

**Online Reviews:**  
**The effect of Sources of review,**  
**Framing of reviews, and**  
**Product Type**

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# **Online Reviews: The effect of Sources and Framing of reviews on eWoM credibility, product attitude, and behavioral intention**

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## ABSTRACT

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This study examines the effect of the source and framing of reviews as well as product type on eWoM's credibility, product attitude, purchase intention, and WoM intention. In doing so, 2 (source: experts x consumers) x 2 (framing: rational x emotional) x 2 (product type: technical x non-technical) experimental design was conducted. Covariates such as product involvement, brand involvement, trust to reviews, and trust to online store were included. During data gathering, participants were randomly assigned to eight scenarios. Participants were Indonesian who are mostly in the age of 18-34 and having a higher degree education. The result indicates that rational framing reviews have a significant influence on eWoM credibility and product attitude as well as a marginal significant effect on WoM intention rather than emotional framing reviews. Besides, rational reviews by experts and emotional reviews by consumers were proven have a significant effect on eWoM credibility as compared to rational reviews by consumers and emotional reviews by experts respectively. Covariates such as brand involvement and trust to reviews were indicated a significant influence on all the outcomes while product involvement only influence on eWoM credibility. All in all, further in-depth discussion, study limitation, and ideas for future research are presented.

**Keywords:** *online review, source, framing, product type, credibility, attitude, intention.*

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# 1. INTRODUCTION

Online reviews are one of the available information in the internet. This type of information is considered as the most accessible and prevalent information (Chatterjee, 2001; Zhang, Ye, Law, & Li, 2010). These reviews were perceived as an effort reducing cues or aids (Smith, Menon, & Sivakumar, 2005) for consumers who experience information overwhelmed due to a limited cognitive capacity to process the abundant information (Kahneman & Tversky, 1993; Häubl & Murray, 2003). As an aid, Chen & Xie (2008) stated that online reviews assist consumers to identify products that best match their need. It is because online reviews provide product reviews (Chen & Xie, 2005; Park, Lee, & Han, 2007) and recommendations (Park, Lee, & Han, 2007; Constantinides, 2013). More importantly, prior studies about online consumer behavior have demonstrated that information seeking in term of online reviews give effect to eWoM's credibility (Tsao & Hsieh, 2015), product attitude (Xia & Bechwati, 2008; Wang & Chien, 2012), and behavioral intention such as purchase intention (Pornpitakpan, 2004; Chen & Xie, 2008) and WoM intention (Park & Lee, 2009; Hartman, Hunt, & Childers, 2013). Regarding that, there must be online reviews attributes that considerably important by consumers.

Prior researchs reveal some trends regarding online review attributes that matter for consumers. First, prior studies (Smith, Menon, & Sivakumar, 2005; Chen and Xie, 2008; Dou, Walden, Lee, & Lee 2012) show trends in examining the sources of reviews. The sources of reviews are called as users, consumers, editors, professional, third-party, and marketer. Second, prior studies also concern to observe various way to differentiate online review by its content (Tsao & Hsieh, 2015; Lim & Van Der Heide, 2015; Lee, Park, & Han, 2008; Pan & Chiou, 2011). They portray the content from its valence, semantic, objectivity, and subjectivity. Last, trend of online review studies show that product types (Park & Lee, 2009; Mudambi & Schuff, 2010; Suwelack, Hogueve, & Hoyer, 2011) play role as a moderator. Popular product types that are used in prior research including search product, experienced product, and credence product.

However, there are gaps in the aforementioned existing studies. Less studies have concerned to compare different sources of review. Smith, Menon, & Sivakumar (2005) divided source of reviews into two, such as consumers and expert. This study also indicates characteristic of reviews' content based on the source, but only explain them as the study assumption. The study states that consumers review contains consumption stories based on personal experience, while experts reviews provide evaluation based on lab

testing result by mentioning product attributes. This explanation is relevant to the existing study about the content of online reviews that examine objectivity (Tsao & Hsieh, 2015) and subjectivity (Lim & Van Der Heide, 2015). Yet, studies that concern to objective and subjective content are less when compare to valence of online reviews (Lee, Park, & Han, 2008; Pan & Chiou, 2011). Other than sources and content of reviews, moderating effect of product type were too focus on experienced and search products. Therefore, other product type categorization should be explore more.

This study addresses an objective to examine the effect of online reviews by combining the source and framing of reviews as well as product type on eWoM's credibility, product attitude, and behavioral intention such as purchase intention and WoM intention. Regarding the source, this study will compare the experts and consumers review. Regarding the content of reviews, this study develop the existing studies more into how the content of review is framed. Thus, objective content may relates to rational framing while subjective content may relates to emotional framing. Regarding framing of reviews, recently, Mark Zuckenberg released Facebook Messenger-Chat Bots (Siliconangle, 2016). In this software, they use Artificial Intellegent (AI) in order to respond key words given by consumers. Wong (2016) argued that this software is considerably smart but not perfect yet. AI responds correctly only to particular keywords. Therefore, reviews framing in this study may also contribute practically in term of understanding consumers' word preference. Regarding to product types, this study compare a product that belongs to technical product (Mackiewicz, 2009) and non-technical product. All in all, in order to achieve the objectives, research questions are formulated as follows:

- RQ1 : To what extent do the source and frame of reviews influence eWoM's credibility, product attitude, and behavioral intention?
- RQ2 : To what extent does the moderating effect of product type influence eWoM's credibility, product attitude, and behavioral intention?

## **2. LITERATURE REVIEW**

### ***2.1. Online review and its effect***

In the abundant availability of information in the internet, consumers are eager to use salient and accessible resources in order to navigate through the cognitive challenges of the online search process (Häubl & Trifts, 2000). Online reviews are known as the most accessible and prevalent options for the consumers (Chatterjee, 2001). Study by Chen & Xie (2008) defined online review as new product information channel. This type of product information brings benefit for marketer and consumer, and thus, influences the online consumer behavior as the explanation in the following paragraphs.

Online reviews have different importance for marketers and consumers. For marketer, online reviews enhance product awareness (Vermeulen & Seegers, 2009), explain product performance (Liu, 2006), and significantly influence popularity and sales of products (Dellarocas et al., 2007). For consumer, online reviews become an important source of information (Park et al., 2007) because it offers solutions to the intangibility of products (Klein, Ettenson, & Morrin, 1998) and provide decision aids (Todd & Benbasat, 1992). Therefore, it reduces the amount of effort exerted during the online search process (Häubl & Trifts, 2000; Smith, Menon, & Sivakumar, 2005). Further, this study will focus on the effect of online reviews to the consumers.

Recently, credibility has been included in research models as one of the effects of eWoM (Chang & Wu, 2014; Huang et al, 2011; Jime'nez, & Mendoza, 2013). Online reviews, as one example of eWoM, have proven to be influential (Gerdes, Stringam, & Brookshire, 2008; Hsieh, Hsieh, & Tang, 2012) to consumers. Consumers read online reviews often attach to a greater emphasis on the issues that better address their needs, which will contribute in shaping an informed decision (Lascu, Bearden, & Rose, 1995). Besides, online reviews may provide consumers with problem-solving evidence, which can augment consumers' ability to make an assessment as to the reviews credibility they read.

The theory of planned behavior (TPB; Ajzen, 2012) holds that people consider three beliefs (i.e. behavioral, normative, and control) in order to shape a behavior. The theory explains that behavioral belief is the individuals' attitude toward their behavior. This attitude is influenced by normative belief, which beliefs about how people will view the behavior in question. Related to the online reviews, product reviews and recommendations represent how reviewers' attitude toward products influence consumers'



product attitude such as hotels (Vermeulen & Seegers, 2009), books (Chevalier and Mayzlin, 2006), and restaurant (Zhang, Ye, Law, & Li, 2010). Finally, perceived behavioral control influences intentions. Perceived behavioral control refers to people's perceptions of their ability to perform a given behavior. In sum, individuals' intention to perform the behavior in question should be stronger when the attitude, the subjective norm, and the perceived control are favourable. This theory helps to explain why the online reviews influence consumers' purchase intention (Pornpitakpan, 2004; Chen & Xie, 2008) and WoM intention (Hartman, Hunt, & Childers, 2013).

Prior studies demonstrated that online reviews' attributes such as source and framing of review as well as product type influence eWoM credibility, product attitude, purchase intention, and WoM intention. Credibility has been widely cited by researchers in the assessment of information and its sources (Hovland et al., 1953; Ohanian, 1990). In the same vein, online reviews were proven influencing the product attitude and purchase intention regards to the sources (Smith, Menon, & Sivakumar, 2005; Chevalier and Mayzlin, 2006; Zhang, Ye, Law, & Li, 2010) such as experts and consumers. Framing of review is modified from studies that concern to the content of reviews such as using emotional expressions (Kim & Gupta, 2012; Garcia, & Schweitzer, 2011) as well as objective information (Wenjun, Mingyang, & Qiang, 2011; Goes, Lin, & Au Yeung, 2014) that influence the product attitude and purchase intention. Lastly, source credibility (Dholakia and Sternthal, 1977) and reviews framing (Arndt, 1967) are antecedents of WOM intention (Park & Lee, 2009; Hartman, Hunt, & Childers, 2013). Further, the following paragraphs will provide in-depth discussion of the sources and framing of reviews.

#### *2.1.1. The Source of Reviews*

A study by Smith, Menon, & Sivakumar (2005) found that consumers perceive product information differently by its sources. This phenomenon was known as a "source effect" (DeShields et al., 1996). Further, prior studies (Smith, Menon, & Sivakumar, 2005; Zhang, Ye, Law, & Li, 2010) divide the source of online reviews into two such as written by experts and consumers.

Online reviews written by experts are usually also known as editor reviews or third-party recommendations (Chen & Xie, 2005; Cheong & Morrison, 2008). The reviewers are recognized as experts because they provide product performance based on lab testing by mentioning the product attributes (Chen & Xie, 2005). Besides, they also provide ranking

as the sort of recommendation and choice based on overall product performance and prices (Chen & Xie, 2005; Zhang, Ye, Law, & Li, 2010).

Online reviews written by consumers are referred as peer or consumer review (Mudambi, & Schuff, 2010; Xia, & Bechwati, 2008). In this type of review, individuals may put their real name or be anonymous (Lee, Park, & Han, 2008) in giving comments. Consumers write a review based on their personal experience (Smith, 1993). Sharing personal experience means telling about how the product works related to specific usage, using period, or individual characteristic (Bickart & Schindler 2001; Smith, Menon, & Sivakumar, 2005). Specific usage means consumers can tell different experience if they use the products in nature as compared to buildings. Consumers as a new user may explain simpler review rather than old user. Individual characteristic such as an extrovert person can tell a product differently from an introvert person. In brief, these may represent the idea that consumers review cover intangible aspects (Klein, Ettenson, & Morrin, 1998) that mostly are not explained in the reviews written by experts.

Comparing both reviewers, previous paragraphs suggest that expert reviews considerably more trustworthy because of the lab testing result. In contrast, study by Zhang et al. (2010) identified that the existence of an expert's comment and a higher expert's rating play a negative role. The study explains that a possible reason for this is that experts' reviews are generally advertiser-supported media, and thus are not perceived to be as independent as consumer reviews. Consumers reviews that contain personal experience (Smith, 1993) shows honesty in sharing their consumption stories that is perceived as more believable. Believable information may gain readers' trust, which influence on eWoM to have a greater credibility (Eisend, 2006; DeShields et al., 1996). Once readers perceived an eWoM has a great credibility, it affects consumers intention to alter their attitude based on the information presented (Hovland, Janis, & Kelley, 1953) into a favourable product attitude. Further, consumption stories by consumers show how people's view toward particular behavior in question. Theory of planned behavior (TPB; Ajzen, 2012) called this as normative belief, which beliefs about how people will view the behavior in question. Once consumers as a reviewer shows good attitude toward a product, TPB explains that this may become a predictor of a favourable behavioral intentions such as purchase intention and WoM intention.

**H1:** Consumer reviews are perceived to have a greater influence to (a) eWoM credibility, (b) product attitude, (c) purchase intention, and (d) WoM intention as compared to expert reviews.

### *2.1.2. The Framing of Reviews*

Rosen and Olshavsky (1987) demonstrated that people assess information when seeking recommendations. Reviews can be differently understood through its framing. Framing theory (Goffmann, 1974) explains about how an information is told, which influence people's choice. Regarding that, Rossiter and Percy (1987) stated that consumers comprehend products on the basis of rational or emotional factors. Thereby, this study divides reviews framing into two categories such as rational and emotional.

First, rational review is characterized by logical argumentation. This kind of review is presented in a more straightforward and objective manner aiming at inducing the audience to a conclusion supported by evidence, logic, and reason (Claeys, Cauberghe, & Leysen, 2013). Thereby, studies relevant to rational reviews offer information such as containing the evaluation of product attributes (Wenjun, Mingyang, & Qiang, 2011; Tsao & Hsieh, 2015). Second, emotional review typically takes advantage of adjectival, metaphorical, opinionated, ambiguous, forceful, imaginary, extreme and evaluative linguistic expressions and properties (Claeys, Cauberghe, & Leysen, 2013; Gass & Seiter, 2013). Prior studies relevant to emotional reviews indicated that emotion in the review is expressed using sentiment words (Garcia & Schweitzer, 2011; Goes, Lin, & Au Yeung, 2014), complaints and compliments (Lim & Van Der Heide, 2015), as well as emoticons and capitalize words (Kim & Gupta, 2012).

Marketing research on the quality of arguments focuses on effective persuasion stated that strong messages, which are objective and easy to understand, are more effective than weak messages that are subjective and emotional (Petty & Cacioppo, 1984; Petty, Cacioppo, & Schumann, 1983). A review that has a strong message is able to provide logical reasoning such as explaining product performance by mentioning the evidence to support the message. In this case, rational product review provides factual product attributes as an evidence. By doing so, the content of reviews are framed rationally. Based on this, rational review offers readability that influence a review to be perceived as a credible message (Goes, Lin, & Au Yeung, 2014). Besides, the evidence and logical reasoning also shows review's competence that enhance readers' product knowledge. Having a greater product knowledge creates a favourable influence on product attitude (Lim and Van Der Heide, 2015). Moreover, favourable attitude may lead to a greater behavioral intention such as purchase intention (Bickart & Schindler, 2001) and WoM intention (Hartman, Hunt, & Childers, 2013).

**H2:** rational reviews are perceived to have a greater influence to (a) eWoM credibility, (b) product attitude, (c) purchase intention, and (d) WoM intention as compared to emotional reviews.

### *2.1.3. The Sources and Framing of Reviews*

The interaction effect between source and framing of reviews may influence consumers differently. Study by Zhang, Ye, Law, & Li (2010) proposed that online reviews have dual role such as an informant and a recommender. As an informant, consumer reviews deliver user-oriented information. User-oriented information may contain emotional appeal such as the feeling after experiencing the product (Constantinides, 2013). For example, individual who loves pink may write positively about the pink color of the product, and thus, a reader who also like pink that read the reviews considerably react positively. That positive or negative written expression must contain valenced feeling states that are associated with the product of interest such as a phrase describing the reviewer's internal emotional state (Reilly & Seibert, 2003). Regarding that, Claeys, Cauberghe, and Leysen (2013) as well as Gass and Seiter (2013) explains that emotional content typically takes advantage of adjectival, metaphorical, opinionated, ambiguous, forceful, imaginary, extreme and evaluative linguistic expressions and properties. This type of information can be found in consumer reviews because they usually share their consumption stories based on personal experience (Smith, 1993). Therefore, this suggests that consumer reviews are more likely written using emotional framing.

Since a consumer review may emphasize the product reviews based on their particular characteristic such as their lifestyle, readers may find a similarity between their lifestyle and the reviewer lifestyle. Because of the similarity, a trust can be elicited because the readers may think that what is written in the review can also be occurred to them. Therefore, the amount of trust given to the reviewers (Smith, Menon, & Sivakumar, 2005) contributes to a favourable reviews credibility. Thus, it affects consumers' confidence in saying a positive thing about the product, which means it has a greater influence to WoM intention (Hartman, Hunt, & Childers, 2013). Besides, trustworthy means a reader accepts information from others as evidence about the product true qualities (Lascu & Zinkhan, 1999), therefore it creates a greater chance to influence the product attitude (Park & Lee, 2008; Kim & Gupta, 2012). It was stated that an attitude can be a predictor for a behavior. In the same vein, prior study shows a strong relations between product attitude and

purchase intention (Park, 2012). It means that the consumers review has a greater influence to product attitude, it also will have a greater influence to purchase intention.

**H3:** Emotional reviews by consumer have a greater influence to (a) eWoM credibility, (b) product attitude, (c) purchase intention, and (d) WoM intention as compared to emotional reviews by expert.

Meanwhile, the expert reviews contain information based on lab testing or expert evaluations (Chen and Xie, 2005). For example, reviews that explain product attributes (Wenjun, Mingyang, & Qiang, 2011; Tsao & Hsieh, 2015) as well as functional attributes evaluation (Smith, Menon, & Sivakumar, 2005). The reviews must be objective since it mentions what features the product offers and how it works based on its capacity. Particularly, the reviews may use specialized terminology (Richardson, 2003) when explaining the product performance and manage the way of explaining the message rationally. In doing so, expert reviews are trying to build an ease to read information. Readability because of objective information and rationally reasoning in the expert reviews shape a high quality information (Petty & Cacioppo, 1984; Petty, Cacioppo, & Schumann, 1983). In sum, the discussion suggest that expert reviews were best written rationally.

That empirical data reviews influence reviewers' credibility and benevolence, which have been proposed as the underlying dimensions of trust (Smith, Menon, & Sivakumar, 2005). Thus, it shapes the reviews competence that influences the reviews to have a greater credibility (Lim & Van Der Heide, 2015). More importantly, research has shown that high-quality reviews, which contain accurate product-related information (Cheung & Thadani, 2012) may exert greater influence on product attitude (Lee, Park, & Han, 2008; Lim & Van Der Heide, 2015) because of its rational reasoning. Additionally, the rational reasoning affects consumers' acceptance, and thus it affects consumers' positive thought about the product which influence a greater WoM intention (Hartman, Hunt, & Childers, 2013). More importantly, perceived informativeness in the rational reviews has shown a positive intention to purchase the product (Park & Lee, 2008).

**H4:** Rational reviews by expert to have a greater influence to the (a) eWoM credibility, (b) product attitude, (c) purchase intention, and (d) WoM intention as compared to rational reviews by consumer.

#### **2.1.4. Moderating Effect**

#### **2.1.5. Product Type**

Prior studies (Mudambi & Schuff, 2010; Suwelack, Hogreve, & Hoyer, 2011) demonstrated the moderating effect of product type in the online reviews to the consumers, regardless the different context of product types. In this study, the product types are divided into technical and non-technical. Technical products were assumed (Mackiewicz, 2009) as the type of products that need additional learned skill in order to fully operate all the functions, for example, technology-driven products (Chen & Xie, 2008) (e.g. camera, laptop, washing machine). In contrast, non technical product does not need any additional learned skill to use it, such as bed, wardrobe, and shoes. Regarding the type, reviews for both types of products must provide different information based on the product's characteristic. Thus, online reviews may influence consumers differently, for instance, due to the product characteristics (Sundaram & Webster, 1999).

Regarding technical product type, reviews about product may describe how consumers operate a product. Chen & Xie (2008) stated that reviews by experts emphasize the product performance based on its technical specification. Technical specification can be shown by using technical specialized terminology (Richardson, 2003) when evaluating functional attributes (Smith, Menon, & Sivakumar, 2005). By doing so, these reviews provide a product evaluation based on empirical data which try to show evidence and build logical reasoning. Evaluation that is supported by logical reasoning is usually presented in a more straightforward and objective manner (Claeys, Cauberghe, & Leysen, 2013). Therefore, it is suggested that technical product reviews are written rationally by experts.

Writing rational reviews shows the reviewers' competence that is shown in evaluating the product. Competence has proven influence positively to the review's credibility (Lim & Van Der Heide, 2015). More importantly, the reviews contain accurate product-related information exert greater influence on product attitude (Lee, Park, & Han, 2008; Lim & Van Der Heide, 2015). The reviews' competence in evaluating the products affect consumers' perceived usefulness of information which have a greater influence to WoM intention (Hartman, Hunt, & Childers, 2013). Finally, specificity and objectivity in the reviews are perceives as the reviews' value (Lee, Park, & Han, 2008), which enhances consumers' purchase intention.

**H5** : Expert-rational reviews about technical product type influence (a) eWoM credibility, (b) product attitude, (c) purchase intention, and (d) WoM intention as compared to consumer-rational reviews.

Meanwhile, since non technical product type does not need to explain how to operate the product, the reviews should provide information about other values. Prior studies (Cohen & Golden, 1972; Zhang, Ye, Law, & Li, 2010) demonstrated that consumer reviews provide credible information regarding a product's value, which can be different based on reviewers' situation. For instance, consumer reviews about non technical product based on personal experiences (Smith, 1993) can be highly affected by their preferences (Feick & Higie, 1992) as well as their personal usage situations (Smith, Menon, & Sivakumar, 2005). In doing so, consumers express their preferences using the expression of regret or pride (Kim & Gupta, 2012) after experiencing a product. The reviews that uses an adjectival, metaphorical, opinionated, ambiguous, forceful, imaginary, extreme and evaluative linguistic expressions and properties are typically subjective (Claeys, Cauberghe, & Leysen, 2013; Gass & Seiter, 2013). All in all, this suggest that consumer reviews about non technical product are appropriate written emotionally.

The value of emotional consumer reviews about non technical product that contain personal usage situations may help explain the intangibility of products (Klein, 1998). Intangibility of products may contain information such as consumption stories in different demographic, taste, or lifestyles. Thereby, this content may not be found in review based on lab testing. A reader may find similarity in consumers review, such as the same demographic information. Therefore, the similarity of personal usage situations in the reviews can create relevancy between the reviews to the reader. The relevancy influence consumers to consider information to be believable, which resulted a greater eWoM credibility (Eisend, 2006). That relevancy also explains the reviews' usefulness in order to build readers' confidence about their product knowledge which influence to a greater WoM intention (Hartman, Hunt, & Childers, 2013). The relevancy also gain consumers' trust that influence product attitude (Jarvenpaa, Tractinsky, & Vitale, 1999; Song & Zahedi, 2002) and purchase intention favourably (Jensen, Averbek, Zhang, & Wright, 2013; Kuan, Zhong, & Chau, 2014).

**H6** : Consumer-emotional reviews about non technical product type influence (a) eWoM credibility, (b) product attitude, (c) purchase intention, and (d) WoM intention as compared to expert-emotional reviews.

Explanations above are based on the existing relevant studies but not exactly a three-way interaction studies. It is used to build a logic behind the idea to examine a three-way interaction among source and framing of reviews as well as product type.

## **2.2. Influence of eWoM Credibility and Product attitude to Behavioral Intention**

The theory of planned behavior (TPB; Ajzen, 2012) explains through a behavioral belief that a particular intention should be stronger when an attitude is favourable. In this study, it is assumed that product attitude may influence behavioral intention such as purchase intention and WoM intention. Besides, normative belief in TPB says about beliefs elicited from how people view the behavior in question. Once individuals adopt the content of online reviews as their belief, it should be based on trust to the reviews. Since credibility has known as the underlying dimension of trust (Bart et al, 2014), eWoM credibility is also suggested to have an influence on individuals' purchase and WoM intention.

Prior studies have already identified that behavioral intentions are determined by eWoM credibility and product attitude. Tsao and Tsieh (2015) stated that reviews' credibility based on its quality have a strong influence on purchase intention. Park (2012) stated that consumers' attitude are the main determinant of purchase behavior. This study particularly indicated an attitude confidence influence purchase intention. In the same vein, Hartman, Hunt, and Childers (2013) stated that online reviews' credibility changes the initial behavioral intention including purchase intention and WoM intention.

## **2.3. Covariates**

In this study, covariates such as product involvement, brand involvement, general trust to reviews, and general trust to online store were included as a predictor towards the outcomes. Kim, Brubaker, and Seo (2015) indicates that involvement influence on product attitude and behavioral intention such as purchase and WoM intention. In this study, the involvement measures individuals' interest, importance, and meaning toward a particular product and brand. Their interest, importance, and meaning may affect individuals' processing intensity which lead to a stronger positive or negative. Regarding to general trust, Pavlou (2003) stated that trust has been known as a catalyst of relationships. In the online environment, seller builds a relationship with consumer by reducing risk through gaining more trust has shown influencing messages credibility (Bart et al, 2014), attitude (Jarvenpaa, Tractinsky, & Vitale, 1999), and intention (Jarvenpaa & Tractinsky, 1999). In



this study, general trust measures reviews and online store trustworthy, reliability, as well as credibility.

In Figure 1, the research model of 2x2x2 experimental design is shown.

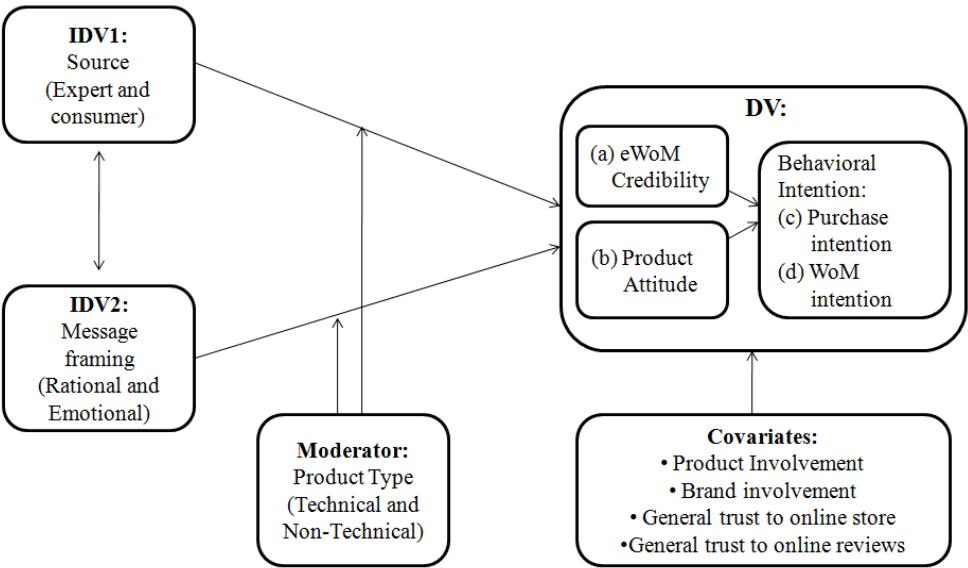


Figure 1. *Research Model*

### 3. RESEARCH DESIGN AND METHOD

In this study, 2 (source: expert and consumer) x 2 (framing: rational and emotional) x 2 (product types: technical and non technical) between subject factorial design was conducted in order to answer the research questions and to confirm the hypothesis. As in the figure 1, an assumption that interactions between source and framing of online reviews are moderated by product types is used. Those interactions are expected influencing dependent variables such as eWoM credibility, product attitude, purchase intention, and WoM intention. Additionally, relevant covariates such as product and brand involvement as well as general trust to online reviews and online store are included in this study. In sum, this section presents participants involved, procedures taken, and measurements used in this study that will be discussed in following paragraphs.

#### 3.1. Procedures and Stimulus Material

As indicated in Figure 1, 2x2x2 experimental design was conducted in this study. Table 1 shows groups' matrix based on the interaction between independent variables and moderator. Concerning that, eight scenarios was created by manipulating reviews' sources (expert and consumer), reviews' framing (rational and emotional), and product type (technical and non-technical). Thus, following paragraphs explain each of them in detail.

	Technical product (T)		Non technical product (NT)	
Framing/Sources	Expert (Ex)	Consumer (Con)	Expert (Ex)	Consumer (Con)
Rational (Ra)	(1)T.Ex.Ra	(3)T.Con. Ra	(5)NT.Ex. Ra	(7)NT.Con. Ra
Emotional (Em)	(2)T.Ex.Em	(4)T.Con.Em	(6)NT.Ex.Em	(8)NT.Con.Em

Table 1. Group for the research

As mentioned above, product type that is used in this study are technical and non-technical product. A smartphone and a pair of shoes have been chosen to represent technical product and non-technical product respectively. It was decided based on a pre-test result that will be explained in the next section. Particularly, Samsung Galaxy Core 2 has been chosen to represent technical product. A survey (Riza, 2015) showed that smartphone became the most popular type of product that is being searched and bought throughout 2015 in Indonesia. Additionally, a survey (topbrandaward, 2016) reported that Samsung become a top brand in the first quartile of 2016. On the other hand, Nike Air Zoom Structure 19 has been chosen to represent non-technical product. Regarding that,

Nike belongs to top three popular brand for shoes (topbrandaward, 2016). Those two products are in the same range of price (i.e. €100-€135), thus those products are comparable. Further, each product type will have four scenarios (table 1) that contain reviews that is either rationally framed or emotionally framed combine with reviews that is written either by experts or consumers.

Regarding reviews' sources, manipulation was created in order to differentiate experts and consumers. Thus, profile attributes attached (Xie et al, 2011) in each review. In this study, both experts and consumers review can be identified by profile name, expertise, and pictures (Lee & Shin, 2014). In this study, experts are assumed as part of company that relevant to the product. Therefore, experts use a logo as profile picture and words such as "expert", "editor", and "specialist" to show their expertise. Besides, consumers uses personal pictures and various occupation in their profile information. Additionally, those profile attributes may help consumers to evaluate the reviews (Lee & Shin, 2014).

Regarding reviews' framing, this study manipulates the reviews into two types such as rational and emotional. Rational reviews contain accurate product-related information (Cheung & Thadani, 2012), specialized terminology (Richardson, 2003), and lab testing evaluations (Chen and Xie, 2005). Emotional reviews use written emotions' expressions (Reilly & Seibert, 2003) such as capital letters, exclamation mark, and a phrase describing the reviewer's internal emotional state. Additionally, the reviews offer positive and negative valence in order to mimick a real condition. A study by Doh & Hwang (2009) reported that group of 8:2 reviews (i.e. 80% positive : 20% negative) showed the highest score of eWOM credibility in a 10-message set. The study also suggest that only positive reviews are considered as not realistic. All in all, scenario overviews are presented in Appendix 11.B.

The reviews that manipulate the source and framing of review as well as product type were provided in a fictious online store webpage. Fictious online store was chosen because there are increasing number of new online store in Indonesia that is possible to sell products that is used in this study. It is expected to create a closer condition to a real situation.

In sum, those scenarios were distributed by means of Qualtric online questionnaire. The questionnaire was conducted in Bahasa Indonesia in order to keep the cultural background homogeneity. Yet, the questionnaire was originally formulated in English. There are four consecutive steps during the questionnaire completion. The first step is

about introduction and brief explanation about the content. The second step is about participants' demographic data. The third step contains scenarios and the relevant questions, which participants were randomly assigned to one of eight groups.

### 3.2.Pre-test

Regarding product type, two products have been chosen to represent each product type. In order to choose an appropriate product, a preliminary test was conducted. The pre-test used 7-point likert scale, which range from 1(NTP) to 7(TP). The scale was used to determine the set of products into two product types such as Technical Product and Non Technical Product. There are ten products in total for both types (table 2). The amount of product is considerably appropriate in the range from eight to twelve products in total (Lee & Shin, 2013; Tsao & Tsieh, 2015; Koenders, 2015). Additionally, these products are comparable regarding the same range of price.

Product Choices	Statistic	
	Mean	SD
Sport shoes	1,93	1,62
Tablet	4,97	1,81
Jewelery	1,87	1,43
Jacket	2,07	1,64
Netbook	5,43	1,72
Digital Camera	5,17	1,91
Analog watch	3,6	1,77
Smartphone	5,57	1,65
Backpack	2,37	1,92
PlayStation Portable	5	1,91

Table 2. Product Choices

In this pre-test, participants were reached via Whatsapp and Facebook Messenger. Participants are at least having a bachelor degree. In total, 30 participants were involved in this pre-test. Participants determine the product type based on the adjusted characteristics (table 3). The adjusted characteristic were developed based on the assumption built for the product type such as technical and non-technical product in this study. Technical products were assumed (Mackiewicz, 2009) as the type of products that need additional learned

skill in order to fully operate all the functions, for example, technology-driven products (Chen & Xie, 2008) (e.g. camera, laptop, washing machine). In contrast, non technical product does not need any additional learned skill to use it.

<b>Characteristic</b>	
<b>Technical Product (TP)</b>	<b>Non-Technical Product (NTP)</b>
<ul style="list-style-type: none"> <li>• It requires some effort to operate all the product's feature.</li> <li>• It takes time to understand how all the product features works.</li> <li>• It takes time to study all product's features in order to do the task.</li> <li>• The consumer often could not immediately use the product right after buying it, especially for consumers who have no experience of using it.</li> </ul>	<ul style="list-style-type: none"> <li>• It requires very little or no effort to use the product.</li> <li>• It does not take time to study how the product works.</li> <li>• The consumer often can immediately use the product right after buying it, eventhough the consumers have no experience of using it.</li> </ul>

Table 3. Product Characteristics

Pre-test result (table 2) indicated that smartphone as the most suitable for Technical Product ( $M=5,57$ ,  $\sigma=1,65$ ). In contrast, a pair of shoes becomes the most suitable for Non Technical Product ( $M=1,93$ ,  $\sigma=1,62$ ). More importantly, overall construct was found to be reliable ( $\alpha = 0,75$ ).

### **3.3.Participants**

Participants for this study were approached via messenger such as Whatsapp, Line, and Facebook messenger, email, and Facebook groups. As a result, 418 responses were collected. However, 326 questionnaires were answered completely, from which only 294 questionnaires that meet manipulation check requirements. The participants are 134 male and 160 female. The age of participants are ranging from 18 to 56, having a higher degree education, and originating from Java Island (89%) (Table 4).

Group	Participants			Age (Mean)		Level Of Education*							Internet Experience		Origin Island				
	Male	Female	Total	Female	Male	3	4	5	6	7	8	Mean	Years	Sumatra	Jawa	Bali	Kalimantan	Sulawesi	
(1)T.Ex.Ra	16	17	33	30	25,6	9	1	11	11	1	0	4,1	10,5	2	27	0	2	2	
(2)T.Ex.Em	13	25	38	27,1	27,8	2	0	24	12	0	0	4,8	12,0	2	34	0	1	1	
(3)T.Con.Ra	20	21	41	28,1	26,4	3	1	21	15	1	0	5,1	11,9	1	35	1	1	3	
(4)T.Con.Em	20	17	37	30,3	30,6	9	2	14	9	3	0	4,6	10,7	1	34	1	0	1	
(5)NT.Ex.Ra	19	16	35	28,4	26,1	7	1	15	12	0	0	4,4	10,6	1	32	0	2	0	
(6)NT.Ex.Em	18	16	34	29,8	25,2	3	1	20	9	1	0	4,3	11,3	2	29	1	1	1	
(7)NT.Con.Ra	13	25	38	25,4	29,4	8	1	18	9	1	1	4,8	10,4	2	33	1	1	1	
(8)NT.Con.Em	17	21	38	27,8	28	6	2	13	16	1	0	4,8	12,8	1	37	0	0	0	
Total	294																		

\*3=High School;4=College;5=Bachelor; 6=Master;7=PhD;8=Other

Table 4. Demographic Data and Distribution of experimental conditions

### 3.4. Measurements

This section discusses measurements regarding factor analysis, reliability, and manipulation check. Factor analysis was conducted in order to identified components for covariates and dependent variables using principle component analysis (PCA). Within the process, an orthogonal rotation (Varimax) for 28 items were chosen. As a result, KMO (Kaiser-Meyer Olkin) indicated that the sample was factorable (.86). The analysis categorized 28 items into 7 components (table 5) which explaining each group was not related to others. Further, following paragraphs provide detail discussion about constructs of measurements with its Cronbach's Alpha.

Constructs	Components						
	1	2	3	4	5	6	7
<b>Covariates</b>							
- <b>Product invovement</b>							
▪ I have a strong interest in cellphone (or sport shoes).						.914	
▪ Cellphone (or sport shoes) is very important for me.						.906	
▪ For me, cellphone (or sport shoes) has high meaning.						.810	
- <b>Brand invovement</b>							
▪ I have a strong interest in samsung (or nike).					.910		
▪ Samsung (or nike) is very important for me.					.901		
▪ For me, samsung (or nike) has high meaning.					.750		
- <b>Trust to review</b>							
▪ The online reviews is trustworthy							.857
▪ The online reviews is reliable							.845
▪ The online reviews is credible							.808
- <b>Trust to store</b>							
▪ The online store is trustworthy				.891			
▪ The online store is reliable				.883			
▪ The online store is credible				.835			
<b>Dependent Variables</b>							
- <b>EWoM Credibility</b>							
▪ The information in the online reviews is trustworthy		.843					
▪ The information in the online reviews is believable		.830					
▪ The information in the online reviews is experienced		.825					
▪ The information in the online reviews is accurate		.795					
▪ The information in the online reviews is unbiased		.777					

<b>- Product Attitude</b> ■ The product that was reviewed is good ■ I find the product that was reviewed is pleasant ■ I have formed a favorable impression toward the product that was reviewed. ■ I like the product that was reviewed			.779				
			.769				
			.720				
			.717				
<b>Behavioral Intention</b>							
<b>- Purchase Intention</b> ■ After reading the online reviews, I feel more likely to buy the product ■ The online reviews definitely makes me willing to buy the product ■ After reading the online reviews, I intend to seek out the product ■ The online reviews makes me consider to buy the product	.854						
	.818						
	.773						
	.605						
<b>- WoM Intention</b> ■ I will recommend the product, for example to my friend or family. ■ If there are friends or member of family who look for that type of product, I will recommend it. ■ I want to say positive information about the product	.829						
	.789						
	.738						

Table 5. Results of the principle component analysis with VARIMAX rotation of the items and an absolute value of .50

Four covariates such as product involvement, brand involvement, general trust to online reviews, and general trust to online store were included in this study. All covariates were using 5-point Likert scale ranging from (1) Strongly Agree to (5) Strongly disagree. Product and brand involvement measurements were modified from Mittal & Lee (1989) that contains three items for each construct such as interest, importance, and meaning. Cronbach Alpha for product and brand involvement were .87 and .87 respectively. The items of general trust to online reviews and online store measurements were modified from Pan & Chiou (2011) that contain three items for each construct such as trustworthy, reliability, and credibility. Cronbach's Alpha values for general trust to online reviews and online store were .84 and .89 respectively. In sum, all covariates can be regarded as highly reliable.

Four dependent variables measurements such as eWoM credibility, product attitude, purchase intention, and WoM intention were measured in this study. Measurement of eWOM credibility ( $\alpha=.91$ ) modified from West (1994) contains five items such as



accurate, believable, unbiased, trustworthy, and experienced. Measurement of product attitude ( $\alpha=.91$ ) that was adopted from Kempf & Smith (1998) contains four items such as the participants feel good, have favorable impression, like, or feel pleasant toward a product in the online reviews. Measurement of purchase intention ( $\alpha=.89$ ) that was adopted from Dodds et al. (1991) contains two items such as “participants consider and willing to buy the product after reading the online reviews”. Measurement of WoM intention ( $\alpha=.91$ ) that was adopted from Park and Lee (2009) and was added by self-construct questions contain three statements such as “I will say positively about the product reviewed”, “I will recommend the product to others”, and “if people surround me are looking for similar products to what is reviewed, I will recommend the reviewed product”. These measurements uses a seven-point Likert scale ranging from 1 (strongly agree) to 7 (strongly disagree) (Appendix 11.A). In sum, Cronbach’s Alpha for all dependent variables’ measurement show high reliability.

### **3.5. Manipulation check**

The construct for manipulation check consist of three items such as source of review, review framing, and product type. Source of review measurement was modified from Gilly et al. (1998). This measurement asks whether the reviewer is experts or consumers. Framing of review measurement was modified from Choi & Lin (2009). This measurement asks whether the review is perceived to convey a rational or emotional message. Product type measurement was modified from Lu, Chang, & Chang (2014). This measurement asks whether the product belongs to technical or non technical based on the product characteristics. In total, there are three questions for manipulation check that uses bipolar scale. Manipulation check has been done by cleaning 2 wrong answers in order to ensure that the participants mostly understand the manipulation as what were expected in this study. Therefore, this procedure has been done in order to get closer to a reliable result.

## 4. RESULT

In this section, main result will be discussed based on analysis. MANOVA and MANCOVA analysis by means of spss was conducted in order to measure the addressed hypothesis. These analysis offer outcomes comparison of two groups on various dependent variables, which MANCOVA allows additional variable such as covariate. Generally, the result of MANOVA analysis (table 6) indicated significant result for some hypothesis and so does the result of MANCOVA analysis (table 7). Yet, when those are compared, one item in MANCOVA analysis showed a marginal significant result of hypothesis. The significant result will be explained based on MANOVA result except one point that shows a marginal significant in MANCOVA. Additionally, a regression analysis was also conducted to examine the influence of eWoM credibility and product attitude to behavioral intention.

Dependent variable	Main effects		Interaction effect	Three-way Interaction effect
	source	framing	Source x Framing	Source x Framing x Product type
eWoM Credibility	F = .00	F = 48.3	F = 4.64	F = 1.15
	p = .99	p = .00	p = .03	p = .28
Product Attitude	F = .48	F = 8.3	F = 2.3	F = 4.13
	p = .49	p = .00	p = .13	p = .52
Behavioral Intention				
Purchase Intention	F = 1.12	F = .12	F = .01	F = .04
	p = .29	p = .73	P = .93	p = .84
WoM Intention	F = .24	F = 2.1	F = .00	F = 1.05
	p = .62	p = .15	p = .97	p = .31

Table 6. MANOVA results

dependent variable	Main effects		Interaction effect	Three-way Interaction effect	Covariates (p-value)			
	source	framing	Source x Framing	Source x Framing x Product type	Product Involvement	Brand Involvement	General Trust to Review	General Trust to Online Store
eWoM Credibility	F = .06	F = 56.1	F = 4.13	F = .57	.01	.04	.00	.16
	p = .80	p = .00	p = .04	p = .45				
Product Attitude	F = .40	F = 11.4	F = 2.27	F = .58	.39	.00	.01	.45
	p = .53	p = .00	p = .13	p = .45				
Behavioral Intention								
Purchase Intention	F = .69	F = .43	F = .00	F = .15	.19	.00	.04	.27
	p = .41	p = .51	p = .98	p = .69				

WoM Intention	F = .12	F = 3.12	F = .02	F = 1.05	.70	.00	.01	.51
	p = .73	p = .07	p = .87	p = .31				

Table 7. MANCOVA results

The interpretation will start to explain the main effect of source and framing of review. Afterwards, the explanation move to interaction effects between source and framing of reviews. The last will be result description of three-way interaction of sources, framing, and product type. Dependent variables for this study are eWoM credibility, product attitude, and behavioral intention such as purchase intention and WoM intention. Covariates such as brand involvement and general trust to review are also discussed.

#### 4.1. Main effect of sources

MANOVA analysis (table 6) demonstrates that the sources of review have no significant effects to the outcomes ( $F(1,286)$ ,  $p < .05$ ). This result suggests that source of review such as consumers are not significantly different from experts in influencing the outcomes. Therefore, hypothesis 1 (a,b,c,d) is not supported.

#### 4.2. Main effect of framing

MANOVA analysis identifies several significant effects of reviews' framing on the outcomes (table 6). Reviews framing significantly influence eWoM credibility ( $F(1,286)=48.3$ ,  $p=.00$ ) as well as product attitude ( $F(1,286)=8.3$ ,  $p=.00$ ). This result shows that consumers perceived the reviews as more credible when they are confronted with rational framing reviews ( $M=2.75$ ,  $SD=.96$ ) rather than emotional framing reviews ( $M=3.55$ ,  $SD=1.03$ ). In the same vein, consumers has a greater product attitude when they are confronted with rational framing reviews ( $M=2.96$ ,  $SD=1.15$ ) rather than emotional framing reviews ( $M=3.34$ ,  $SD=1.13$ ). Besides, MANCOVA analysis (table 7) indicates that the framing of reviews has a marginally significant effect on WoM intention ( $F(1,282)=3.12$ ,  $p=.07$ ) while in the MANOVA analysis is not ( $F(1,286)=.21$ ,  $p=.15$ ). Regarding that, two covariates such as brand involvement ( $p=.00$ ) and trust to review ( $p=.04$ ) show a significant influence on the outcomes (table 7). Even though it is marginally significant, the result shows that consumers who read online reviews with rational framing reviews ( $M=3.61$ ,  $SD=1.39$ ) have a greater greater WoM intention as compared to emotional framing reviews ( $M=3.84$ ,  $SD=1.28$ ). Regarding the mean values, this study consistently uses a scale that starts from number one to represent positive

attitude until number five or seven to represent negative attitude such as 1 (strongly agree) to 5 or 7 (strongly disagree). Thus, the less the mean value is, the more positive the attitude is.

In conclusion, the result shows that hypothesis 2a and 2b are supported, which stated that rational reviews are perceived to have a greater influence to (a) eWoM credibility and (b) product attitude as compared to emotional reviews. Additionally, hypothesis 2d is marginally supported that need to consider the role of covariates. This hypothesis stated that rational reviews are perceived to have a greater influence to (d) WoM intention as compared to emotional reviews. In contrast, there is no significant effect of reviews' framing to purchase intention. Thus, hypothesis 2 (c) are not supported.

#### **4.3. Interaction effect between sources and framing of review**

MANOVA analysis (table 6) shows one significant effect in this interaction. Source and framing of reviews influence eWoM credibility ( $F(1,286)=4.64$ ,  $p=.03$ ). This result indicates that rational reviews written by expert ( $M=2.61$ ,  $SD=.94$ ) have a greater influence to consumers' perception of eWoM credibility as compared to rational reviews written by consumers ( $M=2.86$ ,  $SD=.96$ ). In contrast, emotional reviews written by consumers ( $M=3.4$ ,  $SD=.91$ ) have a greater influence to consumers' perception of eWoM credibility as compared to emotional reviews written by experts ( $M=3.68$ ,  $SD=1.13$ ). Therefore, only hypothesis 3(a) and 4(a) are supported. Hypothesis 3(a) stated that emotional reviews by consumer have a greater influence on eWoM credibility as compared to emotional reviews by expert, while hypothesis 4(a) stated that rational reviews by expert have a greater influence on eWoM credibility as compared to rational reviews by consumer. Additionally, since no other significant effect was found in the analysis thus hypothesis 3(b,c,d) as well as 4(b,c,d) are not supported.

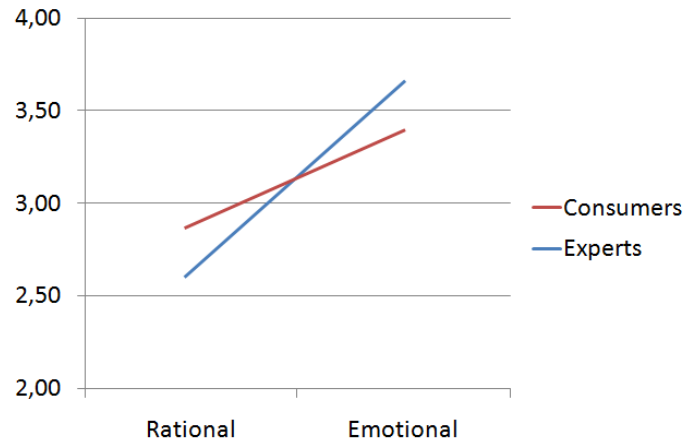


Figure 2. Graph for interaction effect between sources and framing on eWoM credibility

#### 4.4. Three-way interaction effect

MANOVA analysis (table 6) demonstrates that three-way interactions of reviews' sources, reviews framing, and product type have no significant effects on the outcomes ( $F(1,286)$ ,  $p < .05$ ). This result suggest that different reviews' sources, reviews framing, product type as well as the interactions are not significantly give effect to the outcomes. Therefore, H5 and H6 are not supported.

#### 4.5. Regression analysis

This section discusses the result of regression analysis that was conducted in this study. This analysis aims at examining the influence of eWoM credibility and product attitude on behavioral intentions such as purchase intention and WoM intention. Table 8 shows the overall result that will be explained further in the following paragraphs.

Dependent variables (Behavioral Inintention)	Predictors	R <sup>2</sup>	β (beta)	t-value	Sig.
Purchase Intention	eWoM Credibility	.404	.122	2.34	.02
	Product Attitude		.566	10.87	.00
WoM Intention	eWoM Credibility	.395	.187	3.56	.00
	Product Attitude		.515	9.8	.00

Table 8. Regression Analysis results

Table 8 shows that both eWoM credibility and product attitude have significant influence on behavioral intentions. Purchase intention can be predicted for 40% ( $R^2 = .404$ ) by eWoM credibility and product attitude ( $F(2,291)=98.68$ ,  $p < .001$ ). Product attitude

( $\beta=.57$ ) has more positive relationship with purchase intention as compared to eWoM credibility ( $\beta=.12$ ). Additionally, product attitude ( $t(291)=10.87$ ,  $p=.00$ ) also shows a greater contribution in predicting purchase intention as compared to eWoM credibility ( $t(291)=2.34$ ,  $p=.02$ ). On the other hand, WoM intention can be predicted for 39% ( $R^2 = .395$ ) by eWoM credibility and product attitude ( $F(2,291)=95.09$ ,  $p<.001$ ). Product attitude ( $\beta=.52$ ) has more positive relationship with WoM intention as compared to eWoM credibility ( $\beta=.19$ ). Product attitude ( $t(291)=9.8$ ,  $p=.00$ ) also shows a greater contribution in predicting WoM intention as compared to eWoM credibility ( $t(291)=3.56$ ,  $p=.00$ ).

Hypothesis	Result
<b>H1:</b> Consumer reviews are perceived to have a greater influence to the (a) eWoM credibility, (b) product attitude, (c) purchase intention, and (d) WoM intention as compare to expert reviews.	H1 (a), (b), (c), and (d) are not supported
<b>H2:</b> Rational reviews are perceived to have a greater influence to the (a) eWoM credibility, (b) product attitude, (c) purchase intention, and (d) WoM intention as compared to emotional reviews.	H2 (a) and (b) are supported H2 (d) is marginally supported H2 (c) is not supported
<b>H3:</b> Emotional reviews by consumer have a greater influence to the (a) eWoM credibility, (b) product attitude, (c) purchase intention, and (d) WoM intention as compared to emotional reviews by expert.	H3 (a) is supported H3 (b), (c), and (d) are not supported
<b>H4:</b> Rational reviews by expert have a greater influence to the (a) eWoM credibility, (b) product attitude, (c) purchase intention, and (d) WoM intention as compared to rational reviews by consumer.	H4 (a) is supported H4 (b), (c), and (d) are not supported
<b>H5:</b> Expert-rational reviews about technical product type influence (a) eWoM credibility, (b) product attitude, (c) purchase intention, and (d) WoM intention as compared to consumer-rational reviews.	H5 (a), (b), (c), and (d) are not supported
<b>H6:</b> Consumer-emotional reviews about non technical product type influence (a) eWoM credibility, (b) product attitude, (c) purchase intention, and (d) WoM intention as compared to expert-emotional reviews.	H6 (a), (b), (c), and (d) are not supported

Table 9. Summary of supported and not supported hypotheses of this study

## 5. DISCUSSION

The objective of this study is to answer the research questions regarding online reviews by conducting a 2x2x2 experimental design that identify the effect of sources, framing, and product type of online review on eWoM credibility, product attitude, and behavioral intention. The results have shown a significant influence of review's framing on eWoM credibility and product attitude as well as review's framing and source on eWoM credibility. Besides, the result also indicates a marginal significant influence of review's framing on WoM intention. In this case, covariates such as brand involvement and general trust to review were found to have a significant influence on the outcomes. Additionally, eWoM credibility and product attitude were indicated as a predictor of consumers' behavioral intention. In sum, the following paragraphs provide in-depth discussion regarding the results.

### 5.1. Main effect of sources

This study examines whether different source of online review will have an effect on eWoM credibility, product attitude, and behavioral intention such as purchase intention and WoM intention. Thereby, the first hypothesis stated that consumer reviews are perceived to have a greater influence on eWoM credibility, product attitude, purchase intention, and WoM intention as compared to expert reviews. In contrast, the current analysis provides unexpected result to what has been hypothesized, which will be explored in the next paragraphs.

In this study, the result reveals that consumer reviews have no greater influence on eWoM credibility, product attitude, purchase intention, and WoM intention as compared to expert reviews. This result is not supporting a prior study by Zhang, Ye, Law, & Li (2010). Particularly, they stated that consumer reviews were perceived to be an honest review because consumers share their personal experience in the review. In contrast, experts review was perceived not as honest as consumer reviews because the expert reviews can be produced as part of marketing activities. Yet, this study reveals a contradict result to it.

Possible explanations toward the current result can be related to one of eWoM characteristics. Steffes and Burgee (2008) explains that eWOM such as online review eliminates the reader's ability to judge the credibility of the reviewer and the review because the anonymous source of review has the possibility to convey non-altruistic

or profit-motivated message. This supports the claims that experts reviews are not as trustworthy as consumers review regarding the possibility of profit-motivated review. In sum, this discussion may help to explain why different source of reviews have no significant effect to eWoM credibility, product attitude, purchase intention, and WoM intention.

## **5.2. Main effect of framing**

Aside from the source of review, this study also examine the main effect of review's framing. The second hypothesis stated that rational reviews are perceived to have a greater influence on eWoM credibility, product attitude, purchase intention, and WoM intention as compared to emotional reviews. Three of four outcomes were proven influenced by review's framing. All in all, next paragraphs will discuss possible explanations in detail.

The analysis shows that rational reviews have a significant influence on eWoM credibility and product attitude as well as a marginal significant influence on WoM intention, while not to purchase intention as compared to emotional reviews. This result support the idea that strong messages, which are objective and easy to understand, are more effective than weak messages that are subjective and emotional (Petty & Cacioppo, 1984; Petty, Cacioppo, & Schumann, 1983). In this study, rational review provides logical reasoning by mentioning product attributes and explaining how the performance are. First, mentioning product attributes allow readers to check whether or not the reviews contain factual information. When the readers confirm that the information is factual, trust to the review is elicited. Trust toward the review means that the review is perceived as credible because credibility is the underlying dimension of trust (Bart et al, 2014). Second, explaining product performance means mentioning the function of each attribute and elaborating the process step by step, therefore creates a flow of cause and impact. That explanation has a purpose to make the review is easier to be read and understood. Supporting that, Goes, Lin, & Au Yeung (2014) stated that readability influence a review to be perceived as a credible message. All in all, this explains why framing a review rationally can have a significant effect on eWoM credibility.

The way that rational review explains product attributes and their performance using factual information shows a review's competence in explaining the object. This competence influence readers to have a greater attitude toward a product (Lim and



Van Der Heide, 2015). This competence may also help readers to understand more about the product that is explained, thus they are more likely to say positively about the products to others. Additionally, this also can be a role of covariates such as brand involvement and trust to the review. Individuals' involvement may have different influence based on their brand interest, importance, and meaning. Thus, it affects to readers' processing intensity which lead to a stronger positive or negative. In the same vein, trust to the review is an important predictor when individuals adopt an information (Pavlou, 2013). By doing so, this is explaining why people have a positive intention toward a WoM such as product review (Hartman, Hunt, & Childers, 2013).

On the other hand, emotion in the emotional reviews in this study are expressed using capital letters, exclamation mark, and a phrase describing the reviewer's internal emotional state. Garcia & Schweitzer (2011) stated that the more reviewers' emotion expressed in the text, the less informative a review would be. This occurs because emotional reviews are more expressing on how the reviewers' feel about the product rather than explaining about the product itself. Consequently, less informative content makes a review become unhelpful and useless regardless its valence such as positive or negative.

However, this study reveals that rational review is not significantly influence purchase intention as compared to emotional review. In this case, brand involvement and general trust to review may help in explaining why it happens, since those two covariates are significantly influence purchase intention. Possible explanations are the chosen brand is not interesting, less importance, or lack of meaning for the readers. Besides, the review may be not met the readers need in order to elicit an intention to purchase the products. Additionally, prior study (Davvetas, Sichtmann, & Diamantopoulos, 2015) demonstrated that income is a significant predictor for purchase intention. This may help to explain the result because both products in this study shows the price as one of the product attributes.

### **5.3. Interaction effect between source and framing of review**

This study also examines the possibility of interaction effects between source and framing of review. First, the third hypothesis stated that emotional reviews by consumer have a greater influence to eWoM credibility, product attitude, purchase intention, and WoM intention as compared to rational reviews by expert. In contrast,

the fourth hypothesis stated that rational reviews by expert to have a greater influence to eWoM credibility, product attitude, purchase intention, and WoM intention as compared to rational reviews by consumer. Among four dependent variables, the analysis of those two hypothesis resulted a significant effect only on eWoM credibility. Further, the next paragraphs provide detail discussion about it.

A logic behind a pre-assumption that emotional reviews were best written by consumer is based on the consumers characteristic itself. As the aforementioned, consumers write a review based on their personal experience. In doing so, consumers express their feeling either positively or negatively. They are freely to use a written emotional expression such as capital words, exclamation marks, or phrase to show their internal state. In this point, consumers are more likely to emotionally express their experience in the review rather than experts because consumers represent themselves. In contrast, experts reviews might represent a particular company, which the content of review can influence on how people will perceived the company. Therefore, experts reviews contain factual data based on lab testing or expert evaluations such as mentioning product attributes. Using that data, experts explain product performance rationally. Besides, they use specialized terminology in order to indicate their expertise in the particular product.

Regarding the above discussions, it shows congruency between consumer and emotional reviews as well as experts and rational reviews. However, this congruency only significantly influence on eWoM credibility. As it is known that credibility is related to trust (Smith, Menon, & Sivakumar, 2005), which trust elicited from an expectation that is met between the source uses a relevant framing of reviews. A consumer review is expected to have an informal way of writing that express their opinion freely about a product. In contrast, expert review is expected to provide an objective information in a rational way of explanation. Therefore, when the readers expectation of a source competence to write in a relevant framing of review is met, the trust will elicited. This study is consistent to a study by Lim & Van Der Heide (2015).

On the other hand, this study did not find any proof of an interaction effect between source and framing to product attitude, purchase intention, and WoM intention. This result is inconsistent with prior relevant studies (Lee, Park, & Han, 2008; Lim & Van Der Heide, 2015; Hartman, Hunt, & Childers, 2013; Park & Lee, 2008). A potential explanation is the source and framing of review should not be

categorized in that way. Therefore, it is not significantly influence the product attitude, purchase intention, and WoM intention.

#### **5.4. Three-way interaction effect**

This study identifies the three-way interaction effects of source of reviews, framing of reviews, and product type. The results show that expert-rational reviews about technical product type have no greater influence on the outcomes as compared to consumer-rational reviews. In the same vein, consumer-emotional reviews about non technical product type also have no greater influence on the outcomes as compared to expert-emotional reviews. Regarding no exact prior study about it, therefore further research is needed in order to get a better picture about the interaction effects of source of reviews, framing of reviews, and product type.

#### **5.5. Regression analysis**

The analysis of this study reveals that eWoM credibility and product attitude have positive relationships with behavioral intention. Besides, eWoM credibility and product attitude become a predictor of behavioral intention such as purchase intention and WoM intention. Comparing both predictors, product attitude has a higher influence on behavioral intention as compared to eWoM credibility. This result is supported by Theory of Planned Behavior (TPB; Ajzen, 2012) which explains through a behavioral belief that a particular intention should be stronger when an attitude is favourable.

This result supports prior study in a relevant topic. Tsao and Tsieh (2015) stated that reviews' credibility based on its quality have a strong influence on purchase intention. Park (2012) stated that consumers' attitude are the main determinant of purchase behavior. Additionally, Hartman, Hunt, and Childers (2013) stated that online reviews' credibility changes the initial behavioral intention including purchase intention and WoM intention.

### **5.5.1. IMPLICATIONS**

#### **5.6. Theoretical Implications**

The main goal of this study was to identify the effect of online reviews by combining the source and framing of reviews as well as product type. Online reviews increases its important among consumers in the information seeking process because it serves as an effort reducing cues or aids for people who experience information overwhelmed due to a limited cognitive capacity to process the abundant information. Generally, the importance of online reviews have been proven to give effect to eWoM's credibility (Tsao & Hsieh, 2015), product attitude (Xia & Bechwati, 2008; Wang & Chien, 2012), purchase intention (Pornpitakpan, 2004; Chen & Xie, 2008), and WoM intention (Park & Lee, 2009; Hartman, Hunt, & Childers, 2013). Particularly, this study explores the other online reviews' potential importance such as the influence of reviews' framing, interaction between source and framing of reviews, and three-way interaction of source, framing, and product type.

The studies regarding content of reviews were more focused on the reviews valence (Lee, Park, & Han, 2008; Pan & Chiou, 2011). Some studies started to introduced other point of views such as reviews' objectivity (Tsao & Hsieh, 2015) and subjectivity (Lim & Van Der Heide, 2015) in the marketing communication field. Starting from this point, this study offer other insight by focusing on framing the reviews' content rationally and emotionally. Rational review was assumed has congruency to objective content, while emotional review expressed subjective content. Further, some studies indicated that objective content tend to be offered by experts while subjective content were more likely related to consumers (Smith, Menon, & Sivakumar, 2005; Zhang, Ye, Law, & Li, 2010). Therefore, this study also provides new insight by identifying the effect of interaction between the source and framing of reviews to eWoM credibility, product attitude, purchase intention, and WoM intention. Additionally, a product type such as technical and non-technical was included in order to find a potential effect of three-way interactions. The result shows some conflicting results with the hypothesis and prior studies, thus it is suggested to elaborate more this topic in the future studies.

## 5.7. Managerial Implications

Development of technology is one of important driver for User Generated Content (UGC) era. In the communication marketing field, UGC changes online consumers behavior. Regarding this study, online reviews as one of UGC should be understood more either by seller or consumers. The next paragraphs provide implications of online reviews regarding to recent

Recent innovation released by Facebook called Messenger-Chat Bots (Siliconangle, 2016) offers private communication that connect consumers direct to businesses through messenger. This innovation uses Artificial Intellegent (AI) in order to respond key words given by consumers. Regarding to this study, the result of reviews' framing has proven to have a significant effect such as eWoM credibility and product attitude, which predict consumers' behavioral intention. Framing the reviews not only concern to what kind of message a writer want to deliver, but also how the reader will perceive the message. Thus, the action to carefully choose the word and to frame the set of words are needed.

Another implications is related to the increasing number of Small Medium Enterprises (SMEs), especially in Indonesia. Social media and websites allow consumers to build their own online businesses and connect to potential buyers. Thus, the competition to attract potential buyer is getting complex and tough. Therefore, online sellers should concern more about the framing of information. Concerning whether the review should be framed rationally or emotionally. Thus, online seller can consider either the review contains more objective or subjective contents.

The result of this study also has an implications on consumers. Kotler, Kartajaya, and Setiawan, (2010) in their book named Marketing 3.0 stated that consumers nowadays are partner to sellers. This statement consistent to this study that online vendors listen to consumers' preference. Thus, consumers should be more proactive to give feedback to the seller what kind of information they need.

More importantly, this study shows that brand involvement and general trust to review have a moderating effect to the outcomes. Potential consumers' level of involvement to a particular brand shows different response to product reviews, which have different impact to their attitude and intention. It is also important to frame the reviews carefully in order to gain potential consumers' trust to the review. Once consumers' trust is elicited, it emerges a possible positive attitude and intention.

## 6. LIMITATION AND FUTURE RESEARCH DIRECTION

This study contains some limitation that may influence the outcomes' and the results generalizations. This sections will mention and explain the limitation. Further, the relevant idea for future research will also be mentioned.

First, regarding to demograpic data of participants. Eventhough this study tried to minimize the cultural background gap by limiting participants to only people who originate from Indonesia, yet the participants are from five islands only such as Java, Sumatra, Kalimantan, Sulawesi, and Bali. Besides, majority participants belongs to the age group 18-34. Therefore, the result cannot be generalized to all population in Indonesia or even other countries. Consequently, future research could identify to people coming from different islands in Indonesia. The focus can also compare the participants' response to online reviews from islands in east and west, concerning also the education and cultural background.

Second, regarding the manipulation questions such as source and framing of reviews as well as product type. The total question for manipulation check was three. In order to get closer to a reliable result, manipulation check has been done by deleting two wrong answers, but tolerate one wrong answer. Therefore, there are some unexpected answers included in the analysis in order to meet adequate amount of participants for each group in a given time. This condition may also help to explain the conflicting result of hypothesis with prior studies. Further, a possible explanation toward this can be because the data was gathered via online media, thus it cannot be controlled whether participants were focus and read the questionnaire thouroughly or not. On the other hand, the manipulation is not clear to participants even though it has been pre-tested. As a consequent, it may take more time but gathering data by coming person to person is suggested for future research. It will be easier to control the participants such as easier for participant to ask relevant question if they do not understand about the questionnaires. Regarding to manipulations, pre-test should be conducted several time in order to minimize ambiguity in the scenario, thus the expected answer may be easier to be obtained.

Third, regarding to product type such as technical and non-technical product and its product choice. Categorizing product to technical product type has been introduced in prior study (e.g. Mackiewicz, 2009), but none of research comparing it to non-technical product type. Therefore, this study proposes some characteristics in order to differentiate

those two types. Further, a product for each was chosen through pre-test and another pre-test was conducted in order to check the overall manipulation. Yet, the result for main study indicates the needs to ensure the manipulation to minimize ambiguity by doing more pre-test. Consequently, future research that consider examining this product type or categorizing new items should provide more product choices and repeat the pre-test in order to obtain an optimal result.

Fourth, regarding to online reviews based on sources. This study differentiate online reviews into two categories such as experts and consumers. Experts is known to write an in-depth and detail review, while consumers is possible to write a short review. This study manage to balance the review by experts and consumers only as long as four to five lines or 15-20 words. This decision has been made in order to control the same condition between reviews by consumers and experts. Consequently, the expert review is considerably perceived as a review written by seller. Seller knows the product they sell but not that expert to talk about the product in detail, thus the review may mentions product attributes and its performance but they cannot explain in detail. Regarding future research that is interested to examine sources of online review, it is needed to consider other potential sources and their characteristic in order to do well-categorized of who the reviewer is.

Finally, regarding to framing of online reviews. The studies of reviews' framing is still developing in the marketing communication field. It is needed to explore more since the results is needed practically.

## 7. CONCLUSION

Online reviews have important role to be an effort reducing cues, which impacted to online consumer behavior. This study examined the effect of online reviews by combining the source and framing of reviews as well as product type on eWoM's credibility, product attitude, purchase intention and WoM intention. The results shows confirmations of some hypothesis to prior studies. Rational reviews led to a favorable eWoM credibility, product intention, and WoM intention as compared to emotional reviews. Surprisingly, when the framing of review was combined with source of review, it only confirms the influence to one outcome. Particularly, emotional review by consumers and rational reviews by experts led to a likeable eWoM credibility as compared to emotional reviews by experts and rational reviews by consumers. However, the result of three-way interaction among the source and framing of reviews as well as product type did not show any significant effects on the outcomes. Regarding covariates, this study confirms that brand involvement and trust to general reviews predicts the outcomes, while product involvement only influence to eWoM credibility. Additionally, this study also confirms that eWoM credibility and product attitude have a contribution to predict behavioral intention such as purchase intention and WoM intention.



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## 9. APPENDICES

### Appendix A : Survey

Responden yang terhormat,

Perkenalkan saya Fitria Avicenna, mahasiswi di bidang Komunikasi Pemasaran, Magister Ilmu Komunikasi, University of Twente. Survey ini merupakan bagian dari tesis yang sedang saya kerjakan sebagai syarat kelulusan. Tesis saya berkaitan dengan review atau ulasan mengenai produk di internet. Oleh karena itu, partisipasi anda untuk mengisi survey ini sangat dibutuhkan.

Untuk mengisi keseluruhan survey ini dibutuhkan waktu 7-10 menit. Keseluruhan data pribadi dan jawaban hanya akan dipergunakan untuk kepentingan tesis. Semua jawaban yang anda berikan dalam survey ini tidak ada yang salah, karena survey ini bertujuan untuk mengetahui sikap dan perilaku anda terhadap review mengenai produk di internet.

Dengan meng-klik pernyataan di bagian bawah, anda dianggap memahami dan menyetujui informasi yang telah disampaikan di atas, serta bersedia untuk berpartisipasi dalam studi ini.

Jika anda memiliki pertanyaan terkait survey ini, silahkan menghubungi saya melalui email yang tertera di bagian bawah.

Terima kasih atas kesediannya untuk berpartisipasi.

Salam,  
Fitria Avicenna  
fitriaavicenna@student.utwente.nl

☐ Saya bersedia untuk berpartisipasi

Jenis kelamin:

- ☐ Pria  
☐ Wanita

Kota asal di Indonesia

Usia:

Pendidikan Terakhir:

- ☐ Sekolah Dasar (SD)  
☐ Sekolah Menengah Pertama (SMP)  
☐ Sekolah Menengah Atas/Kejuruan (SMA/SMK)  
☐ Pendidikan Diploma  
☐ Sarjana (S1)  
☐ Magister (S2)  
☐ Doktor (S3)  
☐ Lainnya

Sejak kapan anda menggunakan internet? (hitungan tahun)

Bagaimana penilaian anda mengenai pengalaman berbelanja online ?

	Selalu	Seringkali	Kadang-kadang	Jarang	Tidak Pernah
saya berbelanja online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bagaimana penilaian anda mengenai penggunaan review suatu produk ?

	Selalu	Seringkali	Kadang-kadang	Jarang	Tidak Pernah
Saya membaca review suatu produk kapanpun saya akan berbelanja online.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bagaimana penilaian anda terhadap handphone ?

	Sangat setuju	Setuju	Tidak keduanya	Tidak Setuju	Sangat tidak setuju
Saya sangat tertarik pada handphone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Handphone merupakan barang yang sangat penting bagi saya.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bagi saya, handphone sangat berarti.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bagaimana penilaian anda mengenai merek Samsung ?

	Sangat setuju	setuju	Tidak keduanya	Tidak Setuju	Sangat tidak setuju
Saya sangat tertarik pada merek Samsung	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Merek Samsung sangat penting bagi saya.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bagi saya, merek Samsung sangat berarti.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bagaimana penilaian anda mengenai review suatu produk secara umum ?

	Sangat setuju	Setuju	Tidak keduanya	Tidak Setuju	Sangat Tidak Setuju
saya percaya pada review suatu produk.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
review suatu produk dapat diandalkan.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
review suatu produk dirasa masuk akal.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bagaimana penilaian anda mengenai adanya toko online ?

	Sangat setuju	Setuju	Tidak keduanya	Tidak Setuju	Sangat Tidak Setuju
Secara umum, saya percaya pada toko online.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Secara umum, toko online dapat diandalkan.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Secara umum, toko online dirasa kredibel.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Berdasarkan kolom reviewer (di sebelah kiri), penulis review tersebut merupakan seorang ...

- ☐ Ahli
- ☐ Konsumen

Berdasarkan kolom komentar (di sebelah kanan), informasi dalam produk review tersebut bersifat ..

- ☐ Formal
- ☐ Informal

Berdasarkan kolom komentar (di sebelah kanan), informasi dalam produk review tersebut bersifat ..

- ☐ Objektif
- ☐ Subjektif

Berdasarkan kolom komentar (di sebelah kanan), informasi dalam produk review tersebut bersifat ..

- ☐ Rasional
- ☐ Emosional

Berdasarkan karakteristik berikut, produk di atas termasuk ke dalam tipe ...

- ☐ **Technical Product (TP)**
- Dibutuhkan sejumlah usaha untuk dapat mengoperasikan semua fitur pada produk dalam kategori ini.
  - Diperlukan waktu lebih untuk memahami bagaimana pengoperasian semua fitur pada produk dalam kategori ini.
  - Diperlukan beberapa waktu untuk mempelajari semua fitur agar dapat menjalankan fungsi-fungsi produk dalam kategori ini.
  - Pembeli seringkali tidak dapat langsung menggunakan produk dalam kategori ini sesaat setelah membeli, terlebih bagi pembeli yang belum pernah menggunakan sebelumnya.
- ☐ **Non Technical Product (NTP)**
- Diperlukan sangat sedikit bahkan tanpa usaha untuk dapat menggunakan produk dalam kategori ini.
  - Tidak diperlukan waktu untuk mempelajari bagaimana menggunakan produk dalam kategori ini.
  - Pembeli seringkali dapat langsung menggunakan produk dalam kategori ini sesaat setelah membelinya walaupun pembeli belum pernah menggunakan sebelumnya.

Bagaimana penilaian anda mengenai Informasi pada review diatas?

	Sangat setuju	setuju	Agak setuju	Tidak keduanya	Agak tidak setuju	tidak Setuju	Sangat tidak setuju
Akurat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dapat dipercaya	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tidak memihak / bersifat netral	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Terpercaya	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Berpengalaman	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bagaimana penilaian anda mengenai produk yang direview?

	Sangat setuju	Setuju	Agak setuju	Tidak keduanya	Agak tidak setuju	tidak Setuju	Sangat tidak setuju
Produk yang dijelaskan dalam review tersebut bagus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saya terkesan secara positif	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



terhadap produk yang direview.  
 Saya menyukai produk yang direview.  
 Saya merasa produk yang direview tersebut menyenangkan.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>


Sejauh mana review di atas berarti bagi keputusan anda untuk membeli produk tersebut?


	Sangat setuju	setuju	Agak setuju	Tidak keduanya	Agak Tidak Setuju	Tidak Setuju	Sangat Tidak Setuju
Review di atas membuat saya mempertimbangkan untuk membeli produk tersebut.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Setelah membaca review produk di atas, saya ingin mencari produk tersebut di pasaran.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Setelah membaca review di atas, saya kelihatannya akan membeli produk tersebut.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Review produk di atas membuat saya pasti akan membeli produk tersebut.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bagaimana sikap anda setelah membaca review di atas?


	Sangat setuju	Setuju	Agak setuju	Tidak keduanya	Agak tidak setuju	Tidak Setuju	Sangat tidak setuju
saya ingin menyampaikan informasi positif tentang produk tersebut.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saya akan merekomendasikan produk tersebut, misal kepada teman atau keluarga.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jika ada kerabat atau teman yang ingin membeli produk serupa, saya akan merekomendasikan produk di atas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Appendix B: Scenario


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### Nike Air Zoom Structure 19



Spesifikasi:

Harga : Rp. 1.650.000,-  
 Warna : Biru Muda  
 Fitur : Dynamic Flywire, Triple-Density Cushioning, dll.

#### Review Produk: Reviewer

	Bagus, Model
	Heru, Guru
	Dinar, Pengamat Politik
	Dita, Mahasiswa
	Beni, Mahasiswa
	Aldi, PNS
	Marcel, Ibu RumahTangga
	Bintang, Penari Tradisional
	Jeje, Penyanyi
	Bima, Pegawai Bank

#### Komentar

Yang berkesan dari sepatu ini adalah sol nya yang EMPUK. Kayaknya belum ada yang se-empuk ini!

Ada yang UNIK nih sama desain tali sepatu nya. Pas dipake buat lari, kaki berasa kayak dipeluk sama sepatu gitu!

Sepatu seri ini fleksibel nya JUARA dah bro. kualitas tingkat tinggi mah udah pasti recomended buat yang lain!

Percaya nggak percaya, kaki tetep kering loh dipake olahraga. NYAMAN banget deh pake sepatu ini!

Sepatunya PAS banget dipake di kaki, nggak ada bagian yang kegedean atau kekecilan. Salut deh sama yang desain!

BETAH nih olahraga terus kalo karet sepatunya sejenis ini. Bayangin deh enaknya sama kaya lagi ngayun kaki di atas kasur!

TERFAVORIT dari sepatu ini adalah kaki gampang masuknya. Praktis kan kalo pake sepatu tanpa harus nunduk!

SENENGnya minta ampun punya sepatu yang bagian depannya lapang. Bisa gerak-gerak gitu kalo lagi pingin!

KECEWanya kebangetan sama sepatu ini. Apa guna punya sepatu ini kalo nggak bisa buat olahraga di gunung!

Nggak suka sama sepatu yang gampang basah dan bikin BAU. Ini udah jelas nggak recommended!


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### Nike Air Zoom Structure 19



Spesifikasi:

Harga : Rp. 1.650.000,-  
 Warna : Biru Muda  
 Fitur : Dynamic Flywire, Triple-Density Cushioning, dll.

#### Review Produk: Reviewer

	Bagus, Treadmill Specialist
	Heru, RunningClub Editor
	Dinar, RunFitness Editor
	Dita, Sport Specialist
	Beni, SportCo Expert
	Aldi, RunningMagz Observer
	Marcel, Adventour Editor
	Bintang, Track Club Editor
	Jeje, Running Specialist
	Bima, Sport Shoes Expert

#### Komentar

Yang berkesan dari sepatu ini adalah sol nya yang EMPUK. Kayaknya belum ada yang se-empuk ini!

Ada yang UNIK nih sama desain tali sepatu nya. Pas dipake buat lari, kaki berasa kayak dipeluk sama sepatu gitu!

Sepatu seri ini fleksibel nya JUARA dah bro. kualitas tingkat tinggi mah udah pasti recomended buat yang lain!

Percaya nggak percaya, kaki tetep kering loh dipake olahraga. NYAMAN banget deh pake sepatu ini!

Sepatunya PAS banget dipake di kaki, nggak ada bagian yang kegedean atau kekecilan. Salut deh sama yang desain!


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TERFAVORIT dari sepatu ini adalah kaki gampang masuknya. Praktis kan kalo pake sepatu tanpa harus nunduk!

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### Samsung Galaxy Core II



Spesifikasi:

**Harga** : Rp. 1.650.000,-  
**Warna** : Putih  
**Fitur** : Kamera 5MP + VGA  
Internet HSPA, Wifi, A-GPS, dll

#### Review Produk: Reviewer



Bagus, Model

Heru, Guru

Dinar, Pengamat Politik

Dita, Mahasiswi

Beni, Mahasiswa

Aldi, PNS

Marcel, Ibu RumahTangga

Bintang, Penari Tradisional

Jeje, Penyanyi

Bima, Pegawai Bank

#### Komentar

SERU banget otak-atik GPS nya pas lagi luang. Random nge-klik di peta nya, trus gambarnya digedein dikecilin gitu!

Internetnya KENCENG BANGET bro. Kayaknya internet di hp ini paling bagus deh performa nya dibanding yang lain!

Dibanding fitur lainnya, kamera nya sih yang PALING OKE. Maksimal deh semua hasil jepretan kamera nya, tanpa ter kecuali!

Baterai nya berasa TAHAN LAMA banget deh. Sampe lupa dimana si charger gara-gara lupa kapan terakhir nge-charge hp!

Hp seri ini ternyata udah pakai android kitkat loh. SENENG banget liat dan nyobain yang baru-baru!

Ngedit-ngedit video pake handphone ini tuh LUAR BIASA. Nggak ada saingannya deh pokoknya!

Bisa banget ya handphone ini nyempen RIBUAN foto. Siapa yang nggak puas coba kalo punya hp begini!

Entah kenapa bagian belakang hp ini berasa beda gitu. NYAMAN banget genggam pake satu tangan!

KECEWA deh sama hp ini. Kalo dipake nge-game masa gampang panas trus lemot pula, kan jadi males!

Layarnya kok JELEK banget yaa. Jadi nyesel pas nyadar kualitas display layar nggak sesuai harapan!


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### Samsung Galaxy Core II



Spesifikasi:

**Harga** : Rp. 1.650.000,-  
**Warna** : Putih  
**Fitur** : Kamera 5MP + VGA  
Internet HSPA, Wifi, A-GPS, dll

#### Review Produk: Reviewer



Bagus, Hightech Specialist

Heru, Technology Editor

Dinar, FasTechno Editor

Dita, Android Specialist

Beni, GreenTech Expert

Aldi, Mobile Observer

Marcel, MobilePhone Editor

Bintang, TechnoCros Editor

Jeje, SmartTech Specialist

Bima, Cellular Expert

#### Komentar

SERU banget otak-atik GPS nya pas lagi luang. Random nge-klik di peta nya, trus gambarnya digedein dikecilin gitu!

Internetnya KENCENG BANGET bro. Kayaknya internet di hp ini paling bagus deh performa nya dibanding yang lain!

Dibanding fitur lainnya, kamera nya sih yang PALING OKE. Maksimal deh semua hasil jepretan kamera nya, tanpa ter kecuali!

Baterai nya berasa TAHAN LAMA banget deh. Sampe lupa dimana si charger gara-gara lupa kapan terakhir nge-charge hp!

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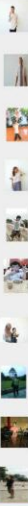
### Samsung Galaxy Core II

**Review Produk:**  
**Reviewer**



**Spesifikasi:**

**Harga :** Rp. 1.650.000,-  
**Warna :** Putih  
**Fitur :** Kamera 5MP + VGA  
Internet HSPA, Wifi,  
A-GPS, dll



Bagus,  
Model

Heru,  
Guru

Dinar,  
Pengamat  
Politik

Dita,  
Mahasiswi

Beni,  
Mahasiswa

Aldi,  
PNS

Marcel,  
Ibu  
RumahTangga

Bintang,  
Penari  
Tradisional

Jeje,  
Penyanyi

Bima,  
Pegawai  
Bank

**Komentar**

Daya tahan baterai nggak usah dipertanyakan lagi. Pakai hp ini dijamin TANPA BINGUNG bakal low-bat pas aktivitas!

Handphone ini pakai seri GPS beda gitu. Berasa lebih GAMPANG buat cek lokasi, apalagi kalau di tempat baru!

Kecepatan internet nya udah jelas KENCENG dah. Untuk download, cek web, atau yang lain nya bebarengan itu bisa!

Handphone ini desain cover-nya beda gitu. Pas dipegang di tangan, jadi NYAMAN banget kalo harus cuma pake satu tangan!

Hasil jepretan kameranya KEREN abis! Jernih, bening, nggak ada bintik atau sejenisnya buat foto siang malem.

Hp seri ini ternyata udah pakai android kitkat. SERU banget nyobain beberapa hal baru mulai dari visual sampe ke detailnya!

Ngerjain video pake handphone ini tuh CEPET BANGET prosesnya. Recommended pokoknya buat yang suka proses video!

Daya tampung total memori nya lumayan banyak. Kalo untuk foto aja bisa RIBUAN foto tanpa harus bingung pindah terus!

RAM nya kecil banget ! KECEWA banget pas tau handphone nya nggak nunjang buat nge-game yang kompleks.

Layarnya kok JELEK banget yaa. Jadi nyesel pas nyadar kualitas display layar nggak sesuai harapan!


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### Samsung Galaxy Core II

**Review Produk:**  
**Reviewer**



**Spesifikasi:**

**Harga :** Rp. 1.650.000,-  
**Warna :** Putih  
**Fitur :** Kamera 5MP + VGA  
Internet HSPA, Wifi,  
A-GPS, dll



Bagus,  
Model

Heru,  
Guru

Dinar,  
Pengamat  
Politik

Dita,  
Mahasiswi

Beni,  
Mahasiswa

Aldi,  
PNS

Marcel,  
Ibu  
RumahTangga

Bintang,  
Penari  
Tradisional

Jeje,  
Penyanyi

Bima,  
Pegawai  
Bank

**Komentar**

Handphone ini menggunakan baterai 2000 mAh. Sehingga dapat bertahan 6 jam dengan mengakses internet menggunakan jaringan WCDMA.

Handphone ini memiliki memori internal 4GB dan eksternal 64GB. Total bisa menyimpan hingga lebih dari 38.000 foto dengan ukuran 1,5 MB.

Handphone ini dilengkapi dengan GPS-Teknologi Glonass dan A-GPS. Hasil uji membuktikan keakuratan deteksi lokasi hingga 2 m.

Handphone ini menggunakan jaringan HSPA dengan kecepatan 21.1/5.76 Mbps. Yakni, 3 kali lebih cepat dibanding HSDPA.

Handphone ini dilengkapi dengan 5 MP untuk kamera utama dan VGA untuk kamera depan. LED light menambah ketajaman gambar saat malam.

Handphone ini menggunakan Android Kitkat 4.4 yang beroperasi hanya dengan 512MB RAM. Sehingga, mengoptimalkan pengelolaan memori.


Handphone ini menggunakan prosesor QuadCore 1.2 GHz. Sehingga, performa kecepatannya bisa mencapai 60% untuk aktivitas terkait video.


Handphone ini didesain dengan "grip cover" di bagian belakang. Sehingga, menyesuaikan gengaman tangan yang menunjang performa.

Handphone ini hanya menyediakan RAM sebesar 768 MB yang tidak cocok untuk permainan tipe higher-end. sehingga jadi panas dan lambat.

Resolusi layar WVGA 800 x 480 piksel untuk 4.5 inci adalah perpaduan yang tidak tepat. Akibatnya, display layar tidak optimal.





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## Samsung Galaxy Core II

Review Produk: Reviewer



Spesifikasi:

Harga : Rp. 1.650.000,-  
Warna : Putih  
Fitur : Kamera 5MP + VGA  
Internet HSPA, Wifi, A-GPS, dll



Bagus, Hightech Specialist  
Heru, Technology Editor  
Dinar, FastTechno Editor  
Dita, Android Specialist  
Beni, GreenTech Expert  
Aldi, Mobile Observer  
Marcel, MobilePhone Editor  
Bintang, TechnoCros Editor  
Jeje, SmartTech Specialist  
Bima, Cellular Expert

### Komentar

Daya tahan baterai nggak usah dipertanyakan lagi. Pakai hp ini dijamin TANPA BINGUNG bakal low-bat pas aktivitas!

Handphone ini pakai seri GPS beda gitu. Berasa lebih GAMPANG buat cek lokasi, apalagi kalau di tempat baru!

Kecepatan internet nya udah jelas KENCENG dah. Untuk download, cek web, atau yang lain nya bebarengan itu bisa!

Handphone ini desain cover-nya beda gitu. Pas dipegang di tangan, jadi NYAMAN banget kalo harus cuma pake satu tangan!

Hasil jepretan kameranya KEREN abis! Jernih, bening, nggak ada bintik atau sejenisnya buat foto siang malem.

Hp seri ini ternyata udah pakai android kitkat. SERU banget nyobain beberapa hal baru mulai dari visual sampe ke detailnya!

Ngerjain video pake handphone ini tuh CEPET BANGET prosesnya. Recommended pokoknya buat yang suka proses video!

Daya tampung total memori nya lumayan banyak. Kalo untuk foto aja bisa RIBUAN foto tanpa harus bingung pindah terus!

RAM nya kecil banget ! KECEWA banget pas tau handphone nya nggak nunjang buat nge-game yang kompleks.

Layarnya kok JELEK banget yaa. Jadi nyesel pas nyadar kualitas display layar nggak sesuai harapan!


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## Samsung Galaxy Core II

Review Produk: Reviewer



Spesifikasi:

Harga : Rp. 1.650.000,-  
Warna : Putih  
Fitur : Kamera 5MP + VGA  
Internet HSPA, Wifi, A-GPS, dll



Bagus, Hightech Specialist  
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Jeje, SmartTech Specialist  
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### Komentar

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Handphone ini dilengkapi dengan GPS-Teknologi Glonass dan A-GPS. Hasil uji membuktikan keakuratan deteksi lokasi hingga 2 m.

Handphone ini menggunakan jaringan HSPA dengan kecepatan 21.1/5.76 Mbps. Yakni, 3 kali lebih cepat dibanding HSDPA.

Handphone ini dilengkapi dengan 5 MP untuk kamera utama dan VGA untuk kamera depan. LED light menambah ketajaman gambar saat malam.

Handphone ini menggunakan Android Kitkat 4.4 yang beroperasi hanya dengan 512MB RAM. Sehingga, mengoptimalkan pengelolaan memori.

Handphone ini menggunakan prosesor QuadCore 1.2 GHz. Sehingga, performa kecepatannya bisa mencapai 60% untuk aktivitas terkait video.

Handphone ini didesain dengan "grip cover" di bagian belakang. Sehingga, menyesuaikan gengaman tangan yang menunjang performa.

Handphone ini hanya menyediakan RAM sebesar 768 MB yang tidak cocok untuk permainan tipe higher-end. sehingga jadi panas dan lambat.

Resolusi layar WVGA 800 x 480 piksel untuk 4.5 inci adalah perpaduan yang tidak tepat. Akibatnya, display layar tidak optimal.