

ONLINE REVIEWS ON TRIPADVISOR, HOW CREDIBLE ARE THEY?

*Experimental Approach: Manipulated by Writing Experience of the Reviewer, Review
Length and Argument Quality.*

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Statement of Originality

This paper is written by Marieke Versteeg, who declares to take responsibility for the content created in this paper. I want to inform you that the text and work presented in this paper are original, and no sources used, besides mentioned in this paper. Besides, I would like to thank Ruud Jacobs for his support and advice during this process. Also, I would like to thank Jordy Gosselt for being my second reader.

Abstract

At the moment, online reviews are the most popular way for individuals to judge a particular product or service. Since TripAdvisor is the largest travel platform in the world, they play a major role for individuals. Online reviews are often anonymous, which makes it harder to influence the credibility of the review and the website. The aim of this study was to investigate whether different elements of the message and the source of a review increasing consumers' perception of credibility and their online purchase intention. Mainly, this study focussed on the elements; writing experience of the reviewer, argument quality and review length. The data was collected by sending out the experiment online and visit school canteens (N=288). The average age of the respondents was 27 years old. Others than previous studies, which was surprising, results showed that people considered writing experience of the reviewer and review length as less important elements when judging the credibility of a review. Whereas, only argument quality influence consumers' perception of credibility, as well, credibility mediates the effect of argument quality on consumers' online purchase intentions. Moreover, there is almost no difference in credibility perceptions regards the length of a review when the reviewer used high qualitative arguments. Nevertheless, when the reviewer used low-quality arguments, shorter reviews were considered as more credible.

Finally, this paper offers insight into elements that increase the credibility of online reviews on TripAdvisor, which eventually offers interesting topics for further research, and can be used by TripAdvisor to increase their credibility.

Keywords: TripAdvisor; Review credibility; Purchase intention; Review length; Argument quality; Writing experience of the reviewer

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1 Introduction

At the moment, the internet is the most popular medium for individuals to give their opinion on a particular product. It connects individuals and serves as a platform for discussion with other internet users on products or services (Dellarocas, 2003). Online reviews are a type of eWOM (electronic word of mouth) that provides information on products and services from the perspective of the customer. eWOM are all types of information that are communicated by consumers through internet-based technology related to goods and services. With the growth of electronic commerce, an increase in online review users and communities that share their experience with others is observed. The difficulty with this form of communication is the credibility of the messages because of the few interactions customers have with the reviewer and the unknown identities that come with. This lack of identity encourages visitors to look at other elements to judge the credibility of online reviews, such as the characteristics of the source and the message (Metzger et al. 2003).

An example of an online review platform is called TripAdvisor. TripAdvisor, founded by Stephen Kaufer and Langley Steiner, is the largest travel platform in the world and has become one of the most trustworthy websites from consumers' perspective (Munar & Jacobs, 2013). Hence, this study focussed on the reviews on TripAdvisor. Reviews on TripAdvisor are online written opinions by consumers about restaurants, hotels, attractions and other travel-related accommodations. Customers believe that customer-written reviews, also called peer reviews, are more helpful during their decision-making process, than reviews written by experts (Lee et al., 2011). Therefore, the focus is on peer reviews. When the consumer wants to share their opinions by writing a review, the user needs to register and create a profile, which increases the level of identity. Visitors of TripAdvisor are only able to judge the credibility of the review based on characteristics of the source and the content of the message. To assess the source of the review, TripAdvisor shows, apart from the profile name, the amount of written

reviews of the reviewer and TripAdvisor uses thumbs-up to indicate how useful a review is. Also, visitors can judge the content of the message, for example, based on the length of the review and the quality of the message (arguments). These characteristics might be influential for creating a perception of credibility towards TripAdvisor.

The number of written reviews indicates the writing experience of the reviewer, which influences people's purchase intentions (O'Keefe, 1987; Ward & McGinnies, 1974). Note that this information is only influential when it is displayed previously before the message is given (Petty & Cacioppo, 1981). Anyhow, TripAdvisor is the only travel-related website that gives this information, and the number of studies on the effects of this information on consumers' behavior is limited. However, the effects of this information were investigated in this study. The results may convince other travel-related websites, which are not using this characteristic, to add the amount of writing experience of the reviewer to their profiles. On the other hand, when the results show a negative effect, TripAdvisor might consider deleting this information.

The content of a review has a powerful effect on consumer's opinions and decisions (Vermeulen & Seegers, 2009). The quality of arguments in a review creates favorable thoughts by people, and in fact, high-quality arguments lead to higher purchase intentions (Benoit, 1987; Petty & Cacioppo, 1984; Park et al., 2007). Whether high-quality arguments convince people to visit a restaurant and create a more credible perception towards reviews on TripAdvisor is measured in this study. As a result, TripAdvisor can use this information in order to let new users write useful reviews.

Another element to judge the content of the message was based on the length of the review. A previous study explained that people consider longer reviews as more useful (Johnson and Payne, 1985). Although, note that a longer review can also distract people. However, TripAdvisor does not mention the maximum number of words. Whether review length effects people's online behavior and their perception of credibility towards TripAdvisor

were studied in this paper. These results can be used by TripAdvisor to create credible reviews, for example, by adding a minimum or a maximum number of words to a review.

The three elements mentioned in the above: writing experience of the reviewer, argument quality and review length might be influential for creating a perception of credibility towards TripAdvisor. These elements have been selected together because they form a combination of characteristics of the source and the message. In addition, the elements are interrelated because writing high-quality arguments may ensure longer reviews, and experienced writers often write high-quality arguments. However, experienced writers mostly can describe their experience succinctly, causing for a shorter review. When interaction effects between these elements arise, it will provides new insights for TripAdvisor. Moreover, TripAdvisor can use this information to convince consumers to focus on specific elements when writing a review, which may lead to a more credible website. Therefore, this paper focussed, next to the effects of writing experience of the review, argument quality and review length on credibility, also on the interaction effects between these elements. In addition, new elements were merged to judge the credibility of a review, which may interest TripAdvisor.

Lastly, this study used the Elaboration Likelihood Model (ELM) as an additional source of information, which is further explained in the next section. Thus, previous studies, together with the theories regarding ELM, were used to investigate the effects of writing experience of the reviewer, argument quality and review length on credibility and purchase intentions. Which leads to the following research question:

“To what extent do writing experience of the reviewer, argument quality and review length influence the credibility of a review and consumers’ online purchase intentions related to restaurants on TripAdvisor?”

2 Theoretical framework

This study used the Elaboration Likelihood Model of Persuasion; therefore, this section start with a description of the model and theories about it. Secondly, regarding previous studies and ELM, a description was given about the independent variables; writing experience, argument quality and review length are described, and based on this information, hypotheses were formulated. Then, the dependent variable; purchase intention was explained, and the mediation hypotheses were formulated. Lastly, the interaction effects between the independent variables on credibility were described and again, hypotheses were formulated.

2.1 *Elaboration Likelihood Model of Persuasion*

To explore the effects of online reviews on consumers' purchase intentions, this study used the Elaboration Likelihood Model (ELM) as an additional source. The traditional approaches of persuasion tend to think that persuasion appears when listeners (or readers) remember the message. When a person remembers a message, they likely get persuaded by it. On the contrary, when a person does not remember the message, they are not persuaded by the message. However, persuasion is not always the effect of remembering or not remembering the message. Sometimes, for example, an advertisement can have a different effect on a person; it can annoy or irritate the person, which leads to a bad association with the ad or review. In this case, people will remember the message, but the advertisement did not persuade them.

The Elaboration Likelihood Model developed by Petty and Cacioppo (1981), is a more in-depth elaboration about the Heuristic and Systematic Processing Theory (1979). These are both parts of the Cognitive Response Model. The Cognitive Response mode of persuasion is the basis behind two ideas that (1) people can remember a message but are not persuaded by the message, or (2) people can be persuaded by a message without paying attention to a message. The Cognitive Response approach explains that listeners or readers could be

participants of the persuasion process (Perloff & Brock, 1980). The developers of the ELM came up with two “routes” to persuasion, the central route, and the peripheral route, which argues that persuasion is not causally related to a specific message.

The central route to persuasion is about the thoughtful consideration of arguments (content, ideas) in the message. It involves a high level of elaboration. When the listener is persuaded via central route processing, they focussed on the message’s strengths. The central route has two requirements. First, it can only appear when the listener can process the given message and the topic, and second if the listener has the motivation. When the listener is not motivated and does not care about the topic, the person will not participate in central processing. Likewise, when the listener is disrupted or cannot understand the message of the persuader, the listener will not have the capability to follow the route of central processing (Petty and Cacioppo, 1986a, 1986b).

Other factors that may influence the persuasion process are the listener's involvement and the number of thoughts the listener produces. The more a listener is involved in a specific topic, the more relevant or essential that topic will be for the listener which on its part leads to a high motivation to process the message (Petty & Cacioppo, 1979). In other words, when a person is interested in the topic, they are more likely to pay close attention to the message and think about it some more. This again will lead to the central route. However, motivation is not enough to ensure that the central route will be followed. Moreover, the receiver of a message may be distracted, for example, when the receiver is tired or not able to think carefully. At that moment, the receiver cannot process the message (Petty & Cacioppo, 1979).

The peripheral route to persuasion appears when the reader makes their decisions based on other things than arguments or ideas given in the message. It involves a low level of elaboration. For example, being an expert can be a decisive factor in the persuasion process. When the persuader is an expert and gives a message to listeners that follow peripheral

processing, they still can be persuaded by the message even if they are not listening or cannot process the ideas that the persuader gave. Another situation in which the peripheral route appears is when the persuader is using many of arguments. Those peripheral cues are short-cut examples.

To explain the effects of the independent variables: writing experience of the reviewer, argument quality and review length on credibility and purchase intentions, based previous studies and theories regarding ELM, the following sections of the theoretical framework focussed on describing these variables.

2.2 Writing experience of the reviewer

A crucial factor in persuasion is the nature of the source of a message. For this study, the source of the message is the person who writes a review on TripAdvisor. TripAdvisor also shows the number of written reviews by the reviewer. Yet, with a large number of written reviews, the reviewer cannot directly be called an expert.

Gotlieb and Sarel (1991) claim that an “expert”, in other words, someone with a high amount of experience, is decisive by judging the degree of competence and knowledge that the persuader has related to a specific topic. Because of the limited online personal information, it has become more difficult for people to judge a reviewer (Cheung et al., 2008; Schindler & Bickart, 2005). Receivers of a message can judge the writer only on their previous online behavior, for example, on the number of reviews written or the usefulness of the written review (Weiss, Lurie & MacInnis, 2008). Both of these elements are shown on TripAdvisor.

A previous study on reviews explained that writers with experience were indicated as more trustworthy (Shan, 2011). Equal to Smith & Peterson (2007), who explained that reviews written by high experienced writers are usually viewed as more useful and more supportive than reviews written by an inexperienced writer.

However, confirmed by ELM, note that the amount of experience influences the persuasion process when the reviewer's writing experience was displayed previous to the message that is given (O'Keefe, 1987; Ward & McGinnies, 1974; Petty & Cacioppo, 1979). When the reader was not aware of the amount of writing experience the persuader has before reading the review, the message will not influence the decision-making process. If peripheral route followers were aware of the persuader's writing experience, the credibility towards the persuader appears (Chaiken, 1980). On the contrary, central route followers were mostly people that were interested in a topic and are more likely to listen carefully to the message of the persuader, regardless of the amount of writing experience the persuader has. Nevertheless, reviews written by someone with writing experience are indicated as more credible (Shan, 2011). Which leads to the first hypothesis:

H1: Reviews written by an experienced writer are considered as more credible than reviews written by an inexperienced writer.

2.3 *Argument quality*

Argument quality is another factor that affects the kind of thoughts a receiver has (Benoit, 1987; Petty & Cacioppo, 1984). High-quality arguments create more favorable thoughts than weak arguments. In other words, strong arguments or high-quality arguments were considered more persuasive than weaker ones. Moreover, argument quality has a more significant influence on involving topics than uninvolved topics (Andrews & Shimp, 1990; Petty & Cacioppo, 1984). So, when persuaders want to increase the favorable thoughts of the audience, they need to get people involved in the topic and include a high-quality argument.

Consumers' satisfaction will be increased by reading a review with high-quality arguments, which leads to higher purchase intentions (Park et al., 2007). Strong arguments that are coherent, understandable, and objective, as well as they, are judged as more competent on

attitude change (Petty and Cacioppo, 1984; Petty et al., 1983). However, only the readers that were motivated to process the message and read the review carefully were expected to have higher purchase intentions (Petty & Cacioppo, 1979). These people were following central route processing of ELM. Therefore, argument quality in reviews plays an essential role during their purchasing. On the other hand, when people were following the peripheral route of ELM, high-quality arguments had a lower impact. Yet, consumers' attitude will change into a favorable attitude when more high-quality arguments were used in online reviews (Petty and Cacioppo, 1984). Which leads to the second hypothesis:

H2: Reviews with high-quality arguments are considered as more credible than reviews with low-quality arguments.

2.4 Review length

Previous studies found that consumers write their reviews based on whether they liked the product, and if the reviewer had an excellent experience with a specific product, they are more likely to write a longer and more detailed review. Positive consumers are more likely to write more personal opinions and give more information, which leads to longer reviews (Korfiati, Barriocanal-Garcia, and Sanchez, 2012). When people judge the usefulness of a review, the length of a review is an essential element (Schwenk, 1986). Generally, consumers are more interested in a review that may assist in their process of purchase intentions. When they judge the content of a review, consumers prefer detailed information in reviews which helps them to evaluate the specific purchase options they had in mind (Latif 2009; Ma et al. 2013.) Mostly, a longer review contains more detailed information about a product. Luo (2002); Maddux and Rogers (1980) also explained that a higher amount of reasoning and arguments a larger number of arguments are more persuasive, which increases the confidence of the reader during the decision-making process.

Shorter reviews were considered as shallower and mostly lacking the broad form of evaluation during the judgement. People often consider longer reviews as more informative since they include a more in-depth analysis of a product (Mudambi and Schuff, 2010). For these reasons, longer reviews are more attractive for consumers than shorter reviews. Also, people consider longer reviews as more useful because it decreases consumers' searching time. Longer reviews provide more information, regardless of the quality of this information (Johnson and Payne, 1985). People that agree with this statement are expected to follow the peripheral route of ELM since a longer review can distract them or make these people less motivated to read carefully. Also, a longer review can make people believe that the reviewer has lots of writing experience because he is using more words. Therefore, they are more likely to agree with the reviewer by just seeing a longer review. Yet, reviews with a large number of words mostly include more high-quality arguments which increase the consumers' credibility in the review (Schwenk, 1986). Which leads to the third hypothesis:

H3: Longer reviews are considered as more credible than shorter reviews.

2.5 Purchase intentions

To what extent credibility mediates the influence the variables writing experience of the reviewer, argument quality, and review length have on purchase intentions were measured in this study. Purchase intention is an essential aspect of consumer behavior, which can be explained as the cognitive behavior regarding buying a product or service, or as intended in this study, visiting a restaurant (Shah et al., 2012). Spears and Singh (2004) described purchase intentions as a plan, made up by an individual, to have the intention to purchase a brand. However, people's online purchase decisions are a complicated process to describe, of which purchase intentions are only a part. Knowing and understanding people's online purchase

intentions is relevant because it relates to their behavior and attitude, and can, therefore, be used as the forecast of the online buying process (Ghosh, 1990).

As found, people are more likely to be influenced when they considered a review as credible and trustworthy (Reichelt, et al., 2014). Previous studies have shown that review credibility was determined by features from the content and the source of the message (Li and Zhan, 2011; Reichelt et al., 2014). Moreover, a previous study said that reviews written by an experienced reviewer increase consumers' online purchase intentions (Shan, 2011). Furthermore, high-quality arguments increase consumers' willingness to purchase (Park et al., 2007). As well, review length effects consumers' online purchase intentions (Luo 2002). However, credibility directly predicts consumers' online purchase intentions (Johansen & Guldvik, 2017). Which leads to the question: "does credibility mediates the influence of review length, argument quality and writing experience of the reviewer on purchase intentions?". Therefore, hypothesis 4 was divided into three sub hypotheses:

H4a: Credibility mediates the influence of writing experience of the reviewer on purchase intentions.

H4b: Credibility mediates the influence of argument quality on purchase intentions.

H4c: Credibility mediates the influence of review length on purchase intentions.

2.6 *Interaction effects*

2.6.1 *Writing experience of the reviewer – Argument quality*

The effects of writing experience and argument quality on credibility were described in the hypotheses above. It was expected that both the writing experience and argument quality positively affect credibility. High-quality arguments by senior managers, who often are people that can be identified as experienced writers, provide a more substantial quality of information (Schwenk, 1986). In this study, people that often write a review are called experienced writers, and mostly know how to write high-quality arguments. As described in paragraph 1.3 *writing experience of the reviewer*, consumers that are following the peripheral route and were aware of the amount of writing experience of the reviewer were more likely to pay less attention and consider the message to be more valid and credible (Petty & Cacioppo, 1981). So even when these reviews include low-quality arguments but are written by an experienced writer, the reviews still were considered as credible.

Yet, reviews with low-quality arguments can still be considered as less credible, even when a high experienced reviewer writes the review. This expectation will be investigated more thoroughly in this study. Which leads to hypothesis 5:

H5: Writing experience and argument quality interact such that the credibility of a review with low-quality arguments is higher when an experienced reviewer writes the review, whereas the credibility of a review with high-quality arguments is higher when an unexperienced reviewer writes the review.

2.6.2 *Writing experience of the reviewer – Review length*

As described in the hypotheses above, it was expected that reviewers with a large number of written reviews were considered as more credible than inexperienced reviewers and that longer

reviews have a positive influence on the credibility of a review. Previous studies showed a difference between user-generated reviews and reviews written by experts, which found that a shorter review written by an inexperienced person was seen as significantly less credible than if the shorter review was written by an experienced writer (Breur, 2019). In sum, the length of a review has more influence on credibility when an unexperienced reviewer writes it. However, a shorter review is not directly considered as less credible when someone with experience writes it. Moreover, it was expected that credibility increased when an experienced reviewer, write a shorter review. Thus, when someone with experience writes a review, their perception of credibility will not change, regardless of the length of the review. Which leads to the 6th hypothesis:

H6: Writing experience of the reviewer and review length interact such that the credibility of a review written by an experienced reviewer is higher when they write a shorter review, whereas the credibility of the review written by an inexperienced reviewer is lower when they write the shorter review.

2.6.3 Argument quality – Length review

This paragraph describes to what extent the quality of arguments and review length have an interaction effect on credibility. As explained in the hypotheses above, it was expected that high-quality arguments and longer reviews, both independently influence the perception of credibility positively.

If someone is positive about a product but is not capable of collecting the main reasons for purchasing a product, or, does not have the motivation to search for information or alternatives, the person prefers to read one longer review, which described a follower of the peripheral route. Longer reviews mostly give more information and include more reasons why a reviewer liked the service or not (Mudambi and Schuff, 2010). The added in-depth

information often makes reviews longer; there are more details included, and most of the time, better arguments given. In this case, it will help consumers in their decision making and reduce their uncertainty (Tversky and Kahneman, 1974). Thus, longer reviews with high qualitative arguments are increasing consumers' perception of credibility.

Despite, it was expected that the length of the review is not the most important element for the credibility, expected that reviews with high-quality arguments lead to higher credibility regardless of the length of the review. Nevertheless, when the reviewer used low-quality arguments, shorter reviews are considered as more credible, because, it simply reduces consumers' time.

H7: Argument quality and review length interact such that the credibility of a review with high-quality arguments is higher when the reviewer writes a longer review, whereas the credibility of a review with low-quality arguments is higher when the reviewer writes a shorter review.

2.7 Conceptual models

In this paragraph, the conceptual model which shows the hypotheses of the main, mediation and interaction effects.

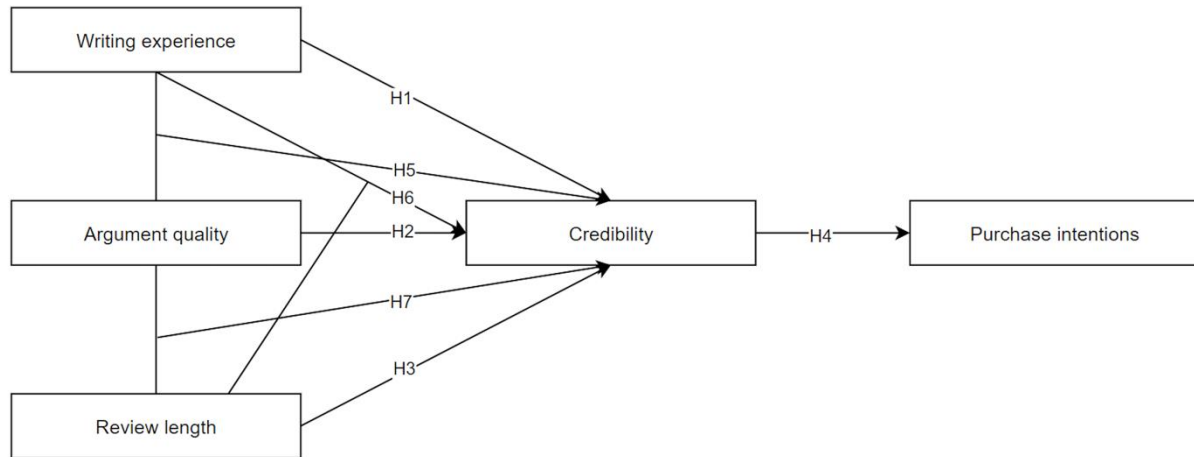


Figure 1. Conceptual Model

3 Method section

3.1 Research Design

For answering the research question, an experimental quantitative method was used in the form of a survey. The experiment has a 2 x 2 x 2 design, which means that there are three independent variables, each with two levels, focused on writing experience of the reviewer (experienced vs. inexperienced), argument quality (high vs. low), and review length (long vs. short). This study used a between-subject design, in which every participant in this experiment were asked to read one of the eight reviews, which ensures the comparability of the data and avoids the influence of the other reviews.

Table 1: Research Design and number of participants for each condition (N)

		Short review		Long review	
		Low-quality arguments	High-quality arguments	Low-quality arguments	High-quality arguments
Writing experience of the reviewer	<i>Inexperienced</i>	Review 1	Review 2	Review 3	Review 4
	<i>writer</i>	(N = 29)	(N = 32)	(N = 31)	(N = 29)
	<i>Experienced</i>	Review 5	Review 6	Review 7	Review 8
	<i>writer</i>	(N = 24)	(N = 31)	(N = 27)	(N = 24)

3.2 Stimuli

Eight different types of reviews were made related to different conditions. To create a realistic picture, a webpage of TripAdvisor was used and completely copied, except for the review. A content analysis was carried out to write eight realistic reviews. TripAdvisor was studied to make a distinction between the two extremes for each variable. The amount of writing experience of the reviewer is already shown on TripAdvisor, next to the review, which was displayed in the same way in this study. For creating a distinction in review length, reviews on TripAdvisor were viewed, and from that, a division is made. In order to make a difference in

high- and low-quality arguments, TripAdvisor was used to find providing details. For example, whether the reviewer shared their experience by including details such as what was unique or unexpected, or why the reviewer liked or disliked the visit. The reviews with high-quality arguments were included with the same type of arguments that TripAdvisor uses. However, the reviews in this study with low-quality arguments were more extreme than regularly used arguments, to ensure contrast.

The reviews were previously tested by doing a pre-test. This pre-test included ten respondents, and they were all asked to judge the variables in the reviews. To make a distinction between an inexperienced and experienced writer, the respondents were asked when they considered a reviewer as an experienced writer. Reviewers who have written >100 reviews on TripAdvisor were considered as highly experienced people. To measure which arguments were considered as high-quality arguments, a distinction was made between extremely rare and low-quality arguments and arguments that were generally used on TripAdvisor. For the respondents of the pre-test, it was clear which reviews included high-quality arguments. In order to measure review length, a distinction was made between short reviews with <35 words and longer reviews with >35 words, which was also tested in the pre-test.

Below, two reviews are shown that were used for this study, which pictured the extremes for each variable. Figure 2 shows review 1, a short review which includes low-quality arguments, written by an inexperienced writer. Figure 3 shows review 8, a long review which includes high-quality arguments, written by an experienced writer.



Figure 2: Example review 1; inexperienced writer, low-quality arguments, short review.



Figure 3: Example review 8; experienced writer, high-quality arguments, long review length.

3.3 Sample

In total, a number of 288 respondents participated in this study. Of these respondents, 202 (70.1%) were female, and 86 (29.9%) were male. The average age of all respondents is 27, and the age ranges from 16 to 67. The majority of the respondents is in their twenties, which was the leading target group in this study. The reason for choosing young adults was because this is the largest group that use online websites, social media, and reviews to collect information (Prasad, Gupta & Totala, 2017). Prasad, Gupta and Totala (2017) also mentioned that online peer reviews are more influential regarding younger people's purchase intentions than the intentions of older ones. Furthermore, the highest level of completed education of the participants were asked. More than half of the respondents (54.6%) completed their university degree. In this study, the focus was on Dutch-speaking participants, since the experiment and the reviews in the experiment were written in Dutch. In order to reach enough respondents, a convenience sampling was carried out. There was a link of the survey sent through different social media canals, like Facebook and Instagram, and different school canteens were visited.

Most respondents (76.3%) are familiar with the website TripAdvisor, and 68.9% of all these respondents use TripAdvisor or similar websites for travel reviews before visiting a restaurant. Moreover, respondents (69.2%) assume that reviews are generally reliable.

3.4 Procedure

The experiment in the form of a survey, with the fictional reviews, was presented via Qualtrics.com. Before showing the fictional review, the respondents were asked several demographic questions concerning gender, age, and level of education, followed by questions about whether the respondents had ever consulted TripAdvisor and if they are familiar with the concept and mechanisms of such a system.

After these questions, one of the eight different reviews was shown, and the respondents were asked to read the review carefully. The review was shown on the (fictional) webpage to create a real picture of TripAdvisor, in order to reduce the possibility for respondents to be confused or manipulated by the design of the website. Moreover, an invisible timer was included to keep track of the time the respondent spent on the webpage. After the respondents had read the review, and ten seconds were over, the respondent was able to click further to the questions. Those ten seconds ensure that the respondents took enough time to study the webpage. Before showing the questions related to the webpage, the respondents were asked to what extent they had studied the webpage.

The questions related to the webpage were divided into five parts; the questions involved questions about the writing experience of the reviewer, argument quality, review length, credibility, and purchase intentions. The structure of the questions was considered to prevent possible contaminations. For example, questions related to purchase intentions were asked before questions about credibility, to decrease the possibility that respondents doubt the credibility of the review.

After this, questions were asked about respondents' target characteristics, whether the respondent ever had experience with unreliable reviews and how gullible they are.

3.5 *Measurements*

In order to answer the research question, the survey questions were related to independent variables (writing experience of the reviewer, argument quality and review length), the mediator variable (credibility), and the dependent variable (purchase intentions). With the use of Cronbach's alpha, the overall reliability of these questions are measured.

The questions related to the writing experience of the reviewer were formulated with the purpose to find out whether respondents were aware of the amount of experience and whether they considered the reviewer as an experienced writer. For the overall reliability, the scale consisted of 3 items, the Cronbach's alpha shows a value of .78, which is sufficient.

The next independent variable, argument quality, was measured based on a scale of 5 items. The purpose of these questions was to find out, to what extent the respondent considered the arguments in the review as high-quality arguments. For the overall reliability, the Cronbach's alpha shows a value of .73, which is sufficient.

For the last independent variable, review length, questions involving the number of words the reviewer used in the review, and if the respondent considered the review as a longer review were asked. This Cronbach's alpha shows a sufficient reliability value of .71.

Moreover, questions related to credibility were based on eight items. These questions were made upon the basis of the source credibility scale of Ohanian (1990). Questions were about attractiveness, trustworthiness and expertise of the review and reviewer. In order to check the reliability of these items, the Cronbach's alpha shows a value of 0.77, which is sufficient.

Lastly, questions related to the dependent variable, purchase intentions, were about the willingness to order food in the restaurant, if the respondent would recommend the restaurant and whether the respondent was looking forward to visiting the restaurant. These statements were all formulated with the same purpose; to find out whether the person would visit the restaurant. However, purchase intentions are the only construct, in this study, where the

questions were all formulated in a positive sense. As well for purchase intentions, the Cronbach's alpha shows sufficient reliability, with a value of .89.

As a final point, table 2 shows a summary of the reliability check for the used constructs with the measuring scales. All the questions in the survey were answered by using a 5-point Likert scale ranging from 1) "strongly disagree" to 5) "strongly agree".

Table 2. Summary of the reliability check for the used constructs

Constructs	Measuring Scales	Cronbach's Alpha
Credibility	8 items / 5-point scale from "1 = completely disagree - 5 = completely agree." This review is reliable. This reviewer (writer) thinks the same as I do. I do not believe what this reviewer (writer) writes. I think the reviewer (writer) is a reliable person. The reviewer (writer) does not seem to have any experience in writing reviews. I think an intelligent person writes this review. This reviewer (writer) would like to appear reliable. This reviewer does not write his own opinion but writes it as a favor for the restaurant.	.77
Purchase Intentions	5 items / 5-point scale from "1 = completely disagree - 5 = completely agree." I am willing to visit this restaurant. I look forward to visiting this restaurant. I want to order food from this restaurant. I would recommend this restaurant. I will likely visit this restaurant.	.89
Experience	3 items / 5-point scale from "1 = completely disagree - 5 = completely agree." I think the reviewer has a high amount of writing experience. I think the reviewer regularly writes reviews. The reviewer has little knowledge about the subject.	.78
Argument	5 items / 5-point scale from "1 = completely disagree - 5 = completely agree." There is unnecessary information given in the review. I think the review convincing. This review contains low-quality arguments. I find the arguments in the review clearly articulated. I would use certain arguments when writing a review.	.73
Length	2 items / 5-point scale from "1 = completely disagree - 5 = completely agree." I think the reviewer uses few words. I consider this review as a long review.	.71

4 Results

This section shows the results of the study. Starting with the influences on the credibility, secondly on the influences on purchase intentions, and thirdly on the interaction effects. At the end of this section, a summary of the hypotheses testing is given.

4.1 *Influences on the credibility*

To measure the influence of writing experience of the reviewer on credibility, a one-way ANOVA was used, which shows ($F(1,201) = .53, p = .469$) that writing experience does not have a significant main effect on credibility. Therefore, the first hypothesis is rejected.

Secondly, a one-way ANOVA shows a statistically significant main effect of argument quality on credibility ($F(1,201) = 18.98, p < .001$). Whereby, H2 can be confirmed; reviews with high-quality arguments are considered as more credible ($M = 3.32, SD = 0.46$) than reviews with low-quality arguments ($M = 3.02, SD = 0.52$).

The third hypothesis supposed that longer reviews are considered as more credible than shorter reviews. However, a one-way ANOVA shows that review length does not have a statistically significant main effect on credibility ($F(1,201) = 2.63, p = .107$), which reject hypothesis three.

Thus, for this study, only argument quality influence the perception of credibility. Namely, high-quality arguments are considered more credible than low-quality arguments.

4.2 *Influences on purchase intentions*

To measure whether credibility mediates the influence of length on purchase intentions, a mediation analysis was performed using PROCESS. The outcome variable for analysis was purchase intentions. The predictor variable of the analysis was review length. The mediator variable was credibility. The direct effect of credibility on purchase intentions is positive and

significant ($\beta = .73$; $t(201) = 8.69$; $p < .001$), indicating persons scoring higher on credibility are more likely to purchase than those scoring lower. The direct path between review length and purchase intention shows a significant effect ($\beta = -.28$; $t(201) = -3.19$; $p = .002$).

However, the path (direct effect) from length to credibility is not statistically significant ($\beta = -.12$; $t(201) = -1.62$; $p = .107$), which indicates that review length does not predict the perception of credibility. Therefore, hypothesis 4a is rejected, which supposed that credibility mediates the influence of length on purchase intentions.

Furthermore, figure 5 shows how credibility mediates the influence of argument quality on purchase intention. Mediation analysis was performed using PROCESS. The outcome variable for this analysis was purchase intentions. The predictor variable of the analysis was argument quality. The mediator variable was credibility. The direct effect from argument quality to credibility shows a positive and statistically significant effect ($\beta = .30$; $t(201) = 4.36$; $p < .001$), which indicates that argument quality is a positive predictor for the perception of credibility. In this case, the direct effect of the credibility of purchase intentions is positive and significant ($\beta = .69$; $t(201) = 7.81$; $p < .001$), indicating persons scoring higher on credibility are more likely to purchase than those scoring lower. The direct path from argument quality to purchase intentions shows a positive significant effect ($\beta = .27$; $t(201) = 2.94$; $p < .001$). The indirect effect is tested again, by using a percentile bootstrap estimation approach with 5000 samples, implemented with the PROCESS macro Version 3 (Hayes, 2017). The results shows a positive indirect significant effect, $IE = .2077$, $SE = .0575$, $95\%C.I. = (.1038, .3304)$. These results make sure that H4b can be confirmed.

Furthermore, hypothesis 4c, which predicted that credibility mediates the influence of writing experience of the reviewer on purchase intention is measured by doing a one-way ANOVA between writing experience of the reviewer and purchase intentions. Those results shows no significant main effect ($F(1,226) = .305$, $p = .581$), therefore, H4c is directly rejected.

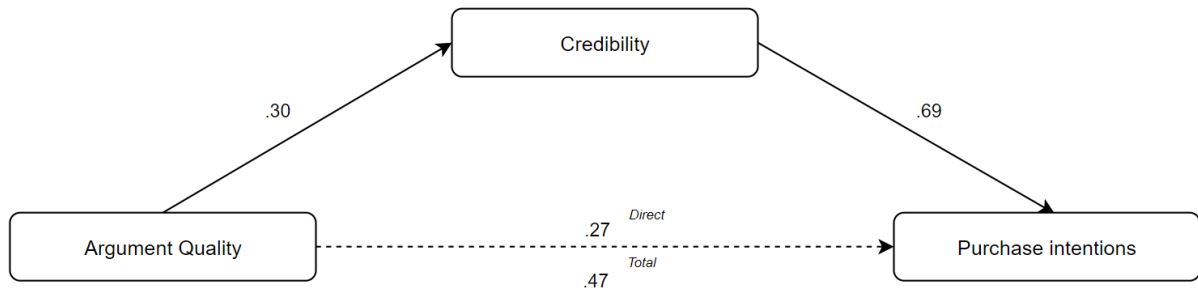


Figure 4. Mediation effect between argument quality and purchase intention.

4.3 Interaction effects

The two-way interaction effects of writing experience of the reviewer, argument quality and review length on credibility were formulated in hypotheses 5, 6, and 7. The first interaction effect supposed that writing experience and argument quality interact such that the credibility of a review with low-quality arguments is higher when an experienced reviewer writes the reviewer, whereas the credibility of a review with high-quality arguments is higher when an unexperienced reviewer writes the review. However, this interaction effect (H5), is rejected ($F(2,201) = 0.275, p = .601$).

Also, hypothesis 6, writing experience of the reviewer and review length interact such that the credibility of a review written by an experienced reviewer is higher when they write a shorter review, whereas the credibility of the review written by an inexperienced reviewer is lower when they write the shorter review, can be rejected ($F(2,201) = 0.746, p = .389$).

Lastly, hypothesis 7 supposed that argument quality and review length interact such that the credibility of a review with high-quality arguments is higher when the reviewer writes a longer review, whereas the credibility of a review with low-quality arguments is higher when the reviewer writes a shorter review. The results shows an interaction effect between review length and argument quality on credibility ($F(2,201) = 4.444, p = .036$). Whereby H7 can be confirmed. However, figure 7 displays that there is almost no difference in credibility

perceptions by review length when the reviewer used high qualitative arguments. Nevertheless, when the reviewer uses low-quality arguments, shorter reviews are considered as more credible.

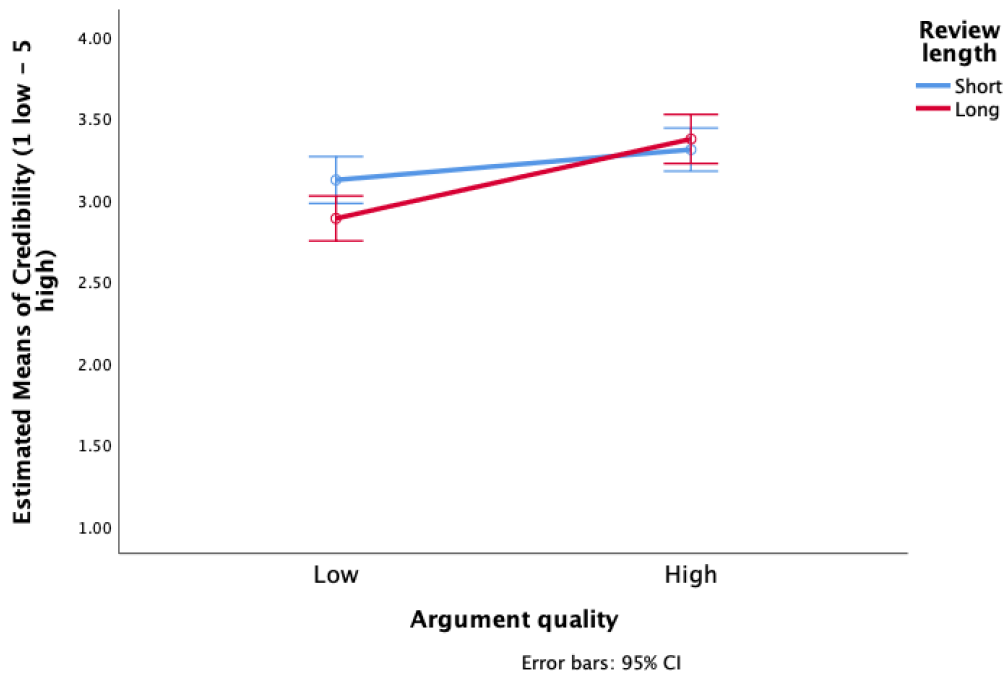


Figure 5. An interaction effect between review length and argument quality on credibility.

4.4 Additional results

A visible timer was included to measure how many seconds the respondent needed for studying the webpage, to create an indication on whether respondents would spend more time on a specific review. The outliers were removed, expecting that those people were doing something else during the experiment. However, respondents' spent the most time on review 3 ($M = 38.25$, $SD = 19.73$), which is a longer review with low-quality arguments and written by an inexperienced writer. Otherwise, respondents spent the least amount of time at review 1 ($M = 19.42$, $SD = 9.23$), which is shorter review with low-quality arguments and written by an inexperienced reviewer.

Since the method section mentions that female respondents were in great majority (70%), various one-way ANOVAs were used to find out whether gender creates different effects. Firstly, results show no significant difference between men and women and their

familiarity with TripAdvisor ($F(1,201) = 2.35, p = .126$). Moreover, there is no significant difference found between men and women and their amount of using experience with TripAdvisor ($F(1,201) = 0.06, p = .810$). Lastly, respondents were asked to what extent they consider themselves as a gullible person. Again, there is no significant difference found between men and women and their gullibility ($F(1,201) = 2.95, p = .087$).

In addition to the three independent variables: writing experience of the reviewer, argument quality and review length, results show two more elements as relevant when judge the credibility of a review. At least half of the respondents consider that a personal photo will increase their perceptions of credibility on reviews. In addition, 59% of the respondents consider the way a review is written as an important element to judge the credibility of a review.

Lastly, respondents were asked which elements are decisive before visiting a restaurant. Results show that all respondents consider the menu as a decisive element, more than 80% of the respondents answered the price as important, and more than half (57%) consider the place of the restaurant as decisive before visiting a restaurant.

Table 3: Summary of hypotheses testing

#	Description	Conclusion
H1	Reviews written by an experienced writer are considered as more credible than reviews written by an inexperienced writer.	Rejected
H2	Reviews with high-quality arguments are considered as more credible than reviews with low-quality arguments.	Confirmed
H3	Longer reviews are considered as more credible than shorter reviews.	Rejected
H4a	Credibility mediates the influence of writing experience of the reviewer on purchase intentions.	Rejected
H4b	Credibility mediates the influence of argument quality on purchase intentions.	Confirmed
H4c	Credibility mediates the influence of review length on purchase intentions.	Rejected

H5	Writing experience and argument quality interact such that the credibility of a review with low-quality arguments is higher when an experienced reviewer writes the reviewer, whereas the credibility of a review with high-quality arguments is higher when an unexperienced reviewer writes the review.	Rejected
H6	Writing experience of the reviewer and review length interact such that the credibility of a review written by an experienced reviewer is higher when they write a shorter review, whereas the credibility of the review written by an inexperienced reviewer is lower when they write the shorter review.	Rejected
H7:	Argument quality and review length interact such that the credibility of a review with high-quality arguments is higher when the reviewer writes a longer review, whereas the credibility of a review with low-quality arguments is higher when the reviewer writes a shorter review.	Confirmed

5 Discussion

The purpose of this study was to find out to what extent writing experience of the writer, the quality of the arguments and review length influence the credibility of a review and consumers' online purchase intentions related to restaurants on TripAdvisor. The results give TripAdvisor an impression which variables are influential in creating more credibility. Based on the theoretical framework and theories regarding ELM, different hypotheses were formulated. The hypotheses focused on the variables: writing experience of the reviewer, argument quality and review length. The results, collected by conducting a quantitative research experiment, showed a significant main effect between argument quality and credibility, which concluded that reviews with high-quality arguments are considered more credible. Regarding the mediation effects, credibility mediates the influence of argument quality on purchase intentions. Furthermore, the two-way interaction effects shows that there is almost no difference in credibility perceptions when the reviewer includes high-quality arguments regardless of the length of the review. Moreover, when the reviewer used low-quality arguments, shorter reviews are considered as more credible, which shows an interaction effect between length and argument quality on credibility. However, this section was used to discuss theoretical and practical implications.

5.1 Theoretical implications

Firstly, according to previous studies, it was expected that all three independent variables (writing experience of the reviewer, argument quality and review length) influence credibility, and that it would create mediation and interaction effects. Therefore, it was remarkable that only the variable argument quality and its effects, and argument quality in interaction with review length shows significant effects. Different from other theories, this study had found that only argument quality influences credibility and purchase intentions related to reviews on

TripAdvisor. However, results show no interaction effect between writing experience and argument quality. Results show that most of the respondents were not aware of the amount of writing experience of the reviewer, which may have resulted in the no interaction effect between writing experience and argument quality. Another explanation could be that visitors of TripAdvisor the amount of writing experience not considered as important. However, regarding the results of the pre-test a distinction is made between an experienced and inexperienced writer. In this study, the inexperienced writer wrote already three reviews. Respondents may think that writing three reviews is enough writing experience to consider the reviewer as an experienced writer, which may have led to confusion.

Secondly, a previous study assumed that longer reviews were considered as more credible than shorter reviews (Ma et al., 2013). Yet, this study had found that respondents preferred shorter reviews, or considered review length, not as an essential measurement on credibility. However, the length of a review is often accompanied by the number of arguments. Writing more arguments in a review may result in longer reviews. Whereas, many arguments lead to more credibility towards the writer (Hoeken, Hornikx & Hustinx, 2012), and as displayed in this study, high-quality arguments increased the perception of credibility. However, by measuring the interaction effect between review length and argument quality, the results show almost no difference in credibility perceptions in the length of a review when the reviewer used high-quality arguments. Nevertheless, when the reviewer used low-quality arguments, shorter reviews are considered as more credible, whereas longer reviews with low-quality arguments were considered as least credible. In order to measure the effects of review length and argument quality independently regarding the credibility of reviews, the above conclusions show the importance of making a good distinction between review length and argument quality. It could be that previous studies, which explained the effect of review length on credibility, have not made that distinction explicitly.

According to the assumptions of ELM, followers of the peripheral route spend less time on reviews written by experienced reviewers (Petty and Cacioppo, 1981). Reviews that are written by experienced writers mostly include high-quality arguments (Schwenk, 1986). However, when looking to the results of time measurement, people spend more time on the reviews with high-quality arguments (review 5, 6, 7, and 8), which agrees with the prospect theory (Kahneman and Tversky, 1979), which explains that negative information is more influential, predictable and more valuable for individuals than positive information. So, when reviews include high-quality arguments, respondents need more time to get convinced by these arguments. Moreover, followers of the central route of processing spend more time on reviews with high-quality arguments. For these people, argument quality is an important element to get convinced, and according the prospect theory, they need more time to study a review. Since the results show that respondents spend more time on review with high-quality arguments, it seems that most review readers are following the central route of processing, because those people mostly spend more time and have motivation to read the review. However, this is not proven yet.

5.2 Practical implications

Results show that more than three-quarters of the respondents were not aware of the number of written reviews, which makes it difficult to determine whether writing experience affects credibility. It seemed that this information did not stand out enough on TripAdvisor. In addition, ELM explained that the amount of writing experience only influence people when they were informed of this information beforehand (Petty and Cacioppo, 1981). Yet, TripAdvisor can use this information and make it more noticeable, or on the other hand, can remove this information.

Furthermore, currently, TripAdvisor asks visitors to write a review with a length of a minimum number of letters of 100. However, the results of this study show that people prefer shorter reviews and considered longer reviews as less credible. Given these results, it is more

interesting for TripAdvisor to apply a maximum number of letters instead of a minimum number of letters. When TripAdvisor adds a maximum number of words of reviews, the reviews will become shorter, and they will create more credibility.

In addition to the three measured variables: writing experience of the reviewer, argument quality and review length, respondents mentioned language use and a personal photo as important elements regarding the credibility of reviews. When including a personal picture, a reviewer shared more personal characteristics, which increase the credibility. Momently, TripAdvisor gives reviewers the possibility to include a picture of anything. However, when TripAdvisor makes it mandatory to include a personal photo, they effortlessly create more credibility.

Lastly, respondents were asked to sum up decisive elements before visiting a restaurant. The three most important mentioned elements were: place, menu and price. Since people consider these elements as most important, the usefulness of a review increased by naming these points in their review. Moreover, results show that people preferred shorter reviews with high-quality arguments. TripAdvisor can help reviewers by giving the possibility to firstly, give a one-sentence argument regarding each element, and secondly, write a little personal experience of the restaurant. By applying this as mandatory, reviews become more helpful and credible. In addition, when TripAdvisor implement this suggestion, they make it more accessible for consumers to write a review because consumers no longer have to write a review entirely independently. This may lead to more reviews on Tripadvisor, and more reviews ensure a bigger platform and growth.

6 Limitations, future research and conclusion

6.1 Limitations and future research

Firstly, a possible limitation is found regarding the sample. Most respondents were women with an average age of 27, which happened since the researcher has collected the data in and around her social network. Next to the social network of the researcher, different students in the school canteen were asked to participate in the experiment, which was mostly women. This results in a sample of more than 70% of all respondents being female. Yet, this created no problems for this research, since the focus was not on the different behavior per gender. However, results show that there are no different effects in genders regarding the credibility of reviews and their use of TripAdvisor. Otherwise, this may create possible directions for future research. In this study, the focus was on young adults, which were expected to have experience with websites like TripAdvisor. When focusing on another audience, for example, a target group who are not familiar with TripAdvisor, results may change.

A second possible limitation is researcher bias. Some aspects of this study were subjective to the researcher, such as writing the reviews. Note that the reviews were not entirely made up but were written using existing reviews on TripAdvisor based on content-analysis, as well, a pre-test was used to make a distinction between the two extremes for each variable. Since this study focused on positive written reviews, it was more challenging to make a distinction between high-quality arguments and low-quality arguments in a review, while the intention is to write a positive review. Therefore, the low-quality arguments were not generally arguments, which usually are used on TripAdvisor. An example is: “Good restaurant, the food was greasy”, which may lead to fewer credibility perceptions regarding the reviews with low-quality arguments. Respondents may have found these arguments confusing. This limitation creates several possible opportunities for future research. Firstly, since this study focused on positive written reviews, and people are harder to convince when giving positive information

because negative information is more influential for individuals, it would be interesting to write the reviews a negative way. When the reviews would have been written negatively, it may cause different results. Especially since negatively writing creates a more clear distinction between low-quality and high-quality argument. In addition, social media are growing rapidly and have become extremely popular and relevant to marketers and the tourism industry. Also, online developments are changing over time, as well as consumers' perception of online reviews, which can also lead to new results.

Thirdly, a possible limitation is found regarding the measurement of effects regarding the variable "writing experience of the reviewer", since less than 25% of the respondents were aware of the number of written reviews, which may cause the fact, that no effects were found with the experience of the reviewer. Moreover, ELM already indicated that writing experience only affects credibility and purchase intentions when this was stated in advance. Yet, the decision was made not to mention this, since the study aimed to paint a picture of TripAdvisor as real as possible. This third possible limitation create the next direction for future research. Since many respondents were not aware of this information, and no effects were discovered between "experience" and credibility or purchase intentions, it would be interesting to investigate whether results will be different when a reference was made to the number of experience. However, this would be relevant for examing the effectiveness of this information, or whether it may be better to remove this information on TripAdvisor.

Lastly, in addition to showing the number of writing experience of reviewer, TripAdvisor uses thumbs-up to indicate how useful a review is. When someone has read a review and considered it as a useful and helpful review, they can click on the thumb. The reviews used for this study did not show this. The reason for leave his information out, was to attract attention to the amount of writing experience, instead of the thumbs-up. However, the amount of experience of a reviewer can increase, without an increase of the quality of a review.

Hence, thumbs-ups are giving a better indicating of the quality of a review. Thus, for measuring review quality on TripAdvisor, it may be better to measure the effects of the thumbs-up on people's online behavior. Moreover, including this element, it may lead to interesting follow-up research.

6.2 Conclusion

In short, previous studies have shown that different elements of the source and the message of a review influence consumers' perception of credibility and their online purchase intentions. However, this study, related to TripAdvisor, shows that argument quality influence consumers' perception of credibility, as well, credibility mediates the effect of argument quality on consumers' online purchase intentions. Yet, the results of this study did not show an effect between the writing experience of the reviewer or review length and credibility. Moreover, an interaction effect emerged, which showed almost no difference in credibility perceptions regarded the length of a review when the reviewer used high qualitative arguments. Nevertheless, when the reviewer used low-quality arguments, shorter reviews are considered as more credible. These results had led to practical implications and possible directions for future research. The practical implications for TripAdvisor were, in particular, focused on how consumers need to write a review; it concerns the length of a review and elements that are important to mention in a review. Moreover, new elements were mentioned by respondents which were considered as important elements when judging the credibility of a review. These insights create possible directions for future research, for example, by measuring the effects of thumbs-ups and a personal photo on the credibility of the review.

Since TripAdvisor is one of the largest travel-related website of the world, these results may help to create a more credible website and attract more consumers. Moreover, when TripAdvisor implement the suggestions described as practical implications, they make it more accessible for consumers to write a review, which may lead to more reviews on TripAdvisor.

However, more reviews ensure a bigger platform and growth compared to similar travel-related websites. Despite all the elements that can affect credibility, the most important message to give a reviewer is to include high-quality arguments.

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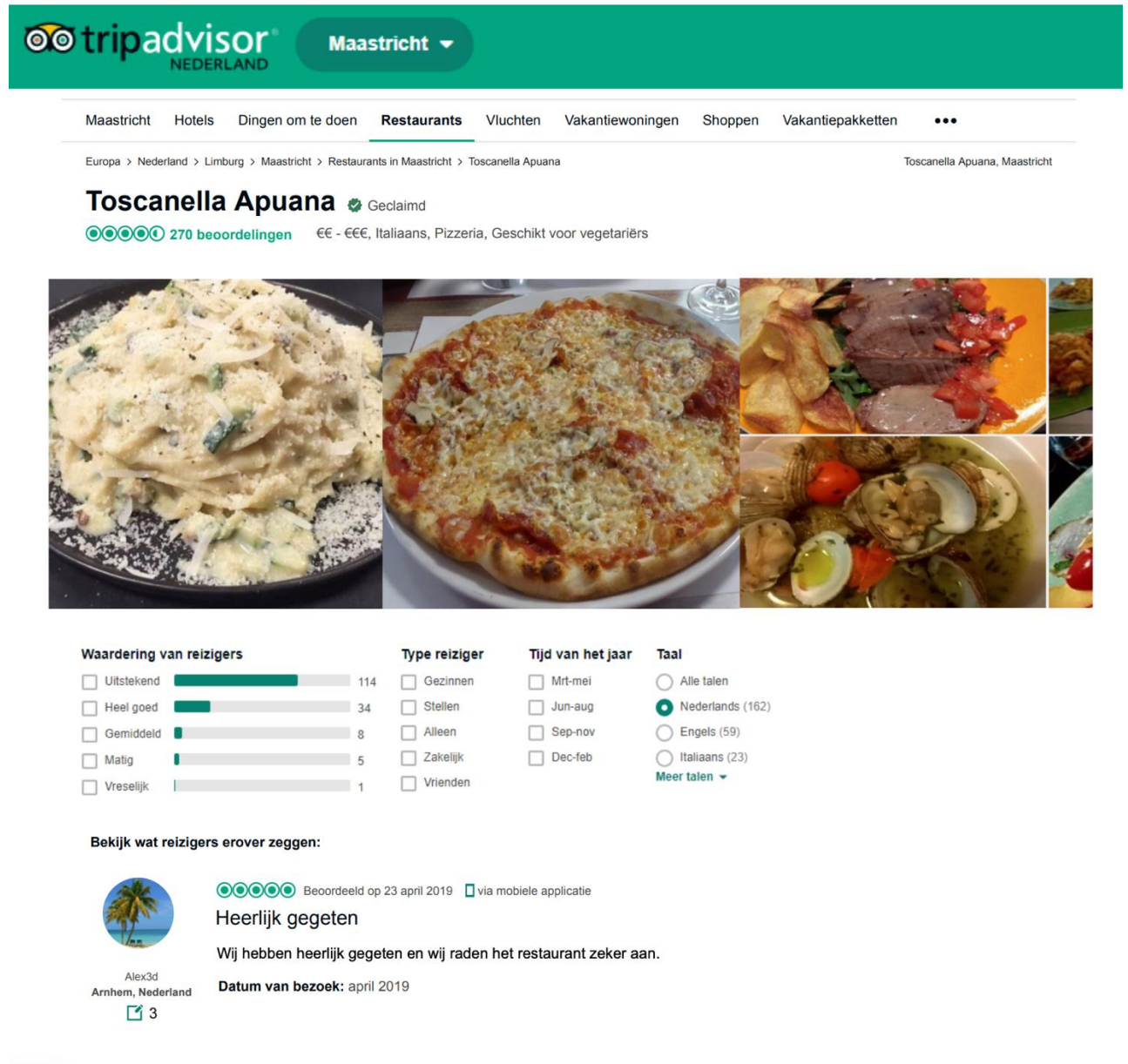
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8 Appendix A: Reviews

Below shows how the different web pages are shown during the experiment.

Review 1: short review, low experience, low-quality arguments



tripadvisor
NEDERLAND

Maastricht

Maastricht Hotels Dingen om te doen **Restaurants** Vluchten Vakantiewoningen Shoppen Vakantiepakketten


Europa > Nederland > Limburg > Maastricht > Restaurants in Maastricht > Toscanella Apuana

Toscanella Apuana, Maastricht

Toscanella Apuana

Geclaimd

270 beoordelingen €€ - €€€, Italiaans, Pizzeria, Geschikt voor vegetariërs



Waardering van reizigers

<input type="checkbox"/> Uitstekend	114
<input type="checkbox"/> Heel goed	34
<input type="checkbox"/> Gemiddeld	8
<input type="checkbox"/> Matig	5
<input type="checkbox"/> Vreselijk	1

Type reiziger

<input type="checkbox"/> Gezinnen
<input type="checkbox"/> Stellen
<input type="checkbox"/> Alleen
<input type="checkbox"/> Zakelijk
<input type="checkbox"/> Vrienden

Tijd van het jaar


<input type="checkbox"/> Mrt-mei
<input type="checkbox"/> Jun-aug
<input type="checkbox"/> Sep-nov
<input type="checkbox"/> Dec-feb

Taal

<input type="radio"/> Alle talen
<input checked="" type="radio"/> Nederlands (162)
<input type="radio"/> Engels (59)
<input type="radio"/> Italiaans (23)

Meer talen

Bekijk wat reizigers erover zeggen:



Alex3d
Arnhem, Nederland

5 Beoordeeld op 23 april 2019 via mobiele applicatie


Heerlijk gegeten

Wij hebben heerlijk gegeten en wij raden het restaurant zeker aan.

Datum van bezoek: april 2019

3

Review 2: short review, high experience, low-quality arguments


Maastricht

[Maastricht](#) [Hotels](#) [Dingen om te doen](#) **Restaurants** [Vluchten](#) [Vakantiewoningen](#) [Shoppen](#) [Vakantiepakketten](#) •••

[Europa](#) > [Nederland](#) > [Limburg](#) > [Maastricht](#) > [Restaurants in Maastricht](#) > [Toscanelle Apuana](#) Toscanelle Apuana, Maastricht

Toscanelle Apuana Geclaimd

270 beoordelingen €€ - €€€, Italiaans, Pizzeria, Geschikt voor vegetariërs



Waardering van reizigers

<input type="checkbox"/> Uitstekend	<div style="width: 80%;"></div>	114
<input type="checkbox"/> Heel goed	<div style="width: 25%;"></div>	34
<input type="checkbox"/> Gemiddeld	<div style="width: 5%;"></div>	8
<input type="checkbox"/> Matig	<div style="width: 2%;"></div>	5
<input type="checkbox"/> Vreselijk	<div style="width: 0%;"></div>	1

Type reiziger

<input type="checkbox"/> Gezinnen
<input type="checkbox"/> Stellen
<input type="checkbox"/> Alleen
<input type="checkbox"/> Zakelijk
<input type="checkbox"/> Vrienden

Tijd van het jaar


<input type="checkbox"/> Mrt-mei
<input type="checkbox"/> Jun-aug
<input type="checkbox"/> Sep-nov
<input type="checkbox"/> Dec-feb

Taal

<input type="radio"/> Alle talen
<input checked="" type="radio"/> Nederlands (162)
<input type="radio"/> Engels (59)
<input type="radio"/> Italiaans (23)

[Meer talen](#)

Bekijk wat reizigers erover zeggen:



Beoordeeld op 23 april 2019 via mobiele applicatie


Heerlijk gegeten

Wij hebben heerlijk gegeten en wij raden het restaurant zeker aan.

Datum van bezoek: april 2019

Alex3d
Arnhem, Nederland
154

Review 3: long review, low experience, low-quality arguments





Maastricht

[Maastricht](#) [Hotels](#) [Dingen om te doen](#) **Restaurants** [Vluchten](#) [Vakantiewoningen](#) [Shoppen](#) [Vakantiepakketten](#) ...

[Europa](#) > [Nederland](#) > [Limburg](#) > [Maastricht](#) > [Restaurants in Maastricht](#) > [Toscanelle Apuana](#) Toscanelle Apuana, Maastricht

Toscanelle Apuana Geclaimd

270 beoordelingen €€ - €€€, Italiaans, Pizzeria, Geschikt voor vegetariërs



Waardering van reizigers

<input type="checkbox"/> Uitstekend	<div style="width: 80%;"></div>	114
<input type="checkbox"/> Heel goed	<div style="width: 25%;"></div>	34
<input type="checkbox"/> Gemiddeld	<div style="width: 5%;"></div>	8
<input type="checkbox"/> Matig	<div style="width: 2%;"></div>	5
<input type="checkbox"/> Vreselijk	<div style="width: 0%;"></div>	1

Type reiziger

<input type="checkbox"/> Gezinnen	<input type="checkbox"/> Stellen
<input type="checkbox"/> Alleen	<input type="checkbox"/> Zakelijk
<input type="checkbox"/> Vrienden	

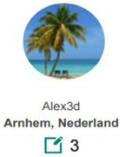
Tijd van het jaar

<input type="checkbox"/> Mrt-mei	<input type="checkbox"/> Jun-aug	<input type="checkbox"/> Sep-nov	<input type="checkbox"/> Dec-feb
----------------------------------	----------------------------------	----------------------------------	----------------------------------

Taal

<input type="radio"/> Alle talen
<input checked="" type="radio"/> Nederlands (162)
<input type="radio"/> Engels (59)
<input type="radio"/> Italiaans (23)
Meer talen

Bekijk wat reizigers erover zeggen:



3


4.5 Beoordeeld op 23 april 2019 via mobiele applicatie

Heerlijk gegeten

We zijn met zijn vieren uiteten geweest, 2 van ons hadden een pizza besteld en 2 van ons pasta, we hebben heerlijk gegeten. De menu kaart stond vol met allemaal gerechten met vlees en weinig variatie, wat wij fijn vonden want wij houden van simpel eten. De gerechten waren lekker vettig en de pizza's flink doorbakken. Het personeel was erg aanwezig, ze kwamen continu bij ons aan tafel en lieten ons eigenlijk geen moment met rust. Wanneer we iets wouden bestellen, hoefden we dus niet lang te wachten, dat vonden wij erg prettig. Over de prijs/kwaliteit van de gerechten waren wij erg te spreken, het was erg goedkoop en daar smaakte het ook naar. Wij zullen zeker weer terugkomen.

Datum van bezoek: april 2019

Review 4: Long review, high experience, low-quality arguments





Maastricht

[Maastricht](#) [Hotels](#) [Dingen om te doen](#) **[Restaurants](#)** [Vluchten](#) [Vakantiewoningen](#) [Shoppen](#) [Vakantiepakketten](#) ...

[Europa](#) > [Nederland](#) > [Limburg](#) > [Maastricht](#) > [Restaurants in Maastricht](#) > [Toscanelle Apuana](#) Toscanelle Apuana, Maastricht

Toscanelle Apuana Geclaimd


270 beoordelingen €€ - €€€, Italiaans, Pizzeria, Geschikt voor vegetariërs



[Alle foto's \(138\)](#)

Waardering van reizigers	Type reiziger	Tijd van het jaar	Taal
<input type="checkbox"/> Uitzonderlijk 114	<input type="checkbox"/> Gezinnen	<input type="checkbox"/> Mrt-mei	<input type="radio"/> Alle talen
<input type="checkbox"/> Heel goed 34	<input type="checkbox"/> Stellen	<input type="checkbox"/> Jun-aug	<input checked="" type="radio"/> Nederlands (162)
<input type="checkbox"/> Gemiddeld 8	<input type="checkbox"/> Alleen	<input type="checkbox"/> Sep-nov	<input type="radio"/> Engels (59)
<input type="checkbox"/> Matig 5	<input type="checkbox"/> Zakelijk	<input type="checkbox"/> Dec-feb	<input type="radio"/> Italiaans (23)
<input type="checkbox"/> Vreselijk 1	<input type="checkbox"/> Vrienden		Meer talen

Bekijk wat reizigers erover zeggen:




Beoordeeld op 23 april 2019 [via mobiele applicatie](#)

Heerlijk gegeten

We zijn met zijn vieren uiteten geweest, 2 van ons hadden een pizza besteld en 2 van ons pasta, we hebben heerlijk gegeten. De menu kaart stond vol met allemaal gerechten met vlees en weinig variatie, wat wij fijn vonden want wij houden van simpel eten. De gerechten waren lekker vetig en de pizza's flink doorbakken. Het personeel was erg aanwezig, ze kwamen continu bij ons aan tafel en lieten ons eigenlijk geen moment met rust. Wanneer we iets wouden bestellen, hoefden we dus niet lang te wachten, dat vonden wij erg prettig. Over de prijs/kwaliteit van de gerechten waren wij erg te spreken, het was erg goedkoop en daar smaakte het ook naar. Wij zullen zeker weer terugkomen.

Datum van bezoek: april 2019

Review 5: Short review, low experience, high-quality arguments


Maastricht

[Maastricht](#) [Hotels](#) [Dingen om te doen](#) **[Restaurants](#)** [Vluchten](#) [Vakantiewoningen](#) [Shoppen](#) [Vakantiepakketten](#) •••

[Europa](#) > [Nederland](#) > [Limburg](#) > [Maastricht](#) > [Restaurants in Maastricht](#) > [Toscanela Apuana](#) Toscanela Apuana, Maastricht


Toscanela Apuana Geclaimd

270 beoordelingen €€ - €€€, Italiaans, Pizzeria, Geschikt voor vegetariërs



Waardering van reizigers	Type reiziger	Tijd van het jaar	Taal
<input type="checkbox"/> Uitstekend 114	<input type="checkbox"/> Gezinnen	<input type="checkbox"/> Mrt-mei	<input type="radio"/> Alle talen
<input type="checkbox"/> Heel goed 34	<input type="checkbox"/> Stellen	<input type="checkbox"/> Jun-aug	<input checked="" type="radio"/> Nederlands (162)
<input type="checkbox"/> Gemiddeld 8	<input type="checkbox"/> Alleen	<input type="checkbox"/> Sep-nov	<input type="radio"/> Engels (59)
<input type="checkbox"/> Matig 5	<input type="checkbox"/> Zakelijk	<input type="checkbox"/> Dec-feb	<input type="radio"/> Italiaans (23)
<input type="checkbox"/> Vreselijk 1	<input type="checkbox"/> Vrienden		Meer talen

Bekijk wat reizigers erover zeggen:



Alex3d
Arnhem, Nederland

5 Beoordeeld op 23 april 2019 via mobiele applicatie


Heerlijk gegeten

Heerlijk gegeten, de gerechten waren van heerlijke smaak en ze maakten gebruik van heerlijke verse ingrediënten. Goed personeel, ze waren vriendelijk, snel en behulpzaam. Prijs/kwaliteit super, 4 gerechten samen 36,-. Restaurant is een echte aanrader.

Datum van bezoek: april 2019

3

Review 6: Short review, high experience, high-quality arguments


Maastricht

Maastricht Hotels Dingen om te doen **Restaurants** Vluchten Vakantiewoningen Shoppen Vakantiepakketten ...

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Toscanelle Apuana Geclaimd

270 beoordelingen €€ - €€€, Italiaans, Pizzeria, Geschikt voor vegetariërs



Waardering van reizigers

<input type="checkbox"/> Uitsstekend	<div style="width: 80%;"></div>	114
<input type="checkbox"/> Heel goed	<div style="width: 25%;"></div>	34
<input type="checkbox"/> Gemiddeld	<div style="width: 5%;"></div>	8
<input type="checkbox"/> Matig	<div style="width: 2%;"></div>	5
<input type="checkbox"/> Vreselijk	<div style="width: 0%;"></div>	1

Type reiziger

<input type="checkbox"/> Gezinnen	<input type="checkbox"/> Stellen	<input type="checkbox"/> Alleen	<input type="checkbox"/> Zakelijk	<input type="checkbox"/> Vrienden
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Tijd van het jaar


<input type="checkbox"/> Mrt-mei	<input type="checkbox"/> Jun-aug	<input type="checkbox"/> Sep-nov	<input type="checkbox"/> Dec-feb
----------------------------------	----------------------------------	----------------------------------	----------------------------------

Taal

<input type="radio"/> Alle talen
<input checked="" type="radio"/> Nederlands (162)
<input type="radio"/> Engels (59)
<input type="radio"/> Italiaans (23)

[Meer talen](#)

Bekijk wat reizigers erover zeggen:



Alex3d
Arnhem, Nederland
154


5 Beoordeeld op 23 april 2019 via mobiele applicatie

Heerlijk gegeten

Heerlijk gegeten, de gerechten waren van heerlijke smaak en ze maakten gebruik van heerlijke verse ingrediënten. Goed personeel, ze waren vriendelijk, snel en behulpzaam. Prijs/kwaliteit super, 4 gerechten samen 36,-. Restaurant is een echte aanrader.

Datum van bezoek: april 2019

Review 7: long review, low experience, high-quality arguments


Maastricht

[Maastricht](#) [Hotels](#) [Dingen om te doen](#) **Restaurants** [Vluchten](#) [Vakantiewoningen](#) [Shoppen](#) [Vakantiepakketten](#) ...

[Europa](#) > [Nederland](#) > [Limburg](#) > [Maastricht](#) > [Restaurants in Maastricht](#) > [Toscanelle Apuana](#) Toscanelle Apuana, Maastricht

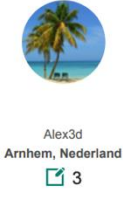
Toscanelle Apuana Geclaimd

270 beoordelingen €€ - €€€, Italiaans, Pizzeria, Geschikt voor vegetariërs



Waardering van reizigers	Type reiziger	Tijd van het jaar	Taal
<input type="checkbox"/> Uitstekend 114	<input type="checkbox"/> Gezinnen	<input type="checkbox"/> Mrt-mei	<input type="radio"/> Alle talen
<input type="checkbox"/> Heel goed 34	<input type="checkbox"/> Stellen	<input type="checkbox"/> Jun-aug	<input checked="" type="radio"/> Nederlands (162)
<input type="checkbox"/> Gemiddeld 8	<input type="checkbox"/> Alleen	<input type="checkbox"/> Sep-nov	<input type="radio"/> Engels (59)
<input type="checkbox"/> Matig 5	<input type="checkbox"/> Zakelijk	<input type="checkbox"/> Dec-feb	<input type="radio"/> Italiaans (23)
<input type="checkbox"/> Vreselijk 1	<input type="checkbox"/> Vrienden		Meer talen

Bekijk wat reizigers erover zeggen:



3


5 Beoordeeld op 23 april 2019 via mobiele applicatie

Heerlijk gegeten

Heerlijk gegeten, de pizza's en pasta's waren een goede hoeveelheid. Verder waren de gerechten van heerlijke smaak en maakten ze gebruik van lekkere verse ingrediënten. Ook was er de mogelijkheid om geheel biologisch of vegetarisch te eten. Het personeel was erg vriendelijk aan tafel en we hoefden niet lang op ons eten te wachten. Ook waren ze behulpzaam door verschillende gerechten wat uitgebreider uit te leggen. Verder was de prijs/kwaliteit super, de pizza's waren 8 euro per stuk en de pasta's 10 euro, dit in vergelijking met de heerlijke smaak was deze prijs het zeker waard. Wij vonden het restaurant een echte aanrader en zullen er zeker weer terugkomen.

Datum van bezoek: april 2019

Review 8: long review, high experience, high-quality arguments


Maastricht

Maastricht Hotels Dingen om te doen **Restaurants** Vluchten Vakantiewoningen Shoppen Vakantiepakketten ...

Europa > Nederland > Limburg > Maastricht > Restaurants in Maastricht > Toscanelle Apuana Toscanelle Apuana, Maastricht

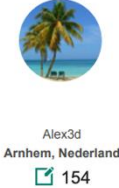
Toscanelle Apuana Geclaimd

270 beoordelingen €€ - €€€, Italiaans, Pizzeria, Geschikt voor vegetariërs



Waardering van reizigers	Type reiziger	Tijd van het jaar	Taal
<input type="checkbox"/> Uitstekend 114	<input type="checkbox"/> Gezinnen	<input type="checkbox"/> Mrt-mei	<input type="radio"/> Alle talen
<input type="checkbox"/> Heel goed 34	<input type="checkbox"/> Stellen	<input type="checkbox"/> Jun-aug	<input checked="" type="radio"/> Nederlands (162)
<input type="checkbox"/> Gemiddeld 8	<input type="checkbox"/> Alleen	<input type="checkbox"/> Sep-nov	<input type="radio"/> Engels (59)
<input type="checkbox"/> Matig 5	<input type="checkbox"/> Zakelijk	<input type="checkbox"/> Dec-feb	<input type="radio"/> Italiaans (23)
<input type="checkbox"/> Vreselijk 1	<input type="checkbox"/> Vrienden		Meer talen

Bekijk wat reizigers erover zeggen:



5 Beoordeeld op 23 april 2019 via mobiele applicatie

Heerlijk gegeten

Heerlijk gegeten, de pizza's en pasta's waren een goede hoeveelheid. Verder waren de gerechten van heerlijke smaak en maakten ze gebruik van lekkere verse ingrediënten. Ook was er de mogelijkheid om geheel biologisch of vegetarisch te eten. Het personeel was erg vriendelijk aan tafel en we hoefden niet lang op ons eten te wachten. Ook waren ze behulpzaam door verschillende gerechten wat uitgebreider uit te leggen. Verder was de prijs/kwaliteit super, de pizza's waren 8 euro per stuk en de pasta's 10 euro, dit in vergelijking met de heerlijke smaak was deze prijs het zeker waard. Wij vonden het restaurant een echte aanrader en zullen er zeker weer terugkomen.

Datum van bezoek: april 2019

9 Appendix B: Experiment

Beste respondent,

Ik ben een student van de master opleiding Communication Studies aan de Universiteit van Twente. Deze vragenlijst heeft betrekking tot mijn master thesis.

In deze vragenlijst wordt u informatie gevraagd over uw ervaring met reviews en TripAdvisor. Het beantwoorden van de vragen zal ongeveer 5-10 minuten duren. Eerst krijgt u persoonlijke en algemene vragen waarna u vervolgens wordt gevraagd om zorgvuldig een schermafbeelding van TripAdvisor te bestuderen. Hierop volgen vragen met betrekking tot de afbeelding.

Ik wil benadrukken dat er geen foute antwoorden zijn. Zorg ervoor dat u uw eigen mening geeft.

Uw deelname aan deze vragenlijst is vrijwillig, de verkregen informatie blijft vertrouwelijk en anoniem en wordt gebruikt voor onderzoeksdoeleinden aan de Universiteit Twente.

Alvast bedankt voor het meewerken aan dit onderzoek.

1. Gaat u akkoord met het deelnemen van dit onderzoek?
 - Ja
 - Nee

2. Wat is uw geslacht?

- Man
- Vrouw

3. Wat is uw leeftijd (in jaren)?

4. Wat is uw opleidingsniveau? (hoogst afgerond)

5. Bent u bekend met de website TripAdvisor?

- Ja
- Nee
- Weet ik niet

6. Wat zijn voor u doorslaggevende reden(en) om een restaurant te bezoeken? (meerdere antwoorden mogelijk)

- Menu
- Ligging van het restaurant
- Prijs
- Personeel
- Interieur
- Anders

7. Gaat u regelmatig uiteten?

- Heel vaak
- Vaak
- Soms
- Zelden
- Nooit

8. Heeft u momenteel trek in eten?

- Helemaal geen
- Bijna geen
- Een klein beetje
- Best veel
- Heel veel

9. Geef aan in hoeverre u het eens bent met de volgende uitspraken. De antwoordmogelijkheden lopen van helemaal oneens tot helemaal eens.

- Lange reviews zorgen ervoor dat ik snel afgeleid raak.
- Ik lees over het algemeen liever lange reviews omdat ik denk dat daar meer goede argumenten in staan.
- Wanneer iemand een lange review schrijft, krijg ik het idee dat de schrijver veel verstand heeft over het geschreven onderwerp.
- Lange reviews worden vaak geschreven door mensen die vaak reviews schrijven.
- Een langere review zorgt ervoor dat ik de schrijver eerder vertrouw.
- Lange reviews bevatten niet per definitie betere argumenten.
- Langere reviews zorgen ervoor dat ik een restaurant eerder zou bezoeken.

- Korte reviews maken een review onbetrouwbaar.
- Mijn voorkeur gaat uit naar korte reviews.
- Ik lees liever reviews met goede argumenten ondanks dat vaak de lengte van een review daardoor langer wordt.
- Wanneer er goede argumenten in een review worden geschreven, heeft de schrijver vaak ervaring met het schrijven van reviews.
- Goede argumenten zorgen ervoor dat ik de review als betrouwbaar ervaar.
- Reviews met goede argumenten zorgen ervoor dat ik een restaurant ga bezoeken.
- Iemand die goede argumenten gebruikt is over het algemeen een eerlijk persoon.
- Ik vind goede argumenten niet belangrijk in een review.
- Reviews geschreven door iemand met ervaring vind ik betrouwbaarder.
- Ik bezoek eerder een restaurant wanneer de review is geschreven door iemand die vaak reviews schrijft.
- Ik kijk normaal gesproken niet naar het aantal geschreven reviews van de schrijver.
- Ik schrijf zelf regelmatig reviews over restaurants.
- Ik lees liever reviews die zijn geschreven door ervaren schrijvers.
- Ik vind reviews die zijn geschreven door ervaren schrijvers niet per definitie beter.

Op de volgende pagina krijgt een afbeelding te zien van de website Tripadvisor. Bekijk en lees deze pagina zorgvuldig door, klik vervolgens op de knop onderaan om verder te gaan met de vragenlijst.

10. Ik heb met volledige aandacht de review op de voorgaande pagina gelezen.

- Helemaal oneens
- Oneens
- Neutraal
- Eens
- Helemaal eens

11. Geef aan in hoeverre u het eens bent met de volgende uitspraken. De vragen hebben betrekking op voorgaande schermafbeelding. De antwoordmogelijkheden lopen van helemaal oneens tot helemaal eens.

- Ik ben bereid dit restaurant bezoeken.
- Ik kijk ernaar uit dit restaurant te bezoeken.
- Ik wil eten bestellen in dit restaurant.
- Ik zou dit restaurant aanbevelen.
- Het is aannemelijk dat ik dit restaurant ga bezoeken.
- Ik beschouw deze review als een lange review.
- Ik vind dat de reviewer (schrijver) gebruik maakt van weinig woorden.
- Ik vind dat er te weinig wordt gezegd in deze review.
- Ik vind deze review een goede lengte hebben.
- Ik vind dat er te veel onnodige informatie wordt gegeven in de review.

- Ik vind de review overtuigend.
- Deze review bevat slechte argumenten.
- Ik vind de argumenten in de review duidelijk verwoord.
- Ik zou soortgelijke argumenten gebruiken bij het schrijven van een review.
- Ik denk dat de reviewer (schrijver) veel ervaring heeft in het schrijven van reviews.
- Ik denk dat de reviewer (schrijver) regelmatig reviews schrijft.
- De reviewer (schrijver) heeft weinig verstand van het onderwerp.
- Ik ben/was niet bewust van de hoeveelheid geschreven reviews van de reviewer (schrijver).
- Uit de review is niet te achterhalen of de reviewer (schrijver) veel ervaring heeft.
- Deze review is betrouwbaar.
- Deze reviewer (schrijver) denkt zoals ik.
- Ik geloof niet wat deze reviewer (schrijver) schrijft.
- Ik denk dat de reviewer (schrijver) een betrouwbaar persoon is.
- De reviewer (schrijver) lijkt geen ervaring te hebben in het schrijven van reviews.
- Ik denk dat deze review is geschreven door een intelligent persoon.
- Deze reviewer (schrijver) wil graag betrouwbaar overkomen.
- Deze reviewer schrijft niet zijn eigen mening, maar schrijft dit als gunst voor het restaurant.

12. Bent u wel eens in aanraking gekomen met online reviews die achteraf onbetrouwbaar waren?

- Heel vaak
- Vaak
- Soms
- Zelden
- Nooit

13. Ik ga er van uit dat reviewers (schrijvers) over het algemeen eerlijk zijn over hun ervaringen.

- Helemaal oneens
- Oneens
- Neutraal
- Eens
- Helemaal eens

14. Wat maakt voor u een review op TripAdvisor betrouwbaar? (meerdere antwoorden mogelijk)

- Lengte van de review
- Argumenten die worden gebruikt
- Taalgebruik
- Gebruik van foto's
- Ervaring van de schrijver
- Anders

15. Ik ben een goedgegelovig persoon.

- Helemaal oneens
- Oneens
- Neutraal
- Eens
- Helemaal eens

Bedankt voor u deelname!

Wanneer u vragen en/of opmerkingen heeft met betrekking tot de vragenlijst of interesse heeft in de uitkomsten van dit onderzoek mag u mij altijd mailen!

Naam: Marieke Versteeg

E-mail: m.versteeg-2@student.utwente.nl