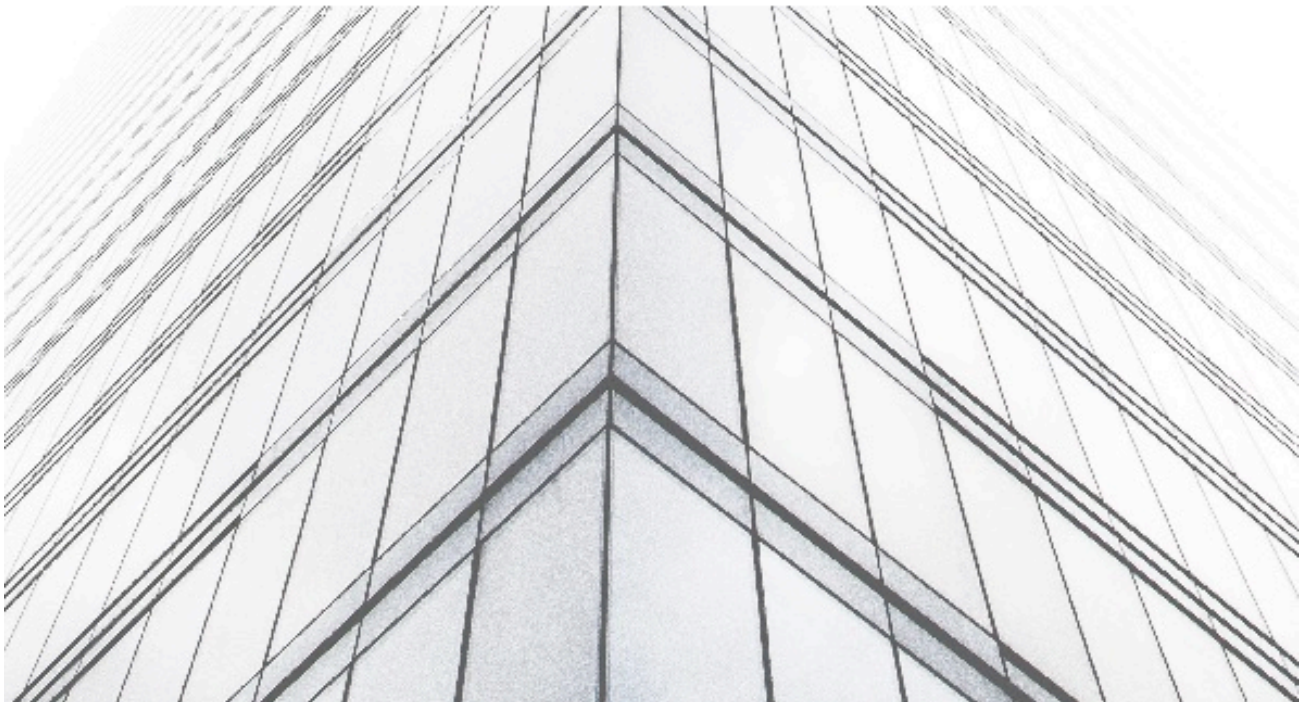


Master Thesis



What motivates customers to leave feedback behind on an online platform?



Abstract

The aim of this exploratory study entailed to “*explore the different types and antecedents of extrinsic motivation of customers to leave feedback on an online platform* “. This is examined by means of a qualitative data method in which 24 interviews were carried out. This study revealed that online platform users sometimes leave feedback behind instead of always or never. The results of this study have shown that there are several attributes (platform attributes, customer attributes, provider attributes and transaction attributes) that influence a customer’s extrinsic motivation when leaving feedback behind on an online platform or not. In addition, it has been revealed that each category of attributes influences a specific form of extrinsic motivation of the customer which are: platform attributes - external regulation, provider attributes - introjected regulation, transaction attributes - identified regulation and customer attributes - integrated regulation. These attributes cannot be seen as stand-alone attributes but together they compose a configuration which entails the process of attributes a customer goes through/experiences when deciding to leave feedback behind or not. It has been shown that some attributes play more often a role within these configurations than other attributes. Depending on the experience of the customer different configurations can lead to leaving feedback behind or not.

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1. Introduction

The labour market finds itself in a transformation phase in which the standard employment approach is changing to substituted temporary gig work offered by online platforms (Kässi & Lehdonvirta, 2008). Kuhn & Maleki (2017) define online platforms as *“for-profit firms that use technology to facilitate the filling of immediate short-term service labour needs, either remotely or in person, with workers who are officially considered independent contractors”* (p.184). The underlying business model of online platforms consists of charging fees to connect individuals who provide services to customers who are willing to pay for the service or good (Kuhn & Maleki, 2017). Therefore, online platforms are the intermediary between supply and demand for labor. An online platform can be found in both the sharing economy and the gig economy. Within the sharing economy, underused assets are shared, i.e. offering a product for joint use. By means of the online platform, they connect the provider who wants to share his product and the customer who wants to make use of the product. The gig economy concerns offering gigs/services, an example entails Uber. Uber connects the driver (provider) to the customer by means of the platform. As the examples show, there are three main actors in online platform environments, the platform, the provider and the customer. The customer and the provider are not familiar with each other and are brought into contact via the platform. Without the online platform, the transaction between the customer and provider does not and cannot take place.

An important condition against which online platforms can match customers and providers, is the one where customers leave feedback (reviews/ratings) as online platforms use customer feedback to assess the reliability of individual providers. Online platforms offer different possibilities to customers to share their experience of and feedback on products/services like online customer reviews or ratings (Zhang, Ye, Law & Li, 2010). Online customer feedback provides additional information which can provide a positive or negative signal about the product or service delivered which future customers can consider when deciding (not) to make use of an online platform (Zhang et al., 2010). Furthermore, feedback creates a connection of trust among customers that is linked with a service, platform or provider, which is important as the provider and the customer are unknown to each other (Ba & Pavlou 2002). The customer must have confidence that the online platform creates the right conditions so that the transaction can be executed safely and reliably, here we speak of institution-based trust (Pavlou, 2002). It is also just as important that the customer trusts the provider's intentions (inter-organizational trust). More specifically, customer feedback on technology-enabled service provision is essential as it signals to future customers whether the intention to perform the transaction is effective and reliable. Ultimately, customer feedback provided by customers helps to create customers' trust in the online platform and/or providers that offer their products/services via the platform. Which has shown to relate positively with customers' willingness to make use of the platform in the future (Pavlou, 2000).

Seen from a human resource management (HRM) perspective, the above implies that customers play an important HRM role.

More specifically, through leaving feedback on online platforms, customers engage in performance appraisal. Here, performance appraisal refers to *“the formal process of evaluating organizational members, it points to the whole procedure, including establishment of performance standards, appraisal related behaviors of raters, determination of performance rating, and communication of the rating to the ratee”* (p.556) (Erdogan, 2002). Traditionally, performance appraisal is the responsibility of line managers (Keegan & Den Hartog, 2018; Levy & Williams, 2004). In an online platform context this is not the case as those who supply goods or services through an online platform are not employed by the platform and therefore, do not have a line manager. Instead, performance appraisal is done by customers. As such, there will be limited performance appraisal taking place when customers do not leave feedback. The same goes for the creation of trust in online platform environments which is contingent on customers leaving feedback of their experiences with those who provide their services/products via an online platform (Pavlou, 2000). Product/service information provided in online customer feedback has a greater impact on the customer than information provided by the platform itself (Bickart and Schindler, 2002). Senecal and Nantel (2004) state that customers who consult online feedback are twice as likely to purchase products/services as customers who do not consult online feedback. This raises the question what motivates customers to leave feedback on online platforms or in other words, why customers want to engage in customer appraising activities on online platforms.

By knowing why customers leave feedback behind, an online platform is able to respond to those specific characteristics. This is important as when no or a few customers give feedback, customers are less willing to make use of the online platform in the future (Pavlou, 2000). It is evident what the results are of leaving feedback behind, but it is not yet clear what motivates individual customers to leave feedback on an online platform. From the literature it is known that there are different forms of motivation for individuals to act in a certain way. Motivation refers to someone who is moved to do something (Deci & Ryan, 2002). For example, the self-determination theory focuses on different types of extrinsic motivation, such as external regulation, introjected regulation, regulation through identification or integrated regulation (Deci & Ryan, 2000). But how these different types of motivation play out in the platform economy is unclear as research has mainly focused on how customer feedback relates to outcomes such as trust (Ba & Pavlou, 2002) and provider pay (Lehdonvirta et al. 2019), rather to its antecedents such as customer motivation. In addition, it is uncertain which antecedents influence customer motivation to leave feedback, such as platform characteristics, the provider, the customer and transaction. These antecedents are referred to as the platform, the provider and the customer are necessary for a transaction to take place. Therefore, it is implied that these concepts will have an influence on a customer’s motivation. In closing, it is not yet known what types of customer motivation for leaving feedback exist within the platform economy and which factors influences customers’ motivation to leave feedback. This is important to know, since exploring what kind of motivation exists on online platforms to leave feedback behind and which factors influences these, online platforms can better improve customers’ motivation to leave online feedback. This reasoning addresses the next item

of which form of motivation to illuminate, it is not yet clear what type of motivation fits within the platform economy but it is clear that this type of motivation must belong to an extrinsic form of motivation. This study focuses on the extrinsic motivation of customers since extrinsic motivation can be traced back to different groups of extrinsic motivators to which a group of online platform users respond and to which an online platform can anticipate. Intrinsic motivation differs for everyone and is therefore not feasible for a platform to influence this form of motivation as this can be different for each online platform user. The most important reason, and therefore an interesting new perspective why this research focuses on extrinsic motivation concerns the study into the antecedents of motivation. These antecedents are external motivators that are external to the individual and therefore influence the extrinsic motivation of an online platform user. The main purpose that arises is *“To explore different types and antecedents of extrinsic motivation of customers to leave feedback on an online platform”*. These thesis proceeds as follows. Firstly, the concept of online platforms will be developed. Subsequently, the notion of trust will be explained. By means of the concept customer appraisal, the self-determination theory and the antecedents, the theoretical framework will be complete. Consequently, the methodology describing the conduct of the study is set out. Thirdly, the results are presented which conclusions are linked to. In closing, recommendations for further research and limitations are highlighted.

2. Theoretical framework

In order to establish why customers leave feedback behind on an online platform literature is presented on: the online platform economy, interorganizational trust and institution-based trust, customer appraisal, the Self-determination theory and the antecedents of extrinsic motivation.

2.1 Online Platforms

2.1.1. Structure Online Platform Economy

Within online platforms, millions of people embrace giving and gaining access to goods/services like books, cars, tools and homes. Providers such as Airbnb, Craigslist and Uber challenge traditional business in many industries (Botsman & Rogers, 2010). Where online platforms are concerned Kuhn & Maleki (2017) use the following definition: *“for-profit firms that use technology to facilitate the filling of immediate short-term service labour needs, either remotely or in person, with workers who are officially considered independent contractors”* (p.184). Farrell & Greig (2016) complement to this definition as they define online labour platforms as: *“Economic activities involving an online intermediary that provides a platform by which independent workers or sellers can sell a discrete service or good to customers”* (p.5). When combining these two definitions, the following definition of online platforms is used for this research: *“A technological online intermediary that introduces providers to customers who are interested in making use of a service or product offered by the provider”*.

Online labour platforms fulfill an intermediate function between customers and providers, for which they request a surcharge for connecting individuals offering services or products to customers who are willing to pay for a service or product (Kuhn & Maleki, 2017). In this manner, they connect supply and demand around the internet-connected world (Ghani, Kerr, & Stanston, 2015; Kuek et al., 2015). Benoit et al. (2017) specify that transactions on online platforms involve three actors: “(a) a platform provider enables exchange, (b) a customer seeks access to assets and (c) a peer service provider grants this access (p.220)”. It is therefore useful to note that there are two actors who provide a service within the online platform namely, the platform provider and the peer service provider. There are thus three actors, which from now on will be called: the platform, the provider and the customer. The function of the platform is to connect the customer with the provider who do not know each other. In this manner, the online platform makes transactions among providers and customers feasible and ensures that the transaction takes place. To clarify an example is proposed: Uber drivers (provider) own a private car which they use for the service (i.e. taking passengers to their destination). Customers download the app on their smartphone on which they can get access to the service. Uber (platform) provides an app on which they connect the driver to the customer so the customer can make use of a taxi ride executed by the driver (Benoit et al., 2017).

Online platforms differ according to the degree of digitalization, some online platforms rely on digital transaction, others facilitate physical, offline transactions (Fieselier, Bucher & Hoffman, 2017). Online labour platforms profile themselves as technology organizations that offer micro-entrepreneurs the opportunity to start their own service business with minimal start-up costs (Walker, 2015). An issue to consider here concerns the way in which the online platform is not the legal employer of providers, who instead are freelancers. In order to avoid acquiring the status of employer, online platforms emphasize the independence of providers. They state that there is a direct relationship between the provider and the customer (Kuhn & Maleki, 2017). Online platforms do not accept any official responsibility for the protection or the performance of the provider but still try to exert pressure by working with, for example, online feedback. Therefore, there is a consensus on this subject, online platforms emphasize the providers independence and therefore the absence of an employment relationship so that they do not have to take care of the provider and the costs involved. However, much attention has been drawn to the pressure that online platforms still exert and of which critics feel that of this reason, an online platform presents itself as an employer (Kuhn & Maleki, 2017).

Returning to the role of the online platform, it was previously stated that the provider and the customer are unknown to each other. Following on from this, Zucker (1986) states that trust is one of the most important aspects in an impersonal environment without familiarity as of the fact that an online platform user might not even enter the transaction without the feeling of trust. This will be further explained in the next section.

2.2 Institution-based trust

2.2.1. Trust

Trust in e-business and especially its importance has been emphasized by academics and practitioners. Where trust used to be related to successful buyer-seller relationships, trust is now considered the foundation of the digital economy (Pavlou, 2002). The e-business environment concerns four aspects: unfamiliar character of an online environment, communication technology instead of personal contact, uncertainty to use a technological infrastructure for a transaction and the novelty of this transaction medium (Pavlou, 2002). As of these characteristics, trust is particularly important, as trust is exceptionally essential to assess the trustworthiness of the unknown business partner (Zucker, 1986). Tussyadiah and Personen (2016) state that trust can be a barrier to use an online platform to find in this case an accommodation, it can occur that they do not trust the host or the technology or the transaction safety. It is essential in this case that trust is created among customers so that they will use platforms in order to find an accommodation. Pavlou and Gefen (2004) define trust as: *“a belief that the provider will behave in accordance with the consumer’s confident expectations by showing ability, integrity and benevolence”* (p.40). In addition, Srinivasan (2004) claims that there are two factors that tribute to the success of an online business, namely the trust that the customer has in the online business and how secure the customer feels about the transaction; thus, trust is an essential component of the success of an online business. In order to enter into the transaction, it is important for the customer to trust two parties namely, the provider (inter-organizational trust) and the platform (institution-based trust) (Pavlou, 2002).

Interorganizational trust concerns: *“the subjective belief with which organizational members collectively assess that a population of organizations will perform potential transactions according to their confident expectations, irrespective of their ability to fully monitor them”* (p.218) (Pavlou, 2002). Within online platforms, this definition is not sufficient; it concerns a transaction between an individual provider and an individual customer that revolves around the trust that the customer has in the provider. Not between organizational members. Therefore, interorganizational trust in the context of online platforms refers to: *“the subjective belief with which customers assess that a provider will perform potential transactions according to the customer’s expectations, irrespective of the customer’s ability to fully monitor the provider.”* This form of trust consists of two dimensions (Pavlou, 2002). The first concerns credibility, which entails the extent to which the customer believes that the provider has the intention to execute the transaction effectively and reliable (Pavlou, 2002). The second-dimension concerns benevolence, which shows to what extent the customer believes that the provider has the intention and motives that are beneficial to the customer. In short, when a customer has interorganizational trust, he or she trust the provider (Pavlou, 2002).

The second form of trust which can be created between the platform and the customer entails institutional-based trust. Institutional-based trust can be defined as: *“the subjective belief with which*

organizational members collectively assess that favorable conditions are in place that are conducive to transaction success” (p.218) (Pavlou, 2002). This definition is not entirely adequate within an online platform, it is about individual customers who have confidence in the online platform instead of organizational members in the organization. Therefore, the following definition of institution-based trust is used: *“the subjective belief with which customers assess that favorable conditions are in place that are conducive to transaction success”.* Zucker (1986) distinguishes two dimensions of institutional-based trust, namely: third party certification (licenses, regulations and laws are in place which defines a party’s trustworthiness and expected behavior) and Escrows (which guarantee the expected outcome of a transaction). Institution-based trust entails a critical part of internet transactions (McKnight & Chervany, 2002) in order to create trustworthiness among customers (Zucker, 1987). It concerns the trust that the customer has in the situation and structures created by the platform to ensure that providers and customers can transact in a successful manner. If a customer has institutional based trust, he or she believes that the conditions are mapped out by the platform in such a way that the transaction with a provider goes well. An example of a condition that can be created entails customer feedback. As described before, feedback can establish trust. For instance, the platform gives customers the opportunity to leave feedback behind, customers expect after reading the feedback that the transaction executed by the provider will be successful. In this way, customer feedback contributes to institutional based trust which then contributes to the creation of inter-organizational trust. So, feedback mechanisms concern the structural guarantee that trust can be built within an online platform (Ba & Pavlou, 2002). Which is positively related with customer’s willingness to make use of the platform in the future (Pavlou, 2000). In addition, the perception customers have of the continuity of the relationship affects their willingness to write feedback (Lee et al., 2015).

2.3 Customer Appraisal

2.3.1. HRM activities on online platforms

Institutional based trust is generated by customers trusting that a platform is reliable after reading customer feedback from previous customers. Previously appointed, online platforms want to control and influence behavior of providers but do not want to enter into an employment relationship (Kuhn & Maleki, 2017). They therefore use customers exerting pressure by using feedback. Seen from a human resource management (HRM) perspective, the above implies that customers play an important HRM role. More specifically, through leaving feedback on online platforms, customers engage in performance appraisal. Performance appraisal concerns: *“the formal process of evaluating organizational members, it points to the whole procedure, including establishment of performance standards, appraisal related behaviors of raters, determination of performance rating, and communication of the rating to the ratee” (p.556) (Erdogan, 2002).* For this definition, it requires some adjustments to connect it in the context of online platforms. Providers are evaluated instead of organizational members, customers determine the

rating and the platform sets the performance standard and communicates the rating given by the customer. Therefore, customer performance appraisal refers to: *“the process of evaluating providers. It points to the whole procedure, including establishment of performance standards compiled by the online platform, appraisal related behaviors of raters, determination of performance rating by the customer, and communication of the rating to the ratee executed by the online platform”*.

There are several concepts that express customer’s feedback about the purchased product or service used. One can speak of: ratings and reviews. Within this research, from now on, the concept rating will be used as every online platform gives customers the opportunity to share experiences by giving a rating. Some online platforms choose to leave scope for written supplements in addition to the given rating but this is not always the case. Traditionally, the responsibility for assessing employees is the responsibility of the line manager (Levy & Williams, 2004). In the context of an online platform this manifest itself differently, the online platform is not the employer of the individual providing the service or product. Which entails that the provider does not have a manager that determines the performance rating of a provider. Performance appraisal takes place on online platforms by the customer. Online platforms utilize customer feedback to assess the reliability and value of contractors (Kuhn & Maleki, 2017). As an example: Uber works with a driver’s ratings system in which the customer is enabled to act as a ‘manager’ that evaluates provider performance (Rosenblatt & Stark, 2015). This shifting performance management responsibility from line management to customers is part of a trend taking place within flexible work: online platforms can create expectations regarding the service that the provider is expected to provide through the mediating power of rating systems (Rosenblatt & Stark, 2015). So, in order to measure performance within online platforms, it is essential that ratings are left behind by customers. If no ratings are left behind, the provider’s performance appraisal will not take place. This raises the question, why do customers leave these ratings behind? In the section 2.4 this will be elaborated.

There are several factors that can explain the dispersion in customers leaving a rating behind or not. Within this research, a differentiation can be made between three levels namely: the platform level, the customer level and the within-customer level. At the platform level, dispersion can arise as the customer leaves a rating behind on a platform (for example Booking) and never leaves a rating behind on the other platform (Airbnb). This may be due to, for example, the customer’s opinion about the platform. The type of platform therefore affects the customer’s when leaving a rating behind or not. The second level entails the customer-level. At this level, the character traits of customers can cause dispersion in leaving a rating behind or not. For example: a customer can have the character trait of altruism which ensures that he or she will always leave a review behind. In addition, another customer may not have the character trait of altruism which means that the won’t leave a review automatically. The third level consists of the within-customer level which refers to the influence of the provider and the transaction on the customer leaving a rating behind or not. For example: the quality of the transaction can determine whether a customer leaves a rating or not. In addition, the provider can also have a certain

influence on the customer leaving a rating behind or not, if the provider behaves in an unpleasant way, the customer might be triggered to make this known by leaving a review and vice versa. In both cases, it is essential to note that the provider and the transaction can differ each time when using the online platform. In closing, the reason why customers leave a rating behind or not can thus vary from platform to platform, from individual (customer) to individual and from time to time.

2.4 Self-determination theory

2.4.1. Self-determination theory

The Self-determination theory is a theory that fits seamlessly with the aim of this research. It is a theory about motivation and its antecedents. Within the framework of this research, the reason why customers leave ratings and the antecedents that influence this is exposed. Motivation concerns a central issue in the field of psychology as motivation produces. To elaborate on the aspect of motivation, the Self-determination theory (SDT) is introduced. Motivation theories often see motivation as a unitary concept. SDT focuses on a distinction of the concept by distinguishing motivation into different types. According to Deci & Ryan (2008) the type or quality of motivation is more important than the totality of motivation. SDT distinguishes between Amotivation, autonomous (intrinsic) motivation and controlled (extrinsic) motivation. Amotivation entails the lack of motivation, where intrinsic and extrinsic motivation provide stimulus, this stimulus is lacking in Amotivation (Deci & Ryan, 2000). Intrinsic motivation refers to *“The inherent tendency to seek out novelty and challenges, to extend and exercise one’s capacities, to explore and to learn”* (p.70) (Deci & Ryan, 2002). Intrinsic motivation differs per task; one individual may be intrinsically motivated to perform a task and another may not. As intrinsic motivation is different for everyone, it is not feasible for a platform to influence this form of motivation as it can be different for each user. Therefore, this research focuses on extrinsic motivation of a customer, because the extrinsic motivation can be traced back to different groups of motivators to which an online platform user responds to and to which an online platform can react. (Deci & Ryan, 2000). Secondly, as of the angle of this study concerns the antecedents of motivation the focus entails the extrinsic motivation of a customer. To clarify: these antecedents of motivation are external motivators that are external to the individual and therefore influence the extrinsic motivation of an online platform user.

2.4.3. Extrinsic motivation

Extrinsic motivation can be characterized as a powerful form of motivation which contrasts intrinsic motivation (Deci & Ryan, 2002). The Organic Integration Theory (OIT), a second sub theory within SDT, elucidates four different forms of extrinsic motivation and the contextual factors that encourage internationalization and integration of the regulation in question (Deci & Ryan, 2000). The four types of extrinsic motivation are: external regulation, introjected regulation, regulation through identification

and integrated regulation. These forms of motivation have arisen as these differ in the need degree of autonomy. To clarify, within the first form of motivation (external regulation) an individual does something as otherwise he or she will be punished. In the latter form of motivation (integrated regulation) it feels like an autonomous choice; the individual feels it as a free decision to do something or not. According to the SDT, autonomy is one of the three basic and universal human needs. This theory does not consider the strength of the need but focuses on the extent to which the need in this case autonomy is fulfilled. According to the SDT: *“a person is autonomous when his or her behavior is experienced as willingly enacted and when her or she fully endorses the actions in which he or she is engaged and/or the values expressed by them”* (Deci & Ryan, 1985). An individual undertakes something as within one of the four forms he feels extrinsically motivated. To specify, a student does his homework as he fears parental sanctions, he is extrinsically motivated to do his homework as he wants to avoid parental sanctions. A student may also be extrinsically motivated to do her homework as she personally believes it is valuable for her career. She does this as she finds it important rather than interesting. Both examples concern intentional behavior and originate from extrinsic motivation but they vary in their relative autonomy (Deci & Ryan, 2002). Individuals are most autonomous when they act in accordance with their interests, values and desires.

The first type of extrinsic motivation concerns *“external regulation”*, this form is the least autonomous, behavior is demonstrated to answer an external demand or to reward (Deci & Ryan, 2000). With this form of motivation, one does something as one gets something in return. How this form of motivation relates to leaving ratings on online platforms proceeds as follows: for example, booking.com offers discount coupons of ten euros on the following booking after completing a rating. External regulation can also occur in cases where an individual wants to avoid punishment. Within this form, an individual does not feel like he or she has a choice to demonstrate certain behavior, so it does not meet the need for autonomy as the individual does something through another person’s stimuli. In online platform environments this may occur when a customer cannot enter into a new transaction if they have not yet left a rating.

The second type of external motivation entails *“introjected regulation”*. *Introjection refers to: “taking in a regulation but not fully accepting it as one’s own”* (Deci & Ryan, 2000). Within this form of motivation, behavior is shown to prevent guilt or anxiety or to maintain pride (ego). In case of wanting to prevent fear or guilt a customer can leave a rating on an online platform as for instance, the Uber driver asks the customer to leave a rating and the customer has promised to do so. The customer feels guilty if he or she breaks the promise to leave a rating. In the manner of pride, a customer can leave a rating as the individual wants to show that he or she is prosperous enough to use the service. In other words, introjection concerns regulation by conditional self-respect. Even though the individual perceives an internal motivation to act, the individual is not actually driven by a heartfelt internal conviction but mainly based on an external motivation. In practice it is usually based on the motivation to avoid negative feelings such as guilt. Guilt is the external motivator here as guilt can only arise when

there is a connection towards another in this case the Uber driver.

Thirdly, “*regulation through identification*” entails: “*a conscious valuing of a behavioral goal or regulation, such that the action is accepted or owned as personally important*” (Deci & Ryan, 2000). This form of motivation is more autonomous than the previous two forms. The individual shows behavior as the individual can identify it as personally important and therefore considers this regulation as its own. A goal is served that which the individual finds essential. Deci & Ryan (2008) describe an example arising from the motivation type regulation through identification that for instance, a boy that memorizes spelling lists as he sees it as relevant to writing. An example applied to leaving a rating on an online platform concerns: The individual leaves a rating as he or she wants Uber to continue offering services in the remote area where the individual lives. Another example entails: the individual leaves a rating as he is disappointed in the service delivered and he finds it important that other individuals do not suffer the same fate.

The fourth type of extrinsic motivation, the most autonomous one, concerns “*integrated regulation*”. Self-integration arises when anyone can fully identify with rules (Deci & Ryan, 2000). Within this form of motivation, it concerns values that you adhere to. The more the motives for behavior of the individual is internalized and assimilates with the self, the more the extrinsically motivated behavior is self-determined (highest level of autonomy). This internalized form of motivation shares many qualities with intrinsic motivation, but remains an extrinsic form as the individual assimilates with the value of another individual (Deci & Ryan, 2000). For example, a value that an individual can have entails generalized reciprocity, which means that certain actions are seen as repayments for benefits received (Gouldner, 1960). In this case, someone leaves a rating as he or she has made a choice as a result of the rating of another person and feels that he or she should do so in return. In closing, the above forms of motivation provide for the different degrees of autonomy needs of individuals. The motivation an individual has determines why a customer leaves a rating behind on an online platform. Following on from this, there are four antecedents, shown in figure 1, that influence these forms of motivation namely: the platform, the provider, the customer and the transaction. How this influences the different forms of motivation why a customer leaves a rating on an online platform is highlighted below.

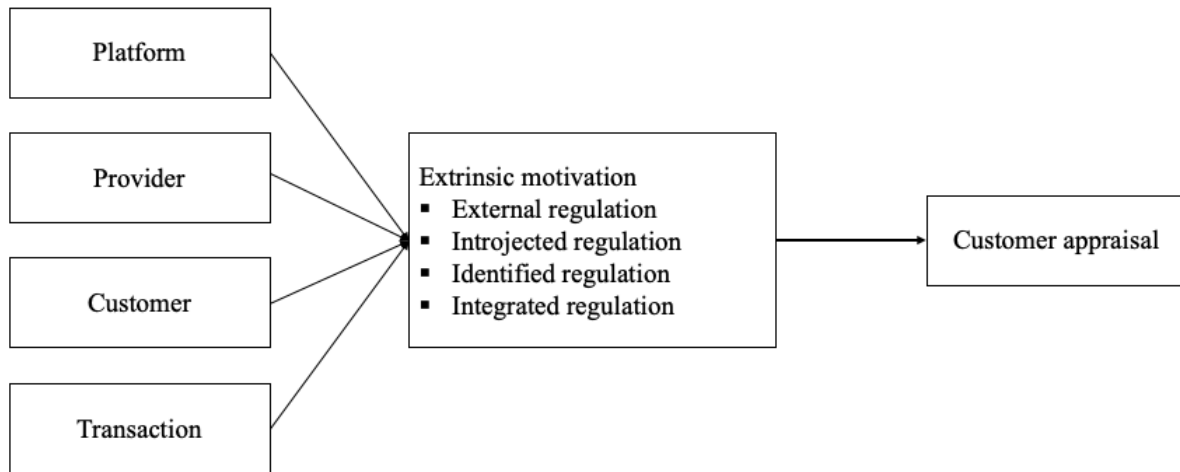


Figure 1. Research Framework

2.5 Antecedents

Numerous antecedents have been found which influence the extrinsic motivation of a customer to leave a rating behind or not. Four clusters are used to create an order namely: the platform, the provider, the customer and the transaction. These clusters are chosen as the platform, the provider and the customer are necessary to participate for the transaction to take place (Benoit et al., 2017). Additionally, extrinsic motivation emanates from outside the individual, where the platform and the provider can influence the extrinsic motivation of the individual to leave a rating behind or not. Subsequently, there are forms of extrinsic motivation that can arise from the customer itself for example, integrated regulation. In closing, the transaction can have an impact on the extrinsic motivation of the customer. Therefore, this research focuses on four antecedents that influence a customer's extrinsic motivation to leave a rating behind or not. The four different antecedents belong to one of the three platform levels mentioned in section 2.3. The antecedent platforms lies within the platform level, the antecedent customer falls within the customer level and the antecedents provider and transaction can be found in the within-customer level. In this section, the influence that antecedents have on the types of extrinsic motivation are set out by means of examples. At the end of this section, figure 2 visualizes the research framework that has been enriched with the link between the antecedents and the types of extrinsic motivation, which leads to leaving a rating behind on an online platform.

2.5.1. Platform

The platform has certain structures and rules with which they influence the extrinsic motivation of customers to leave a rating behind or not. The antecedent 'the platform' consists of three attributes, which are derived from the literature: Coupon Treatment (Fradkin, Grewal & Holtz, 2018), Message-involvement (Dichter, 1996) and Superior Status (Teubner, Hawlitschek & Dann, 2017). The attribute Coupon Treatment entails the issue of receiving discount coupons on a subsequent transaction which is

offered after leaving a rating behind (Fradkin et al., 2008). The attribute Message-involvement refers to activities that stimulate the customer to leave a rating behind such as: sending e-mails and pop up screens when visiting the platform (Hennig-Thurau et al., 2004). The third attribute Superior Status implies that the platform sets out a status that the customer can generate when returning to the platform and leaving a rating behind (Teubner et al., 2017) For instance, on Booking the customer can obtain a genius status when leaving ratings behind with which the customer can book their accommodation with a discount of 10%. These three attributes influence the customer's extrinsic motivation to leave a rating behind or not. How this manifest itself is explained in more detail by means of examples.

The online platform influences the *external regulation* of the customer by making use of Message-involvement. The platform only shows the rating given by other customers about a particular booking/reservation after the customer has given a rating of the last reservation made/visited. The platform decides to keep information behind, this by showing a pop-up (message-involvement) that the ratings can only be viewed after writing a rating and thus entice the customer to actually write a rating. Besides Message-involvement, Coupon treatment can also affect the *external regulation* of a customer to leave a rating behind or not. The platform offers discount coupons to customers on the next transaction in exchange for writing a rating. Furthermore, the online platform influences the *introjected regulation* of the customer by offering Superior Statuses. The customer wants to show his or her environment that he or she often uses the service/products and therefore leaves ratings behind so that he or she obtains a higher status than their environment. Additionally, the platform can influence the *identified regulation* of the customer by making use of Message-involvement. A customer's personal goal may be to reduce food waste. The online platform TogooodTogo has the same aim and offers food coupons of certain restaurants at the end of the day for a low price that would otherwise be wasted. After the coupon has been handed in at the restaurant concerned, the customer is invited by means of an e-mail to give a rating (Message-involvement), with the aim of preventing food waste together. It may have been concluded that within this research, the online platform attributes (which consists of: Coupon Treatment, Message-involvement and Superior Status) influence the extrinsic motivation of the customer which determines whether or not a customer leaves a rating behind.

2.5.2. Provider

The provider has an influence on customers extrinsic motivation, whether they leave a rating behind or not. There are two attributes derived from the literature that are classified under the antecedent provider: Feedback (Fradkin et al., 2018) and Level of Effort (Proserpio, Xu & Zervas, 2018). Feedback refers to the ability of a provider to provide feedback to the customer. When the provider gives the customer positive feedback, it is likely that the customer prefers to do so in return (Fradkin et al., 2018). The level of effort relates to the effort a provider shows in executing his or her job. It has been determined that the more effort a provider shows, the more likely it is that a customer writes a rating (Proserpio et al., 2018). The extrinsic motivation of a customer can therefore be influenced by effort and extra role

behavior. So, these two attributes can influence the extrinsic motivation of a customer to leave a rating behind. By means of examples a more detailed explanation is given.

The provider can influence the *external regulation* of the customer by responding to the attribute: level of effort. The provider offers additional services to the customer with the aim of surprising the customer and showing extra role behavior, in order to increase the likeliness that the customer will leave a rating behind. For instance, the Uber driver offers chewing gum and drinks in his or her car. An example of how the provider influences the *introjected regulation* of a customer by means of Feedback proceeds as follows: when the provider asks the customer directly to leave a rating, customers are more likely to leave a rating behind as of the social pressure. To clarify: a restaurant owner asks the customer to give a rating on Trip Advisor, the customer says he does this as he finds it hard to say no and feels guilty afterwards if he does not keep the promise. Also, *integrated regulation* can be influenced by the provider. The provider acts when delivering the service/product in a certain way and according to certain values/norms which do not correspond with the values/norms (Level of Effort) of the customer. The customer finds the provider rude and inappropriate which makes him or her to leave a rating to make sure that other customers are not treated in the same way. These two attributes, Feedback and Level of Effort of the providers can influence the different types of extrinsic motivation which determines if customers leave a rating behind.

2.5.3. Customer

When a customer does not feel intrinsically motivated to leave a rating, extrinsic motivation in various forms can occur to leave a rating behind on an online platform. There are three attributes, known from literature, that are classified among the customer. These attributes of a customer which influences the intrinsic motivation of a customer are: Emotion (Wetzer, Zeelenberg & Pieters, 2007; Dichter, 1966, Sundaram, Mitra & Webster, 1998), Altruism (Sundaram et al., 1998) and Loyalty (Dick & Basu, 1994). Emotion refers to a feeling that the customer perceives caused by the experience he or she has had. The feeling both negative and positive can influence the customer in leaving a rating behind or not (Wetzer, Zeelenberg & Pieters, 2007). Altruism entails behavior that is characterized by doing something for someone else without expecting anything in return (Sundaram et al., 1998). The last attribute loyalty refers to the connection that the customer feels with the platform and therefore regularly returns. Research shows that loyal customers are more likely to leave a (positive) rating behind (Dick & Basu, 1994).

How the three attributes of the customer influence the extrinsic motivation of the customer to leave a rating behind is underneath explained by means of examples. The attribute Emotion can have an influence on the *introjected regulation*. For instance, the online platform Wehkamp mediates between certain brands and the customer. The customer buys a product which is from an expensive brand and leaves a rating about it on the platform Wehkamp to show other customers that he or she is able to afford a product that expensive in order to obtain a certain feeling as pride (Emotion). Another form of

motivation that can be influenced by the attribute Loyalty entails *integrated regulation*. A customer has received certain benefits and want to give something in return (generalized reciprocity), the customer of an online platform leaves a rating behind as they want to give something back to the community as he or she has used other rating to decide. In addition, the *integrated regulation* of a customer can be influenced by the attribute Altruism. The customer may have had a positive or negative experience which makes him or her want to leave a rating behind. The customer wants to prevent other customers from using the service or product when they had a negative experience, or recommend the service of product when the experience was positive. So, the three attributes of the customer: emotion, altruism and loyalty can influence the extrinsic motivation of the customer resulting in leaving a rating behind or not.

2.5.4. Transaction

The actual transaction influences different forms of extrinsic motivation of the customer. A transaction can take place offline and online and this can affect an individual's extrinsic motivating to leave a rating behind or not. The antecedent transaction consists of two attributes: Expectation (Hennig-Thurau et al., 2004; Dichter 1966) and Price-fairness (Jeong & Jang, 2010; Liu & Jang, 2009). The attribute Expectation refers to the customer's expectation of the service/product. Based on the actual service/product delivered it is determined by the customer whether the expectation has been met. If this is not the case, customers are more likely to leave a rating behind (Hennig-Thurau et al., 2004). According to Liu & Jang (2009) Price-fairness refers to the experience that the customer has if the price is justified for the delivered service/product. A perceived price unfairness can lead to leaving a negative rating behind.

Below a more detailed explanation of how these attributes relate to the extrinsic motivation of a customer. The transaction (Expectation/Price-fairness) can influence the motivation form *identified regulation* of the customer. The quality and price of the transaction can positively and negatively influence the motivation of the customer to leave a rating behind on an online platform. If the expectations concerning the quality or price of the online transaction (non-physical contact between the customer and the provider) is below or exceed the quality or price of the transaction that is expected, a customer may be tempted to share this by leaving a negative or positive rating behind. For instance, the customer purchases a laptop at the online platform Amazon of the brand Apple and is disappointed or satisfied with the quality/price of the laptop he or she is more likely to leave a rating as he or she considers quality and price to be important. Another form of extrinsic motivation that can be influenced by an offline transaction (physical contact between the customer and the provider) concerns: *integrated regulation*. It is well known that a German is punctual and likes to fulfil his or her agreements. When the individual orders an Uber and expects to wait five minutes and this results in twenty minutes waiting time the individual is disappointed in the transaction (Expectation). This could encourage the customer

to leave a negative rating on the online platform. In closing, the attributes of the transaction: expectation and Price-fairness influence the extrinsic motivation of the customer to leave a rating behind.

In closing, figure 2 shows that within this research a distinction is made between three different levels; each consisting of corresponding attributes that influence the extrinsic motivation of the customer to leave a rating behind or not. The dotted lines between customer appraisal illustrates the following: a customer can be stimulated by the within-customer level to leave feedback behind due to for example the provider who asks for feedback or because the customer is satisfied with the transaction. In addition, a customer can also be stimulated by the customer level within the same transaction, the provider can ask for feedback but as of the customer's character being altruistic the customer wants to leave feedback not only because the provider asked him to do so but also because he finds that important himself (altruism). This tenet does not work the opposite way since when a customer is firstly stimulated by an attribute in the customer level, by for example being altruistic he or she will leave feedback without taking any other stimulus into consideration as they are already convinced to leave feedback. So, the provider asking for feedback does not have an influence when the customer has already decided to leave feedback as of their altruistic character. The dotted line from the customer level to the platform level manifests itself in the same way. Taking the customer attribute loyalty in consideration, a customer can leave feedback because he or she is loyal. Additionally, he or she may be loyal to a specific platform. When the customer receives an email from an online platform to which he or she is loyal it could lead to leaving feedback.

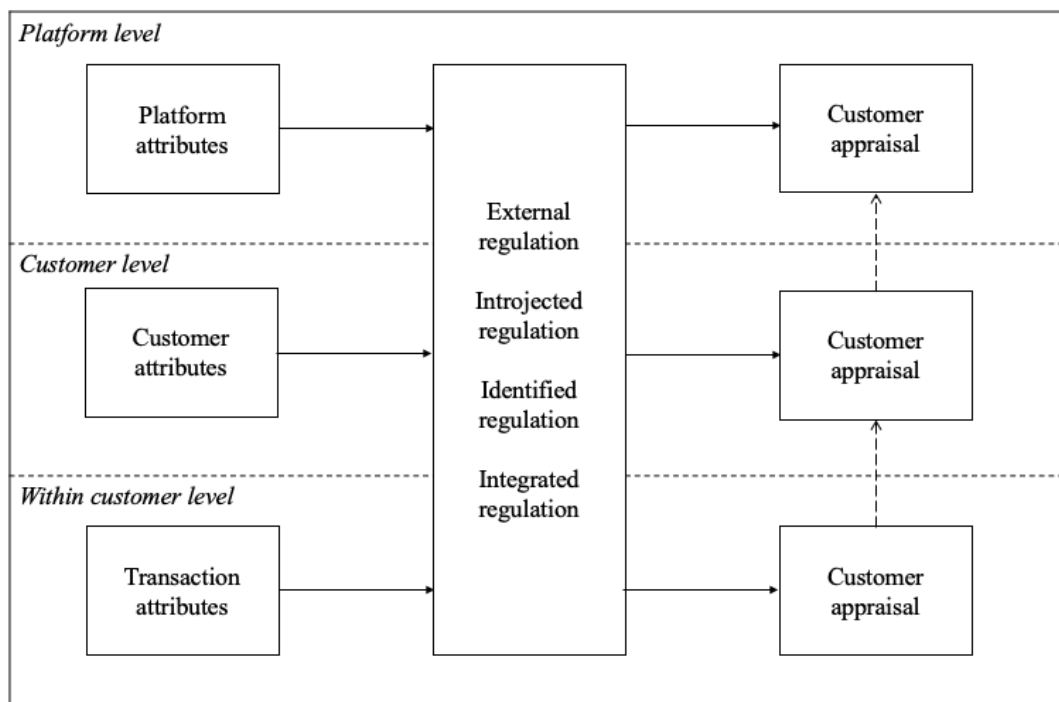


Figure 2. Research Framework enriched

3. Methodology

In this chapter the research strategy is elucidated. The first section describes which form of data collection will be used. The second section specifies the unit of analysis. Following on, the research method is presented accompanied with an interview protocol. Additionally, a description of the analyze procedure with an examination of the reliability and validity of the research is set out. In closing, it is proposed how the dispersion between the levels is measured and how different configurations can be composed.

3.1. Exploratory research on online platforms

For this research, a study is being conducted at online platforms within the gig and sharing economy. The aim of this research is to determine why customers leave a rating behind or not. An exploratory research will be carried out to investigate which forms of motivation and associated antecedents cause customers to leave a rating behind or not. An exploratory study has been chosen for the following reasons. An exploratory research aims at acquiring new insight into a phenomenon that is too general (Stebbins, 2011). In the case of this study, there is a lot of information available. However, not in the business required for this study namely, the online platform economy. For this reason, there are several issues of exploratory nature that are still incomprehensible. The aim is to make this available general information specific to the online platform economy. In order to clarify: first of all, it is known that there are four forms of extrinsic motivation but how these manifests themselves within the platform economy is unclear. In addition, it is clear that there are antecedents that influence the extrinsic motivation, but it is unclear whether these antecedents act in the same way within online platforms and whether there are perhaps antecedents that have not yet been exposed because the focus in previous research did not entail online platforms. In addition, it is assumed that different levels may influence the choice to leave feedback behind, but whether this is actually the case must be clarified by this study. In order to obtain answers to and confirmation of these issues, it is important to proceed on an exploratory basis in order to find additions and find out whether these various actors work in this manner within the platform economy. In order to collect data, a qualitative approach of data collection is selected. Qualitative research has a descriptive character and focuses on interpretations, experiences and meanings. It is aimed at answering questions why individuals undertake and do certain things (Marshall, 1996). Therefore, this method of research optimally supports the purpose to gain insight into the reasoning of a customer.

3.2. Unit of analyses

Within this research, the unit of analysis entails "*customers of online platforms*". This respondent group, "*customers of online platforms*" has been selected as the purpose of this research is to explain why customers leave a rating behind or not on an online platform. As described in section 2.3 there is a dispersion within three levels why customers leave a rating behind or not: the platform level, the

customer level and the within-customer level. So, it is essential that the respondent has left a minimum of two ratings and uses different online platforms to investigate this dispersion, since this is not conceivable when the customer left only one rating behind on one online platform. The respondents were recruited by using one's own network. The researcher approached the respondents personally or invited them to take part in the survey by means of an e-mail prepared in advance. A total of 24 respondents were recruited and participated in this study and were therefore interviewed. The group of respondents consists of three male participants and twenty-one of the female gender. Moreover, eleven respondents find themselves in the age group 20 to 30 years. 13 respondents are aged between 45 and 55 years. An overview of the online platforms used by the different respondent can be found in appendix I.

3.3. Data collection method

In order to answer the research question, a two-track research will be carried out. This research will consist of interviews with customers of online platforms and a composition of configurations which refers to the process of attributes that an online platform user goes through/experiences when deciding to leave feedback behind or not.

3.3.1. Interviews with customers of online platforms

The first part of the data collection concerns interviewing customers of online platforms. The aim is to find out why customers leave a rating behind on an online platform. The interviews are semi-structured using an interview protocol where open-ended questions are asked. In order to find out what the extrinsic motivation of the customer entails to leave a rating behind or not, interview questions are asked at three different levels: the platform level, customer level and within-customer level. By conducting the interview questions on three levels it is determined which attributes influence the extrinsic motivation of the customer to leave a rating behind or not. During the interviews, data generated by customers themselves on their online platform accounts will be used. In this manner, insight can be given into how these three levels apply to the customer. Adequate data is collected when respondents do not provide new insights/information also referred to as data saturation. The different levels that affect the extrinsic motivation of the customer (table 1) are used as input for the interview protocol. The first question therefore focuses on the customer level. The question entails whether a customer always leaves a rating behind. This question is drawn up as it is assumed that someone who writes on the basis of emotion, loyalty or altruism will always leave a rating regardless of other influences. Subsequently, if the answer to the first question is no, it is interesting to find out why that is the case. These answers can be allocated to the platform and within customer level since the customer does not only write of his own accord, but a stimulus is needed which for example can be: message involvement or the provider asking for feedback on the experience. Afterwards, the customer is asked to recap actual transactions to investigate which attributes play a role for the customer when leaving feedback or not. As these transactions always

involve circumstances, which can also influence the feedback behavior, questions are asked about: travel company, duration stay, travel occasion, satisfaction etc. These circumstances have been drawn up by reasoning in advance what kind of circumstances one might find oneself in. As described, when conducting the interview open-ended questions are used. By using open-ended questions, the customer has the opportunity to elaborate on the interview questions. Bernard (2017) states that the interviewer can control the interview by using a semi-structured format, but the interviewer as well as the interviewee are able to explore new leads. In addition, reference is made towards table 2, circumstances in which the customer finds himself during the transaction is inquired in order to investigate whether this has an influence on leaving feedback behind.

The interviewee will be asked to make an overview of the used online platforms beforehand. The interviewee is then asked whether it can be included and whether the information regarding their overview can be saved. In addition, it will be verified if the interviewee agrees to recording the interview.

Table 1. Interview protocol customers online platform

Interview questions
<p>Do you always leave a rating behind?</p> <ul style="list-style-type: none"> • If the answer is yes, the following questions are proposed (customer level): • Why do you always leave a rating? • What characterized you that you always leave a rating behind?
<p>Do you always leave a rating behind?</p> <ul style="list-style-type: none"> • If the answer is no the following questions are proposed (platform level and within customer level): • Why do you not always leave a rating behind? • Do you often leave a rating behind and sometimes you do not? And why is this? • What about the few times you did not? • Or do you hardly ever do it and in some cases, you do? And why is that?
<p>The interviewee is then asked to look at the actual transactions on their online platform account. The question that is then proposed is:</p> <ul style="list-style-type: none"> • I see that sometimes you do leave a rating and sometimes you do not, why is that? • I see that you have done it here and not over there? Why? • Were you here alone? Were you here with several people? • Were you here for work? Were you here on a private occasion? • How many days have you been here? • How much did you pay for it?

- Were you satisfied with the service/product you used here?
- Where did you consume the product: for example, was it in the Netherlands or in France?

Prior to the interview, a secondary data protocol is drawn up in which consideration was given to the circumstances in which the customer may find himself during the execution of the transaction.

Table 2. circumstances customer when executing transaction

Checklist circumstances	Answer interviewee
Companionship: alone or with several people	
Business or leisure	
Amount of days/time	
Amount paid	
Satisfaction level	
Location	

3.3.2. Interview analysis

The analysis of the data concerns the categorization and coding of the developed interview transcripts (Appendix II). This process is carried out using the fourteen stages described by Burnard (1991). In order to ensure the validity of this study, the interview transcript will be sent to the interviewee to verify that what is transcribed corresponds with the perception of the interviewee. The first phase involves taking notes of striking aspects afterwards the interviews are held. These striking aspects can be useful for interpretations and conclusions later in the process. The second phase entails becoming familiar with the data by reading it through and discovering general themes. In preparation for the coding process, a coding scheme has been developed, which is shown in Appendix III. Subsequently, at the third stage open coding is carried out (Appendix V). Open coding entails noting aspects which are considered important. Since the nature of this research is exploratory and it is important not to exclude any additional important information, a code additional finding will be used supplementary to the codes drawn up in advance. The fourth stage concerns the reduction of codes by drawing up a category. For instance: “I often return to the platform” and “I don’t visit any other platform than this one” becomes the category: “loyal customer”. In order to avoid repetition, the list of categories will be reviews in the fifth phase. To ensure the validity of the categorization method, two peers are asked in the six phase to compose the different categories without seeing the categories that have already been drawn up. The next phase concerns the marking of the different categories throughout the transcripts using colours codes so that it becomes clear which pronunciation belong to which category. In the ninth phase, the categories from the various interviews are grouped together for a clear overview. The different pieces of texts are placed in phase ten under the categories for a final overview (appendix VI). Consequently,

to ensure the validity of the research, the final list is presented to the respondents to see if it corresponds to their thoughts. In phase twelve, the coding process is finalized as all sections are gathered in order to write down the main findings. When noting the results, it is important to mention that in case of uncertainty the original transcript can always be considered. Stage thirteen entails the writing process, in which it is essential to proceed category by category so that all results are recorded. In the final stage the findings of the data are presented in the following chapter.

3.3.3. Explaining dispersion

The dispersion (platform, customer and within-customer level) is going to be mapped out in order to be able to determine how often ratings are left behind by the respondents. In order to clarify how the dispersion within the group of respondents is designed, an overview is made of the different interviews. For each interview it is noted whether the respondent always, never or sometimes leaves feedback behind, see appendix IV.

3.3.4. Composing configurations

It is assumed that the different attributes identified from the literature leading to customers leaving feedback behind interrelate with each other and that these attributes can not only be seen as a stand-alone attribute. In order to determine how the different attributes relate to each other an aspect of the data analysis concerns the examination of configurations and therefore coherence. The process by which the configurations are identified and created is explained underneath.

Firstly, in establishing the configurations, an overview is going to be made of all transactions entered into by the respondents, see appendix VIII. In total, 97 transactions are identified. Within these transactions it is noted which attributes (hurdles) have been experienced which have influenced the decision to leave feedback behind. Secondly, an excel file is going to be created. The x-axis presents the different attributes derived from the literature and the data collection of the interviews. The y-axis shows the different transactions entered into by the online platform users. Thirdly, the various transactions are placed into the excel file. The attributes that have occurred within the specific transactions are marked with crosses for each transaction. Consequently, to see how often each attribute has occurred within the totality of transactions it is counted how often the single attributes are mentioned by the respondents. Attributes that have not occurred more than five times will be removed from the data file. Because the attributes that have been named less than five times are removed, specific transactions for which there is only one attribute left are also excluded from the data file. Fourthly, each attribute is taken as starting point by marking the transactions in which this specific attribute is named. Attributes that are repeatedly related to each other are noted. The next phase entails the composition of configurations, the process of attributes that an online platform user goes through when deciding to leave feedback behind or not, is going to be executed by displaying the most common connections. Lastly, the different configurations

are merged into one comprehensive overview which will clearly show which steps a customer takes during the process of leaving feedback behind or not.

4. Results

Within this chapter, the results of this study are presented regarding the attributes that influence the extrinsic motivation of an online platform user to leave feedback behind. These results are the outcome of several interviews held with users of online platforms. Firstly, it is explained which dispersion is evident at which level. Consequently, the attributes that emerged from the literature and also the attributes that were found during the data collection are explained. These attributes are then associated with the different forms of extrinsic motivation in order to map out which form of motivation fits which action of an online platform user. After a factual presentation of the results, in the third section various diagrams are shown concerning the thought process of a user when giving a rating/review, also referred to as configurations.

4.1. Level of dispersion

Prior to presenting the results, there are two aspects that are important to display that have emerged during the analysis of the data. First of all, it became apparent that users of online platforms rarely always leave a rating behind or never leave a rating behind. In fact, there is only one respondent who indicates that he or she always leaves a rating or review behind, respondent 6 states: *“in fact always, nine times out of ten I do it because when I buy things I also look at the reviews”*. In addition, there are merely three respondents who pointed out that they never leave a rating or review behind. Respondent 23 mentions: *“never because I can see that other people are already doing it and because I am a bit too lazy for it*. Respondent 18 adds: *“No actually never, I guess because it takes too much time”*. By far the largest part, twenty respondents, indicate that they sometimes leave a rating behind and sometimes not. In order to explain, respondent 1 states: *“no not always, I only leave a review if I am very satisfied or really dissatisfied and if I find it mediocre I think never mind”*. Additionally, respondent 8 mentions: *“I leave a rating if it has been very good or very bad”*. Moreover, respondent 20 points out: *“I write when I know someone has put much effort in it”*. With regard to the group respondents that sometimes gives a rating or review, it seems to depend mainly on whether the customer is satisfied or not. In addition, it is stated that people sometimes write when a provider has made an effort for the transaction. These dispersion among the online platform customers can be found in appendix IV. Next, when connecting these results to the three levels at which dispersion can occur (platform, customer, within-customer), it became clear that most of the dispersion is found at the within-customer level, from transaction to transaction. This will be the focus of further analysis.

4.2. Concepts

Derived from the literature, there are various attributes that influence the extrinsic motivation of a customer to leave a rating or review behind. These attributes belong to four main concepts: platform, provider, customer and transaction. The results of this study revealed that, in addition to the from the literature known attributes, new attributes are found that influence the customer's extrinsic motivation to leave feedback behind or not. These additional attributes are presented, see table 3, in conjunction with the existing one's underneath.

Table 3. Attributes which stimulate extrinsic motivation of customer.

<p style="text-align: center;"><u>Platform attributes</u></p> <ul style="list-style-type: none">• Message involvement• Coupon treatment• Superior status• Usability of completing feedback	<p style="text-align: center;"><u>Customer attributes</u></p> <ul style="list-style-type: none">• Emotion• Loyalty• Altruism• Reciprocity• Contribution of feedback• Unwillingness to make an effort• Prefers direct contact
<p style="text-align: center;"><u>Provider attributes</u></p> <ul style="list-style-type: none">• Feedback• Level of effort	<p style="text-align: center;"><u>Transaction attributes</u></p> <ul style="list-style-type: none">• Expectation• Price fairness• Duration stay• Travel occasion• Travel company• Specification

To illustrate, the attributes are supported by quotes derived from the various interviews conducted with online platform users. In addition, in this section it will be described which attributes influence which specific form of extrinsic motivation. The different forms of extrinsic motivation, external regulation, introjected regulation, identified regulation and integrated regulation differ in the need degree of autonomy (Deci & Ryan, 2002). Within the first form of extrinsic motivation an individual does something which does not feel like their own choice and within the last form the individual feels like it is her or his decision to do something. So, the intentional behavior originates from extrinsic motivation but they vary in their experienced autonomy.

4.3. Platform level

Within the platform level, results are presented of firstly the known attributes from the literature: message involvement, coupon treatment and superior status. Moreover, an additional attribute emerged from the interviews, namely: the usability of completing feedback. In addition, it is presented that the

attributes belonging to the platform level can be linked to the form of extrinsic motivation: external regulation.

4.3.1. Message involvement

The study showed that message involvement is an encouragement for many online platform users to leave a rating or review behind. An unambiguous pattern emerges in which online platform users indicate that they prefer to receive e-mails as they are than reminded of leaving a rating or review behind. It is noted that online platform users regularly do not write if this reminder in the form of an email is not available. Respondent 3 states: *“it is not that I leave a review by myself. Usually I get after I order an email with are you satisfied?”* Respondent 14 complements: *“I think I am someone who needs to be activated. When I am invited I think I want to do it and Booking.com always sends me reminders”*. In addition, Respondent 12 adds: *“if I do not get an email, I am less likely to do it. I have to be stimulated and asked otherwise I would not do it.”*

It is noteworthy to mention that several respondents remark that the timing of the e-mails sent by the online platforms is not always correct with the result that the respondent does not leave a rating or review at that moment. It is indicated that the e-mails are often sent when the respondent is still busy with the transaction (for example, still on holiday) or that they receive an e-mail almost immediately after the online purchase, while the respondent has not yet been able to form an opinion. To clarify, respondent 21 states: *“At Zalando you get an email very quickly and you cannot really say at that moment if the product was helpful or good.”*

In closing, it is expressed by several respondents that excessive sending of e-mails is experienced as annoying. Online platforms that continue to send repetitive emails are not appreciated which results in the fact that emails sent by that particular online platform are immediately removed and therefore no rating or review is left behind. To specify, respondent 6 states: *“when I get ten emails I do not do it as fast because I do not like that.”* Respondent 18 adds: *“I would do it again if I got another email but if I get a lot of emails I will say they mail me all the time so it is a bit double.”* It can be concluded that users of online platforms are encouraged by message involvement but with the note that the timing should be right and that emails should not be sent excessively.

The attribute message involvement can be linked to the form of extrinsic motivation: external regulation. Within this form of motivation, behavior is shown to answer an external demand. In this case the external demand refers to the email that a platform sends with the question if a rating or review can be left behind. This question (external demand) is necessary for many users to leave a rating or review behind. Respondent 9 clarifies: *“I am not going to write a review always on my own default, when I am stimulated or invited that works because I do it anyway”*. Respondent 12 adds: *“If I do not get an email, I am less likely to do it. I have to be stimulated and asked otherwise I would not do it.”*

4.3.2. Coupon treatment

The various interviews showed that different users of online platforms are sensitive to the concept of coupon treatment. When a discount code is offered, respondents indicate that they leave a rating or review more quickly. To clarify: respondent 3 states: *“they always send a discount code for the next time, I am certainly sensitive to that”*. Besides, respondent 5 mentions: *“if they say write a review and get five-euro discount I would do it*. Additionally, this study has shown that this target group is also sensitive to win actions. Considering these win actions, the respondents do state that it has to be a prize which is realistic to win. For example: being able to win back the purchase price or win discount vouchers. Respondent 5 mentions: *“if they say write a review and get five-euro discount I would do it*. Respondent 11 complements: *“I am sensitive to rewards. If it says you have a chance to win this it has to be realistic because you never win a Play Station. But if they add food vouchers for example I am going to write something*. In closing, respondent 14 adds: *“I was stimulated that they said you can recoup you purchase price so I thought I can definitely go and have a look*. Coupon treatment is therefore certainly an aspect that encourages respondents to leave a rating or review behind.

This study showed that the attribute coupon treatment can be associated with the form of extrinsic motivation: external regulation. Customers who are sensitive to this form of motivation show behavior as they get something in return. In the case of coupon treatment, one gets a discount (get something in return) to leave a rating or review behind. To illuminate, respondent 4 states: *“I decide to do it when I can get something for it or win something with it”*. Moreover, respondent 10 complements: *“I want to order food and they said if you write a review you get a free drink so I did. If there is a reward behind it I am triggered”*.

4.3.3. Superior status

The study showed that the concept of superior status, which has been found in the literature as inducement of a customer's extrinsic motivation, does not affect the users of online platforms regarding leaving a rating or review behind. Respondent 1 states: *“I am now genius level 2 and that means I get a 15% discount on offers so the more I book the cheaper it gets”*. It can be said that the superior status influences the customer to return to the online platform but it cannot be mentioned explicitly that the superior status also causes the customer to leave feedback behind.

This study revealed that the superior status does not lead directly to customers leaving feedback but it does causes customers to return to the platform as they receive some form of discount. This fits perfectly with the form of extrinsic motivation: external regulation. Within this context behavior is manifested because the customer gets something in return. In the event of the superior status the customer gets a 15% discount when they often book what makes respondent 1 indicate to return to the online platform.

4.3.4. Usability of completing feedback

The analysis has shown that the convenience with which a rating or review can be completed is important for leaving a rating or review behind. Several respondents indicate that filling in a rating or review should not require too much time. If this is the case, the rating or review is often not completed. Respondent 2 clarifies: *“Does it matter how easy it is? Yes, convenience serves human kind. So how fast or easy it goes is very important”*. In addition, respondent 8 complements: *“they were accessible, easy to use, quick to click through. I do not want it to take too long because then I quit*. Besides, respondent 20 adds: *“what is sometimes have is that thy say it takes 5 minutes and then they keep asking questions. Often halfway, I quit then. I would like to know where I stand*.

The results regarding the ease of filling in a rating or review show variation in the answers concerning the filling in format. First of all, there are several respondents who indicate that they do not want to be steered and would like to see open questions so they can share their experience and are not asked any suggestive questions. Suggestive means in this case getting the feeling that someone is being assessed based on the questions that the online platform user has to fill in. Respondent 3 mentions: *“there were all standard subjects. I understand you choose standardized answers instead of open question but I could not express myself in it”*. Respondent 14 notes: *“the questions made me a bit rebellious as the questions were a check to assess him”*. In addition, the majority of the respondents prefer to be steered and indicates that they want to be steered by means of asterisks or circles that they could easily click on. This same group of respondent emphasizes that it often fills in a rating but not a review as a rating is easy and a review takes a lot of effort. In order to clarify respondent 4 states: *“convenience is important that makes it easier to get review. Not always having to write a story but a number is enough*. Respondent 10 adds: *“I have done that when you have a choice menu and can fill in those rounds which is easy and you do not have to write text. I can click on it and it is just convenience*. In closing, respondent 5 complements: *“I leave a rating behind and no review. It takes too much effort to think about what to write down*.

An important aspect for the majority of respondents entails the ability to leave a rating or review anonymously. If this is not possible, many online platform users would not publish their rating or review. Respondent 3 mentions: *“so, because you cannot leave anything anonymous you would not write a review? Indeed, I am not sending it*. Respondent 4 shares this opinion and states: *“one in a while I cannot fill it in anonymously. I do not want my data exposed”*. In closing, respondent 20 adds: *“sometimes you are positive and want to leave something behind and then I have to fill in my name and it says it goes public. I do not go any further than, I click it away*. In short, online platform users have pointed out that when a rating or review is left behind, the easiness of use, filling in format and anonymity are considered important.

In closing, the attribute ‘usability of completing feedback’ fits within the external regulation form of extrinsic motivation because it is determined by the online platform. The customer cannot decide how it is structured as the platform already did that (external demand). If one experiences this form of

motivation the user is comfortable with how completing feedback is designed. In order to explain further, respondent 16 states: *“I like it when it is steered for example with asterisks that you can give a rating, that is user-friendly.* Besides, respondent 18 adds: *“like an email from the H&M I react quickly because it is easy to respond, I am not going to create an account to write a review.* In addition, this form of motivation can also lead to the result that customers do not leave any feedback. If customers do not like what is required by the online platform, this can be filling in your name when giving feedback, it can cause a customer to not leave feedback behind. In order to illustrate, respondent 22 mentions: *“because I have the feeling that I am traceable and I do not like that so it is actually a privacy issue”.*

4.4. Customer level

Within the customer level, the results of the attributes derived from literature are presented: emotion, loyalty and altruism. Subsequently, additional attributes have emerged from this study within the customer level. The results of which are presented below: reciprocity, unwillingness to make an effort, contribution of feedback and prefers direct contact. Hence, this section reveals how the different attributes affect the form of extrinsic motivation: integrated regulation.

4.4.1. Emotion

The data has shown a dispersion between online platform users that do leave a rating or review out of emotion and online platform users that do not leave a rating or review out of emotion. The concept of personality/character clearly emerges as a reason why users do not leave a rating or review behind. It is often not in the personality to give something negative back publicly. Respondent 13 states: *“I do not write so fast when I am dissatisfied because I find it easier to express my positive feeling”.* In addition, respondent 14 adds: *“I am more a rewarder than punisher. I am the type who likes a positive attitude”.* On the other hand, online platform users who leave a rating or review do that because they have the feeling that they have been disadvantaged. They want to express this feeling by means of a rating or review. Respondent 4 mentions: *“I can write a whole article when it is not good. Dissatisfaction plays a role here, I want to express that.* In addition, respondent 19 states: *“I have ordered more than once and then it was good. It is my own frustration and emotion that I am looking forward to something and then it is the wrong thing that is why I wrote”.*

Besides, it is also indicated that online platform users are often concerned with the impact that a negative rating or review can have on the provider, by means of this thought they do not leave a negative rating or review behind. Respondent 1 notes: *“I always think about the driver, who is being assessed, that is quite something so I am always generous”.* Respondent 14 adds: *“I can put on the platform that it was not her best day but that is silly. I realize what a negative review does to an entrepreneur so I do not do it that is how I am.* Concluding, in general, no rating or review is left out of emotion because this is not in the personality or because one is considering the impact it has on the

provider. In addition, there are a few who do write on the basis of emotion as they have gotten the feeling that they have been disadvantaged.

The attribute emotion can be associated with the form of extrinsic motivation: integrated regulation. Within this form of motivation behavior is shown as the customer pursues his or her individual values. This study revealed that customers often do not leave feedback as it is not in the personality to leave something negative behind, giving negative feedback online does not correspond to the value of an individual. Respondent 22 notes: *“it is my character I guess. I would not communicate with people through other people, in this case online”*. On the other hand, it is indicated that people do write when their values does not correspond to the value of the provider of platform, which makes the customer feel disadvantaged and wants to express this feeling. Respondent 11 states: *“I feel aggrieved I just wanted my money back, it was 140 euros and I had the feeling that they were lying”*. In closing, with this type of motivation the decision to leave a rating or review behind feels like their own choice (own value) but is stimulated by an extrinsic factor in this case the behavior of someone else which does not corresponds with their own value.

4.4.2. Altruism

The concept of altruism has given rise to an unambiguous image. Customers who give feedback because they are altruistic want to help other individuals. Despite the experience the customer has had, he or she will leave feedback out of him or herself. Important to keep in mind when interpreting the results, altruism is a character trait, someone acts because a feeling is aroused that comes from within themselves. Respondent 4 mentions: *“I think this review was written out of goodwill”*. Respondent 22 adds: *“A kind of compliment because we also like to get a compliment when we have done our best for something, that is just me I like to say that”*. In addition, respondent 16 adds: *“I found it important to write as I granted it to them, I see it as appreciation”*. So, it is specified that the rating or review is written to show appreciation and to give a compliment towards the provider. In short, the online platform user grants the rating or review to the provider. Important to note here is that online platform users want to undertake these actions as this is inherently felt. When being altruistic, regardless of the experience, online platform users will leave feedback because they want to help other individuals it can be seen as an act of selflessness.

The attribute altruism influences the form of extrinsic motivation: integrated regulation. First of all, altruism is a character trait which means that the customer displays behavior with which he or she can identify with (highest level of autonomy). The choice to leave something behind feels like a choice of one's own. To clarify: someone may want to leave feedback because he or she wants to do so and does not have to receive anything in return. This attribute may seem to influence an intrinsic form of motivation but this attribute influences an extrinsic form as the customer assimilates to the value of another individual (extrinsic motivator). For example, respondent 11 states: *“I have been working and know how nice it is when customers let me know what they think of your services. So, I give them*

feedback because they can do something with it". In this case, the customer chooses to give feedback because the customer also receives feedback from other individuals and therefore considers this to be valuable.

4.4.3. Loyal

This study has shown that loyalty can affect the motivation of an online platform users to leave feedback behind. Several respondents indicated that they return to the online platform Booking.com as they consider the platform to be reliable as of the experiences they had so far were similar to the reviews written about those experiences on the online platform. This is one of the reasons why respondent 12 leaves a review behind in order to increase reliability: *"I think Booking.com is a great platform. Does that affect you if writing a review? Yes, as those reviews that I read really match reality. So that is why I think those reviews are important.* Respondent 11 complements: *"What I like about Booking.com is that when you go abroad you do not know where you will end up but because Booking.com is reliable it must be good"*.

This study showed that the attribute loyalty can be associated to the type of extrinsic motivation: integrated regulation. Behavior is demonstrated as the customer fully agrees with the rules. The customer agrees with the rules as the value of the customer and the value of the provider/platform is coherent. It has been shown that a platform is considered to be reliable when the experience corresponds with what is described on the platform in question. Because the value of the customer regularly matches the value of an accommodation, the platform is considered to be reliable and the customer wants to contribute to this status by leaving feedback and showing loyal behavior. For an example, reference is made to the quote of respondent 11 presented above.

4.4.4. Reciprocity

Reciprocity is for the majority of online platform users a reason to leave a rating or review behind. This reciprocity, want to make a return as you have received something from someone, operates in different directions. A distinction is made between generalized reciprocity, giving something back to the entire community or individual reciprocity, giving something back to someone specific. Firstly, this study showed that online platform users leave a rating or review behind because they themselves use ratings/review when entering into a transaction. Respondent 1 states: *"I rely on reviews on Booking.com, so I think it is kind of reciprocity. I think I have a duty to leave a review myself.* Respondent 6 complements: *"I leave feedback because when I buy things I also look at the reviews.* In addition, online platform users leave a rating or review behind aimed at their fellow users. This is often the case in the event of a negative experience, the aim being here to warn fellow users and thus protect him or her from the same negative experience. To clarify respondent 5 notes: *"if it is bad I want to let other people know that it is bad. I want to warn other people.* In addition, respondent 16 complements: *"I would rather*

write a review if I am not satisfied than if it is fine. It is actually as a kind of warning to other people not to buy it.

There is also a group of online platform users who write solely for the platform or the provider. This is often done with the aim of identifying opportunities for improvement. Respondent 3 elaborates: *“I do not care about influencing other people. I want to let the people of the organization know whether I am satisfied or not.* Respondent 13 mentions: *“It was opened in April and I thought I can help them with my review because they are just starting and it was a positive review, also with some comments that can help them improve.*

Lastly, the majority of respondents indicate that they leave a rating or review behind with the aim of giving it back to the fellow user and the platform or provider. First of all, to recommend a good experience to the fellow user or to discourage fellow users to enter into a transaction in case of a negative experience. In addition, online platform users want to compliment the platform or the provider on a good experience or, on the contrary, want to criticize in case of a negative experience. Respondent 10 mentions: *“when I am enthusiastic I want the provider to know that it was good. If it is bad I want to tell others on the internet not to order there.* Respondent 1 adds: *“It is reciprocity towards your fellow users but also towards the hotel? Yes, for me it is twofold. To my fellow bookers and also to the accommodation that deserves to be heard.* In conclusion, reciprocity is for many a reason why a rating or review is left behind whether it is aimed at the fellow user, the platform or the provider. In addition, it is determined by the satisfaction level what they want to give back and to whom.

This study showed that reciprocity influences the extrinsic motivation: integrated regulation of a customer. This form of motivation concerns an individual value which is self-determined that corresponds with the value of another individual. In the case of reciprocity, a customer can leave feedback since the customer has used other customer’s feedback (extrinsic motivator) when entering into the transaction and believes that he or she should now give something in return by giving feedback. Respondent 22 states: *“I like to read review from others if I buy a new device or want to book a hotel so I want to give that back too”.*

4.4.5. Unwillingness to make an effort

This study showed that, a common reason cited by online platform users for not leaving a rating or review behind entails that users either do not want to spend their time on it or because they are too lazy to do it. In general, they are not willing to make an effort.

This research showed that several online platform users indicate that they are too lazy to leave feedback behind. Respondent 9 states: *“I think mostly laziness, I do not think about it. If I am satisfied I do not do it. When I am dissatisfied I think I have to do it but in the end I do not.* In addition, respondent 5 complements: *“I do not feel like writing a review, I am too lazy.* Besides, respondent 19 adds: *“I have to press the link, too much work, laziness I guess.*

In addition, online platform users highlight that they do not want to spend time in leaving feedback behind. In order to clarify, respondent 15 mentions: *“No news, good news. Not wanting to invest time if something is good it is good.* Besides, respondent 21 adds: *“I think it is too much hassle that I have to spend time on it.* In closing, respondent 23 states: *“I see that other people already do it and I am a bit too lazy for that”.* The results show that the one of the reasons why online platform users do not want to spend time lies with the feeling of contribution of their feedback. The feeling of contribution is further highlighted in section 4.4.6. In addition, the level of satisfaction is also mentioned as a reason, this is explained in more detail under the attribute ‘expectation’.

This attribute does not influence any form of extrinsic motivation since motivation is not present.

4.4.6. Contribution of feedback

The concept of contribution of feedback shows an unequivocal pattern. Users of online platforms report that when they have the feeling that their feedback is of added value, whether this is for the platform, the provider or other users they would leave a rating or review behind. If there is no such feeling of added value that is for many users the reason not to leave a rating or review behind. Respondent 8 states: *“if I do not write I think it does not have any added value for someone else.* In addition, many users report that they are more likely to write on a small platform, this because users have the feeling that with a small platform the review or rating adds value and that with a large platform the given feedback will end up between the large amount of reviews and is not seen. To illustrate this, respondent 5 mentions: *“with a very small company I have the feeling that it matters more. If I am one out of ten or with a large company one out of 1000 that differs than I think who reads my review.* In closing, respondent 16 complements: *“it matters if I use a large platform or a smaller platform because at the moment you have a small platform you have the feeling that my review has more impact on the supplier and other users”.* In short, a rating or review is given when the online platform user feels that his or her feedback is of added value. This feeling is more common with smaller platforms.

Contribution of feedback can be associated with the form of extrinsic motivation: integrated regulation. Within this attribute, the customer assigns itself the value: feedback must contribute to something. This behavior is self-determined but not entirely, the customer weighs its own value against the value of someone else. When the customer thinks their feedback has no value for someone else, no feedback is left behind. When one thinks their feedback is of added value for someone else, one does leave feedback. So, the customer is always concerned with the value it could have for another individual. As already stated above, respondent 8 mentions: *“if I do not write I think it does not have any added value for someone else”.*

4.4.7. Prefers direct contact

There are several reasons why users of online platforms occasionally rather give back their feedback in person than via a rating or review. First of all, it turns out that users like to give back a compliment in person in case of a positive experience. Respondent 5 mentions: *“when you have gotten a personal connection, I like to give them a personal compliment.* In addition, respondent 3 adds: *“I was really satisfied and I want to let that know but I rather do it in person than on a platform.* Besides, users state that in case of a negative experience they would like to give their feedback back personally so that something can be done with it and the user receives a response to his or her feedback. To illustrate this, respondent 15 notes: *“if I have a bad hotel I say that to the person of who I think the room is bad. I do not write a review on Booking.com but I give it back so they can do something with it.* Respondent 24 complements: *“I go and see for myself what are direct approaches because you get the reaction on your feedback immediately.* In short, users of online platform rather give back their feedback personally when it is to either give a compliment or to personally provide their critical feedback so that they can see how the recipient reacts to it.

This attribute does not influence any form of extrinsic motivation since motivation to leave feedback in the form of ratings or reviews is not present.

4.5. Within customer level - provider

Belonging to the within customer level and the concept provider, the results are presented regarding the attributes: feedback and level of effort. In addition, it has been shown that these attributes can be associated with the form of extrinsic motivation: introjected regulation.

4.5.1. Feedback

It has been shown that feedback influences the writing behavior of an online platform user. When the provider explicitly asks for a rating or review to be left behind many users experience that as encouragement to indeed leave a rating or review behind. This may be due to the fact that the online platform user knows that the provider is going to be assessed based on the ratings or because they are stimulated by the question and would otherwise not have done it. In order to clarify, respondent 1 mentions: *“the same as with a phone shop, when you close a contract and then the seller says madam you get an email asking to assess me. Please give a good assessment. Then I give a high rating. I guess I won't be the one, if I'm satisfied, to make it difficult for you”.* In addition, respondent 20 adds: *“I have often seen them ask me, the Uber driver asks me often if I would like to fill in the rating as I know that he has an interest in it I will do it.*

The attribute feedback can be connected to the type of extrinsic motivation: introjected regulation. In this case, behavior is exhibited because one wants to avoid a feeling of fear or guilt. In the context of this attribute, it can be assumed that the customer leaves feedback because the provider has asked for it directly and the user does not want to be the one who adversely affects the provider

(prevention of guilt). In order to clarify reference is made to the quotes presented above. The essence, why this attribute influences the form of extrinsic motivation: introjected regulation entails: *“I guess I won’t be the one, if I am satisfied, to make it difficult for you”*. They do not want to disadvantage the provider in case of a positive experience to prevent a feeling of guilt and therefore they respond to the direct request to leave feedback.

4.5.2. Level of effort

Within this study, it has become clear that the attribute ‘level of effort’ can affect the customer in three different ways when leaving feedback behind: the provider exceeds the expectation during the transaction, the provider shows counterproductive behavior during the transaction and the provider can show certain behavior after the transaction. In order to clarify, the level of effort concerns an action taken by the provider which encourages the online platform user to leave a rating or review behind.

Firstly, it has been shown that online platform users leave a rating or review behind when the provider exceeds their expectation by showing high level of effort when executing the transaction. The respondents state that they want to leave feedback when the provider is hospitable, forward-thinking and the accommodation (in case of an overnight stay) was nice and good. Respondent 7 mentions: *“we wrote because it was a beautiful area, good location and nice people. For example, there were cold nights and they came to bring extra wood on their own initiative”*. In addition, respondent 18 notes: *“they were so sweet and nice, drinks at the bar. I thought I really want to write something about his. We should let other people know that this is a great hotel”*. In closing respondent 23 complements: *“the people, how forward thinking they are. I had dinner with a friend. The man told us about the menu in such a way that I thought he just does this very fun and well”*. In short, the extent to which the provider makes an effort which exceeds the expectation of the online platform user can be seen as a reason for leave a rating or review behind.

Additionally, this study shows that counterproductive behavior, which refers to low level of effort, during the transaction encourages several users of online platforms to leave a rating or review behind. This can be rude behavior or a delivery time which is too long. In order to illustrate this, several quotes are presented. Respondent 1 notes: *“what makes you give a negative assessment here? That was the taxi driver, delivered by the hotel and who drove like a moron. I had the feeling we were endangered so I thought I should say something”*. In addition, respondent 11 adds: *“I wrote as in my opinion the service was very bad, the delivery time was incorrect, they said it was on its way but it was not even available”*. In closing, respondent 24 complements: *“if it was just right than I will give the confidence that it is a good one just as with Amazon and Ebay. I have had some bad experiences where the driver did not show up*. In short, counterproductive behavior in the form of rude behavior, poor service or long delivery time can encourage users to leave a rating or review behind. In addition, counterproductive behavior during the transaction can be linked to the attribute ‘expectation’, as due to the counterproductive behavior of the provider the user is not satisfied.

In closing, this research shows that the extent to which the provider makes an effort after the transaction is a reason for many online platform users (not) to leave a rating or review behind. The respondents emphasize that the extent to which a problem is solved by the provider is important for leaving a rating or review behind. If the problem is solved quickly and properly by the provider users are not inclined to write afterwards. If this problem is not solved properly it serves as an incentive to leave feedback behind. Respondent 6 states: *“when the customer service department takes good care of the problem I would not write a bad review.* Besides, respondent 13 adds: *“I had a bad experience but I had contact with them and they solved it well so then I do not feel like writing.* Additionally, it has been shown that customers are sensitive to providers who write a review themselves on Airbnb about the customer after the transaction. The online platform user is then inclined to write as well and is therefore encouraged here by the extent to which the provider approaches them. In short, the extent of effort refers to the ability to solve problems properly after the transaction has been executed in case of a negative experience and, in the case of a positive experience, to the overarching behavior of the provider during the transaction. Besides, counterproductive behavior during the transaction can also cause online platform users to leave feedback behind as the experience is negative. It is remarkable to notice that this attribute is also influenced by the attribute ‘expectation’. This because it determines whether the provider should make an effort by solving a problem or has made enough effort according to the customer.

The attribute level of effort influences the extrinsic motivation form: introjected regulation. Behavior is shown as the customer wants to prevent a feeling of fear and guilt or the preservation of pride. When the provider reveals low level of effort, one tends to protect other customers from the same negative experience. In this case, it is not a question of preventing fear or guilt towards the provider but towards other customers. The customer does not want it to be on their conscience (prevent feeling of guilt or anxiety) that other customers have the same experience. Respondent 1 states: *“I had the feeling we were endangered so I thought I should say something before they are going to recommend him to others”.* Besides, counterproductive behavior of the provider can give the customer the feeling that one should maintain their pride by giving back that the way the provider treated them is not decent. Respondent 11 mentions: *“the service was very bad. I had to go after my money but never heard from them”.* Moreover, when the provider shows high level of effort, customers want to retain the pride of a certain provider/accommodation by acknowledging them to the fellow user. Respondent 18 notes: *“they were so sweet and nice. I really wanted to say something about this to let other people know that this is a great hotel”.*

4.6 Within customer level – transaction

The concept transaction belongs also to the within customer level. The results relating to the attributes: expectation and price fairness are presented below. The results show that various other attributes also belong to this level: duration stay, travel company, travel occasion and specification. Moreover, it is

presented that the attributes belonging to the platform level influence the extrinsic form of motivation: identified regulation.

4.6.1. Expectation

The extent at which an online platform user is satisfied determines for many online platform users whether or not a rating or review is left behind. The expectation concerns an experience or perception of the transaction. Firstly, several respondents indicate that they leave a rating or review behind when something is very good, so they are very satisfied or when something is really bad and they are dissatisfied. This group of online platform users leaves a rating or review behind when they are stimulated by extremes (very satisfied or dissatisfied). Respondent 1 states: *"I leave a review when I am very satisfied or really dissatisfied I do not do it when I find it moderate"*. In addition, respondent 8 adds: *"I leave a rating if it has been very good or very bad"*. Besides, respondent 12 states: *"if I am satisfied I will write a review and I think if it is normal I would not write. If it is bad I will write as well"*.

In addition, it appeared that there is a group of online platform users who leave a rating or review behind when they are very satisfied. The high level of satisfaction is the stimulus for leaving feedback behind. In order to illustrate this: respondent 2 states: *"I was very enthusiastic, if I am enthusiastic I think yes I want to share this only if I am enthusiastic not when I am dissatisfied"*. Besides, respondent 7 complements: *"I only react when I want to give a positive review because I want to complement someone. I do not like indicating when something went badly"*. So, this group of customers only leaves feedback behind when very satisfied.

A third group of online platform users indicate that they only write when dissatisfied in order to give back that their expectation has not been met. To whom the user wants to give this back differs. Some want to give it back to the fellow user, others to the provider or platform. The reason for writing is the same, because the user is dissatisfied. To illustrate this: respondent 4 notes: *"I write more when it is not good than I have something to write about"*. Respondent 9 adds: *"I do not think it is part of the transaction so I just do not think about it unless I am very dissatisfied"*. In closing, respondent 10 complements: *"The worse the experience the sooner I would write"*.

Lastly, some users report that they do not write when the expectation is met. Respondent 15 states: *"I almost never leave a rating because it is enough what I get back so the expectation has always been met"*. In short, the level at which online platform users are satisfied is a reason to leave a rating or review behind. There is a group of users that leaves feedback when they are very satisfied or dissatisfied. In addition, there is a group that only writes when they are satisfied and only writes when they are dissatisfied. Besides, some respondent indicate that they do not leave any feedback when the expectation is met.

This study showed that the attribute expectation covered by the concept transaction influences the extrinsic form of motivation: identified regulation. Within this form of motivation behavior is exhibited because a customer values a behavioral goal and sees the action as personally important. In

this context, the customer sets a behavioral goal to which he or she believes that the provider should behave. When the customer is satisfied, the goals of the customer and the provider are in alignment and when the customer is dissatisfied, there is a discrepancy between both goals and thus expected behavior. The customer may or may not leave feedback on the stimulus of this case. To illustrate, respondent 3 states: *“I want to let you know that I am not satisfied and, in my opinion, there is room for improvement”*. As the behavior of the provider does not match the customer’s proposed behavioral goal, the customer wants to leave feedback so that the provider might be able to show the desired behavior the next time.

4.6.2. Price fairness

This study has shown that the majority of online platform users leave feedback behind when they consider the price/quality ratio to be disproportionate. It is indicated that users are more inclined to write if the transaction has been expensive and the expectation has not been met. Respondent 5 states: *“if I had paid a lot I would be more dissatisfied. It was disappointing but as I did not pay a lot of money maybe it was the price/quality I could expect*. Respondent 6 complements: *“it matters if I order something of 300 euros or five euro. I think more consciously before I buy something expensive. So, I want to help someone make the right choice if it is expensive*. In closing, respondent 20 complements: *“if you pay not much then I think what can I expect from a cheap room but if they ask an expensive price and it is not good then I think this is not decent. Then I would like to give that back”*.

In addition, the users also state that they leave feedback behind when they are surprised by the good price/quality ratio. Respondent 2 notes: *“when it is cheap and the quality is very high then I am surprised and would certainly like to share that*. In addition, respondent 8 mentions: *“I wrote because the price/quality ratio was good, nice facilities. We could make use of the facilities with all people thus the price/quality ratio*. In short, the reason for leaving feedback is for online platform users the consideration whether the experience of the transaction is proportional to the price paid for it. If this is not the case, the user is encouraged to leave a rating or review behind.

The attribute price fairness influences the extrinsic motivation form: identified regulation. The same reasoning applies to the attribute of price fairness as it did with expectation. When the price is equal to the price the customer is willing to pay, there is an agreement of expectations. This agreement encourages the online platform user to leave a rating, respondent 8 mentions: *“I wrote because the price/quality was good”*. This can also work the other way around, when there is no agreement this can be an incentive to leave a rating behind as the customer finds it important that the provider knows that this is not in alignment with their own expectations and therefore behavioral goal. To clarify, respondent 18 notes: *“I would rather settle for something I do not like if I did not pay a lot for it. If something is cheap then I think faster I did not pay so much for the quality that is lacking”*.

4.6.3. Duration stay

The study has shown that it matters for several online platform users how long they stay somewhere, the duration. It is indicated that when a user stays somewhere longer, this can be a week or a few days in comparison to just an overnight stay, they are more likely to leave feedback behind. This because in case of a positive experience, a bond with the provider has been established. In case of a negative experience, they want to give something back because with a longer stay, it has a greater impact on the user himself (ruined holiday). In order to illustrate this: respondent 1 states: *“I think that a two-week stay can make you feel more comfortable with the hotel owner or the apartment, that you think this is really good”*. In addition, respondent 5 adds: *“the longer the stay the more influence. For example, if it is only 1 night it is a very small percentage of the weekend which was bad. If it is bad for two weeks it affects your holiday much more.* In closing, respondent 14 complements: *“It matters when writing a review how long I stay. I think the total experience if you stay longer, your relationships is than a bit different so I think it does matter”*.

Like the previous two attributes, this attribute affects the extrinsic form: identified regulation. Within this form of motivation, behavior is shown because the customers experience it as personally important and it corresponds to a self-imposed behavioral goal. This study has revealed that when a customer stays somewhere longer, the customer expects something else from the accommodation. Customers find it personally more important to give feedback in case of a positive experience because due to the long stay a bond has been built. In this case, expectations are the same and the customer and provider understand each other. When the expectation and thus the behavioral goal of the customer is not met, it has more impact on the customer when the customer stays somewhere for a long time, therefore the customer is also inclined to leave feedback. Respondent 5 mentions: *“the longer the more influence, if it is only one night it is a very small percentage, if it is bad for two weeks it affects your holiday more”*. In short, this form of motivation is influenced during a long stay because customers find it personally important to give feedback.

4.6.4. Travel company

Several respondents indicate that they are influenced by their travel company they are on holiday with when leaving a rating or review behind. It is reported that users sometimes do not write because they find it unpleasant to speak for the whole group. The respondents think it is a hassle to consult the whole group and secondly not everyone has the same opinion which makes them not leave feedback behind. When the user is with someone else (two), this often acts as a stimulus because some respondents report that they need a stimulus from someone in order to leave feedback behind. In order to clarify: respondent 9 states: *“I went to Barcelona with my sister. She is really someone working on it. Thinking about what to put down, then I like to think about what to write too”*. In addition, respondent 13 mentions: *“there were three of us and I had to write a review then on behalf of the three of us. I knew everyone liked it*

there but then I have to give my opinion for other people". In closing, respondent 16 adds: *"it matters if I am with someone or alone I do not think I would do it quickly when I am alone"*.

This study reveals that the attribute travel company influences the form of extrinsic motivation: identified regulation. On one side the customer does not want to leave feedback when he or she is with a group because then one does not know if his or her experiences/thought are shared by the group members. Because the customer does not know if this experience matches and if they consider the same personally important, no feedback is given. Reference is made towards quote 13. In addition, giving feedback is considered personally important by the customer when one is in the company of another. Because this other person finds it important to leave feedback behind, the customer is stimulated to also find it important that is when giving feedback is seen as an action which is important.

4.6.5. Travel occasion

The travel occasion emerged from the study as a reason to leave a rating or review behind. There is one respondent who indicates that it matters whether it is a business or a personal transaction. The user prefers to leave a rating when it comes to a business transaction because it is then less personal as it seems more detached. Respondent 23 states: *"with a business transaction it seems more detached. It feels more like a company giving advice than I do as a person."*

Revealed by this study, the attribute travel occasion can be associated with the form of extrinsic motivation: identified regulation. The travel occasion can cause different expectations and therefore different behavioral goals. One can expect something different from a business trip than from a leisure trip which results in leaving feedback when on a business trip and not leaving feedback when on a leisure trip.

4.6.6. Specification

The type of transaction determines for the majority of online platform users whether or not they will leave a rating or review behind. Several online platform users state that they would rather write a review concerning a hotel transaction because this transaction cannot be exchanged. If the user has a negative experience with the hotel this will have a major impact on their stay. In the case of an item of clothing or product that is purchased, it can be exchanged and the impact is less as you receive a refund of the money spent. For this reason, online platform users report to leave feedback when it regards a hotel transaction and often not leave feedback when it comes to a garment or product. In order to illustrate this respondent 10 notes: *"I rather do it at hotels because it is about hygiene or really about quality of food. If it is a piece of clothing which does not fit you send it back. At the hotel it is different you cannot send it back."* In addition, respondent 16 adds: *"the moment I do not like it on my holiday it concerns me personally and the moment I buy a garment it does not really have an impact on me"*.

This reasoning presented above is also reflected at platform level. Several respondents indicate that they do leave a rating or review on certain platforms and do not leave a rating or review on other

platforms. First of all, this has to do with the size of the platform, when it concerns a small platform, the user has the feeling that the influence of their review is greater. Respondent 5 states: *“with a very small company I have the feeling that it matters more. If I am one out of ten with a large platform or one out of 1000 than it differs who reads my review.* In addition, it is unequivocally concluded that users of online platforms leave a rating or review on hotel platforms such as Booking.com and TripAdvisor and not on a platform such as Zalando or Wehkamp. This is again because the impact of a hotel platform is greater on the user personally. Respondent 9 notes: *“I will do it faster if I went on holiday than if I were on Zalando. If I buy something at Zalando I can get my money back when not satisfied. If I go on holiday and I am not satisfied I do not get my money back”.* In short, online platform users are more likely to leave a review or rating when it concerns a hotel transaction with the result that there is variance between the different platforms as it is more likely that users write when it regards a hotel platform.

The attribute specification influences the extrinsic motivation form: identified regulation. Behaviour is shown as the customer sees giving feedback as personally important. This association presents an ambiguous picture. When it concerns a hotel transaction, it is personally important to leave feedback because this cannot be exchanged. Respondent 16 points out: *“I see more value in leaving feedback when it concerns a hotel trip as in my opinion more depends on that than having a wrong piece of clothing delivered”.* When it comes to a product, customers often do not think it is important enough and do not leave any feedback. In short, the attribute specification and then in particular hotel transaction affect the identified regulation of a customer when giving feedback.

With regard to this study, the results which are presented above have shown that different attributes can serve as a stimulus concerning the extrinsic motivation of an online platform user to leave feedback behind. The attributes that were found to have an influence can lead to both positive and negative feedback (see appendix VII). Additionally, it has been found that the attributes that have led to online platform users leaving feedback behind cannot be seen as independent. What is meant by cannot be seen as independent will be explained in more detail in the next section.

4.7. Configurations

In order to determine how the different attributes relate to each other an aspect of the data analysis concerns the examination of configurations and therefore coherence. The previous presented results showed how the various attributes can lead to a rating or review being left behind. In order to map out whether different attributes are related and whether patterns are visible among those attributes, the different transactions undertaken by the online platform users (respondents) are examined. These configurations are of interest as a single attribute can stimulate the extrinsic motivation of an online platform user to leave a rating or review behind, but if this is associated to another attribute there is a possibility that the rating or review is not yet left behind. To clarify: the attribute “Altruism” – granting the provider the rating or review- can cause a user to leave a rating or review behind. But if the attribute

“Contribution of feedback” is missing, this may be due to the fact that it is a large platform and the user feels that his or her review will not contribute then no rating or review will be left behind. This connection can also be positive in the sense that the online platform user goes through different hurdles (attribute after attribute) and eventually leaves a rating or review behind because the user, for example is satisfied, the transaction is expensive and the user want to recommend it to his fellow users. We refer to these configurations as a process that the customer goes through when deciding whether or not to give feedback,

In order to determine these processes/patterns, use is made of 97 transaction from which data is collected. Within these transactions it is noted which attributes (hurdles) have been experienced by customers which have influenced the decision to leave feedback behind. Consequently, these transactions have been translated into a quantitative excel file. The x-axis presents the different attributes from the literature and data collection of the interviews. The y-axis shows the different transactions entered into by the online platform users. Attributes that do not occur more than five times within the 97 transactions are not included in the analysis. These attributes are: superior statuses, loyalty, unwillingness to make an effort, prefers direct contact, travel company and travel occasion. As of the attributes that have been named less than five times are removed, specific transactions for which there is only one attribute left are also excluded from the data file. The attributes that are found to be most common within the different transactions and thus have most often an effect on the writing behavior of an online platform user are presented in table 4.

Table 4. overview attributes within transactions

Level	Attribute	N
<i>Platform</i>	Message involvement	35
<i>Platform</i>	Usability of completing feedback: Quick/easy	40
<i>Platform</i>	Usability of completing feedback: Anonymity	23
<i>Platform</i>	Coupon treatment	7
<i>Customer</i>	Emotion	9
<i>Customer</i>	Altruism	18
<i>Customer</i>	Reciprocity provider	17
<i>Customer</i>	Reciprocity fellow user	27
<i>Customer</i>	Contribution of feedback	12
<i>Within customer - provider</i>	Level of effort – high	29
<i>Within customer - provider</i>	Level of effort - low	13
<i>Within customer - transaction</i>	Very satisfied	42

<i>Within customer - transaction</i>	Dissatisfied	27
<i>Within customer - transaction</i>	Price Fairness	34
<i>Within customer - transaction</i>	Duration stay	9
<i>Within customer - transaction</i>	Specification	15

It is examined which attributes occur most frequently within the different transactions. Each of the most common attributes are taken as starting point by marking the transactions in which this specific attribute is named. The configurations shown below are combinations of attributes that are most often associated to each other within the different transactions. In short, the configurations entail the process of attributes that an online platform user goes through/experiences when deciding to leave feedback behind or not. Different configurations can lead to leaving feedback, also called equifinality. Within this study, four configurations have been developed, which together constitute a main configuration. For the sake of clarity, the following applies to all configurations presented below. Online platform users can decide at any time during the process that they do not want to leave a rating or review behind or that they are sufficiently encouraged to leave a rating or review behind.

Configuration 1

This study showed that the attributes presented in figure 3 are associated with each other. The configuration below is based on the various online platform users who are satisfied with the transaction. Subsequently, the respondents who move on to the next phase also consider it to be important that it has been an expensive transaction. The experience the online platform user has about the price fairness determines whether an online platform user wants to leave a positive or negative rating/review behind. If it is not yet enough incentive for the online platform user to leave feedback behind, the user will proceed within the process in which it is considered important that the provider has made an effort while executing the transaction. This then results in the fact that the online platform user wants to let the fellow user know that it regards a good experience. Respondents indicate that when satisfied, they are more likely to leave feedback behind when stimulated by a certain form of message involvement (MI) which often entails emails send by the online platform. Finally, for many online platform users it is considered to be important that a rating or review is easy and quick to fill in. In short, figure 3 presents the process where an online platform user can go through during a transaction when satisfied, which can ensure that feedback is or is not left behind.

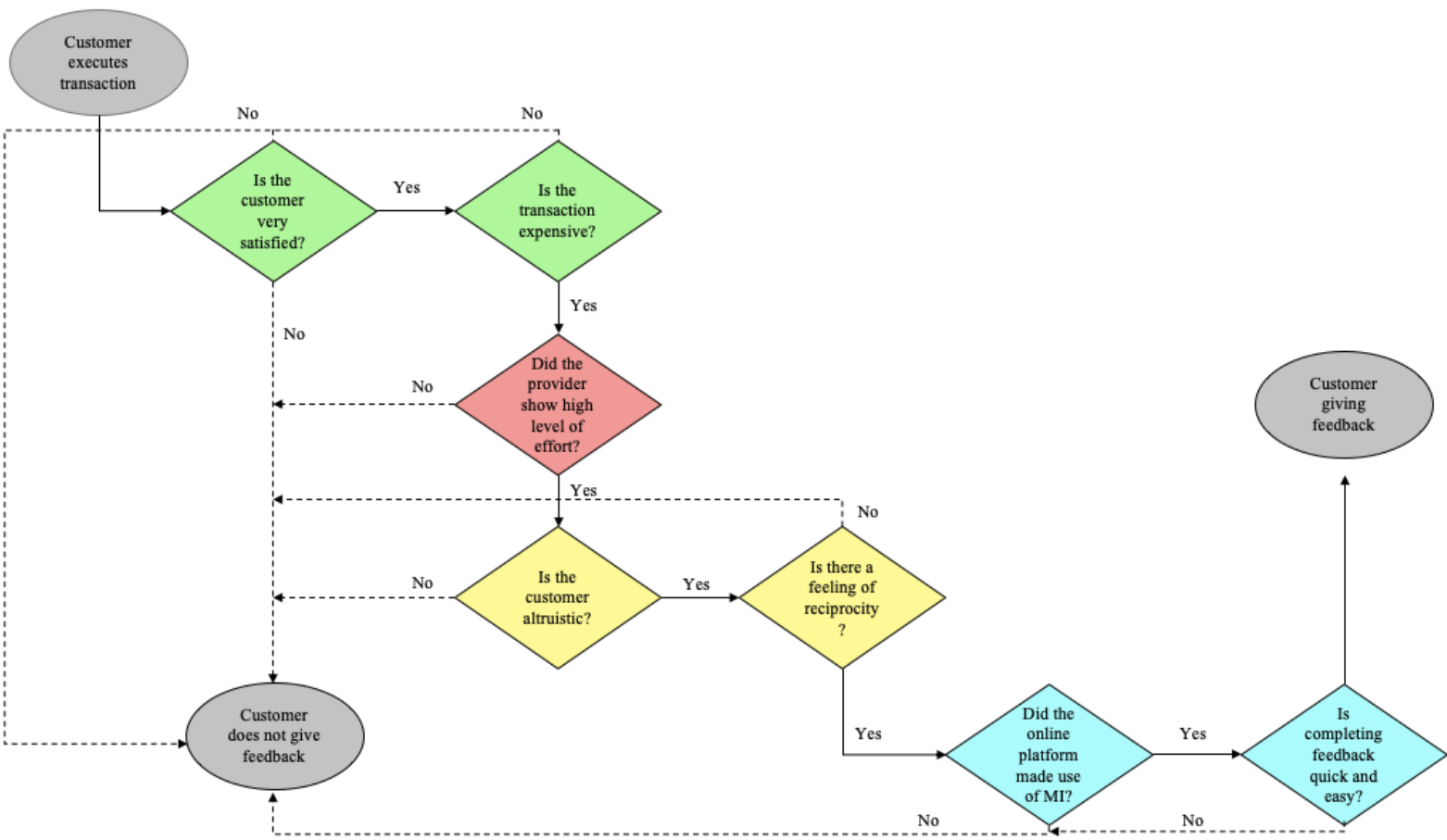


Figure 3. Configuration very satisfied

Configuration 2

This study has shown that the following attributes are associated with each other. If online platform users are dissatisfied with the transaction they are inclined to leave feedback behind. This can be due to counterproductive behavior of the provider also referred to as low level of effort. In addition, it is considered to be important for online platform users whether it entailed an expensive transaction or not. Subsequently it has become clear that there is often an urge to suggest opportunities for improvement towards the provider and to warn the fellow users for a bad experience caused by the counterproductive behavior of the provider. Moreover, for many online platform users filling in a rating or review must be easy and quick and for various users the opportunity to fill it in anonymous is essential. Figure 4 presents a second configuration online platform users can go through when deciding to leave feedback behind or not.

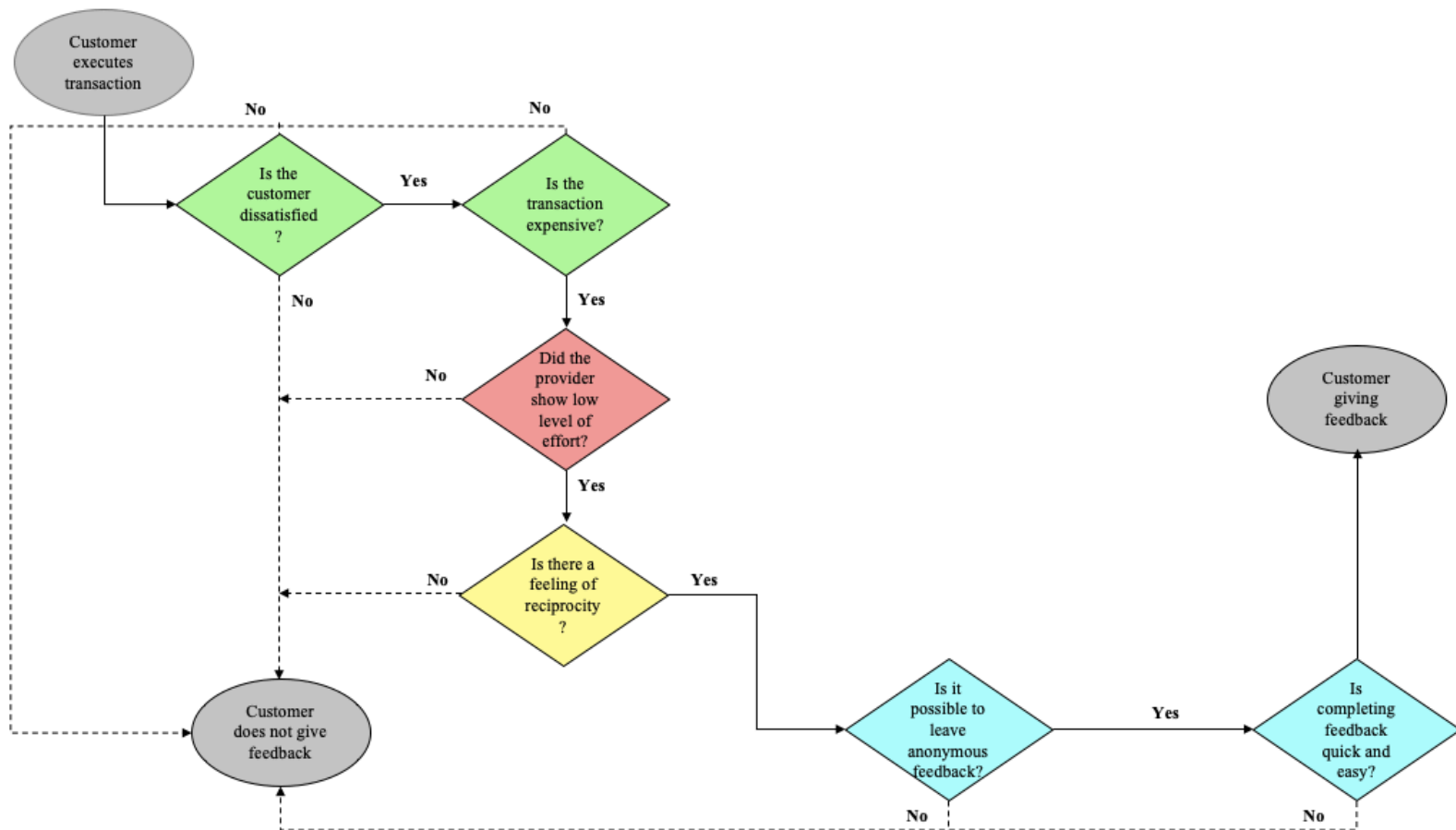


Figure 4. Configuration dissatisfied

Configuration 3

This research has shown that the following attributes are related. Message involvement in the form of an email send by the online platform provides many online platform users with the incentive to leave a rating or review behind. Following on, users who are satisfied with their transaction indicate that they often need to be stimulated by means of message involvement to leave feedback behind. This is in the case of a positive experience. In the event of a negative experience, this stimulus does not have to be provided in this manner. Subsequently, online platform users who are satisfied and are stimulated by means of message involvement find it important that the provider has made an effort while executing the transaction. Additionally, also associated entails the feeling of added value, the online platform user wants to feel that their feedback is of contribution. Besides, for online platform users it matters what kind of transaction it has been whether feedback is left behind or not. When it concerns a hotel transaction, which cannot be exchanged, users are more likely to write than with a transaction that regards a product. In this case, online platform users leave feedback with the aim of helping fellow users decide. Finally, as with previous configurations, it is essential that the rating or review can be left quickly and easily.

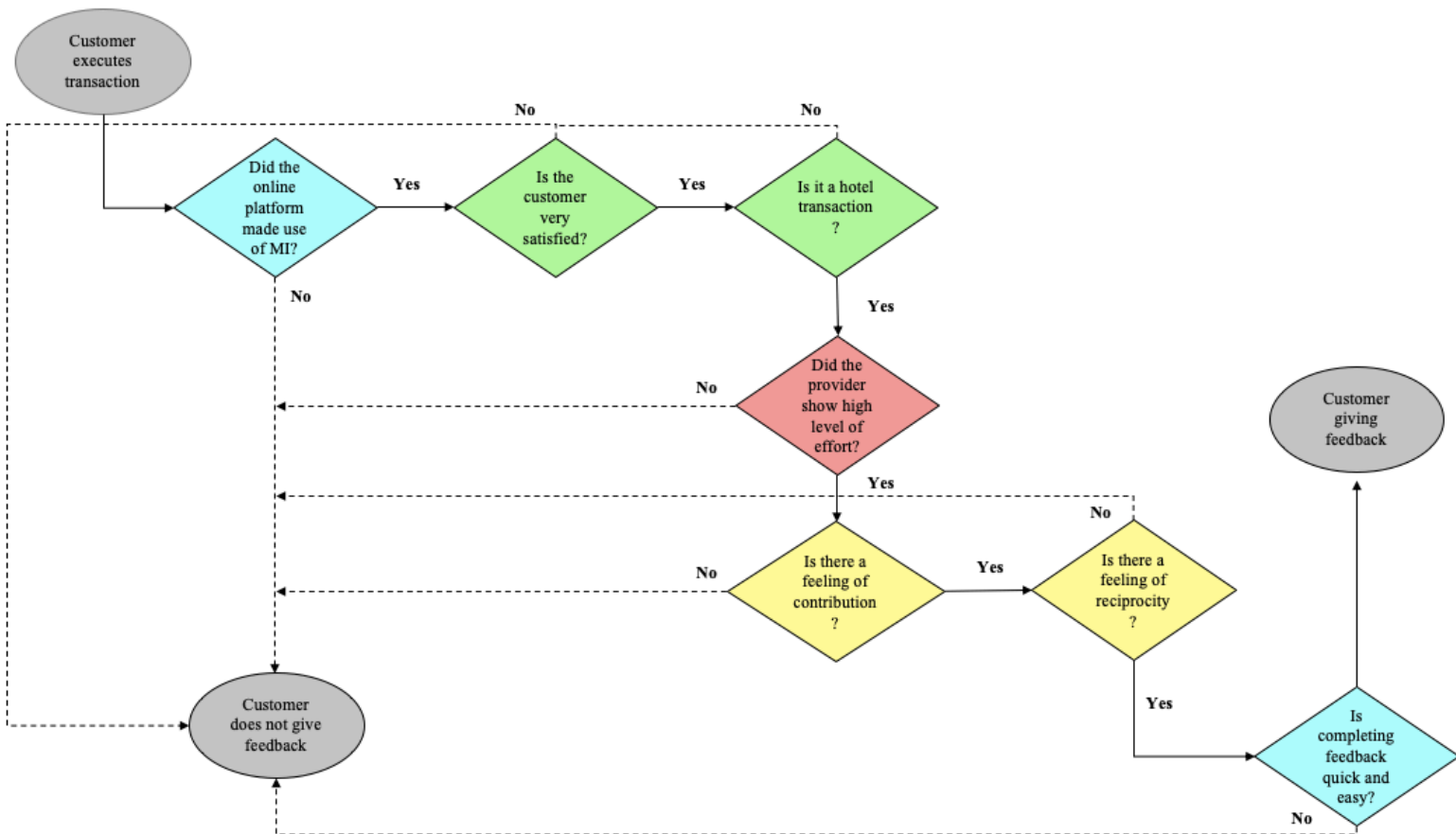


Figure 5. Configuration message involvement

Configuration 4

Finally, the attributes below are often related to each other. In case of an expensive transaction, users are inclined to leave a rating or review. This has showed to be related with specification which entails that when it concerns a hotel transaction, as described in section 4.5.6, users are more inclined to leave feedback. A logical connection since hotel transactions are regularly considered to be expensive. Consequently, within this configuration it does not matter whether one is satisfied or dissatisfied, but it does matter whether the rating or review can be filled in easily and quick for online platform users who are intending to leave feedback behind.

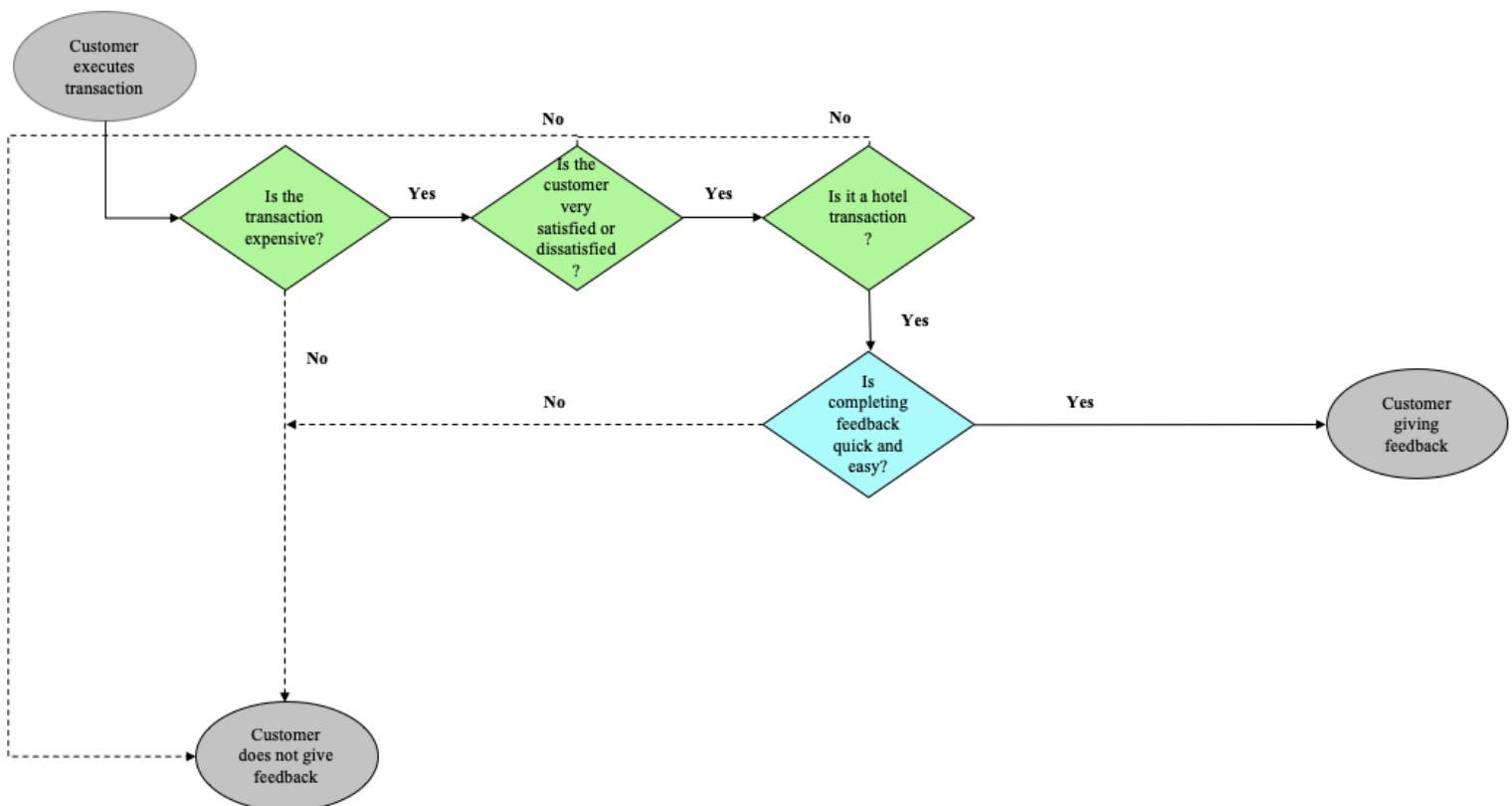


Figure 6. Configuration price fairness

Final configuration

Considering previous configurations, a clear pattern emerges which results in a final configuration (Figure 7) and thus in a process that online platform users are likely to go through when making the decision to leave a rating or review behind. In short, the results of the various configurations show that first of all the attribute satisfaction, which within the majority of transactions is the first step in the process, influences a customer's extrinsic motivation to leave a rating or review behind. A remarkable finding entails that message involvement is associated to satisfaction but not to dissatisfaction. This implies that when online platform users are dissatisfied they do not have to be encouraged by means of an email. This may be because the user feels disadvantaged in the event of dissatisfaction. In the case of satisfaction, the online platform user often has to be encouraged by means of an email. Thirdly, it is noticeable that satisfied users are related to other attributes of the provider and customer level than dissatisfied users. Satisfied users are associated with the high level effort a provider has made. Dissatisfied users are associated with providers who have shown low level of effort referred to as counterproductive behavior. In addition, satisfied users are associated with granting the rating to the provider and wanting to let the fellow user know that this is a reliable and good choice. Dissatisfied users are related to wanting to give back opportunities for improvement towards the provider and wanting to warn fellow users. A red line for each transaction entails the consideration of whether it is an expensive transaction, a hotel transaction and whether the rating can be left behind quickly and easily. It is also important for some to be able to give the rating back anonymously.

In closing, the attributes, each belonging to a concept (platform, customer, provider and transaction) play a role in the customer's consideration process. The expectation belonging to the transaction concept (within customer level) ensures that the online platform user wants to write a rating or review. The reason why a user wants to give feedback lies with the provider (within customer level), the provider has made an effort (satisfied) or has shown counterproductive behavior (dissatisfied). Subsequently, for whom and for what reason the online platform user wants to leave a rating or review behind can be allocated to the customer concept (customer level). The online platform user wants to either grant the rating to the provider or wants to offer opportunities for improvement. In addition, the user wants to stimulate or protect his fellow user by leaving a rating or review behind. The platform concept (platform level) provides incentives (message involvement) and preconditions (usability of completing feedback).

Effects among attributes

An interesting angle to consider concerns the effect of the attributes among themselves, which can be additive, substitutive and synergistic. The attributes within the configurations can first of all be additive. This entails that two attributes have a greater effect on motivation than when one attribute is present. However, the two attributes are not dependent on each other. For example: the attributes 'price fairness' and 'expectation' can both individually influence a customer's motivation to leave feedback, so they are

not dependent on each other. However, it could be that the customer chooses more quickly to leave feedback behind when both attributes are present. In addition, there may be a substitutive effect, but this varies from one transaction to another and from one individual to another. A substitutive effect entails that one attribute can be replaced by another and that the use of both attributes does not have more effect than the individual effect of the attributes. To clarify: when both the attribute 'level of effort' and 'feedback' influence the extrinsic motivation of a customer this leads to leaving feedback behind. But when it turns out that for an individual, the attribute 'level of effort' does influence the extrinsic motivation, but the attribute 'feedback' does not then they are no substitutes for each other. Finally, there can also be a synergistic effect which means that the effectiveness of one attribute depends on the effectiveness of another attribute. An example of this entails price fairness and contribution of feedback. When a product is not expensive, the online platform user does not feel the added value of a giving feedback and will not leave feedback. When it comes to an expensive product, the added value is present for the online platform user. In conclusion, it is therefore down to the online platform user which effect occurs per transaction. Since different users see different attributes as influencers of their extrinsic motivation.

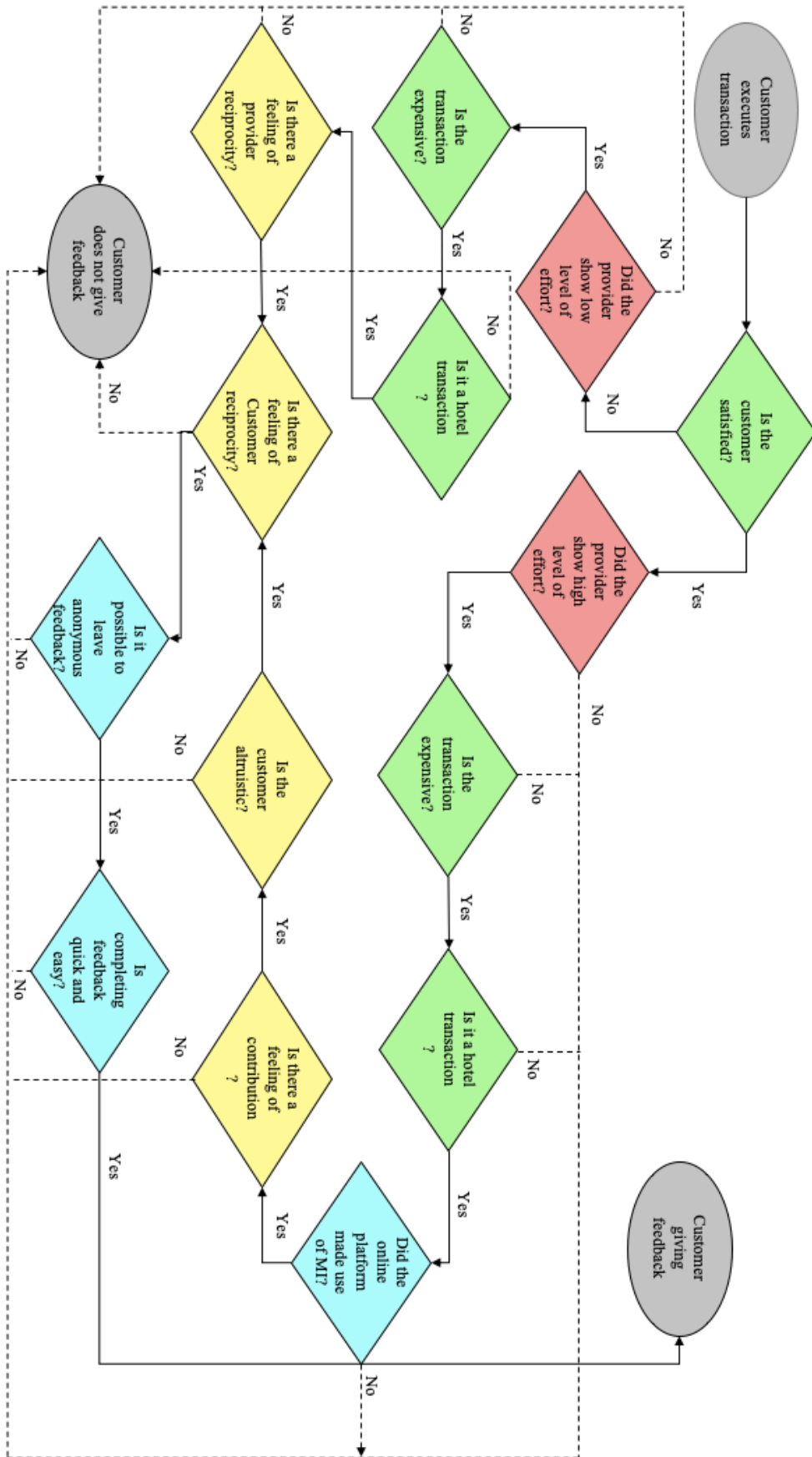


Figure 7. Final configuration

5. Discussion

In this section the relevance of this research is pointed out. The results will be discussed in terms of theoretical and practical implications. In addition, the limitations of this study are described and suggestions for further research are proposed by means of propositions.

5.1. Implications

5.1.1. Theoretical implications

This study contributes to the existing literature in several ways. Firstly, it is revealed that dispersion arises at three different levels that influence the extrinsic motivation of an online platform user to leave feedback behind. These three levels are: platform level, customer level and within customer level. This dispersion that arises within the three different levels is caused by the different attributes: platform attributes (platform level), customer attributes (customer level), provider attributes (within-customer level) and transaction attributes (within-customer level). When connecting the results to the three levels at which dispersion can occur (platform, customer, within-customer), it became clear that most of the dispersion is found at the within-customer level, from transaction to transaction. Since online platform users have indicated that they sometimes leave a rating or review behind and not always or never. This dispersion can be further explained by the fact that the transaction and provider vary per transaction which makes that online platform users sometimes leave a rating or review behind and not always or never. In response to these finding, it would be worthwhile to investigate if this dispersion can also be explained by means of variance. Therefore, the following proposition is compiled, which could be tested in subsequent research.

Proposition 1: most of the variance occurs at the within-customer level, specifically in the category transaction and provider.

Secondly, the self-determination theory has extensively highlighted the four forms of extrinsic motivation: external regulation, introjected regulation, identified regulation and identified regulation. Besides, it is known from the literature and data collection that there are different attributes which influence these types of extrinsic motivation of an online platform user to leave feedback behind. What is lacking in research, however, is the connection between the different attributes and their influence on each specific form of extrinsic motivation. The results of this study revealed something remarkable when the connection is made between the different attributes and specific forms of extrinsic motivation. It became apparent that each level belongs to a single form of extrinsic motivation. The attributes belonging to the platform level have an influence on the extrinsic form: external regulation. Additionally, the attributes attached to the within-customer level (provider) relate to the extrinsic form: introjected regulation. Besides, the attributes corresponding to the within-customer level (transaction) have an influence on the extrinsic form of identified regulation. In closing, the group of attributes

belonging to the customer level are expected to have an influence on the motivation form: integrated regulation. This implies that each set of attributes, together forming a level influence a specific form of extrinsic motivation that runs from least autonomous, influenced by the platform level to most autonomous influenced by the customer level. This outcome is shown visually in figure 8. As such, it means that we need to study different types of motivation to understand the effect of attributions of different actors on online reviewing. For example: researches of which the focus lies on the extrinsic motivation form: external regulation, should consider platform attributes. Considering these results, the following propositions are compiled.

Proposition 2a: the attributes belonging to the platform level, message involvement, coupon treatment, superior status and usability of completing feedback influence the extrinsic motivation form: external regulation, which influences the online platform user to leave or not to leave feedback behind.

Proposition 2b: the attributes belonging to the within-customer level, feedback and level of effort influence the extrinsic motivation form: introjected regulation, which influences the online platform user to leave or not to leave feedback behind.

Proposition 2c: the attributes belonging to the within-customer level, duration stay, travel company, travel occasion, price fairness, specification, expectation influence the extrinsic motivation form: identified regulation, which influences the online platform user to leave or not to leave feedback behind.

Proposition 2d: the attributes belonging to the customer level, loyalty, contribution of feedback, unwillingness to make an effort, prefers direct contact, reciprocity, emotion, altruism influence the extrinsic motivation form: integrated regulation, which influences the online platform user to leave feedback or not to leave feedback behind.

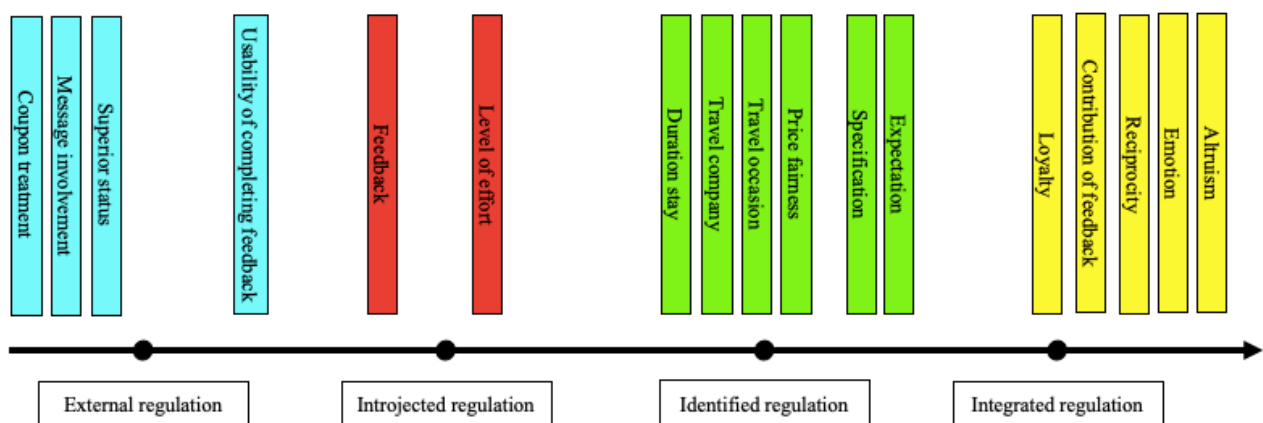


Figure 8. Self-determination theory

The third contribution concerns an interpretation of the attributes derived from the literature. This study confirms that the different attributes indeed influence the extrinsic motivation of a customer to leave feedback behind. Considering the platform level and therefore platform attributes, it became visible that message involvement is seen by the majority of customers as an incentive to leave feedback behind. Interesting to note is that many customers within this study made a remark about the excessive sending of emails which is seen as annoying and can lead to customers not leaving feedback behind. The dispersion of customers who do find reminders annoying and who do not would be an interesting angle to deepen. Therefore, the following proposition is proposed.

Proposition 3a: sending repetitive emails influences a customer's extrinsic motivation to leave feedback behind.
Proposition 3b: sending repetitive emails negatively influences a customer's extrinsic motivation to leave feedback behind.

As this research has shown that several customers are annoyed by receiving reminders, there is a need to examine what the possible consequences might be. It could be assumed that when a customer has received excessive emails from Booking.com and Airbnb, when receiving a non-recurring email send by Uber this is associated with the excessive sending of emails from other platforms. Therefore, the following proposition is made for further research.

Proposition 4: the online platform characteristic, excessive sending of repetitive emails has a negative influence on the customer's extrinsic motivation when deciding to leave feedback on a specific online platform.

Additionally, this research confirmed that coupon treatment is seen as an encouragement for online platform users to leave feedback behind. This concerns the possibility to receive a discount or to participate in a win action or recoup the purchase price. It would be highly interesting to see whether coupon treatment can be linked to the concept of instrumentality arising from the expectancy theory. Instrumentality refers to the belief that the customer has that he or she can actually win something (Vroom, 1964). Since this study has shown that one is only influenced when he or she has the feeling that there is actually something to gain. When the customer has the feeling he or she can win something reference is made to a high level of instrumentality. When the customer does not have the feeling he or she can win something there can be spoken about a low level of instrumentality. When a high level of instrumentality is present, coupon treatment affects the external regulation (getting motivated because you get something in return) of an online platform user. In the light of these results, it may be interesting to investigate the following proposition.

Proposition 5a: low level of instrumentality negatively influences the extrinsic motivation of a customer to leave feedback behind when receiving coupon treatment.

Proposition 5b: high level of instrumentality influences the extrinsic motivation of a customer to leave feedback behind when receiving coupon treatment.

The superior status as this research has shown does not lead directly to customers leaving feedback but it does lead to customers returning to the online platform. In this way indirectly to leaving feedback depending on the platform used (feedback is left more quickly when using hotel platforms). It is interesting to link the superior status to the concept of valence (expectancy theory), which entails the perceived value (Vroom, 1964). In the context of this study, the superior status has low value as it does not lead directly to leaving feedback and thus has no direct influence on a customer's extrinsic motivation. It would be interesting to investigate when this value becomes present for a customer and if indeed the level of valence can explain the value customers experience when receiving a superior status. Therefore, it would be appealing for further research to investigate the following proposition.

Proposition 6: high level of valence influences customers with a superior status to leave feedback behind.

On the basis of this study it is assumed that the different platform attributes affect the extrinsic motivation of a customer when entering to an online platform. After joining and using the platform more than once, the customer can identify how the platform operates. This can be: excessive sending of emails as this study showed that customers respond to an email but if they get a lot of emails from that particular platform they do not respond after a while. In addition, participating in win actions but never win anything as this study revealed that it is essential for customers that they have the feeling that it is realistic to win something. At the time of joining, the customer does not have any insight in these practices. Whether this can actually be interpreted as such it would be interesting to explore the following proposition.

Proposition 7: the effect of platform attributes is stronger when the customer has just joined the online platform than when the customer uses the online platform for a while.

In addition, this study revealed several customer level attributes derived from the literature that can be associated with customers leaving feedback behind on an online platform. The attributes emotion, loyalty and altruism can stimulate the extrinsic motivation of a customer. Important to be aware of entails that these attributes are personal characteristics of the customer himself. As of these attributes relate to character traits, it could be thought that these attributes influence an intrinsic form of motivation, however this is not the case as these attributes are stimulated by an external action. To clarify: in the case of altruism, the customer chooses to give feedback because the customer also receives

feedback at work from other individuals and therefore considers this to be valuable. The external trigger entails the other individual giving feedback at work. Additionally, because this group of customers indicate to leave feedback because they are altruistic, loyal or act out of emotion, it is interesting to see whether a direct trigger from the platform or provider attribute such as coupon treatment, message involvement or the provider asking for feedback in the case of for example an altruistic customer also has an effect. It is assumed that coupon treatment does not affect altruistic, loyal, acting out of emotion customers when leaving feedback, as this study has shown that this customer group gives feedback because they want to give feedback themselves they do not expect anything in return (coupon treatment). Besides, it is implied that the provider asking for feedback does not affect altruistic, loyal, acting out of emotion customers when leaving feedback as the provider provides a stimulus to leave feedback and those customers does not need to be stimulated because they want to write from within. However, it is assumed that message involvement is more strongly related to altruistic, loyal, acting from emotion customers during reviewing as message involvement is often seen as a reminder instead of only the reason why someone provides feedback. In order to investigate whether this interpretation can be substantiated the following proposition could be explored.

Proposition 8a: coupon treatment has no influence on leaving feedback behind when customers are altruistic, loyal or out of emotion.

Proposition 8b: feedback from the provider has no influence on leaving feedback behind when customers are altruistic, loyal or act out of emotion.

Proposition 8c: message involvement has an influence on leaving feedback behind when customers are altruistic, loyal or act out of emotion.

Within the category within-customer level, two provider attributes are shown to be a stimulus regarding the extrinsic motivation of a customer. Firstly, feedback is shown to be an encouragement by which customers leave feedback behind. When the provider asks the customer directly to leave feedback behind the customer is more inclined to do it. This study indicates that customers are more inclined to leave feedback, the issue it raises regards if it actually means that more feedback will be left behind. Or could it be that customers who are not asked directly also leave feedback behind. Therefore, considering further research it would be of relevance to explore the following proposition.

Proposition 9: customers leave more often feedback behind when the provider directly approaches them instead of not approaching them.

Additionally, the level of effort (low or high) is shown to be associated with the extrinsic motivation of a customer. When the customer experiences a high level of effort from the provider the customer is likely to be satisfied. When the provider shows low level of effort, counterproductive behavior, the customer is likely to be dissatisfied. The results indicate that both the provider's behavior during

(showing high or low level of effort) and after the transaction (how does the provider solve problems or approaches the customer) affect the customer when leaving feedback behind. An aspect that would be interesting to consider that cannot be answered based on this study entails whether the influence of the provider's behavior is stronger during the transaction than after the transaction. Therefore, it would be interesting to explore the following.

Proposition 10: the behavior of the provider during the transaction has greater influence than the behavior of the provider after the transaction on the extrinsic motivation of a customer.

In closing, this study illustrates that several transaction attributes, belonging to the within-customer level stimulate the extrinsic motivation of a customer. The expectation (satisfied or dissatisfied) is shown to be associated with leaving feedback. Customers indicate that they leave feedback when they are either very satisfied or dissatisfied. The experience determines whether positive or negative feedback is left behind. When the experience is normal, no feedback is left behind. As of the experience being a prominent feeling within the transaction it would be interesting to explore whether the experience always play a role in the decision to leave feedback or whether feedback is also left behind regardless of the experience.

Proposition 11: the experience always has an influence on the customer's extrinsic motivation when leaving feedback behind.

Besides, price fairness is an important indicator whether to leave or not to leave feedback behind. Research has shown that when the quality is low and the price is high customers are more inclined to leave feedback. When the quality is low and the price is also low customers report that there are less inclined to leave feedback because that was the quality they could expect for that certain price. Therefore, it would be intriguing to explore the following proposition.

Proposition 12: the higher the price of the transaction the more the customer is likely to leave feedback behind.

The fourth contribution represents in addition to the existing attributes derived from the literature, several new attributes that have been found within this study which can also be associated with the extrinsic motivation of an online platform user to leave a rating or review behind. First of all, this study reveals that the usability of completing feedback (platform) can affect the decision of the customer whether to leave feedback behind or not. Giving feedback should be quick and easy what is usually, as is revealed by this study the case when giving a rating and not when giving a review. It would be an interesting insight to which no answer can be given on the basis of this study to explore whether ratings

are left behind more than reviews and thus have greater influence on a customer's extrinsic motivation. Therefore, the following proposition is proposed.

Proposition 13: completing feedback in the form of a rating affects a customer's extrinsic motivation to leave feedback behind more often than completing feedback in the form of a review.

Subsequently, various online platform users imply that there must be a possibility to provide feedback anonymously. Providing anonymous feedback involves a practical implication which is set out in the next section. Additionally, this study has shown that there are several new customer attributes which can be associated with the extrinsic motivation of a customer. These attributes are: contribution of feedback, unwillingness to make an effort, prefers direct contact and reciprocity. Something that quite stands out entails that contribution of feedback and reciprocity can lead to both leaving feedback and not leaving feedback. In contrast, the two attributes unwillingness to make an effort and prefers direct contact always lead to not giving feedback because customers just do not want to leave feedback or prefer to give personal/direct feedback. In closing, this research has revealed different transaction attributes which affect the extrinsic motivation of a customer to leave feedback behind which are: duration stay, travel company and specification of the transaction. This study shows that regarding the attribute duration stay customers indicate that they are more likely to leave feedback behind when they are staying somewhere for a long time than when they are staying somewhere for a short period. Whether this result really means that feedback is left behind when staying somewhere long-term and no feedback is left behind when someone is staying somewhere short-term should be explored more thoroughly. Therefore, the following proposition is proposed.

Proposition 14a: a long-term stay influences a customer's extrinsic motivation to leave feedback behind.
Proposition 14b: a short-term stay negatively influences a customer's extrinsic motivation to leave feedback behind.

The attribute travel company affect the customer's extrinsic motivation when leaving feedback behind. The results show something striking. One on side it is reported that one can be stimulated to leave feedback by another individual, but when this concerns more than one individual, no feedback is left behind because the customer does not want to speak for the group. It could be assumed that one leaves feedback when one is alone or when one is with 1 other but one does not leave feedback when one is with a group. In order to explore this interpretation, the following proposition will be drawn up.

Proposition 15a: travel company when one is alone or with one other individual influence the extrinsic motivation of a customer to leave feedback behind.
Proposition 15b: travel company when one is with a group negatively influences a customer's extrinsic motivation to leave feedback behind.

The attribute specification gives rise to an interesting discussion. This study has shown that people are more inclined to leave feedback when executing a hotel transaction than when it concerns a product transaction. With a hotel transaction there is no possibility to return the service and get the money spent in return. With a product transaction, when dissatisfied there is the opportunity to return it and receive the purchase price in return. It could be assumed that feedback is left more quickly with a service (hotel) transaction than with a product transaction as a service cannot be returned and a product can. Another angle to consider can be that customers may be more likely to leave feedback on a service transaction because they can form an opinion about the experience as soon as they receive/use the service and thus know what they want to provide feedback on. In the case of a product transaction, no opinion can yet be formed upon receipt of the product. As this study showed, the timing of the emails asking for feedback is often not right as the customer is not able to form a decision about the product yet. For example: with a service transaction such as a taxi ride via Uber, the customer immediately knows what he finds of the service provided. When buying a product, such as a dishwasher, the customer knows after a while whether they are satisfied with the product or not. Since it takes time to form an opinion about the product transaction, leaving feedback can be neglected to be given. Therefore, it would be intriguing for follow up research to explore the following proposition.

Proposition 16: customers are more inclined to leave feedback when the transaction is a service, rather than a product.

Considering the newly found attributes it would be intriguing to explore if these attributes do indeed lead to the influence of a customer's extrinsic motivation and therefore customers leaving feedback behind. Therefore, the following proposition is proposed.

Proposition 17: the stand-alone attributes, usability of completing feedback, contribution of feedback, reciprocity, duration stay, travel company and specification of transaction affect the customer's extrinsic motivation when leaving feedback behind. The stand-alone attributes, unwillingness to make an effort and prefers direct contact with the provider negatively affects the customer's extrinsic motivation when leaving feedback behind.

The fifth theoretical contribution concerns an interesting new angle. The literature has shown that there are different attributes that influence the motivation of an online platform user, but how these attributes relate to each other is not yet known. Within this study, the relationship between different attributes has been examined and configurations have been formed that describe the most common processes that online platform users undertake when deciding to leave feedback behind or not (section 4.6.). Within these configurations, use was made of a selection of attributes that were found by this study to be the

most common which entails that the following attributes play most often a role in the decision-making process of a customer to leave feedback behind: message involvement, usability of completing feedback, altruism, reciprocity, level of effort (high and low), (dis)satisfied, price fairness and specification. It has been shown that these different configurations are conceivable, also called equifinality, depending on the experience the online platform user had. A final configuration has been formed, see figure 7, based on the different configurations which shows that: the expectation ensures that the online platform user wants to leave feedback behind. The provider shows certain behavior where the user wants to provide feedback on. The provider has shown high level of effort (satisfied) or has shown low level of effort in the form of counterproductive behavior (dissatisfied). Subsequently, for whom and for what reason the online platform user wants to leave feedback can be allocated to the customer concept. The user wants to grant the rating to the provider (satisfied) or wants to offer opportunities for improvement (dissatisfied). In addition, the user wants to stimulate or protect his fellow user by leaving feedback behind. The platform concept provides incentives and preconditions. In order to be able to state that these main configurations can indeed be profiled in this respect, the following could be investigated.

Proposition 18a: the attributes very satisfied, high level of effort, specification, price fairness, altruism, contribution of feedback, reciprocity, message involvement and completing feedback are related to each other and together influence a customer's extrinsic motivation to leave feedback behind.

Proposition 18 b: the attributes dissatisfied, low level of effort, specification, price fairness, reciprocity and completing feedback are related to each other and together influence a customer's extrinsic motivation to leave feedback behind.

Moreover, the literature (Delery, 1998) states that three effects can arise: additive, substitutive and synergistic. Within this study, it has emerged that these three effects do indeed exist between the various attributes, but that these effects can differ among the online platform users depending on the attributes the online platform user responds to. In order to explore if this interpretation can be manifested in this manner, the following proposition is proposed.

Proposition 19: additive, substitutive and synergistic effects influence a customer's extrinsic motivation depending on the attributes the customer responds to.

Interesting to consider is the role of the different attributes within these configurations. This study has shown that it always entails a bundle of attributes, also referred to as a process that the customer goes through when deciding to leave feedback or not. However, the results indicate that some attributes play a greater role in this process than other attributes. Some attributes always occur in the process such as satisfaction, price fairness, transaction specification, usability of completing feedback and anonymity and some attributes only play a role when for satisfaction is low or high: message involvement, high/low level of effort, reciprocity, contribution of feedback and altruism. To clarify: message involvement and

high level of effort during the transaction has shown to be associated with satisfaction but not with dissatisfaction. So, it always entails a configuration of attributes but the attributes fulfill another role within the process/configuration. Some are necessary (satisfaction) and some are sufficient (message involvement). In closing, taking this reasoning in consideration it would be of interest for further research to investigate if these configurations do indeed interact with each other in this manner.

Proposition 20a: satisfaction, price fairness, transaction specification, usability of completing feedback and anonymity always influence a customer's extrinsic motivation when deciding to leave feedback behind.

Proposition 20b: message involvement, high level of effort, reciprocity, contribution of feedback and altruism influence a customer's extrinsic motivation when deciding to leave feedback behind only when satisfaction is high.

Proposition 20c: low level of effort and reciprocity influence a customer's extrinsic motivation when deciding to leave feedback behind only when satisfaction is low.

The sixth contribution refers to an evaluation of the research framework. Based on the results derived from this study and the knowledge gained from these results, an examination/evaluation of the research framework is conducted. These evaluation elements concerning the research framework will be incorporated in a new research framework that will be proposed for further research, see figure 9. Firstly, as shown by the results, the three different levels composing the research framework: platform level, customer level and within customer level are each proven to cause dispersion. Most of the dispersion occurs at the within customer level which entails that customers sometimes leave feedback behind as of the provider and the transaction who differ from transaction to transaction. Secondly, this study has shown that, for example, message involvement the excessive sending of emails can affect a customer not to leave feedback behind on an online platform. Because the customer has received excessive emails on other platforms and now does not tolerate emails anymore, even if it concerns a non-recurring email. The platforms that have been sending these excessive emails then influence the platform that is currently being used by the customer. Currently this is not reflected in the research framework, the influence of a platform on another platform. One suggestion would be to add an external platform level to the research framework in order to be able to identify the influence of platforms on other platforms. The additional layer, external platform level, consists of the same attributes as the platform level. Therefore, it is assumed that this added layer can be linked to the extrinsic form of motivation: external regulation. Due to this reasoning, it would be intriguing to explore the following proposition.

Proposition 21: the external platform level negatively influences the customer's extrinsic motivation to leave feedback behind.

In addition, it is known that the attributes that are part of the framework do indeed influence the extrinsic motivation of a customer. However, several newly found attributes have been established as stimulus regarding a customer's extrinsic motivation. In a subsequent study, a theoretical basis for these attributes could be explored and these attributes could be included in the study and therefore research framework. Lastly, it emerged from this study that the different attributes belonging to a level do not lead to each form of extrinsic motivation but to a single form. An adjustment that could be made in a subsequent research framework concerns linking a specific level with associated attributes to a specific form of motivation, for example platform level with external regulation. In the context of this thought process, reference is made toward proposition 2a-d.

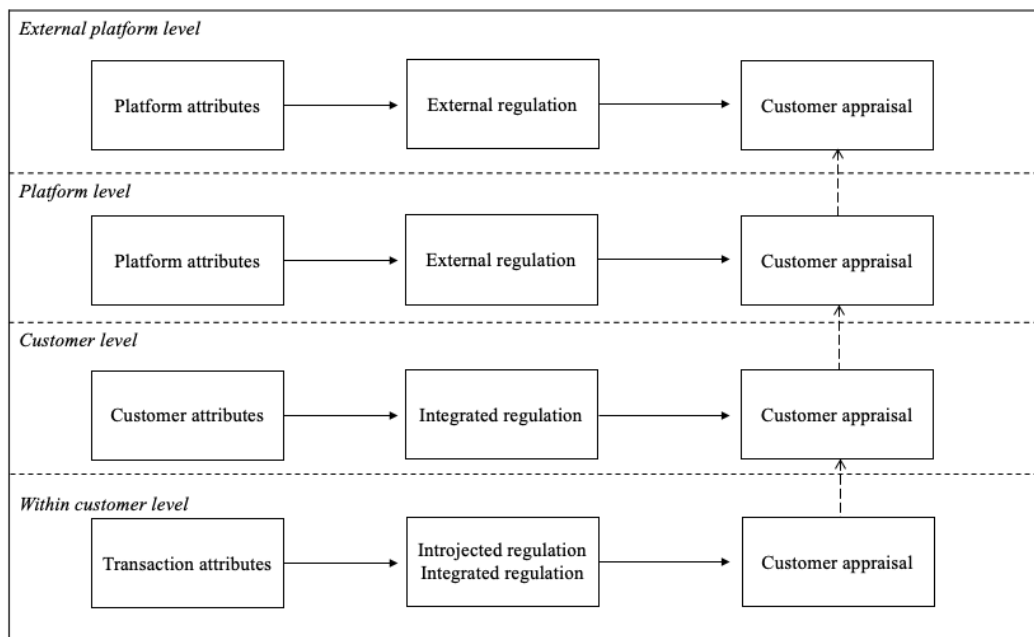


Figure 9. Evaluated research framework

In its entirety, this study involves six theoretical contributions. The essence of these contributions entails the fact that there are attributes that can influence a specific form of extrinsic motivation of a customer. But that these attributes cannot be seen as stand-alone attributes but that together they compose a process. This process determines whether or not a customer leaves feedback behind.

5.1.2. Practical implications

The practical implication of this study spreads towards several implications. Firstly, this research revealed several attributes that have not yet been investigated. It is recommendable to consider these attributes as an online platform. For example: anonymity and the ease with which a rating or review can be filled in has shown to be essential for many users. The online platform can evaluate its feedback format/process in such a way that a larger proportion of online platform users are prepared to fill in a rating or review instead of this group dropping out because it cannot be filled in anonymously or quickly. A practical implication which is concerned with providing the opportunity to complete feedback anonymously involves the trust issue that one can have when reading anonymous feedback. Creating trust may be difficult due to the fact that people do not know who gave the feedback and if his or her intentions are serious. The dilemma that arises concerns that a group of customers only want to give feedback anonymously and that the other group of customers do not take those anonymous ratings/reviews serious as a lack of trust. A way to deal with this dilemma could be to offer general characteristics other than personal ones which can be filled in when providing feedback. In such a way, the customer does not have to publish his or her personal data, but by filling in general characteristics (city, date, temperature), the customer indicates that he or she has had a real experience, so that the other customer sees that this feedback can be seen as reliable. In addition, the study found that there is a group of attributes (which are included in the final configuration) which have the greatest influence on the extrinsic motivation of an online platform user to leave feedback. In order to increase the number of ratings/reviews, a platform could respond to the most influential attributes. An example entails message involvement, which is mentioned by many online platform users as an incentive to write. An online platform could examine if they are already making use of message involvement or whether their message involvement can be extended/optimized. Important for an online platform to consider the results of this study so that no excessive emails are sent to customers as this has showed to be counterproductive.

5.2 Limitations

This study has a few limitations. First of all, the respondent group entailed users of online platforms. In order to be able to present a complete objective image, providers and online platforms could have been involved in the respondents' group in order to verify whether or not the online platform users are describing the same as the providers and platforms in terms of design and events. However, the main question also concerns the specific target group of online platform users, so this limitation is not an issue for the interpretation of the study. Moreover, it is pertinent to evaluate whether this study can be generalized to other types of platforms. Within this study, an attempt has been made to identify the widest range of platforms. Whether the platforms can be generalized will have to be determined during follow-up research. Besides, it is useful to consider if the respondent group has generalizable character traits. To clarify: altruism was found as motivator for leaving feedback behind. Is this group generalizable or is this respondent group very altruistic? Finally, it is relevant to determine the extent to

which respondents are able to retrieve specific transactions in detail. This shortcoming is minimized within this study by logging in with the customer on their online platform account and viewing specific transactions entered in by the customer.

6. Conclusion

The main objective of this study concerned *“to explore different types and antecedents of customer’s extrinsic motivation to leave feedback on an online platform”*. This study has revealed that the attributes derived from the literature and various newly found attributes can affect a customer’s extrinsic motivation to leave feedback behind. Based on the research results, it can be concluded that the various attributes belonging to a concept (platform, customer, provider, transaction) influence a specific form of extrinsic motivation. The platform attribute influences the external regulation of a customer, the customer attributes influence the form of integrated regulation, the provider attributes influence the extrinsic form; introjected regulation and finally the transaction attributes influence to extrinsic motivation form: identified regulation which all lead to a customer leaving feedback. Moreover, this study demonstrates that there are several attributes that have been shown to be the most common within the different transactions and thus have most often an effect on the customer’s extrinsic motivation and therefore on leaving feedback behind, these attributes are: message involvement, usability of completing feedback, altruism, reciprocity, level of effort (high and low), (dis)satisfied, price fairness and specification. In addition, it can be concluded that these attributes cannot be seen as stand-alone attributes, but that several attributes are associated with each other which is shown in configurations. These configurations refer to the process a customer goes through when deciding to leave feedback behind or not. This study has revealed that within these configurations some attributes take on a greater role than other attributes. The attributes, satisfaction, price fairness, transaction specification, usability of completing feedback and anonymity always play a role in the thought process of a customer when deciding to leave feedback or not. The attributes, message involvement, high/low level of effort, reciprocity, contribution of feedback and altruism only influence a customer’s extrinsic motivation when satisfaction is high or low. In short, the transaction, more specifically the expectation, determines which configuration is applicable and leads to the conclusion that several configurations are possible, each of which leads to leaving feedback.

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Appendices

Appendix I	Overview online platforms used by respondents
Appendix II	Interview transcripts
Appendix III	Coding scheme
Appendix IV	Dispersion among respondents
Appendix V	Open coding transcripts
Appendix VI	Overview coding categories
Appendix VII	Overview of attributes
Appendix VIII	Hurdles transactions

Appendix I – Overview online platforms used by respondents

Uses which platforms

Respondent 1	Uber, Booking.com
Respondent 2	Booking.com, Coolblue
Respondent 3	Uber, Kieskeurig, Airbnb
Respondent 4	Bonprix, Neleman, Topbloemen
Respondent 5	Google play store, Thuisbezorgd, hotel, Hema
Respondent 6	Bol.com, Zalando, Hotelspecial.com, Thuisbezorgd
Respondent 7	Tweakers, Coolblue, Airbnb
Respondent 8	Booking, Wehkamp, Thuisbezorgd, Bol.com
Respondent 9	Bol.com, Zalando, Booking.com, Hotel site, Airbnb
Respondent 10	Thuisbezorgd
Respondent 11	Booking.com, Aboutyou, Zalando, the Fork, Levi's
Respondent 12	Tripadvisor, Booking, Kwikfit
Respondent 13	Booking.com, Airbnb, Albelli, Zalando
Respondent 14	Booking.com, Coolblue, Boxspring
Respondent 15	Uber, Booking, Iherb
Respondent 16	AliExpress, Vakantiediscounter, Thuisbezorgd
Respondent 17	Sunweb, Airbnb
Respondent 18	H&M, Thuisbezorgd, Zoover
Respondent 19	Thuisbezorgd
Respondent 20	Coolblue, Uber, Booking
Respondent 21	IENS
Respondent 22	Bol.com
Respondent 23	-
Respondent 24	Tripadvisor, Amazon, Ebay, Uber

Appendix – II Interview transcripts

The interview transcripts can be requested. These are shown in an additional attachment file.

Appendix III – Coding scheme

Interview transcript - quote	Open coding	Category – platform
		Message-involvement
		Coupon treatment
		Superior statuses
		Additional findings

Interview transcript - quote	Open coding	Category – Provider
		Feedback
		Level of effort
		Additional findings

Interview transcript - quote	Open coding	Category – Customer
		Emotion
		Altruistic
		Loyal
		Additional findings

Interview transcript - quote	Open coding	Category – Transaction
		Expectation
		Price fairness
		Additional findings

Appendix IV – Dispersion among respondents

Leaves a rating

Respondent 1	Sometimes
Respondent 2	Sometimes
Respondent 3	Sometimes
Respondent 4	Sometimes
Respondent 5	Sometimes
Respondent 6	Almost always
Respondent 7	Sometimes
Respondent 8	Sometimes
Respondent 9	Sometimes
Respondent 10	Sometimes
Respondent 11	Sometimes
Respondent 12	Sometimes
Respondent 13	Sometimes
Respondent 14	Sometimes
Respondent 15	Sometimes
Respondent 16	Sometimes
Respondent 17	Sometimes
Respondent 18	Never
Respondent 19	Sometimes
Respondent 20	Sometimes
Respondent 21	Sometimes
Respondent 22	Never
Respondent 23	Never
Respondent 24	Sometimes

Appendix V – Open coding transcripts

The open coding regarding the different transcripts can be requested. These are shown in an additional attachment file.

Appendix VI – Overview coding categories

Final Codes	
Category – Platform	<ul style="list-style-type: none"> - Message Involvement - Coupon Treatment - Superior Statuses - Usability of completing feedback
Category – Provider	<ul style="list-style-type: none"> - Feedback - Level of Effort - Counterproductive behavior
Category – Customer	<ul style="list-style-type: none"> - Emotion - Altruistic - Loyal - Reciprocity - Unwillingness to make an effort - Feeling of contribution of feedback - Prefers direct contact
Category – Transaction	<ul style="list-style-type: none"> - Expectation - Price fairness - Duration stay - Travel company - Travel occasion - Specification
<i>Motivation to not give feedback</i>	

Overview codes platform level

Message involvement

N total	24
N message involvement	21

Emails do have a trigger function

Respondent 1	I also use Wehkamp and Zalando. I never leave a review of the product there and why do I not do that? I think for example Booking sent automatic emails to me. How was your stay and do you want to rent something again
Respondent 2	What makes you write at Cool blue? That was the approach to me because I found that very innovative. It was already a few years ago but they called me by name
Respondent 2	The sunglasses are basic I can buy them anywhere. But I ordered them from Cool blue as they have a trendy approach.
Respondent 2	How can they communicate? Briefly explaining that reviews are very important to them and not just 1 minute of your time but a direct question: are you satisfied: Yes/No.
Respondent 3	It is not that I leave a review by myself. Usually I get after I order an email with are you satisfied?
Respondent 4	They approached me and at some point, I thought I am approached now so often that I will write to get rid of it.
Respondent 6	If I send something back I am reminded why I send something back and asked to leave a review. If it is good I will often not be reminded
Respondent 6	It is crucial that the platform approaches you to write? If it is okay indeed but if it is negative I will do it myself.
Respondent 8	I am not going to write a review always on my own default, when I am stimulated or invited that works because then you do it anyway
Respondent 9	If I had received an email I guess I would have written because it was so bad but I never heard anything again
Respondent 11	I do not always leave a rating or review, only if they ask right after the order and with those asterisks that you only have to click on. Or if it comes through my email but not standard.
Respondent 11	It was all well taken care of and I got a message from tonight you are going to have dinner. I like that they do that and asked me afterwards how it was. I thought I like to write something about that
Respondent 12	If I don't get an email, I am less likely to do it. I have to be stimulated and asked otherwise I would not do it.
Respondent 12	I got an email if I want to assess so I did.
Respondent 13	It is not that I do not want it but I do not think about it, when I get some kind of reminder if I want to leave feedback then I think well why not?
Respondent 13	It depends on whether I get an email from do you want to write something.

Respondent 14	When I am alerted or asked to do it I will certainly do it, if I am not reminded I would do it less quickly.
Respondent 14	The explicit invitation is important of how did you find our service
Respondent 14	I think I am someone who needs to be activated. When I am invited I think I want to do it and Booking.com always sends reminders.
Respondent 16	I write out of myself, Ali express send you emails to help you remember that is good but sometimes it can give a compelling impression from the supplier. But I like it, it helps me remember
Respondent 18	When I am asked I think it is easy to do.

Timing emails is not right

<i>Respondent 2</i>	<i>What makes you rarely leave a review? That has to do with the fact that I often get an email at the time of purchase, so I am not ready to give a review yet.</i>
<i>Respondent 5</i>	<i>During a weekend away, I think I do it at home because I do not want to be busy with that. Same for a product you won't write a review after an email as you don't have experience with the product yet.</i>
<i>Respondent 10</i>	<i>I do not think it is my personality it is more that I do not feel like it and often when I am receiving emails I am busy with something else.</i>
<i>Respondent 15</i>	<i>If they send me an email and I have the time I do it sometimes but when I do not have time I click it away.</i>
<i>Respondent 21</i>	<i>At Zalando you get an email very quickly and you cannot really say at that moment if the product was helpful or good.</i>

Resistance towards emails

<i>Respondent 3</i>	<i>I think it is strange. I am getting tired of all the spam. My email address is wandering around. That is a big think</i>
<i>Respondent 6</i>	<i>When I get ten emails I don't do it as fast because I don't like that.</i>
<i>Respondent 13</i>	<i>It is not a for a certain reason when I see another email I think, for example Zalando who keeps mailing me. I just don't do it then.</i>
<i>Respondent 17</i>	<i>I often get emails but I see them as standard mails. I delete them.</i>
Respondent 18	I would do it again if I got another e-mail but if I get a lot of mails I will say they mail me all the time so it is a bit double.
Respondent 18	With H&M I am satisfied but Adidas I hardly ever order because if you buy shoes there once you get a lot of offers which I am not interested in.

Respondent 19	<i>I think it takes too much time. I see it in my mailbox you ordered and what did you think of it but it goes to the trash folder.</i>
Respondent 20	<i>The sincerity with which they ask plays a role for me. Why would I do it if I get so many emails that are just standard generated by the computer. Then I get the tendency to resist.</i>
Respondent 21	<i>Zalando for example send me emails with what did you think of the product but I immediately delete them.</i>
Respondent 21	<i>I click them away I find the emails a bit annoying, I always think oh there is another one.</i>
Respondent 22	<i>Actually, when you buy something whether it is on hockeydirect or tennis.com you immediately receive spam.</i>

Coupon treatment

N total	24
N Coupon Treatment	7

Respondent 1	I happen to use Booking and I think that is what makes them grow. Because they have a level system. So, I am now genius level 2 and that means I get a 15% discount on offers. So, the more I book the cheaper it gets.
Respondent 3	They always send a discount code for the next time. I am certainly sensitive to that.
Respondent 4	I decide to do it when I can get something for it or win something with it
Respondent 5	You don't get anything in return for writing a review.
Respondent 5	If they say write a review and get five-euro discount I would do it.
Respondent 10	Maybe they should push it more. More often send emails with 10% discount for example.
Respondent 10	I went to get food and they said if you write a review you get a free drink so I did. If there is a reward behind it I am triggered.
Respondent 11	I am sensitive to rewards. If it says you have a chance to win this it has to be realistic because you never win a Play Station. But if they add food vouchers for example then I am going to write something
Respondent 14	I was stimulated that they said you can recoup your purchase price so I thought I can definitely go and have a look

Superior status

N total	24
N Superior status	1

Respondent 1	I happen to use Booking and I think that is what makes them grow. Because they have a level system. So, I am now genius level 2 and that means I get a 15% discount on offers. So, the more I book the cheaper it gets.
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Usability of completing feedback

N total	24
N Usability of completing feedback	22

It should be convenient

Respondent 1	At Uber for example it has to be done so I will do it too. So, it also has to do with easiness of use.
Respondent 2	Does it matter how easy it is? Yes, convenience serves humankind. So how fast or easy it is goes is very important.
Respondent 4	That I can very easily leave something behind, that it is very accessible
Respondent 5	You get a pop-up if you want to leave a rating and you already know if you are satisfied so it is easy to fill in stars.
Respondent 8	They were accessible, easy to use, quick to click through. I don't want it to take too long because then I quit.
Respondent 9	I think I would write more quickly if it says clear where to write a review. And then you start to think do I want to or not instead first having to think about writing.
Respondent 15	It does not have to be a 5-minute thing it has to be easy just like the Uber stars. And maybe any comments that you can add to it but it must be very easy
Respondent 20	<i>What I sometimes have is that they say it takes 5 minutes and then they keep asking questions. Often halfway, I quit then. I would like to know where I stand.</i>

Format of filling in

Respondent 3	There were all standard subjects. I understand you choose standardized answers instead of open questions but I couldn't express myself in it.
Respondent 4	Convenience is important that makes is easier to get reviews. Not always having to write a story but a number is enough.
Respondent 5	I leave a rating behind and no reviews. It takes too much effort to think about what to write down
Respondent 5	It is a small effort, I fill in the rating and then I can continue playing, with a review I have to leave the app and start up again
Respondent 10	I think that is because they ask for it and it is in front of me. You have to fill in your details when returning a product anyway. That is different with an email as then you are not busy with it.
Respondent 10	I have done that when you have a choice menu and can fill in those rounds which is easy and you do not have to write text. I can click on it and it is just convenience.
Respondent 13	If I chose to write a review I will write it no matter which form. If I have to write a story I will.
Respondent 14	The questions made me a bit rebellious because the questions were a check to assess him. Then I am going to give him an extra good assessment.
Respondent 16	I find it difficult to determine what to say. I like it when it is steered for example with asterisks that you can give a rating. That is user-friendly.
Respondent 18	When I am asked I think it is easy to do. Like an email from the H&M I react quickly because it is easy to respond. I am not going to create an account to write a review. I do not feel obliged then
<i>Respondent 18</i>	<i>I started typing on Zoover but I had to register and fill in data so I thought then I would not do it. I did not had an account so I had to leave the page of filling in the review and create an account. I thought it was too much effort.</i>
Respondent 24	If the question is open and they allow you to comment on things rather than just giving a grade on a scale of 1 till 4 without being able to add further information. Also, whether it is about the content of the product or the service.

Anonymity

<i>Respondent 3</i>	<i>So, because you cannot leave anything anonymous you would not write a review? Indeed, I am not sending it.</i>
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Respondent 4	<i>Once in a while I cannot fill it in anonymously. I don't want my data exposed.</i>
Respondent 6	What do you think if you can't fill it in anonymously? Not customer friendly because reviews are often shown publicly.
Respondent 7	<i>I don't want to leave my details on sites is use not often because you get unwanted advertising messages.</i>
Respondent 8	if it is anonymous why can other persons not see it. Use as jantje, pietje or klaasje then it is also anonymous. Only with name it gives more value.
Respondent 11	<i>If I have to fill in data I am dropped out. If I have to fill in an (email) address then I don't feel like doing it. if you have to fill in your name and it cannot be anonymous I won't I do it either</i>
Respondent 16	When it comes to a Dutch travel company I feel a little safer when it comes to it I would rather leave my details to the travel company than if it is Ali express
Respondent 17	<i>If there I have to present personal details, even if it is something positive I would not like it. I would definitely think about it maybe because I studied law.</i>
Respondent 18	At Zoover I would put my name in the review but not at home delivery as I have the idea that maybe my neighbour will also see what I ordered and said about it. At Zoover is it more anonymous as it is national.
Respondent 19	<i>I think anonymity is important and maybe that is why I do not consider writing because you do not know what happens to your data it can end up everywhere.</i>
Respondent 20	<i>Sometimes you are positive and want to leave something behind and then I have to fill in my name and it says is goes public. I do not go any further than I click it away</i>
Respondent 22	<i>Well because I have the feeling that I am traceable and I do not like that so it is actually a privacy issue</i>
Respondent 22	<i>I think if I had known for sure. I dropped out when they said from now on every transaction will be published under this fake name. I have the feeling that I am losing grip then.</i>
Respondent 23	<i>I do not want my information to go around the world, that is mine.</i>
Respondent 24	Depending on the question and target group it is important to be anonymous because you do not always know what they do with your personal data. Some platforms you can trust others not that is based on personal knowledge and business background.

Overview codes customer level

Emotion

N total	24
N emotion	11

Respondent 1	I always think about the driver, you are being assessed, that is quite something. So, I am always generous. That does affect my assessment, unless of course someone drove badly. But in principle I will assess well.
Respondent 1	When using the Uber app, you always give five stars? Yes, because if he drives well I will give the driver the highest rating. The driver depends on my assessment as he will be judged by Uber I suppose.
<i>Respondent 2</i>	<i>Why don't you do it when you are dissatisfied? Then I don't want to put my energy in to it so they can do something with it.</i>
Respondent 4	I can write a whole article when it is not good. Dissatisfaction plays a role here, I want to express that.
<i>Respondent 7</i>	<i>I don't do it when it is negative because I won't go back. It is a closed book and I continue looking for another platform</i>
Respondent 8	It is also how you feel. One day you are in a good mood and the next day in less a good mood.
<i>Respondent 9</i>	<i>In case of a negative experience I don't grant the hotel owner it as they are screwing people over.</i>
Respondent 9	At Zalando it was just a mistake. They do not want to hurt a customer. If I do have that feeling i am more inclined to say something
Respondent 11	I feel aggrieved I just wanted my money back, it was 140 euros and had the feeling they were lying. I would never order at Levi's again. I am crazy about the brand and would still by but at another provider such as Zalando.
Respondent 13	I don't write so fast when I am dissatisfied because I find it easier to express my positive feeling. That is nice for other people to read even though that is not the purpose of a review.
Respondent 14	I am more a rewarder than punisher. I am a type who likes a positive attitude so if the service is good I want to reward it.

Respondent 14	<i>I can put on the site that it was not her best day but that is silly. It is hard to believe if someone is hostess of the year and it is bad. I realize what a negative review does to an entrepreneur so I do not do it that is how I am.</i>
Respondent 19	I have ordered more than once and then it was good. It is my own frustration and emotion that I am looking forward to something and then it is the wrong thing.
Respondent 22	<i>It is my character I guess. I would not communicate with people through other people. So, I would not send someone else because I do not like something about someone.</i>

Altruism

N total	24
N altruism	12

Respondent 1	So, you are writing in this case so other people can read it? Exactly, in this case I have written from my own reference framework. What I think is important or fun to know about a location, I will tell you if it is not.
Respondent 2	The apartment I had booked was very cute and fun and I thought more people should go there. I grant the hotel the review.
Respondent 4	I think this review was written out of goodwill. We like you so we want to write for you
Respondent 5	If something is good I want to grant the restaurant customers
Respondent 5	If I come to a small restaurant, and the owners work really hard I will grant them a review.
Respondent 7	When I use a site only once I don't think it is necessary to leave a rating. I want to stimulate the sites I use often.
Respondent 9	if I had not found it special I would have not thought about it. I thought this is just good and people do not see this now. I wanted to make it know.
Respondent 11	I have been working and know how nice it is when customers let me know what they think of your services. So I give them an rating or review because then they can do something with it.
Respondent 11	I was in Turkey and it was very nice. I see it as appreciation for the service the providers delivered to write a positive review.

Respondent 12	It was a very large grant content, I left a review because I had contact with someone. We do a lot with NPS-scores in my work. Where we use feedback given to us. I think I mainly give reviews about service and customer service and not necessarily about the product specifically
Respondent 12	I found it important to write as I granted it to them and hoped that others would read my review and book there.
Respondent 16	It was because I knew it was a new restaurant so I granted it them that is why I have written a review and of course I was satisfied with the quality and delivery of food.
Respondent 17	I think you grant it to people. Our room was overbooked and we got another room which was super well arranged.
Respondent 18	Then you want to show people how good and fast they delivered. For example, a really nice pair of trousers from a webshop. I want to make a compliment to the provider rather than advising other people.
Respondent 22	A kind of compliment because I can imagine that for people we also like to get a compliment if we have done our best for something. I like to say that.

Loyal

N total	24
N loyal	3

Respondent 1	I am used to Booking and I think it is very commercial because I get nervous if it says someone has just booked a room. I can see all those commercial tricks but I always do free cancellations on top of that which I think is great. I think it is a very nice platform.
Respondent 11	What I like about Booking.com is that when you go abroad you do not know where you will end. Booking.com is reliable as it is such a big platform it must be good.
Respondent 12	I think Booking.com is a great platform. Does that affect you if writing a review? Yes, as those reviews that I read really match reality. So that is why I think those reviews are important.

Reciprocity

N total	24
N reciprocity	20

Reciprocity in general

Respondent 1	I rely on reviews on Booking, so I think it is kind of reciprocity. I think I have a duty to leave a review myself.
Respondent 6	I leave feedback because when I buy things I also look at the reviews
Respondent 12	At a customer service, I think the person deserves to get a bonus. He or she gets his or her assessment of that. I think that he or she should be rewarded and I would like to help with that.
Respondent 18	I always read reviews. For example, this sweater looked very thick on the picture but I read that it was thin so I bought it. I do it at H&M because I read it myself.
Respondent 21	I want to give it back to other users as I read reviews myself.
Respondent 22	I like to read reviews from others. If I buy a new device or want to book a hotel I like to read this is nothing or something. I do like to read so I want to give that back too.
Respondent 24	In my case it is because I think about these things at my work so I know how important it is to receive feedback on products and services.

Reciprocity towards fellow users

Respondent 5	If it is bad I want to let other people know that is bad. I want to warn other people.
Respondent 5	I have to leave more reviews because that helps my fellow users.
Respondent 6	Why did you write? Because there was an extreme size difference. I wanted the write for people who are planning on buying the pair of trousers.
Respondent 6	So I want to help someone make the right choice if it is expensive
Respondent 8	The review is more for the user if I had a bad experience, I want to say you should not go there.
Respondent 9	You assume that things are going well, when it is not I want to warn people so that they don't go there.

Respondent 10	I write in order to express my frustrations, especially with hotels I think also to prevent other people from buying it. If it is good why should I write as people get something good.
Respondent 11	I had a very bad time at Aboutyou, I ordered something and waited two months and did not receive any product or money back. Then I look up the review button myself because I want to prevent other people from ordering something.
Respondent 12	I left a good review, if you are looking for a garage you have to go somewhere than I show you that you can be helped well there.
Respondent 16	The more expensive the product the more I want to discourage and stimulate other people.
Respondent 16	I would rather write a review if I am not satisfied than if it is fine. It is actually as a kind of warning to other people not to buy it.
Respondent 20	It never says the cables are that long. You can see that when you unpack, for me it was relevant to read it before. Here I have written a review because it was not in any reviews and I do see it as relevant to someone else. I have the idea that maybe someone else is looking for it as well
Respondent 21	I have not experienced bad thing yet but I could imagine that I would write about it to inform other people about is that they should be careful.

Reciprocity towards provider or platform

Respondent 3	I don't care about influencing other people. I want to let the people of the company know whether I am satisfied or not.
Respondent 7	I write purely for myself and the platform.
Respondent 13	It was opened in April and I thought I can help them with my review because they are just starting and it was a positive review. Also, with some comments but that can help you.

Reciprocity towards fellow users and providers/platform

Respondent 1	It is reciprocity towards your fellow users but also towards the hotel? Yes, for me it is twofold. To my fellow bookers and also to the accommodation which deserves to be heard.
Respondent 8	I leave something behind because when it is good I want to share it and if it was bad I want to protect others from a bad experience.
Respondent 8	I wanted to give it back to the hotel and my fellow travelers

	It was cheap and super well-arranged so we were positively surprised. Because there was a variety in reviews we had to leave a positive reaction. Maybe people will think this positive reaction cancels out a negative one.
Respondent 10	when I am enthusiastic I want the provider to know that it was good. If it is bad I want to tell others on the internet to advise not to order.
Respondent 12	That you inspire other users who are searching with my experiences and encourage other users to go there. I grant it the provider then again.
Respondent 14	I would keep in mind that when people read it they can be stimulated to go or not go there, but in principle I write for the person who provided the service.
Respondent 15	I think about the things I do, it can mean something for the hotel owner it could be his whole business.
Respondent 16	I think I left a review because I want to help both the supplier and purchaser with it.
Respondent 17	It was not represented right so we thought with our review we put it on so she could see it and other people could see it.
Respondent 18	At home delivery, when something has taken too long or is cold I put it on so people can see that it takes long. Also, to the restaurant to show that it was not good or took too long. I think it is for the provider and the people who want to use it.
Respondent 20	At Booking.com you know that other people are going to read those reviews and that they will benefit from it. So, I do it for my fellow users. At Uber I know that I do it for the driver. I like knowing who I am doing it for and I must have had personal contact
Respondent 24	to the recipient of the product or service. For example, with Tripadvisor I want to enthuse other travellers for a good restaurant. In this way, the provider and the recipient actually benefit from the feedback.

Unwillingness to make an effort

N total	24
N unwillingness to make an effort	10

Respondent 4	<i>Often I am too lazy to do it. Often I like it and then I don't have anything to say about it. Often, I just don't feel like is, it takes me too much effort</i>
Respondent 5	<i>I don't feel like writing a review, I am too lazy. Where you write about is behind so it is done.</i>
Respondent 5	<i>You did not write at the end? I think of laxity and laziness</i>
Respondent 9	<i>I think mostly laziness, I don't think about it. If I am satisfied I don't do it. When I am dissatisfied I think I have to do it but in the end I don't</i>
Respondent 10	<i>I don't feel like doing that. I often get mails but I always click them away I find it too much hassle.</i>
Respondent 11	<i>I think it is laziness, that I think another e-mail I do not feel like it.</i>
Respondent 15	<i>No news, good news. Not wanting to invest time if something is good it is good</i>
Respondent 17	<i>I never leave a rating or review because it does not actually happen, sometimes I think about it but then it does not come to it.</i>
Respondent 19	<i>I have to press the link, too much work, laziness I guess. I do not even think about it I place it under an advertisement category.</i>
Respondent 19	<i>I do not think about it, it does not occur to me writing about something. If I get something and it does not fall right I send it back and it is done for me</i>
Respondent 21	<i>I think it is too much hassle that I have to spend time on it.</i>
Respondent 23	<i>I see that other people already do it and I am a bit too lazy for it.</i>

Contribution of feedback

N total	24
N contribution of feedback	10

Respondent 4	<i>I have to think about what I want to say and I don't think I write something down that is useful</i>
Respondent 4	<i>I write more when it is not good than I have something to write about.</i>
Respondent 5	<i>If I come to a small restaurant, and the owners work really hard I will grant them a review. But a pair of trousers on Zalando, such a big company, I have the feeling that it makes no difference if I write a review or not.</i>

Respondent 5	With a very small company I have the feeling that it matters more. If I am 1 out of 10 or with a large company 1 out of 1000 differs than I think who reads my review.
Respondent 8	<i>If I don't write I think it does not have any added value for someone else.</i>
Respondent 10	<i>There are many people who write reviews on big sites. I have the idea they buy anyway.</i>
Respondent 13	<i>I don't write if the experience is normal because I think they already get a hundred emails. The added value? Yes, yes that is it I think</i>
Respondent 16	<i>I ordered a glass protector which is delivered and ordered to such a large extent that I have the feeling that it does not make much difference when I leave a review.</i>
Respondent 16	It matters if I use a large platform or a smaller platform because at the moment you have a small platform you have the feeling that my review has more impact on the supplier and other users.
Respondent 18	<i>If something is big I would not necessarily write for the provider as I do not think it makes sense and I do not think people see it.</i>
Respondent 20	<i>I do not do it in case of a quick order because I feel like it does not add anything and there is no service behind it. You do not have the feeling that something extra has happened. They are looking for some standard reviews then.</i>
Respondent 24	It has to do with the question they are asking. Sometimes the question is what did you think of our service which I find general. Then I know that it is a general question that is not going to become relevant in all those general questions

Prefers direct contact

N total	24
N prefers direct contact	12

Respondent 3	<i>I think that is a bad thing for them, I would rather give it back personally than on the site</i>
Respondent 3	<i>I was really satisfied and I want to let that know but I rather do it in person than on a website</i>
Respondent 4	<i>I have expressed it differently. I will go to the customer service faster. Because then I solved my own dissatisfaction/problem.</i>

Respondent 5	<i>When you have gotten a personal connection, I like to give them a personal compliment</i>
Respondent 10	<i>With customer service you are faster. They help you right away, when writing a review, you have to be lucky if someone reads it.</i>
Respondent 14	<i>What hold me back if I do not like it is that I rather say it in person than online. Because I should have said it sooner then</i>
Respondent 15	<i>If I do not like it I will tell whoever I have spoken to. I rather give it back directly I have done that before.</i>
Respondent 15	<i>If I have a bad hotel I say that to the person of who I think the room is bad. I do not write a review on Booking.com but I give it back so they can do something with it.</i>
Respondent 17	<i>It depends on what it is, I prefer to send an email or contact you personally than posting something negative.</i>
Respondent 19	<i>If it is a hotel I would rather give it back directly than write about it because it might be a one-time thing, something that I only experienced. I do not think it is fair to write then and rather solve it personally.</i>
Respondent 21	<i>What are other ways for you? Directly to the party where you took the service.</i>
Respondent 22	<i>I am going to correspond personally, I am going to call. But that is more the feeling of it is something between me and the company and I do not want to be looked at on the internet</i>
Respondent 23	<i>If I think this is not right or it does not match what they promised and I expected it to be I will mail or call.</i>
Respondent 23	<i>I like to give it back immediately and not by means of a review as I have that personal click and can see his or her reaction. The connection actually</i>
Respondent 24	<i>I go and see for myself what are direct approaches because you get the reaction on your feedback immediately.</i>

Overview codes within customer level - provider

Feedback

N total	24
N Feedback	6

Respondent 1	The same as with a phone shop, when you close a contract and then the seller says madam you get an email asking to assess me. Please give a good assessment because my functioning depends on it. Are you sensitive to that? Yes, then I give a high rating.
Respondent 12	I think I wrote in New Zealand as he asked me and I really liked it there.
Respondent 13	At Airbnb I wrote because then I could see what they had written about me. It felt like a return.
Respondent 17	I think when you leave your vacation and they ask me if I would leave a review I would definitely do it.
Respondent 20	I have often seen them as me, the Uber driver asks me often if I would like to fill in the rating because I know that he has an interest in it I will do it.
Respondent 20	If they do not actively send it to me I do not often let them know unless I had personal contact and they ask me to fill it in.

Level of effort

N total	24
N Level of effort	14

Handled a complaint or problem well

Respondent 3	At the end I was able to write something myself and I said the employee helped me very quickly
Respondent 3	The company/platform approach is important to you? Yes, it is, it is good that they respond to whether I am satisfied after the complaint

Respondent 3	I ordered wine and there was a broken bottle. I got an apology and two new boxes of wine. I immediately wrote that the service was fantastic.
Respondent 6	When the customer service department takes good care of the problem I won't write a bad review.
Respondent 6	We did get apologies so we mentioned in a review that they handled our complaint very neatly
Respondent 9	Zalando has good service. If I am not satisfied they will solve it so than I think never mind.
Respondent 13	They told me it was their fault and that it happens that the front of the book is not uploaded correctly. They gave me a code with which I could order two new books. So because I was satisfied and they had helped me well I wrote.
Respondent 13	I had a bad experience but I had contact with them and they solved it well so then I do not feel like writing
Respondent 15	It was solved neatly and for the rest is was a nice boutique hotel so then I feel sorry for them when I let that know on the site.

Positive experience

Respondent 6	We did a second review for the hotel because we were satisfied. It was very nice, good breakfast, good food.
Respondent 7	It was great, the location was great, the way he treated us was very social and I wanted to reward that.
Respondent 7	We wrote because it was a beautiful area, good location and nice people. For example, there were cold nights and they came to bring extra wood on their own initiative.
Respondent 8	I wrote because it was great, in particularly the hospitable, warm hosts.
Respondent 8	I was satisfied because it was fast, not expensive. Even on Sunday evening when everyone orders they were there in half an hour. So, I gave that back.
Respondent 11	I wrote because it was cheap but good quality and location. I sprained my ankle when I was there and the staff was very helpful, bringing ice, indicating where the hospital was and how we could get there.
Respondent 12	I got an email if I want to assess so I did. Also, how well and customer friendly you were received. He gave me the feeling that he was taking his time.
Respondent 14	We had an rebooking in Düsseldorf and I gave the lady chocolates because it was arranged so well, I gave it back after I left there.

Respondent 14	We wrote in Munich as it was more than an overnight hotel. It is how they received us and offered a glass of wine. They understood that we are not only there for an overnight stay, they made something of it.
Respondent 18	They were so sweet and nice, drinks at the bar. I thought I really want to write something about this. We should let other people know that this is a great hotel.
Respondent 20	I write when I know someone has put much effort in it and that I know it will affect the provider then I want to give some effort back.
Respondent 20	You sit in the cab with the driver and he puts in an effort. So, I have no problem with it as it is not an anonymous someone you rate. It is someone who delivered a service and with which I had personal contact.
Respondent 23	What surprises you? The people, how forward thinking they are. I had dinner with a friend last week and we went to a concert and went for dinner before. The man told us about the menu in such a way that I thought he just does this very fun and well. I gave it back verbally immediately when paying

Counterproductive behavior

N total	24
N counterproductive behaviour	9

Respondent 1	What makes you give a negative assessment there? That was a taxi driver, delivered by the hotel and who drove like a moron. I had the feeling we were endangered so I thought I should say something before they are going to recommend him to other tourists.
Respondent 4	What make you choose four stars instead of five? I was in the car with someone who was really boring
Respondent 4	I would give the drive less stars if he arrives later than planned or I have to walk a bit. And the way of driving as well, you get in the car with a stranger it should be a pleasant ride.
Respondent 5	The worst thing was the dust in the room and the sand and dirt on the floor.

Respondent 8	I want to call in this case as I lost my money as it was not good. Also, for the service, no matter what product you sell it has to be good. Also, as learning point for the people who are working there.
Respondent 11	I wrote as in my opinion the service was very bad, the delivery time was incorrect, they said it was on its way but it was not even available. I had to go after my money and never heard from them.
Respondent 11	I wrote as I had ordered a pair of pants and they did not fit, I sent them back and had to wait six weeks for my money. They said that it was lost and stolen from the truck while I received a message that it had been received
Respondent 14	I have DHL and Post NL if that is a pleasant person I am more inclined to write a review. If it is an extremely unfriendly person I do not feel like doing something like that.
Respondent 17	We called her to tell her because we did not know there was a sofa bed. She said there was. We said that it was not mentioned and she said it was clear. We looked back and it was really not there
Respondent 18	Once on Friday I had ordered fries and a spring roll and it was dirty and too late so I decided to write a review.
Respondent 24	If it was just right than I will give the confidence that it is a good one just as with amazon and Ebay. I have had some bad experiences where the driver does not show up.

Overview codes within customer level - transaction

Expectation

N total	24
N Expectation	12

Writing when very satisfied or not satisfied

Respondent 1	I leave a review when I'm very satisfied or really dissatisfied I don't do it when I find it moderate.
Respondent 1	You just indicated whether it was very good or very bad you write, so you let the middle go? Yes, I let that go. Why? I think I don't have much interesting to say, what should I say that is was reasonable this reasonable that. A seven or so, I do not find that interesting
Respondent 8	I leave a rating if it has been very good or very bad.
Respondent 8	It is about the experience if I find it worth writing not whether has been expensive or cheap. If I am enthusiastic about the product, trip or clothing
Respondent 11	I leave feedback when it is really good or really bad
Respondent 12	If I am satisfied I will write a review and if I think it is normal, a bit standard I would not write. If it is bad I will write a review as well
Respondent 20	I give five stars because I know that Uber plays a close role so I give the maximum score. With a negative experience I score lower. But if they score bad they feel it immediately so I often think it is not worth it.
Respondent 21	If it is neutral I am less inclined to write than if I find something very good or very bad.
Respondent 24	I do it when I am satisfied and when I am dissatisfied. As long as the question is good and I get the impression that something is going to be done with it. I am then more inclined to fill it in.
Respondent 24	At the hotel it is mainly that they will hopefully improve their service if it is not right. If it is very good I want to let them know that it is perfect

Writing when very satisfied

Respondent 2	The time you do write, what is the reason you do? Than I was very enthusiastic myself, if I am enthusiastic then I think yes, I want to share this. Only is I am enthusiastic, not when I am dissatisfied.
Respondent 4	Why did you give a 5-star rating everywhere? The ride was great, fun and good. Than nothing has to be said about it.
Respondent 7	I write when I am satisfied with the service or that I want to stimulate the platform.
Respondent 7	I only react when I want to give a positive review because I want to complement someone. I don't like indicating when something went badly.
Respondent 7	I was the service from the platform and our budget for the TV why I wrote.
Respondent 9	We were satisfied. That matters as if I had not found it special I would have not thought about it. I thought this is just good and people do not see this now. I wanted to make it know.
Respondent 11	I wrote because it was an extrinsic hotel, it was very luxurious but not expensive. The beds were nice and it was clean and in the middle of the city. My expectation was exceeded.
Respondent 12	I wrote because it was so perfect and relatively inexpensive it could not be better.
Respondent 14	If I have a good experience I am more inclined to do that than if I have a bad experience
Respondent 14	It is the whole experience that had to exceed my expectations and I have to be invited to do it.
Respondent 16	The moment I do not like it on my holiday it concerns me personally and the moment I buy a garment it does not really have an impact on me
Respondent 21	The other times were not so applicable. This experience was more extreme than the others.
Respondent 23	I have to sit down and think about what it was like. If I liked it in the category between 6 and 7.5 I think that is normal. It must be a 9 or a 10 will I think what a surprise, then I will compliment people on it.

Writing when not satisfied

Respondent 3	When I am satisfied I do not do it. If I am not satisfied, so I have a complaint, I want to tell it and then fill it in.
Respondent 3	I want to let you know that I am not satisfied and, in my opinion, there is room for improvement

Respondent 3	I had ordered several pieces of clothing and I sent them all back as the shoes were too small and the clothes too big. I want to give back that there is something wrong about the description of the sizes
Respondent 4	I write more when it is not good than I have something to write about.
Respondent 5	If I am normal satisfied I don't do anything. If it is bad I want to let other people know that is bad. I want to warn other people.
Respondent 6	You left a review about a back-support piece why? It did not meet the requirements of the description
Respondent 6	There was incorrect information on the website. It said the roof top bar was always open which was not and the pool was really different.
Respondent 6	I leave a review if the food is bad. Only if the food is bad at Thuisbezorgd.
Respondent 9	The quality of the product was not good. I bought it second hand and it said as new but it had many traces of use. I don't think that is decent. I have a bit the feeling that I am being misled.
Respondent 9	I don't think it is part of the transaction so I just don't think about it unless I am very dissatisfied.
Respondent 10	The worse the experience the sooner I would write a review
Respondent 13	When I look at the review I have written, it was because I thought the company had done something wrong or I was very satisfied.
Respondent 16	It has to do with the fact that when I am satisfied I do not leave a review that quickly because I do not have to think about whether someone else would be disappointed.
Respondent 18	I think if it is just okay it is not necessary. I would do it when something is bad because I want to show other people that it is not good.
Respondent 20	I do not think it is all black and white. I am not going to sit back and respond with anger. I only do that when they ask for a rating then I think how dare you. Then I fill in the lowest rating but I would not write anything then.
Respondent 24	Because I travel so much and do many things online I am proactive in giving feedback if the product or service is not what I expected. It is to improve but also because I expect a form of compensation

Conform expectation

Respondent 5	Does it affect how big the platform is? Yes, for example, eating at Van der Valk, I expect it to be good so I leave less quickly a review. If you expect what you get it is good.
Respondent 6	What makes you not do it? These are small purchases that I know are good
Respondent 7	If I have a positive experience that matched with my expectation, in this case leading from the Airbnb advertisement I am satisfied.
Respondent 13	<i>Not always because I think it is something small or I order a lot there. I do not really see the point in leaving something behind then.</i>
Respondent 15	<i>I almost never leave a rating because it is enough what I get back so the expectation has always been met.</i>
Respondent 15	I gave both times a five-star rating as the Uber was good we were picked up on the time we wanted and what they indicated was arranged. The expectation was met.
Respondent 23	What makes you not give something back? Because I think those people are doing their job it is standard for me. It is an expectation which I have of those people.

Price fairness

N total	24
N Price fairness	12

Respondent 1	The price that we just discussed at the Uber app is that at Booking the same? Well, that does affect me here, if I really have an expensive accommodation that does not meet my need, that gives me extra motivation to find something of it. The price does have a relationship.
Respondent 2	It does not matter how much the hotel costs? It does, I actually have it the other way around. When it is cheap and the quality is very high then I am surprised and would certainly like to share that.
Respondent 3	Price/quality would affect me if it would be very expensive wine. But only when I am not satisfied.

Respondent 4	Does it affect you how much you pay for it? No because Uber is very cheap in South Africa. I would not order an Uber in the Netherlands as they are quite pricy.
Respondent 4	Price/quality is important when writing a review? Yes, I think if it was an expensive product and I was just as satisfied I would have given it a lower grade.
Respondent 5	If I had paid a lot I would be more dissatisfied. It was disappointing but as I did not pay a lot of money maybe it was the price/quality that I could expect
Respondent 6	I write at those platforms as Hotels and holidays are big expenses and I make the most use of reviews there.
Respondent 6	It matters if I order something of 300 euros or 5 euros. I think more consciously before I buy something expensive. So I want to help someone make the right choice if it is expensive
Respondent 7	There are small and large amounts of money you spend. If it is in proportion, so what you spend is what it is worth I give a positive review.
Respondent 8	I wrote because the price/quality was good, nice facilities. We could make use of the facilities with all people thus the price/quality.
Respondent 9	The price affects me when writing a review. If you spend more money than it hurts more if it is not worth it. If I have to throw away ten euros then I think well I can go through but if it is a holiday of 500 euros that goes too far.
Respondent 11	Price/quality matters as we wanted to go to Amsterdam spontaneously and did not want to spend too much so we booked something randomly and cheap. It was very beautiful so we were very happy because we did not expect anything from it.
Respondent 12	When I make an expensive trip I am sensitive to it than when I think it does not cost much. It affects me as it is my own wallet. If I spend more money on it I want extra value.
Respondent 14	If I am going to eat somewhere which is not expensive but I expect a culinary masterpiece I am not going to say it was nothing because I always look at what you paid so I may not be able to expect more from it.
Respondent 15	You expect more as the price is higher. You have booked something that gives you certain expectations. A piece of clothing or something

	else cheap I can think it was my own choice I ordered it wrong. When I am in a place where it is not what I expected I give it back directly.
Respondent 16	When I order a pair of shoes via Ali express of which the price is higher than a pair of earrings which cost 85 cent than I think it is more important to leave a review because it becomes more reliable for other people to order the product as well.
Respondent 16	I think that for me it is really the price/quality ration. The price I pay for it why I write.
Respondent 16	If I order something that is expensive and I am not satisfied I rather write a negative review than if something went wrong once or it did not taste good.
Respondent 17	I think I write faster if it was expensive and disappointing. If you sleep 1 night and take something cheap you accept the disappointment but if you expect something beautiful and it is disappointing I would let it know faster.
Respondent 18	I would rather settle for something I do not like if I did not pay a lot for it. if something is cheap and dirty then I think faster I did not pay so much for the quality that is lacking.
Respondent 20	If you pay not much then I think what can I expect from a cheap room but if they ask an expensive price and it is not good then I think this is not decent. Then I would like to give it back
Respondent 21	Why does it matter in one transaction and does not in another? I think the costs of the purchase you have made. So, price/quality ratio? Yes absolutely.
Respondent 22	When I have paid a lot of money for it, then I think it should pay off too. If it was just a bargain then my expectation is lower and I think I only slept here for 50 euros so what can I expect. That makes me want to leave a review faster.
Respondent 24	I think i am able to make the link with what you can expect in a certain price range. If they seriously ruin a service with high value then I will give direct feedback on that.

Duration stay

N total	24
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N Duration stay	12
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Respondent 1	Yes, I think so, because I think that a two-week stay can make you feel more comfortable with the hotel owner or the apartment. That you think yes this is really good. I have been here for two weeks and I am only positive. While a night well then it must be fantastic. Then something really has to stand out if I want to write.
Respondent 2	Does the number of days matter why you write a review? Yes absolutely. As if I have been somewhere longer for example a week then I have a different impression then when it is just overnight.
Respondent 4	I found it uncomfortable. I was in another country and I had to drive long. I think even half an hour or so. It is nice when you are a bit on ease in the taxi.
Respondent 5	Does it matter for leaving a rating or review how many nights you stay? Yes, the longer the more influence. For example, if it is only 1 night it is a very small percentage of the weekend which was bad. If it is bad for two weeks it affects your holiday much more
Respondent 14	It matters when writing a review how long I stay. I think the total experience if you stay longer, your relationship is than a bit different so I do think it matters.
Respondent 18	It would make a difference if I stayed to nights or two weeks. If I am at the bar every night and very satisfied with the service I would rather do it because you have more contact with the staff and more service to respond to. I think I write faster when I am longer somewhere.
Respondent 22	It should not matter if you are there two weeks or one day. But it takes so much time, you come back to normal life and forget it. but if you have been in it for two weeks I am going to get my pen and get my right.

Travel company

N total	24
N Travel company	12

Respondent 7	I wanted to let know that we as a family could stay there for 12 days. So, I wrote a positive review.
Respondent 9	It is also with who I am. I went to Barcelona with my sister Iris. I doubt if I would have written if I was with a friend. Iris is really someone working on it. thinking about wat to put down. Then I like to think about what to write.
Respondent 9	I do not want to speak for the whole group so I don't do it that fast as I write from myself.
Respondent 13	There were three of us and I had to write a review then on behalf of the three of us. I knew everyone liked it there but then I have to give my opinion for other people.
Respondent 13	I know him better and we talked about it so I knew how he felt about it so it is easier to speak for him.
Respondent 16	It matters if I am with someone or alone I do not think I would do it quickly when I am alone

Travel occasion

N total	24
N Travel occasion	12

Respondent 4	I used Uber especially in South Africa just for the reviews as South Africa is not a safe country and I was alone as a girl. I found it nice to read about the car is was getting in to.
Respondent 9	When in the Netherlands you think it will be fine, it feels less like holiday. When I go on holiday and something is not arranges I think shit. When something is a disappointment abroad I am more disappointed than if it is in the Netherlands.
Respondent 20	I used Uber a lot abroad because it makes too much difference. In America a Uber ride versus an ordinary taxi ride is out proportion, they cannot compete.
Respondent 23	That is private? Yes with a business transaction it seems more detached. It feels more like a company giving advice than I do as a person.

Specification

N total	24
N Specification	12

Type of transaction

Respondent 5	If I come to a small restaurant, and the owners work really hard I will grant them a review. But a pair of trousers on Zalando, such a big company, I have the feeling that it makes no difference if I write a review or not.
Respondent 5	When I buy a product, I am looking for negative review to see what can be wrong. When I go to a restaurant I search for positive reactions.
Respondent 6	When on holiday I do it when I am positive. With clothes I don't think about it.
Respondent 8	I think it is different why I write, with Wehkamp it touches you personally in how you look and feel. A hotel room does not change that.
Respondent 8	Price quality does matter because if it is not good you have paid too much. On other platforms you can send clothes back and get your money if you are not satisfied that is not possible with food.
Respondent 10	I rather do it at hotels because it is about hygiene or really about quality of food. If it is a piece of clothing which does not fit you send it back. At the hotel it is different you cannot send it back.
Respondent 12	I leave a review if I had personal contact with someone. I would not leave a review about a product really soon.
Respondent 12	If I order shoes and they are not good I send them back so I don't think it is relevant what the experience of them is. If I go to a hotel then it is, I cannot return the hotel and go somewhere else.
Respondent 13	When I buy a piece of clothing and I do not like it I send it back. When I book a hotel and it is not what I expected I cannot say I am not going. So it is better to inform other people than with your review.
Respondent 14	It had to do with the transaction. It is different per transaction if I leave a review
Respondent 16	I see more value in leaving a review when it comes to a hotel trip as in my opinion more depends on that than having a wrong piece of clothing delivered.
Respondent 16	The moment I do not like it on my holiday it concerns me personally and the moment I buy a garment it does not really have an impact on me

Respondent 17	I think it differs which kind of transaction it is because if it is something special as a holiday and you are really away compared to a given thing as a product.
Respondent 18	I would write faster if I had a very good or bad hotel rather than clothing. That review at the H&M was really a coincidence that I filled it in because I got an email.
Respondent 18	If I send something back I am not going to write because it does not bother me anymore. I think it depends on what I write for. It differs per transaction.
Respondent 20	If it was just a quick order where I have not had contact with anyone I will not do it. There are too many for that
Respondent 20	If I buy a plug at bol.com and get an email then I think this is computer generated I find that useless. But when I have booked a big trip I understand that they send me an email and then I look more seriously how much work it is to fill in.
Respondent 21	In a restaurant it is also much more with the service and everything around it. while if I order clothes then it is just you cross something that fits or not and you do not have contact with anyone.
Respondent 23	So, the transaction has to be functional? Yes, functional and efficient. Is that why you do not write reviews because it is an extra step? Yes yes and it has to do with the extent to which I think people are going to tell their own story

Type of platform

Respondent 5	With a very small company I have the feeling that it matters more. If I am 1 out of 10 or with a large company 1 out of 1000 differs than I think who reads my review.
Respondent 6	Does it matter which platform you use when writing a review? Yes, I always write at hotels and holiday platforms
Respondent 9	Does it matter when you write which platform you use? I will do it faster if I went on holiday than if I were on Zalando. if I buy something at Zalando I can get my money back when not satisfied. If I go on holiday and I am not satisfied I won't get my money back.
Respondent 12	Does it differ which platform you use, if you use for example booking or a clothing provider? Yes, I hardly ever write on clothes. I think that is because I did not have any personal contact with anyone.

Respondent 14	It matters which platform it is when writing a review. I think when I book a hotel then the experience of my stay is important but Zalando for example, I see that as I order something and it comes. That feels different.
Respondent 21	I write faster at a hotel platform, I have written a view at holidays because I also looked at others to see what they thought about it. While with clothing I think most of the brands you already know so I do not really care.
Respondent 24	With tripadvisor when it is just fine it is fine. Another platform where I actively indicate whether it was good or bad are Ebay and Amazon. Because it helps other people to understand if the supplier is reliable or not.

Appendix VII – Overview of attributes

Category	Attribute	Influence?	Positive (+) /Negative (-) Feedback
Platform	Message Involvement	Yes	+/-
Platform	Coupon Treatment	Yes	+
Platform	Superior Statuses	No	
Platform	Usability of Completing Feedback	Yes	+/-
Provider	Feedback	Yes	+
Provider	Level of Effort	Yes	+
Customer	Emotion	Yes	+/-
Customer	Altruism	Yes	+
Customer	Loyalty	No	
Customer	Reciprocity	Yes	+/-
Customer	Unwillingness to make an Effort	No	
Customer	Feeling of Contribution of Feedback	Yes	+/-
Customer	Prefers Direct Contact	No	
Transaction	Expectation	Yes	+/-
Transaction	Price fairness	Yes	+/-
Transaction	Duration Stay	Yes	+/-
Transaction	Travel Company	Yes	+/-
Transaction	Travel Occasion	No	
Transaction	Specification	Yes	+/-

Appendix VIII – Hurdles transactions

Respondent 1 – In general

Hurdle 1	Hurdle 2	Hurdle 3
Expectation - Very satisfied or very dissatisfied	Emotion - Impact on provider	Reciprocity - I read review so want to give it back

Respondent 1 – transaction 1 (Uber)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Altruism - Grant the provider	Expectation - Very satisfied or very dissatisfied			

Respondent 1 – transaction 2 (Booking.com)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Very dissatisfied	Inappropriate behaviour - Endangered us	Reciprocity - Warn other users	Duration stay - Write faster with 2 weeks	Price/quality - Is it in proportion?

Respondent 1 – transaction 3 (Booking.com)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5	Hurdle 6
Expectation - Very satisfied	Reciprocity - Give advice	Duration stay - Long stay	Provider - Feedback	Specification – hotel platform	Platform - Usability of completing feedback

Respondent 2 - in general

Hurdle 1	Hurdle 2	Hurdle 3
Platform - Timing email	Expectation - Very satisfied	Usability of completing feedback - Quick/easy

Respondent 2 – transaction 1 (Coolblue)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Platform - Message involvement +	Expectation - Very satisfied	Provider - Level of effort	Usability of completing feedback - Quick and easy	

Respondent 2 – transaction 2 (Booking.com)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Very satisfied	Altruism - Grant provider	Reciprocity - Advice fellow users	Duration stay - Write when stay is long	Price/quality - Is it in proportion

Respondent 2 – transaction 3 (Booking.com) (did not write)

Hurdle 1
Duration stay - 1 night so did not write, was pure practical

Respondent 3 – In general

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Contribution of feedback	Platform - Coupon treatment	Usability of completing feedback - Convenience	Usability of completing feedback - Anonymity	Expectation - Dissatisfied

Respondent 3 – transaction 1 (Uber)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - satisfied	Provider - level of effort (less stars when late and driving style)	Price/quality - always good	Usability of completing feedback - Convenience	Usability of completing feedback - Anonymity

Respondent 3 – transaction 2 (Uber)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Inappropriate behaviour - boring, awkward	Duration stay - long drive	Expectation - dissatisfied	Usability of completing feedback - Convenience	Usability of completing feedback - Anonymity

Respondent 3 – transaction 3 (Kieskeurig.nl)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Platform - Message involvement	Platform - Coupon treatment	Expectation - Very satisfied	Contribution of feedback +	Price/quality ratio - It was in proportion

Respondent 3 – transaction 4 (Airbnb)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Duration stay - Long stay	Provider - Feedback	Provider - Level of effort	Altruism - Grant the provider	Usability of completing feedback - Quick/easy

Respondent 4 – In general

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - When dissatisfied	Platform - Message involvement	Usability of completing feedback - No standardized format	Provider - level of effort	Usability of completing feedback - anonymity

Respondent 4 – transaction 1 (Bonprix)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - dissatisfied (wrong sizes)	Reciprocity - fellow users	Emotion - Impact on provider	Usability of completing feedback - Standardized, do not like that	Usability of completing feedback - anonymity

Respondent 4 – transaction 2 (Neleman)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - dissatisfied (broken bottle)	Price/quality - expensive wine	Provider - level of effort	Reciprocity - towards provider/platform	Usability of completing feedback - anonymity

Respondent 4 – transaction 3 (Topbloemen)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4
Platform - message involvement	Platform - coupon treatment	Usability of completing feedback - anonymity	Expectation - very satisfied

Respondent 5 – In general

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5	Hurdle 6
Usability of completing feedback - quick/easy -	Platform - coupon treatment	Expectation - very satisfied or dissatisfied	Reciprocity - fellow users	Altruism - grant provider	Specification - type of transaction/platform - small do write - hotel do write

Hurdle 7
Message involvement - timing email

Respondent 5 – transaction 1 (Hotel)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Provider - inappropriate behaviour	Expectation - Very dissatisfied	Duration stay - 1 night	Price/quality ratio - Not expensive	Unwillingness to make an effort - Lazy

Respondent 5 – transaction 2 (google play store)

Hurdle 1	Hurdle 2	Hurdle 3
Usability of completing feedback - Quick/easy - Format: rating	Message involvement - Timing is right	Expectation - Satisfied

Respondent 5 – transaction 3 (online webshop HEMA)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4
Expectation - Very dissatisfied	Provider - Level of effort (good solution)	Reciprocity - Towards platform/provider (improvement)	Usability of completing feedback - Quick/easy

Respondent 5 – transaction 4 (Thuisbezorgd)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4
Expectation - Very dissatisfied	Reciprocity - Fellow user	Usability of completing feedback - Quick/easy	Reciprocity - Platform (improvement)

Respondent 6 – In general

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4
Reciprocity - make use of reviews so want to give back	Price/quality ratio - expensive?	Specification - do not do it with small purchases but only with big ones	Specification - hotel platforms always because big expense

Respondent 6 – transaction 1 (Bol.com)

Hurdle 1	Hurdle 2	Hurdle 3
Expectation - dissatisfied	Price/quality ratio - expensive	Reciprocity - fellow users

Respondent 6 – transaction 2 (Zalando)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4
Expectation - dissatisfied	Reciprocity - fellow users	Price/quality ratio - expensive	Platform - Message involvement

Respondent 6 – transaction 3 (hotelspecial.com)

Hurdle 1	Hurdle 2
Platform - Message involvement – wrong information on website	Reciprocity - Towards platform (improvement)

Respondent 6 – transaction 4 (hotelspecial.com)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4
Expectation - Very satisfied	Reciprocity - Fellow users	Contribution of feedback - High with hotel	Price/quality ratio - expensive

Respondent 6 – transaction 5

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Dissatisfied	Reciprocity - Platform/provider (improvement)	Provider - Inappropriate behaviour	Provider – Level of effort	Usability of completing feedback - Anonymity

Respondent 7 – In general

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4
Expectation - Satisfied	Usability of completing feedback - Anonymity	Reciprocity - Towards platform, stimulating	Altruism - Grant the provider

Respondent 7 – transaction 1 (Airbnb)

Hurdle 1	Hurdle 2	Hurdle 3
Expectation - Very satisfied	Provider - Level of effort	Travel company - Family, could stay 12 days

Respondent 7 – transaction 2 (Airbnb)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4
Expectation - Very satisfied	Provider - Level of effort	Altruism - Grant the provider	Reciprocity - Towards provider

Respondent 7 – transaction 3 (Coolblue)

Hurdle 1	Hurdle 2	Hurdle 3
Expectation - Satisfied	Provider - Level of effort	Reciprocity - Towards fellow user and provider

Respondent 7 – transaction 3 (Tweakers)

Hurdle 1	Hurdle 2	Hurdle 3
Expectation - Satisfied	Provider - Level of effort	Usability of completing feedback – anonymity

Respondent 8 – In general

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5	Hurdle 6
Expectation - Very satisfied Or dissatisfied	Emotion - One day feeling like it other day not	Reciprocity - Fellow users	Altruism - Grant the provider	Contribution of feedback	Usability of completing feedback - Quick/easy

Respondent 8 – transaction 1 (Booking.com)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Very satisfied	Provider - Level of effort	Platform - Message involvement	Usability of completing feedback - Quick/easy	

Respondent 8 – transaction 2 (Booking.com)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Satisfied	Platform - Message involvement	Reciprocity - Fellow users	Reciprocity - Provider (improvement)	Usability of completing feedback - Quick/easy

Respondent 8 – transaction 3 (Wehkamp)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Very satisfied or dissatisfied	Reciprocity - Fellow user	Specification - Touches you personally	Usability of completing feedback - Quick/easy	

Respondent 8 – transaction 4 (Thuisbezorgd)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Very satisfied	Provider - Level of effort	Price/quality ratio - Very good	Specification - If not good cannot return it	Usability of completing feedback - Quick/easy

Respondent 8 – transaction 5 (Bol.com)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Very satisfied	Reciprocity - Fellow user	Usability of completing feedback - Quick/easy		

Respondent 9 – In general

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5	Hurdle 6
Expectation - dissatisfied	Price/quality ratio - in proportion?	Reciprocity - warn people	Altruism - grant provider	Usability of completing feedback - Quick/easy	Specification - Write faster with hotel than clothing

Respondent 9 – transaction 1 (Bol.com)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Dissatisfied	Price/quality ratio - Not in proportion	Provider - Inappropriate behaviour (felt misled)	Reciprocity - Provider (improvement)	Usability of completing feedback - Quick/easy

Respondent 9 – transaction 2 (Zalando)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Dissatisfied	Provider - Level of effort (handled problem well)	Price/quality ratio - expensive	Usability of completing feedback Quick/easy	

Respondent 9 – transaction 3 (Booking.com)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - very satisfied	Price/quality ratio - surprisingly good	Travel company - sister stimulated writing	Altruism - grant the provider	Travel occasion - do not write in Netherlands

Respondent 9 – transaction 4 (Airbnb) (did not write)

Hurdle 1
Travel company - group, did not want to speak for the group

Respondent 9 – transaction 5 – Hotel site

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Platform – message involvement	Expectation - dissatisfied	Provider - inappropriate behaviour	Usability of completing feedback - quick/easy	

Respondent 10 – In general

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5	Hurdle 6
Platform - message involvement	Platform - coupon treatment	Expectation - dissatisfied	Emotion - express frustration	Reciprocity - fellow user (warn them)	Usability of completing feedback - Quick/easy

Hurdle 7	Hurdle 8
Contribution of feedback	Specification - Write faster with hotel

Respondent 10 – transaction 1 (Thuisbezorgd)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Platform - Coupon treatment	Platform - Message involvement			

Respondent 11 – In general

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5	Hurdle 6
Platform - Message involvement	Reciprocity - Towards provider when good experience	Expectation - Very satisfied or dissatisfied	Reciprocity - Towards user when bad experience	Price/quality ratio - In proportion?	Usability of completing feedback - Quick/easy

Hurdle 7
Platform - Anonymity

Respondent 11 – transaction 1 (Aboutyou)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Very dissatisfied	Provider - Inappropriate behaviour	Reciprocity - Provider (Improvement)	Price/quality ratio - Bad	Usability of completing feedback Quick/easy

Respondent 11 – transaction 2 (Thefork)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Platform - Message involvement	Expectation - Very satisfied	Platform - Coupon treatment	Altruism - Grant provider	Reciprocity - Towards fellow user

Respondent 11 – transaction 3 (Booking.com)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Very satisfied	Price/quality ratio - Very good	Altruism - Grant the provider	Usability of completing feedback - Quick/easy	

Respondent 11 – transaction 4 (Booking.com)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Very satisfied	Price/quality ratio - Very good	Platform - Message involvement	Usability of completing feedback - Quick/easy	

Respondent 11 – transaction 5 (Levi's)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Very dissatisfied	Price/quality - Not good	Reciprocity - Towards provider (improvement)	Reciprocity - Fellow user, warn them	Usability of completing feedback - Quick/easy

Respondent 12 – In general

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5	Hurdle 6
Platform - Message involvement	Specification - Writes when had personal contact	Expectation - Very satisfied or dissatisfied	Price/quality ratio - In proportion	Reciprocity - Towards fellow user and provider	Specification - Writes with hotel platform not with clothes

Respondent 12 – transaction 1 (Tripadvisor)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Very satisfied	Altruism - Grant provider	Provider - Level of effort	Reciprocity - Towards fellow user	

Respondent 12 – transaction 2 (Booking.com)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Very satisfied	Customer - Loyalty	Price/quality ratio - Very good		

Respondent 12 – transaction 3 (Kwikfit)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Platform - Message involvement	Expectation - Very satisfied	Provider - Level of effort	Reciprocity - Towards fellow user and provider	

Respondent 13 – In general

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5	Hurdle 6
Specification - Does not write with small (clothes) purchases, does with big things (hotel)	Platform - Message involvement	Expectation - Very satisfied or dissatisfied	Emotion - Rather write positive reviews	Reciprocity - Towards user and provider	Contribution of feedback

Respondent 13 – transaction 1 (Albelli)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Dissatisfied	Platform - Message involvement	Provider - Level of effort (handled the problem well)	Expectation - Satisfied	

Respondent 13 – transaction 2 (Airbnb)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Provider - Feedback	Provider - Level of effort	Provider - Inappropriate behaviour	Travel company - Does not like writing for the whole group	Platform - Message involvement

Respondent 13 – transaction 3 (Booking.com)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Platform - Message involvement	Altruism - Grant the provider	Expectation - Very satisfied	Contribution of feedback	

Respondent 13 – transaction 4 (Zalando) (not writing)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Dissatisfied	Provider - Level of effort	Prefers personal contact		

Respondent 14 – In general

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5	Hurdle 6
Expectation - Very satisfied	Emotion - More rewarder than punisher	Reciprocity - Towards provider	Platform - Message involvement	Price/quality ratio - In proportion?	Specification - Write faster with hotel than clothes

Hurdle 7
Emotion - Impact that a negative review has on the provider

Respondent 14 – transaction 1 (Booking.com)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Platform - Message involvement	Expectation - Very satisfied	Provider - Level of effort	Price/quality ratio - Very good	

Respondent 14 – transaction 2 (Coolblue)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Very satisfied	Platform - Message involvement	Provider - Level of effort	Altruism - Grant the provider	

Respondent 14 – transaction 3 (Boxspring)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Platform - Message involvement	Expectation - Very satisfied	Provider - Level of effort	Usability of completing feedback - Suggestive did not like it so filled it in extra good	

Respondent 15 – In general (often not giving feedback)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Always met	Unwillingness to make an effort - When it is good it is good	Emotion - Does not like to give negative feedback/considers impact provider	Customer - Prefers direct	Price/quality ratio - In proportion?

Respondent 15 – transaction 1 (Uber)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Very satisfied	Provider - Level of effort	Usability of completing feedback - Quick/easy	Usability of completing feedback - Anonymity	

Respondent 15 – transaction 2 (Booking.com) (not giving feedback)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Usability of completing feedback - Quick/easy	Prefers direct contact			

Respondent 15 – transaction 3 (Iherb) (not giving feedback)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Platform – Message involvement	Unwillingness to make an effort - I order online because it is fast I do not want to invest more time			

Respondent 16 – In general

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5	Hurdle 6
Price/quality ratio - Expensive	Reciprocity - Fellow users	Expectation - Very satisfied or dissatisfied	Platform - Message involvement	Usability of completing feedback - Quick/easy	Specification - Write faster with hotel than clothing

Hurdle 7
Anonymity - Depends on platform but is important, with Dutch companies it is okay but international not.

Respondent 16 – transaction 1 (Ali Express)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Very satisfied	Reciprocity - Towards fellow user and provider	Contribution feedback	Price/quality ratio - Expensive	

Respondent 16 – transaction 2 (Thuisbezorgd)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Very satisfied	Altruism - Grant the provider	Price/quality ratio - In proportion	Usability of completing feedback - Quick/easy	

Respondent 16 – transaction 3 (Vakantiediscounter) (did not give feedback)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Was met	Reciprocity - Did not have to worry that fellow users are mistreated	Message involvement - Did not send her an email otherwise she would have thought about it		

Respondent 17 – In general (mostly not writing)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Usability of completing feedback - Timing emails not right	Unwillingness to make an effort	Travel company - With two persons, she would not do it on her own	Platform - Message involvement - Finds them annoying	Specification - Writes faster with holiday than with a product

Respondent 17 – transaction 1 (Sunweb holiday)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Very satisfied	Provider - Level of effort	Altruism - Grant the provider	Platform - Message involvement	Price/quality ratio - Expensive

Respondent 17 – transaction 2 (Airbnb)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Dissatisfied	Provider - Inappropriate behaviour	Reciprocity - Warn fellow user	Usability of completing feedback - Anonymity	

Respondent 18 – In general

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Dissatisfied	Reciprocity - Warn fellow users	Contribution of feedback	Altruism - Grant he provider	Price/quality ratio - Expensive?

Hurdle 6	Hurdle 7	Hurdle 8
Platform - Message involvement	Usability of completing feedback - Easy/quick	Specification - Write faster with a hotel

Respondent 18 – transaction 1 (H&M)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Very satisfied	Platform - Message involvement	Usability of completing feedback - Quick/easy	Reciprocity - Fellow user	

Respondent 18 – transaction 2 (Zoover)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Very satisfied	Provider - Level of effort	Duration stay - Write with long stay	Usability of completing feedback - Was to much work so quit)	

Respondent 18 – transaction 3 (Thuisbezorgd)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - Dissatisfied	Provider - Inappropriate behaviour	Reciprocity - Provider (improvement)		

Respondent 19 – In general (not writing)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Message involvement - Finds emails annoying	Unwillingness to make an effort - Lazy	Usability of completing feedback - Anonymity		

Respondent 19 – transaction 1 (Thuisbezorgd)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - dissatisfied	Provider - inappropriate behavior	Emotion - frustrated	Reciprocity - towards provider (improvement)	Usability of completing feedback - Anonymity

Respondent 20 – In general

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5	Hurdle 6
Specification - Write when personal contact and with hotels not with simple product	Contribution of feedback	Altruism - Grant the provider - Impact on the provider	Provider - Feedback	Expectation - Very satisfied	Usability of completing feedback - Anonymity

Respondent 20 – transaction 1 (Coolblue)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - satisfied	Reciprocity - fellow user, write what he wants to read himself	Usability of completing feedback - not standardized	Usability of completing feedback - anonymity	

Respondent 20 – transaction 2 (Uber)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - very satisfied	Provider - level of effort	Provider - feedback	Usability of completing feedback - quick/easy - anonymity	Travel occasion - only uses Uber in the VS

Respondent 20 – transaction 3 (Booking.com)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - very dissatisfied	Reciprocity - fellow user, write what he wants to read himself	Provider - inappropriate behaviour	Reciprocity - warn fellow user	Price/quality ratio - expensive

Respondent 21 – In general (not write often)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5	Hurdle 6
Platform - Message involvement, finds emails annoying of timing not right	Unwillingness to make an effort - lazy	Expectation - very satisfied or dissatisfied	Reciprocity - warn fellow users	Specification - writes faster with hotel than clothing or product	Price/quality ratio

Hurdle 7
Emotion - impact on the provider

Respondent 21 – transaction 1 (IENS)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Platform - message involvement	Provider - level of effort	Expectation - very satisfied		

Respondent 22 – In general (does not write often)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5	Hurdle 6
Usability of completing feedback - anonymity	Reciprocity - towards fellow user - grant he provider	Price/quality ratio - expensive	Duration stay - longer the stay the more inclined to write	Prefers personal contact	Expectation - very satisfied or dissatisfied

Respondent 22 – transaction 1 (Bol.com)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Platform - message involvement	Expectation - very satisfied	Usability of completing feedback - could not do it anonymous so quit		

Respondent 23 – In general (does not write often)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5	Hurdle 6
Unwillingness to make an effort - lazy	Contribution of feedback - feeling that there are enough reviews	Provider - level of effort	Prefers direct contact - (sees reaction)	Usability of completing feedback - anonymity	Price/quality ratio - expensive

Respondent 24 – In general

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Contribution of feedback	Usability of completing feedback - open question	Expectation - very satisfied and dissatisfied	Reciprocity - fellow user and towards provider	Usability of completing feedback - anonymity

Respondent 24 – transaction 1 (Tripadvisor)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Platform - message involvement	Expectation - very satisfied	Provider - level of effort	Reciprocity - fellow user and towards provider	

Respondent 24 – transaction 2 (Ebay & Amazon)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Reciprocity - fellow user (to show the provider can be trusted)	Expectation - satisfied	Usability of completing feedback - open format		

Respondent 24 – transaction 3 (Uber)

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5
Expectation - dissatisfied	Provider - inappropriate behaviour	Reciprocity - towards provider (improvement)		