WHY DO CUSTOMERS LEAVE FEEDBACK ON ONLINE PLATFORMS

A MASTER THESIS ON HOW TO INFLUENCE THE EXTRINSIC MOTIVATION OF CUSTOMERS TO LEAVE FEEDBACK ON ONLINE PLATFORMS

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Thesis

An exploratory research on:

Different attributes that influence the extrinsic motivation that influence customers to leave feedback behind on online platforms

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1. Introduction

The usage of the internet introduced online platforms, which perform a significant part in the 'gig economy'. Kuhn and Maleki (2017) define online platforms as: *''for-profit firms that use technology to facilitate the filling of immediate short-term service labor needs, either remotely or in person, with workers who are officially considered independent contractors''* (p. 184). Chen, Mislove and Wilson (2015) state that over the past years the supply and demand on the online platforms have exploded. Botsman and Rogers (2010) supplement that these online platforms have millions of users and is a profitable trend. Thus, the number of people is growing that use online platforms, for example car sharing services such as car2go or merge taxi chauffeurs with individuals that need a taxi ride through Uber (Möhlmann, 2015). Byers, Proserpio and Zervas (2013) observed that the gig economy is significantly altering the consumption patterns of the consumers. So, not only do the channels used for supply and demand vary, the way of consuming is also changing. The goal of an online platform is to be the facilitator between customers (demand) and service providers (supply). The interests of the customers should be in line with the services or products offered by the provider on the online platforms, since supply and demand no longer have direct contact.

In order for both customers and providers to use online platforms, trust needs be ensured in the online platform. Before the online platforms were available, there was a traditional form of economy, where the provider and the customer had personal contact and based their trust on that. Since the online platforms have a non-personal environment, it is essential to create trust for customers and providers (Shapiro, 1987; Zucker, 1986). However, when using online platforms, there is no direct, physical contact between customer and provider and no trust is based on that direct, physical interaction. An appropriate manner to establish trust is that online platforms facilitate the customers information by means of feedback of the experiences of the previous customers (Pavlou, 2002). So, the online platforms provide the possibility for customers to search for appraisals about the goods or services they want to purchase or to quickly and easily evaluate goods or services based on their experience (Zhang, Law, Ye & Li, 2010). The amount of feedback that is posted on the online platforms are used as a trustworthiness parameter for customers that are interested in a certain product or service of the provider on the online platform. Consequently, the feedback creates trust towards the online platforms and providers (Ba & Pavlou, 2002).

It is established that the interaction between supply and demand differs in the gig economy in comparison with its traditional form. This also affects the labor market, as the online platforms offer temporary gig work instead of traditional organizations that use a fixed employment approach (Kässi & Lehdonvirta, 2018). Kuhn and Maleki (2017) highlight that providers are not employees of the online platform. Therefore, it is different for online platforms to evaluate the 'providers' in comparison to the evaluation of employees within traditional organizations. Also, the online platforms do not have personal contact with the providers, this makes it difficult for the online platform to assess them.

Though, the online platforms do have a certain amount of control over the providers, by establishing rules that apply to them (Kuhk & Maleki, 2017). However, this is not determined and it is therefore important that the customers of the online platforms leave behind feedback. In this way, the online platforms have knowledge on how the provider performs at his or her work. The more feedback is left behind, the more accurate the online platform will be in terms of the providers´performance and the higher the trust of the customer in the platform and provider will be. Thus, without feedback of customers there is no assessment of the 'provider', there is no trust in the online platform and there is no trust in the services or goods offered by the provider.

At this moment, research has been carried out regarding online platforms and how they function. Moreover, the role of customer appraisal on online platforms and the effects of the feedback on online platforms has been investigated. Customers act as managers, as they provide the online platform with feedback over the providers. Consequently, the online platform can assess their performance. Another aspect of the need for customer appraisal on online platforms is that platforms will be used less, when there is few feedback on the online platform (Pavlou, 2000). So, for online platforms to function adequately, a sufficient amount of feedback of customers is required.

Currently, it is clear what the consequences of customer appraisal are, however, what remains unknown is what are the motivations for customers to leave or not to leave feedback behind on online platforms. Motivation of an individual to act, can be divided into intrinsic motivation and extrinsic motivation (Deci & Ryan, 2000). Individuals that act upon intrinsic motivation, move on the natural tendency as he or she desires to do so. While individuals that act upon extrinsic motivation are triggered by external factors, which influences their behavior (Deci & Ryan, 2000). As intrinsic motivation is a natural tendency, it is more convenient to investigate the conditions that cause and maintain the motivation (extrinsic motivation). Consequently, the external factors will have more control over the appraisal of the providers and trust can be established. So, it is interesting to investigate how external factors can influence the motivation of the customers to leave feedback on online platforms. Therefore, the focus within this research is on the extrinsic motivation of customers to leave feedback on online platforms. When this has been explored and there is knowledge on the extrinsic motivation of customers to give ratings on online platforms, there is a tool that online platforms can use to ensure that more individuals are motivated to leave a rating behind. In order to explore the motives of the customers to leave feedback behind on online platforms, the self-determination theory is used, as this theory focuses on various forms of motivation. This theory emphasizes on different types of extrinsic motivation, rather than on the amount of motivation (Deci & Ryan, 2000), which makes it interesting to uncover whether the different types of motivation can explain which external factors can influence the extrinsic motivation. The four types of extrinsic motivation differ from each other on the level of autonomy and these are: external regulation, introjected regulation, identified regulation and integrated regulation. The self-determination theory have not yet been applied to attributes that can influence the extrinsic motivation of customers to leave feedback, as previous studies have mainly focused on the results of

providing feedback on online platforms (Ba & Pavlou, 2002) and the asymmetry of information between provider and customer (Rosenblat & Stark, 2015). The types of extrinsic motivation of why customers leave feedback behind, are influenced by the customer, the provider, the online platform and the quality of the transaction. However, to what extent these antecedents influence the customer appraisal remains unknown. Therefore, the aim of this research is: *''to explore different types and antecedents of extrinsic motivation of customers to leave feedback behind on an online platform''*.

In the next chapter, a theoretical background will be provided regarding the motivation of customers leaving feedback behind on online platforms. Moreover, how the research will be carried out, is explained in the methodology section. Thereafter, the most striking results are presented in the following chapter. Lastly, the discussion and conclusion are provided in the final chapters.

2. Literature Review

In this section of the research, literature is cited on the following subjects; online platforms, institutional-based trust, customer appraisal, the self-determination theory and the antecedents with its variables of this research. This is accomplished in order to provide a solid foundation for the research on the motivation for customers of online platforms to leave feedback behind.

2.1 Online platforms

Over the past years, the developments of the internet caused a shift from traditional services, which mainly focused on direct interactions with customers, to virtual services, which primarily relies on the internet (Bitner, Ostrom & Meuter, 2002; Campbell, Maglio & Davis, 2011). Besides the online retail platforms owned by organizations itself, online platforms provide new opportunities to match the demand and the supply side of the economy. So, in contrary to organizations who use traditional services, which directly sell the goods and services to customers (Benoit et al., 2017), online platforms serve as an intermediary between customers and providers of goods and services. Fieseler, Bucher and Hoffmann (2017) state that the level of technological reliance differ for online platforms, some trust entirely in the digital transaction, while others also function with offline transactions. Offline transaction require customers to have physical contact with the provider in order to function. Benoit et al. (2017) distinguish three actors that engage in or contribute to digital transaction via online platforms, namely: *''a platform provider enables exchange (I), a customer seeks access to assets (II) and a peer service provider grants this access (III) (p. 220)''*. Thus, it can be stated that an online platform matches supply and demand which include three actors in this mechanism; the online platform, the customer and the provider. To illustrate this in practice, Uber is an online platform, which matches taxi drivers with individuals who need a ride. Friedman (2014) highlight that this type of economy, also referred to as gig economy, creates opportunities for individuals to be employed on the spot for a temporary job, without notion of their past working experience and no insurance for future employment, salary or compensation. The gig economy has changed the consumption habits of the customers (Byers, Proserpio & Zervas, 2013).

It is important to note that both supply and demand side are referred to as end-users of the online platform. Consequently, online platforms placed themselves in the position to exclusively connect demand and supply (Benoit et al., 2017). Therefore, they do not have the accountability of an employer of the provider. However, the online platforms do have a certain amount of power over the providers (Kuhn & Maleki, 2017) and the need to assess the providers in order to ensure trustworthiness for the customer. The online platform determines rules that the provider must comply with, otherwise consequences will follow. Therefore, it is essential for providers to trust the online platform and also the customer, as the online platform would not function without the customers.

2.2 Trust

In order for the gig economy to work, mutual trust of the actors using the online platform is required (Tussyadiah & Pesonen, 2016). For example, Tussyadiah and Pesonen (2016) claim that customers must have trust in the provider, in the technology and also in payment arrangements, therefore, they state that it is essential for online platforms to realize trust among customers. Ba and Pavlou (2002) state: *"risks are higher for transactions involving products whose attributes can be evaluated only after purchase and use"*. Since this is the case when using the majority of online platforms, generating trust is essential. Pavlou (2002) describes online platforms as an e-business environment, which is characterized by four elements, namely; the impersonality of the online surroundings, the use of communication technology instead of personal interactions, the absence of trust in using the technological structure for transactions and the novelty of the channel (from dyadic trust (one-to-one) to trust in the entire community of sellers (one-to-many) (Pavlou, 2002)). Keen (1999) implies that trust is the foundation in e-business and the four characteristics influence the level of trust of the customer in online platforms. Fukyama (1995) claims that trust or lack of trust influences the assessments, beliefs and behavior of an individual. Additionally, trust is key when speaking of an uncertain, interdependent and possibility of opportunistic relationship (Gefen, 2002; Gefen et al., 2003; Hoffman et al., 1999; McKnight & Chervany, 2002) and online platforms comply with these issues of trust (Luo, 2002). So, for a customer to use online platforms, they must trust that the platform and the provider of the services or goods deliver on promised commitments.

The need for customers to trust the commitments the provider made to the customers on online platforms is also essential when an individual decides to use the online platform. According to Pavlou (2002) interorganizational trust can be described as: *''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)*. However, the definition of interorganizational trust cannot completely applied when referring to online platforms, as within online platforms there is no indication of organizations, but of individuals. Therefore, the definition of Pavlou (2002) is adjusted to fit this research as following: *''the subjective believe with which customers assess that the provider will perform potential transactions according to the customers' expectations, irrespective of the customers' ability to fully monitor the providers''*. To simplify this understanding, interorganizational trust entails that there is trust in the measures taken by the provider to deliver an adequate quality of their goods or services (Pavlou, 2002). Customers intent to buy products or services from new and unknown suppliers via the facilities of the online platform (Pavlou & Gefen, 2004). Therefore, it is essential that customers have interorganizational trust, which is equal to the customer having trust in the provider (Pavlou, 2002).

As mentioned before, it is key for an online platform to establish trust among customers and providers, which can be linked to institutional-based trust. Zucker (1986) implies that institutional-based is essential to create in a non-personal economic environment, without the opportunity to familiarize

and communalize. As online platforms take part in a non-personal, economic environment, institution-based trust needs to be established. 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). As online platforms involve individuals, instead of organizations, this definition is not completely applicable. Therefore, following the definition of Pavlou (2002), the definition of institutional-based trust within this research is: *''the subjective belief with which customers assess that favorable conditions are in plate that are conductive to transaction success''*. To simplify the concept of institution-based trust, the customers and providers trust the measures taken by the online platform, in order to use the online platform. There are various studies that investigated the perceived effectiveness of institution-based trust structures, which occur on online platforms (Zucker, 1986; Shapiro, 1987; Shapiro, 1983). Feedback mechanisms (customers leave feedback on their experiences), escrow services (authorizing transactions), credit card guarantees (financial security) and trust in the online platform's intermediary are manners to strengthen the institutional-based trust in an online platform. Online platforms base their trust system also on user-generated content, which is provided in the form of customer evaluations (Tussyadiah & Zach, 2017). Pavlou and Gefen (2004) argue that trust in the online platform, perceived effectiveness of feedback mechanisms and perceived effectiveness of escrow services create trust in the community of suppliers. Thus, the feedback customers leave behind on online platforms contribute to the institutional-based trust, which reflects on the trust in the online platform. Also, the feedback generates trust in the services and goods provided by the provider, which entails interorganizational trust. To conclude, both institutional-based trust and interorganizational trust is particularly necessary for online platforms to function, since the entire process takes place in a non-personal, economic environment.

2.3 Customer Appraisal

A common factor in all online platforms is that they rely on electronic feedback mechanisms (Kuhn & Maleki, 2017), which can be linked to the need for online platforms to establish institutional-based trust and customers' trust in the provider. Online platforms that rely on strong institutional-based trust and customers trust in the provider, use customer appraisal to evaluate and control the providers trustworthiness and value (Kuhn & Maleki, 2017). If an online platform can state that all providers are reliable, and this can be determined by customer appraisal, strong institutional-based trust and customers trust in the provider is generated. If this is seen from a Human Resource Management (HRM) point of view, the customers appraisal of the providers, can be seen as assessment of the performance of the provider. Performance appraisal can be defined as: *''a variety of activities through which organizations seek to assess employees and develop their competence, enhance performance and distribute rewards'' (p. 473)* (Fletcher, 2001). As online platforms do not have similar intentions as organizations do regarding their employees, this definition is adjusted to online platforms. Following the definition of Fletcher (2001), performance appraisal is described as: *''a variety of activities through which the online*

platforms seek to assess providers, enhance performance and distribute rewards''.

Online platforms can generate certain expectations for customers, that the suppliers should guarantee, by means of the mediating power of the feedback system (Rosenblat & Stark, 2015). For example, Uber desires standardized experiences for customers and safeguards this by means of the need for drivers to obtain good feedback (Bruder, 2015; Girard & Stark, 2002). The feedback is given by the customers itself and not by the platform. Therefore, the customers act as managers through the feedback system over the providers and report back to the headquarters who receive an appraisal about their provider (Fuller & Smith, 1991; Stark & Levy, 2015). Also, online platforms impose rules upon the provider in order to regulate the same behavior among the providers. For example, a particular average of ratings must be achieved, otherwise consequences will follow. So, online platforms stimulate certain working behaviors (Kuhn & Maleki, 2017), also to maintain similar customer expectations. For example, Uber regularly sends drivers recommendation on how to master the drive and obtain high passenger feedback (Rosenblat & Stark, 2016). A recurring point is that feedback from customers is essential when continual tracking of the job performance of the workers. Kuhn and Maleki (2017) argue that workers that have low ratings, can be punished due to the use of the algorithms of online platforms. Therefore, customer appraisal can be determined as; ''*the evaluation of a customer through an online platform of the delivered goods of services of a provider, which serves as an appraisal of the performance of the provider of an online platform''*. Customer appraisal can mainly occur in two forms, namely feedback in of a review or in the form of a rating. Feedback by means of a rating is possible on practically all platforms. Also, ratings can be quantified more clearly than reviews, as this is done by means of a score. For example, most online platforms work with a scale of 1 to 5. Likewise, ratings are less labor-intensive to give than reviews and contributes to the average of a particular service or goods from the provider. This gives a clear overview of the general appraisal of the services and goods of the provider. As the feedback can possibly affect the future of employees within companies, customer appraisals can affect the future of the provider. For example, Uber drivers that have poor ratings or cancelled rides, can be locked out of the platform as a punishment (Kuhn & Maleki, 2017). As the consequences of giving or not giving ratings on online platforms have now been established and the role of the customer in the performance management of the provider, it is necessary to focus on why customers leave feedback and whether it is possible to comprehend how the customer can be influenced to provide feedback.

There are numerous aspects which can explain the influence whether customers of online platforms leave a rating behind or not. Within this research, there has been made a distinction between three levels, namely: (1) influence within online platforms in the platform level, (2) influence within the customers in the customer level and (3) influence within the transaction and provider in the within-customer level. Influence within the online platform level, can be caused by the (dis)affiliation of customers with that particular platform. For example, a customer can feel connected with Booking.com, which will explain the motivation for him or her to leave a rating behind, while the same customer would

not ever leave a rating behind on, for example, TripAdvisor. Influence within the customer level can be explained by certain characteristics that customer has. For instance, when a characteristic of a customer is altruistic. This can result in providing more ratings on online platforms rather than when a characteristic of a particular customer is selfish. This individual is less likely to provide any ratings on online platforms. In the last level, influence in the within-customer level can be explained by aspects of customers that can change over time. An example, a customer could feel connected with the Uber driver, which will influence the motivation of the customer who will leave a rating behind. On the other hand, the same customer could use Uber again on another day, but does no feel connected with the driver, which will result in the customer not leaving a rating behind. Also, a customer can be very (dis)satisfied with the transaction of their experience on the online platform, which can explain why that customer will leave a rating behind or not. To conclude, the three different levels (online platform level, customer level and within-customer level) can explain the influence of the customers' motivation to leaving ratings behind or not on online platforms.

2.4 Self-determination Theory

Customer appraisal by means of feedback on online platforms contribute on the evaluation of the performance of the provider on the online platform, trust in the online platform (institutional-based trust) and the customers trust in the provider. So, the impact of customer appraisal on online platforms has been investigated. However, why customers do or do not leave ratings behind on online platforms and what are their motives to give ratings has not been investigated so far. The customer can be motivated from both internal and external factors, however, within this study a focus is on discovering how the influences of the external factors function. The external factors could be influenced by for instance the provider or the online platform. However, up until this point, the researcher has not been acquainted with such research. By means of the self-determination theory, a theory which focuses on different kinds of motivation, this research aims to explore whether it can be discovered why customers do or do not leave ratings behind on online platforms and what their motives are to do so.

The self-determination theory is a theory which relies on empirical evidence of human motivation, progress and wellbeing (Deci & Ryan, 2008). The self-determination theory is the first theory that distinguishes itself from other motivational theories as it focuses on different types of motivation instead of the degree of motivation (Deci & Ryan, 2008). Also, this theory is applicable to a broad range of life areas. The self-determination theory focuses on the autonomous motivation (intrinsic motivation) and controlled motivation (extrinsic motivation) (Deci & Ryan, 2008). This theory implies that autonomy is one of the three basic needs of an individual and Deci and Ryan (2008) combined the degree of autonomy with different types of motivation. In contrary to amotivation, which highlights the lack of motivation, both intrinsic and extrinsic motivation stimulate and steer human behavior. Intrinsic motivation can be described as: *''The construct of intrinsic motivation describes this natural inclination toward assimilation, mastery, spontaneous interest, and exploration that is so essential to cognitive and*

social development and that represents a principal source of enjoyment and vitality throughout life'' (Csikszentmihalyi & Rathunde, 1993; Ryan, 1995). So, intrinsic motivation reflects the natural drive an individual has, to carry out actions as the individual acts as he or she desires. Deci and Ryan (2000) describe extrinsic motivation as: *''the performance of an activity in order to attain some separable outcome''*. This is different from intrinsic motivation, which emphasizes on the natural tendency. Since intrinsic motivation is a natural tendency, it is more convenient to investigate the conditions that cause and maintain the motivation, instead of investigating the consequence (Deci & Ryan, 2000). Therefore, the focus in this research will be on extrinsic motivation, as this type of motivation can be influenced by external sources, such as the online platform and the provider. Also, the types of extrinsic motivation of the self-determination theory have not been applied to online platforms. To see whether the different types of extrinsic motivation of customers can explain why the customers provide feedback or not, the types of extrinsic motivation are construed.

As established before, when an individual acts upon intrinsic motivation, he or she has the control to determine whether or not to complete the action. This reasoning corresponds with the interpretation of autonomy of Deci and Ryan (1985). They imply that an individual is autonomous when their behavior is experienced as willingly endorsed and they recommend their actions in which they are engaged and/or their expressed ideals. So, an individual that acts upon intrinsic motivation, has the highest level of autonomy. When Deci and Ryan (1985) speak of extrinsic motivation, they distinguish different types of extrinsic motivation. The types of extrinsic motivation are linked to the amount of autonomy the individual has, to decide whether the customer gives a rating or not. Autonomy is derived and linked to the concept of intrinsic motivation, however within the concept of extrinsic motivation the individuals act upon triggers from their surroundings, what causes the extrinsic motivation. Deci and Ryan (2000) can distinguish four types of extrinsic motivation, namely; external regulation, introjected regulation, identified regulation and integrated regulation. It is argued that individuals have the highest level of autonomy when they act upon their feeling of interests (Deci & Ryan). The different types of motivation have different levels of autonomous. To delve into the types of extrinsic motivation, they are explained individually.

External regulation is the first type of extrinsic motivation and has the lowest level of autonomy. It implies that an individual act on a demand of another individual in order to obtain a reward or to avoid punishment (Deci & Ryan, 2000). So, a customer would only give a rating, when he or she will benefit from it. An example of external regulation is that Booking.com offers the opportunity for customers to win a gift card when he or she provides the platform with feedback. This can stimulate a certain individual to act and give a rating based on their experience.

The second form of extrinsic motivation is *introjected regulation*, which entails: *''taking in a regulation, but not fully accepting it as one's own''* (Deci & Ryan, 2000). To simplify this understanding, an individual wants to prevent a certain feeling such as guilt or anxiety, or create a certain pride. A customer can act upon the prevention of a feeling of guilt. To illustrate this in practice, an Uber

driver can directly ask a customer during the drive to provide a rating after the service of the provider has ended. In this way, the customer eventually gives a rating to the provider, as he or she promised the provider a rating. This, to prevent a feeling guilt, when the act remains undone. To illustrate an example regarding a feeling of pride is when a customer of Booking.com stayed at an expensive five star hotel and left a review, as he or she wants to demonstrate the community that he or she can afford to stay at these luxurious hotels. The feeling of showing off to other individuals on the same platform, can cause individuals to provide feedback on the expensive accommodation. It might seem like this reflect intrinsic motivation, as the individual acts upon natural tendency. However, it is the surroundings of the individual that caused the trigger of giving a rating.

The third form of extrinsic motivation is *identified regulation*. This concept involves: *''a conscious valuing of a behavioral goal or regulation, such that the action is accepted or owned as personally important''* (Deci & Ryan, 2000). So, identified regulation involves an individual that acts upon the feeling of similarity between another individual and has a higher level of autonomy than external regulation and introjected regulation. For example, when a customer has the same aspirations and find similar aspect important as the provider or the online platform, the customer immediately feels connected with the community. In order to share this connection with the rest of the community, it is likely a customer will give feedback on the online platform. Moreover, it can be stated that the customer feels a certain responsibility to provide feedback after a bad experience in a restaurant find through TripAdvisor. As they want to share their experience in order to prevent a feeling of dissatisfaction for other customers on TripAdvisor that choose for the same restaurant.

The fourth type is ´´*integrated regulation*´´ and is the most autonomous type of extrinsic motivation. The more the motives for the individuals' behavior internalize and assimilate with the self, the more the extrinsically motivated behavior itself is identified (highest level of autonomy). This internalized form of motivation has many qualities in common with intrinsic motivation, but remains an extrinsic form, because the individual assimilates with the value of another individual (Deci & Ryan, 2000). This type of motivation indicates that the individual has the same rules and social norms as another individual. An example of integrated regulation is that a customer can feel obligated to return a favor to a community (generalized reciprocity), because he or she made use of the ratings provided by other experiences of customers on the online platform.

To conclude, the four types of extrinsic motivation have influence on customer appraisal. This understanding derived from the literature is simplified and visualized in figure 1.
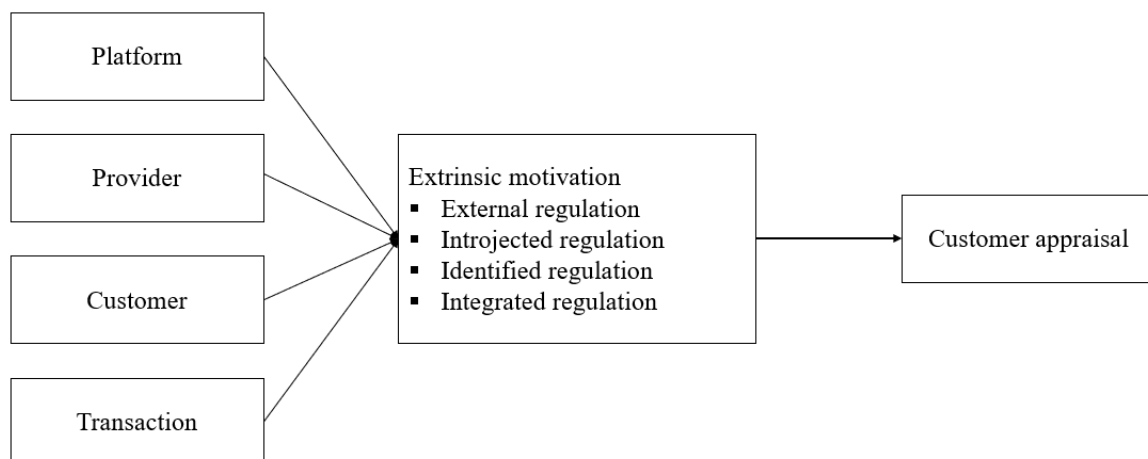
Figure 1. Research Framework

2.5 Antecedents

As figure 1 shows, there are various aspects that have an impact on the extrinsic motivation of customers leaving feedback on online platforms. Following the reasoning of Benoit et al. (2017) there are three factors that participate in the transaction between the customer and provider on the online platforms, namely: customer, provider and online platform. These three factors can influence the extrinsic motivation of the customer to leave ratings. Besides the factors, the transaction can have an impact on the extrinsic motivation of the customer as well, as this fluctuates time and again. Following this reasoning, there are four antecedents determined for this research that have an impact on the extrinsic motivation of the customer, namely: *online platform*, *provider*, *customer* and *transaction*. As the antecedents differ from each other, the attributes that characterize them, also differ. Therefore, in this section the attributes of the antecedents are further investigated and linked to the four types of extrinsic motivation. Concrete examples of the antecedents combined with the extrinsic motivation are provided. At the end of this section, figure 2 visualizes the enriched research framework with the connections between the different levels in which the antecedents occur and the linkage towards the types of extrinsic motivation. This leads to customers that are extrinsically motivated to provide a rating or not on an online platform.

2.5.1 Platform

The online platform has the power to influence the extrinsic motivation of customers, which will reflect in feedback on the online platform or not. Certain attributes of an online platform have been derived from literature, which can explain the extrinsic motivation of customers who leave a rating on an online platform, namely: Message-Involvement (Dichter, 1996), Coupon Treatment (Fradkin, Grewal & Holtz, 2018) and Superior Statuses (Teubner, Hawlitschek & Dann, 2017). *Message-Involvement* is when an online platform profits of advertisements in means of feedback. The online platform sends a mail with advertisements to customers in order to obtain new feedback, or when a customer visits the online

platform and a pop-up the appears on the screen (Hennig-Thurau et al., 2004). An attribute of an online platform is therefore whether and how it uses Message-Involvement in order to obtain new feedback. When an online platform uses a *Coupon Treatment* as a tool to anticipate on the extrinsic motivation of the customer, the online platform offers a voucher or the opportunity to receive a reward in exchange for a rating (Fradkin et al, 2018). So, the second attribute of an online platform is how it rewards its customers with the aim to obtain feedback. Additionally, it is found that online platform allocate certain *Superior Statuses* among the customers with the aim that customers repeatedly return to the same online platform to provide feedback to obtain this superior status (Teubner et al., 2017). For example, TripAdvisor distributes a certain certificate for each customer and the more frequent feedback the customer provides the online platform the higher the status will be. Thus, online platforms can have the ability to provide a certain status for customers. To conclude, it could be stated that within this research three attributes of the online platform are distinguished based on the literature.

These attributes can play a role in influencing the types of extrinsic motivation of the customer. An example, is that the platform has influence on the *external regulation* of the customer by means of the power of the platform to determine that the customer only gets to see other appraisals, when the customer leaves feedback behind him- or herself. So, another attribute of an online platform is the way in which it treats the customers regarding receiving and/or supplying feedback (Message-Involvement). Moreover, the Coupon Treatment that an online platform uses, act upon the external regulation of the customer. On top of external regulation, the online platform can influence the *introjected regulation* of the customer, by means of applying the opportunity for customers to obtain a Superior Statuses. Another example of online platforms that influence the extrinsic motivation of customers is by means of *identified regulation*. To conclude, within this research the online platform can influence two types extrinsic motivation of the customer by means of three attributes, namely: Message-Involvement, Coupon Treatment, and Superior Statuses.

2.5.2 Provider

Besides the online platform, the provider has an influence on customers and whether they leave behind feedback on online platform or not. The provider can have certain attributes, which can impact the extrinsic motivation of the customer, namely: Feedback (Fradkin, et al., 2018) and Level of Effort (Proserpio, Xu & Zervas, 2018). Within some online platforms it is possible as a provider to provide *Feedback* to the customer, in which the provider indirectly asks for feedback in return. In this case, when the provider supplies the customer with positive feedback, it is more likely the customer will reply to this feedback (Fradkin et al., 2018). Therefore, the possibility for a provider on a platform to provide the customer of feedback is an attribute, as this influences the extrinsic motivation of the customer (Proserpio et al., 2018). Additionally, Proserpio et al. (2018) argue that the *Level of Effort* of the provider influences the extrinsic motivation of the customer to provide feedback. As the feedback of providers will increase by increasing their own effort level. So, the opportunity for providers to increase their

effort by means of doing extra-role behavior, can have an impact on the extrinsic motivation of customers and is therefore an attribute of the provider. Besides the possibility of influencing the customers to leave positive feedback, it is also possible that the provider shows a low level of effort. This will result in negative feedback. So, it could be argued that the attributes of providers are the possibility to supply Feedback and their Level of Effort to influence the experience of the customers.

An example of the way the provider has an influence on the *integrated regulation* of customers is when the provider beliefs when he or she offers additional service, which is not expected of the provider to surprise the customer, it will reflect in more ratings of the customers. For instance, an Uber driver offers a customer a chewing gum or other complementary goods to positively influence the rating of the customer (Level of Effort). An example of the providers' influence on the *introjected regulation* of the customer is when the provider asks for feedback face to face. The customer is less likely to refuse, because of the social pressure and will provide feedback for the provider. An impression of how this is done in practice, is when a restaurant owner (provider) asks the customer to rate their experience on TripAdvisor (Feedback). Also, the provider has influence on the *integrated regulation* of customers by means of the providers' appearance. When the standards or the social norms differ greatly from the provider and the customer, this might influence the possibility of the customer to give feedback. For example, when the provider does not behave according to the social norms of the customer (Level of Effort). In closing, the attributes of providers that can impact the types of extrinsic motivation of customers are: Feedback and Level of Effort.

2.5.3 Customer

When a customer does not feel intrinsically motivated to leave a rating, extrinsic motivation in various forms can occur. Attributes of a customer that can influence the extrinsic motivation themselves are: Emotion (Wetzer, Zeelenberg & Pieters, 2007; Dichter, 1966; Sundaram, Mitra & Webster, 1998), Altruism (Sundaram et al., 1998) and Loyalty (Dick & Basu, 1994). The *Emotion* of the customer can impact the extrinsic motivation in order to provide a platform with feedback (Wetzer, et al., 2007; Dichter, 1966; Sundaram, et al., 1998). The emotion of the customer can differ in seconds as this can be influenced by the experience on the online platform. Whether the customer feels happy, angry or any other emotion, this could have an impact on the process of the customer leaving feedback. Additionally, whether an customer is *Altruistic* (doing something for another, without expecting anything in return) or not, influences the extrinsic motivation of an individual (Sundaram, et al., 1998). Furthermore, whether the customer is *Loyal* to a certain online platform also influences the extrinsic motivation of the individual (Dick & Basu, 1994). When a customer is loyal to a certain platform, it is more likely that he or she provides that particular platform with feedback. Thus, it can be argued that the attributes of the customer are: Emotion, Altruistic and Loyal.

The *introjected regulation* of a customer can influence the customer by leaving feedback on an online platform. For instance, one can leave a rating on Wehkamp of the experience of a bought designer

jeans, in order to create a certain status among the other customers based on their feeling of pride (Emotion). Another way a customer can get influenced to leave feedback is by means of *integrated regulation.* A customer can feel obligated to return a favor to the community (generalized reciprocity) as he or she uses the platform frequently to gain information about certain products or services. When a customer provides the platform, for example TripAdvisor, with a review, without expecting a favor in return, this is an act of selflessness (Altruistic). A customer of an online platform can leave feedback, as he or she has used other feedback in their decision-making process (Loyal). To conclude, Emotion, Altruistic and Loyalty are attributes of customers that can impact the types of extrinsic motivation in order to leave feedback on an online platform.

2.5.4 Transaction

The actual transaction also influences the extrinsic motivation of the customer. The transaction that takes place online and offline can affect the extrinsic motivation of customers to give ratings. Another attributes that can impact the extrinsic motivation are: Expectation (Hennig-Thurau, et al., 2004; Dichter, 1966) and Price-Fairness (Jeong & Jang, 2010; Liu & Jang, 2009). Hennig-Thurau et al. (2004) argue that when the *Expectation* of the transaction of customers are disconfirmed, it is more likely that the customer is extrinsically motivated to provide feedback. So, whether the transaction (dis)confirms the expectations of the customer, this is an attribute which impacts the extrinsic motivation of the customer to leave a rating behind. Also, the *Price-Fairness* has an influence on the satisfaction of the transaction and to leaving ratings behind on online platforms (Liu & Jang, 2009). To conclude, the two attributes of the transaction that influence the extrinsic motivation of customers are: Expectation and Price- Fairness.

The transaction can influence the *identified regulation* of the customer. The expectation of the customer of the quality of the transaction can influence the motivation of the customer to leave a positive or negative rating behind on an online platform. If the expectations of the customer is outperformed, this will result in positive feedback. When the expectations of the customers is by far not met, this will result in negative feedback (Expectation/Price-Fairness). To illustrate this with an example of an online transaction, when a customer purchases a product on Amazon, for instance an Apple laptop, the expectation of the quality of the laptop is high. This signifies that there is no physical contact between the customer and the provider, therefore the focus of the customer relies on the expectation of the quality of the transaction (quality of the product and delivery), which reflects on identified regulation as an extrinsic motivation of providing feedback or not. Another example of the influence of the transaction on the customer to leave feedback, concerns *integrated regulation*. To exemplify this with an example of an offline transaction, it is well known that a German is very punctual and is dedicated to meet his appointments. When he would order a Uber and he expects to wait five minutes and this results in 20 minutes waiting, the individual would be disappointed in the transaction (Expectation). That would be a reason the customer would leave a rating. To conclude, there are two attributes of the transaction,

which can influence the external motivation of customers to leave feedback behind on online platforms, namely: Expectations and Price-Fairness.

To conclude, figure 2 demonstrates that within this research a distinction has been made between the influence of the extrinsic motivation of the customers on three different levels (platform level, customer level and within customer level). Each level consists out of their own antecedents with their corresponding attributes that affect the different types of extrinsic motivation of the customer to leave feedback on an online platform behind or not. The platform level includes the antecedent *platform*, the customer level embraces the antecedent *customer* and the within customer level includes the antecedents *provider* and *transaction.* The different levels differ from each other, however, noteworthy is, it could occur that a certain transaction also occur on different levels. For example, an individual who purchases several services, but only leaves feedback whenever the provider requests feedback. This could be explained as that the customer might want to return a favor towards the provider. Additionally, when the customer purchased the service via Airbnb and via for example Booking.com, the customer is inclined to leave feedback. In this way, the customer is influenced on different levels, which resulted the customer to leave feedback.
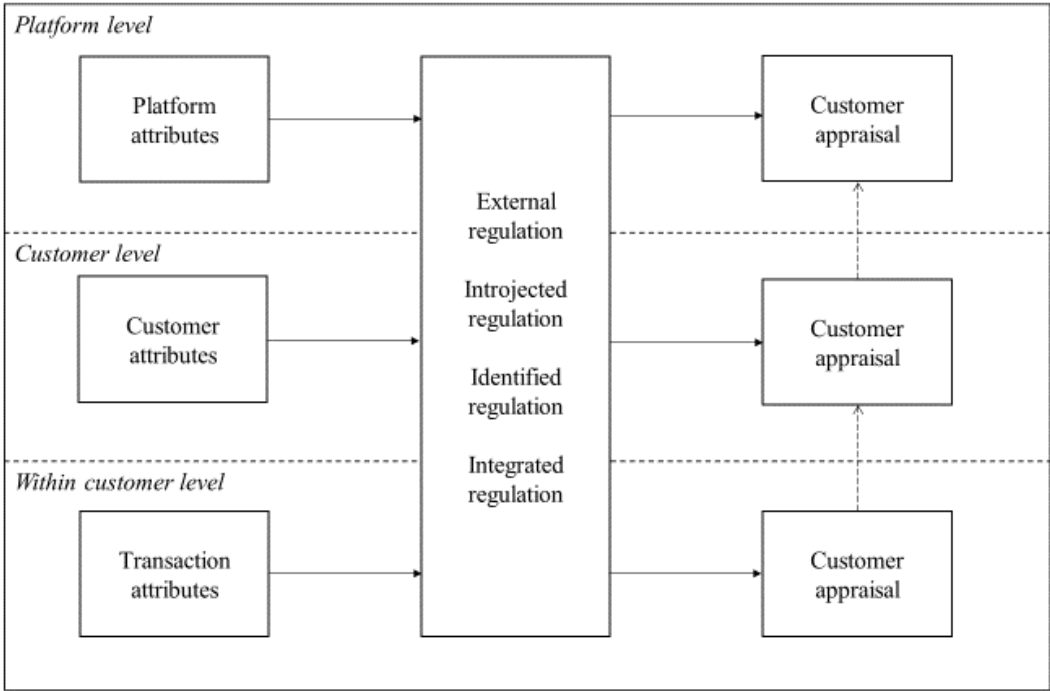

Figure 2. Enriched Research Framework

3. Methodology

The foundation of this research is derived from an extensive literature review regarding online platforms. In this chapter, the considered method of how to clarify the aim of this research, *''to explore different types and antecedents of extrinsic motivation of customers to leave feedback behind on an online platform''*, is comprehensively explained. The context in which the research is conducted is elaborated, as well as the choice of how and where to gather the data.

3.1 Explorative Research on Online Platforms

This research is conducted within the context of the gig economy. As it has become clear from the theoretical underpinning, it is essential to find out what the extrinsic motivation of customers is, to leave feedback on these types of online platforms. In order to comprehend this, an exploratory study is being carried out. To elucidate, an exploratory study is conducted, as currently there is not sufficient information regarding the attributes derived from the literature. Additionally, it cannot be entirely excluded that there exist more attributes that have not been emerged in the literature yet, which can influence the extrinsic motivation of customers to leave feedback on online platforms. It is essential to comprehend and elucidate the attributes of the extrinsic motivation of customers to leave ratings behind, before it is possible to understand this matter and translate it into tools for external factors to influence the extrinsic motivation of customers. A qualitative approach is appropriate for this type of research, as there is a need for understanding the behavior of the customers within the context of the online platforms. Marshall (1996) explains that this could be best described within a qualitative research, as this type of study is suitable to the understanding of complex social behaviors. Therefore, this study could be described as an exploratory, qualitative research.

3.2 Units of Analyses

This research consists out of one unit of analyses, namely: the customer. The customer will provide insights in the extrinsic motivation of why they leave an rating behind on online platforms. As described in section 2.3, it could occur that the customer is influenced by the different levels to leave feedback behind or not. There is influence within the level of platforms, customers and within customers. Therefore, it is essential that the respondents of this research at least used two different online platforms in order to establish the influence within the three levels, since this is not possible when the respondent only have used one online platform.

The selected group of respondent is considerably compiled. First of all, within the researcher's own network, suitable candidates are approached. Based on their accessibility and willingness, a selection was made of 23 respondents. A well-considered choice was made in selecting a divers respondent group. The group reflects an appropriate gender balance, the age of the respondents vary and all of the individuals have used a minimum of two online platforms. Besides approaching potential respondents within the researchers' own network, the researcher has approached certain individuals on

the online platform, TripAdvisor. These individuals were found via TripAdvisor, by searching profiles which were located in Enschede or close to Enschede (Hengelo and Almelo). A total of four individuals are approached of which one was willing to participate with this study. To conclude, a total of 24 respondents contributed to this study.

3.3 Research Approach

To completely comprehend the complex concept of the extrinsic motivation of customers on the three different levels, interviews are conducted with customers of online platforms to understand why they leave feedback on online platforms.

3.3.1 Interviews

The priority of conducting the interviews with the customers is to determine what motivated them to leave feedback behind on online platforms. As the researcher intended to meet the customers not more than once, a semi-structured interview is most valuable (Bernard, 2017). To discover what the extrinsic motivation is of the customers to leave feedback behind or not, the interview questions are proposed at three different levels, namely: platform level, customer level and within-customer level. By suggesting the interview questions on those three levels, it can be established which attributes affect the extrinsic motivation of the customer to leave behind a rating or not. Throughout the interviews, data that is generated by the respondents themselves on their online platforms accounts will be used. In this way, an understanding can be given into how these three levels affect the customer. Enough data is collected when new respondents do not provide novel insights or information. As data saturation is a wide concept to interpret and to define, within this study, data saturation is reached when no new data regarding attributes are obtained (Guest, Bunce & Johnson, 2006).

The questions that are used during the interviews are derived from the different levels that affect the extrinsic motivation of customers and are presented in table 1. By proposing open-ended questions, the respondents have the opportunity elaborate on their answer and the interviewer has the opportunity to ask follow-up questions. Bernard (2017) argues that the interviewer can demonstrate with a semi-structured interview that he or she is in control during the interview, but both interviewer and interviewee are led free to explore new lead. The three boxes in table 1 are explained in the following sections.

Within the first box of table 1 questions arise, whether the customer is influenced on the customer level. By establishing whether a customer always leave feedback on online platforms, it is not necessary to investigate if it also differs on platform level or within customer level, as the customer always leaves feedback on online platforms. Then, it is interesting to unravel, what makes that customer (customer level) to always leave feedback on online platforms. Questions related to this matter are presented in box 1 of table 1.

When it is established whether the customer not always leaves feedback behind, it is necessary to discover whether this is due to influences on the platform level or the within customer level.

Therefore, in the second box of table 1 certain questions related to discovering if the platform level or the within customer level influences the customer to provide feedback are provided. By investigating the transactions of the customers it is possible to discover whether the customer is influenced on the platform level or the within customer level. When a customer always leave feedback on a certain online platform, the platform level arises. When a customer is not firm on a certain online platform to provide feedback, this indicates the customer is influenced on the within customer level. Therefore, it is necessary to discover the characteristics of the transaction, to discover whether the attributes of the transaction or the provider is the main reason to leave feedback. This is determined by questions which can be found in the third box of table 1. So, the second and third box of table 1 present questions to establish whether the customer is influenced on the platform level or the within customer level.

On forehand of the interviews the interviewee is asked to access the data of their personal online platform accounts, by logging in on the online platforms they have used. The interviewee is asked if the data can be used anonymously and if the interview can be recorded.

Box 1: Do you always leave a rating behind?
 	
If the answer to this question is yes: (customer level)
 	
   - Why do you always leave a rating behind?
   - What characterizes you to leave a rating behind?

Box 2: If the answer to this question is no: (platform level/within customer level)
 	
   - Why do you not always leave a rating behind?
   - Why do you often or sometimes leave a rating behind?
   - Why?

Box 3: After these questions are asked, the interviewee is asked to look at their own online platform account.
 	
Followed by:
 	
   - I see that sometimes you do leave a rating behind 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 or product you used here?
   - Where did you consume the product: for example, was it in the Netherlands or in France?

Table 1. Interview Checklist

Checklist circumstances	Interviewees answer:
Alone/Several people	
Business/Leisure	

Amount of days/time	
Amount paid	
Satisfaction level	
Location	

Table 2. Circumstances

In table 2, a checklist is presented of the secondary data provided by the interviewees. This table presents an overview of the secondary data, which is helpful to establish whether the customer is influenced on the within customer level as these reflect features of the transaction, which might impact the extrinsic motivation of the customer to leave feedback.

3.3.1.1 Analysis of the interviews

The interviews are analyzed regarding the attributes by means of the fourteen stages composed by Burnard (1991). This approach was chosen, as this method is used to work structurally and makes it unlikely that important results will be omitted. As this approach will be the focus of the analysis, the steps are further explained. Before explaining the steps, it is essential to note that the interviews are transcribed (Appendix I).

The first stage entails making notes directly after the interview was conducted. These notations are helpful for the understanding and clarification in further stages. Hereafter, in the second stage, the emphasis lies on reading the transcripts in order to uncover various recurring themes. In preparation for coding, a coding scheme has been developed (Appendix II). In the third stage, the process of open coding (labeling important aspects of the transcripts) is executed per transcript (Appendix III) and per label (Appendix IV). Since this is an exploratory study and in order to avoid omitting important information, it was decided to add an supplementary tag, additional findings, to the open coding. The next stage required the open coding to be divided into categories, as this will help the interviewer to have a better overview. In the fifth stage, the list of categories is checked to prevent replication of the same category. In stage six, the validity is ensures by means of asking peers to repeat the process of categorizing to check whether similar categories were determined. In the eight stage, the categories are marked with colors, to make it possible to quickly find the right category within the interviews. In the following stage, the categories of the various interviews are bundled per category for a clear(er) overview. Therefrom, a final list is showed to the respondent in order to verify their quotes during their interview. In the twelfth stage, the codes that are used are determined and gathered, so the process of writing down the results can start. In the thirteenth stage, the results are written down, category per category so all main results are noted down. The last stage, represents the final findings which can be found in the next chapter.

3.3.1.2 Explaining Influence on Levels

In order to determine the influence on the different levels (platform level, customer level and within customer level), each interview is analyzed on whether the respondent always, sometimes or never leaves feedback on online platforms.

3.3.1.3 Composing of Configuration

It seems that different attributes derived from the literature are related to each other and that not a stand-alone attribute is a sole factor that causes a customer to leave feedback. Therefore, it is important that the interrelationships are investigated, so that it can be determined which combinations of attributes are most appropriate in the form of configurations. The following paragraph explains how the configurations of attributes were developed.

First of all, each transaction, obtained from the interviews, is reported by means of the different attributes that influenced the respondent regarding that particular review or rating. So, the notation of the transaction starts with mentioning why he or she was convinced to leave feedback on the online platform and by means of follow-up questions by the interviewer it is investigated which attributes were involved. Appendix V shows the procedure of recording the transactions. A total number of 94 transactions were obtained from the interviews. The second phase in this process reflects upon composing an Excel file in which the attributes were put on the horizontal as and the number of the transactions were put on the vertical as. Henceforth, all transactions were inserted into the Excel file. Fourthly, a closer examination of the total number of transactions that occurred per attribute was carried out. Hereafter, the attributes which contained less than five transaction were deleted from the data file. In the sixth phase, it was determined, when a few attributes were removed, which of the transactions consist of at least two attributes or more. Transactions that contain solely one attribute or less, have been eliminated from the dataset. After this, each attribute is taken as a starting point to reflect which attributes occurred repeatedly, together with the attribute which was taken as a starting point. Of the most common associations, configurations have been composed. These composed configurations are a process in which a customer can move through, in which the extrinsic motivation may be influenced, so that they leave feedback behind on online platforms. Lastly, all configurations were composed intro an aggregated configuration, in which a customer can proceed.

4. Results

Within this chapter the most striking results are presented regarding the extrinsic motivation of customers of online platforms to leave feedback behind, derived from the interviews. First, the emphasis lies on explaining the influence on the various levels on which the customer can be influenced namely; platform level, customer level and within customer level. Afterwards, the attributes derived from the literature and additional attributes resulting from the interviews are presented. The attributes are directly connected to one of the four different types of extrinsic motivation of the self-determination theory. Besides these results, there are configurations composed of combinations of different attributes, that are possible explanations why customers leave feedback on online platforms.

4.1 Influence within levels

The most noticeable result derived from the interviews appear to be that almost all respondents mention that they sometimes leave reviews. Respondent 1 indicates he leaves feedback *''not that often, to be honest''.* This get supported by many other respondents, as they explain their behavior regarding providing feedback, *''I do not always do it''* (respondent 3), *''I almost never do it''* (respondent 4), *''Not always, I do it frequently''* (respondent 10), *''I do not do it always''* (respondent 17) and the last example *''I actually hardly ever do it''* (respondent 22). These quotes support the statement that almost all respondent leave sometimes reviews. The customers have indicated they sometimes leave feedback and it differs from transaction to transactions. However, with the exception of four respondents, who stated that they have never left a review on online platforms. Respondent 2 indicates: *''I actually never do it''.* And this get supported by example respondent 14 and 23 as they state: *''I have never done it actually''* (respondent 14) and *''I never do it''* (respondent 23). Subsequently, this entails that none of the respondents consistently, always leave feedback behind on online platforms. The overview of the respondents behavior regarding the influence on the different levels can be found in Appendix VI. It appears that customers differ from each other whether they leave a review on a certain transaction or not. When this is associated with the different categories (platform level, customer level, within customer level), it can be stated that most influence is located within the within customer level. As it appears that the influence of extrinsic motivation varies per customer from transaction to transaction, the emphasis on the further analysis is on the within customer level.

4.2 Concepts

In the literature, a number of attributes have been developed that can influence the extrinsic motivation of customers which can be divided among different categories, namely; the platform, the provider, the customer and the transaction. While analyzing the data, other possible attributes were not excluded in order to obtain a comprehensive view of the four different categories which can influence the extrinsic motivation of customers to leave feedback. As a result, a number of additional attributes have been detected. The attributes per category are presented in table 3 (the attributes in bold did not originate from literature, but were additionally found in the collected data). In this section the attributes ensued from

the data are explained by means of supporting quotes derived from the interviews. Additionally, the attributes are linked with a type of extrinsic motivation of the self-determination theory. The different types of extrinsic motivation (external regulation, introjected regulation, identified regulation and integrated regulation) differ in degree of autonomy. External regulation is the least autonomous form of extrinsic motivation as individuals act upon something which does not reflect their own choice. While the last form, integrated regulation, reflects upon choices made by individuals which feels like their own choices as they are similar to their personality, norms and values. In this section, the attributes of the categories (platform, provider, customer and transaction) are supported with quotes derived from the data and are consequently associated with the different types of extrinsic motivation.

Category	Attributes
Platform	- Message-Involvement - Coupon Treatment - Superior Statuses - **Usability of Completing Feedback**
Provider	- Feedback - Level of Effort
Customer	- Emotion - Altruism - Loyalty - **Reciprocity** - **Unwillingness to make an Effort** - **Feeling of Contribution of Feedback** - **Prefers Direct Contact**
Transaction	- Expectation - Price Fairness - **Duration Stay** - **Travel Company** - **Travel Ocassion** - **Transaction Specification**

Table 3. Overview Attributes

4.2.1 Platform – Message-Involvement

Based on the collected data from the interviews, a considerable amount of information can be found on the subject of Message-Involvement. First of all, a distinction can be made between different types of Message-Involvement, namely; by e-mail and by pop-up messages on the webpage or in the application. Within the group of respondents of this study there are different viewpoints regarding the e-mails and pop-up messages.

4.2.1.1 E-mails

The respondents have different standpoints towards receiving e-mails that remind the customers to write feedback on the online platform. One way to respond to the e-mails is with little resistance and reply with a review or a rating. Respondent 11 states, *''I will use those reminder e-mails'',* and respondent 17 mentions, *''Coincidentally, I did respond to such an e-mail the other day''.* Respondent 22 emphasizes on the importance of the reminder e-mails: *''Without that reminder, there is even less chance I am going to do it''.* Respondent 21 supplements: *´´An e-mail like that will help. You do not think about doing that from your own point of view''.* In contrary to these statements, which support the claim that Message-Involvement by means of e-mails positively influence the customer to leave a rating or review, respondent 24 states: *''I am not responding to those e-mails, it must remain voluntary''.*

A more offensive attitude towards these e-mails could be perceived by various respondent who for example state: *''I indeed get those e-mails. Give a review about that and that order, but I will remove those immediately from my inbox''* (Respondent 2). Another example is a statement from respondent 9: *''Those mails are counterproductive. I find them annoying. I think I receive them in my SPAM box''.* Respondent 15 supplement: *''I click them away so many times''.* With this quote, respondent 15 indicates that he receives too many e-mails of the online platforms and this is supported by other respondents as well. Respondent 5 mentions: *''wherever you buy something these days, wherever you do something, you are asked if you want to leave a rating''.* Respondent 7 supplements: *''What annoys me is that you get e-mail after e-mail, and another reminder. Nowadays if you already call a customer service, you get an e-mail on you mobile. You are overwhelmed''.* On the other hand, this overkill of e-mails sometimes works, as respondent 18 indicates: *''and then that e-mail kept coming and at a certain moment I will give a review to be done with it''.*

Another important note regarding the e-mails the respondents receive, concerns the timing. Respondent 4 says: *''I think we were in the car the next day and I got an e-mail from Booking.com. I think it has to do with that''.* Respondent 8 supplements: *''when I am at work and I see it, I think; I can do that quickly''.* However, she also indicates: *''When you get that reminder mail at night, then I often do not feel like it anymore and the next day I forget about it''.* Respondent 1 supplements: *''Then I am already working on other things, then I am at work or at school''.* To summarize, based on this study a customer can perceive the e-mails as a positive influence to leave a review or delete the e-mails directly. Moreover, the customer could be overwhelmed by the amount of e-mails he or she receives of the online platforms or considers the timing of the e-mails to be (in)convenient.

When this type of Message-Involvement is interrelated with a type of extrinsic motivation of the self-determination theory, it reflects the external regulation, as an individual acts upon a demand of the online platform. This is supplemented by respondent 6, as he indicates: *´´I would not directly start the laptop when I receive an e-mail of TripAdvisor, but it works''.* As some respondents indicate with their quotes they react upon these e-mails to avoid being overwhelmed by more, it indicates that respondents avoid punishment if they do not act upon these e-mails. This is supported by the quote of

respondent 18, as he states when he react on those reminder e-mails he is *''done with it''*. Also, the e-mails often contain discounts or other rewards if they complete the feedback on the online platform. Therefore, this type of Message-Involvement is linked with external regulation of the self-determination theory.

4.2.1.2 Pop-Up Messages

Within the pop-up messages a distinction can be made between pop-up messages in the application and pop-up messages on the website. Based on the interviews, the respondents have mentioned that they use the pop-up messages in the applications more often. Respondent 1 mentioned: *''If they ask you while you are playing, give us a rating and you will get a reward. Then I think: For bonuses I will give you a rating''.* Respondent 15 states: *''Every time you open the app, you get a pop-up message. And if you give a rating once, you are done with it''.* This statement is supplemented by respondent 22 who implies: *''It is kind of a logical step in your app. You can either click it away or click on the stars, it is very simple''.* However, not all respondents perceived the pop-up messages as positive, as respondent 4 indicates: *''I do not really do that, because when you are using Facebook, for example, and you get a message; rate the Facebook app now. Then you press the number of stars and you are forwarded to the Appstore. Then I am like; I was just checking out Facebook''.* Thus, a customer could either perceive the pop-up messages as a stimulus or a counterproductive influence on whether they leave feedback on the online platform.

When the type of Message-Involvement, pup-up messages, is linked to the self-determination theory, the external regulation fits the attribute. As the respondent acts upon the request of the online platform, this reflect a low level of autonomy. Besides, the respondents indicated with their quotes that they act upon demands (the request to complete feedback), they avoid punishments (being overwhelmed by follow pop-ups if the customer does not complete feedback). Similarly as the previous type of Message-Involvement (e-mails), this reflects on the type of extrinsic motivation, external regulation.

4.2.2 Platform - Coupon Treatment

The data obtained from the interviews have showed that Coupon Treatment can have a positive influence on customers to leave a rating on online platforms. Derived from the interviews, Coupon Treatment can be shaped in two variations. It can be that the online platform offers the customer a discount or the customer has a chance of winning a price. A statement which supports the positive influence of obtaining a discount for customers, is the statement of respondent 9: *''Then it is going to be interesting. If you can get a discount with little effort, why not?''.* Also, respondent 23 indicates that she is sensitive towards obtaining a discount and is willing to leave a rating if *''I get a 10% discount on the next purchase''.* Based on this data, Coupon Treatment in the form of a discount has a positive influence on customers leaving reviews on online platforms.

Besides the discount the online platform offers, the chance of winning a price can have a positive impact on customers leaving a review as respondent 17 indicates that he is sensitive towards this. He

mentions: *''Once in a while I do it, if I like the price''*. However, he touches upon a point as he believes he keeps himself in delusion as he states: *''From experience you do not win anything''*. This is supplemented by respondent 22: *''Sometimes there is a reward. Have a chance to win this and that, but I do not believe in that''*. Moreover, respondent 1 agrees: *''a chance to win 50 euros, no, for me those things do not really help''*. Winning a price on an online platform for leaving a review is appealing for customers, however it seems that they do not feel confident that they have genuine chance of winning the price.

The type of extrinsic motivation that can be combined with this attribute is external regulation. The respondents state with their quotes that they act upon a reward in both types of Coupon Treatment. If the customers provide the online platform with feedback, they will obtain a discount or the opportunity to win a price and this reflects the external regulation of the self-determination theory. This is supported by respondent 3, as she indicates she will leave a review when she will *''earn shop credit''*. Moreover, respondent 4 claims these rewards *''might come in handy''* when you are purchasing your following transaction. This reflects that the customers act with a low level of autonomy. Therefore, the attribute Coupon Treatment can be connected with external regulation.

4.2.3. Platform - Superior Statuses

Within this study, there is no specific data which indicates that Superior Statuses positively influence customers to leave feedback on online platforms. Based on the data, it seems that the respondents believe that a superior status is not that important. Respondent 11 indicates: *''You will get that Genius Status in no time at all. It does not matter if you book 2 or 3 nights a week or 5 nights a month''*. Although, the advantageous side effects of the status, the discount that the status offers the customer, seem to be persuasive. Respondent 5 states: *''Because of the feedback, I am now in a Genius Program, which gives me a 10% discount on my next stay.''* However, he also mentioned, that he did not leave more reviews as he was *''already in that program''*. Therefore, it is believed that Superior Statuses is not a convincing positive influence on the extrinsic motivation of customer to leave feedback on online platforms.

When the platform attribute, Superior Statuses, is connected with a type of extrinsic motivation of the self-determination theory, the external regulation fits this attribute. Within this study, the respondents indicate with their quotes that they acts upon obtaining a reward when they complete feedback, as they will obtain a certain status which will provide them perks on the online platform. This implies that the respondents decision to write a review reflects a low level of autonomy. Therefore, the external regulation can be connected with Superior Statuses.

4.2.4 Platform - Usability of Completing Feedback

An additional attribute which is derived from the data, which seem to play an essential role in leaving feedback on online platform is the Usability of Completing Feedback. This new attribute can be explained as the level of ease of completing a review. Moreover, the type of feedback seems to have an impact on whether customers of online platforms leave feedback. The difference in feedback is made

between a rating (quantitative) or a review (qualitative). Giving a rating can be shaped into a questionnaire of certain follow questions where the customer clicks on stars or just one simple click on a star reflecting the score of the overall experience. Writing a review can occur in suggestive questions on certain criteria or a blank space where customers can write with their own creativity. It seems that customers have a preference for either completing a rating or completing a review, because the types differ in the amount of time and creativity they have to insert.

It should be easy to leave feedback on the online platform, as respondent 1 argues: *"It is got to be easy to use. […] I do not need to take 10 steps"*. So, it should be an easy and smooth process to complete. Additionally, it should be easy to find where a customer can leave feedback, as respondent 1 implies: *"I do not even know where to put a rating on Zalando"*. Respondent 8 supplements: *"When I think where to look and where to go for leaving a review? I think, never mind"*. Also, it should not be a time consuming process as respondent 22 emphasizes: *"At Booking.com, I started it once and then I stopped it. You have to give it a title and a description… You have to think about it."*. While he also indicated: *"Uber is an easier one, because then you click three times and you are done"*. Another point which is highlighted by respondent 10 is that most of his reviews he completed were on his phone. Lastly, respondent 1 states: *"If it can be anonymous, I am more inclined to leave a review"*. So, the online platform must a mobile-friendly, user-friendly and possibly anonymous system for completing feedback.

As mentioned before, it appears that the majority of this study prefers to give ratings over writing a review. As respondent 15 indicates: *"I find it annoying to add extra text",* some platforms have predefined questions, to encourage customers to write on certain topics. This supports customers who think similarly as respondent 3: *"Most of the time I do not know what to say about it"*. She supplements: *"At Zalando you can give minus and plus points. So, then I will do it"*. Also, respondent 8 is more convenient with suggestive questions: *"There are a few questions such as; was the order on time? Are you satisfied with the product? If not, why did you send it back? Little short, simple questions"*. She adds: *"I am more a click person"*. However, more respondents seem to have a preference for solely clicking to complete the feedback. Respondent 4 states: *"When you see the stars, you click on a 4, a 5 or a 1 and you are done right away"*. Also, respondent 6 expresses his preference: *"When you can click three times to leave a rating, you do it again […] I just like to click"*. However, which seems matter, is the losing value of a rating, as respondent 22 indicates: *"Everyone gives each other 5 stars, so it is not that much"*. He supplements: *"someone who gets up from his car and lifts your suitcase, deserves 5 stars, but someone who stays seated and is not annoying, also get 5 stars"*. To summarize, based on this study it could be stated that the majority prefers to give ratings instead of giving reviews, as this takes more time and effort of the customer.

The usability of completing feedback can be connected with the type of extrinsic motivation, external regulation, as this attribute reflects on the customer to act upon a demand of the online platform. As respondent 22 indicates that most of the time *"it is kind of a logical step in your app"*, as he clicks

to provide a rating for a Uber driver. How the feedback is designed influences the external regulation to act upon this demand or not, as it is important whether the customer can complete the feedback with a level of ease and which does not take up too much time. Respondent 19 supplements: *''That is literally three clicks, this is very easy''*. Following this reasoning and the respondents' quotes, the usability of completing feedback is connecting with the form of extrinsic motivation, external regulation.

4.2.5 Provider – Feedback

One way for a provider to influence the customer to leave feedback on the online platform is by means of personally asking them to leave Feedback or to provide Feedback for the customer. The majority of the study confirm that this has a positive influence on their behavior regarding giving feedback, with quotes such as: *''I also gave a review here, because she asked for it''* (Respondent 10), *''he just asked for it''* (Respondent 19), and *''In India we happened to stay three days with the same lady and she was very sweet. She also asked for a review, so we did''* (Respondent 20). Also respondent 12 indicates she *''left a review''*, because the host of an Airbnb apartment left her a review and requested her to leave a review as well. However, not all respondents experienced this request of the provider as a positive influence, as respondent 22 indicates: *''Not really anymore, because everyone asks for it. It is kind of a reminder, only a bit earlier. Right after the experience''*. And respondent 24 claims: *''They often ask for a review, but I do not want to do it then''*. Derived from the data, an essential part of providers asking for feedback directly to customers is that the experience of the customer must have been good or excellent and there must have been personal contact with the customer.

When a type of extrinsic motivation of the self-determination theory is connected with this attribute of the provider, introjected regulation is most suitable. This type of extrinsic motivation is most suitable as the customer acts upon a prevention of feeling guilty. Interpreting the quote of for example respondent 15, *''when they ask me personally, I would indeed do it''*, the respondents of this study believe that when they do not provide feedback on the online platform for the provider, while the provider specifically requested it, this might cause a feeling of guilt. Therefore, introjected regulation fits the attribute, feedback.

4.2.6 Provider – Level of Effort

Based on this study, it appears that the Level of Effort has an impact on the extrinsic motivation of customers to leave a review. A distinction within the Level of Effort can been made between three types, these are: the level of effort which exceeds the expectations during the transaction, counterproductive behavior of the provider throughout the transaction and the behavior after the transaction. A important note, the Level of Effort regards an action executed by the Provider which impacts the experience of a customer.

The majority of the respondents indicated that they are more inclined to leave feedback on online platforms when the provider shows a high level of effort to help the customer to make the most out of their service. Respondent 1 indicates: *''Those people were just so nice. They arranged breakfast for us*

and they were still at the reception until late in the night''. Also respondent 3 adds: *''It was a very nice stay and the people were also very sweet. They were waiting for us. They were very helpful and they had folders on the table with all the sightseeing tips''.* Respondent 19 explains: *''it was not very luxurious or fantastic. But what makes the experience so good, is that this man puts a lot of effort into it for you. Very nice and friendly. Very helpful. That personal attention is very important.''* She continues explaining that it is not the other way around: *''If you sleep in a very nice hotel, but you are very shitty helped at the reception. For example, at the reception no one cares if you're there. Or is very unkind. Then I would rather leave a negative review''.* So, when the provider has a high level of effort this will more likely result in a positive review, than a provider with a low level of effort, which is more inclined to receive a negative review.

The low level of effort of a provider within this study is described as the counterproductive behavior of a provider. This is defined as behavior which is not accepted by customers. This implies customers require to have a bad experience with the behavior of the provider during their stay, which stimulates them to leave feedback on an online platform. An example of such a bad experience is given by respondent 19: *''I had a strange experience. I do not think that the owner was mentally well. I felt really uncomfortable there. That woman was very weird, it was a bit creepy or something''.* Also respondent 11 indicates he had bad experiences as he was *''being treated rudely''* in certain hotels, which stimulated him to leave feedback. Also, it could be the case that the provider takes too long to deliver the products as respondent 12 indicates she left a review because *'' my products never arrived''.* Moreover, providers can react inappropriate on certain questions of the customer, which also stimulates them to leave a review. So, the provider can, by means of showing counterproductive behavior, stimulate the customers to leave feedback on the online platform.

Lastly, the provider can impact the customer to leave a review with their behavior after the transaction, which can have an impact for customers to write a review or not. To exemplify this in the case of Airbnb, respondent 10 states: *''I left a review. Also because they have reviewed me''.* This indicates that the provider have showed additional effort after the transaction, which caused respondent 10 to leave a review. Respondent 6 explains another way how the provider can behave, which stimulated him to leave a good rating after a bad experience: *''I indicated, when we come to a good conclusion, I would like to leave a good review on you website''.* He further explains, that because of the effort of the provider to come up with a suitable compensation, he left a review. However, it could also be the other way around: a provider demands a good review of a customer after a bad experience. As respondent 23 indicates she had written a bad review, which resulted in the provider forcing her to *''write another review which was good''* in order to receive compensation. She was not pleased as she felt like *''it was a kind of bribe''.* Thus, when a customer had a good experience the provider can stimulate the customer to leave a review, when the provider reviews the customer. Additionally, in case of a bad experience, the customer can leave a positive review when the provider comes up with a suitable solution.

The level of effort of the provider can be linked with the type of extrinsic motivation, introjected

regulation. Based on the interpretation of the quotes in this section, the customer might experience a feeling of guilt when he or she does not provide feedback on the online platform, because the provider has put a lot of effort into the transaction. Respondent 21 supports this as she mentions: *''they have helped us with everything […] with those people I have a connection and then you want to leave a review for them''.* Also, it could be to prevent the feeling of anxiety, when the customer has bad an experience with the provider, that he or she does not want other customers to have similar experiences.

4.2.7 Customer - Emotion

Based on the interviews, it can be concluded that Emotion is a persuasive factor which influences the customer to leave a review. One respondent mentioned: *''It is really how you feel about it that day and if you had a good night of sleep''* (Respondent 24). This implies that the condition of the customers' emotion is a factor to leave feedback. However, none of the other respondents have touched upon this theme. Perhaps, other respondents experience the pleasant state of mind for granted, without which they would not leave a review on an online platform.

When the attribute Emotion is connected with a type of extrinsic motivation of the self-determination theory, integrated regulation is most suitable. As pleasant state of mind feels almost like intrinsic motivation, however, it is triggered by external factors to write a review, such as the surroundings the customer is in. There is a high level of autonomy when the customer decides to write a review, based on their emotion. As it almost feels like the customer acts upon a natural tendency, as respondent 24 indicates writing a review is a *''decision of the moment''.* Therefore, the attribute Emotion is interrelated with integrated regulation.

4.2.8 Customer – Altruistic

Derived from the data of the interviews, a distinction within Altruism can be made between the customer being altruistic towards providers or other customers. This can be expressed in a positive manner, which reflects on the customer to grant the provider positive feedback, or the customer to grant other customers a similar positive experience by sharing theirs. The altruism can also be shaped by a negative experience, which reflects the customer to not grant the provider a good review or to warn other customers, to not use this service. Important to note, altruism is seen as a personal characteristic, which will stimulate the customer to leave feedback on the online platforms.

The most common factor of altruism regarding the provider is found to be positive. As respondent 10 indicates: *''When they have a nice hotel or a nice guesthouse, I hope for them that things will keep on going well and the least I can do is leave a review''.* Moreover, respondent 17 supplements as he believes: *''they did their best to get everything done, so I think they deserve a good review''.* Respondent 19 states: *''I gave a star rating, because I thought the hotel deserved it''.* However, it can also be the case that a customer wants to warn the provider, as respondent 22 claims: *''in this case, I wanted to let the staff know, how they can or cannot act in the future''.* With this review respondent 22 wanted to improve the providers' behavior. Also, respondent 20 aims that his intentions were to warn

the hotel that his experience was bad, as he explains: *''I do not want the hotel to have the money of other people, because they do not get value for their money''*. So, a customers' altruistic intention could be to grant the provider a good review, or warn the provider with a bad review in order for them to improve their transaction.

Another perspective also comes from respondent 20 as he indicates: *''I do not grant the hotel new customers''*. This quote touches upon the importance of sharing an experience with other customers as well. For example, respondent 11 intends to warn other customers with his review: *''I had to pay a parking fee similar to the price of two nights at the hotel. Look, the hotel was great and by this I mean I would highly recommended the hotel, but I would not park the car there''*. Moreover, respondent 12 indicates she wanted to warn other customers: *''I left a review for other people to warn them, that my products never arrived''*. Besides warning other customers, the respondents indicated that they want other customers to have similar, excellent experiences and therefore leave reviews. Respondent 5 explains: *''because then I really like this product and I would recommend it to others. Then I am 100% behind the product''*. Moreover, respondent 19 indicates: *''you should share it with other people as well, so you can give those people a good experience too''*. To summarize, based on this data, altruistic customers, reflect on customers who either want to grant or to warn other customers and/or providers as an act of selflessness.

Based on the presented quotes in this section, it could be stated that when the customers' trait, altruism, is connected with a type of extrinsic motivation of the self-determination theory, it is best reflected by integrated regulation. The decision of the customer to leave a review based on their altruism, reflect a choice which feels like their own. Respondent 24 supports this as he states: *''the next traveler or the next guest will also benefit from it''*. He acts upon his altruism to leave a review. Following this reasoning, it could be stated that altruism can be connected with integrated regulation.

4.2.9 Customer – Loyalty

A customers' Loyalty is proven to have an impact on whether a customer leaves feedback on an online platform or not. It seems that some respondent have a preference for a certain online platform, as for example respondent 12 indicates het preference for Airbnb: *''I want to look like a good user, when I want to book another accommodation''*. This implies she is loyal towards the online platform, Airbnb, in providing feedback after using the online platform.

When the attribute Loyalty is connected with a type of extrinsic motivation of the self-determination theory, it reflects best the integrated regulation. The customer decides for him- or herself whether he or she is loyal to an online platform and in this case the customer acts upon his or her loyalty to provide the online platform to leave a review. This might feel as a natural tendency as the customer experiences a high level of autonomy, however, it is triggered by external factors, and therefore loyalty is connected with integrated regulation.

4.2.10 Customer - Reciprocity

The influence of the feeling of a customer to have to return a favor to another individual by means of feedback on online platforms, can be described with the term Reciprocity on online platforms. Derived from this study, it became clear a distinction can be made between reciprocity of the customer towards the provider and the customer towards other customers. This distinction could also be explained as the difference in individual reciprocity (to the provider) and generalized reciprocity (to other customers). To support the first association between the reciprocity of the customer towards the provider, the following quote is highlighted: *''Anyway, if it is a nice location such as this one and they also give me a review, then the least I can do is just send something back''* (Respondent 15). Moreover, respondent 11 indicates he writes a review to *''return a favor to the people* (provider) *who also helped me''*. Respondent 12 uses the following reasoning: ' *I got feedback, so I think it's nice to give back some feedback myself''*. So, to act upon a feeling that you have to return the favor, as another individual has done something for you, is a positive incentive for customers to leave feedback on online platforms.

Besides returning a favor towards the provider, a customer can have the urge to return a favor to other customers on the online platform. Respondent 17 explains: *''If you can read what is to be expected […] you at least make a good choice''*. He supplements: *''Sometimes you have booked an eight and in the end it is only a six. Then I think, let me help people an leave something behind''*. Respondent 24 claims to write a review to contribute something new to the reviews as a favor for the community, as he claims: *''I have missed that in the current reviews''*. So, reciprocity can occur in various forms, the customer who wants to return a favor to the provider or the customer to return a favor to the community by means of feedback on the online platform.

The attribute Reciprocity can be connected to a type of extrinsic motivation. The type of extrinsic motivation, which suits most is integrated regulation. As the customer feels like he or she has to return a favor towards the provider or to the community on the online platform. Respondent 17 supports this as he states: *''Sometimes you have booked an eight and then in the end it is only a six, then I think let me help the people and leave feedback behind''*. With this quote it is demonstrated that the customer almost act upon a natural tendency, because the customer makes a decision with a high level of autonomy. However, he is triggered by the inaccurate appraisal to leave feedback behind, to return a favor to the community on the online platform.

4.2.11 Customer - Unwillingness to make an Effort

As none of the respondent of this study consistently leave feedback on online platforms, all respondents mentioned that they do not always want to make an effort to leave feedback on every transaction. However, the reason why they do not want to leave feedback seems to be based on several reasons; as the customers feel a review is not important, it takes up too much of their time, or they do not feel like it. Respondent 2 indicates: *''It does not really bother me to do it either […], because it is of no use to me''*. Additionally, respondent 20 indicates: *''I do not think it is worth it. If someone has a web-shop and I order something there, then he delivers it. I think that is the most normal thing in the world. I see*

no reason to write a review''. Also, respondent 19 highlights that it is *'' why do I do it and who do I do it for?''*. Moreover, respondent 23 supplements: *''I do not think it is that important''*. So, for some customers it is not that relevant and therefore, they are less inclined to write feedback on online platforms.

Another respondent indicates, similarly like many other respondents, why customers do not want to leave feedback on online platforms: *''You know, it takes your time. It just takes your time and you already have so much to do in this world''* (Respondent 7). He supplements: *''I do not want to put time and energy in it''*. Respondent 19 adds: *''it takes time''*. This is for some individuals a reason which reflects on their unwillingness to make an effort to write feedback on online platforms.

Lastly, certain respondents have indicates that they do not feel like supplying feedback on the online platforms. For example, respondent 19 states: *''I find it annoying to do''*. Also respondent 14 indicates that he does not give feedback *''because of laziness''*. This indication get supported by respondent 17 who indicates he suspects his unwillingness to provide feedback has to do with *''laziness''*. To summarize, customers are unwilling to make an effort for a couple of reasons, namely; they are less inclined to provide platforms of feedback because they do not believe it is important, they do not want to spend time completing reviews or they indicate it is caused by their own laziness to make an effort.

The attribute Unwillingness to make an Effort is not to be linked to a type of extrinsic motivation of the self-determination theory. It is to be said that the customer indicates he or she does not believe it is important, does not have time or is too lazy to leave feedback. This indicates that the customers do not act as they are not triggered sufficiently to leave feedback. Therefore, this attribute is not linked with a type of extrinsic motivation.

4.2.12 Customer – Feeling of Contribution of Feedback
This study shows that customers are more willing to write feedback when they feel they have added value with their feedback on the online platform. The majority of the respondents indicate that they rather write a review for small entrepreneurs, as they believe the need for a review is higher, than for a larger chain or online platform. Respondent 22 explains that he leaves a review when: *''they have very few reviews yet, but they are good. Or whether it is a small businessman, who started a business for himself, for which I have sympathy, then I would do it sooner. So, a large hotel chain, I would not leave a review as quickly as at a small bed and breakfast, which is run by a small family''*. Following this reasoning, it is also found that when a customer experienced something, which has not been mentioned in the reviews before, he or she is more likely to write a review. Respondent 24 claims: *''If it is disappointing and I have not find it in other reviews, I will write one''*. So, customers rather write reviews for small entrepreneurs than for larger chains, as they believe they already have enough reviews. Respondent 20 supports: *''Some of them already have 4000 reviews, so I guess it does not really matter if I am in the middle of them''*. To conclude, the feeling of contribution for customers is important in ways that they can write something which have not been said before on the online platform.

When the attribute Feeling of Contribution of Feedback is connected with the self-determination theory, it could be stated that integrated regulation suits most with this attribute. Based on the quotes presented in this section, the customer believes by acting upon the feeling that they contribute additional information on the online platform, they are triggered to act by the missing information in the comments in the online platform to write feedback on the online platform. This reflects a high level of autonomy, but not on intrinsic motivation, therefore, integrated regulation is connected with the attribute Feeling of Contribution of Feedback.

4.2.13 Customer – Prefers Direct Contact
Some of the respondents have indicated that they prefer to directly contact the provider or the online platform, when the transaction did not go as planned. They have the feeling that this is more effective than writing a negative review afterwards. Respondent 2 explains: *''I hope that something can be arranged during the phone call. I have the opinion that when I call it is arranged faster, than when I leave a review behind''.* Respondent 10 supports this claim as he states: *''I have to say that I have never left a negative review, because I think that is not necessary. I would rather indicate this to the people''.* He also explains that he does not want to make a *''fuss''* on the internet. Moreover, respondent 23 believes in the direct contact as she indicates: *''I think saying it face to face or through the phone is worth a lot more than a negative review''.* So, derived from this study, in case of a negative experience, the majority of the respondents prefers to seek direct contact with the provider or the online platform in order to make an arrangement.

The attribute Prefers Direct contact is not to be linked with a type of extrinsic motivation of the self-determination theory, as this will lead to customers that do not leave feedback. The customer prefers to directly contact the provider or the online platform, which rarely results in the customer writing feedback.

4.2.14 Transaction – Expectation
The experience of a customer seems to have a major role in influencing whether a customer leaves feedback on online platforms. The Expectation is solely focused on the expectation from the customer's perspective. Different types of experiences can be established, as an experience can be good, normal or bad. Most respondents indicate they only write reviews specifically when they have a bad experience or specifically when they have an good experience. For example, respondent 21 states: *''Only when I have a positive experience, I write a review''.* While respondent 16 indicates: *''I only leave a review when I did not like it very much, or when I did not agree with the transaction or was happy with it''.* However, Some respondents of this study claimed that they write in both extreme cases, good and bad experiences. To exemplify this, respondent 17 explains when he writes reviews: *''Actually, only when I am super dissatisfied or when I am very satisfied''.* Respondent 11 agrees: *''I give a review if I have either a very good experience, or a very bad one''.* None of the respondents indicated that he or she will leave a review when they have had a normal experience. Respondent 22 makes this clear by means of his

statement regarding when he write reviews: *''so, especially in the more extreme cases. If it is a seven or a six I do not come back to it any time soon. However, when the experience is a ten or a one, then I will do it''*. So, a very good experience will influence the customer to write a positive review and very bad experience will impact the customer by writing a negative review. A standard experience will not result in a review at all.

Furthermore, a distinction can be made in the type of transaction, which appears to influence whether customers leave feedback or not. The distinction is made, based on the interviews, between product ordered via online platforms or experiences bought via online platforms. It seems that when customers order product, their expectation can solely get disappointed as the online platform or the provider cannot exceed their expectations. Respondent 22 explains: *''in terms of deliver time, Bol.com cannot surprise me. In terms of product specifications neither.''* This is confirmed by other respondents, as respondent 17 supplements: *''Web shops cannot do super well''*. He explains, he solely can get disappointed by the online platforms regarding products. This implies that online platforms that sell products, more likely receive negative reviews. Derived from the interviews, it could also be stated that the experiences of services of the customers can exceed their expectations and it can be below expectations, which both are drivers for customers to write a review. This will be further analyzed in the next section (chapter 4.3), when combinations of the attributes are made to uncover configurations.

The expectation of a transaction can be linked to a type of extrinsic motivation of the self-determination theory. The type of extrinsic motivation which most reflect upon the attribute expectation is identified regulation. Based on the quotes, the customers express their aspirations and whether they were exceeded by the transaction or were far below the expected. The customer aims to share his or her experience with the community, so other customers with same aspirations are informed. This shows a lower level of autonomy with the type of integrated regulation, and therefore, the expectation of the transaction is connected with identified regulation.

4.2.15 Transaction – Price Fairness
While analyzing the data, it is presumed that together with the height in price the expectation will rise similarly. So, when customers pay a higher price for a product or service, they have higher expectations and are more likely to leave a review. While, when a customer buys a fairly inexpensive product, the expectations will be lower and he or she is less inclined to leave a review. This assumption is supported by respondent 9, who claims: *''It also depends on what you buy, if you buy something very expensive and it is not that bad then I would do it sooner than when you order a very cheap product at Bol.com. then I do not think it is worth it anyway''*. Therefore, it is believed that the price fairness is related with the level of expectation and therefore, similar reasoning for customers giving feedback applies here. For example, respondent 10 states: *''that is purely because I was positively surprised about the price-quality ratio, that I decided to write a review about it''*. This implies that the expectations of the customer were exceeded and therefore he wrote a review about this service he had purchased on the online platform. So, it is assumed that the attribute Price Fairness impacts the expectation of a customer, which can

influence the extrinsic motivation of the customer to leave feedback on the online platform.

When the attribute Price Fairness is interrelated with a type of extrinsic motivation of the self-determination theory, similar reasoning is used with the attribute Expectation. Together with the reasoning and the quotes presented in this section, the type of extrinsic motivation which suits most with the attribute Price Fairness is identified regulation. Based on the amount the customer has paid for the product the expectation is exceeded or below expectation. Moreover, respondent 19 indicates she left a review because of *''a very good price-quality ratio''*. This implies that the expectation is exceeded and therefore she gave feedback on the online platform. This reflect upon the customer to act upon writing feedback to share his or her exceeded aspirations on the online platforms. Therefore, Price Fairness is linked with identified regulation.

4.2.16 Transaction – Duration stay

The circumstances of a service presumably influence the extrinsic motivation of the customer to leave a review on online platforms. One of the circumstances of a service is the duration of the stay which implicates how many days or hours did the customer spend on this service and whether this will impact the extrinsic motivation of the customer to leave feedback. The duration indeed seem to affect the extrinsic motivation of the customer to leave a review on online platforms. However, it seems to be related with the provider. Many respondents have indicated that the longer the stay, the more likely they will leave a review. Respondent 10 claims: *''If you travelling somewhere, it is a service you generally use longer, for example an overnight stay. Then you are more inclined to leave a review behind''*. To take this finding a bit further, the longer the stay, the more likely he or she will bound with the provider, which will result in a higher level of effort of the provider and a positive impact on the customer leaving a review. Respondent 14 explains: *''the length of the stay has something to do with that, because the length of the stay might give you a better bond with that guy''*. In order to see whether this is an important combination of attributes, this will be investigated more, further on in chapter 4.3. So far, it is believed that the duration of the stay of the customer has an impact on the possible amount of contact with the provider. This indicates when customers use a service for an extended duration, they presumably have more contact with the provider and therefore is more likely to leave a review on online platforms.

The attribute, Duration Stay, can be interlinked with a type of extrinsic motivation of the self-determination theory. Based on the quotes presented in this section, the most suitable type of extrinsic motivation is identified regulation. The quotes imply that the duration of the stay also is connected with the level of effort of the provider. Following this reasoning, the customer has the same aspirations as the provider and find similar aspects important. The customer acts to share this with the community, by leaving a review on the online platform. Therefore, the duration of the stay of the customer is linked with identified regulation.

4.2.17 Transaction – Travel Company

Another circumstance of a service is the company with whom the customer travels. It is assumes that whether the customer travels with friends or family, this differs the possibility to influence the extrinsic motivation when they are traveling with colleagues or alone. When it comes down to this study and the gathered data. the travel company will affect the expectations of customers, but not the reasons for giving feedback. This assumption is supported by respondent 10, as he states: *''For example, when I go with my family or with my friends [...], I do not think it matters much. It is all about the experience and the feeling I have''.* So, it is believed that the travel company causes customer's to have different demands and expectations, however, the reasons of why to give feedback remain the same as for the attribute Expectation.

Based on the reasoning and the presented in this section, the travel company is to be linked with identified regulation. As the quote indicates that the travel company affects the expectations of the customer, but not the reasons to provide feedback on the online platform, it reflects on the customers' aim to share their experience with others on the online platform. Consequently, the same rationale as for the attribute Expectation can be applied here. Therefore, it is linked with identified regulation.

4.2.18 – Travel Occasion

Within this study, the last distinguishing circumstance of a service is the Travel Occasion. This entails a distinction is made between the purpose of a service to be business or to be leisure. Travel Occasion is also found to influence expectations, as well as for Travel Company which is mentioned in the previous section. This assumptions is supported by respondent 22, as he states: *''When it comes to work, I am much less concerned with the hotel and the experience [...], when you are on holiday, the experience is more important''.* With this quote respondent 22 indicates that he cares for other factors when he is travelling on a business occasion, than he is travelling for leisure purposes. Therefore, it is assumed that that the travel occasion does not have an impact on the extrinsic motivation of customers to leave a review on online platforms, but influence the expectation the customer has regarding the transaction.

Travel Occasion is to be linked with a type of extrinsic motivation of the self-determination theory. Based on the presented quote, it can be reasoned that the travel occasion adjust the expectation the customer has. Therefore, similar logic is applicable with the attribute, Travel Occasion. The customer aims to share his or her experience based on the travel occasion with the community, therefore, it reflects the identified regulation.

4.2.19 Transaction – Specifications

The specifications of the transaction can influence a customer to leave a review on online platforms or not. As established in chapter 4.2.15, the transaction can be divided in transactions regarding the purchase of a product or the purchase of an experience of an service offered on the online platform. To continue with this reasoning, solely when a product is disappointing it serves as an influence of customers to leave reviews on the online platform, while a service can both be good or bad to influence

the extrinsic motivation of the customer. Therefore, it is more likely for customers to write feedback on their experiences obtained via the platform rather than products they purchased. Questions arise as to why customers prefer to leave feedback on services rather than products.

The purchase of a product appears to be one of the most common things to do nowadays. As the respondents more often buy products via the online platforms, it seems that products are standard purchases, as respondent 5 indicates: *''For me, this is a daily product and it just needs to be delivered''.* Also, the online platforms that sell goods are more seen as an intermediary that *''move goods''* (Respondent 6) from a to b, which differs from an experience. Another explanation comes from respondent 19, as she claims: *''I think it is more for experiences, like hotels, than for products.''* She continues explaining: *'' if you go somewhere and stay the night, it is finished after that. You have a good idea what it is like. However, when you buy something, for example a set of pans via Bol.com, it will take a few months before you really know what you think of the product''.* This claim is supported by the statement of respondent 22: *''A service is a short-term thing. You will have fully experienced it and it is all about the time you will be there. [...] a product takes a little longer before you have figured it out. And when you do, you forget to leave a review''.* Also respondent 24 argues in this reasoning: *''When I order a fridge at Bol.com, you cannot judge the fridge after a day. You can only judge a fridge after about 6 or 7 months and then you do not think about it anymore''.* So, it could be stated that once the service has ended a customer can decide whether they think the experience was good, normal or bad. However, after purchasing the product, a customer can not directly make up his or her mind and decide whether the product exceed their expectations or is below expectation.

When the attribute, Specification of the Transaction, is to be linked with a type of extrinsic motivation of the self-determination theory, the most suitable is identified regulation. As the customer desires to share his or her experience regarding the product or service on the online platform, it reflects upon acting to write feedback on the online platform based on the identified regulation. The customer is triggered to write feedback as their experience was exceeded or below expectation and whether the transaction was a product or a service.

After this analysis, it could be stated that not all attributes have a proportional function in the stimulus of the extrinsic motivation of customers to leave feedback on online platforms. An overview is given in Appendix VII of the different attributes and whether they influence the customer to leave positive or negative feedback on online platforms. Moreover, the type of extrinsic motivation per attribute derived from the self-determination theory is also presented. One certainty is that most transaction that resulted in feedback on online platforms, were not stimulated by solely one attribute, therefore, it is interesting to investigate combinations of attributes to understand their underlying associations.

4.3 Configurations
It appeared that the independent attributes reoccurred while analyzing the data regarding the influence on extrinsic motivation of customers to leave behind feedback on online platforms. However, it seems

that an independent attribute not solely influence the extrinsic motivation of the customers. Therefore, the aim of this section is to uncover configurations between the different concepts. This can be established, as the configuration of certain concepts frequently reappear in the data. So, it is believed that is possible to compile multiple configurations for explaining the extrinsic motivation of customers to leave feedback on online platforms, this is also referred to as equifinality. For example, granting another customer (Altruism) a similar experience is assumed to be associated with a customers' Expectation, which is exceeded. Subsequently, a customer is very satisfied with the service he or she has purchased via the online platform and wants other customer to have the same experience. This example includes two stimuli. However, while analyzing the transactions of the respondents, it became clear that certain independent transactions have up until eight stimuli. So, a configuration exists out of combinations of attributes, which appear to have a stronger effect when bundled on the extrinsic motivation of a customer to leave feedback, than stand-alone concepts.

To uncover the configurations, all transactions mentioned by the respondents have been written down and translated into a quantitative file. A total of 94 transactions are derived from the interviews and are used in this analysis. To create a clear overview, concepts that are named five times or less are eliminated from this data set. After this process, the concepts Superior Statuses, Emotion, Loyalty, Unwillingness to make an Effort, Prefers Direct Contract, Price-Fairness and Travel Circumstances are excluded of the data set. This is not surprising, as the previous analysis has already shown that the same factors barely/do not affect the extrinsic motivation of customers to leave feedback. For a more detailed overview on how this analysis is executed, one is referred to the method section.

There is a major difference in the amount of references towards a concept based on the transactions of this study. To elucidate, in table 4 a schematic overview is presented of the remaining attributes with the corresponding category in this analysis and the number of times they are mentioned in the independent transactions.

Category	Attribute	Number of occurrences
Platform	Message Involvement	43
	- Mail	30
	- Pop-up	13
Platform	Coupon Treatment	6
Platform	Usability of Completing Feedback	23
	- Rating	19
Provider	Feedback	19
Provider	Level of Effort	55
	High level of Effort	39
	Counterproductive behavior	16
Customer	Altruistic	41
	- Grant Customer	9
	- Grant Provider	28
	- Warn Customer	8
Customer	Reciprocity	20
	- Customer	10
	- Provider	9

Customer	Feeling of Contribution of Feedback	12
Transaction	Expectation	85
	- Exceeded	60
	- Below	25
Transaction	Specification	93
	- Service	73
	- Product	20

Table 4. Schematic Overview Concepts

First of all, as can been seen in table 4, it seems that within this study the customers are more inclined to leave a review for a service, rather than for a product. Moreover, this study implies that customers are more likely to give feedback in cases when the expectations were highly exceeded or far below expectations. Another important result, it became clear that the concepts Expectation and Specification were mentioned most in comparison to the other concepts. For this reason, these concepts will be the starting points of the preceding analyses. Hereafter, the transactions in which the Expectation of the respondent was exceeded are disaggregated by service and product. The same is executed for the transactions in which the experience was below the standard. In this way, it will eventually become clear which attributes can be linked to the attributes of Transaction. For the record, in the configurations set out in the following sections, the customer has the choice to immediately leave feedback behind, not leave feedback by discontinuing the process, or proceed the path through the configuration.

The configuration of these specific attributes is determined by means of analyzing every transaction mentioned in the data. The most reoccurring combinations of attributes were used to compose this configuration. For a more detailed description on how this process was executed, one is referred to the method section (chapter 3).

4.3.1 Expectation Exceeded

This part of the study provides two configurations regarding outperformed expectations, one based on the Specification – Product and one based on the Specification – Service. To elucidate, the configurations are visualized in figures 3 and 4.

4.3.1.1 Configuration 1 – Exceeded/Product

In figure 3, the first configuration of this study is presented, which reflect on the presumed process that customers go through when their expectations of products are exceeded. This configuration entails that customers that have bought a product, which they are highly satisfied with, are more likely to leave feedback if they have received a type of Message Involvement. Customers that used the internet to purchase the product are more likely to receive an e-mail and customers that use the application are more likely to receive a pop-up message. If the customer is not yet convinced to leave feedback, a decisive factor is the way in which the feedback is requested. When the Usability of Completing Feedback is easy, for example in the format of a rating, the customer is more inclined to leave feedback behind on the online platform.
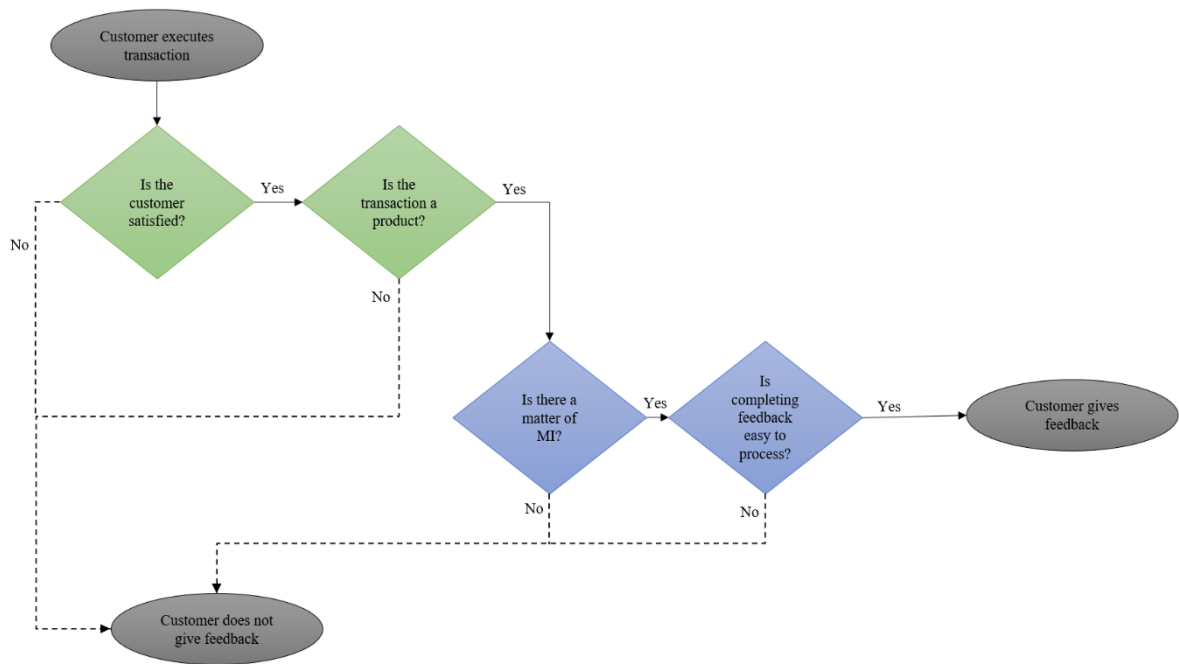
Figure 3. Exceeded Product Expectation

Within this configuration, it is essential that Message Involvement takes place, in order to increase the likelihood of influencing the extrinsic motivation of the customer to leave feedback on the online platform. An important note, when Message Involvement does not take place, a customer is probably not sufficiently influenced to leave feedback on the online platform.

4.3.1.2 Configuration 2 – Exceeded/Service

The second configuration is presented in figure 4. This configuration shows the process with the most probable combination of attributes in which the expectation of a customer's service has been exceeded. The provider has an crucial, influential role to play in this respect. This study indicates that when a provider shows a high level of effort, customers are more likely to be satisfied and write a review. An additional action a provider can undertake, is requesting feedback face to face with the customer. A customer grants the provider a good review, as he or she has put a lot of effort in them. This altruistic feeling also reflects on the customers granting other customers of the online platform to have a similar experience by writing a review. A reoccurring factor that impact the extrinsic motivation of customers to leave feedback on online platforms appears to be Message Involvement in the form of a e-mail or pop-up, depending on how the service was purchased (through internet or the application on the mobile phone). The most remarkable, an indispensable factor in this configuration seems to be the provider, as this study indicates that the personal contact between the customer and the provider is crucial for impacting the extrinsic motivation of customers.
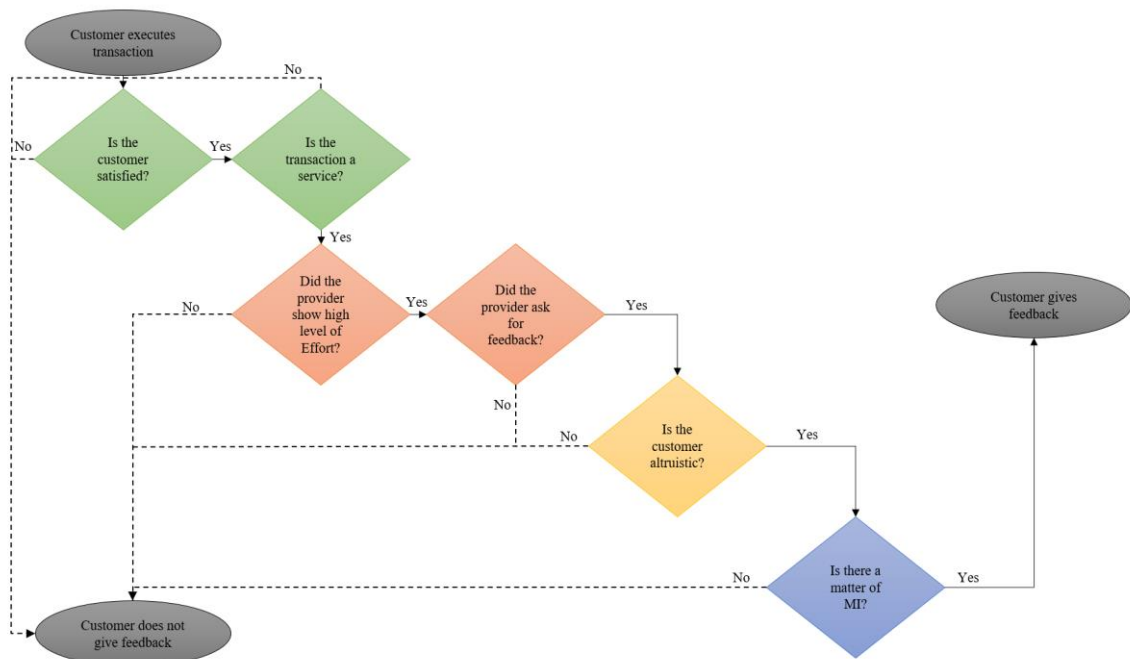
Figure 4. Exceeded Service Expectation

4.3.2 Below Expectation

To obtain a complete overview of the impact of the expectation of a product or service on the extrinsic motivation of a customer to leave a feedback, the transaction which are below expectation are investigated in this part of the research. To provide a clear overview, figures 5 and 6 visualize the corresponding configurations.

4.3.2.1 Configuration 3 – Below/Product

Figure 5 displays the third configuration. This configuration reflects the process of the combination of attributes associated with the purchases of products that were below expectation according to the customers. As well as in the previous configuration, it seems that the provider has a major impact whether the customer leaves feedback behind on online platforms. The disappointed experience most likely is caused by low level of effort of the provider, which reflects that the provider did not deliver the product on time or did not contact the customer in a proper tone. Another reoccurring factor is the Message Involvement directed by the platform. As noted in the initial configuration, this can occur by means of an e-mail or an pop-up message. An essential factor is the Usability of Completing Feedback, which should not take up to much time of the customer and is ideally presented in a rating.
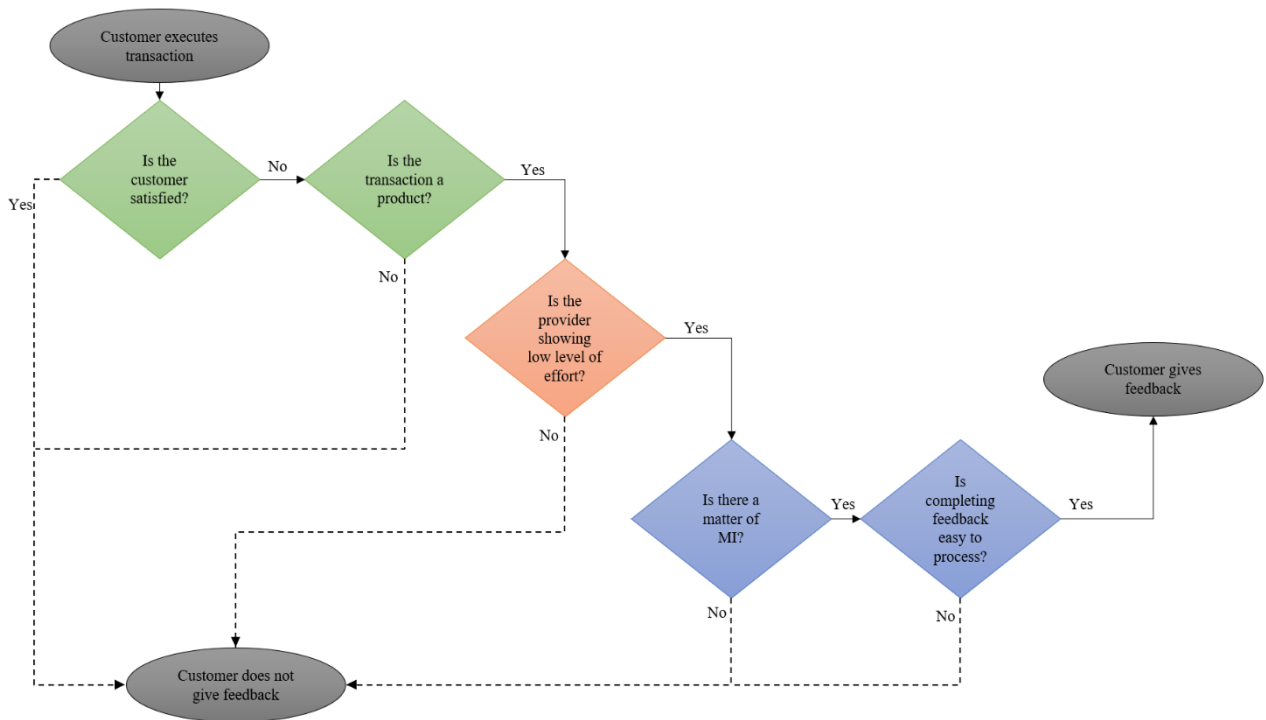
Figure 5. Below Expectation Product

4.3.2.2 Configuration 4 – Below/Service

The fourth configuration is showed in figure 6. This configuration presents the assumed process of the connection between disappointed experiences of services and the other attributes. Also in this configuration, it appears that the provider and how that person behaves affects the extrinsic motivation of a customer to leave feedback behind on online platforms. In this case, the low level of effort has ensured the experience to be disappointed. Most customers in this study indicated that they want to return a favor towards the provider, to indicate how they should behave according to them in the future.
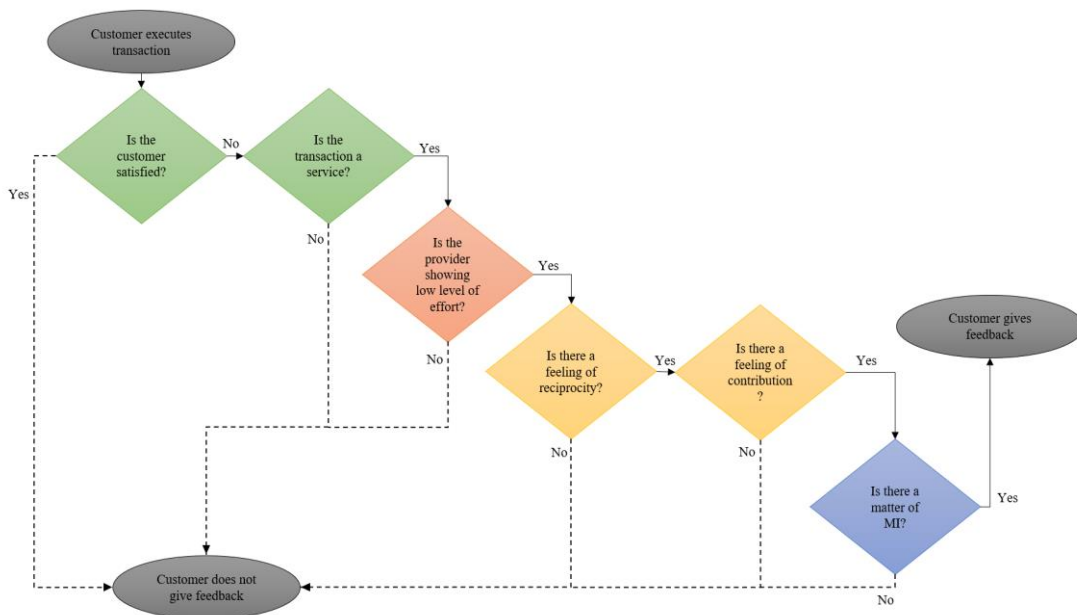
Figure 6. Below Expectation Service

With this feedback they expect the provider to take into consideration their feedback in order to improve their service. Moreover, the majority of the customers indicated they wanted to return a favor towards the community, by means of negative feedback, as they have used the reviews to choose this service. However, they also want to contribute to the existing reviews, in order to be able to provide other customers a comprehensive impression of the reality. If all of these triggers were not effective yet, a final convincing factor can be the platform by means of using their Message Involvement.

4.3.3 Aggregated Configuration

By merging all previous configurations, a complete overview, of the processes the customer can go through, can be given, including the attributes affecting the extrinsic motivation of customers to leave feedback on online platforms. To elucidate, this result is presented in figure 7.

The first striking observation after inspecting the aggregated configuration, all categories (platform in blue, provider in red, customer in yellow and transaction in green) are possible factors in the process that affects the extrinsic motivation of a customer. When reflecting and comparing the similarities and differences between the different patterns, a remarkable note is the provider has an important role, except for when the experience regarding a product is good. This could be explained, because there is no contact between the customer and the provider when the product is good and well-delivered. In contrary, for when the experience of a service or product is bad, the data has showed that this is mainly caused by the inappropriate behavior of the provider. As when the experience of a service is good, this is assumed to be largely due to the provider as they have showed a large level of effort or asked for feedback. Following this reasoning, it is explanatory, when altruism and reciprocity towards the provider is related to services. The provider has face to face contact with the customer and this causes a bond, which results in the feeling of returning a favor (reciprocity) as well as granting (altruism) the provider a good review and feeling the need towards other customers to recommend the provider. It could therefore be established that the provider can surpass a service, or disappoint a service, which triggers the customer to be altruistic or feeling the need to return a favor. A constant factor appears to be message involvement.

The majority of the customers indicate that they dislike the mails and, or pop-up messages, however, they appear to be effective. They are especially effective if they are designed to be easy-completed and preferable in the form of a rating. This appears to be particularly important for obtaining feedback regarding products. Overall, this aggregated configuration reflects the ideal pathways, based on the customers' satisfaction level and their type of transaction (service/product), with the corresponding attributes which have the intention to influence the extrinsic motivation of customers with the aim to trigger them to leave feedback on online platforms.
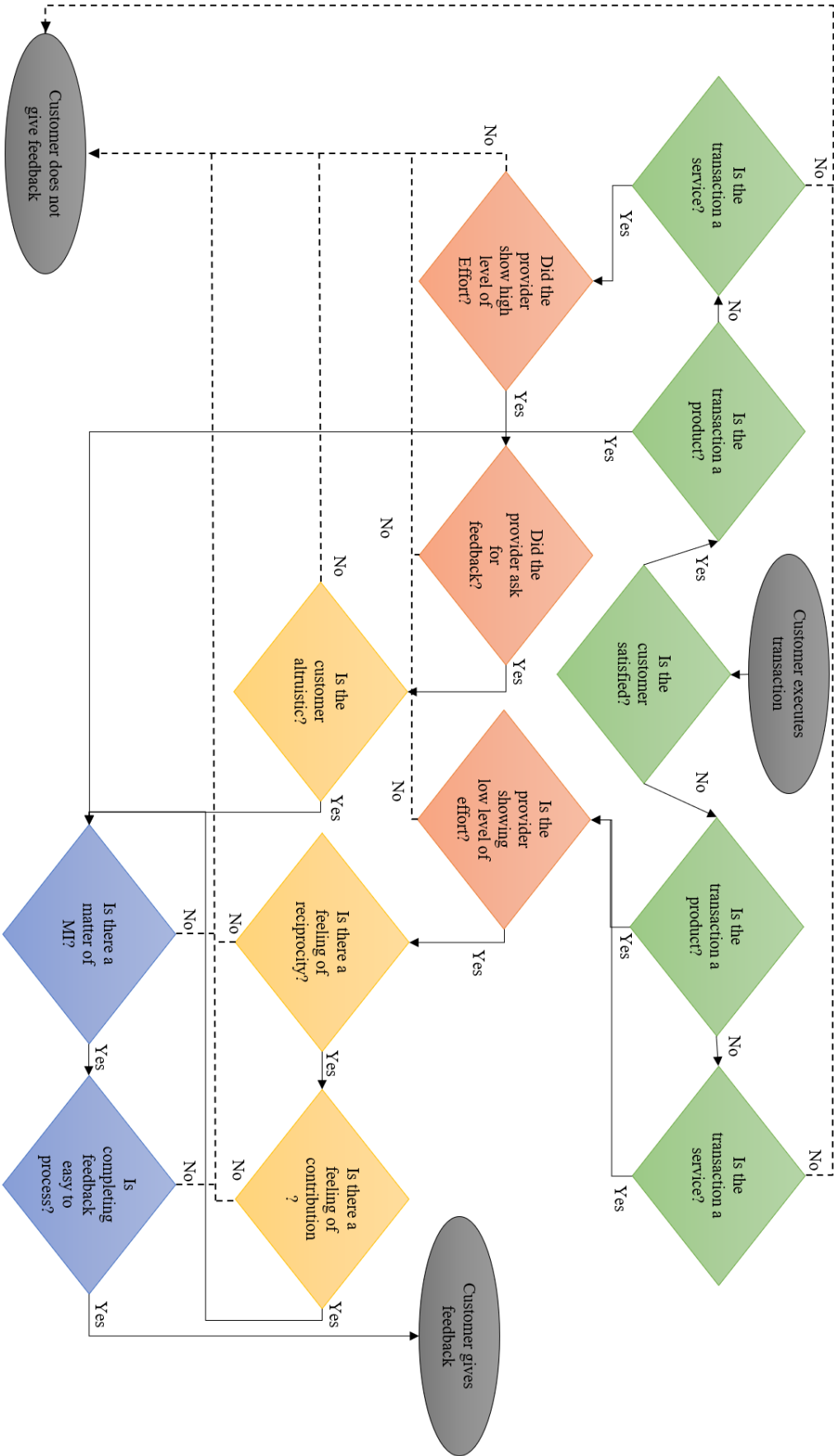
Figure 7. Aggregated configuration

These ideal pathways refer to a process which is a synergistic collaboration among particular attributes, which ultimately result in those attributes successfully influencing the extrinsic motivation of the customer to leave feedback on online platforms. It is necessary to mention that certain combinations of attributes can also have two other effects, namely additive and substitutive. An additive effect refers to a combination of attributes that together have a stronger impact on the extrinsic motivation rather than stand-alone attributes. An example of an additive effect among these attributes is the relation between an exceeded expectation an trans action and the level of effort of an provider. Together, these attributes have a stronger impact on the extrinsic motivation, than stand-alone attributes. However, when this is compared with the synergistic collaboration, combinations of particular attributes cause a more secure positive effect on the extrinsic motivation of a customer. When a combination of attributes have a substitutive effect, it refers to attributes which could replace one another. To exemplify, the attribute Level of Effort can occur with high level of effort and low level of effort and are substitutive of each other, as in no combination the two attributes within one transaction will strengthen the effect of influencing the extrinsic motivation of customers leaving feedback on online platforms.

5. Discussion

This section highlights the most remarkable findings of this research, as well as this study's contributions to the existing literature. Emerged from the contributions to the literature, propositions for future research have been presented. Hereafter, the practical implications of this study are shown. Finally, the limitations regarding this study are explained.

5.1 Theoretical Implications

This study has contributed to the existing literature in various ways. To elucidate, presumably there are three different levels at which variance can occur with regard to giving feedback on online platforms. These different levels are; Platform level, Customer level and Within customer level. Variance on platform level is caused by attributes of the online platform, variance on the customer level is caused by attributes of the customer and variance in the within customer level is caused by attributes of the provider and the transaction. Based on the data, the first contribution of this research is: it appeared that most variance occurs on the Within customer level, as nearly all respondents indicated that they sometimes leave feedback on online platforms. There were a few respondents who indicates they have never left feedback, however, none of them claimed that they consistently leave feedback. Therefore, it is stated that the contributed feedback of a customer differs from transaction to transaction (within customer level). This also implies the provider per transaction differs. In order to fully comprehend this matter, the following proposition is suggested for future research:

> *Proposition 1: The majority of the variance occurs on the Within customer level, as the transaction and the provider are major triggers for the extrinsic motivation of customers to leave feedback on online platforms.*

The second contribution to the existing literature is the evidence that confirms that certain attributes that were found in previous studies, do stimulate the impulses of extrinsic motivation of customers to leave feedback. Moreover, these stand-alone attributes were to be connected with a type of extrinsic motivation of the self-determination theory. Hereafter, the most striking findings regarding the attributes and their propositions for follow-up research are presented. Starting with the platform attributes, followed by provider attributes, customer attributes and lastly, the transaction attributes.

Within the category platform, it has been shown that Message Involvement has an effect on the extrinsic motivation of customers to leave feedback on online platforms. Although, within this study it appears that some of the customers find the reminder mails and the pop-up messages (Message Involvement) unpleasant, as they are overwhelmed by the messages they receive of the online platform. This is translated in the following proposition:

> *Proposition 2: The excessive use of Message Involvement of an online platform functions counterproductive regarding influencing the customers to leave feedback.*

Additionally, it has been noticed that the Message Involvement of other online platforms, can also influence the extrinsic motivation of customers to leave feedback on those platforms or not. To exemplify this statement, a customer can be overwhelmed by e-mails or pop-ups of online platforms, such as Bol.com, Booking.com, Airbnb and other online platforms with the request to leave feedback on their platform. For this reason, a customer is less inclined to respond to the requests of all platform, and for instance, solely reacts on the request of Airbnb to leave feedback on the online platform. Or the customers are so overwhelmed by the e-mails that they decide not to leave any feedback at all on the online platforms. This claim could be suggested as followed:

> *Proposition 3: Message Involvement of other online platforms influence the extrinsic motivation of customers to leave feedback on a specific online platform.*

Moreover, the Message Involvement of an online platform demands the customers the leave feedback on the online platforms. This reflects the logic of external regulation, a type of extrinsic motivation of the self-determination theory. It is suggested to investigate this matter in further research to verify this reasoning and perhaps elucidate more deeply on this connection between Message Involvement and external regulation:

> *Proposition 4: Message Involvement as a driver for customers to leave feedback on online platforms reflect the fundamental principles of the type of extrinsic motivation, external regulation.*

The platform attribute, Coupon Treatment, appears to influence the extrinsic motivation of customers to leave feedback on online platforms. This study implies that a discount is a proper way to stimulate customers to leave feedback. However, certain respondents indicated that they do not believe there is an actual chance in winning the proposed price. Therefore, it is suggested for future research to verify whether Coupon Treatment in the form of discount is more effective than Coupon Treatment in the form of the opportunity of winning a price. This has led to the following proposition:

> *Proposition 5: Coupon Treatment by means of providing discount is more effective to influence the extrinsic motivation of the customer, than Coupon Treatment by means of the opportunity to win a price.*

Another interesting angle for future research could be to connect the factor Instrumentality of the Expectancy theory (Vroom, 1964) to this matter. The expectancy theory implies that there are certain conditions under which offering incentives can be a genuine motivating factor (Vroom, 1964). Within the context of this study the instrumentality, which is one of these conditions, implies that the user actually believes he or she has the opportunity to be included in winning the price. At the moment one questions whether this aspect, instrumentality, can be linked to the platform attribute, Coupon Treatment and consequently this proposition has emerged:

Proposition 6: The customer is less inclined to leave feedback on online platforms when he or she believes that the opportunity to win a price (Coupon Treatment) is not realistic.

Furthermore, Coupon Treatment influences the customer by means of demanding feedback on the online platform in order to get rewarded. This reflects the reasoning of the type of extrinsic motivation, external regulation. To verify this rationale, it is suggested to verify with future research:

Proposition 7: Coupon Treatment as a stimulus for a customer to provide feedback on online platforms reflect the essential principles of the type of extrinsic motivation, external regulation.

Continuing with the attribute, Superior Status, is confirmed to influence the extrinsic motivation of customers to leave feedback on online platforms. However, some respondents indicated that to obtain a superior status they did not have to put in much effort. Therefore, once obtained the superior status, the customers did not bother to provide more feedback, as they already were in the program. So, it could be stated that the customer is more inclined to leave feedback before obtaining a superior status, but is less inclined to leave feedback once the superior status is obtained. The researcher suggests this could be elucidated in follow up research with the following proposition:

Proposition 8: Before obtaining a Superior Status a customer is more inclined to provide feedback on an online platform, than after obtaining a Superior Status.

One can question whether the attribute, Superior Status, can be connected with the Valence condition of the Expectancy Theory (Vroom, 1964). The concept Valence of the Expectancy theory entails that the individual perceives the reward as important, when this is the case, her or she is more inclined to be motivated to do the task (Vroom, 1964). Within the context of this study, this implies that the users do not consider the value of the superior status as important. Subsequently, the following proposition is formulated:

Proposition 9: A customer is less inclined to provide feedback on an online platform to obtain or maintain a Superior Status, when he or she do not consider the Superior Status as important.

Moreover, the Superior Status aims to motivate customers to leave feedback on online platforms by means of rewarding them with a status which will provide them with advantages on the online platform, such as a discount on the next transaction or free delivery. Based on the self-determination theory, the type of extrinsic motivation which suits the attribute Superior Status, is external regulation. This could be further investigated by means of the following proposition:

Proposition 10: A Superior Status on an online platform as a motivator for a customer to provide feedback reflect the fundamental values of the type of extrinsic motivation, external regulation.

When considering all attributes of online platforms, the extent to which the customer is acquainted with the online platform, can also contribute to why they leave feedback. Some respondents indicated that

they left feedback to investigate how the online platform functions. This implicates that at the beginning the customer is more inclined to leave feedback, as he or she is eager to respond to the message involvement and to obtain the superior status or coupon treatment. Therefore, the life cycle of a customer on online platforms, can negatively influence the extrinsic motivation of customers. To elucidate, when the customer is new on the online platform, he or she is more willing to react on message involvement and eager to obtain the statuses or discounts. However, when a customer has repeatedly used the online platform, he or she is acquainted with the functions and therefore, less inclined to leave feedback. To follow this reasoning, the according proposition is:

Proposition 11: The longer the customer uses the online platform, the less inclined the customer is to be influenced by the online platform attributes to provide feedback on the online platform.

Additionally, it appears that all platform attributes (Message Involvement, Coupon Treatment and Superior Status) influence the type of extrinsic motivation, external regulation, of the self-determination theory. An elucidative overview is presented in figure 8. For further research, it is interesting to verify this claim by means of the following proposition:

Proposition 12: The attributes of the category platform (Message Involvement, Coupon Treatment and Superior Status) solely influence the type of extrinsic motivation, external regulation.

Within the next category, Provider, support is found for the attribute Feedback. This study shows that when the provider directly requests feedback face to face or after the transaction via a message, the customer is more inclined to leave feedback when they have had a good experience. One can question whether the group of respondents within this study was sensitive towards this attribute. Therefore, this following proposition is suggested to investigate further:

Proposition 13: When the provider directly requests the customer for feedback, the customer is more inclined to leave feedback on the online platform, than when the provider does not requests feedback.

Moreover, the provider provokes a certain feeling of guilt among the customers when the provider requests feedback and the customers do not act upon the request of the provider. The customer might not feel comfortable if he or she does not act. As this reflect the values of the type of extrinsic motivation of the self-determination theory, introjected regulation, the attribute Feedback is connected with this type of extrinsic motivation. To determine this claim, it is suggested to engage this in future research by means of the following proposition:

Proposition 14: The attribute, Feedback, reflects the fundamental values of the type of extrinsic motivation, introjected regulation.

The other attribute, Level of Effort is also confirmed in this study. A distinction is made between a high level of effort, which will result in a positive review and a counterproductive behavior of the provider, which results in a negative review. Another distinction that has been made, is between the provider whom can influence the extrinsic motivation of the customer during the transaction and after the transaction, by means of providing feedback for the customer or engage the customer with a message. An interesting angle for future research is whether the timing of the level of effort of the provider influences the extrinsic motivation of customers to leave feedback differently. For example, one can argue that the level of effort during the transaction has more influence on the extrinsic motivation of the customer to leave feedback, than the level of effort after the transaction. Subsequently, the following proposition is compiled:

> *Proposition 15: The level of effort of the provider during the transaction has a stronger influence on the extrinsic motivation of the customer, than the level of effort after the transaction.*

The level of Effort can also cause a certain feeling of guilt for two reasons. Firstly, the customer can feel guilty when the provider has put a high level of effort into the transaction and he or she does not provide feedback on the online platform. Secondly, the customer can feel guilty when the provider has shown counterproductive behavior (low level of effort), when he or she does not provide feedback on the online platform to warn other customers. This reasoning reflects the values of the type of extrinsic motivation, introjected regulation. To verify this in future research the following proposition is determined:

> *Proposition 16: The Level of Effort of a provider reflects the essential values of the type of extrinsic motivation, introjected regulation.*

It appears that the provider solely stimulates the introjected regulation of a customer, because the provider can provoke a certain feeling of guilt among the customers when he or she does not act upon the request of the provider. An clear overview of this is given in figure 8. An interesting proposition to investigate in future research is therefore:

> *Proposition 17: The attributes of the category provider (Feedback and Level of Effort) can solely influence the type of extrinsic motivation, introjected regulation.*

The third category, customer, is divided into Emotion, Altruism and Loyalty. It appears that the how an individual feels that day influences the customer to leave feedback. It could be stated that the pleasant state of mind is required for a customer to leave feedback on the online platform. Also, the character trait, altruism, of the customer influences the extrinsic motivation. Lastly, this study has found evidence that customers can be loyal towards a certain platform. Since these attributes have been found

within this research, it is interesting to investigate if this matter would obtain the same results in a similar follow-up research. Therefore, the following propositions are compiled:

Proposition 18: If the customer has a pleasant state of mind (Emotion) at the moment, he or she is more inclined to leave feedback on the online platform.

Proposition 19: If the customer is Altruistic, he or she is more inclined to leave feedback on the online platform.

Proposition 20: When the customer is Loyal towards an online platform, he or she is more likely to leave feedback on that particular online platform, than on another online platform.

The stimulation of attributes of the customer reflect on customers acting upon factors which feel as they decide to leave feedback. However, these three attributes could be influenced by external factors, which will strengthen their emotion, altruism and loyalty to leave feedback on online platforms. To exemplify, a provider can create an appealing situation in which the customers' state of mind is enhanced. For example, a hotel owner requesting five minutes of the customer after check-out to provide feedback on the online platform, with a refreshing drink in the lounge, while the customers are waiting for their taxi. Or, for example, a customer could feel altruistic on a certain online platform (loyalty) as he or she feels connected with the community on that online platform. To illustrate, a customer who regularly visits TripAdvisor, is more likely to provide feedback here as he or she is engaged with other customers. In comparison to the infrequent use of Booking.com of the customer, which is not likely to result in providing feedback there. These decisions of customers to leave feedback on the online platform feel as their own, however, they can be influenced by external factors. Therefore, it is still extrinsic motivation and particularly, integrated regulation. To discover whether all customer attributes can be connected with integrated regulation, the following composition is compiled:

Proposition 21: The attributes of the category customer (Emotion, Altruism and Loyalty) can solely influence the type of extrinsic motivation, integrated regulation.

The last category, Transaction, contains two attributes derived from existing literature, namely Expectation and Price Fairness. The attribute Expectation is mentioned by all respondents, and is considered to be an important factor which influences the extrinsic motivation of customers to leave feedback on online platforms. When the expectation is exceeded or when the transaction is below expectation, customers are more inclined to leave reviews. Also, their expectations differ regarding the purchase of a product and a service. It could be claimed that customers more likely solely leave negative feedback regarding the purchase of a product when the experience was below expectation. While the customers will leave feedback on the online platform when the expectation was exceeded (positive feedback) or the experience was below expectation (negative feedback). Following this reasoning, the next propositions are compiled:

Proposition 22: Customers are more likely to solely leave feedback when the experience of a product was below expectation.

Proposition 23: Customers are more likely to leave feedback on the online platform when the expectation of a service was exceeded and when the experience of a service was below expectation.

Whether the expectation is exceeded or whether the experience was below expectation, is also affected by the price of the transaction (Price Fairness). It is proposed that when a transaction has a high price, the expectation will rise and when this expectation is exceeded or far not exceeded, customers are inclined to leave feedback. When a transaction has a fairly low price, the customer will not have high expectations. Therefore, the following proposition is compiled:

Proposition 24: Customers rather leave feedback when the price of the transaction is high.

A customer's expectations is related to the norms and values that the customer has. When the expectation is exceeded, something provoked the customer to be surprised in their expectations which is compiled from the norms and values. Conversely, this is applicable when the experience was below expectation. This is in accordance with the logic of the type of extrinsic motivation, identified regulation, of the self-determination theory. It seems that the attributes of transaction solely influence this type of extrinsic motivation, this is also visualized in figure 8. Therefore, the following proposition is compiled:

Proposition 25: The attributes of the category transaction (Expectation and Price Fairness) can solely influence the type of extrinsic motivation, identified regulation.

The third contribution of this study regards the discovery of new attributes, that seem to be important regarding the influencing of the extrinsic motivation of customers to leave feedback on online platforms. Firstly, it has emerged that the Usability of Completing Feedback within the category Platform, is a compelling factor which has an impact on the customers willingness to leave feedback. To elucidate this new attribute, it refers to the level of ease of completing feedback. This implies that giving feedback can be a long process, with answering open or closed follow up questions, or it could be giving an star-rating, which is a rather short process. Preferably, this study shows that feedback should be shaped into a less time consuming star-rating. Based on this logic, the following proposition is compiled:

Proposition 26: Customers are more inclined to leave feedback on online platforms when this occurs in the form of a not time-consuming star-rating.

The Usability of Completing Feedback demands the customer to complete the feedback in a certain way. So, in line with proposition 12, it could be stated that, as well as for the other attributes of the category platform, Usability of Completing Feedback corresponds with the fundamental values of the type of extrinsic motivation, external regulation.

Within the second category, Provider, no additional attributes were discovered. In the third category Customer, the importance of the Feeling of the Contribution of Feedback of a customer's feedback is uncovered for influencing customers to leave feedback. This involves that the customer is more likely to leave a review when he or she has the feeling that new information is added to the existing feedback on the online platform. This results in the following proposition:

> *Proposition 27: A customer is more inclined to leave feedback when he or she has the feeling their feedback contribute to the existing feedback on the online platform.*

Besides this attribute, Reciprocity also influences the extrinsic motivation of customer to leave feedback. This entails that the customer feels he or she needs to return a favor based on the actions of another individual. For example, when the customer has used other reviews on TripAdvisor to come to a decision, he or she feels the need to provide feedback to return a favor to the customers that wrote the feedback on which the customer could base their decision. The need to return a favor could also be towards the platform or the provider. The following proposition is compiled:

> *Proposition 28: A customer more likely leaves feedback behind when he or she feels the need to return a favor to other entities.*

These two new attributes reflect on the customer to act upon a feeling as he or she made the decision to leave feedback on the online platform. However, the customers are triggered by for example other customers that left feedback, which supported them to make a decision. This is in line with proposition 21, which state that, as well as for the other attributes of the category customer, the attributes Feeling of Contribution of Feedback and Reciprocity reflect the essential values of the type of extrinsic motivation, integrated regulation, of the self-determination theory.

In the last category, Transaction, evidence have been found that supports that the Specification of the Transaction (product or service) influences the extrinsic motivation of customers to leave feedback on online platforms. Similar propositions as proposition 22 and 23 are applicable with this attribute. So, whether the transaction is a product or a service seems to impact the likelihood of the customer to leave feedback as well. It appears that customers rather give feedback when they purchased services. A possible explanation of this matter is that customers are more inclined to leave feedback when the transaction is a service, since the transaction is ended and the customer has a complete impression of the transaction. When a customer buys a product, for example a fridge, it takes longer to evaluate if the customer is satisfied with the product, as it is not possible to judge this matter after a day or two. When the customer has a holistic impression of the product, most likely a couple of months later, the customer possibly forgets to leave a review. Following this reasoning and to verify whether these explanations have similar outcomes within comparable follow up study, the following proposition is compiled:

Proposition 29: Customers are more inclined to leave feedback when the transaction is a service, rather than a product.

Moreover, within this study it is highlighted that the duration of the stay, the travel company and the travel occasion do have an influence on the extrinsic motivation of the customer. As the duration of the stay could be associated with the opportunity of the provider to engage with the customer with a high Level of Effort, this might be the reason why customers rather leave feedback on online platforms when they make longer use of the transaction. So, a customer is more inclined to leave feedback when he or she stays two weeks in a hotel, rather than when he or she only stay one or two nights. The following proposition is compiled:

Proposition 30: The customer is more inclined to leave feedback when he or she makes use of a long-term transaction, rather than when he or she makes use of a short-term transaction.

With regard to the travel company and the travel occasion, it is argued that this will adjust the expectations of the transaction, however, it will not affect the reasons to provide feedback on the online platforms. Therefore, similar propositions could be compiled as composition 22 and 23. Moreover, the new uncovered attributes related to the transaction, reflect upon the customer to act upon equal logic as proposition 25. A customer's expectations are formed by their norms and values. An exceeded expectation is provoked by a customer whom is surprised regarding the transaction and opposed when an experience is below expectation. Therefore, these attributes can be connected with the type of extrinsic motivation, identified regulation, of the self-determination theory. This is also displayed in figure 8.

Concluding, within this study there are new attributes uncovered regarding the possibilities on how to influence the extrinsic motivation of customers to provide feedback on online platforms. It would be interesting to further investigate these attributes in a follow up research and therefore the following propositions are established:

Proposition 31: The stand-alone attributes, usability of completing feedback, contribution of feedback, reciprocity, duration stay, travel company and specification of the transaction affect the customer's extrinsic motivation to leave feedback on online platforms.

Proposition 32: The stand-alone attributes, unwillingness to make an effort and prefers direct contact with the provider negatively affect the extrinsic motivation of the customer to leave feedback on online platforms.
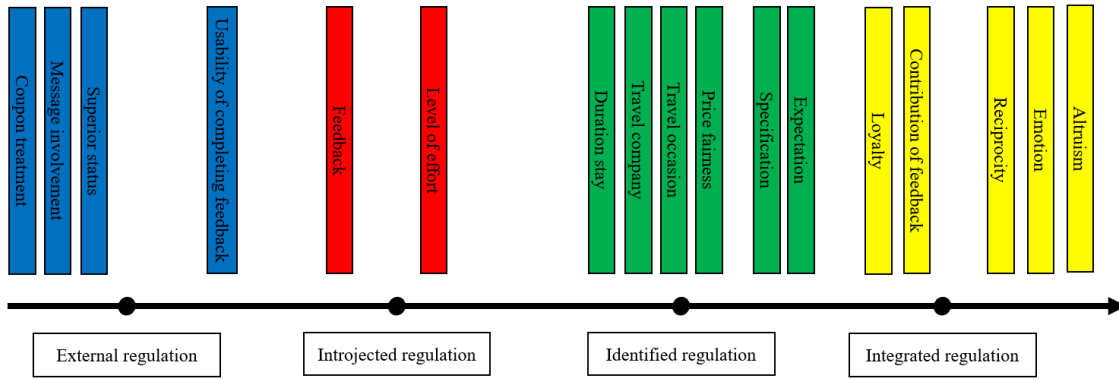
Figure 8. Type of Extrinsic Motivation with Attributes

According to figure 8 and following the previous reasoning, a remarkable finding is discovered regarding the different levels and their categories with the corresponding attributes to the self-determination theory. It appears that the attributes of specific categories can be interlinked to a certain type of extrinsic motivation. The attributes of the category platform (platform level) are associated with external regulation. Moreover, the attributes of the provider (within customer level) are linked with introjected regulation. Additionally, the attributes of the transaction (within customer level), are connected with the third type of extrinsic motivation, identified regulation. Lastly, the attributes that belong to the customer (customer level) are attached to integrated regulation. This implies that each category and attribute influences a different type of extrinsic motivation. Whereas the attributes of the platform shows to trigger the least autonomous form of extrinsic motivation and the attributes of the customer indicate to influence the most autonomous form of extrinsic motivation. It is interesting to consider whether this statement can be verified in future research, therefore, one is referred to propositions 12, 17, 21 and 25 which reflect the corresponding propositions.

The fourth and the most important contribution of this study to the existing literature is that a stand-alone attribute has less impact on the extrinsic motivation of customers, rather than a valuable combination of certain attributes. It is to be said that there are different combinations of attributes possible within the configuration, this is also referred to equifinality. The most common combination of attributes within this study are compiled into configurations. These configurations of attributes seem to derive from the necessary attribute Expectation of the category Transaction. When the expectation is either exceeded or not exceeded, it seem to trigger many customers to write feedback on online platforms. Another necessary attribute of transaction seem to be the specification of the transaction, service and product. Based on foundation attributes, the configurations are built up. With the principle attributes as a starting point, Message Involvement is a reoccurring attribute, which reminds the customers by e-mail and pop-up messages to leave a review. Moreover, the provider has a key role within the process, as with his behavior he or she can influence the customers to leave negative feedback (Low level of Effort) or positive feedback (Feedback and High Level of Effort). It seems that the four pathways, showed in a aggregated configuration, grasp the comprehension of the synergistic process of

stimuli of the extrinsic motivation of customers to leave feedback on online platforms. Necessary attributes to enter the configuration seem to be the expectation of the transaction, the specification of the transaction and a certain type of message involvement. The other attributes contribute to the likelihood for customers to leave feedback, but are not compelling attributes in the configuration. It would be interesting to see these configurations under further investigation, therefore the following proposition is compiled:

> *Proposition 33: Configurations regarding attributes that influence the extrinsic motivation of customers must contain an exceeded/below Expectation of a service of product (Specification) and a type of Message Involvement.*

The last contribution to the literature is a reflection on the proposed theoretical model within the research framework. As this study assumes, there is variance within the three levels of the proposed model, as the variance can occur on the platform level, customer level and the within customer level. This study indicates that almost all customers sometimes leave feedback behind on online platforms. Therefore, most variance is assumed to occur on the within customer level, as every transaction differs and has probably another provider. An additional finding within this study, is that other platforms can influence customers to leave feedback or not by means of their attributes. For example, the overwhelming effect of the overkill of e-mails and pop-ups has a contradictive effect as customers are less likely to be influence by these types of Message Involvement. Therefore, an additional layer, External platform level, has been supplemented in the model, which is visualized in figure 9.
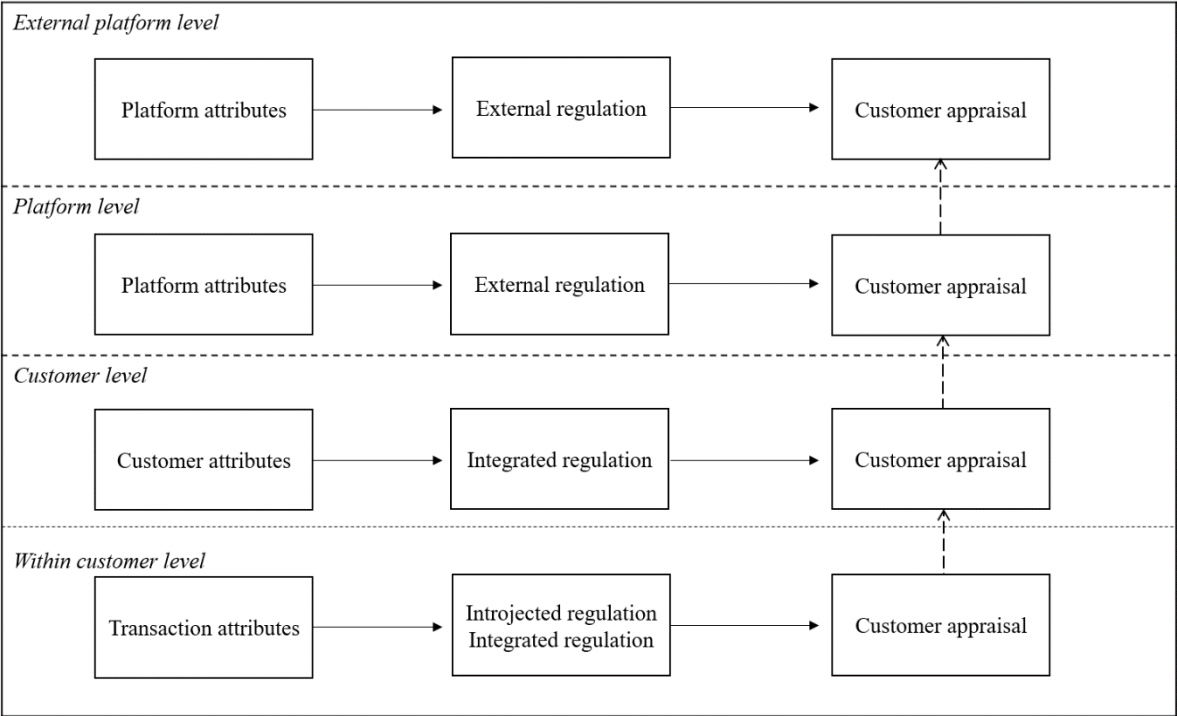

Figure 9. Reflected Research Model

Within the adjusted research model the types of extrinsic motivation of the Self Determination are also interlinked with the corresponding category. As the additional layer has the same attributes as the Platform level, it is presumed that the layer is linked to external regulation, similarly as the Platform level. An interesting angle for future research reflect the specific impact of the External platform level on the extrinsic motivation, which results in the following proposition:

> *Proposition 34: The External platform level has a negative impact on the extrinsic motivation, external regulation, of the customer to leave feedback on a particular online platforms.*

Furthermore, it is interesting to study the other interrelated levels with the specific types of extrinsic motivation to fully comprehend the interrelations. A proposition is compiled

> *Proposition 35: The attributes of the category Customer (Customer level), are related with the integrated regulation of the customer to leave feedback on online platforms.*

To elucidate, an overview is presented in appendix VIII of the propositions presented in this section.

5.2 Practical Implications

Based on this study, two practical implications could be suggested. Firstly, this implies that the customer has no control over how the platform deploys their Message Involvement or how the platform compose their Usability of Completing the Feedback. This study provides detailed information for platforms who want to engage with their customers by means of their feedback. This study suggests that platforms should investigate in their Message Involvement and their Usability of Completing Feedback, rather than on Superior Statuses or Coupon Treatment. Based on this data, e-mails and pop-ups are effective tools to reach the customer in order to influence their extrinsic motivation to leave feedback on the online platform. Additionally, the online platform can use information of this study to shape their design for completing feedback. This study suggests that this format should be easy to fulfill and preferably in a clicking execution, by means of ratings. This study proposes that the majority of the customers prefer ratings over reviews, as ratings are less time consuming and easy to complete.

Secondly, the customer has no power over the provider and how he or she behaves. The customer cannot change the Level of Effort of the provider, nor if he or she requests Feedback of the customer. Providers seem to have a strong impact on the experience of the transactions that regards a service. Therefore, this study suggests to providers that offer services, to enlarge or maintain the level of personal contact with the customer, to show the customer their Level of Effort. Take into account which is accepted behavior and which is not, as this will cause the customer to perceive low level of effort of the provider. Additionally, it is recommended for the providers to request feedback face to face with the customer, as this will trigger the extrinsic motivation even more for customers to leave feedback on online platforms.

5.3 Limitations

There are several limitation of this research highlighted in this section. The first limitation related to the fact that respondents in this study may not perfectly recall the reason why they left feedback on the online platform. The researcher tried to limit this by reviewing the transactions together with the respondent in their personal account on the used online platforms and verifying whether feedback was provided or not and why the respondent decided to act this way. Secondly, the only angle which is been taken into account, is the perspective of the customer. To gain a holistic overview of the attributes it the insights of the platform and the provider are limited within this study. Thirdly, one can question if the results of this study is generalizable, which will become elucidate during follow up research. Lastly, the researchers could have gained more insights by observing the online platforms to uncover more attributes that they use to encourage customers to write feedback. However, due to the timeframe, this was not possible.

6. Conclusion

Within the last chapter of this study, the aim is to elaborate on the research goal, which was *''to explore different types and antecedents of extrinsic motivation of customers to leave feedback behind on an online platform''*. Within this study a distinction has been made between attributes of four types of categories, which embody the power to influence the customer to leave feedback. These four types are platform, customer, provider and transaction. There are certain attributes which have a larger impact than others on the extrinsic motivation of customers to leave feedback on online platforms. It also appears that a certain combination of particular attributes of the different attributes, have a synergistic effect on the extrinsic motivation of customers to leave feedback on online platforms. Within this study, the researcher was able to establish four different configurations, which contribute to the comprehension of the different attributes which affect the extrinsic motivation of customers to leave feedback on online platforms.

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Appendices

Appendix I   -   Interview Transcripts

Appendix II   -   Coding Scheme

Appendix III   -   Coding per Transcript

Appendix IV   -   Coding per Category

Appendix V   -   Reporting Transactions

Appendix VI   -   Influence within Levels

Appendix VII   -   Overview of Attributes

Appendix VIII   -   Propositions

Appendix I – Interview Transcripts

The interview transcripts can be requested, as they are presented in an additional file.

Appendix II – Coding Scheme

Interview transcript – quote	Open coding	Category – platform
	70	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 III – Coding per Transcript

The coding schemes per transcript can be requested, as they are presented in an additional file.

Final Codes	
Category – Platform	- Message Involvement - Coupon Treatment - Superior Statuses - **Usability of Completing Feedback**
Category – Provider	- Feedback - High Level of Effort - **Low Level of Effort**
Category – Customer	- Emotion - Altruistic - Loyal - **Reciprocity** - **Unwillingness to make an Effort** - **Feeling of Contribution of Feedback** - **Prefers Direct Contact** - **Circumstances**
Category – Transaction	- Expectation - Price Fairness - **Duration Stay** - **Travel Company** - **Travel Occasion** - **Specification**

Category Platform

Message Involvement

Respondent	Quote
1	*No, I don't, actually. Then I'm already working on other things, then I'm at work or at school and then I get an email and I just see the title. An email from this server and then I think: to the trash.*
1	*And during dinner you have dirty hands and fingers and you do get a confirmation; what did you think of this order? But then you are already eating. To still be busy with your phone, you often have it on the side and when you are finished you have a coma moment after dinner. So then I don't feel like doing it.*
1	Then, I think via Facebook, I was asked if I would like to indicate what you thought of that place where you had been.
1	But those are push messages in those games. If they ask you while you're playing, give us a rating and you'll get a reward. Then I think; I don't have a lot of shame on my Appstore game account. For bonuses on those platforms I think; I give you a rating. Do what you want with it and then I sometimes give positive ratings with those push messages.
1	It's really the push messages you get, those are in your screen and ask you; Do you want to leave a rating now? Yes/No, and then you get this or this. *If it was in the mailbox of that game and I wouldn't get anything in return, I'd think: megh, never mind.*
1	So, actually, at the PlayStore, you do it most often? <u>Yeah.</u> And particularly by means of the push messages? <u>Yes, and because there's a reward for those games.</u>

2	*I indeed get those emails. Give a review about that and that order, but I will remove those immediately from my inbox.*
3	With most online platforms you will also receive an email and sometimes even more than one. So, most of the time I do it, as I think; now stop sending me these emails, please.
4	I think we were in the car the next day and I got an email from Booking.com. I think it has to do with that.
4	*I don't really do that either. Because then you are using the app for example; you are on Facebook. And then you get a message; rate the Facebook app now. Then you press the number of stars and you are now forwarded to the Appstore. Then I am like: I was just checking out Facebook.*
5	Maybe because I was already in that program and that I did receive that email, but that wasn't in my thoughts anymore
5	I think it's that wherever you buy something these days, wherever you do something, you're asked if you want to leave a rating. I'm one of those people who thinks… I'm just not someone who wants to leave a rating all day long.
5	**I think when it's really just a push on a button, that really helps**. What annoys me is that you get email after email, and another reminder. Then I think; I once ordered something, but now it's okay. Nowadays, if you already call a customer service, you already get an email on your mobile. So you are a bit overwhelmed with things like that. When I really order something, I understand it because then something is really delivered. **I'd rather see it as something like one click and you'd bedone, not that you have to write a lot of text.**
6	I would directly start the laptop, when I receive an email of TripAdvisor, but it works, even though you know it does. It's advertising, you know it's advertising and yet it works. Very crazy.
7	*But I find it extremely annoying, not only at Booking.com but when I bring my car to the garage, the next day I get an e-mail, are you satisfied? You know... you're being flooded with it right now. Actually too many times.*
7	*If it happens really quick, then I will do it.* **You know what it is, you will probably stay in hotels one time, you won't come back. So, I do not really care to be honest. Of course it's easy to think about it like that,** *but because you're so overwhelmed by the amount of the requests, you just let it go*
8	I'll fill those mails in. Whether I am satisfied.
8	*I didn't fill it out, because, yeah, what are those credits? Then I first have to find out what those credits are. Is this for a little discount, how do I find out... I think that's too much hassle again and then I don't even think about it.*
8	Earn 20 credits. Why 20 credits, why don't you just write down; get a 5 euro discount on your next order? Just simple.
9	those mails are counterproductive. I find that only annoying. I think they are also standard in my SPAM as well as in the SPAM...
9	You get so many different mails, I don't need one after every purchase... a book at Bol.com for example, I don't have to get a reminder the next day of how awesome that book is. I find that only annoying. This is also the fact that Bol.com is a very large chain. Then I think something like, those ratings have already been given. I think it's less worth it.
9	*That mail literally goes into the trash.*
11	I use the travel platforms a lot, especially hotel.com or booking.com. What they do cleverly, is that you get 2 or 3 times a notification; you still have so many days to leave a review. That makes it sometimes that I still react...
11	I'll use those reminders.
12	At Airbnb you received an email asking if you wanted to give feedback. And you get feedback yourself, as well as the one who has been there. So, well then

	I thought, I got feedback, so I think it's nice to give back some feedback myself.
12	when your order is in, you can indicate it's in. And as soon as you indicate it, it's in, and otherwise you can open a dispute with the seller when it hasn't arrived... but when it has arrived, I say it is in. And then you get a screen where you can pass on a rating, so you don't have to do anything extra for it yourself. It pops up. They ask for it. So when they ask for it, I do it.
13	I always get those mails, but I don't really look into it. I don't actually open it.
15	And in other cases I have sometimes given 5 stars or 4, or whatever given a number of stars. Because every time you open the app and then you get that pop up every time. And if you only do that assessment once, then you're done with it.
15	*I click them away so many times, that I forget to unsubscribe in order to get those mails at all. Booking.com throws out an email every time, reviews your last stay at this and this hotel. Within a week I have 6 extra messages in my inbox.*
15	because they sent a message to me. The host has reviewed you, send a review to see what it is.
16	Then I received an email from Booking.com asking me if I wanted to leave a review about how I experienced my stay. Then I thought through the mail; maybe I can just let you know for a while.
16	I do look at my mail a lot, so I'll get it over with. Despite a lot of Spam mails.
17	Coincidentally, I did respond to such an e-mail the other day.
17	Once in a while I do it, if I like the price. That's what I think, let's do it once in a while. But from experience you don't win anything.
17	And then when you opened the app, you were first asked to leave a review, then sometimes you did.
18	I think that at a certain moment I got an e-mail with; do you still want... and then that e-mail kept coming and then at a certain moment I thought then I give but a review, then I'm done with it. Because sometimes they keep on sending mails, you don't want to judge this.
19	Because at Booking,com, I ignore that a lot, but then you can easily click on 5*. That's literally three clicks, they've made it very easy. Which is of course very clever
21	the platform asks for it and via email and then you can leave a review. If you like it, I will do so. Then an email like that will help. Then you will also be reminded. You don't think about doing that from your own point of view. And if you look at an email about it...
22	Usually I do it on the basis of a reminder of one of those websites
22	Without that reminder, there's even less chance I'm going to do it.
22	Yeah, if you've been to the dentist, or to the physio, or you've had a phone call or whatever. For every mail you get it says, take a few minutes to complete this questionnaire.
22	It's kind of a logical step in your app. After the ride you will get a pop-up in your screen with a rating 1-5*. So it's pretty easy to do it. You have to click on your screen, so you can either click on the cross or on one of those stars. It's very simple.
24	I'm not responding to those mails. It must remain voluntary.
24	At Booking it's sometimes so annoying, because every day you get an e-mail like this after your stay. I have better things to do.

Coupon Treatment

Respondent	Quote

1	*That's a chance to win 50 euros and I'm thinking... no... For me those things don't really help.*
3	At Zalando, I could win something if you left me a review. Same for Bol.com
3	usually to earn shop credit, well I think only to earn shop credit.
4	Then you get an email; next time you use Bol.com you get 2.50 euros discount and you think that might come in handy. It will take you only 1 to do it.
5	Via Booking.com, as soon as I wrote a review, I'll get something in return.
7	**Look, I'd just like to let the hotel owner know as a guest that I wasn't satisfied and then I expect him to do something with it.** Not the other way around. Not that Booking is going to make me feel good; I give you a discount, because then you leave some reviews behind.
8	Yes, the reward of filling in a review and the idea that what you do, that something is actually done with it. Now I often think that it just stays there.
8	Earn 20 credits. Why 20 credits, why don't you just write down; get a 5 euro discount on your next order? Just simple.
9	Look, then it's going to be interesting. No, it's a bit of a problem. Look if you can get a discount with super little effort, why not? That would at least be a trigger to do it, at least now I don't do it with that kind of thing. If I could get a discount for something, I'm still a Dutchman, then maybe I would, because it's chill for your next purchase after all.
9	I think maybe that's stingy, but when you get something in return. So that you get discount or I know a lot of what. Then I would do it and if it is so much more than expected I would do it too.
10	Large platforms I do have accounts, like bol.com and Zalando. I've never really left a review there, just because I feel like it's going to disappear into the crowd anyway. There are so many people who have already done that. And I've gotten some of those mails whit a discount or something, but somehow I don't really do that anyway. Or I just don't read it properly, then I click on it and put it away immediately.
10	At webshops like Zalando or Bol.com I am less inclined... but if there is a discount code for 10%, or something else, then so be it. For example, you get a 10% discount if you subscribe to the newsletter, then I sometimes do a new email address, one from school or something to get the discount. So that certainly triggers it.
17	Once in a while I do it, if I like the price. That's what I think, let's do it once in a while. But from experience you don't win anything.
22	Sometimes there's a reward in it, though. Have a chance to win this and that, but I don't believe in that. That won't let me write a review soon.
23	unless I get a 10% discount on the next purchase. But that is also a kind of bribery.

Superior Statuses

Respondent	Quote
5	Because of the reward I am now in a Genius program, which gives me a 10% discount on my next stay.
5	Maybe because I was already in that program and that I did receive that email, but that wasn't in my thoughts anymore
6	They do at TripAdvisor, then they say so many reviews and then you have so many stars. To drive people crazy. You are the number so much in Borne that...
7	*I'm now a Genius member, so to speak. I now get a 15% discount on most locations.*

| 11 | *You'll get that Genius status in no time at all. That doesn't make you book 2/3 nights a week, you have the same status as someone who, I don't know what the conditions are, but who, for example, books 5 nights a month.* |
| 11 | *There you get also a status by the way, there it is, I have my rewards because I book so much, I have a Gold status and they do that very cleverly.* |

Usability of Completing Feedback

Respondent	Quote
1	*Sometimes I find it rather annoying to leave a review. Then you have to log back into the site and I don't always feel like it. Then I have to leave my details again.*
1	If it can be anonymous, I'm more inclined to leave a review.
1	It's gotta be easy to use. It shouldn't be made impossible for me to ask for my money back or to write a review. And that I do indeed have to take those 10 steps.
1	I don't even know where to put a rating on Zalando, actually.
1	It's really the push messages you get, those are in your screen and ask you; Do you want to leave a rating now? Yes/No, and then you get this or this. *If it was in the mailbox of that game and I wouldn't get anything in return, I'd think: megh, never mind.*
3	But most of the time you have to do a review like this, it's not just stars or numbers, you also have to add a lot of text. And most of the time I don't know what to say about it. Usually, I just use keywords.
3	I think it's the same at Zalando. You can give minus and plus points. So, then I will do it.
4	**When you see the stars, you click on a 4 or a 5 or a 1 or whatever and you're done right away.**
5	In addition, I was received very well there and got to know people there. I had a very positive experience there, and I would like to share it. As you can see, I am a man of few words, more of the ratings.
5	**I think when it's really just a push on a button, that really helps**. What annoys me is that you get email after email, and another reminder. Then I think; I once ordered something, but now it's okay. Nowadays, if you already call a customer service, you already get an email on your mobile. So you are a bit overwhelmed with things like that. When I really order something, I understand it because then something is really delivered. **I'd rather see it as something like one click and you'd bedone, not that you have to write a lot of text.**
6	And then when you can click three times to leave a rating, you do it again. Then all you have to do is click, it's already exemplified. And I just like to click and also to tell something.
7	***These are the final results. You don't know what actually happens to your review after that.***
8	***Because I don't know what's being done with my review and it takes me time.***
8	You get that reminder mail at night, for example. Then I often don't feel like it anymore and the next day I forget it. When I'm back at work for a while, I see it, and then I think yes, I can do that quickly. It depends on whether I can motivate myself to fill that in.
8	That there are a few questions below such as; was the order on time? Are you satisfied with the product? If not, why did you send it back a little short, simple questions.
8	I am more a click person.

8	I think online platform, where to look and where to go to for leaving a review? Then I always think, never mind.
9	the easier the better. That would certainly be useful if it would be easier.
10	all the Airbnbs I've booked, I've left a review. Also because they are reviewing again. If you want a room, they will also see if you are a evaluated good. Uber I always do a review but that always happens fast.
10	Which is often the case, like those apps I have on my phone, like, Bol.com, I don't know if they have an app, but often you will get a message with you have been to this hotel last week, leave a review. When I'm on my phone, just click on it and I'll think, fill in the form. Or at Uber you are already on your phone and then you just click on it. Also because it's a mobile app, I think I've written all my reviews over the phone, because it can be done quickly. I think that also plays a role, that when I get a notification through the app that I can fill it in more easily. And that I do it faster.
12	when your order is in, you can indicate it's in. And as soon as you indicate it, it's in, and otherwise you can open a dispute with the seller when it hasn't arrived... but when it has arrived, I say it is in. And then you get a screen where you can pass on a rating, so you don't have to do anything extra for it yourself. It pops up. They ask for it. So when they ask for it, I do it.
12	Yeah, if I get it right after my stay. Then I get a notification with rate your stay. Then I can tick those asterisks and then I'll do it like this. Then it's still fresh. Then I also have a feeling for it.
13	because you're dealing with people, and you're rating those people. So then I often do it. In Malaysia and London, for example, I did use it. And you can have a nice chat with someone like that. They also speak a lot of English in Malaysia, so I think it's important for them to leave a review. Of course you can rate between 1 and 5 stars. In my opinion, this is more important than a larger company.
13	When your cab ride is over, the system shuts down. Then you get a message; what did you think of it. And then you give 5 stars and that's what we did, that's all.
15	I find it annoying to add extra text.
16	However, Booking.com is quite a questionnaire before I could post that review. And that's a problem for me too. I just want to be able to fill in a few things, quickly, about what I thought of it. And not having to turn every page, to answer a few more questions.
16	Stars are of course even easier, but a small story can't hurt either. But that's also something different than turning a page every time, to fill in something again. Everyone only reads a short part of the review, so why should you fill in so much yourself?
17	I just remembered that I leave reviews on Uber, too. Also because they specifically ask for it, it doesn't take time and if I give it to someone very nice, I give them an
19	Because at Booking,com, I ignore that a lot, but then you can easily click on 5*. That's literally three clicks, they've made it very easy. Which is of course very clever
22	I have one here, I just said that especially the nine plus and the unsatisfactory ones would come back. Usually it is, but I have one and that one is a 7. That's a bit at Bookin.com. You don't give a grade. It's not, a number from 1-10 and what kind of number do you give the hotel. They will calculate the number for you. If you've done it a few times, you'll understand how it works, but if you just fill in the questions about how they deliver it; they won't ask; how was your stay, but then they ask; what did you think of the location, what did you think of the staff, what did you think of how clean it was, what did you think of

	the food, etcetera. Then they calculate an average. I think this would have resulted in a 7. I think I probably wasn't very happy on one or two aspects, or just very happy, and that's why I started to fill in a review, but in the end I ended up with an average of a 7, so to speak.
22	It's kind of a logical step in your app. After the ride you will get a pop-up in your screen with a rating 1-5*. So it's pretty easy to do it. You have to click on your screen, so you can either click on the cross or on one of those stars. It's very simple.
22	You have to click on something and if you have to click on something, you might as well click on a star. And they also make it easy for you to add a little extra. You don't have to start typing; for example, the guy makes good jokes. But then it says; he was funny, he was friendly. They're some sort of prescribed tips or compliments you can give. You can just tick them too.
22	At Booking.com, I started it once and then I stopped it. You have to give it a title, and you have to give it a description... you have to think about it, so to speak. Uber is an easier one, because then you click three times and you're done.
22	And I think that's Uber's immediate disadvantage. I give it easier, but it's worth less. Everyone gives each other about 5 stars, so it's not that much.
22	Someone who gets up from his car and lifts your suitcase and has a nice conversation deserves 5 stars. But also someone who stays seated and is just not annoying and takes you from a to b, this also gets 5 stars.
22	the easier they make it, the sooner I do it. Booking.com feels a little easier than Airbnb. Because you do walk through a menu and you can tick things. Eventually you have to type something and with Airbnb there is more quality and a story to type.
24	TripAdvisor is the leader for me. That's what I look at the most. At Booking.com the reviews are often shorter. Positive or negative is often dismissed with a line. At Booking you often have to search for a long time about the information of a parking space, whether the Wi-Fi is good or not. That kind of thing is not really included. At TripAdvisor you are simply required to enter 120 characters nowadays

Category Provider

Feedback

Respondent	Quote
3	Airbnb, because it was successful. I had a positive experience. And they asked for it in the chat.
3	I think because he also asked for a review in the chat and that he was going to leave me a rating or review and then you get the other way around if you also leave a review, then you can also get a review back. I thought, that's good for my profile.
4	He picked us up from the parking lot. And he showed us around and everything, he was very hospitable. After the stay he also asked if I would like to leave a rating.
7	*If it happens really quick, then I will do it.* **You know what it is, you will probably stay in hotels one time, you won't come back. So, I do not really care to be honest. Of course it's easy to think about it like that**, *but because you're so overwhelmed by the amount of the requests, you just let it go*
9	For example, if someone asks me to write down a reaction and I'm really satisfied, I think I'll do it faster than I have to do it on my own.

9	If he asked me that and I'm really satisfied, I'd rather do it than just do it all by myself. **It does also depend on whether you have had personal contact with that man** and whether you grant him to leave a reaction.
9	I think this man, the owner, has asked me to leave a rating
9	That man specifically asked for it. It was a very small hotel, very cheap I remember... and it was all very good, we expected much less of it. That's why we were satisfied. Also a nice man. That's why I did it. This man deserved it in my eyes.
10	I also gave a review there, because she also asked for it.
15	If they ask me personally, I could indeed do it.
17	I just remembered that I leave reviews on Uber, too. Also because they specifically ask for it, it doesn't take time and if I give it to someone very nice, I give them an excellent review! And they can judge me by the way!
17	Actually only when I am super dissatisfied or when I am very satisfied. I think that when I'm on holiday and I liked the staff very much. When they ask me if I wanted to leave a review, I sometimes did.
19	He just asked for it.
20	or people asking for it. For example, a new restaurant that has just started. You've just eaten well. They ask what it was like and it was good. They also ask me to write a review, because that's good for them, so I'll do it too.
20	In India we happened to stay three days with the same lady, and she was very sweet. She also asked for a review, so we did. But that's also because you get a bond with them. Then the review is more about how nice she is, than about the real stay. As far as that's concerned, it does matter, if you come to someone's house for a week, then you'll sleep in a hostel somewhere for a night.
21	If the people have been, if we've been welcomed. If we are well helped, for example at a hotel in Rome, that woman was very sweet. They have helped us with everything, with tips and where we can go. I like that. With those people you have a click and then you want to leave a review for it. They also asked if we wanted to do that. That's what I do.
22	Not really any more in the meantime. Because everyone asks. It's a kind of reminder. It's a bit like a reminder email, only a bit earlier. Right after the experience. I think it increases the chance a bit.
22	It could be the convincing factor. That I would like to do it and that they ask and say that it is important to them, then it may be the compelling factor.
24	They often ask for a review, but no.

Level of Effort

Respondent	Quote
1	but those people were just so kind. They arranged breakfast for us, they were still at the reception until late in the night. Well, then I thought this is a really nice place for students to go.
1	So, actually, at the PlayStore, you do it most often? Yeah. And particularly by means of the push messages? Yes, and because there's a reward for those games.
3	It was a very nice stay and the people were also very sweet, they were waiting for us. They were very helpful, they all had folders on the table with all the sights, what you could do and where you could eat. All about the Czech Republic actually. Background information, that was nice.
4	And that man had put his apartment online for the first time. And you could message him and he immediately messaged back. He also recommended fun things to do in the city.

4	He picked us up from the parking lot. And he showed us around and everything, he was very hospitable. After the stay he also asked if I would like to leave a rating.
5	In addition, I was received very well there and got to know people there. I had a very positive experience there, and I would like to share it. As you can see, I am a man of few words, more of the ratings.
6	The man who rented the boat was the ravel master himself and he had all kinds of wonderful stories. So in the evening it was very nice
6	Then you arrive at a pension of an old lady, well a woman of age, and then she is very caring. She had a room, a little overdressed all with stuff, but all very cozy. Really a typical German, and then the next morning breakfast. Really, it was just the two of us, but that table was really almost too small. There were lots of things, and strawberries, as if you were visiting your grandmother. That idea, isn't it? That whole pampering is probably in her nature and you like that very much.
8	Someone reacts quickly or hesitantly, neatly or not neatly. I find that important at times.
9	That man specifically asked for it. It was a very small hotel, very cheap I remember... and it was all very good, we expected much less of it. That's why we were satisfied. Also a nice man. That's why I did it. This man deserved it in my eyes.
10	'wonderful place, there is much organized and there is a nice atmosphere.'' We played beerpong tournament and we won a bottle of gin! So our evening can't be better. The owner was also a good guy. So, I also gave a 10. So, that guy reacted; ''thank you so much''
11	To return a favor to the people who also helped me, yes. I'm not the type to put those long stories on it, because I don't read them myself. I just think it's important to see, what stands out? Like last time I was in a hotel and then the service was really great. They thought along with me, that's a reason for me to leave a positive review, while the room was very normal, but met the expectations.
12	the service was just good, too. Yes, I thought it was just as important to mention that for the other users as well. He was just a very decent man...
12	the apartment was as shown in the pictures, the facilities that were mentioned were actually like that. But even this man was extra friendly and he doesn't have to be like that. He will get his money anyway. The service around it...
13	because you're dealing with people, and you're rating those people. So then I often do it. In Malaysia and London, for example, I did use it. And you can have a nice chat with someone like that. They also speak a lot of English in Malaysia, so I think it's important for them to leave a review. Of course you can rate between 1 and 5 stars. In my opinion, this is more important than a larger company.
14	with winter holiday, when you're there for a week. If you notice that the host is a very nice guy, I would leave that behind to do him a favor.
15	Those extra offers would probably help.
17	Actually only when I am super dissatisfied or when I am very satisfied. I think that when I'm on holiday and I liked the staff very much. When they ask me if I wanted to leave a review, I sometimes did.
17	Look, I have to say, the roof terrace was really cool and the room was really good for each other. Only I think this completes it. That you have a super nice roof terrace, and staff that was always there for you and helpful.
17	He asked for it and also because he left a review with me.

18	She was just a nice person, and you want... we had a lot of contact with her in the apartment and she wanted to do everything. She wanted to do everything for you. I want to give her a good review. That's what I want to do.
19	I gave it a star rating because I thought that hotel deserved it. The hotel was very good and the man who worked there was very nice. There was a very good price-quality ratio.
19	In view of the hotel, what it looked like, it wasn't very luxurious, fantastic. But what makes the experience so good, is that this man puts a lot of effort into it for you. Very nice and friendly. Very helpful. That personal attention is very important. I also think it's the other way around. If you sleep in a very nice hotel, but you are very shitty helped at the reception. For example, at the reception no one cares if you're there. Or is very unkind. Then I would rather leave a negative review, despite the fact that the hotel room was much nicer than this one.
19	Sometimes I think it's right for them to ask for it, if it's important to them. But sometimes, when it wasn't so good and they ask for it, it can also go down the wrong throat. That you think, I'm really not going to do that for you. You're not that nice at all.
20	Personally, the feeling you get with it. That you are received warmly, that you are cooked for it and that you can have a drink in the evening if you want. At a hostel you are one of the backpackers who comes by for a night. Then little effort is put in you and you put little effort in them. I think.
21	If the people have been, if we've been welcomed. If we are well helped, for example at a hotel in Rome, that woman was very sweet. They have helped us with everything, with tips and where we can go. I like that. With those people you have a click and then you want to leave a review for it. They also asked if we wanted to do that. That's what I do.
22	here because I felt those people deserved it. Because they exceeded expectations in hospitality. We arrived in the middle of the night and none of that was a problem. We could enter the room earlier and she made breakfast every day etcetera. So it was much more than I expected from a hotel or bed and breakfast.
22	The one where I didn't do it... I didn't see that person, I didn't see them, I didn't see them... Of the other 4, I have no idea who the hosts were or the owners.

Low Level of Effort

Respondent	Quote
2	*As long as it's okay with me and as soon as something's wrong, I'm more inclined to call up and ask where things went wrong. What can be arranged from there, instead of leaving a bad/good review.*
3	What I can remember is with Aliexpress there was something broken **or they didn't react**, at least something negative.
8	Someone reacts quickly or hesitantly, neatly or not neatly. I find that important at times.
11	It does matter. It's just a little bit to do with the issue at hand. When it comes to raveler... I sometimes see you being treated rudely in a hotel. I think that's different from the fact that the room is bad. So, if the room is bad, I walk downstairs and then I want another room. But when that is solved, then for me the issue is often over.
23	I had to write another review that was good. It was really a kind of bribe.
24	I've missed that in the current reviews, but also in the hotel itself. In the hotel itself, they often give little information about what is or isn't there in that area.

Emotion

Respondent	Quote
1	*Because it bothers me a lot at times. That I thought it was a really good product and that you were going to use it. Then something goes wrong and I go searching, where did it go wrong and what have I overlooked?*
6	I like to leave a review, a positive review, because I just like when a good service, or good food in a restaurant or hotel. Then I just like to put a cat bell about it.
10	I notice for myself that when people leave a review themselves, how happy I am. And how much I like it.
19	I slept in an apartment there and that apartment wasn't at all what I expected. I had a strange experience. I think the owner wasn't quite mentally well or something. Yes, it really is. I felt really uncomfortable there. That woman was very weird, it was a bit creepy or something.
23	Because I do know that at Booking.com, for example, I sometimes come to a cottage of a small entrepreneur. And then they ask: do you want to leave a good review? How do you find it here? But if you imagine that I'm not that satisfied here, then I don't want to tell you at the moment, but in an hour I'm not going to put it on the negative side. You can really hurt people with that. That's why I think it's very important that you don't do it. It's really painful when you write about it.
24	It's more... How do you say? Decision of the moment. So if I've slept well that night and I'm good at it, then I think yes; let me write something anyway, but I have no obligation to do so. No.
24	It's really how you feel about that day and if you have the time at night. Sometimes you come to a hotel the next day and then you think a bit; I do have some time, let me write about the previous hotel.

Altruistic

Respondent	Quote
1	Because it affects those small-scale entrepreneurs who, of course, want to make something out of their organization. And in a short period of time, you're quite close to each other in a place like this, and then you give those people a chance to get a little more name recognition. Such a small organization will not get in the millions of reviews in a row, and then every review counts, positive or negative. Because if you have the first ten reviews and 5 of them are negative, then people are like; mehh, but did you give 10 and they were all 10 5-stars than people think; oh, that's new, apparently it hits the mark and then people go there.
3	More because I think, when I send questionnaires to someone, I also want them to answer it, for example with school, then I'll just fill it in, all those questionnaires.
5	because then I'm like, this is really a product I'd recommend to others. Then I am 100% behind the product.
5	The example of the laptop, suppose that that had really been a negative experience, then I would have wanted to warn other people as well, I think. However, I prefer to do that with products that are a bit higher in the market, so to speak.
6	Because I like it, to tip up others who are also somewhere in the wild, when you're on holiday, you often come to a place you don't know.

6	I also like to write a review for an entrepreneur, in particular, I find the hospitality/hotel industry very different from Coolblue or Bol.com, which in my opinion are also just dozens of people.
9	If I'm very dissatisfied, I might also leave a reaction, but I've never done that before. I don't think I've ever been really dissatisfied with anything I've booked. But if it were to happen, I would like to warn other people. Then I would leave a reaction.
9	If he asked me that and I'm really satisfied, I'd rather do it than just do it all by myself. **It does also depend on whether you have had personal contact with that man** and whether you grant him to leave a reaction.
9	To let other people know that it is a nice place to sleep and to share my experience with other people. So that they know if it's a good place. That they know better what they can expect. Also because I like it myself.
10	When they have a nice hotel or a nice guesthouse, I hope for them that things will keep on going well and the least I can do is leave a review.
11	Here, for example, this has been a while ago. This was in Dreesden. This was business, top location with beautiful rooms, only the parking garage was not in proportion to the room price. I think I had to pay the same parking fee for two nights as I did for the overnight stay. Look, I thought so... look, the hotel was great, and by this I mean that the hotel is highly recommended, but I wouldn't park the car there.
12	Then I also left a review for other people that my products never arrived, to warn them.
13	because you're dealing with people, and you're rating those people. So then I often do it. In Malaysia and London, for example, I did use it. And you can have a nice chat with someone like that. They also speak a lot of English in Malaysia, so I think it's important for them to leave a review. Of course you can rate between 1 and 5 stars. In my opinion, this is more important than a larger company.
15	I don't actually do it in general. Unless there is a specific reason to do it. For example at Uber, where a driver gets a job based on his ratings. Personally.
17	Yeah, I think so. It's also that when you leave a rating behind, you want to give something to the people who come after it. So I'd rather do it at a Booking.com than at a product.
17	Sometimes you've booked an 8 and then Booking.com will tell you it's an 8. And in the end it's only a six. Then I think so, let me help people and leave something behind.
17	And you really saw that they did their best to get everything done, so I think they deserve something for it.
19	think I only do it when there was something exceptionally good or exceptionally bad. So for all good experiences, for everything that is normal, I don't do it. Unless something was really bad or really good, which I find important to share with other people. So that they are prepared for it.
19	When I have a very bad experience with a hotel, where really a lot of things were not good, then I would share it rather than it was just fine, because then you have something that you can warn other people about it.
19	If you have something that makes you think, wow, this was really great, then you should share it with other people as well. So you can give those people a good experience, too.
19	I gave it a star rating because I thought that hotel deserved it. The hotel was very good and the man who worked there was very nice. There was a very good price-quality ratio.
20	If it's either super good or super bad. Like in India and in Malaga. That was both because it was very bad. Then in this case I don't want the hotel to have

	the money of other people, because they don't get value for their money. That I can protect them from that.
20	Also to warn and also because those people who own the hotel, do not grant new customers.
20	Probably they get 9 out of 10 messages that it was delivered too late or not, or that it's not right or it doesn't fit. I also thought it would be nice if they would get a message with; it's really perfect and thank you.
21	If it's been a lot of fun, I'd like to do it for those people over there. A good review is always fun for them.
21	So that the people know it is good as well.
22	If they need it, so if they have very few reviews yet, but they are good. Or it's a small businessman, who started something for himself, for which I also have sympathy, then I would do it sooner. So at a large hotel, a chain, I wouldn't leave a review as quickly as at a small bed & breakfast, which is run by a small family.
22	In case of negative experiences only if it's really bad or if the current reviews only show positive things and there's nothing negative at all.
22	so that sense of justice. Is the picture correct or not? The sympathy factor. Those are actually the biggest things. Then the next one can take the arguments on board. If I feel like it's already there 10 times in a review, I'm not going to say that again.
22	in this case also to let the staff know for the future, how they can or cannot act.
24	I leave a review as soon as the hotel appeals to me. That's what I think; the next raveler or the next guest will also benefit from it. I am quite a big boy by nature and for me other hotel specifications are important than someone who is lighter and smaller. I also have a dust mite allergy, so it's important for me that it's anti allergenic.
24	I've missed that in the current reviews, but also in the hotel itself. In the hotel itself, they often give little information about what is or isn't there in that area.
24	So that's a reason why I'm still doing a review myself, to remind people; be aware. The bed has a high back end, so if you're tall, think about that.

Loyal

Respondent	Quote
12	because I want to look like a good user if I want to book another accommodation.

Reciprocity

Respondent	Quote
3	*and for other people. I think that, for example with shoes, or those that turn out to be big or small and if you read in the reviews that they turn out to be very small, that you then order a size bigger or not.*
3	More because I think, when I send questionnaires to someone, I also want them to answer it, for example with school, then I'll just fill it in, all those questionnaires.
3	I think because he also asked for a review in the chat and that he was going to leave me a rating or review and then you get the other way around if you also leave a review, then you can also get a review back. I thought, that's good for my profile.

9	That man specifically asked for it. It was a very small hotel, very cheap I remember... and it was all very good, we expected much less of it. That's why we were satisfied. Also a nice man. That's why I did it. This man deserved it in my eyes.
10	all the Airbnbs I've booked, I've left a review. Also because they are reviewing again. If you want a room, they will also see if you are a evaluated good. Uber I always do a review but that always happens fast.
11	To return a favor to the people who also helped me, yes. I'm not the type to put those long stories on it, because I don't read them myself. I just think it's important to see, what stands out? Like last time I was in a hotel and then the service was really great. They thought along with me, that's a reason for me to leave a positive review, while the room was very normal, but met the expectations.
12	At Airbnb you received an email asking if you wanted to give feedback. And you get feedback yourself, as well as the one who has been there. So, well then I thought, I got feedback, so I think it's nice to give back some feedback myself.
15	Anyway, if it's a nice location like this, and they also do a review about me writing, then the least I can do is just send something back.
17	I just remembered that I leave reviews on Uber, too. Also because they specifically ask for it, it doesn't take time and if I give it to someone very nice, I give them an excellent review! And they can judge me by the way!
17	I always think, if you can read what is to be expected, that you also see the bad things, then at least you make a good choice.
17	Sometimes you've booked an 8 and then Booking.com will tell you it's an 8. And in the end it's only a six. Then I think so, let me help people and leave something behind.
19	think I only do it when there was something exceptionally good or exceptionally bad. So for all good experiences, for everything that is normal, I don't do it. Unless something was really bad or really good, which I find important to share with other people. So that they are prepared for it.
21	So that the people know it is good as well.
22	In case of negative experiences only if it's really bad or if the current reviews only show positive things and there's nothing negative at all.
22	so that sense of justice. Is the picture correct or not? The sympathy factor. Those are actually the biggest things. Then the next one can take the arguments on board. If I feel like it's already there 10 times in a review, I'm not going to say that again.
24	I leave a review as soon as the hotel appeals to me. That's what I think; the next raveler or the next guest will also benefit from it. I am quite a big boy by nature and for me other hotel specifications are important than someone who is lighter and smaller. I also have a dust mite allergy, so it's important for me that it's anti allergenic.
24	I've missed that in the current reviews, but also in the hotel itself. In the hotel itself, they often give little information about what is or isn't there in that area.
24	So that's a reason why I'm still doing a review myself, to remind people; be aware. The bed has a high back end, so if you're tall, think about that.

Unwillingness to make an Effort

Respondent	Quote
2	*I've never actually done that before. It doesn't really bother me to do it either.*
2	*I think who am I to complain about that, I'd do it another way.*

2	*Because it's of no use to me.*
2	*It's not that I want to warn other people, or let them know, this is really a great place. I wouldn't do that myself, but I'd like to read it.*
2	*It's not that I'm going to take the effort to write a review, positive or negative, on a particular site.*
2	*I don't have the need to share that with others.*
3	Not in the mood for it, probably.
5	*That I don't give ratings. I'll tell you about it in person. Then I'll talk about whether something was right or not. I don't like sharing everything on the internet. I think that's what it comes down to.*
7	***I don't want to put time and energy into it. I find it very subjective. Someone can really, really like a hotel that is not used to anything. So, I don't do anything with it. For me it's no added value.***
7	***You know, it takes your time. It just takes your time and you already have so much to do in this world.***
7	*If it happens really quick, then I will do it. **You know what it is, you will probably stay in hotels one time, you won't come back. So, I do not really care to be honest. Of course it's easy to think about it like that**, but because you're so overwhelmed by the amount of the requests, you just let it go*
8	***Because I don't know what's being done with my review and it takes me time.***
8	If I feel like it. Yes or no.
14	Because of laziness I think, I do not give feedback
14	No, actually, it's no trouble at all. I just think... Because it doesn't concern myself directly. I don't do it, I don't really think about it either.
16	*I don't feel like it, actually. I don't think about it that quickly. I wouldn't be so quick to go to the website and write a review on my own. Then I would indeed have to receive an email which reminds me to write a review at another time, when I have the time to do so.*
17	Actually, I'm just giving negative reviews when reviewing products. It is not the case that when you are super happy with something, you go to that site again and let me know. I think it's also a bit laziness. At Booking.com you are of course on holiday. If you're traveling, you're in it and then you're asked to leave a quick rating for the next booking. Then you can do it a bit easier.
19	Too much trouble, but also just... I don't know. Sometimes you think, what do I do it for? It comes online somewhere, who can see this? Is this all real? These are also all things that I think... look. The stupid thing is, you get influenced by it when you book a hotel, that you look at the reviews, but at the same time I think of; are these really reviews? Are these real experiences? It's a bit double. I'm convinced of the principle of giving reviews online. That's why I might not do it as fast.
19	I think it's just too much trouble, so many people already write reviews on it. What use is it if I'm going to write a review there as well. And it takes time and I find it annoying to do
20	Because I don't think it's worth it. If someone has a webshop and I order something there. He then delivers it, I think that is the most normal thing in the world. I see no reason to write a review.
20	when it doesn't work for me and it doesn't work for them. So why should I do it?
23	I always think; most of the time I get the products, now I usually say, I now have in mind that I once ordered something from Greetz for Mother's Day and I still haven't received it. That's really annoying and I really want to review it, but I don't have time for it every time.

23	I don't think it's that important either. I think; I just buy something. When I buy an apple and a pear at the supermarket, I'm not going to give a review, you know.

Feeling of Contribution of Feedback

Respondent	Quote
1	*However, I am a little less inclined to give a rating, because they exist and they simply work regardless of whether they get a rating or not. They attract people because of their name. Like a Facebook App or a Tinder App. People use those Apps. They have name recognition, so a rating more or less doesn't make me feel that that name is going to be so badly damaged*
1	Because it affects those small-scale entrepreneurs who, of course, want to make something out of their organization. And in a short period of time, you're quite close to each other in a place like this, and then you give those people a chance to get a little more name recognition. Such a small organization will not get in the millions of reviews in a row, and then every review counts, positive or negative. Because if you have the first ten reviews and 5 of them are negative, then people are like; mehh, but did you give 10 and they were all 10 5-stars than people think; oh, that's new, apparently it hits the mark and then people go there.
2	*Because with a review you don't know whether it will actually be read, yes or no.*
5	I'm like, if you want to buy something and you're looking for it, I dare to say this; in my opinion, this is a really good laptop.
5	I find it less interesting to respond to that, because millions of people do so every day. It's a product that's used by so many people that it's actually well-known. In my opinion, my rating does not contribute very much to this if the product was fine.
7	***I don't want to put time and energy into it. I find it very subjective. Someone can really, really like a hotel that is not used to anything. So, I don't do anything with it. For me it's no added value.***
7	**Look, I'd just like to let the hotel owner know as a guest that I wasn't satisfied and then I expect him to do something with it.** Not the other way around. Not that Booking is going to make me feel good; I give you a discount, because then you leave some reviews behind.
8	**Because then I think it could be an improvement of the service.**
8	Yes, the reward of filling in a review and the idea that what you do, that something is actually done with it. Now I often think that it just stays there.
9	With Airbnb, you often have some personal contact and sometimes you're in the same house. I think you'd rather do it with an accommodation so small than with a very large hotel chain. Then I think that they don't really need it. I don't really think that's worth it, but an Airbnb gentleman who is also quite dependent on his reactions I think...
9	You get so many different mails, I don't need one after every purchase... a book at Bol.com for example, I don't have to get a reminder the next day of how awesome that book is. I find that only annoying. This is also the fact that Bol.com is a very large chain. Then I think something like, those ratings have already been given. I think it's less worth it.
10	Large platforms I do have accounts, like bol.com and Zalando. I've never really left a review there, just because I feel like it's going to disappear into the crowd anyway. There are so many people who have already done that. And I've gotten some of those mails whit a discount or something, but somehow I

	don't really do that anyway. Or I just don't read it properly, then I click on it and put it away immediately.
12	Yeah, because it really makes a difference there. Because it's seen by the other users. When I rate an app that way... no one sees it.
12	*Yes, and the same with reviews of for example google itself. Nothing happens with it. Then I'm not going to do it. Something has to be done with it. I need to see something of it back.*
13	Look if you really have a bad experience, for example via Booking.com, or a flight with a delay or the hotel is full when you get there. Then I would leave a bad review about that. The moment it's really good, probably so, but if I just enjoyed it, I wouldn't do it so fast. So do I with products, you can find so much information on the internet. Each product has so many specifications. I don't think my opinion is relevant for others to buy that product.
16	So they can do something with it. I hope so. I wouldn't say it, because others have to read it too.
17	I remember it was an 8,5, but I wanted to decrease that.
19	You also know that Booking.com reviews... it was a pretty small hotel, I think he also depends on Booking.com, and that it is nice for him to get a high score.
19	I think it's just too much trouble, so many people already write reviews on it. What use is it if I'm going to write a review there as well. And it takes time and I find it annoying to do
20	Some of them already have 4000 reviews, so I guess it doesn't really matter if I'm in the middle of them. When I say it's fine, I give it a 7, then I don't think it really matters.
22	If they need it, so if they have very few reviews yet, but they are good. Or it's a small businessman, who started something for himself, for which I also have sympathy, then I would do it sooner. So at a large hotel, a chain, I wouldn't leave a review as quickly as at a small bed & breakfast, which is run by a small family.
22	so that sense of justice. Is the picture correct or not? The sympathy factor. Those are actually the biggest things. Then the next one can take the arguments on board. If I feel like it's already there 10 times in a review, I'm not going to say that again.
22	I think this had to do with the fact that we chose the hotel on the basis of the reviews. And there were good points and bad points, but this had not been mentioned before. So somewhere to give the new consumer an honest picture, or a complete picture.
24	If it's disappointing and I haven't found it in other reviews, I'll make one.

Prefers Direct Contact

Respondent	Quote
2	*Then I hope that something can be arranged from there. I myself have the opinion that when I call it happens faster than when I leave a review behind.*
2	*I then called Thuisbezorgd, because that's where I placed the order. Then I got a nice guy on the phone, and he said I'm going to call for you at the back of MR Sushi. Then he did and then he called me back, the same evening. In the end it was all arranged. Thuisbezorgd gave me a voucher of 20 euros to compensate and I also had to contact MR Sushi. I also did that by phone and there I also got a voucher to compensate.*
3	*And in case of a very bad experience, I'll mail or call. But that's when something is broken, or I want to return it.*
3	*I don't think that's any use to you either. If you want to return it and you want the money back.*

6	Then I also indicated, when we can come to a good conclusion, I would like to leave a good review on your website.
9	If he asked me that and I'm really satisfied, I'd rather do it than just do it all by myself. **It does also depend on whether you have had personal contact with that man** and whether you grant him to leave a reaction.
10	I have to say that I've never left a negative review, because I often think: that's pathetic, or pathetic, that's not really necessary. Then I would rather indicate it to the people: this or this disappoints me that in retrospect I would make a lot of fuss via the internet at once, so to speak.
11	It does matter. It's just a little bit to do with the issue at hand. When it comes to raveler... I sometimes see you being treated rudely in a hotel. I think that's different from the fact that the room is bad. So, if the room is bad, I walk downstairs and then I want another room. But when that is solved, then for me the issue is often over.
15	If there's something wrong, I call the people and then I try to arrange it right away, then instead of leaving a message.
17	I usually call, that was at Bol.com. Then I called, I would get it in today, why isn't it in yet? Then they said it was delayed, because there were a lot of orders. Then they told me I would get it tomorrow and finally I only got it the day after.
23	But I think saying it face to face is worth a lot more than that.

Circumstances

Respondent	Quote
4	when I have nothing to do and I have the time. Then yes.
17	It's a kind of process, you're asked to look and then you look; do I have time for it, do I feel like it? And if so; then you look, was it very bad or is it actually running at the same time I feel like it or was it very bad/good/just as it is said. Then it is actually the choice, if it was very bad or very good. And then..
19	Price-quality is, I think, one of the reasons why you write such a review. It's not that I would just leave a review, because it has a good price-quality ratio. It's just the total picture. The service, what the hotel room looks like, that sort of thing. I think it's a part of it, but for me it's not the most important one.
24	It's really how you feel about that day and if you have the time at night. Sometimes you come to a hotel the next day and then you think a bit; I do have some time, let me write about the previous hotel.

Category Transaction

Expectation

Respondent	Quote
1	*Because it bothers me a lot at times. That I thought it was a really good product and that you were going to use it. Then something goes wrong and I go searching, where did it go wrong and what have I overlooked?*
1	When my food is cold I do, but when my shirt comes a day later I think it doesn't matter that much to me. Unless the shirt for a wedding or a specific day, that I want that shirt, think King's Day, I order an orange shirt and it is only delivered after King's Day, then I would be pretty angry about that. Then I think, yes now I don't need the shirt anymore. Then I do.
1	because during this conversation I remembered that I had seen a product that had very high ratings. That was in the App store. Coincidentally from a Harry

	Potter game that was just launched. That game was rated so high, it had so many 5-stars. Then I thought, all right, we're just going to try it. Then it turns out to be a stupid product and then I think all those 5-stars don't make any sense.
1	partly because I had high expectations from others who gave me high expectations of the game.
1	Then I had a very good experience on that spot and it was a small-scale hostel somewhere in Cracow.
1	I went to the PlayStore specifically to leave a rating there, because I just thought it was an annoying game.
2	*But it's not like I was going to write a review for that, because it was faster than expected.*
3	What I can remember is with Aliexpress there was something broken **or they didn't react**, at least something negative.
3	when you order something you need and it's not that exciting. But if that turns out to be better than expected, I would write a review.
3	Because the food was really good and the service was also good.
3	When there is a very high quality at a low price, that would have an impact. When it would be more than expected
5	Probably very specific cases. When I was really satisfied, with a non-standard product. In my opinion, these are products that you don't buy on a daily basis.
5	That's a laptop I bought. To this day I am still impressed. That really is a purchase that I myself still support and would continue to support. Then for me it is something I would like to give a rate/review.
5	For me, this is a daily product and it just needs to be delivered well. A laptop too, of course, but that is not a product you order daily. So then you have other expectations. I think that's what it has to do with.
5	In addition, I was received very well there and got to know people there. I had a very positive experience there, and I would like to share it. As you can see, I am a man of few words, more of the ratings.
5	The hotels were well organized. You sometimes hear that people make a reservation and that it is not right or something. And here everything was right. For me that trip was also important, and on the other side of the world on your own. You don't have anyone to fall back on, so if it's also good arranged...
5	*One of these products is a book and often you know what kind of book you want to buy and this is an informative book. Yes, you have a certain expectation and then it would be very strange that the book at once would be about something completely different.*
5	*Then it's the way I expected it to be and my expectations have been met, but no more than that. That's why I think; it's good like this.*
6	I think buying a product, in a shop or online, is something so obvious that I am not surprised, that when I order a washing machine before 10 o'clock in the evening, it is assembled at half past eight in the morning. Which of course is very good in terms of service. But I think that's almost normal.
7	One time I placed a really bad one, but that was really, really, really, really very deserved, because that was so dramatically bad.
9	It must be so much higher than expected, that I think it's really worthwhile to leave a comment about it.
9	It also depends on what you bought, if you buy something very expensive and then it's not that bad or it's not that bad, then maybe I would do it sooner than when you order very cheap products at Bol.com and then I don't think it's worth it anyway. Then I just want to buy that thing and get it into my house as soon as possible. If all goes well, there will never be any need to do anything for it again. So then I find all the trouble that comes with it, too much. But with

	really big purchases, I would rather leave a review. Then it's a bit more important...
9	That man specifically asked for it. It was a very small hotel, very cheap I remember... and it was all very good, we expected much less of it. That's why we were satisfied. Also a nice man. That's why I did it. This man deserved it in my eyes.
9	I think maybe that's stingy, but when you get something in return. So that you get discount or I know a lot of what. Then I would do it and if it is so much more than expected I would do it too.
10	But I mainly do it for things that I think are either very good or very bad. Or when I see that I have booked something that has been assessed very well, for example, but that I think the grade is not worth it. Then I would give a low score, and when I have been somewhere that has changed me so positively. Or positively influenced, that I thought this is really a nice place, that I still leave a review to get that grade a bit higher. Because then I think that the grade is not in proportion to what they offer. Positive or negative sense. That's actually the main reason.
11	I give a review if I have either a very good experience, or a very bad one.
11	It does matter. It's just a little bit to do with the issue at hand. When it comes to raveler... I sometimes see you being treated rudely in a hotel. I think that's different from the fact that the room is bad. So, if the room is bad, I walk downstairs and then I want another room. But when that is solved, then for me the issue is often over.
11	You have an expectation pattern yourself. And if that is the case with a flight you book, which is cancelled at the last minute, you just have an expectation pattern. And when this is not fulfilled, you have a bad experience at that moment. If it exceeds your expectations, then you have a good experience. Then I also leave a positive review.
11	*If you create an expectation by ordering today before 4 o'clock, it will be delivered tomorrow. Then they just meet the expectations, I don't think they stand out or that I have an extremely good experience.*
11	To return a favor to the people who also helped me, yes. I'm not the type to put those long stories on it, because I don't read them myself. I just think it's important to see, what stands out? Like last time I was in a hotel and then the service was really great. They thought along with me, that's a reason for me to leave a positive review, while the room was very normal, but met the expectations.
13	Look if you really have a bad experience, for example via Booking.com, or a flight with a delay or the hotel is full when you get there. Then I would leave a bad review about that. The moment it's really good, probably so, but if I just enjoyed it, I wouldn't do it so fast. So do I with products, you can find so much information on the internet. Each product has so many specifications. I don't think my opinion is relevant for others to buy that product.
13	yeah, if it says it's all clean and tidy then, well you know how dirty it can be say those beds or something, then I would leave that as a review as well. Because that's a recent review that's probably somewhere at the top. I think you can easily deduce that.
14	*I often book accommodations at Booking.com where I sleep for one or two nights. And for me it's obvious that it's okay then. I often book rooms that are not very expensive, but where there is necessary items are available. That is often the case. So far I haven't had very special rooms, and no rooms that left something to be desired. So it was just okay and fine. It meets my expectations, but it doesn't go any further than that. That's why I don't think I've left a rating so far.*

15	If it was just right, I'll just give him five stars. I know a Uber driver is kicked out at what I think is a 4.7 or lower. So in general I give them a 5. Unless something was wrong, I give them a 4. And if it was really bad, which I've barely experienced, I give them a three star rating.
15	I almost didn't give any, but I remember giving one to Ziggo because it was really bad.
15	because I often know what I'm buying. Bol.com is also the most natural thing in the world. You click on it, you buy it and a few days later you have it at home.
16	I only leave a review when I didn't like it very much, or when I didn't agree with it or was happy with it.
16	I think you always have an expectation of something you've booked in advance. Also through photos and other reviews. So then that expectation can always go down or there can be something wrong.
16	I do think that would be a less rapid reaction, but often your product is just good. I wouldn't be so quick to do that.
17	Actually only when I am super dissatisfied or when I am very satisfied. I think that when I'm on holiday and I liked the staff very much. When they ask me if I wanted to leave a review, I sometimes did.
17	Webshops can not do super well. For example, if it's too late, you've ordered something for a holiday and it's supposed to come tomorrow and eventually you won't have it until three days later...
17	Sometimes you've booked an 8 and then Booking.com will tell you it's an 8. And in the end it's only a six. Then I think so, let me help people and leave something behind.
17	Sometimes it's okay, you know. Then it's fine. Or when it just matches. It has to be something specific, a specific reason. As you said before, you are asked if you think it is very good or very bad. But if it's just okay, the standards, then it's fine as far as I'm concerned.
17	Actually, I'm just giving negative reviews when reviewing products. It is not the case that when you are super happy with something, you go to that site again and let me know. I think it's also a bit laziness. At Booking.com you are of course on holiday. If you're traveling, you're in it and then you're asked to leave a quick rating for the next booking. Then you can do it a bit easier.
17	And there's not much difference, you know? Bol.com always delivers on time and I order a book there. You know what it says, there can't be anything very wrong with it.
19	I think I only do it when there was something exceptionally good or exceptionally bad. So for all good experiences, for everything that is normal, I don't do it. Unless something was really bad or really good, which I find important to share with other people. So that they are prepared for it.
20	If it's either super good or super bad. Like in India and in Malaga. That was both because it was very bad. Then in this case I don't want the hotel to have the money of other people, because they don't get value for their money. That I can protect them from that.
21	If I didn't like it at all, and it says it's a great hotel, then yes. Then I think something like; yeah how? I would say something about it, yes.
21	Only when I have a positive experience I write a review
22	In case of negative experiences only if it's really bad or if the current reviews only show positive things and there's nothing negative at all.
22	so especially in the more extreme cases. If it's a 7 or a 6 I won't come back to it soon. But if it is a 10 or a 1, then earlier.

22	I'm ordering a new phone and it looks a certain way and it's fast. That's what I expected and why I bought it. It meets expectations, while it might exceed expectations with a service.
22	In terms of deliver time, Bol.com can't surprise me. In principle, in terms of product specifications neither. And in an experience it's more, okay, you have all kinds of different ways. It's a bit more subtle how someone greets you, serves you, how open they are to questions and how they offer help, etcetera. That's on a different scale. That's not a good or bad way to do that.
23	I did give a review, by the way. When I ordered a doner kebab, I wasn't satisfied at the time, because it was cold.
24	I leave a review as soon as the hotel appeals to me. That's what I think; the next raveler or the next guest will also benefit from it. I am quite a big boy by nature and for me other hotel specifications are important than someone who is lighter and smaller. I also have a dust mite allergy, so it's important for me that it's anti allergenic.
24	I give it especially at a time when I'm against it. Last week I went to Drenthe, also in my own country I leave sometimes, then I ended up at the Koekoeshof in Elp. Hotel got off pretty well with Booking and TripAdvisor. I think; hey, that's quite a good hotel. Then I get there and I hadn't read the reviews well enough, because there was a textile floor covering on the floor. Look, there you go again.

Price Fairness

Respondent	Quote
3	When there is a very high quality at a low price, that would have an impact. When it would be more than expected
7	Once I stayed at a hotel via Booking.com that was quite well evaluated and I left a review there. That's this one... Enjoyed the location, but for the price you can find better ones. Breakfast upstairs, room too small. Price quality ratio is not right.
9	That man specifically asked for it. It was a very small hotel, very cheap I remember... and it was all very good, we expected much less of it. That's why we were satisfied. Also a nice man. That's why I did it. This man deserved it in my eyes.
9	It also depends on what you bought, if you buy something very expensive and then it's not that bad or it's not that bad, then maybe I would do it sooner than when you order very cheap products at Bol.com and then I don't think it's worth it anyway. Then I just want to buy that thing and get it into my house as soon as possible. If all goes well, there will never be any need to do anything for it again. So then I find all the trouble that comes with it, too much. But with really big purchases, I would rather leave a review. Then it's a bit more important...
10	But that's purely because I was so positively surprised about the price-quality ratio, that I decided to write a review about it.
19	I gave it a star rating because I thought that hotel deserved it. The hotel was very good and the man who worked there was very nice. There was a very good price-quality ratio.

Duration Stay

Respondent	Quote

10	If you are travelling somewhere, it is a product that you generally use a bit longer, an overnight stay and then you are more inclined to leave something behind than with a simple purchase of which you already know the quality in advance.
14	The length of the stay has something to do with that, because the length of the stay might give you a better bond with that guy.

Travel Company

Respondent	Quote
10	*For example, when I go with my family, I've booked something with my parents via Airbnb, then I've left a review. With friends and with my ex, I don't think it matters that much. It's all about the experience and the feeling I have about being with who I am.*

Travel Occasion

Respondent	Quote
22	When it comes to work, I am much less concerned with the hotel and the experience. Then it's more like a bed to sleep in. And when you're on holiday, experience is more important.

Specification

Respondent	Quote
3 not for product	*Not with those books anyway. Well thanks for being a nice book*
4 for service	I think I will do it at Booking faster, because you are there for a couple of days. At least you'll spend the night there, so you'll be there for a while.
5 more expensive product	For me, this is a daily product and it just needs to be delivered well. A laptop too, of course, but that is not a product you order daily. So then you have other expectations. I think that's what it has to do with.
5	When it comes to that accommodation, it was during my holiday in Hawaii last year. That was a special holiday for me. That had more influence for me, because I was on the other side of the world.
5	*I think I just got it in the store. Yes, that's a bit of a disadvantage. When I order things like that, I'd rather go to the store than order them online.*
6	That depends on the type of service. If you just buy products, a washing machine, you name it, yes then not.
6	So that's what it's all about, when you're travelling, for example. I do, especially TripAdvisor. Then I find the other thing, look when you book a trip, via a travel agency or via such a site, it doesn't matter to me. Imagine if you do it via such a site, then it's a bit different from a standard washing machine or refrigerator.
9	With Airbnb, you often have some personal contact and sometimes you're in the same house. I think you'd rather do it with an accommodation so small than with a very large hotel chain. Then I think that they don't really need it. I don't really think that's worth it, but an Airbnb gentleman who is also quite dependent on his reactions I think...
9	It also depends on what you bought, if you buy something very expensive and then it's not that bad or it's not that bad, then maybe I would do it sooner than when you order very cheap products at Bol.com and then I don't think it's worth it anyway. Then I just want to buy that thing and get it into my house as soon as possible. If all goes well, there will never be any need to do anything

	for it again. So then I find all the trouble that comes with it, too much. But with really big purchases, I would rather leave a review. Then it's a bit more important...
13	because you're dealing with people, and you're rating those people. So then I often do it. In Malaysia and London, for example, I did use it. And you can have a nice chat with someone like that. They also speak a lot of English in Malaysia, so I think it's important for them to leave a review. Of course you can rate between 1 and 5 stars. In my opinion, this is more important than a larger company.
16	You already know what you're going to do... we were also just talking about the fact that something can be above expectations, a product is different from an experience or an event, I think. You already know about a product, I like this or I don't like this.
17	Actually, I'm just giving negative reviews when reviewing products. It is not the case that when you are super happy with something, you go to that site again and let me know. I think it's also a bit laziness. At Booking.com you are of course on holiday. If you're traveling, you're in it and then you're asked to leave a quick rating for the next booking. Then you can do it a bit easier.
17	And there's not much difference, you know? Bol.com always delivers on time and I order a book there. You know what it says, there can't be anything very wrong with it.
19	I give more likely ratings on a site like this... because it says something about the stay, about the apartment.
19	I think it's more for experiences, like hotels, than for products. Because a product also takes a while... because if you go somewhere for a night, it's ready after that. Then you have a good idea of what something was like. But when you buy something, for example a set of pans via Bol.com, it will always take a few months before you really know what you think of such a set of pans. And a hotel will give you an immediate assessment of your experience.
19	you order it and you expect it to be there the next day. The only thing I can imagine is that when you don't get it or something. That you're going to write a review, but that's not really about the product.
20	At Bol.com I happen to have ordered a book for school, second hand as well, so I see no reason to write a review.
20	In India we happened to stay three days with the same lady, and she was very sweet. She also asked for a review, so we did. But that's also because you get a bond with them. Then the review is more about how nice she is, than about the real stay. As far as that's concerned, it does matter, if you come to someone's house for a week, then you'll sleep in a hostel somewhere for a night.
21	then you really do it for those people. At Bol.com, I don't see those people and I don't speak, then I just order something and then I get it. I don't really do that, stupid isn't it? Not even if I liked it very much.
21	If you stay in a hotel a little longer, you have more of a bond with those people. You'll see them more often. I do have that anyway. That with those people, that's why you're going to give a review. Often when you're only there for the night, or when you're reviewing it, I don't know.
22	I don't know if I've ever left a review on products. I hardly ever do it there, or actually never
22	Because the product also has to prove itself or something. If I just bought a phone and after three days I think, what a nice phone, then maybe it breaks down after four months.
22	It's a short-term thing. You'll have fully experienced it and it's all about the time you'll be there. Then you have experienced it from A to Z and a product,

	there it takes a little longer before you have it out. And when you have used it, you forget to leave a review.
22	I'm ordering a new phone and it looks a certain way and it's fast. That's what I expected and why I bought it. It meets expectations, while it might exceed expectations with a service.
22	In terms of deliver time, Bol.com can't surprise me. In principle, in terms of product specifications neither. And in an experience it's more, okay, you have all kinds of different ways. It's a bit more subtle how someone greets you, serves you, how open they are to questions and how they offer help, etcetera. That's on a different scale. That's not a good or bad way to do that.
22	That's a bit too much and I think that's what's going on... at Uber you've just spent 20 minutes with a guy in the car at a distance of half a meter. You know his face and you know a bit who it is. And you give him a rating. And not a service or a website or any other faceless thing.`
24	I leave a review as soon as the hotel appeals to me. That's what I think; the next raveler or the next guest will also benefit from it. I am quite a big boy by nature and for me other hotel specifications are important than someone who is lighter and smaller. I also have a dust mite allergy, so it's important for me that it's anti allergenic.
24	Anything to do with travel, I make my own travel reports. Also all of them, I have something to do with this. And when I order a fridge at Bol.com, I don't have one. Plus a fridge you can't judge after a day. You can only judge a fridge after about 6/7 months and then you don't think about it anymore.

Appendix V – Reporting Transactions

This is the format used to report the transactions in order to come to the configurations.

Transcript …

Transaction …

Hurdle 1	Hurdle 2	Hurdle 3	Hurdle 4	Hurdle 5

How did the respondent answer the first interview question?

➔ Do you always leave a review?   Always/Sometimes/Never

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

Appendix VII - Overview of Attributes

In the table below an overview is presented of the attributes per category and whether they influence the customer to leave a positive or negative review on online platforms. Also the type of extrinsic motivation per attribute derived from the self-determination theory is elucidated here.

Category	Attribute	Type of Attribute	Influence?	Positive (+)/Negative (-) Feedback	Type of Extrinsic Motivation
Platform	Message Involvement	- E-mail - Pop-Up	Yes Yes	+/- +/-	External Regulation
Platform	Coupon Treatment	- Discount - Winning	Yes No	+/-	External Regulation
Platform	Superior Statuses		No		External Regulation
Platform	Usability of Completing Feedback	- Rating - Review	Yes Yes	+/- +/-	External Regulation
Provider	Feedback		Yes	+	Introjected Regulation
Provider	Level of Effort		Yes	+	Introjected Regulation
Customer	Emotion		No		Integrated Regulation
Customer	Altruism	- Grant Customer/ Provider - Warn Customer/ Provider	Yes Yes	+ -	Integrated Regulation
Customer	Loyalty		No		Integrated Regulation
Customer	Reciprocity	- Customer - Provider	Yes Yes	+/- +/-	Integrated Regulation
Customer	Unwillingness to make an Effort		No		-
Customer	Feeling of Contribution of Feedback		Yes	+/-	Integrated Regulation
Customer	Prefers Direct Contact		No		-
Transaction	Expectation	- Exceeded Product - Exceeded Service - Below Product - Below Service	Yes No Yes Yes	+ (+) - -	Identified Regulation
Transaction	Duration Stay		Yes	+	Identified Regulation
Transaction	Circumstances	- Travel Occasion - Travel Company	No No		Identified Regulation
Transaction	Specification	- Service - Product	Yes Yes	(+)/- +/-	Identified Regulation

Appendix VIII – Propositions

In this appendix the propositions of this study are presented in a clear overview.

Proposition 1: The majority of the variance occurs on the Within customer level, as the transaction and the provider are major triggers for the extrinsic motivation of customers to leave feedback on online platforms.

Proposition 2: The excessive use of Message Involvement of an online platform functions counterproductive regarding influencing the customers to leave feedback.

Proposition 3: Message Involvement of other online platforms influence the extrinsic motivation of customers to leave feedback on a specific online platform.

Proposition 4: Message Involvement as a driver for customers to leave feedback on online platforms reflect the fundamental principles of the type of extrinsic motivation, external regulation.

Proposition 5: Coupon Treatment by means of providing discount is more effective to influence the extrinsic motivation of the customer, than Coupon Treatment by means of the opportunity to win a price.

Proposition 6: The customer is less inclined to leave feedback on online platforms when he or she believes that the opportunity to win a price (Coupon Treatment) is not realistic.

Proposition 7: Coupon Treatment as a stimulus for a customer to provide feedback on online platforms reflect the essential principles of the type of extrinsic motivation, external regulation.

Proposition 8: Before obtaining a Superior Status a customer is more inclined to provide feedback on an online platform, than after obtaining a Superior Status.

Proposition 9: A customer is less inclined to provide feedback on an online platform to obtain or maintain a Superior Status, when he or she do not consider the Superior Status as important.

Proposition 10: A Superior Status on an online platform as a motivator for a customer to provide feedback reflect the fundamental values of the type of extrinsic motivation, external regulation.

Proposition 11: The longer the customer uses the online platform, the less inclined the customer is to be influenced by the online platform attributes to provide feedback on the online platform.

Proposition 12: The attributes of the category platform (Message Involvement, Coupon Treatment and Superior Status) solely influence the type of extrinsic motivation, external regulation.

Proposition 13: When the provider directly requests the customer for feedback, the customer is more inclined to leave feedback on the online platform, than when the provider does not requests feedback.

Proposition 14: The attribute, Feedback, reflects the fundamental values of the type of extrinsic motivation, introjected regulation.

Proposition 15: The level of effort of the provider during the transaction has a stronger influence on the extrinsic motivation of the customer, than the level of effort after the transaction.

Proposition 16: The Level of Effort of a provider reflects the essential values of the type of extrinsic motivation, introjected regulation.

Proposition 17: The attributes of the category provider (Feedback and Level of Effort) can solely influence the type of extrinsic motivation, introjected regulation.

Proposition 18: If the customer has a pleasant state of mind (Emotion) at the moment, he or she is more inclined to leave feedback on the online platform.

Proposition 19: If the customer is Altruistic, he or she is more inclined to leave feedback on the online platform.

Proposition 20: When the customer is Loyal towards an online platform, he or she is more likely to leave feedback on that particular online platform, than on another online platform.

Proposition 21: The attributes of the category customer (Emotion, Altruism and Loyalty) can solely influence the type of extrinsic motivation, integrated regulation.

Proposition 22: Customers are more likely to solely leave feedback when the experience of a product was below expectation.

Proposition 23: Customers are more likely to leave feedback on the online platform when the expectation of a service was exceeded and when the experience of a service was below expectation.

Proposition 24: Customers rather leave feedback when the price of the transaction is high.

Proposition 25: The attributes of the category transaction (Expectation and Price Fairness) can solely influence the type of extrinsic motivation, identified regulation.

Proposition 26: Customers are more inclined to leave feedback on online platforms when this occurs in the form of a not time-consuming star-rating.

Proposition 27: A customer is more inclined to leave feedback when he or she has the feeling their feedback contribute to the existing feedback on the online platform.

Proposition 28: A customer more likely leaves feedback behind when he or she feels the need to return a favor to other entities.

Proposition 29: Customers are more inclined to leave feedback when the transaction is a service, rather than a product.

Proposition 30: The customer is more inclined to leave feedback when he or she makes use of a long-term transaction, rather than when he or she makes use of a short-term transaction.

Proposition 31: The stand-alone attributes, usability of completing feedback, contribution of feedback, reciprocity, duration stay, travel company and specification of the transaction affect the customer's extrinsic motivation to leave feedback on online platforms.

Proposition 32: The stand-alone attributes, unwillingness to make an effort and prefers direct contact with the provider negatively affect the extrinsic motivation of the customer to leave feedback on online platforms.

Proposition 33: Configurations regarding attributes that influence the extrinsic motivation of customers must contain an exceeded/below Expectation of a service of product (Specification) and a type of Message Involvement.

Proposition 34: The External platform level has a negative impact on the extrinsic motivation, external regulation, of the customer to leave feedback on a particular online platforms.

Proposition 35: The attributes of the category Customer (Customer level), are related with the integrated regulation of the customer to leave feedback on online platforms.