



MASTER THESIS

THE POWER OF  
ELECTRONIC WORD OF  
MOUTH: A STUDY ON  
THE SERVICE  
RECOVERY OF  
NEGATIVE  
ELECTRONIC WORD OF  
MOUTH

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**The power of the electronic word of mouth:  
A study on the service recovery of negative electronic word of mouth**

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## Abstract

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### **Purpose**

Before purchase, more than 70% of consumers search for online reviews of products or services. This study focuses on negative online review service recovery approaches and uses the following independent variables: response (yes and no), financial compensation (yes and no) and congruence between organisation formality and communication formality (congruence and incongruence). This study examines how organisations can respond best to negative online reviews in order to positively influence readers' perception of organisational reputation, trust in the organisation, and purchase intention. Furthermore, this study aims to show organisations the importance of responding to negative electronic word of mouth (eWOM).

### **Method**

An online experiment was conducted among 274 respondents and was completed on the respondents' PC, tablet or smartphone. All respondents were exposed to one condition in which they had to give their opinion regarding organisational reputation, organisational trust, and purchase intention.

### **Results**

The findings show that an organisation's apologetic response to negative online reviews leads to better organisational reputation, more trust in the organisation's benevolence, and more trust ability in the organisation compared to an organisation that does not respond to negative online reviews. Whether an organisation responds or not has no influence on purchase intention. The same is true for the second variable, financial compensation. Whether an organisation responds with financial compensation or not has no influence on organisational reputation, organisational trust and purchase intention. The last variable involves congruence between organisational formality and its communication formality. No interaction has been found in the congruence of organisation formality and communication formality, when focusing on organisational reputation and organisational trust. However, the results indicate that congruence between formal organisations and formal communication leads to higher purchase intention than incongruence.

### **Conclusion**

Organisations should not only be active but also reactive online to measure the opinions of their consumers. As many consumers make use of online review sites to share their experiences, and others use the sites before purchasing a product or service. Negative reviews could have negative influences on the organisation. However, if an organisation simply responds to a negative review, then it has already created a positive effect on the review readers.

**Keywords:** online reviews, negative eWOM, organisational response, financial compensation, congruence.

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## 1. Introduction

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A couple of years ago an American judge determined that the identity of anonymous negative reviews writers should be traceable (Rademaker, 2014). The lawsuit was initiated by the carpet cleaning organisation Hadeep against the review website Yelp. According to Hadeep, some people who had never made use of the service had written negative reviews (Rademaker, 2014). The judge stated that review writers have the right to express themselves anonymously without fear of being recognised just because of their opinion. However, as the negative reviews in question were not based on actual experience, they were not opinions but rather false statements (Rademaker, 2014). According to the judge, the identity of these writers should therefore be revealed. The judge ruled that freedom of expression did not apply to the anonymous review writers, since they based their reviews on false statements. Yelp should therefore disclose the identity of the false statement reviewers (Rademaker, 2014). As Rademaker (2014) explains, reviews are a sort of word of mouth (WOM): communication that influences the existence and reputation of an organisation. It is for this reason, in large part, that organisations value the importance of minimising negative WOM statements (Rademaker, 2014). Therefore, this research focuses on how organisations should respond to negative eWOM, in order to positively influence the opinion of eWOM readers (possible consumers).

According to Grimes (2012), WOM has long been the most important and trustworthy form of publicity. As Grimes (2012) states, 92% of consumers around the world trust advice and suggestions from family and friends, as well as earned media, as WOM is superior to other forms of promotional communication. The trust that individuals have in WOM (Grimes, 2012) is maintained in electronic word of mouth (eWOM) (Wolf, 2012), as individuals see eWOM as the extension of trustworthy WOM and not as a new concept (Wolf, 2012). Prior studies have shown that consumers perceive eWOM as more persuasive and trustworthy than traditional media advertisements, such as printed advertisement, personal selling, and radio and television advertising, because most often eWOM is generated by the individual and not by the organisation, which is more common in traditional media (Cheung & Lee, 2012). The trustworthiness of eWOM sometimes results in organisations asking their consumers to write a review about a product or service that they have experienced, because a positive opinion (eWOM) has an effect on the growth of the organisation (Keiningham, Cooil, Andreassen & Aksoy, 2007).

Thus, positive eWOM has an influence on consumers' trust and organisational growth, whereas negative eWOM could harm consumers' trust and so harm the growth of the organisation (Keiningham et al., 2007). Therefore, organisations should respond to negative eWOM in order to positively influence the thoughts of the negative eWOM writers about the organisation, but particularly to influence the readers of negative eWOM (Keiningham et al., 2007). This study investigates how to approach negative eWOM in order to minimise the negative effects on organisations' reputation and, trust and the purchase intentions of eWOM readers. In order to do so, this study uses three independent variables. The first independent variable is organisational response, to show organisations the relevance of responding to negative eWOM and what kind of effect it has on the readers of eWOM (Xi, 2003). The second independent variable is financial compensation, as organisations now apply this strategy to compensate the unsatisfied consumer and make the consumer (consider) purchasing in the future (Van

Noort & Willemsen, 2012). It is interesting to investigate how negative eWOM readers perceive a financial compensation strategy, because according to Van Noort, Willemsen, Kerkhof, and Verhoeven (2015), such compensation would positively influence the consumers' opinion about the organisation. The third independent variable is congruence or incongruence between organisational formality and communication formality. The use of the Internet and especially social media has made communication more informal, even for organisations that value themselves as formal (Koot, 2013). This study investigates whether the incongruence or the congruence of these two points has an effect on how review readers perceive the organisation.

Furthermore, this study focuses on three dependent variables. The first is reputation, which is an important variable because it is mainly based on how stakeholders evaluate the organisation (Coombs, 2007). The second dependent variable is trust. Trust is the main component in a buyer and a seller's long-term relationship and it is therefore a perfect indicator to use when determining the independent variables' effect (Wu, Chen, & Chung, 2010). The third dependent variable is purchase intention, which refers to the consumer's effort and willingness to buy the product. It is a helpful measurement to use to explore whether the response approaches have an influence on the revenue of the organisation (Das, 2014).

This study is relevant in practice because more than 70% of consumers search for positive reviews on consumer review platforms before purchasing a product or service (TNS NIPO, 2011). However, many organisations are not active on these review platforms or do not respond to negative reviews (Hennig-Thurau, Gwinner, Walsh & Gremler, 2004). In addition, this study is relevant because it shows the importance of an organisational response to negative eWOM and how it can change potential consumers' thoughts about the organisation. Moreover, this study explains the relevance of a formal communication style in online communication.

This research is theoretically relevant because there are few studies that focus on how to respond to negative eWOM, especially in Western European countries. Many eWOM studies were conducted in Asia. This study provides a clearer view on how a Western European organisation could respond to negative eWOM. Additionally, this study is original because of the combination of the independent variables (response, financial compensation, congruence between organisation and communication formality) and the dependent variables (reputation, trust and purchase intention) with the focus on negative eWOM readers.

To summarise, this research uses three independent variables (response, financial compensation and congruency in organisation formality and communication formality) and three dependent variables (reputation, trust, and purchase intention). Based on the chosen variables, the following research question and sub questions were formulated: To what extent does an organisation's response to negative eWOM have an effect on consumers' perceptions of organisational reputation, trust and purchase intention?  
SQ1: Is an organisational response better than no organisational response?  
SQ2: What is the effect of financial compensation?  
SQ3: How important is the congruence between organisation formality and communication formality?

## **2. Theoretical framework**

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The theoretical framework is divided as follows: The first section discusses the dependent variables, reputation, trust and purchase intention, and the relationship between the three dependent variables. The second section discusses the effects of negative eWOM. The last section discusses the independent variables: organisational response strategy, financial compensation and congruency between organisation and communication formality.

### **2.1 Dependent variables: Reputation, trust and purchase intention**

The first dependent variable is reputation. Reputation is derived from all the internal or external information a stakeholder obtains about the organisation (Fombrun & Van Riel, 2004). This includes information about the organisation that is obtained through interaction with the organisation, information that was given by the media, and second-hand information such as WOM communication (Fombrun & van Riel, 2004). The second dependent variable is trust, which indicates consumers' positive expectations about the trustworthiness, devotedness and reliability of a seller (Everard & Galletta, 2006). This study defines trust as the positive beliefs consumers have about the service provider concerning its promises and honesty (Sirdeshmukh, Singh & Sabol, 2002). Consumers develop trust when they obtain confidence in a seller's integrity and reliability (Wu, Chen & Chung, 2010). Therefore, trust can be regarded as one of the main components of the buyer-seller relationship (Wu et al., 2010). The third dependent variable is purchase intention, which refers to the effort of buying a service or product (Das, 2014). Additionally, purchase intention is an important consideration for marketers to focus on their consumers, as the cost of engaging a current consumer is less expensive than searching for a new consumer (Luo, Chen, Chin & Liu, 2011).

#### **2.1.1 Relationship between trust, reputation and purchase intention**

According to Hsu, Chen, Chiu, and Chen (2015) organisations have a high reputation score when (1) the organisation is highly experienced in the branch, and (2) the consumer experience is positive. In addition, a positive reputation increases individuals' trust in the organisation (Hsu et al., 2015), because organisations with a positive reputation are most often perceived as successful in their actions (Jarvenpaa & Tractinsky, 2000), which creates organisational trust (Gefen, 2000). While reputation involves the understanding of the organisation's current actions, trust involves beliefs about the future actions of the organisation (Gefen, 2000). Van der Heijden, Verhagen, and Creemers (2003) agree that individuals develop trust through two factors: (1) the size of the company and (2) the reputation of the organisation. The larger the size of the company, the more trust individuals have in the organisation (Jarvenpaa & Tractinsky, 2000). When a certain level of trust between buyer and seller is obtained, the importance of the distrust in the seller, organisation, and transactions will be reduced and consumers' purchase intention will increase (Van Noort et al., 2015). This makes the long-term trust relationship important, as individuals often make a purchase decision before they actually experience the service or product (Van Noort et al., 2015). Besides this, purchase intention could also be triggered by consumers' anticipated need and the available information (Hsu et al., 2015).



## **2.2 Word of mouth versus electronic word of mouth**

WOM starts with an individual's perception of what is spread to other individuals (Richins, 1983). These perceptions are based on the experiences of others or a personal experience (Richins, 1983). Compared to eWOM, WOM shares information with smaller groups of individuals and therefore makes it more difficult to pass detailed information to others who were not present when the information was exchanged. In contrast, eWOM combines multiple ways of spreading information (Hung & Li, 2007) with the speed of dispersal communication paths on the Internet (Dellarocas, 2003; Li & Hitt, 2008; Steffes & Burgee, 2009). Access to the Internet has enlarged individuals' options for gaining information about products or services from other individuals. In other words, unlike WOM, eWOM is easily accessible for individuals who have access to the Internet (Dellarocas, 2003; Li & Hitt, 2008; Steffes & Burgee, 2009). In addition, Internet access offers the opportunity for individuals to share their own product or service experience by participating in eWOM (Hennig-Thurau et al., 2004).

### **2.2.1 Negative eWOM**

Richins (1983) states that when consumers experience a minor dissatisfaction, their complaints are often minimal. Most often consumers neither spread negative statements nor complain about the dissatisfying experience (Richins, 1983). Yet when dissatisfaction increases consumers are inclined to complain and share their complaints with others, which results in negative eWOM (Casidy & Shin, 2015). Van Noort and Willemsen (2012) argue that negative eWOM has a strong influence on consumer behaviour. In addition, Xia and Bechwati (2008) state that negative eWOM reduces consumers' purchase intention in comparison to positive eWOM. Pan and Chiou (2011) have discovered that negative eWOM is perceived as trustworthy, especially when there is a strong familiar association between a negative eWOM writer and a negative eWOM reader. Because of the strong influence negative eWOM has on consumer behaviour, Van Noort and Willemsen (2012) encourage organisations to make use of a service web care team that is devoted to reducing negative eWOM.

### **2.2.2 Online review platforms**

eWOM may involve different types of communication platforms, such as blogs, forums, social media and an organisation's website. This study focuses on web-based consumer-opinion platforms (all-around online review pages) for the following reasons: first, web-based opinion formats are the most used platform to create eWOM (Hennig-Thurau et al., 2004). TNS NIPO (2011) discovered that 30% of consumers post their complaints on a branded website (the social media page of that particular brand), while the other 70% post their complaints on a consumer review-related online platform. According to Hennig-Thurau, et al., (2004) there are approximately nine to ten million company- or product-related comments from consumers available online on consumer-opinion platforms, which gives consumers the freedom to read other consumers' experiences and impressions of the product or service (Hennig-Thurau et al., 2004). Second, web-based consumer-opinion platforms are easy to access because, in general, readers do not need an account to read the opinions (Hennig-Thurau et al., 2004). Third, online review platforms do not require a large amount of experience with the Internet for consumers who are reading the reviews, as the web pages involve easy navigation and fewer tools compared to, for instance, social media (Hennig-Thurau et al., 2004). Fourth, consumer-opinion platforms provide information on almost every subject of consumption, compared to branded websites, blogs and organisations' websites (Hennig-Thurau et al., 2004).

### **2.2.3 Reactive versus proactive responding**

There are two manners of responding to consumers' complaints. Van Noort and Willemsen (2012) categorise organisational web care strategy in two groups: (1) reactive web care strategy and (2) proactive web care strategy. A reactive web care strategy is when an organisation is asked (for example, by a consumer) to respond to a negative eWOM, such as when an individual asks a question regarding an organisation and tags the organisation in this question. A proactive web care strategy is when the organisation takes a proactive approach and responds unsolicited to a negative eWOM (Van Noort & Willemsen, 2012). This study focuses on proactive web care, as in general there is no option for negative eWOM writers to tag an organisation on a review site. Van Noort and Willemsen (2012) conclude that there is no significant difference between reactive and proactive web care, because it does not matter how organisations respond but that there is some response. However, consumers who are exposed to proactive or reactive web care evaluate the brand more positively than without any web care, as the organisation evokes sympathy and therefore a positive brand evaluation (Van Noort & Willemsen, 2012). The results of Van Noort and Willemsen (2012) show that responding to negative eWOM is important for consumers' brand evaluation (Van Noort & Willemsen, 2012).

### **2.3 Service recovery**

It is important for an organisation to be proactive in review-related platforms (Van Noort and Willemsen, 2012). The approach of dealing with dissatisfied consumers influences the reputation of the brand positively (Richins, 1983; Van Noort and Willemsen, 2012). If negative eWOM complaints are spread on review platforms, organisations have the opportunity with their web care team to manage the legitimate complaints, change the negative eWOM of the consumer into positive eWOM and probably retain the consumer (Casidy & Shin, 2015).

#### **2.3.1 Organisational response strategy**

Van Noort and Willemsen (2012) argue that any form of response stimulates consumers' positive cognitive response. Furthermore, Van Noort and Willemsen (2012) state that an organisational response to consumers' negative eWOM creates sympathy for the consumers. However, a suitable and honest apologetic response recovers the damaged reputation (Xi, 2013), improves the trust in the organisation and grows purchase intention (Lee, 2005; Lee & Song, 2010). This is because individuals expect an apology, occasionally in combination with compensation, from an organisation when the individual accuses the organisation of a negative event (Coombs, 1999).

Therefore, Van Noort et al. (2015) discourage organisations from responding with a standard apology to all their negative eWOM, as it could harm their trustworthiness and reputation. Purnawirawan (2013) states that a simple apology is not sufficient unless it is followed by remedial actions to ensure that the problem will not happen again. Furthermore, it is important that companies solve the problem (Purnawirawan, 2013). Additionally, an apology can reduce individuals' feelings of aggression (Casidy & Shin, 2015), which leads to a more favourable evaluation and improvement in trust, reputation and purchase intention than when there is no apology (Lee, 2005; Lee & Sing, 2010).

According to the research of Lee and Song (2010), an apologetic reaction has a more encouraging effect on how individuals evaluate the organisation than when there is no reaction. The psychological equity theory states that individuals who experience unfairness will reduce distress by restoring either psychological or physical equity (Van Noort et al., 2015). Thus, a no-response approach could escalate the problem, damage the organisation's reputation and trigger a negative perception of the organisation because there is no explanation or clarity given about negative eWOM (Lee, 2005).

However, in some unique cases, a no-response approach might be helpful when organisations feel less responsible, there is no public blame or there is a high chance of an inappropriate response that could cause offence (Lee, 2005). Furthermore, Smith (2002) states that the no-reaction approach is most likely accepted by individuals who have strong positive feelings for a particular organisation.

Thus, an organisation could control consumer preservation by letting the organisation respond to the service failures (Casidy & Shin, 2015; Van Noort & Willemsen, 2012). A suitable and honest apology recovers the damaged reputation (Xi, 2013) and improves trust in the seller-buyer relationship (Lee & Sing, 2010), because individuals expect an apology from the organisation when the individual accuses it of a negative event (Coombs, 1999). Studies argue that purchase intention is constant and might grow when service recovery is efficient, while in contrast, an ineffective service recovery might decrease a consumer's future purchase intention (Lee, 2005; Lee & Song, 2010). Therefore, the following hypotheses have been formulated:

**H1a.** An apologetic response to negative eWOM has a more positive effect on reputation than no response.

**H1b.** An apologetic response to negative eWOM has a more positive effect on trust than no response.

**H1c.** An apologetic response to negative eWOM has a more positive effect on purchase intention than no response.

## **2.4 Financial compensation strategy**

Desmet, De Cremer, and Van Dijk (2011) state that financial compensation in response to a dissatisfied individual could improve the individual's trust, because trust strengthens the buyer-seller relationship when the negativity causer (organisation) shows effort for the dissatisfied individual (Desmet et al., 2011). Desmet et al. (2011) recommend that the negativity causer (organisation) shows effort by offering financial compensation to the dissatisfied individual, as individuals are more willing to cooperate with the organisation when they receive financial compensation. Additionally, financial compensation increases organisational reputation and the likelihood of future purchases (Van Noort & Willemsen, 2012). This is in line with the theory of equity, in which fulfilment arises when an individual judges the fairness of outcomes by calculating the ratio of one's input and outcome. In other words, if the individual's input is higher than the outcome, financial compensation has a positive influence on reputation and purchase behaviour, as then the theory of equity is in balance (Van Noort & Willemsen, 2012). The equity theory perspective states that organisations that failed in their service are able to improve the low purchase intention of the consumer by resolving the inequity as perceived by the consumer, for instance by offering financial

compensation. The study showed that organisations could recover from their failures by providing consumers with financial compensation (Van Noort & Willemsen, 2012). Thus, financial compensation had a positive influence on consumers' future purchase intention, as the consumers gained financial compensation with their next purchase (Van Noort & Willemsen, 2012). This theory and data lead to the following hypotheses:

**H2a.** Offering financial compensation with an apology has a more positive influence on reputation than no financial compensation.

**H2b.** Offering financial compensation with an apology has a more positive influence on trust than no financial compensation.

**H2c.** Offering financial compensation with an apology has a more positive influence on purchase intention than no financial compensation.

## **2.5 The congruence between the formality of organisations and their communications**

This study makes use of two organisational structures: informal organisation and formal organisation. Scott (2003, p. 20) defines formal organisations as structures "in which the social position of the employees and their relationship among the organisation have been explicitly specified and are defined independently of the personal characteristics and relations of the employees occupying these positions". Formal organisations have a structured online communication flow, and their strength lies in legitimate authority (McEvily, Soda & Tortoriello, 2014). In a formal online communication structure, an organisation's reactions are limited to formal patterns and declarative and neutralised language (Kelleher & Miller, 2006).

In contrast, informal organisations most often rely on unstructured communication flows, and their strength is on equality between individuals (McEvily et al., 2014). Furthermore, online informal communication influences human-like communication in an online electronic message, compared to formal communication (Koot, 2013). Human-like communication increases trust in the organisation and the purchase behaviour of individuals (Koot, 2013). This is because those messages involve expressive and casual language which is exchanged in daily conversations, and therefore informal communication is seen as more trustworthy than formal communication (Kelleher & Miller, 2006). Moreover, trust in the buyer-seller relationship has a positive influence on the purchase behaviour (Wu, Chen & Chung, 2010).

Above all, online communication structures (formal or informal communication) must be aligned with organisations' internal and external context to function productively (McEvily et al., 2014), and must be trustworthy in order to provide a stable reputation (Balmer & Greyser, 2002). Balmer and Greyser (2002) argue that incongruence between organisation formality and communication informality causes dissonance, which harms the organisation. For instance, the discrepancy between the organisation's identity and the organisation's communication behaviour will negatively influence stakeholders' expectations, as their expectations are not met. This dissonance in stakeholders' expectations has a negative effect on the reputation of the organisation (Balmer & Greyser, 2002). On the other hand congruence in stakeholders expectation has a positive effect on the reputation of the organisation (Balmer & Greyser, 2002) and studies argue that an organisation with a positive reputation influences individuals' trust positively,

because individuals interpret a positive organisational reputation as an organisation with experience and success (Gefen, 2000; Hsu et al., 2015). Trust has an influence on purchase intention, as trust reduces the level of risk (as distrust) in the buyer-seller relationship, which is beneficial for purchase intention (Wu et al., 2010). Still, consumers' purchase actions are triggered by consumers' anticipated needs and available information (Hsu et al., 2015). Therefore, the following hypotheses are stated:

**H3a.** Congruence between an organisation's formality and its external formal communication concerning negative eWOM has a more positive influence on reputation than incongruence.

**H3b.** Congruence between an organisation's formality and its external formal communication concerning negative eWOM has a more positive influence on trust than incongruence.

**H3c.** Congruence between an organisation's formality and its external formal communication concerning negative eWOM has a more positive influence on purchase intention than incongruence.

## 2.6 Research model

For an overview of the discussed independent and dependent variables, see figure 1 and figure 2. The model is divided in two, although the two models are still related to each other. For example, the organisation must respond (in)formally to offer financial compensation. Without responding, there is no financial compensation, so no figure 2. Therefore, the model is split into figure 1 and figure 2. The hypotheses are based on the literature; see figure 1 and figure 2 with the corresponding hypotheses.

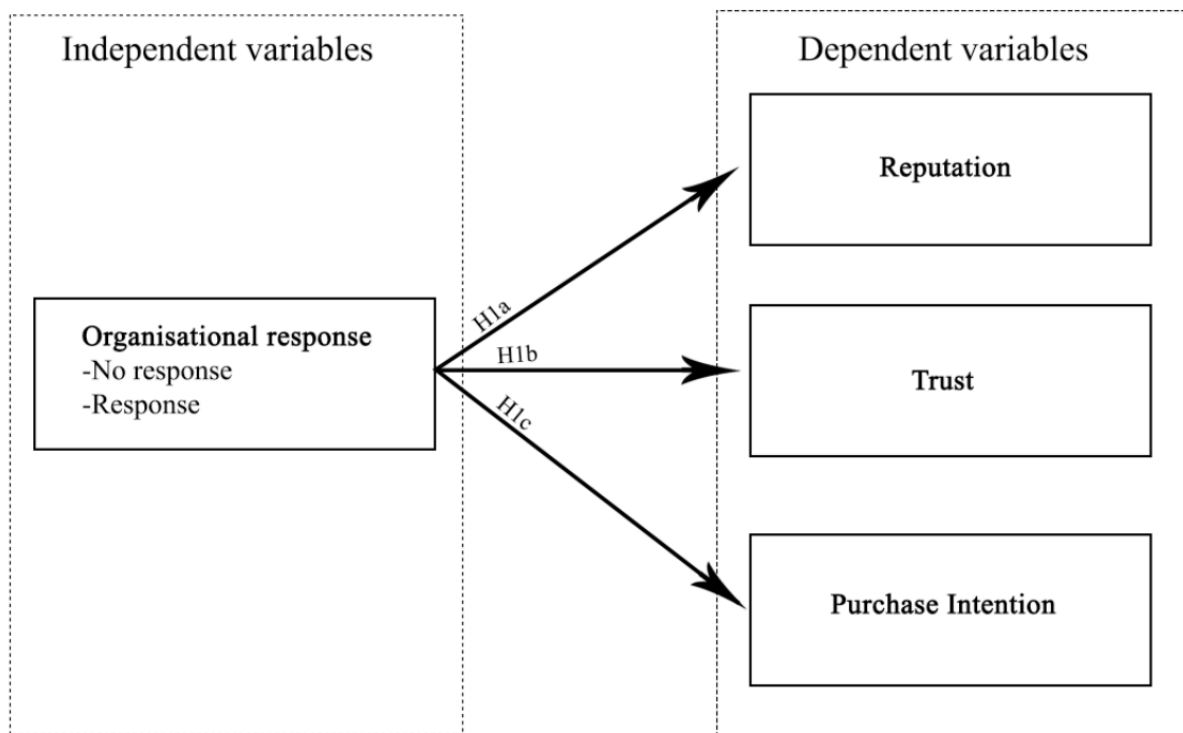


Figure 1. Experimental design model 1

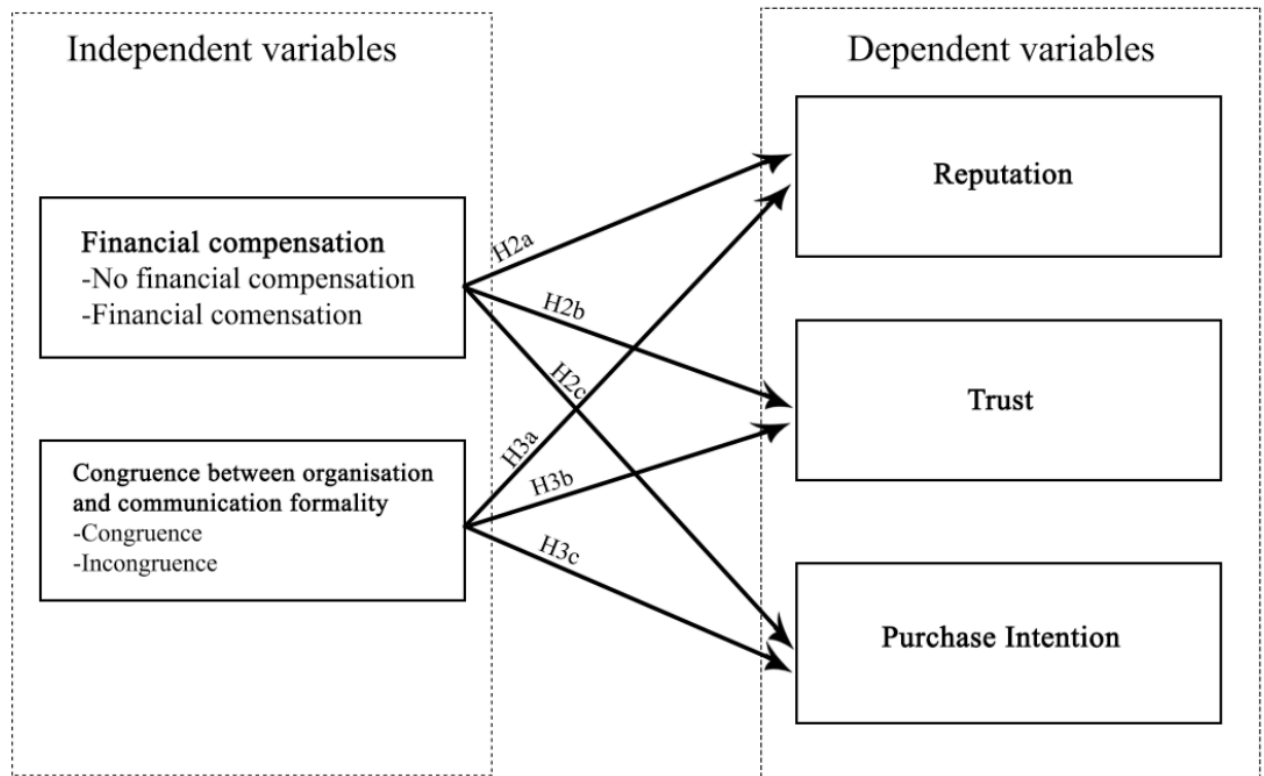


Figure 2. Experimental design model 2

### 3. Method

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This section describes the development of the experiment to test the posited hypotheses. The first section discusses the research design, and the next discusses the manipulated independent variables. The following section discusses the measurements of the dependent variables, and the last discusses the procedure, pre-test and the sampling of participants.

#### 3.1 Research design

The research consists of two models: (1) organisational response (yes or no) (figure 1) and (2) financial compensation (yes or no) and congruency between organisation formality and communication formality (congruence or incongruence) (figure 2). However, the two models are combined in one experiment. For the experiment, a between-subject design was used, which avoids carryover effects. This means that the 274 randomised participants were only exposed to one condition, so they were not affected by the stimuli of other conditions that could influence the outcomes. The online questionnaire was completed on participants' PC, tablet or smartphone and was mainly completed in the Netherlands. The ethical committee of the University of Twente approved the methodology of this study.

#### 3.2 Manipulated independent variables

This section discusses the independent variables used in the experiment. The first independent variable involves the first part of the (in)congruence interaction: the (in)formality of the organisation. The second independent variable involves the second part of the (in)congruence interaction: the (in)formal response, but also the independent variable response (yes or no). The third independent variable describes the financial compensation manipulation.

##### 3.2.1 Independent variable 1: Informal organisation versus formal organisation

For this study, two fictional organisations were used: one informal organisation (car mechanic) and one formal organisation (real estate agency), as measuring the congruence between organisational formality and the communicational formality. The car mechanic organisation was called 'Automonteur van Dijk' (AvD) and the real estate agency was called 'Real Estate Makelaars' (REM). Each participant read one online review of the organisation (AvD or REM) on the website Review.nl. Review.nl was used as a fictional review comparison site where consumers could share their experiences with an organisation and rate the organisation on a scale from 0 to 10 (0=negative to 10=positive).

##### Formal organisation.

All the formal Review.nl pages (the conditions) consisted of two consumers who had experience with the formal organisation Real Estate Makelaar (REM). The first consumer experience message about the real estate agency was neutral and rated the agency 6.5. The post was as follows: 'The real estate agency was in a hurry and had a limited time for extensive quality viewings. Maybe Real Estate Makelaars should hire more agents ;). Overall concerning provision of information is it a good real estate agency.' The second consumer experience message about the real estate agency was negative and rated the agency 5. The post was as follows: 'Very long queue at Real Estate Makelaars. The agency promised to call me back the next day, after my subscription for renting a house.'

Meanwhile, I have been waiting for 5 days now and I cannot reach them by phone. Bad service!’

### **Informal organisation.**

All the informal Review.nl pages (conditions) consisted of two consumers who had experience with the informal organisation Automonteur van Dijk. The first consumer experience message about the car mechanic rated the mechanic 6.5. The post was as follows: ‘The car mechanic was in a hurry and had limited time for the extensive explanation of what was wrong with my car. Maybe Automonteurs van Dijk should hire more car mechanics ;). Overall concerning provision of information it is a good car mechanic.’ The second consumer experience message about the car mechanic was negative and rated the mechanic 5. The post was as follows: ‘Very long queue at Automonteur van Dijk. The car mechanic promised to have a look at my defective car and call me back the next day for more information. Meanwhile, I have been waiting for three days and I cannot reach them by phone. Bad service!’

### **Pre-test for formal versus informal organisation.**

Before the experiment, 43 participants completed a pre-test, which contained a list of organisations from which participants had to rank the organisations’ level of informality or formality. The different organisations consisted of: car mechanic, real estate agency, cinema, banking house, public prosecutor, and a theme park. The respondents were asked to provide their opinion on the informality or formality of the organisations. The test used a seven-point Likert scale (1= formal to 7= informal) and questions like: ‘How informal or formal are the listed organisations?’ and ‘How informally or formally would the listed organisation communicate with you?’ The pre-test concluded that the car mechanic was the most informal profession and the real estate agency was the most formal organisation that correlate the most toward each other (see Appendix A for the pre-test).

### **3.2.2 Independent variable 2: Response versus no response**

This study made use of informal organisational response, formal organisational response or no response to test the (in)congruence of the organisations and their communication. The two sections below describe the messages used for the formal organisational apologetic response and the informal organisational apologetic response to the negative eWOM.

#### **Formal organisational apologetic response.**

This study used the following formal apologetic response for the formal organisation REM: ‘Dear Mrs Brouwers, thank you for your reaction. From your message, we understand that you are not satisfied with the work of Real Estate Makelaars and we regret that. We will do everything to guarantee the quality of our service, to make sure this problem will not happen again in the future. Yours sincerely, Real Estate Makelaars.’

The formal reaction of the informal organisation AvD was as follows: ‘Dear Mrs Brouwers, thank you for your reaction. From your message we understand that you are not satisfied with the work of Automonteur van Dijk and we regret that. We will do everything to guarantee the quality of our service, to make sure this problem will not happen again in the future. Yours sincerely, Automonteur van Dijk.’



### **Informal organisational apologetic response.**

This study also used the following informal apologetic response for the formal organisation REM: 'Good that you share your message with us, Carla. From your message we understand that you're not completely happy with REM and we regret that. We want to offer you the best service and we'll make sure that this won't happen again. Greetings, REM.'

The informal response of the informal organisation AvD was as follows: 'Good that you share your message with us, Carla. From your message we understand that you're not completely happy with AvD and we regret that. We want to offer you the best service and we'll make sure that this won't happen again. Greetings, AvD.'

### **No response.**

In this condition, respondents were exposed to a Review.nl page that included only the two complaints of the eWOM writers, without any response from the organisations.

### **3.2.3 Independent variable 3: Financial compensation**

Financial compensation was included in four conditions of the organisational response and therefore one of the manipulations. The compensation was not exactly the same for both organisations. The real estate agency made use of €25 discount vouchers for their online premium subscription. The car mechanic made use of a €25 discount voucher that the online complainer could cash in at the car mechanic store. The financial compensation messages were as follows.

The first financial compensation message was included in the formal reaction of REM: 'Real Estate Makelaars highly values your trust in us. Therefore, we want to give you a €25 discount on our premium subscription, which you can redeem on our website. Yours sincerely, Real Estate Makelaars.'

The second financial compensation text was added to the formal reaction of AvD: 'Automonteur van Dijk highly values your trust in us. Therefore, we want to give you a €25 discount at our garage. Yours sincerely, Automonteur van Dijk.'

The third financial compensation message was included in the informal reaction of REM: 'For REM trust is the most important thing. Therefore, we want to offer you a €25 discount for the premium subscription on our site. Greetings, REM.'

The fourth financial compensation text was added to the informal reaction of AvD: 'For AvD trust is the most important thing. Therefore, we want to offer you a €25 discount at our garage. Greetings, AvD.'

### **3.3 Measurements of dependent variables**

This section discusses the measurements of the three dependent variables. It describes the Cronbach's Alpha of the measured scales, the origin of the scales and the items used in the questionnaire. Important measurements such as factor analyses can be found in Appendix B, and the Dutch questionnaires can be found in Appendix C.

#### **3.3.1 Trust**

The first dependent variable measurement was trust. The scale was divided into three components: ability, integrity and benevolence. However, according to the factor analyses, the trust scale consisted of two components instead of three. Component one contained the trust ability items, and component two contained the trust benevolence and integrity items (see Appendix B for factor analyses). After the factor analyses, trust items 1, 2 and 14 were deleted because of an overlap with other components (see Appendix B for the deleted items). Therefore, the trust (ability, benevolence and integrity) scale consisted of 11 items with a seven-point Likert scale (1=strongly disagree to 7=strongly agree). The trust items include items like 'I expect that REM/AvD will keep promises they make' and 'I expect that REM/AvD is ready and willing to assist and support me' (Bhattacharjee, 2002). The trust ability items proved to be a reliable scale (Cronbach's Alpha=.74). The trust benevolence and integrity items also proved to be a reliable scale (Cronbach's Alpha=.90).

#### **3.3.2 Reputation**

The second dependent variable was reputation. The experiment made use of the Reputation Quotient: Product and Service items. The scale was a four-item, seven-point scale (1=strongly disagree to 7=strongly agree) and covered items such as 'I have a good feeling about [organisation name]' and '[Organisation name] is an organisation that I trust' (Fombrun et al., 2000). According to the factor analysis, the reputation scale consisted of one component (see Appendix B for the factor analyses). The reputation items also proved to be a reliable scale (Cronbach's Alpha=.91).

#### **3.3.3 Purchase intention**

The third dependent measurement was purchase intention. The scale contained three items on a seven-point scale (1=strongly disagree to 7=strongly agree). Purchase intention covered the following questions: 'How likely would you be to purchase the service, given the information that was shown on the site?' and 'Given the information on the site, how probable is it that you would consider purchasing the service?' (Burton, Garretson & Veilquette, 1991). According to the factor analyses, the purchase intention scale consisted of one component (see Appendix B for the factor analyses). The purchase intention scale also proved to be a reliable scale (Cronbach's Alpha=.83).

### **3.4 Procedure**

Participants were asked to complete the online questionnaire between 4 May 2016 and 3 June 2016. The participants completed the questionnaire in their own environment on their own electronic device. The questionnaire started with an introduction that stated the terms and conditions of participation. The introduction text included the possibility of stopping the questionnaire any time they wanted, that there were no right or wrong answers, that the estimated time of the questionnaire was no longer than 10 minutes, and that their participation was fully voluntary and anonymous. The introduction text ended with the question: 'I understand the information and my participation is on a voluntary basis.' If the participant answered 'no', the questionnaire thanked the

participant for their time and closed the questionnaire, but if the participant answered 'yes', the questionnaire continued. The following text stated: 'Imagine you need a real estate agent (or car mechanic). The following organisation meets all your requirements, even though you still want to see a review of the organisation'. The text continued with one exposure of the real estate agent (or the car mechanic) review site pages. Thereafter, the participants were asked to fill in the 21 questions concerning trust, reputation, purchase intention, manipulation check and demographic. At the end of the questionnaire, all participants were thanked for their participation and could leave a comment or email the researcher (see Appendix C for the Dutch questionnaires used).

### 3.5 Sampling of participants

The respondents were sampled by using non-probability sampling via the snowball sampling technique (Dooley, 2001), because the respondents were approached through the researchers' network and were asked to share the questionnaire link with their network. Around 351 respondents were approached online via Facebook, email or text messages. It was important to select participants who were 18 years and older, as the context of the experiment involved a car mechanic and a real estate agency. It is more likely that participants age 18 or older might have some experience with a car mechanic or a real estate agency. See Table 1 for an extensive overview of the sample characteristics of this experiment. Most of the respondents were between 18 and 25 years old (69%). Furthermore, the characteristics of the sample, such as gender, age and education, were equally spread over all the conditions (see Table 2 and Appendix D for the analyses of the equality in the conditions).

Table 1  
*Sample characteristics*

		<i>N</i>	<i>%</i>
Gender	Male	141	52
	Female	133	48
Age	18-25	188	69
	26-35	58	21
	36-45	9	3
	46-55	12	5
	56-65	6	2
	65-75	1	0
Education	VMBO	4	2
	HAVO	7	3
	VWO	4	2
	MBO	37	13
	University of applied sciences	165	60
	University	55	20
	Other	2	0
Total		274	100

Table 2  
*Sample characteristics divided over the conditions*

	Condition	1	2	3	4	5	6	7	8	9	10	Total
Gender	Male	12	13	10	14	14	19	19	12	11	17	141
	Female	16	15	16	13	12	11	9	14	17	10	133
Age	18-25	21	18	17	20	17	22	16	16	20	21	188
	26-75	7	10	9	7	9	8	12	10	8	6	86
Education	Low	7	8	4	5	3	2	7	8	4	4	52
	High	21	20	22	22	23	28	21	18	24	23	222
Total		28	28	26	27	26	30	28	26	28	27	274

*Note.* Condition1: Formal organisation, informal communication, and financial compensation.

Condition 2: Formal organisation and formal communication.

Condition 3: Formal organisation, formal communication, and financial compensation.

Condition 4: Formal organisation and informal communication.

Condition 5: Formal organisation and no response.

Condition 6: Informal organisation and formal communication.

Condition 7: Informal organisation, formal communication, and financial compensation.

Condition 8: Informal organisation and informal communication.

Condition 9: Informal organisation, informal communication, and financial compensation.

Condition 10: Informal organisation and no response.

## 4. Results

This section discusses the main results from the collected data. The one-way analysis of variance (one-way ANOVA) and the two-way analysis of variance (two-way ANOVA) were used to measure the formulated hypotheses. The independent variable 'organisational response' in combination with the three dependent variables was measured with the one-way ANOVA (see Table 3). The two remaining independent variables (financial compensation and congruence between organisation formality and communication formality) in combination with the three dependent variables were analysed with the two-way ANOVA (see Table 4 and Table 5). This section first presents the results from the organisational response measurements. The second results are from the financial compensation measurements, and the third are from the congruence interaction of organisational formality and communication formality.

### 4.1 Organisational response

A one-way ANOVA was conducted to analyse the impact of organisational response or no organisational response on reputation levels. There was a significant difference between the organisations that responded and the organisations that did not respond (see Table 3). The reputational mean score of the organisation that responded was higher than the organisation that did not respond. However, the significant difference was analysed with a small effect size (.014). In conclusion, organisations that respond to negative eWOM have a more positive effect on reputation than organisations that do not respond to eWOM.

The one-way ANOVA did not show any significant difference between whether an organisation responds or not and trust ability, as the significance score was higher than .05 (see Table 3).

Within the same one-way ANOVA, another significant difference was found between organisational response and no organisational response when focused on trust benevolence and integrity (see Table 3). However, the significant difference was analysed with a small effect size (.029). The actual difference means that organisations that respond to negative eWOM have a more positive score on trust benevolence and integrity than organisations that do not respond to negative eWOM.

Additionally, no significant difference was found in whether an organisational response or not and purchase intention. Although purchase intention has a higher mean score when there is an organisational response than when there is no response, yet there was no significant difference between the organisational responses (see Table 3).

Table 3

*One-way analysis of variance for organisational response*

	Response (N=221)		No response (N=53)		F	Sig
	M	SD	M*	SD		
Reputation	3.26	1.16	2.91	1.39	3.80	.05
Trust Ability	4.09	1.03	4.00	1.03	0.34	0.56
Trust Benevolence & Integrity	4.18	1.08	3.71	1.06	8.01	.005
Purchase Intention	3.26	1.27	2.91	1.12	1.71	0.19

*Note.* M scores on a seven-point scale (1=negative, 7=positive).

## **4.2 Financial compensation**

The main effect of the two-way ANOVA was conducted to explore the impact of financial compensation focusing on the dependent variable reputation. The results did not show any significant difference between financial compensation (yes or no) and reputation (see Table 4).

Additionally, no main effect was conducted to analyse the impact of financial compensation when focusing on the dependent variable trust ability. The results did not show any significant difference between financial compensation (yes or no) and trust ability (see Table 4).

The same two-way ANOVA was used to analyse the impact of financial compensation when focusing on the dependent variable trust benevolence and integrity. The results did not show any significant difference between financial compensation (yes or no) and the dependent variable trust benevolence and integrity (see Table 4).

Furthermore, no main effect was conducted to explore the impact of financial compensation focused on the dependent variable purchase intention. The results did not show any significant difference between financial compensation (yes or no) and purchase intention (see Table 4).

## **4.3 Congruence in organisation and communication**

A two-way ANOVA was conducted to explore the impact of congruence and incongruence between an (in)formal organisation and the organisation's (in)formal communication. Subjects were divided into four groups according to their congruence (Group 1: has seen an online review page of an informal organisation with an informal organisation's response; Group 2: has seen an online review page of a formal organisation with a formal organisation's response) and incongruence (Group 3: has seen an online review page of an informal organisation with a formal organisation's response; Group 4: has seen an online review page of a formal organisation with an informal organisation's response).

There was no significant main effect found for the formality of the organisations and the formality of its communication on reputation (see Table 4). Additionally, no significant interaction was found concerning congruence in organisation and communication within the dependent variable reputation (see Table 5).

Furthermore, no statistically significant main effect was found for the formality of the organisation and the formality of communication on trust ability (see Table 4). In addition, no significant interaction effect was found between organisation and communication congruence and trust ability (see Table 5).

There was a significant main effect for the informal organisation and trust benevolence and integrity, with a small partial eta squared of .02. The informal organisation had a higher mean score concerning trust benevolence and integrity than the formal organisation (see Table 4). Furthermore, no significant main effect was found for the formality of communication on trust benevolence and integrity (see Table 4). Moreover, this study discovered no significant interaction differences between the congruence or incongruence of the organisation and their communication regarding trust benevolence and integrity (see Table 5)..

Within the same two-way ANOVA, no significant main effect was found for the formality of the organisation concerning purchase intention and no significant main effect was found for the formality of communication concerning purchase intention (see Table 4). However, there was a significant interaction effect found for the formality of the organisation and the formality of communication concerning purchase intention with a small effect size (.019) (see Table 5). The congruence between a formal organisation and its formal communication had a higher purchase intention mean score than the incongruence between an informal organisation and a formal communication. This shows that congruence between a formal organisation and its formal external communication style towards negative eWOM has a more positive influence on purchase intention than incongruence between organisation informality and external formal communication.

Table 4

*Two-way analysis of variance for the main effects of financial compensation & congruence between organisation and communication formality*

		Yes / Informal			No/ Formal			F	Sig.
		N	M*	SD	N	M*	SD		
Reputation	Financial compensation (Yes/No)	110	3.25	1.16	164	3.16	1.24	0.33	.57
	Formality organisation (Informal/Formal)	139	3.22	1.23	135	3.17	1.19	0.01	.94
	Communication (Informal/Formal)	162	3.21	1.27	112	3.17	1.12	0.10	.76
Trust Ability	Financial compensation (Yes/No)	110	4.11	0.96	164	4.05	1.07	0.23	.63
	Formality organisation (Informal/Formal)	139	4.06	1.01	135	4.09	1.05	0.09	.76
	Communication (Informal/Formal)	162	4.07	1.08	112	4.08	0.96	0.003	.96
Trust Benevolence & Integrity	Financial compensation (Yes/No)	110	4.20	1.03	164	4.01	1.03	1.82	.18
	Formality organisation (Informal/Formal)	139	4.22	1.09	135	4.95	1.08	5.30	.02
	Communication (Informal/Formal)	162	4.12	1.13	112	4.03	1.04	1.20	.28
Purchase Intention	Financial compensation (Yes/No)	110	3.10	1.31	164	3.08	1.19	0.08	.78
	Formality organisation (Informal/Formal)	139	3.02	1.33	135	3.15	1.14	1.26	.26
	Communication (Informal/Formal)	162	3.10	1.24	112	3.07	1.24	0.001	.97

*Note.* Scores on a seven-point scale (1=negative, 7=positive)



Table 5

*Two-way analysis of variance for the interaction congruence and incongruence between organisation and communication formality*

							Incongruence			Incongruence			<i>F</i>	<i>Sig.</i>
	Congruence			Congruence			(formal organisation x			(informal organisation x				
	(informal)			(formal)			informal communication)			formal communication)				
	<i>N</i>	<i>M*</i>	<i>SD</i>	<i>N</i>	<i>M*</i>	<i>SD</i>	<i>N</i>	<i>M*</i>	<i>SD</i>	<i>N</i>	<i>M*</i>	<i>SD</i>		
Reputation	81	3.33	1.29	54	3.29	1.10	81	3.09	1.25	58	3.07	1.13	2.31	.13
Trust Ability	81	4.11	1.06	54	4.17	0.99	81	4.03	1.09	58	4.00	0.92	0.98	.32
Trust Benevolence & Integrity	81	4.25	1.13	54	3.87	1.03	81	4.00	1.12	58	4.18	1.04	0.04	.84
Purchase Intention	81	3.17	1.33	54	3.33	1.09	81	3.03	1.16	58	2.82	1.33	4.60	.03

*Note.* Scores on a seven-point scale (1=negative, 7=positive)

#### 4.4 Overview of hypotheses

In conclusion, the results show that hypotheses H1a and H1b are accepted (see Table 6). Responding to negative eWOM has a more positive effect on reputation and trust (benevolence and integrity) than not responding. Additionally, hypothesis H3c is accepted. The results show that congruency between formal organisations that communicate formally has a higher influence on purchase intention than incongruence.

Table 6  
*Tested hypotheses*

Hypotheses	Content	Result
H1a	An apologetic response to negative eWOM has a more positive effect on reputation than no response.	Accepted
H1b	An apologetic response to negative eWOM has a more positive effect on trust than no response.	Accepted *
H1c	An apologetic response to negative eWOM has a more positive effect on purchase intention than no response.	Not accepted
H2a	Offering financial compensation with an apology has a more positive influence on reputation than no financial compensation.	Not accepted
H2b	Offering financial compensation with an apology has a more positive influence on trust than no financial compensation.	Not accepted
H2c	Offering financial compensation with an apology has a more positive influence on purchase intention than no financial compensation.	Not accepted
H3a	Congruence between an organisation's formality and its external formal communication concerning negative eWOM has a more positive influence on reputation than incongruence.	Not accepted
H3b	Congruence between an organisation's formality and its external formal communication concerning negative eWOM has a more positive influence on trust than incongruence.	Not accepted
H3c	Congruence between an organisation's formality and its external formal communication concerning negative eWOM has a more positive influence on purchase intention than incongruence.	Accepted

*Note.* \* Accepted on trust benevolence and integrity

## 5. Discussion

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The research question was as follows: To what extent does an organisation's response to negative eWOM have an effect on consumers' perceptions of organisational reputation, trust and purchase intention? In order to obtain a clear answer, this section first provides a short overview of the outcomes of the hypotheses in the main findings. The main findings discuss the relation between the independent and dependent variables. The second part of the discussion is focused on the theoretical and practical implications. The third part concerns the limitations of this study and suggestions for future research, and the fourth part is the conclusion.

### 5.1 Main findings

This study has discovered that responding to negative eWOM has a more positive effect on reputation and trust (benevolence and integrity) than not responding (H1a and H1b). This is in line with the research of Lee and Song (2010), who stated that an apologetic response to negative eWOM has a more encouraging effect on how individuals evaluate the organisation than no response, because of the psychological equity theory. The psychological equity theory, in this case, involves individuals who experience unfairness within an organisation; to compensate for this unfairness, the organisation should respond to those individuals (Lee & Song, 2010; Van Noort et al., 2015). The equity theory thus explains that responding to negative eWOM could minimise the problem and damage to the organisation's reputation, increase trust and trigger positive perceptions of the organisation, as there is an explanation or solution given for the organisational obstacle (Lee, 2005). Whether an organisation responds or not to negative eWOM has no influence on purchase intention. This is in line with what this study previously stated: that purchase intention is constant and might grow when service recovery is efficient (Lee, 2005; Lee & Song, 2010). The reason that H1c is not accepted could be that perhaps the service recovery was not efficient enough for the participants in this study. Another reason could be that the service recovery was more focused on the negative eWOM writer rather than the negative eWOM readers. The results could have been different if the opinions of the negative eWOM writers were measured based on purchase intention instead of the opinion of the negative eWOM readers.

The study did not find any differences regarding adding financial compensation to an apologetic response with reputation, trust and purchase intention. According to Xia, Monroe, and Cox (2004), these hypotheses (H2a, H2b, and H2c) are not accepted because financial compensation might compensate the negative eWOM statement when buyers actually ask for financial compensation. However, the negative eWOM writers did not ask for compensation in this study, but rather shared their experience with others. Another reason could be that this way of offering financial compensation was too specific, because the negative eWOM writers were in the first place not asking for compensation and also not asking for this form of discount compensation, which they can use only for their future purchases. This could have had an influence on the organisational trust of the negative eWOM readers, because the organisation offered the negative eWOM writers compensation for their future purchases when the writers did not ask for compensation. The eWOM readers could see this form of compensation as evidence that the organisation was not genuinely listening to the negative eWOM. This could harm the trust in the buyer-seller relationship and thus the trust in the organisation (Wu et al, 2010). This might be the reason that H2b is not accepted.

The possible reason that H2a is not accepted is in line with the study of Xia et al. (2004), who state that when the buyer's negative statements are related to extreme negative emotions, financial compensation might not be a suitable reaction, as it could create a negative influence on the organisation's reputation. This study did not test the negative emotions of the participants after reading the negative eWOM. It could have been the case that some participants had extreme negative emotions after reading the negative eWOM statements, and therefore that this influenced the outcomes of organisational reputation and hypothesis H2a. Furthermore, according to respondents' comments on the questionnaire, respondents had the impression that financial compensation was an easy way to get rid of the negative eWOM, which could have influenced participants' purchase intention. Another reason could be that the financial compensation was offered to the negative eWOM writer and not to the negative eWOM reader. In this case, the reader was not stimulated to buy from the organisations, as there was no compensation for the readers. Besides this, the readers were only exposed to negative statements about the organisations' behaviour and that they offer financial compensation even when individuals do not ask for it. This could have influenced the results for hypothesis H2c.

In addition, this study did not find any statistically significant difference between congruence or incongruence (of an organisation's formality and communication formality) concerning the dependent variables reputation and trust (H3a and H3b). The cause for the different outcomes could be that consumers have changed their thoughts and beliefs over the past years of research literature and that congruence concerning reputation and trust is not as important as other researchers thought. Another cause could be that this research focused on online (review sites) communication, which might not perfectly match the private one on one communication that is most often used in other studies that claim that congruence is important for positive reputation and trust (Balmer & Greyser, 2002; McEvily et al., 2014). On the other hand, this study found that congruence between a formal organisation and its external formal communication concerning negative eWOM has a more positive influence on purchase intention than incongruence between organisation formality and external communication formality (H3c). This is in line with McEvily et al. (2014), who state that informal and formal organisations' communication structures must be aligned with their internal and external communication and identity to perform productively in purchase intention. This statement aligns with the outcome of hypothesis H3c.

The research question was: To what extent does an organisation's response to negative eWOM have an effect on consumers' perceptions of organisational reputation, trust and purchase intention? According to the 274 respondents, an organisation's response towards negative eWOM is of importance for the greater audience, the negative eWOM readers. An organisation should react in a suitable apologetic way towards negative eWOM to positively influence its reputation and trust. A suggestion for every organisation is to be aware of the negative eWOM statements about the organisation and react to them as soon as possible, as the Internet is an important influential factor for reputation, trust and purchase intention (TNS NIPO, 2011; Hennig-Thurau, et al., 2004).

## 5.2 Theoretical implications

There have been many experiments on WOM and eWOM. Additionally, there are many different perspectives about eWOM, as the Internet is expanding with more features and different platforms on which consumers can create eWOM (East et al., 2007; Hung & Li, 2007; Lee & Song, 2010). Because of these fast new online alterations (such as social media, online navigation tools (QR) and websites) it is sometimes hard to keep up with eWOM in the theoretical databank (Hennig-Thurau et al., 2004). Moreover, many other eWOM researchers have focused on the differences between positive and negative eWOM (Wolf, 2012). Furthermore, there has been research on negative eWOM and the effect it has on negative eWOM readers (Lee & Song, 2010; Li & Hitt, 2008). Nevertheless, there has been no research conducted on the combinations of the independent and the dependent variables as in this study.

In addition, many eWOM studies have been conducted in Asia and have not always been generalised to other continents or countries. This present study was done in the Netherlands, which has different cultural behaviours and sometimes different research outcomes, based on the theoretical literature and this study's results. The different outcomes are understandable, as Asia has different cultural dimensions compared to Western Europe. Cultural dimensions describe the different values in different cultures (Hofstede & Hofstede, 2010). For instance, Asia obtains a high-context culture and in this culture are many things left unsaid (Hall, 1976). Compared to Western Europe that obtains a low-context culture where messages are specific and explicit. This study is a theoretical contribution, as it also confirmed that in a Western European country, responding to negative eWOM has a greater positive effect on negative eWOM readers' perceptions than not responding to negative eWOM.

While other studies find positive effects with the use of financial compensation (Desmet et al., 2011), this study did not show effects from financial compensation. Based on the uniqueness of this study's conditions with the negative eWOM on a review site, financial compensation in the form of discounts for future purchase has no effect on the dependent variables reputation, trust and purchase intention. Thus, theoretically financial compensation is not always effective in balancing the equality theory.

Furthermore, there has been no research conducted on the congruence between organisation formality and communication formality on an online review platform. Therefore, it was hard to find literature on the subject. However, it is important to conduct research on this in order to expand knowledge about this topic. The outcomes from this study are theoretical contributions, as different studies state that congruence (between an organisation's formality and communication formality) is important in influencing organisational reputation and trust positively compared to incongruence (Balmer & Greyser, 2002; McEvily et al., 2014). However, this study did not find the same effects. Additionally, this study confirms that formal congruence indeed influences purchase intention positively, even on an online review platform. This might be strange, as the other two dependent variables (reputation and trust) did not show any effect. It could be that the dependent variable purchase intention works differently than the dependent variables reputation and trust. To conclude, this study creates various possibilities for future research that could be valuable for online external communication.

### 5.3 Practical implications

As the Internet is growing, so too is the population and their opinions (Hung & Li, 2007). For organisations, it is not only important to exist but also to remain and grow. In addition to the offline existence of an organisation, it is also important that it exists online for its consumers (Van Noort et al., 2015). Fortunately, most organisations have an online presence, whether through social media or on their own website (Van Noort et al., 2015). However, organisations are generally not active on well-known review sites where consumers share their product or service experiences (Van Noort et al., 2015). Therefore, it is important and recommended that organisations be active on those review sites and keep track of their online reputation (Van Noort et al., 2015).

More than 70% of consumers consult the Internet, in particular review websites, before purchasing a product or service (TNS NIPO, 2011). Purchasing is one of the main factors that determines whether an organisation will exist or not, as purchasing is almost equal to revenue (Hsu et al., 2015). Thus, organisations should be active and communicate with their consumers online to create a buyer-seller relationship (Kim et al., 2009). By doing this, the organisation can influence not only the review writers but also the readers, a much bigger audience. It is also relevant to keep up to date with negative reviews of their organisation, as the organisation is in charge of changing the negative reviews into something positive by listening and responding with a suitable response (Van Noort et al., 2015; Lee & Song, 2010).

Compensating a negative eWOM statement with a 'discount for future purchase' has no effect on reputation, trust or purchase intention. It would therefore be an organisational investment without any organisational profits. Thus, when an organisation wants to influence negative eWOM readers, a financial 'discount for future purchase' is not the most effective method.

Another recommendation for organisations is to stick to the formality (identity) of the organisation and communicate formally even if the eWOM is written informally, as this alignment will positively influence purchase intention (McEvily et al., 2014). This outcome is relevant because such congruence has a positive effect on the purchase intention of the eWOM readers and could relate to higher revenue.

#### **5.4 Limitations and suggestions for future research**

Even though the experiment was carefully designed and executed, there are a few limitations which might have influenced the results and generalisation of this study.

First, the majority (67%) of the respondents were between 18 and 25 years old. They were mainly Dutch and highly educated. Therefore, the results cannot be generalised to the population of the Netherlands or even to other countries. Future research could use a wider demographic of respondents to obtain results that could be more generalisable (Dooley, 2001).

Secondly, the type of financial compensation could have been a limitation for this study. First, the negative eWOM writers did not ask for financial compensation. Second, the financial compensation was for the price of a future purchase at the organisation. This could contradict the negative eWOM writers' thoughts, since they might not use the company again because of their negative experience. Future research could change the message flow. For instance, after the negative eWOM statement has been posted, the organisation could ask the writer what the solution could be to solve the problem between the organisation and the writer, which could involve financial compensation (Koot, 2013). This might lead to different outcomes than what has been measured in this study.

Third, the fictional organisations and lack of background knowledge could have been a limitation for the respondents. Some respondents stated that they did not have enough information about the particular organisation to fill in the questions. However, more organisational background information was not actually necessary, as the respondents were told in the questionnaire that all the background information on the organisation matches their fictional requirements for a car mechanic or real estate service. Future research could use a non-fictional organisation, which might solve the lack of background information and make it easier for participants to rate the reputation of and trust in the non-fictional organisation. This is align with the study of Gotsi and Wilson (2001), they suggest that individuals create their perceptions of organisational reputation and trust over time and on the experiences they have had with the organisation.

#### **5.5 Conclusion**

It is important for organisations to keep up to date with their (online) reputation, trust and purchase intention because these three factors are important for the existence of the organisation. The current era is a digital one in which people communicate and search for information online. It is becoming clear that it is important for an organisation to be active online and to manage consumers' behaviours and attitudes about the organisation. Organisations should not be afraid to 'go online', but they have to make sure that they are listening to their customers in order to provide them with the right and suitable response. This has a positive effect on organisational reputation, trust in organisational benevolence and trust in organisational integrity. Furthermore, it is important for purchase intention that an organisation sticks to their formal identity when it is communicating online with consumers.

## **6. Acknowledgements**

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Once again, thank you!

Naomi Egyaful  
Enschede, 24 October 2016



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## Appendices

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## Appendix A

### Pre test

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Q1.

Kunt u van de onderstaande typen organisaties aangeven hoe **formeel** of **informeel** u ze beschouwt?

	formeel				informeel
	1	2	3	4	5
Makelaardij	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Autogarage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bioscoop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bank	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attractiepark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Justitie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Afronding van de enquête

0%  100%

>>

Q2.

Kunt u van de onderstaande typen organisaties aangeven in hoeverre u verwacht dat u met "**u**" of "**je**" wordt aangesproken in de schriftelijke communicatie (bijv. folder of website)?

	"u"					"je"
	1	2	3	4	5	
Makelaardij	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Autogarage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Bioscoop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Bank	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Attractiepark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Justitie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

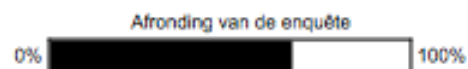


>>

Q3.

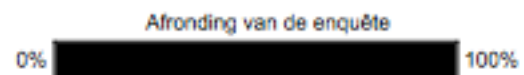
Kunt u van de onderstaande typen organisaties aangeven in hoeverre u **ambtelijke** taal of **spreektaal** verwacht in de schriftelijke communicatie (bijv. een folder of de website)?

	ambtelijk taal				spreektaal
	1	2	3	4	5
Makelaardij	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Autogarage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bioscoop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bank	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attractiepark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Justitie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



>>

Bedankt voor uw tijd om aan deze enquête deel te nemen.  
Uw antwoord is geregistreerd.





## Appendix B

### Factor Analysis

#### B1 Rotated components matrix – Chapter 3.3

	Components			
	1	2	3	4
Q7 (TRUST): Ik verwacht dat REM/AvD goede bedoelingen heeft met haar klant.	0.85			
Q8 (TRUST): Ik verwacht dat de intenties van REM/AvD welwillend zijn.	0.85			
Q10 (TRUST): Ik verwacht dat REM/AvD altijd de beste intenties heeft.	0.81			
Q4 (TRUST): Ik verwacht dat adviezen van REM/AvD eerlijk zijn.	0.76			
Q6 (TRUST): Ik verwacht dat REM/AvD altijd bereid is om mij als klant te helpen.	0.70			
Q3 (TRUST): Ik verwacht dat REM/AvD zich aan de gemaakte beloftes houdt.	0.69			
Q9 (TRUST): Ik verwacht dat REM/AvD de belangen van klanten belangrijker vindt dan haar eigen belangen.	0.65			
Q5 (TRUST): Ik kan erop rekenen dat REM/AvD oprecht is.	0.61			
Q17 (REPUTATION): REM/AvD is een bedrijf dat ik bewonder en respecteer.		0.82		
Q18 (REPUTATION): REM/AvD heeft over het algemeen een goede reputatie.		0.79		
Q16 (REPUTATION): REM AvD is een bedrijf dat ik vertrouw.		0.72	0.42	
Q15 (REPUTATION): REM/AvD is een bedrijf waar ik een goed gevoel over heb.		0.69	0.47	
Q19 (PURCHASE INTENTION): Gezien de informatie op de site, zou u overwegen om een huis te huren bij REM/AvD?			0.90	
Q20 (PURCHASE INTENTION):Hoe waarschijnlijk zou het zijn dat u een huis zou huren bij REM / uw auto laat repareren bij AVD, gezien de informatie op de site?			0.87	
Q21 (PURCHASE INTENTION): Maakt de informatie op de site het waarschijnlijker of minder waarschijnlijk dat u een huis zou huren bij REM?/ uw auto laat repareren bij AVD, gezien de informatie op de site?			0.68	
Q13 (TRUST): REM/AVD, gezien de informatie op de site? heeft REM voldoende kennis over de huizenmarkt/ AvD voldoende kennis over automontage.				0.82
Q11 (TRUST): REM/AvD is vakkundig.				0.75
Q12 (TRUST): REM/AvD begrijpt hoe haar markt werkt.				0.70

*Note.* Excluded questions: Q1-Beloftes van REM/AVD zijn betrouwbaar, Q2-Ik twijfel niet aan de eerlijkheid van REM/AVD, Q14-REM/AVD weet hoe zij uitstekende service kan bieden.

## Appendix C

### Dutch Questionnaires

UNIVERSITY OF TWENTE.



REM IC

Beste deelnemer,

Allereerst wil ik u hartelijke danken voor uw deelname aan dit onderzoek. Deze vragenlijst is onderdeel van mijn masterscriptie voor de opleiding Communication Studies aan de Universiteit van Twente. U krijgt zometeen een pagina van een recensiewebsite te zien over een bepaalde organisatie. Ik wil u vragen om deze aandachtig te bestuderen en alle informatie zorgvuldig te lezen. Daarna zullen hier vragen over worden gesteld.

Er zal alleen om uw mening worden gevraagd, er zijn dus geen goede of foute antwoorden. Aan het einde van de vragenlijst zullen er nog een aantal achtergrondvragen worden gesteld. Het onderzoek zal ongeveer 10 minuten in beslag nemen.

De resultaten van deze vragenlijst zullen volledig anoniem verwerkt worden. Natuurlijk heeft u de mogelijkheid om tussentijds uw deelname te onderbreken. Voor vragen of opmerkingen kunt u een e-mail sturen naar: [n.d.egyaful@student.utwente.nl](mailto:n.d.egyaful@student.utwente.nl). Nogmaals hartelijk dank voor uw medewerking!

Met vriendelijke groeten,

Naomi Egyaful  
Student Master Communication Studies, Universiteit Twente

Ik verklaar hierbij voldoende te zijn geïnformeerd over het doel en de inhoud van deze enquête. Mijn deelname is geheel vrijwillig.

- ☐ Ja, ik weet voldoende en doe mee met de enquête
- ☐ Nee, ik doe niet mee met de enquête (de enquête zal zichzelf afsluiten)

Stel u bent op zoek naar een huurwoning en zoekt daar voor een makelaar. Het bedrijf *Real Estate Makelaars* voldoet aan al uw eisen, maar u besluit toch een recensie te lezen van *Real Estate Makelaars* op de grootste recensie website van Nederland *Review.nl*.

**Lees de tekst goed door en bedenk wat voor indruk u heeft van het bedrijf.**

## Condition REM: Formal organisational response no financial compensation (1/10)

De vergelijkingswebsite voor al uw producten en services.

Inloggen
Registreren

Home > Makelaars

**Real Estate Makelaars**  
"Actieve makelaar met de hoogste verkoopaantallen!"

Overzicht
Over ons
Onze medewerkers
Beoordelingen

**Gemiddelde van 37 beoordelingen**

<b>5,9</b>	Lokale marktkennis	7,3	Service en begeleiding	4,8
	Deskundigheid	6,1	Prijs / kwaliteit	5,2

**Beoordelingen**

Een Review gebruiker  
Dhr. Davids

**6,5**

Lokale marktkennis	7	Service en begeleiding	6
Deskundigheid	7	Prijs / kwaliteit	7

Ik denk dat ik deze makelaar zou aanbevelen bij vrienden of familie.

Makelaar had haast en weinig tijd voor uitgebreide kwaliteit bezichting. Misschien moet Real Estate Makelaars meer makelaars in dienst nemen ;). Verder goede makelaar wat betreft informatieverstrekking.

Geschreven op 2 maart 2016  
[Schrijf reactie](#)

Een Review gebruiker  
Mevr. Carla Brouwers

**5**

Lokale marktkennis	6	Service en begeleiding	2
Deskundigheid	6	Prijs / kwaliteit	6

Ik zou deze makelaar niet aanbevelen bij vrienden of familie.

Zeer lange wachttijden bij Real Estate Makelaars. Ze zouden na mijn inschrijving voor een huurhuis de volgende dag terug bellen inmiddels wacht ik al 5 dagen en heb ik de makelaars geprobeerd te bellen maar dat mocht helaas niet baten. Slechte service!

Geschreven op 28 maart 2016  
[Schrijf reactie](#)

Geschreven op 31 maart 2016  
Geachte Mevr. Brouwers,

Bedankt voor uw reactie. Uit uw bericht begrijpen wij dat u niet tevreden bent over het functioneren van Real Estate Makelaars en dat betreuren wij ten zeerste. Wij doen er alles aan om de kwaliteit van onze diensten te waarborgen, zodat dit probleem zich niet meer voorzet in de toekomst.

Met vriendelijke groet,  
Real Estate Makelaars

1
2

Volgende 1

**Contact met de makelaar**

Griffelaan 301  
1010 MM Amsterdam

[Telefoon](#) - [E-mail](#) - [Website](#)

[Stel een vraag](#)

**Video**

Een huis kopen of verkopen?

[Zoekopdracht instellen](#)

Ontvang gratis het nieuwste woningaanbod per e-mail.

[Link naar deze makelaar](#)

[Doorsturen of delen](#)

[Routeplanner](#)

Note. Each participant was exposed to one of the ten conditions.

## Condition REM: Formal organisational response with financial compensation (2/10)

De vergelijkingswebsite voor al uw producten en services.

Inloggen
Registreren

[Home](#) > [Makelaars](#)

**Real Estate Makelaars**  
"Actieve makelaar met de hoogste verkoopaantallen!"

[Overzicht](#)
[Over ons](#)
[Onze medewerkers](#)
[Beoordelingen](#)

**Gemiddelde van 37 beoordelingen**

5,9

Lokale marktkennis	7,3	Service en begeleiding	4,8
Deskundigheid	6,1	Prijs / kwaliteit	5,2

**Beoordelingen**

Een Review gebruiker  
Dhr. Davids

6,5

Lokale marktkennis	7	Service en begeleiding	6
Deskundigheid	7	Prijs / kwaliteit	7

😊 Ik denk dat ik deze makelaar zou aanbevelen bij vrienden of familie.

Makelaar had haast en weinig tijd voor uitgebreide kwaliteit bezichtiging. Misschien moet Real Estate Makelaars meer makelaars in dienst nemen ;). Verder goede makelaar wat betreft informatieverstrekking.

Geschreven op 2 maart 2016 [Schrijf reactie](#)

Een Review gebruiker  
Mevr. Carla Brouwers

5

Lokale marktkennis	6	Service en begeleiding	2
Deskundigheid	6	Prijs / kwaliteit	6

😞 Ik zou deze makelaar niet aanbevelen bij vrienden of familie.

Zeer lange wachttijden bij Real Estate Makelaars. Ze zouden na mijn inschrijving voor een huurhuis de volgende dag terug bellen inmiddels wacht ik al 5 dagen en heb ik de makelaars geprobeerd te bellen maar dat mocht helaas niet baten. Slechte service!

Geschreven op 28 maart 2016

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Real Estate Makelaars hecht veel waarde aan uw vertrouwen. Daarom willen wij u €25 korting aanbieden op ons premium abonnement, dat u kunt verzilveren op onze website.

Met vriendelijke groet,

1

2

Volgende 1

**Contact met de makelaar**

Griffelaan 301  
1010 MM Amsterdam

[Telefoon](#) • [E-mail](#) • [Website](#)

[Stel een vraag](#)

**Video**

Een huis kopen of verkopen?

[Zoekopdracht instellen](#)

Ontvang gratis het nieuwste woningaanbod per e-mail.

[Link naar deze makelaar](#)

[Doorsturen of delen](#)

[Routeplanner](#)

Note. Each participant was exposed to one of the ten conditions.

## Condition REM: No organisational response (3/10)

Review

De vergelijkingswebsite voor al uw producten en services.

Inloggen

Registreren

Home > Makelaars

Real Estate Makelaars

"Actieve makelaar met de hoogste verkoopaantallen!"

OverzichtOver onsOnze medewerkersBeoordelingen

Gemiddelde van 37 beoordelingen

5,9

Lokale marktkennis	7,3	Service en begeleiding	4,8
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Beoordelingen

Een Review gebruiker  
Dhr. Davids

6,5

Lokale marktkennis	7	Service en begeleiding	6
Deskundigheid	7	Prijs / kwaliteit	7

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Geschreven op 2 maart 2016

Schrijf reactie

Een Review gebruiker  
Mevr. Carla Brouwers

5

Lokale marktkennis	6	Service en begeleiding	2
Deskundigheid	6	Prijs / kwaliteit	6

Ik zou deze makelaar niet aanbevelen bij vrienden of familie.

Zeer lange wachttijden bij Real Estate Makelaars. Ze zouden na mijn inschrijving voor een huurhuis de volgende dag terug bellen inmiddels wacht ik al 5 dagen en heb ik de makelaars geprobeerd te bellen maar dat mocht helaas niet baten. Slechte service!

Geschreven op 28 maart 2016

Schrijf reactie


12

Volgende 1

Contact met de makelaar

Griffellaan 301  
1010 MM Amsterdam  
[Telefoon](#) - [E-mail](#) - [Website](#)  
[Stel een vraag](#)

Video



Een huis kopen of verkopen?

[Zoekopdracht instellen](#)

Ontvang gratis het nieuwste woningaanbod per e-mail.

[Link naar deze makelaar](#)  
[Doorsturen of delen](#)  
[Routeplanner](#)

Note. Each participant was exposed to one of the ten conditions.

45



## Condition REM: Informal organisational response no financial compensation (4/10)

De vergelijkingswebsite voor al uw producten en services.

Inloggen
Registreren

Home > Makelaars

**Real Estate Makelaars**  
"Actieve makelaar met de hoogste verkoopaantallen!"

Overzicht
Over ons
Onze medewerkers
Beoordelingen

### Gemiddelde van 37 beoordelingen

<b>5,9</b>	Lokale marktkennis	7,3	Service en begeleiding	4,8
	Deskundigheid	6,1	Prijs / kwaliteit	5,2

### Beoordelingen

Een Review gebruiker  
Dhr. Davids

**6,5**

Lokale marktkennis	7	Service en begeleiding	6
Deskundigheid	7	Prijs / kwaliteit	7

Ik denk dat ik deze makelaar zou aanbevelen bij vrienden of familie.

Makelaar had haast en weinig tijd voor uitgebreide kwaliteit bezichtiging. Misschien moet Real Estate Makelaars meer makelaars in dienst nemen ;). Verder goede makelaar wat betreft informatieverstrekking.

Geschreven op 2 maart 2016  
[Schrijf reactie](#)

Een Review gebruiker  
Mevr. Carla Brouwers

**5**

Lokale marktkennis	6	Service en begeleiding	2
Deskundigheid	6	Prijs / kwaliteit	6

Ik zou deze makelaar niet aanbevelen bij vrienden of familie.

Zeer lange wachttijden bij Real Estate Makelaars. Ze zouden na mijn inschrijving voor een huurhuis de volgende dag terug bellen inmiddels wacht ik al 5 dagen en heb ik de makelaars geprobeerd te bellen maar dat mocht helaas niet baten. Slechte service!

Geschreven op 28 maart 2016  
[Schrijf reactie](#)

Geschreven op 31 maart 2016

Goed dat je het ons laat weten, Carla. Uit je bericht lezen we dat je niet heel blij bent met REM en dat vinden wij jammer. We willen jou de beste service bieden en daar gaan wij keihard aan werken, zodat je dit probleem niet nog een keer hoeft mee te maken. Groetjes, REM

1
2

Volgende 1

### Contact met de makelaar

Griffelaan 301  
1010 MM Amsterdam

[Telefoon](#) · [E-mail](#) · [Website](#)

[Stel een vraag](#)

### Video

Een huis kopen of verkopen?

### [Zoekopdracht instellen](#)

Ontvang gratis het nieuwste woningaanbod per e-mail.

[Link naar deze makelaar](#)  
[Doorsturen of delen](#)  
[Routeplanner](#)

Note. Each participant was exposed to one of the ten conditions.

## Condition REM: Informal organisational response with financial compensation (5/10)

De vergelijkingswebsite voor al uw producten en services.

Inloggen

Registreren

Home > Makelaars

Real Estate Makelaars

"Actieve makelaar met de hoogste verkoopaantallen!"

Overzicht

Over ons

Onze medewerkers

Beoordelingen

Gemiddelde van 37 beoordelingen

5,9

Lokale marktkennis	7,3	Service en begeleiding	4,8
Deskundigheid	6,1	Prijs / kwaliteit	5,2

Beoordelingen

Een Review gebruiker  
Dhr. Davids

6,5

Lokale marktkennis	7	Service en begeleiding	6
Deskundigheid	7	Prijs / kwaliteit	7

Ik denk dat ik deze makelaar zou aanbevelen bij vrienden of familie.

Makelaar had haast en weinig tijd voor uitgebreide kwaliteit bezichtiging. Misschien moet Real Estate Makelaars meer makelaars in dienst nemen ;). Verder goede makelaar wat betreft informatieverstrekking.

Geschreven op 2 maart 2016

Schrijf reactie

Een Review gebruiker  
Mevr. Carla Brouwers

5

Lokale marktkennis	6	Service en begeleiding	2
Deskundigheid	6	Prijs / kwaliteit	6

Ik zou deze makelaar niet aanbevelen bij vrienden of familie.

Zeer lange wachttijden bij Real Estate Makelaars. Ze zouden na mijn inschrijving voor een huurhuis de volgende dag terug bellen inmiddels wacht ik al 5 dagen en heb ik de makelaars geprobeerd te bellen maar dat mocht helaas niet baten. Slechte service!

Geschreven op 28 maart 2016

Schrijf reactie

Geschreven op 31 maart 2016

Goed dat je het ons laat weten, Carla. Uit je bericht lezen we dat je niet heel blij bent met REM en dat vinden wij jammer. We willen jou de beste service bieden en daar gaan wij keihard aan werken, zodat je dit probleem niet nog een keer hoeft mee te maken. Voor REM is vertrouwen het belangrijkste wat er is, daarom willen wij van REM je een korting aanbieden twv €25 die u kunt gebruiken voor een premium abonnement op onze site. Groetjes, REM

1
2

Volgende 1

Contact met de makelaar

Griffellaan 301  
1010 MM Amsterdam  
[Telefoon](#) - [E-mail](#) - [Website](#)

[Stel een vraag](#)

Video

Een huis kopen of verkopen?

[Zoekopdracht instellen](#)

Ontvang gratis het nieuwste woningaanbod per e-mail.

[Link naar deze makelaar](#)  
[Doorsturen of delen](#)  
[Routeplanner](#)

Note. Each participant was exposed to one of the ten conditions.

REM = Real Estate Makelaars

*Wat is uw beoordeling op basis van de gelezen tekst?*

	Zeer mee eens					Zeer mee oneens	
	1	2	3	4	5	6	7
De beloftes van REM zijn betrouwbaar.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik twijfel aan de betrouwbaarheid van REM.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik verwacht dat REM zich aan de gemaakte beloftes houdt.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik verwacht dat adviezen van REM eerlijk zijn.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik kan erop rekenen dat REM oprecht is.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik verwacht dat REM altijd bereid is om mij als klant te helpen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik verwacht dat REM goede bedoelingen heeft met haar klant.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik verwacht dat de intenties van REM welwillend zijn.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik verwacht dat REM de belangen van klanten belangrijker vindt dan haar eigen belangen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik verwacht dat REM altijd de beste intenties heeft.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
REM is vakkundig.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
REM begrijpt hoe haar markt werkt.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
REM heeft voldoende kennis over de huizenmarkt.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
REM weet hoe zij uitstekende service kan bieden.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

REM = Real Estate Makelaars



*Wat is uw beoordeling op basis van de gelezen tekst?*

	Zeer mee eens					Zeer mee oneens	
	1	2	3	4	5	6	7
REM is een bedrijf waar ik een goed gevoel over heb.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
REM is een bedrijf dat ik vertrouw.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
REM is een bedrijf dat ik bewonder en respecteer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
REM heeft over het algemeen een goede reputatie.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*REM = Real Estate Makelaars*

**Stel u bent op zoek naar een huurwoning en zoekt daar voor een makelaar. Het bedrijf *Real Estate Makelaars* voldoet aan al uw eisen, maar u besluit toch een recensie te lezen van *Real Estate Makelaars* op de grootste recensie website van Nederland *Review.nl*.**

*Wat is uw beoordeling op basis van de gelezen tekst?*

*1=Zeer waarschijnlijk - 7=zeer onwaarschijnlijk*

	Zeer waarschijnlijk					Zeer onwaarschijnlijk	
	1	2	3	4	5	6	7
Gezien de informatie op de site, zou u overwegen om een huis te huren bij REM?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hoe waarschijnlijk zou het zijn dat u een huis zou huren bij REM, gezien de informatie op de site?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*REM= Real Estate Makelaars*

1=Waarschijnlijk - 7= Minder waarschijnlijk

	Waarschijnlijk					Minder waarschijnlijk	
	1	2	3	4	5	6	7
Maakt de informatie op de site het waarschijnlijker of minder waarschijnlijk dat u een huis zou huren bij REM?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Hier volgen nog enkele vragen over de recensie site*

Heeft REM gereageerd op een negatieve reactie op de Review site?

- ☐ Ja  
☐ Nee

Werd er een prijs compensatie aangeboden door REM op de Review site?

- ☐ Ja  
☐ Nee

Hoe formeel of informeel was de reactie van REM op de site Review?

	Formeel					Informeel	
	1	2	3	4	5	6	7
De reactie van REM was	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Hier volgen nog enkele vragen over uw ervaring*

Heeft u eerdere ervaring met een makelaarsbedrijf?

- ☐ Ja  
☐ Nee

	Zeer betrouwbaar					Zeer onbetrouwbaar	
	1	2	3	4	5	6	7
Hoe beoordeelt u de betrouwbaarheid van makelaarsbedrijven in het algemeen?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

.

	Zeer positief					Zeer negatief	
	1	2	3	4	5	6	7
Hoe zou u uw voorgaande makelaar beoordelen?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Raadpleegt u weleens online recensies voordat u een aankoop doet?

- ☐ Ja
- ☐ Nee

1= Zeer betrouwbaar- 7= Zeer onbetrouwbaar

	Zeer betrouwbaar					Zeer onbetrouwbaar	
	1	2	3	4	5	6	7
Online recensies vind ik	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

.

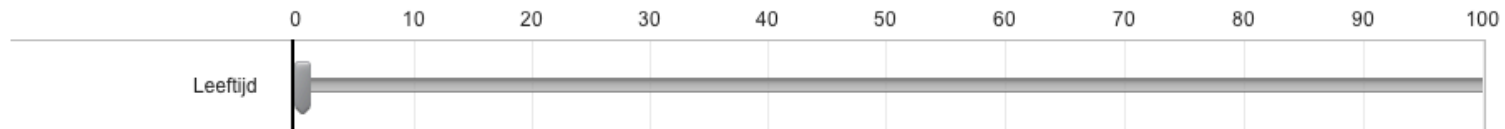
	Zeer nuttig					Zeer onnuttig	
	1	2	3	4	5	6	7
Online recensies vind ik	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Hier volgen nog enkele demografische vragen*

Wat is uw geslacht?

- ☐ Man  
☐ Vrouw

Wat is uw leeftijd?



Wat is uw nationaliteit?

Wat is uw hoogst genoten of huidige opleiding?

- ☐ Basisonderwijs  
☐ Vmbo  
☐ Havo  
☐ Vwo  
☐ Middelbare beroepsonderwijs  
☐ Hoger beroepsonderwijs  
☐ Universitair onderwijs  
☐ Overig

Beste deelnemer,

Allereerst wil ik u hartelijke danken voor uw deelname aan dit onderzoek. Deze vragenlijst is onderdeel van mijn masterscriptie voor de opleiding Communication Studies aan de Universiteit van Twente. U krijgt zometeen een pagina van een recensiewebsite te zien over een bepaalde organisatie. Ik wil u vragen om deze aandachtig te bestuderen en alle informatie zorgvuldig te lezen. Daarna zullen hier vragen over worden gesteld.

Er zal alleen om uw mening worden gevraagd, er zijn dus geen goede of foute antwoorden. Aan het einde van de vragenlijst zullen er nog een aantal achtergrondvragen worden gesteld. Het onderzoek zal ongeveer 10 minuten in beslag nemen.

De resultaten van deze vragenlijst zullen volledig anoniem verwerkt worden. Natuurlijk heeft u de mogelijkheid om tussentijds uw deelname te onderbreken. Voor vragen of opmerkingen kunt u een e-mail sturen naar: [n.d.egyaful@student.utwente.nl](mailto:n.d.egyaful@student.utwente.nl).

Nogmaals hartelijk dank voor uw medewerking!

Met vriendelijke groeten,

Naomi Egyaful  
Student Master Communication Studies, Universiteit Twente

Ik verklaar hierbij voldoende te zijn geïnformeerd over het doel en de inhoud van deze enquête. Mijn deelname is geheel vrijwillig.

- ☐ Ja, ik weet voldoende en doe mee met de enquête
- ☐ Nee, ik doe niet mee met de enquête (de enquête zal zichzelf afsluiten)

Stel uw auto is stuk en u bent op zoek naar een automonteur. Het bedrijf *Autogarage van Dijk* voldoet aan al uw eisen, maar u besluit toch een recensie te lezen van *Autogarage van Dijk* op de grootste recensie website van Nederland *Review.nl*.

**Lees de tekst goed door en bedenk wat voor indruk u heeft van het bedrijf.**

## Condition AvD: Formal organisational response no financial compensation (6/10)

De vergelijkingswebsite voor al uw producten en services.

Inloggen
Registreren

Home > Autmonteur

Autogarage van Dijk

**Autogarage van Dijk**  
"Actieve automonteur met hoge reparatieaantallen!"

Overzicht
Over ons
Onze medewerkers
Beoordelingen

**Gemiddelde van 37 beoordelingen**

5,9

Lokale marktkennis	7,3	Service en begeleiding	4,8
Deskundigheid	6,1	Prijs / kwaliteit	5,2

**Beoordelingen**

Een Review gebruiker  
Dhr. Davids

6,5

Lokale marktkennis	7	Service en begeleiding	5
Deskundigheid	7	Prijs / kwaliteit	7

Ik denk dat ik deze automonteur zou aanbevelen bij vrienden of familie.

Automonteur had haast en weinig tijd om uitgebreid uit te leggen wat er mankeerde aan mijn auto. Misschien moet Autogarage van Dijk meer monteurs in dienst nemen ;). Verder goede automonteur wat betreft overige informatieverstrekking.

Geschreven op 2 maart 2016  
[Schrijf reactie](#)

Een Review gebruiker  
Mevr. Carla Brouwers

5

Lokale marktkennis	6	Service en begeleiding	2
Deskundigheid	6	Prijs / kwaliteit	6

Ik zou deze automonteur niet aanbevelen bij vrienden of familie.

Zeer lange wachttijden bij Autogarage van Dijk. Ze zouden mijn kapotte auto bekijken en de volgende dag terug bellen met meer info inmiddels wacht ik al 3 dagen en heb ik de monteurs geprobeerd te bellen maar dat mocht helaas niet baten. Slechte service!

Geschreven op 31 maart 2016  
[Schrijf reactie](#)

Geachte Mevr. Brouwers,

Bedankt voor uw reactie. Uit uw bericht begrijpen dat u niet tevreden bent over het functioneren van Autogarage van Dijk en dat betreuren wij ten zeerste. Wij doen er alles aan om de kwaliteit van onze diensten te waarborgen, zodat dit probleem zich niet meer voorzet in de toekomst.

Met vriendelijke groet,  
Autogarage van Dijk

1
2

Volgende 1

**Contact met de automonteur**

Griffellaan 301  
1010 MM Amsterdam

[Telefoon](#) - [E-mail](#) - [Website](#)

[Stel een vraag](#)

**Video**

[Zoekopdracht instellen](#)

Ontvang gratis het nieuwste aanbod per e-mail.

[Link](#)  
[Doorsturen of delen](#)  
[Routeplanner](#)

Note. Each participant was exposed to one of the ten conditions.

## Condition AvD: Formal organisational response with financial compensation (7/10)

De vergelijkingswebsite voor al uw producten en services.

Inloggen
Registreren

Home > Autmonteur

Autogarage van Dijk

**Autogarage van Dijk**  
"Actieve automonteur met hoge reparatieaantallen!"

Overzicht
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Gemiddelde van 37 beoordelingen

5,9

Lokale marktkennis	7,3	Service en begeleiding	4,8
Deskundigheid	6,1	Prijs / kwaliteit	5,2

Beoordelingen

Een Review gebruiker  
Dhr. Davids

6,5

Lokale marktkennis	7	Service en begeleiding	5
Deskundigheid	7	Prijs / kwaliteit	7

Ik denk dat ik deze automonteur zou aanbevelen bij vrienden of familie.

Automonteur had haast en weinig tijd om uitgebreid uit te leggen wat er mankeerde aan mijn auto. Misschien moet Autogarage van Dijk meer monteurs in dienst nemen ;). Verder goede automonteur wat betreft overige informatieverstrekking.

Geschreven op 2 maart 2016  
[Schrijf reactie](#)

Een Review gebruiker  
Mevr. Carla Brouwers

5

Lokale marktkennis	6	Service en begeleiding	2
Deskundigheid	6	Prijs / kwaliteit	6

Ik zou deze automonteur niet aanbevelen bij vrienden of familie.

Zeer lange wachttijden bij Autogarage van Dijk. Ze zouden mijn kapotte auto bekijken en de volgende dag terug bellen met meer info inmiddels wacht ik al 3 dagen en heb ik de monteurs geprobeerd te bellen maar dat mocht helaas niet baten. Slechte service!

Geschreven op 31 maart 2016  
[Schrijf reactie](#)

Geachte Mevr. Brouwers,

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Autogarage van Dijk hecht veel waarde aan uw vertrouwen. Daarom willen wij u €25 korting aanbieden in onze garage.

Met vriendelijke groet,  
Autogarage van Dijk

1
2

Volgende 1

Contact met de automonteur

Griffellaan 301  
1010 MM Amsterdam  
[Telefoon](#) - [E-mail](#) - [Website](#)

[Stel een vraag](#)

Video

[Zoekopdracht instellen](#)  
Ontvang gratis het nieuwste aanbod per e-mail.

[Link](#)  
[Doorsturen of delen](#)  
[Routeplanner](#)

Note. Each participant was exposed to one of the ten conditions.

## Condition AvD: No organisational response (8/10)

De vergelijkingswebsite voor al uw producten en services.

Inloggen

Registreren

Home > Autmonteur

Autogarage van Dijk

# Autogarage van Dijk

"Actieve automonteur met hoge reparatieaantallen!"

Overzicht

Over ons

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Beoordelingen

### Gemiddelde van 37 beoordelingen

5,9	Lokale marktkennis	7,3	Service en begeleiding	4,8
	Deskundigheid	6,1	Prijs / kwaliteit	5,2

### Beoordelingen

Een Review gebruiker  
Dhr. Davids

6,5

Lokale marktkennis	7	Service en begeleiding	5
Deskundigheid	7	Prijs / kwaliteit	7

😊 Ik denk dat ik deze automonteur zou aanbevelen bij vrienden of familie.

Automonteur had haast en weinig tijd om uitgebreid uit te leggen wat er mankeerde aan mijn auto. Misschien moet Autogarage van Dijk meer monteurs in dienst nemen ;). Verder goede automonteur wat betreft overige informatieverstrekking.

Geschreven op 2 maart 2016  
[Schrijf reactie](#)

Een Review gebruiker  
Mevr. Carla Brouwers

5

Lokale marktkennis	6	Service en begeleiding	2
Deskundigheid	6	Prijs / kwaliteit	6

😞 Ik zou deze automonteur niet aanbevelen bij vrienden of familie.

Zeer lange wachttijden bij Autogarage van Dijk. Ze zouden mijn kapotte auto bekijken en de volgende dag terug bellen met meer info inmiddels wacht ik al 3 dagen en heb ik de monteurs geprobeerd te bellen maar dat mocht helaas niet baten. Slechte service!

Geschreven op 28 maart 2016  
[Schrijf reactie](#)

1
2

Volgende 1

### Contact met de automonteur

Griffellaan 301  
1010 MM Amsterdam

[Telefoon](#) - [E-mail](#) - [Website](#)

[Stel een vraag](#)

### Video

### Zoekopdracht instellen

Ontvang gratis het nieuwste aanbod per e-mail.

[Link](#)

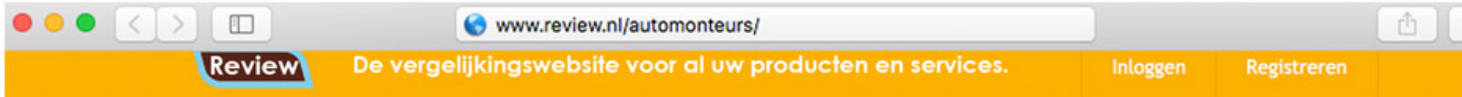
[Doorsturen of delen](#)

[Routeplanner](#)


Note. Each participant was exposed to one of the ten conditions.



## Condition AvD: Informal organisational response no financial compensation (9/10)



Home > Automonteur



### Autogarage van Dijk


"Actieve automonteur met hoge reparatieaantallen!"

[Overzicht](#)
[Over ons](#)
[Onze medewerkers](#)
[Beoordelingen](#)

#### Gemiddelde van 37 beoordelingen

<b>5,9</b>	Lokale marktkennis	7,3	Service en begeleiding	4,8
	Deskundigheid	6,1	Prijs / kwaliteit	5,2

#### Beoordelingen



Een Review gebruiker  
Dhr. Davids


**6,5**

Lokale marktkennis	7	Service en begeleiding	5
Deskundigheid	7	Prijs / kwaliteit	7

😊 Ik denk dat ik deze automonteur zou aanbevelen bij vrienden of familie.

Automonteur had haast en weinig tijd om uitgebreid uit te leggen wat er mankeerde aan mijn auto. Misschien moet Autogarage van Dijk meer monteurs in dienst nemen :). Verder goede automonteur wat betreft overige informatieverstrekking.

Geschreven op 2 maart 2016 [Schrijf reactie](#)



Een Review gebruiker  
Mevr. Carla Brouwers

**5**

Lokale marktkennis	6	Service en begeleiding	2
Deskundigheid	6	Prijs / kwaliteit	6

☹ Ik zou deze automonteur niet aanbevelen bij vrienden of familie.

Zeer lange wachttijden bij Autogarage van Dijk. Ze zouden mijn kapotte auto bekijken en de volgende dag terug bellen met meer info inmiddels wacht ik al 3 dagen en heb ik de monteurs geprobeerd te bellen maar dat mocht helaas niet baten. Slechte service!

Geschreven op 31 maart 2016 [Schrijf reactie](#)

Goed dat je het ons laat weten, Carla. Uit je bericht lezen we dat je niet heel blij bent met AvD en dat vinden wij jammer. We willen jou de beste service bieden en daar gaan wij keihard aan werken, zodat je dit probleem niet nog een keer hoeft mee te maken. Groetjes, AvD

12

[Volgende 1](#)


#### Contact met de automonteur

Griffellaan 301  
1010 MM Amsterdam

[Telefoon](#) - [E-mail](#) - [Website](#)

[Stel een vraag](#)

#### Video



[Zoekopdracht instellen](#)

Ontvang gratis het nieuwste aanbod per e-mail.

[Link](#)

[Doorsturen of delen](#)

[Routeplanner](#)

Note. Each participant was exposed to one of the ten conditions.

## Condition AvD: Informal organisational response with financial compensation (10/10)

www.review.nl/automonteurs/

**Review** De vergelijkingswebsite voor al uw producten en services. Inloggen Registreren

Home > Automonteur

**Autogarage van Dijk**  
"Actieve automonteur met hoge reparatieaantallen!"

Overzicht Over ons Onze medewerkers Beoordelingen

**Gemiddelde van 37 beoordelingen**

<b>5,9</b>	Lokale marktkennis	7,3	Service en begeleiding	4,8
	Deskundigheid	6,1	Prijs / kwaliteit	5,2

**Beoordelingen**

**Een Review gebruiker**  
Dhr. Davids **6,5**

Lokale marktkennis	7	Service en begeleiding	5
Deskundigheid	7	Prijs / kwaliteit	7

😊 Ik denk dat ik deze automonteur zou aanbevelen bij vrienden of familie.  
Automonteur had haast en weinig tijd om uitgebreid uit te leggen wat er mankeerde aan mijn auto. Misschien moet Autogarage van Dijk meer monteurs in dienst nemen ;). Verder goede automonteur wat betreft overige informatieverstrekking.  
Geschreven op 2 maart 2016  
[Schrijf reactie](#)


**Een Review gebruiker**  
Mevr. Carla Brouwers **5**

Lokale marktkennis	6	Service en begeleiding	2
Deskundigheid	6	Prijs / kwaliteit	6

☹ Ik zou deze automonteur niet aanbevelen bij vrienden of familie.  
Zeer lange wachttijden bij Autogarage van Dijk. Ze zouden mijn kapotte auto bekijken en de volgende dag terug bellen met meer info inmiddels wacht ik al 3 dagen en heb ik de monteurs geprobeerd te bellen maar dat mocht helaas niet baten. Slechte service!  
Geschreven op 28 maart 2016  
Geschreven op 31 maart 2016  
[Schrijf reactie](#)

Goed dat je het ons laat weten, Carla. Uit je bericht lezen we dat je niet heel blij bent met AvD en dat vinden wij jammer. We willen jou de beste service bieden en daar gaan wij keihard aan werken, zodat je dit probleem niet nog een keer hoeft mee te maken. Voor AvD is vertrouwen het belangrijkste wat er is, daarom willen wij van AvD je een korting aanbieden tww €25 in onze garage. Groetjes, AvD


1 2 [Volgende 1](#)

**Contact met de automonteur** 

Griffelaan 301  
1010 MM Amsterdam  
[Telefoon](#) - [E-mail](#) - [Website](#)

[Stel een vraag](#)

**Video**



[Zoekopdracht instellen](#)  
Ontvang gratis het nieuwste aanbod per e-mail.

[Link](#)  
[Doorsturen of delen](#)  
[Routeplanner](#)

Note. Each participant was exposed to one of the ten conditions.

*Wat is uw beoordeling op basis van de gelezen tekst?*

	Zeer mee eens					Zeer mee oneens	
	1	2	3	4	5	6	7
AvD is een bedrijf waar ik een goed gevoel over heb.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AvD is een bedrijf dat ik vertrouw.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AvD is een bedrijf dat ik bewonder en respecteert.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AvD heeft over het algemeen een goede reputatie.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*AvD= Autogarage van Dijk*

**Stel uw auto is stuk en u bent op zoek naar een automonteur. Het bedrijf *Autogarage van Dijk* voldoet aan al uw eisen, maar u besluit toch een recensie te lezen van *Autogarage van Dijk* op de grootste recensie website van Nederland *Review.nl*.**

*Wat is uw beoordeling op basis van de gelezen tekst?*

*1=Zeer waarschijnlijk - 7=Zeer onwaarschijnlijk*

	Zeer waarschijnlijk					Zeer onwaarschijnlijk	
	1	2	3	4	5	6	7
Gezien de informatie op de site, zou u overwegen uw auto te laten repareren bij AvD?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hoe waarschijnlijk zou het zijn dat u uw auto laat repareren bij AvD, gezien de informatie op de site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*AvD= Autogarage van Dijk*

1=Waarschijnlijk - 7=Minder waarschijnlijk

	Waarschijnlijk				Minder waarschijnlijk		
	1	2	3	4	5	6	7
Maakt de informatie op de site het waarschijnlijker of minder waarschijnlijk dat u uw auto laat repareren bij AvD?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Hier volgen nog enkele vragen over de recensie site*

Heeft AvD gereageerd op een negatieve reactie op de Review site?

- ☐ Ja  
☐ Nee

Werd er een prijs compensatie aangeboden door AvD op de Review site?

- ☐ Ja  
☐ Nee

Hoe formeel of informeel was de reactie van AvD op de site Review?

	Formeel				Informeel		
	1	2	3	4	5	6	7
De reactie van AvD was	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Hier volgen nog enkele vragen over uw ervaring*

Heeft u eerdere ervaring met een automonteur garage?

- ☐ Ja  
☐ Nee

1=Zeer betrouwbaar - 7=Zeer onbetrouwbaar

	Zeer betrouwbaar					Zeer onbetrouwbaar	
	1	2	3	4	5	6	7
Hoe beoordeelt u de betrouwbaarheid van automonteur garages in het algemeen?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

.

	Zeer positief					Zeer negatief	
	1	2	3	4	5	6	7
Hoe zou u uw voorgaande automonteur beoordelen?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Raadpleegt u weleens online recensies voordat u een aankoop doet?

- ☐ Ja
- ☐ Nee

.

	Zeer betrouwbaar					Zeer onbetrouwbaar	
	1	2	3	4	5	6	7
Online recensies vind ik	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

.

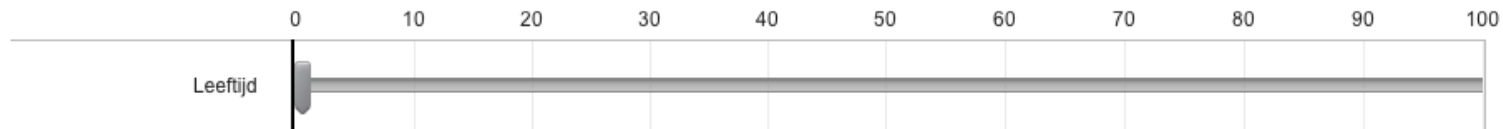
	Zeer nuttig					Zeer onnuttig	
	1	2	3	4	5	6	7
Online recensies vind ik	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Hier volgen nog enkele demografische vragen*

Wat is uw geslacht?

- ☐ Man  
☐ Vrouw

Wat is uw leeftijd?



Wat is uw nationaliteit?

Wat is uw hoogst genoten of huidige opleiding?

- ☐ Basisonderwijs  
☐ Vmbo  
☐ Havo  
☐ Vwo  
☐ Middelbare beroepsonderwijs  
☐ Hoger beroepsonderwijs  
☐ Universitair onderwijs  
☐ Overig

## Appendix D

### Analyses of the equality in the conditions

#### D.1 Analysis of Variance (ANOVA) between age, education and the conditions – Chapter 3.5

Variable	<i>M</i>	<i>SD</i>	<i>df</i>	<i>F</i>	<i>p</i>
Age	26.77	8.44	9	0.65	0.76
Education	5.92	.94	9	0.93	0.5

*Note.* *N*= 274. Education *M* is divided in: 1=Primary school, 2= VMBO, 3=HAVO, 4=VWO, 5=Middelbaar beroeps onderwijs, 6=Hoger beroeps onderwijs, 7= Universitair onderwijs, 8= others.

#### D.2 Test of goodness-of-fit between gender and conditions- Chapter 3.5

	<i>Value</i>	<i>df</i>	<i>Asymp. Sig. (2-sided)</i>
Pearson Chi-Square	11.03	9	0.27

*Note.* *N*= 274. A chi-square test of goodness-of-fit was performed to determine whether the gender of the participants were equally distributed in the conditions,  $X^2(9,274)=11.03$ ,  $p>0.27$ .