a combination of positive and negative consumer reviews) experiment was conducted to find out what the influence of these independent variables is on the dependent variables (trust, financial risk perception, product risk perception, intention to purchase, word of mouth and information seeking intention).

3.2 Procedure

For this experiment, participants had to imagine themselves buying a laptop online. The product that was chosen was a laptop, as the product needed to be applicable to both genders. And it needed to be a high involvement product, since the risk of a wrong purchase is higher in the case the price of the product is high (Laurent & Kapferer, 1985). A pilot study was conducted among 12 participants before collecting the data in order to check if there was any misunderstanding or vagueness among the questions in the questionnaire. The pilot study demonstrated that it was not necessary to make adjustments to the questionnaire. The questionnaire that was used for the main study can be found in Appendix C.

3.3 Materials

Pre-study

Before the main study was executed, a pre-study was conducted to obtain information about existing web shops and their familiarity among the participants. In order to decide which web shop to use (the most familiar), several web shops that sell laptops were selected and presented to the respondents. The web shops were selected with the help of the "Thuiswinkel awards" information about existing well known electronic web shops. Web shops which were nominated for the award of this year were: BCC.nl, Kijkshop.nl, Bol.com and Conrad.nl. These were used as they were nominated for the "Thuiswinkel award".

Respondents had to imagine they had to buy a laptop and answer questions about their knowledge of the reputation of each particular web shop. Answers were given on a 5-point Likert scale from unfamiliar (1), not really familiar (2), not familiar but also not unfamiliar (3), a little familiar (4), familiar (5).

A total of 12 participants were randomly selected by means of email. They all confirmed they were between 18 and 30 years old. This age group was selected because according to Lester, Forman and Loyd (2005), people of this age spend a lot of time on the internet and also make online purchases. Furthermore, every participant has experience with internet shopping. The most familiar web shop, Bol.com, which all participants assigned with 5 points (very familiar), were used in the main study. In the second place, came BCC.nl and third place Kijkshop.nl. Conrad.nl which was assigned by most participants with 1 point came last (unfamiliar).

Main study

For the main study, the online consumer reviews were manipulated as well as the interface of the familiar web shop and the fictional unfamiliar web shop. A matching fictional review page was designed for the fictional web shop, which was also presented to participants. These online consumer reviews concerned the web shop itself, as participants had to judge the web shop and not particular products. The unfamiliar web shop was totally fictional; hence it was completely redesigned with a matching review page. The familiar web shop used for the main study was Bol.com, which was credited as the most familiar in the pre-study of web shops. The unfamiliar web shop was created by using components of Bol.com in order to make them similar, and was named Elec.nl. This name was selected because the length was similar to Bol.com and 'Elec' refers to electronics, which are products that both web shops sell.

Figure 1. Fictional web shop Elec.nl

The manipulated reviews on the review page were drafted by the researcher. The topics of these reviews are inspired by existing reviews. There were three different review-conditions; the first condition consisted of only positive reviews, the second condition of only negative reviews, and the third condition of half positive and half negative reviews. Together there were six reviews per web shop (Appendix B).

Measuring constructs for the main study

The six different constructs in this study (trust, intention to purchase, word of mouth intention, information seeking intention, financial risk perception and product risk perception) were measured by various items.

Trust – Was measured using a 5-point Likert scale (ranging from 1= completely disagree to 5= completely agree) and based on several previous studies (Pavlou, 2003; Gefen, 2000). The construct was measured with three statements: 'This web shop is trustworthy', 'This web shop is one that it keeps promises and commitments', 'I trust this web shop because they keep my best interest in mind' and 'Even if not monitored, I would trust this web shop to do the right job'.

Financial risk perception – Was measured using a 5-point Likert scale (ranging from 1= completely disagree to 5= completely agree) and based on several studies (Forsythe, Liu & Shannon, 2006; Korgaonkar & Wolin, 1999). The construct was measured with six items: 'I may not get the product I purchased at this web shop', 'I may not get from this web shop what I want', 'My credit card number may not be secure with this web shop', 'I might be overcharged by this web shop', 'I am worried about the security of financial transactions with

this web shop', and 'I am uncomfortable conducting personal banking transactions with this web shop'.

Product risk perception - Was measured using a 5-point Likert scale (ranging from 1= completely disagree to 5= completely agree) and partly based on Forsythe, Liu and Shannon (2006). The construct was measured with five items: 'I think it is inconvenient that I can not examine the laptop', 'I think it is inconvenient that I can not feel and touch the laptop', 'The laptop that I will order from this web shop might be defective', 'I would not receive the laptop on time', and 'The laptop that I will receive from this web shop may not be what I ordered'.

Intention to purchase – Was measured using a 5-point Likert scale (ranging from 1= completely disagree to 5= completely agree) and based on several studies (Chen & He, 2003; Hausman & Siepke, 2009). The construct was measured with five statements: 'If I need this laptop, I am likely to make the purchase at this web shop', 'I am likely to make another purchase from this web shop if I need the product(s) that I will buy', 'I expect to make a purchase through this web shop in the near future', 'It is likely that I will make a purchase through this web shop in the near future', and 'I would make a purchase at this web shop without obtaining more information about this vendor'.

Word of mouth intention – Was measured using a 5-point Likert scale (ranging from 1= completely disagree to 5= completely agree) and based on several studies (Chen & He, 2003; Brown, 2005; Hong & Yang, 2009). The construct was measured with five statements: 'I am likely to recommend this web shop to my friends', 'If a friend were shopping for a laptop, it will be likely that I recommend this web shop', 'If I was helping a close relative to make a decision on what web shop to shop for a laptop, I would recommend this web shop', 'I would talk favorably about this web shop to others', and 'I would get my family/friends to buy from this web shop'.

Information seeking intention – Was measured using a 5-point Likert scale (ranging from 1= completely disagree to 5= completely agree) and partly based on the study of Rong & Feng (2003). The construct was measured with four statements: 'I would search for more information about the web shop through search engines before buying a laptop from this web shop', 'I would acquire more information to confirm whether I should buy a laptop from this web shop', and 'I will not buy directly a laptop from this web shop before making a serious comparison between web shops through an online information search', and 'I do not need more information about this web shop before I decide to purchase a laptop'.

The constructs with accompanying items were measured. The Cronbach's Alpha was measured in order to be sure the construct to be reliable. The reliability of the scales can be found in table 1.

Table 1. Cronbach's Alpha of the constructs

Constructs	Items	α
Trust	4	0.88
Financial risk perception	6	0.82
Product risk perception	5	0.71
Intention to purchase	5	0.90
Word of Mouth intention	5	0.94
Information seeking intention	4	0.83

3.4 Participants

Participants were recruited in several ways. They were approached via email but also via online fora and Facebook. The minimum age to participate was 18 years and the maximum age was 30 years. This group was chosen because people of this age are often in need of a (new) laptop (for example for work or study). Internet experience was required. Participants were asked to complete the online questionnaire which was available via the website www.thesistools.com and they could fill in the online questionnaire anytime anywhere they wanted. Completing the questionnaire took approximately ten minutes, including reading the reviews.

Three hundred and twenty respondents initially participated in the study. Due to incorrect answers to control questions ("Are you familiar with this web shop?", "I know how to make a purchase at this web shop" and "The above consumer reviews of the web shop are all: positive/negative/a mix of positive and negative") 12 questionnaires were deleted and, due to incomplete questionnaires, 64 were deleted. This resulted in 244 questionnaires that were used for this study. Participants were randomly assigned to the six different conditions and the number of participants per condition was approximately equal, as in table 3. The participants were all aged between 18 and 30 years, with an average age of M = 23.9 (SD = 3.2). The majority was female (83.2%, n = 203). The greater part of the respondents was predominantly highly educated (HBO and WO each 40.2%). 33.2% of the respondents declared they made an online purchase less than once a month, 33.2% declared they made an online purchase once a month and 21.3% declared they made an online purchase two times a

month. Further were 40.6% of the respondents 6 to 10 years internet experienced, and for 11 to 15 years this was a group of 46.4%.

Table 2. Demographic characteristics of the sample per condition

	Familiar			Unfamiliar		
	Negative reviews	Positive reviews	Pos/neg reviews	Negative reviews	Positive reviews	Pos/neg reviews
n	40	41	40	42	41	40
Age	23.4	23.7	25	23.7	23.9	23.8
Gender						
Male	7	5	9	5	9	6
Female	33	36	31	37	32	34
Level of education						
LBO/Mavo/VMBO or similar	0 *(0%)*	0 *(0%)*	0 *(0%)*	1 *(2.4%)*	0 *(0%)*	0 *(0%)*
Havo/VWO or similar	4 *(10%)*	3 *(7.3%)*	2 *(5%)*	2 *(4.8%)*	2 *(4.9%)*	2 *(5%)*
MBO	6 *(15%)*	4 *(9.8%)*	7 *(17.5%)*	6 *(14.3%)*	5 *(12.2%)*	4 *(10%)*
HBO	15 *(37.5%)*	16 *(39%)*	19 *(47.5%)*	15 *(35.7%)*	17 *(41.5%)*	16 *(40%)*
WO	15 *(37.5%)*	18 *(43.9%)*	12 *(30%)*	18 *(42.9%)*	17 *(41.5%)*	18 *(45%)*
Online purchases per month						
Less than 1 time	13 *(32.5%)*	11 *(26.8%)*	16 *(40%)*	18 *(42.9%)*	14 *(34.1%)*	9 *(22.5%)*
1	12 *(30%)*	19 *(46.3%)*	12 *(30%)*	10 *(23.8%)*	16 *(39%)*	12 *(30%)*
2	9 *(22.5%)*	8 *(19.5%)*	7 *(17.5%)*	7 *(16.7%)*	6 *(14.6%)*	15 *(37.5%)*
3	3 *(7.5%)*	2 *(4.9%)*	2 *(5%)*	4 *(9.5%)*	4 *(9.8%)*	2 *(5%)*
More than 3 times	3 *(7.5%)*	1 *(2.4%)*	3 *(7.5%)*	3 *(7.2%)*	1 *(2.4%)*	2 *(5%)*
Internet experience						
1-5 years of usage	3 *(7.5%)*	0 *(0%)*	1 *(2.5%)*	1 *(2.4%)*	1 *(2.4%)*	2 *(5%)*
6-10 years of usage	19 *(47.5%)*	20 *(48.8%)*	14 *(35%)*	17 *(40.5%)*	15 *(36.6%)*	14 *(35%)*
11-15 years of usage	16 *(40%)*	16 *(39.1%)*	17 *(42.5%)*	21 *(50%)*	23 *(56.1%)*	20 *(50%)*
16-20 years of usage	2 *(5%)*	5 *(12.2%)*	8 *(20%)*	3 *(7.2%)*	2 *(4.8%)*	4 *(10%)*

4. Research results

A multivariate analysis of variance (MANOVA) was performed to test if there were significant main or/and interaction effects. The two independent variables were familiarity and consumer reviews. A significant main effect was found for both the independent variables, familiarity ($F(6, 244) = 34.6$, $p < .01$) and consumer review ($F(12, 244) = 14.5$, $p < .01$). The results are shown in Table 3.

Table 3. Multivariate test results

	Wilks' L	F	df	Significance	$\eta\rho^2$
Familiarity	0.53	34.4	6	< .01	0.47
Consumer reviews	0.53	14.5	12	< .01	0.27
Familiarity * Consumer reviews	0.97	0.67	12	0.78	0.02

The multivariate analysis of variance showed that there were significant main effects for familiarity and consumer reviews. Six dependent variables were used: trust, intention to purchase, word of mouth intention, information seeking intention, financial risk perception and product risk perception. Further analysis, using Analysis of Variances, was performed to give more insight into the main effects for each of the six dependent variables. The results of the Analysis of variances are shown in Table 4.

Table 4. Between-subjects effects per dependent variable

	F	df	Significance
Trust			
Familiarity	128.54	1	< .01
Consumer reviews	86.14	2	< .01
Financial risk perception			
Familiarity	49	1	< .01
Consumer reviews	29.3	2	< .01
Product risk perception			
Consumer reviews	5.28	2	< .01
Intention to purchase			
Familiarity	181.37	1	< .01
Consumer reviews	40.56	2	< .01
Word of mouth intention			
Familiarity	148.67	1	< .01
Consumer reviews	33.62	2	< .01
Information seeking intention			
Familiarity	28.93	1	< .01

4.1 Main effects

Table 5: Means and standard deviations for each tone of consumer review.

	Positive consumer reviews				Negative consumer reviews				Pos. /neg. consumer reviews			
	Familiar		Unfamiliar		Familiar		Unfamiliar		Familiar		Unfamiliar	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
Trust	3.95	0.49	3.16	0.66	2.79	1.04	1.55	0.49	3.61	0.73	2.63	0.59
Financial risk perception	2.49	0.77	2.98	0.6	3.03	0.71	3.75	0.75	2.38	0.49	2.95	0.64
Product risk perception	3.02	0.91	3.27	0.57	3.43	0.58	3.57	0.73	3.21	0.87	3.24	0.67
Intention to purchase	3.77	0.75	2.44	0.77	2.77	0.96	1.38	0.48	3.44	0.64	2.23	0.88
Word of mouth intention	3.38	0.65	2.28	0.87	2.58	0.92	1.27	0.53	3.14	0.71	2.09	0.69
Information seeking intention	3.74	0.85	4.31	0.78	3.96	0.92	4.57	0.63	3.84	0.85	4.34	0.83

Familiarity

Trust - Analysis of Variance was used to investigate if trust was influenced by familiarity. For familiarity ($F(1, 244) = 128.54$, $p < .01$), a significant main effect was found. There was a difference between the familiar and unfamiliar condition for trust. The trust score turned out to be higher with a familiar condition ($M = 3.45$, $SD = 0.92$) than in the case of an unfamiliar condition ($M = 2.44$, $SD = 0.89$).

Financial risk perception - Analysis of Variance was used to investigate if financial risk was influenced by familiarity. For familiarity ($F(1, 244) = 49$, $p < .01$), a significant main effect was found. The score for financial risk turned out to be higher in the case of an unfamiliar condition ($M = 3.24$, $SD = 0.76$) than in the case of a familiar condition ($M = 2.63$, $SD = 0.72$).

Product risk perception - Analysis of Variance was used to investigate if product risk was influenced by familiarity. For familiarity no significant main effect was found.

Intention to purchase - Analysis of Variance was used to investigate if intention to purchase was influenced by familiarity. For familiarity ($F(1, 244) = 181,37$, $p < .01$), a significant main effect was found. The score for intention to purchase turned out to be higher in the case of a familiar condition ($M = 3.33$, $SD = 0.89$) than in the case of an unfamiliar condition ($M = 2.01$, $SD = 0.86$).

Word of mouth intention - Analysis of Variance was used to investigate if word of mouth intention was influenced by familiarity. For familiarity ($F(1, 244) = 148.67$, $p < .01$), a significant main effect was found. The score for word of mouth intention turned out to be higher in the case of a familiar condition ($M = 3.03$, $SD = 0.83$) than in the case of an unfamiliar condition ($M = 1.87$, $SD = 0.83$).

Information seeking intention - Analysis of Variance was used to investigate if information seeking intention was influenced by familiarity. For familiarity ($F(1, 244) = 22.87$, $p <. 01$), a significant main effect was found. The score for information seeking intention turned out to be higher in an unfamiliar condition ($M = 4.41$, $SD = 0.75$), than in a familiar condition ($M = 3.85$, $SD = 0.87$).

Online consumer reviews

Trust - Analysis of Variance was used to investigate if trust was influenced by consumer reviews. For consumer reviews ($F(2, 244) = 86.14$, $p < .01$), a significant main effect was found. There was a difference between positive, negative and a mix of consumer reviews. Trust scored especially higher in the case of positive consumer reviews ($M = 3.56$,

SD = 0.7) than in a mix of positive and negative consumer reviews (M = 3.12, SD = 0.83), and negative consumer reviews (M = 2.16, SD = 1.01). Post-hoc analysis showed that the differences between all the conditions (positive, negative and a mix of positive and negative reviews) were significant at a 0.05 level.

Financial risk perception - Analysis of Variance was used to investigate if financial risk was influenced by consumer reviews. For consumer reviews ($F(2, 244) = 29.3$, $p < .01$), a significant main effect was found. There was a difference between positive, negative and a mix of negative and positive consumer reviews. Financial risk scored especially higher for negative consumer reviews (M = 3.4, SD = 0.81), than for positive consumer reviews (M = 2.74, SD = 0.73) and a mix of negative and positive reviews (M = 2.67, SD = 0.63). Post-hoc analysis showed that only the differences between the positive/negative conditions and the negative/mix conditions were significant at a 0.05 level.

Product risk perception - Analysis of Variance was used to investigate if product risk was influenced by consumer reviews. For consumer reviews ($F(2, 244) = 5.28$, $p < .01$), a significant main effect was found. The score for product risk turned out to be higher in the case of negative reviews (M = 3.5, SD = 0.66), than in a mix of negative and positive reviews (M = 3.22, SD = 0.77) and positive reviews (M = 3.15, SD = 0.77). Post-hoc analysis showed that only the differences between the positive/negative conditions and the negative/mix conditions were significant at a 0.05 level.

Intention to purchase - Analysis of Variance was used to investigate if intention to purchase was influenced by consumer reviews. For consumer reviews ($F(2, 244) = 40.56$, $p < .01$), a significant main effect was found. There was a difference between positive, negative than in a mix of consumer reviews. Intention to purchase scored especially high in the case of positive consumer reviews (M = 3.11, SD = 1.01) than in a mix of negative and positive consumer reviews (M = 2.83, SD = 0.98), and negative consumer reviews (M = 2.06, SD = 1.03). Post-hoc analysis showed that only the differences between the positive/negative conditions and the negative/mix conditions were significant at a 0.05 level.

Word of mouth intention - Analysis of Variance was used to investigate if word of mouth intention was influenced by consumer reviews. For consumer reviews ($F(2, 244) = 33.62$, $p < .01$), a significant main effect was found. There was a difference between positive, negative and a mix of negative and positive consumer reviews. Word of mouth intention scored especially higher in the case of positive consumer reviews (M = 2.83, SD = 0.94) than in a mix of negative and positive consumer reviews (M= 2.61, SD = 0.88), and negative consumer reviews (M = 1.91, SD = 0.99). Post-hoc analysis showed that only the differences

between the positive/negative conditions and the negative/mix conditions were significant at a 0.05 level.

Information seeking intention - Analysis of Variance was used to investigate if information seeking intention was influenced by consumer reviews. No significant main effect was found for consumer reviews.

4.2 Interaction effects

To answer the interaction hypothesis, a multivariate analysis of variance was performed. No significant interaction effects were found for familiarity and online consumer reviews. Therefore, reviews do not have a larger effect on a) trust, b) financial risk perception, c) product risk perception, d) purchase intention, e) word of mouth intention and f) information seeking intention when the web shop is unfamiliar rather than familiar.

4.3 Summary of the (un)supported hypotheses

Table 6 shows a summary of which hypotheses are supported based on the findings reported in the results paragraphs.

Table 6: Summary of the (un)supported hypotheses.

Hypothesis		Supported?
H1a	*A familiar web shop will be more trusted by consumers than an unfamiliar web shop.*	**Yes**
H1b	*Consumers have lower financial risk perceptions with familiar web shops, than unfamiliar web shops.*	**Yes**
H1c	*Consumers have lower product risk perception with familiar web shops, than unfamiliar web shops.*	**No**
H1d	*Consumers have higher intentions to purchase with familiar web shops, than unfamiliar web shops.*	**Yes**
H1e	*Consumers have more word of mouth intentions with familiar web shops, than unfamiliar web shops.*	**Yes**
H1f	*Consumers have less information seeking intentions about the web shop with familiar web shops, than unfamiliar web shops.*	**Yes**
H2a	*A combination with equal amounts of positive and negative reviews leads to more trust than only positive reviews and only negative reviews.*	**No**
H2b	*A combination with equal amounts of positive and negative reviews leads to less financial risk perception than only positive and only negative reviews.*	**No**
H2c	*A combination with equal amounts of positive and negative reviews leads to less product risk perception than only positive and only negative reviews.*	**No**
H2d	*A combination with equal amounts of positive and negative reviews leads to more intention to purchase than only positive and only negative reviews.*	**No**
H2e	*A combination with equal amounts of positive and negative reviews leads to more word of mouth intentions than only positive and only negative reviews.*	**No**
H2f	*A combination with equal amounts of positive and negative reviews leads to less information seeking intention about the web shop than only positive and only negative reviews.*	**No**
H3	*Reviews have a larger effect on a) trust b) financial risk perception, c) product risk perception, d) intention to purchase, e) word of mouth intention and f) information seeking intention when the web shop is unfamiliar rather than familiar.*	**No**

5. Discussion, implications and conclusion

This study was conducted to test the different hypotheses. With these hypotheses, the influence of familiarity and online consumer reviews was measured on a) trust b) financial risk perception c) product risk perception d) intention to purchase e) word of mouth intention and f) information seeking intention. This was measured by conducting an experimental study which can contribute to the literature by providing an explanation of how consumers react on familiarity and online consumer reviews regarding online shopping. For familiarity, all hypotheses were confirmed except for one, product risk perception (H1c). For online consumer reviews, all hypotheses were rejected. Furthermore, was the interaction hypothesis (H3) was also rejected.

5.1 Discussion of results

It turned out that familiarity is an important predictor of the above mentioned dependent variables. Consumers who were familiar with the web shop, trusted the web shop more than consumers who were not or less familiar. These findings supported Luhmann's (1979) claim that familiarity is a precondition of trust. Expectations were supported since consumers probably will not make a purchase before their uncertainties about the web shop are reduced and trust is established.

Being familiar with the web shop gave consumers a lower perception of financial risk than when it was unfamiliar. This result supports the studies of Gefen (2000) and Luhmann (1979), who state that familiarity reduces the risk perception as consumers know that they will probably not be materially cheated by the web shop. Familiarity with the web shop means that a relationship between the consumer and web shop originates, whereby consumers perceive fewer risks (Gefen, 2000); as uncertainty gets reduced and a structure gets established, familiar consumers understand the actions of the web shop. Consumers who are familiar with the web shop, have already noticed the possible risks, and made the choice to accept these risks.

For product risk, no significant main effect was found. An explanation for this result could be that, since product risk contains the possible loss when a product or brand does not perform according to the consumers' expectations, they do not assign this risk to the web shop itself, but to external influences such as the brand of the product, the manufacturer, or other companies who are involved in the service-process, for example the company that exports the packages.

Familiarity is also an important predictor of intention to purchase. Consumers, who are familiar with the web shop, have greater intentions to make a purchase than consumers who are not. Peterson and Merino (2003) also support these results with their research, in which they state that consumers first target web shops they are familiar with and are first in their consideration set. Also, the theories of Gefen (2000) and Luhmann (1979) are supported, which state that familiarity affect the willingness to purchase. This presumably can be attributed to consumers, who do not feel like fully exploring another web shop. This can cost time, while the familiar web shop is already trusted and is less complex. However, other studies like Mauldin and Arunachalam (2002) and Van der Heijden and Verhagen (2004) can be refuted, since these studies found that familiarity did not have significant impact on intention to purchase.

Next, consumers who are familiar with a web shop, tend to use word of mouth about the web shop more than consumers who are not familiar with it. Since, no literature was found about the influence of familiarity on word of mouth, finding an explanation is difficult. A possible assumption could be that in the case of being familiar, consumers already feel a kind of (non)commitment to the web shop and can (or do not want to) identify themselves with this web shop. According to Brown et al. (2005), commitment and identification have a significant influence on positive word of mouth intentions and behaviors, as commitment to the web shop partially mediates the effect of satisfaction on positive WOM. Swan and Oliver (1989) and Wirtz and Chew (2002) found that heightened levels of satisfaction lead to more positive WOM. Possibly, familiarity can also contribute to (dis)satisfaction. Of course consumers do also use negative word of mouth; therefore, further profound research about familiarity regarding online consumer reviews is necessary.

Furthermore, consumers who are familiar with the web shop do have fewer intentions to seek information about the web shop than consumers who are not. This result supports the theories of Johnson and Russo (1984) and Brucks (1985) who stated that familiar consumers rely on their prior knowledge (in this case about the web shop), instead of searching for new information. Also Peterson and Merino (2003) stated that consumers first target web shops which they are familiar with, because these web shops are the first in their consideration set. After visiting these familiar web shops, consumers decide whether to engage in further information search. Therefore, Gitelson and Crompton (1983) found that unfamiliarity does lead to extensive information seeking. This further seeking will especially occur in the case of an unfamiliar web shop, and was also found in this study, since consumers want to make sure they are informed about the web shop enough to make a purchase.

Besides familiarity, online consumer reviews also turn out to be an important predictor of this study's dependent variables. In the case of trust, only positive reviews led to more trust than only negative reviews or an equal mix of positive and negative reviews. Ahluwalia et al. (2000) found that negative information is more trusted by consumers than positive information. After conducting this study, it turned out that the findings of Ahluwalia et al. (2005) can not be generalized to the use of negative and positive online consumer reviews. Since, this study proved that especially positive online consumer reviews will lead to trust. Moreover, did Ahluwalia et al. (2000) and Sen and Lerman (2007) found that consumers pay more attention to negative consumer reviews. No clear explanation can be given according to Ahluwalia et al. (2000). However, they found literature clarifying this as negative information being almost always more devastating, and therefore having more impact than positive information (Kroloff, 1988). These findings also seem to be contradicting, as only negative reviews as well as the equal mix of positive and negative consumer reviews, turned out not to be the most trusted.

Besides trust, financial risk perception can also be predicted by online consumer reviews, but unlike as supposed, positive reviews led to less financial risk perception. This was also applicable to product risk perception. These outcomes support the findings of Lee, Park and Han (2008) who stated that the perception of risk will be induced more by a higher amount of negative online consumer reviews. Therefore, Ahluwalia et al. (2000) and Sen and Lerman (2007) found that consumers pay more attention to negative online consumer reviews. They explained this finding, by negative information being more trusted by consumers than positive information, since negative information is more relevant and diagnostic (Ahluwalia et al., 2000). The findings of this study and the findings of Ahluwalia et al. (2000) and Sen and Lerman (2007) support the induced perception of risk among consumers, stated by Lee, Park and Han (2008). However, further research is needed regarding the exact influence of different combinations of positive and negative reviews.

Online consumer reviews also turned out to be an important predictor of the intention to purchase, but unlike as assumed, positive reviews led to more intention to purchase than a combination with equal amounts of positive and negative reviews or negative reviews. Research in the traditional field showed that negative reviews are more influential in the case of unfamiliar stores, which influences the consumers' intention to purchase unfavorably (Brown & Reingen, 1987; Weinberger, Allen & Dillon, 1980). Thus, negative reviews led to lower purchase intentions in the case of unfamiliar stores. Nevertheless, this study regarding

online web shops can elaborate on these traditional findings. From both (familiar and unfamiliar) conditions, positive online consumer reviews turned out to be more influential and lead to higher purchase intentions.

In case of word of mouth intention, positive reviews led to more word of mouth intention than negative reviews or a combination with equal amounts of positive and negative reviews. Chatterjee (2001) stated, that consumers who are satisfied tell their opinions, recommendations and complaints to some people, and consumers who are not satisfied tell their opinions, recommendations and complaints to everybody they meet. Opinions, recommendations and complaints are also an important ingredient for online consumer reviews. Therefore, it was assumed that positive online consumer reviews would not lead to the biggest word of mouth intention. But according to this study, Chatterjee's (2001) statement can be refuted, positive online consumer reviews lead to the biggest word of mouth intention. A possible explanation can be that consumers prefer to share positive information with the other, in order to inform the other person effectively and pleasure him or her (and give themselves a good feeling). Since it is just an assumption, this is an opportunity for future research.

Furthermore, positive reviews led to less information seeking intention than negative reviews or a combination with equal amounts of positive and negative reviews. Unfortunately, these findings turned out not to be significant. This hypothesis was created since the study of Doh & Hwang (2009) found that a combination of positive and negative information makes consumers less suspicious than only positive or negative consumer reviews. With this combination of positive and negative reviews, consumers will be less quick to search for information about the web shop. However, this assumption turned out to be wrong. Positive online consumer reviews as an indicator for less information seeking intention could be explained by the consumers' uncertainties that would only possibly be reduced with positive information. These uncertainties concern, for example, the web shops' reliability, offered services and risk perceptions. When negative information is presented, this can make the consumer more hesitant, as they start to think about the eventual unreliability, bad services and possible risks. This uncertainty can lead to further information seeking about the web shop so that the consumer is well informed. However, further research is necessary.

Finally, the last hypothesis regarding possible interaction was not supported. No interaction effects were found between the dependent and the independent variables. This proves that online consumer reviews do not have a larger effect on trust, risk perception and behavioral

intention when the web shop is unfamiliar then when the web shop is familiar. An interaction was expected, since there is a lot of evidence in literature (Brown & Reingen, 1987; Weinberger, Allen & Dillon, 1980) suggesting negative reviews (compared to positive reviews), being more influential in the case of unfamiliar stores. However, since these studies were conducted in the traditional offline shopping field, the reviewing consisted of traditional WOM and rating (neutral, favorable and unfavorable), and this study did not find any support for an interaction effect, these findings are not applicable to online shopping.

Consistent with the most hypotheses, familiarity turned out to be an important predictor of the dependent variables. Online consumer reviews also turned out to be an important predictor of the dependent variables, but not as hypothesized. Hypotheses 2a to 2f were not supported because it turned out that positive reviews were a better predictor for the different dependent variables than negative reviews or a combination with equal amounts of positive and negative reviews. Eisend (2006) and Doh and Hwang (2009) stated that when a source presents a combination of positive and negative information, consumers perceive it as more credible. With this information, the hypotheses for this study were created. Other studies turned out to have similar outcomes, and found for example that in the case of high involvement/commitment consumers give more attention to positive reviews (e.g. Maheswaran & Meyers-Levy, 1990; Gross, Holtz & Miller, 1995). Since these studies measured involvement and/or commitment, they can not be compared to this study, as involvement and commitment were not measured. Although, hypotheses 2a to 2f were not supported, online consumer reviews also turned out to be an important predictor of the dependent variables. Furthermore, there were no interaction effects, which means that there is no interaction between familiarity and online consumer reviews.

5.2 Implications

Theoretical implications

Although literature already exists on many studies about familiarity and online consumer reviews, still there is much left to discover. Since most literature about online consumer reviews put the focus on positive and negative reviews, this study included an equal combination of positive and negative reviews. Future research should focus on different combinations of positive and negative reviews instead of only an equal amount, as there is little literature about the effects of different amounts and combinations of positive and negative online consumer reviews.

Most literature about this topic does not cover as well familiarity as online consumer reviews in the same study. Future research is needed to confirm the findings of this study and provide a deeper understanding of the concepts of familiarity and online consumer reviews with regard to trust, risk perception and behavioral intention.

Practical implications

With the outcomes of this study some practical guidelines can be provided for online web shops that want to earn more profit. Firstly, being familiar is an important aspect. This study showed that familiarity leads to more trust, higher intention to purchase, greater word of mouth intention, lower information seeking intention and lower perception of financial and product risk. Becoming familiar among consumers is a top priority for a web shop which wants to actively participate in the market. Therefore marketers should invest in creating awareness among consumers. It is not easy to make a web shop familiar; it takes more than a strong brand name. The image, awareness and associations linked to the web shop are also very important. The awareness could be created among consumers, by typical marketing tools like promotions or advertising (Hauser & Wernerfeldt, 1990; Pitta & Katsanis, 1995). As long as the advertising budgets are sufficient, marketers can make use of for example: actively participating in communities (via emails, social networking, blogs, forums, etc), search engine optimalization, packaging, pricing and distribution channels (Huang & Sarigollu, 2012; Yoo, Donthu & Lee, 2000).

Secondly, the more positive the online consumer reviews are, the better. Managers should closely monitor the online consumer reviews of the web shop. Although it is not insinuated that web shops should interfere in the online consumer reviews about themselves, they have the ability to influence the rise of these reviews. Unfamiliar web shops with hardly any online consumer reviews should actively encourage their customers to write a review about the web shop (for example by offering a discount for the next purchase in exchange for a review). Web shops, which are being reviewed very negatively, should try to invest in their services and create customer satisfaction, which leads to better reviews. After the improvements, customers can be encouraged to write reviews, which leads to recent and more positive reviews.

Managers can probably not prevent all negative online consumer reviews, therefore they should anticipate them. First, they can try to create an online conversation via the review page (companies can respond on most review pages). In this way, they can, for example, explain themselves to the customer or make him or her an offer in order to keep the customer

satisfied. The web shop shows goodwill with this strategy and that they are willing to solve problems, which make the online negative review seem less negative to other consumers.

Recommendations for future research

It is a possibility that the experimental setting of this study could turn out differently in reality. Participants were mostly gathered via social media and fora, it was not possible to control the respondents in this study. It was not possible to influence the distribution of gender, age and education. Because of that, the distribution of these three demographic data was not equal and therefore it is possible that the outcomes were different if there was for example an equal amount of males and females. For future research it would be interesting to investigate if there are differences in outcomes, if gender, age and education were differently composed.

This study could also be conducted among a wider population to find out if there are similarities or differences in the influence of familiarity and online consumer reviews on the dependent variables. A wider population could be found in countries like the US and Asia, where the culture is different than in the Netherlands and communication is different (Hofstede, 1980). For example, it is not always appreciated when someone shares his or her opinion, especially in collectivistic countries.

Participants of this study had to imagine themselves buying a laptop, which is a high involvement product. For future research it would be interesting to find out if these results are also applicable in a low involvement situation.

Lastly, the study was conducted among participants between the age of 18 and 30. To be sure that the results can be generalized to all age groups, future studies should do research with different age groups and can even compare these age groups.

5.3 Conclusion

This experimental study was conducted to contribute to the existing marketing literature, to gain insights in the effects of familiarity and online consumer reviews, and to share knowledge. The objective of this study was to study the effects of familiarity (familiar or unfamiliar) and online consumer reviews (all positive, all negative or an equal amount of positive and negative reviews) of web shops on trust, financial and product risk perception, intention to purchase, word of mouth intention and information seeking intention.

The empirical findings of this study prove that being familiar with a web shop, creates significantly more trust, a perception of less financial risk, higher intention to purchase,

greater word of mouth intentions and less information seeking intentions. In the case of online consumer reviews, trust, intention to purchase and word of mouth intention scored significantly higher when only positive online consumer reviews were shown. Financial and product risk perception scored significantly higher when only negative consumer reviews were shown.

The results of this study contribute to the marketing literature, and can give inspiration for new research ideas and give direction for further research regarding online web shopping.

6. Acknowledgements

While writing my master thesis, many people offered their help. First of all, I want to thank my supervisors, mister Beldad and Miss Karreman, for their knowledge and help during the useful feedback meetings. Second, I want to thank my parents who supported me all through my studies. I would also like to thank Ivo Vrooijink for helping me with the language difficulties and checking my report for language errors. Finally, I would like to thank all the participants in this study who had the patience and time to answer my questionnaire. Without all this help, the master thesis would have never been finished.

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Appendix A: Designs of the web shops

1. Bol.com, the familiar web shop:

2. Elec.nl, the unfamiliar web shop:

Appendix B: Review examples

Positive reviews:

Bart

★★★★★

Bol.com een goede garantie service. Mijn hp chromebook viel soms plots uit als ik een film aan het kijken was, ik heb vervolgens een reparatie aanvraagformulier ingevuld en ik kon mijn chromebook dezelfde dag nog gratis terugsturen. Binnen 3 weken had ik mijn chromebook weer terug, helemaal schoongemaakt en met een nieuwe harde schijf er in.

Cor Kolthof

★★★★☆

Sinds dat ik bij Bol.com bestel ben ik nog nooit tegen een probleem aan gelopen, terwijl ik al minstens 30 keer een aankoop heb gedaan. Ook bij producten die nog uit moeten komen en dus gereserveerd kunnen worden, werden netjes op de juiste datum geleverd. Uitstekend!

Cheyenne

★★★★☆

Mijn partner heeft afgelopen week een Oral B elektrische tandenborstel besteld en deze konden we de volgende dag afhalen bij de Albert Heijn (naast thuis leveren kun je hier ook voor kiezen). Nu hoefden we niet speciaal thuis te wachten op de pakketbezorger, ideaal! Al met al een goede service.

JVN

★★★★★

Ik ben al jaren een vaste klant van Bol.com en ik heb niks te klagen over de service. Wanneer je voor 23.00 besteld en het artikel is op voorraad, dan heb je het ook in 9 op de 10 gevallen de volgende dag in huis. Hoewel de prijzen niet altijd het laagste zijn, zijn ze ook niet het duurst.

Ellen van Olst

★★★★☆

Terwijl ik mijn bestelling deed, kreeg ik problemen met het betalen via Ideal. Na een email naar de klantenservice te hebben gestuurd hebben ze mijn bestelling volledig geannuleerd waarna ik nogmaals een volledige bestelling kon maken. Het was een erg snelle reactie van Bol.com waardoor ik alsnog mijn bestelling de volgende dag thuis kreeg.

Smitje13

★★★★★

De autofocus van mijn spiegelreflex werkte opeens niet meer na een paar keer gebruik, 3 weken na hem teruggestuurd te hebben kreeg ik hem weer terug. helaas ging hij al snel weer kapot, vlak voordat ik op reis ging. Ik stuurde Bol.com een email met uitleg en zij stuurden mij een nieuw toestel op, op voorwaarde dat ik het defecte toestel terug stuurde. Hier spreekt een hele tevreden klant!

Negative reviews:

Bart

Sinds vier weken probeer ik een bij Bol.com gekochte televisie te retourneren. Na het versturen van verscheidene emails en telefoontjes met medewerkers, heb ik al vijf keer een afspraak tot ophaling gemaakt, maar helaas is dit nog steeds niet gebeurd. Ik krijg het gevoel dat Bol.com enkel maar verkoopt en dat je het verder maar moet uitzoeken.

Cor Kolthof

Ik heb nu voor de derde keer meegemaakt dat Bol.com mij een verkeerd artikel heeft geleverd. Het risico dat er iets mis gaat wordt mij te groot en daarom bestel ik hier niet meer. Daarnaast blijkt als je verschillende web shops vergelijkt, dat Bol.com ook lang niet de goedkoopste is.

Cheyenne

Eind Augustus heb ik een Playstation 4 besteld bij Bol.com, ik hoorde bij de tweede levering. Na lang verheugen en wat heen er weer mailen, bleek dat er een fout was gemaakt aan hun kant en toen kon ik alsnog lang gaan wachten op de playstation omdat hij overal uitverkocht was.

JVN

 De service van Bol.com zou ik niet direct omschrijven als ideaal. Mijn pakket bleek te zijn verloren tijdens het verzendtraject en dit heeft men mij pas laten weten toen ik zelf ben gaan klagen. Ondertussen bleken zij dit allang te weten hebben ze mij niet op de hoogte gehouden, nu moet ik nog langer wachten tot het pakket wel over komt!

Ellen van Olst

Ik heb 4 beeldschermen besteld, toen deze naar mij toe gezonden werden kreeg ik een bevestigingsemail dat er slechts 3 verzonden waren. Ik belde en kreeg te horen dat er nog maar 3 stuks op voorraad waren en die zijn vervolgens aan mij verzonden. Ongelofelijk dat ze de klant niet hier van op de hoogte brengen en dat je hier dan maar zelf achter moet komen!

Smitje13

Het klinkt heel mooi, 'voor 17.00 besteld , de volgende dag in huis', maar dit ging voor mijn bestelling helaas niet op. Een dag later kreeg ik bericht dat het verstuurd werd en de pakketjes dus een dag later kwamen dan verwacht. Vooral vervelend als je het op tijd moet hebben om iemand cadeau te geven...

Half positive and half negative reviews:

Bart

Bol.com een goede garantie service. Mijn hp chromebook viel soms plots uit als ik een film aan het kijken was, ik heb vervolgens een reparatie aanvraagformulier ingevuld en ik kon mijn chromebook dezelfde dag nog gratis terugsturen. Binnen 3 weken had ik mijn chromebook weer terug, helemaal schoongemaakt en met een nieuwe harde schijf er in.

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Cheyenne

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Smitje13

Eind Augustus heb ik een Playstation 4 besteld bij Bol.com, ik hoorde bij de tweede levering. Na lang verheugen en wat heen er weer mailen, bleek dat er een fout was gemaakt aan hun kant en toen kon ik alsnog lang gaan wachten op de playstation omdat hij overal uitverkocht was.

Appendix C: Questionnaire

Beste deelnemer,

Ontzettend bedankt dat je deze vragenlijst wilt invullen en daarmee mij wilt helpen met afstuderen. Het onderzoek is een verplicht onderdeel van mijn masterspecialisatie 'Marketing Communication' en een succesvolle afronding zal leiden tot een masterdiploma in de Communicatiewetenschap.

Het zal een volledig anonieme vragenlijst zijn. Daarbij zullen de gegevens puur en alleen voor dit onderzoek gebruikt worden. Vul alsjeblieft het antwoord in die als eerste in je op komt, er zijn geen foute antwoorden!

Wanneer je nu op start drukt en hiermee de vragenlijst start, stem je in met deelname aan dit onderzoek.
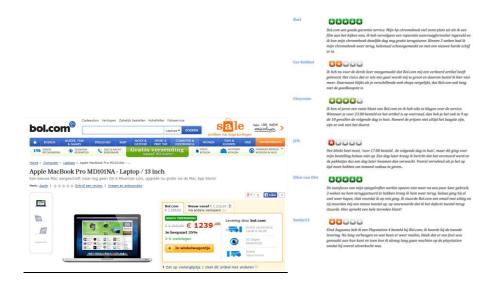
START

Demografische gegevens

Wat is je leeftijd?   ...

Wat is je geslacht?   Man/Vrouw

Hoe vaak per maand koop je iets online?
- 1
- 2
- 3
- 4
etc. --> Scroll down

Hoeveel jaar heb je ervaring met het gebruik van internet?
- 1
- 2
- 3
- 4
etc. --> Scroll down

Wat is je hoogst genoten opleiding?
a. Lagere school
b. LBO/Mavo/VMBO of vergelijkbaar
c. Havo/VWO of vergelijkbaar
d. MBO
e. HBO
f. WO

Hier onder wordt een situatie beschreven. Stel je voor dat jij je in deze situatie bevindt.

Onlangs heb je besloten een laptop aan te willen schaffen. Na enige tijd te hebben geïnvesteerd in welk merk en welk type je wilt, weet je welke het moet worden. Je wilt het liefst je aankoop via het internet doen. Vervolgens ben je op de web shop terecht gekomen die we hierna aan je zullen laten zien.

Je krijgt op de volgende pagina eerst de desbetreffende web shop te zien. En vervolgens een paar reviews die klanten over deze web shop hebben geschreven. Reviews zijn ervaringen met web shops van online shoppers, die zij zelf geschreven hebben om andere internetgebruikers en online shoppers te informeren.

Nadat je de web shop en de reviews hebt gezien is het de bedoeling dat je een aantal vragen beantwoordt.

1. Ben je bekend met deze web shop?
a. Ja
b. Nee

2. Ik weet op welke manier je een aankoop op deze web shop moet doen.
a. Ja
b. Nee

3. De bovenstaande reviews van de web shop zijn:
a. Allemaal negatief
b. Allemaal positief
c. Een mix van negatieve en positieve reviews

Geef antwoord op de volgende stellingen die gaan over de web shop en de reviews die je zojuist hebt gezien en gelezen
(*van 1 = helemaal mee oneens, tot 5 = helemaal eens*):

4. Deze web shop is betrouwbaar.
Helemaal mee oneens   0 0 0 0 0   *Helemaal mee eens*

5. Deze web shop zal zijn beloften en verplichtingen nakomen.
Helemaal mee oneens   0 0 0 0 0   *Helemaal mee eens*

6. Ik vertrouw deze web shop omdat ze het beste met mij voor hebben.
Helemaal mee oneens   0 0 0 0 0   *Helemaal mee eens*

7. Ook zonder te controleren, zou ik erop vertrouwen dat deze web shop juist handelt.
Helemaal mee oneens 0 0 0 0 0 *Helemaal mee eens*

8. Het is mogelijk dat ik de laptop die ik op deze web shop bestel, niet ontvang.
Helemaal mee oneens 0 0 0 0 0 *Helemaal mee eens*

9. Het zou kunnen dat ik niet van deze web shop krijg wat ik wil.
Helemaal mee oneens 0 0 0 0 0 *Helemaal mee eens*

10. Mijn creditcardnummer is misschien niet veilig bij deze web shop.
Helemaal mee oneens 0 0 0 0 0 *Helemaal mee eens*

11. Het zou goed kunnen dat ik teveel moet betalen bij deze web shop.
Helemaal mee oneens 0 0 0 0 0 *Helemaal mee eens*

12. Ik maak me zorgen over de veiligheid van het online bankieren met deze web shop.
Helemaal mee oneens 0 0 0 0 0 *Helemaal mee eens*

13. Ik voel me niet prettig wanneer ik bij deze web shop moet telebankieren.
Helemaal mee oneens 0 0 0 0 0 *Helemaal mee eens*

14. Wanneer ik deze laptop nodig zou hebben, is mogelijk dat deze aankoop bij deze web shop doe.
Helemaal mee oneens 0 0 0 0 0 *Helemaal mee eens*

15. Wanneer ik een soortgelijk product nodig heb, is het goed mogelijk dat ik nogmaals een aankoop doe bij deze web shop.
Helemaal mee oneens 0 0 0 0 0 *Helemaal mee eens*

16. Ik verwacht in de toekomst een aankoop via deze web shop te doen.
Helemaal mee oneens 0 0 0 0 0 *Helemaal mee eens*

17. Het is mogelijk dat ik in de toekomst een aankoop bij deze web shop zal doen.
Helemaal mee oneens 0 0 0 0 0 *Helemaal mee eens*

18. Ik zou een laptop kopen bij deze web shop, zonder meer informatie over de web shop te verzamelen.
Helemaal mee oneens 0 0 0 0 0 *Helemaal mee eens*

19. Ik zou deze web shop bij mijn vrienden aanraden.
Helemaal mee oneens 0 0 0 0 0 *Helemaal mee eens*

20. Als een vriend op zoek zou zijn naar een laptop, zal de kans groot zijn dat ik hem deze web shop aanraad.
Helemaal mee oneens 0 0 0 0 0 *Helemaal mee eens*

21. Als ik een familielid zou helpen met het maken van een keuze voor een bepaalde web shop, zou ik deze web shop aanraden.
Helemaal mee oneens 0 0 0 0 0 *Helemaal mee eens*

22. Ik zou positief over deze web shop tegen anderen praten.
Helemaal mee oneens 0 0 0 0 0 *Helemaal mee eens*

23. Ik zal er voor zorgen dat mijn familie/vrienden van deze web shop zouden kopen.
Helemaal mee oneens   0 0 0 0 0   *Helemaal mee eens*

24. Ik vind het ongemakkelijk dat ik de laptop niet kan testen.
Helemaal mee oneens   0 0 0 0 0   *Helemaal mee eens*

25. Ik vind het ongemakkelijk dat ik de laptop niet kan aanraken en voelen.
Helemaal mee oneens   0 0 0 0 0   *Helemaal mee eens*

26. De laptop die ik bij deze web shop koop zou kapot kunnen zijn.
Helemaal mee oneens   0 0 0 0 0   *Helemaal mee eens*

27. Het zou kunnen dat ik de laptop niet op tijd krijg thuisbezorgd.
Helemaal mee oneens   0 0 0 0 0   *Helemaal mee eens*

28. De laptop die ik van deze web shop ontvang is misschien niet die ik besteld heb.
Helemaal mee oneens   0 0 0 0 0   *Helemaal mee eens*

29. Voordat ik de laptop zou kopen, zou ik eerst voor meer informatie over de web shop zoeken via zoekmachines op internet.
Helemaal mee oneens   0 0 0 0 0   *Helemaal mee eens*

30. Ik zou meer informatie verzamelen om te kunnen beslissen of ik een laptop van deze web shop zal kopen.
Helemaal mee oneens   0 0 0 0 0   *Helemaal mee eens*

31. Voordat ik de laptop zou kopen, zou ik eerst een serieuze vergelijking maken tussen web shops door op internet naar informatie te zoeken.
Helemaal mee oneens   0 0 0 0 0   *Helemaal mee eens*

32. Ik zou de laptop kopen bij deze web shop, zonder extra informatie in te winnen over deze web shop.
Helemaal mee oneens   0 0 0 0 0   *Helemaal mee eens*

Einde

Dit was de vragenlijst. De beeldmaterialen die je zijn laten zien zijn bewerkt en dus niet volledig realistisch. Daarbij zijn de bijbehorende web shop-reviews door mij zelf samengesteld en dus niet bestaand.

Bedankt voor het invullen. Je hebt me enorm geholpen!