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Who says that book is good? Product review reception in the context of cultural consumption

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Drawing on the litarature about online product reviews, cultural consumption, source credibility and enjoyability, the present study examines how the authorship of an online review paired together with review reader's characteristics can influence people's actions and judgements regarding the reviewed product to better understand the dynamics of online product review reception in the context of cultural consumption and more specifically fantasy and science fiction books. To do this, this study developed a conceptual framework which was based on existing literature on the aforementioned subjects.

A sample of 338 responses was collected via social networks and social medias such as Facebook and Reddit. The collected data was gathered with two online surveys, that were otherwise identical, but where the author's status was changed from a normal person to a professional book author. Results were derived from the collected data with quatitative methods primarily by using t-tests and hierarchical regression models, with an added twist of interaction effects conducted via A.Hayes's PROCESS.

The results showed that there was no statistically significant differences in consumers' purchase intention or perceived review quality between reviews written by normal person or professional author. However, it was found that in both cases the perceived trustworthiness of the reviewer affected consumer's purchase intention and that if the reviewer is a professional author also the enjoyability of the review affects consumer's purchase intention. Moreover, it was found out that in some cases review readers' characteristics such a prior knowledge regarding the reviewed product and product category had a moderating interaction effect with consumers' perceived review quality, that together affected consumers' purchase intentions. Based on results, companies should focus on providing readers with credible, enjoyable reviews (and reviewers). Authors should also make sure that their reviews are enjoyable for the readers to read to maximize their influence.

KEYWORDS: Online product reviews, Authorship, Perceived review quality, Cultural consumption

1.Introduction

In the past hundred years the book publishing industry and media industry in general have gone through monumental changes, reaping the benefits of conglomeration and industrialisation in ways we might not even notice if we don't stop and look around. These arbiters of knowledge and narratives have succumbed to the pressures of digitalization and are currently trying to undermine the ownership of physical by transforming it into digital, where the lines blur and become ambiguous. The same is in some ways happening on the internet, where the power to share knowledge and experiences between people is quietly but surely being shifted from individuals to corporations (#NetNeutrality), by making it a game where you put in the effort by paying more taxes and receive nothing substantial back, except maybe a pat on the back and a parrot sticker for trying to stick to your principles. In these times of "Fake news" and information overload, it is still highly essential for the betterment of mankind that people remember to read, be it romantic novellas or inner city news from phone screens.

Online reviews can be seen as a growingly important source of information for consumers (Zhang, Cheung & Lee, 2013). Reading and digesting these reviews enables people to learn about others' opinions and experiences with an item, before investing the time and money in consuming it (Schindler & Bickart, 2005). Especially when we are talking about books as the consumed, hedonistic product, the amount of time that an average reader spends with a book will likely be seen as a more costly than the amount of money that they spend, so a thorough examination of all the relevant information can be seen as a pre-emptive strike against wasted assets.

Chevalier and Mayzlin (2006) noted in their study that many researchers in the marketing field have identified online product reviews as a paramount driver of consumers' decision making. However, the studies performed on the subject have yielded differing results and proving the causal links between online reviews and consumer decision making has been problematic. Moreover, more recent literature on the field of online reviews has focused mostly on search goods and 'horeca'- type of experimental goods, partly because of the staggering rise of the big names such as Yelp, Tripadvisor and Hotels.com, leaving other

experimental goods, such as books for lesser attention (Park & Nicolau, 2015; Ghose & Ipeirotis, 2012).

There has been some research before that has focused on online reviews and book sales, and a study that has garnered a lot of attention was conducted by Chevalier and Mayzlin (2006), which focused on estimating and measuring the effects of word-of-mouth between consumers on book sales on Amazon and Barnes&Noble. Today consumers have a myriad of different options when they are thinking about buying a book, be it online or offline. Because consumers can read reviews from so many different places and then eventually buy the book from another place, this study sees that it makes more sense to measure consumers' purchase intention rather than the book sales from a certain vendor.

Myriad of studies have focused on electronic-word-of-mouth communications (online reviews) between consumers (Forman, Ghose & Wiesenfeld, 2008; Mudambi & Schuff, 2010; Dou, Walden, Lee & Lee, 2012;), and some have addressed the topic of reviews given by a professional or a more experienced reviewer (Clement, Proppe & Rott, 2008), but to the best of my knowledge, there are no studies that have focused on the effects of the reviewer's status in a situation where the reviewer is portrayed as a professional book author or on the other hand as a normal consumer. Moreover, people often use sociological and demographic characteristics to judge whether or not someone is similar to themselves (Terveen & McDonald, 2005) and if one looks for other literatures, information processing literature has accumulated a vast body of research suggesting that attributes of an information source may have powerful effects on the way people respond to messages (Forman et al., 2008). That is why this study focuses on the difference of how consumers see other consumers' reviews compared to reviews given by professional book authors.

With the fast paced growth of the Web 2.0, discussions that have product related information have moved to digital surroundings, thereby spawning electronic communities which provide a treasure chest of information for both consumers and companies (Ghose & Ipeirotis, 2011). Reviewers spend both energy and time to write reviews, enabling both individuals and companies to create a new revenue stream and a social, electronic platform where all parties gain something (Ghose & Ipeirotis, 2011).

This research examines reviews especially on the fantasy genre for a couple of reasons. Firstly, and more importantly, fantasy as a genre is gaining more readers rapidly and it has a heterogenous reader base (The Guardian, 2015). Secondly, the authors of fantasy genre are actively reviewing their colleagues' work, which makes the survey development easier and the possible findings more interesting for marketers, publishers, authors and other stakeholders. Thirdly, the author of this study has been a huge fan of fantasy books his whole life.

Another important factor of this research which links closely to the leisure time reading part of this study, is cultural consumption. In the field of cultural consumption many studies have focused on how people consume culture and what kind of culture is being consumed, and by what kind of people (Bordieu, 1984; Torche, 2007; Snowball, Jamal & Willis, 2009). Historically speaking, leisure time reading hasn't always been as easily accessible and as common as it is today (Bordieu, 1984), and the different aspects that depicts the history of reading and other activities that now-a-days can be considered as cultural are certainly worth a deeper look in the first theory chapter of this research. Often a pressing topic is the divide between 'lowbrow' versus 'highbrow' culture and the information processing relating to cultural consumption (Snowball et al., 2009; Reeves & de Vries; 2016). By focusing on books, and more specifically on fantasy books, this study aims to target the middle ground between these two and to find out where does fantasy books lie on this continuum.

1.1. Purpose statement and objectives

As this research aims to find out if the status of the online reviewer affects the consumers' purchase intention and/or the perceived review quality in the eyes of the review reader, this study's purpose statement is as follows:

Purpose statement: To understand the dynamics of online product review reception in the context of cultural consumption

Objective 1: To view reading as a manifestation of cultural consumption in the light of extant research

Drawing from the purpose statement, this study aims to develop a conceptual framework

model to describe the factors that may determine how online product reviews affect consumers purchase intention for the product being evaluated, so based on that, the following is proposed as the objective number two for this study:

Objective 2: To develop a framework model describing the factors that determine how online product reviews affect consumers purchase intention for the product being evaluated

Objective 3: To empirically explore the inter-relationships between source factors and reader characteristics in determining the effectiveness of online book reviews.

1.2. Research logic and structure

The theoretical framework of this study consists of two main theories. The first one is cultural consumption and the other is sharing in virtual communities. By combining these two theories, this study aims to shed light to the evasive subjects of online reviews and consumers' purchase intentions. What is considered as cultural consumption? Why some people read on their leisure time and how this might affect their everyday lives? These are the kind of questions that the first theoretical chapter of this study focuses on, before delving deeper into the online product reviews.

The empirical section of the study will be conducted as a quantitative study that will examine how consumers see authors' reviews compared to other consumers' reviews and if and how the difference in reviewer status affects the consumers' purchase intention to buy the reviewed product.

Research survey will be conducted via Google Forms and it will be published on multiple social media platforms such as Facebook, reddit.com and Goodreads.com so that the data collected will be as varied as possible.

2. Reading as a manifestation of cultural consumption

When we look at the existing sociological and economic literature, we can see that both individual and socially bounded designs of consumption can be seen as prevalent. Cultural consumption can be seen as a mechanism of consumption where the cultural goods and activities are being consumed, or as a broader act of consumption, where the consumption can be seen as a choice, use, semantic and/or a symbolic meaning of any commodified creation (McCracken, 1986). This study sees cultural consumption as former; process of consuming cultural goods and activities.

Historically we can see three different disciplines in cultural consumption; cultural economics, which includes the social environment in the economic analysis of cultural goods by means of extended utility functions; sociology of culture, mainly based on Pierre Bourdieu's seminal work; and innovation economics, focusing on the role of product characteristics and network externalities. As the first theoretical chapter of this study, this chapter aims to give a well-rounded picture of cultural consumption and more specifically portray reading as an focal part of cultural consumption.

2.2. Theoretical approach to cultural consumption

Scholars in both the sociological and the economical disciplines characterize cultural consumption as a mixture of individualist distinction, behaviours and imitation (Bourdieu 1984; Peterson & Simkus 1992; Guerzoni & Nuccio 2014). The following chapters present the eminent perspectives to cultural consumption.

2.2.1. Economic perspective

Researchers who belong to this disciple, apply the mainstream economic framework to the field of cultural consumption and in particular to the performing arts. Guerzoni and Nuccio (2013) stated that the rational choice theory informs the more conventional demand and econometric analyses and surveys by focusing on consumers' income and price. Levi-Garboua and Montmarquette (2003) argued that because of the so called "snob" effect, when the prices for for example high art shows are on the rise, people may be more eager to participate in those kind of events to flaunt their wealth and to show that they "belong"

there. But as Guerzoni and Nuccio (2013) pointed out, there is no agreed consensus on the matter because that prediction stems more from a theoretical supposition than from a thoroughly replicated studies. Seaman (2006) states in his comprehensive review of the empirical literature on the performing arts' demand that income elasticity is not properly estimated because most of the studies don't distinguish between the income and substitute effects. For example if cinemas from the close by regions decide to cut their prices, that could affect the demand of performing arts', as cinema can be seen as a substitute form of entertainment for some people. Seaman (2006) continues by arguing that the time spent can often be a more costly cost compared to the price of the entry ticket, especially when the literature agrees that consumption of high culture is usually a highly time consuming activity.

Guerzoni and Nuccio state that while in the urbanized modernity conspicuous consumption becomes a paradigm of the elites who can enjoy their free time in contemplative and artistic activities, in the postmodern society consumers with high-income have to deal with the opportunity cost of leisure time. Guerzoni and Nuccio (2013) continue on the same route by saying that in today's world the elite still have the time for their contemplative and artistic activities, no matter how much time they spend among them, but that the high-income class faces multiple different opportunity costs if they try to put the same amount of time to their artful hobbies than the elite do. It can be seen that the saying 'time is money', is definitely on the money here. Seaman (2006) concludes this topic by pointing out three facts, which are that the demand curve is negatively sloped, arts goods are normally related to income and not necessarily consider a luxury, and that there is some form of positive cross-price elasticity, which can be seen as a substitution effect that spans across different forms of art.

In their study Baumol and Bowen (1966) found out that across all performing arts the characteristics of the audience seem to be highly similar. Along these lines Seaman (2006) found out that to be true also in his study. Two biggest findings based on different kind of scholarly surveys and econometric estimations conducted by researchers are that the cultural consumption of arts is elitist in terms of education, profession and income, and secondly that a sort of homogeneity shapes the choices of art-enthusiasts (Guerzoni &

Nuccio, 2013). But as Guerzoni and Nuccio (2013) pointed out, it is worth mentioning that these same results can force two totally different kind of situations on the policy makers. First there is a situation where the public subsidies are channeled to non-profits that support arts and this way these non-profit institutions are thought to be able to offer different possibilities and shows for all classes of society and not only for the wealthiest. Then there is the other situation where people argue that all the funds that are put to support arts are only bettering the lives of the wealthiest in the Western countries, because they are the only ones who attend those kind of shows, so many detractors have argued for more market-oriented cultural organizations (Guerzoni & Nuccio, 2013).

Brito and Barros (2005) found out in their research that past consumption can affect the present level of consumption throughout a rational addiction to artistic activities. This should induce the consumer to forsake part of the actual utility with the perspective of future utility arising from investment in the human capital. According to Brito and Barros (2005), persons historical consumption of cultural activities can affect the present state of his/her cultural consumption, because people tend to get (positively speaking) hooked to certain kind of cultural activities.

Guerzoni and Nuccio (2013) stated that the important component in this case is that a consumer's utility in a certain period of time depends not only on consumption in that time period, but also on consumer's consumption capital. Consumption capital can be seen as the consumer's capability to enjoy a certain cultural good (Guerzoni & Nuccio, 2013), which depends on the past consumption of the good and as can be seen in the next chapter, perhaps also on other factors.

2.2.2. Sociological perspective

Both sociological and economical literature on cultural consumption have existed for ages but the two schools hadn't been in contact with each other hardly at all prior to Pierre Bourdieu (1984) seminal work, and since then most of the theories on taste and consumer choice have been either in support or against Bourdieu's theoretical framework. In his study, Bourdieu (1984) argued that as cultural consumption and taste are the way by which people classify and are being classified in our society, and because these distinctions are

then institutionalized through cultural organizations and educational institutions, an ideology of natural taste is produced. In his research, Bourdieu (1984) also presents an idea that there is a prevalent ''ideology of natural taste", because in his opinion, people are classified in our society according to their cultural consumption and taste, and that these classifications are so engraved deeply into the cultural and educational institutions (museums, universities, etc.) that this ideology is then encompassing the whole society.

In his somewhat extreme view, Bourdieu (1984) saw that the authentic and clear appreciation of art could be possible due to a natural and innate predisposition, which is possessed only by a limited group, in this case the elite, which he characterized by their higher norms and tastes, and actually pitted against the naive masses who consumed popular cultures and were not able to make a clear distinction between art and everyday life. In his somewhat extreme view, Bourdieu (1984) claims that the only real appreciation for arts can be achieved by the "elite", who he sees as people who possess the "pure gaze", and who actually are fighting against the masses, who just are not able to really see what is considered as art and what is not. The most hardcore supporters of Bourdieu's views fall under the homology argument, that recognizes a vast and important correspondence between cultural choices and social stratification (Guerzoni & Nuccio, 2013).

There are two main methodological assumptions in the homology argument, that Bourdieu (1984) presents as follows: "On the one hand, in different areas of social life, the stratification of outcomes may predominantly occur on the basis of either class or status. On the other hand, the status, either defined as a position within a generally recognized hierarchy or see as the symbolic dimension of the class structure, is expressed by both a specific style of life, encompassing various forms and modes of cultural consumption, and a common codification of symbols and behaviors within specific classes". (Bourdieu, 1984)

In the advent of postmodernism the distinction between high culture and low culture became less and less relevant (Guerzoni & Nuccio, 2013). In the latter perspective – low culture – the individualization argument disrupts the earlier position and contemplates other formative variables at the basis of other characteristics, for example sexuality, gender, ethnicity and age (Guerzoni & Nuccio, 2013).

Later in the 1980's Bauman (1988) claimed that any act of cultural consumption can contribute to define an individual's self-determined identity, and that especially cultural products such as music, movies, books etc. can be seen as powerful sources of symbolic capital in the contemporary consumer society. Later in the 1980's, Bauman (1988) put forth an idea that any act of cultural consumption taken on by an individual may affect how the society sees that individual, and that in a way to consume something cultural is a choice in itself that affects and moldes the consumer's identity. Bauman (1988) continues by saying that according to this change, cultural consumption and lifestyle are losing ground in the field of social stratification and that they are turning into more of a matter of self-realization and self-expression which spans across choices and classes, no matter who you are. Various researchers have raised their voices in doubt regarding the use of these same demographic and socioeconomic factors when scholars are trying to predict arts attendance, which haven't changed in decades (Guerzoni & Nuccio, 2013). Researchers Andreasen and Belk (1980) found out in their study that none of the basic socioeconomic factors add notably to the prediction of attendance of high culture activities such as classical music or theater, while other variables such as lifestyle and socialization can be seen to attract more of a minimal or new audience. Later on the the supporters of Bourdian approach put some thought into the confrontation between lowbrow and highbrow cultural consumption by coming up with the omnivore thesis, which is addressed more closely in the next chapter (Guerzoni & Nuccio, 2013).

2.2.3. Education and information processing relating to cultural consumption

According to Reeves and de Vries (2016) patterns of cultural consumption have a forceful social gradient that subsists of two especially notable features. According to the first feature, people who have a higher socioeconomic position (SEP) are more likely to consumer cultural activities which are traditionally considered as highbrow culture, compared to people with lower levels of SEP (Bourdieu, 1984; Bennett, Savage, Silva, Warde, Gayo-Cal & Wright, 2009). The second feature claims that people who have a higher SEP tend to also value and consume both high- and lowbrow cultural activities, compared to people with lower SEP who are more likely to consume only lowbrow culture, which makes these people with higher SEP cultural *omnivores* who have broader tastes (Reeves & de

Vries, 2016).

Omnivores are usually characterized as high-status individuals who like and consume a wide range of middlebrow and lowbrow cultures as well as highbrow cultures (Peterson & Kern, 1996). More recently, the research on cultural omnivores has developed a more nuanced classification of cultural omnivorousness as related to both breadth and level of cultural preference, producing an ideal type of categorization of four groups of cultural consumers: highbrow univores (highbrows with narrow breadth of tastes), highbrow omnivores (highbrows with a wide breadth of tastes), lowbrow univores (lowbrows with a narrow breadth of tastes) and lowbrow omnivores (lowbrows with a wide breadth of tastes) (Warde et al. 2007).

Chan (2010) claimed in his study that the level of education and tastes in highbrow cultural activities and especially in music genres which are predominantly thought as highbrow, such as jazz and classical music, often go hand in hand, and went even further by saying that these kind of people with a higher SEP are also more likely to appreciate and enjoy also other kinds of music genres such as rock and pop, which are normally considered as lowbrow genres. He also noted that people with lower levels of education and lower levels of SEP are more likely to appreciate only one or two genres of music.

Other scholars have demonstrated similar findings regarding both the omnivory and appreciation of highbrow culture by conducting studies that have applied the idea of SEP by using such measures like social status, income and social class (Bennett et al., 2009; Chan, 2010; Tampubolon, 2010)

In the past it can be seen that having access to highbrow culture and cultural activities may have been limited to the masses because of the economical barriers, for example watching a play or going to opera (Reeves & de Vries, 2016). Before mass transportation and close to universal literacy, people with lower levels of education and therefore likely lower SEM and fewer economic resources may have found it difficult or even impossible to access highbrow art or literature (Reeves & de Vries, 2016). With the advent of the internet, most of these kind of barriers have been nullified at least in the first and second world countries where

people are able to use it (Reeves & de Vries, 2016).

Past research has come up with another explanation for explaining the educational difference that has gained a lot of support within the field (Ganzeboom, 1982). It relies on the perceived cognitive difficulty of both appreciating and valuing high culture, and of maintaining broad omnivorous tastes. Chan and Goldthorpe (2007) explained this by stating that if normally high culture arts can be seen as more complex and nuanced than low culture arts, then the former has greater information content, and if the high culture arts have a higher information content, then to enjoy it, individuals may have to have a higher information processing capacity compared to people who enjoy low culture arts. So even if the economic barriers for accessing high brow culture and arts may have receded, the information processing barrier, if you can call it that, may still be seen as an obstacle to tackle for the masses.

Torche (2007) pointed out that according to this view, education both 'trains and signals the individual intellectual capability to process complex information'. This can also be seen to mean, that 'education serves to both improve individuals information processing capability and that it serves as a proxy for underlying intellectual ability' (Chan, 2010). However, this view doesn't explain properly why individuals who have these kind of capabilities are more drawn to highbrow culture as compared to lowbrow culture (Reeves & de Vries, 2016). One explanation put forth by Berlyne (1974) argued that 'one's enjoyment of art is at least partially determined by individual's ability to interpret it.' This explanation is compatible with other studies that have shown that enjoyment and interpretation are closely linked with areas of brain that are known to affect the feeling of feeling rewarded (Silvia, 2013). In line with Silvias findings, Ganzeboom (1982) found out in his research in the 80's that when 'works of art are too complex for individual to comprehend, enjoyment declines.' On the other hand, Chatterjee (2011) points out that if an individual is able to decipher more complex art, he or she is probably able to obtain greater levels of enjoyment from it than he or she would get from another work that is less complex.

Drawing from these findings, researchers have put forth a theory that suggests that an individual may actually need to have a greater information processing ability 'to support the

intense and wide-ranging omnivore consumption style' (Torche, 2007). Thus, basically this view points to the direction that because these individuals have greater information processing capability, they are more likely to consume high culture and also that that is why they tend to be cultural omnivores (Reeves & de Vries, 2016).

However there are reasons why this kind of thinking may be fraudulent. First, the studies saying highbrow culture is consistently more demanding information processing-wise have been found lacking in many parts, and second is that the cultural differences between people with same level of information processing capabilities can play a big role when we are evaluating what is highbrow culture and what is lowbrow culture (Reeves & de Vries, 2016).

2.2.4. Where are we at in the 21th century?

Later studies have questioned the previously mentioned classifications for cultural consumption, stating that the modern consumerism has made them outdated (Katz-Gerro, 2015). This study shares - at least partly - those claims, but acknowledges that they are highly important if we want to understand where the cultural consumption has come from and where it might be going. Two reasons have been put forth to better explain why the academic literature related to cultural consumption is in a stand still. First is that the research regarding cultural consumption tends only to view changes in cultural consumption in the light of the previous research, which has worked well in the ages past, but now-a-days seems hopelessly inadequate (Katz-Gerro, 2015). Second reason is that Bourdieu's important work had set a dominant benchmark for cultural consumption research, but today it is so rigid that it overlooks the possible changes in 'contemporary culture and society and in the configurations of cultural hierarchies' (Katz-Gerro, 2015).

Therefore, huge changes in popular culture, the coming of new music and book genres or the evolution of innovative technology and internet have had no particular influence to the way of how we measure cultural consumption (Schuster, 2007). And while non-brow culture has gained momentum along with the omnivore thesis, researchers have found it to be extremely difficult to measure (Katz-Gerro, 2015).

Alas, highbrow culture is canonical, and yon canon is sacred and stable, so it is relatively easy for researchers to measure, but lowbrow culture on the other hand is ever changing, thus harder to measure (Katz-Gerro, 2015). But if we stop to look the human population a bit more closely, we can see that only a minor part of our species consumes highbrow culture (Gerhards, 2008). As a whole, cultural facilities, which are often located in the urban areas and require some kind of a payment fee, are only being used by a small part of population, excluding cinema and historical monuments (Fernandez-Blancho et al., 2015; Katz-Gerro, 2015). Recognizing the variety of differing consumption types and their careful definition and measurement is particularly important if we want to understand how 'the social field is reflected in the cultural field and the way different groups and segments appropriate different cultural resources' (Katz-Gerro, 2015).

2.3. Review of book consumption literature

This chapter aims to give the reader a deeper understanding to how academics see the history, present state and the future of book consumption. To understand how book consumption fluctuates and takes different shapes in different times, we have to first consider the history of book publishing and the changes it's been through over the years.

Probably the best tellings on how the book publishing industry has changed in the late 20th century are written by John Thompson. Thompson wrote two books regarding the matter, *Book publishing in the digital age* (2005) and *Merchants of culture* (2010). His first book pictures how the publishing industry changed through conglomeration and concentration and how also digitalization played its part in the transformation process. Ted Striphas' work, which goes by the name of *The Last Age of Print: Everyday book culture from consumerism to control* (2011), also gives a comprehensive account of the journey the publishing industry has been through, and goes deeper into the structures and trends of everyday book consumption, while he admittedly takes a broad view on book consumption. In his book Striphas (2011) gives a detailed account on big bookstores, e-books and copyright issues, and voices his concerns and opinions regarding how controlled the book consumption of today is. Jim Collins makes a point in his book *Bring on the books for everybody: How literary culture became popular culture* about cultural changes regarding book consumption. Collins

(2010) takes a closer look into the changes in social and cultural values that are inherent to books and for those who read them. Collins also notes the historical dichotomy between high culture versus low culture that is shared by Guerzoni et al. (2014) in their work.

Lisa Nakamura (2013) writes interestingly about socially networked reading on Goodreads, although she sees the mentioned platform, or more precisely its owner Amazon, as a crook who collects, uses and sells its users' information and user generated content (product reviews) freely without the assent and knowledge of Goodreads' users. However, Nakamura doesn't explain or show in any clear terms why she thinks that the users would be unaware of this. That is basically how every single eWOM platform operates and earns its profit, so that the users can have place to interact, read, review and learn.

Today reading habits and their determinants are growing in importance in many different fields of research and many scholars have showed interest to study and analyse these further (Fernandez-Blanco et al., 2015). Researchers have established a general profile for individuals who read in their leisure time, and they have 'identified the idiosyncratic characteristics corresponding to the various countries' (Fernandez-Blanco et al., 2015). Fernandez-Blanco et al. (2015) found out in their research that leisure time book consumption has been acknowledged by scholars in to have an effect in the growth and development of a country, but somehow in economic literature these topics haven't get the attention that they should deserve.

Researchers Canoy, van Ours and van der Ploeg (2006) have established that there is evidence on an international scale that pertains that reading habits may differ greatly among EU countries. They have listed the most prominent findings regarding the subject of leisure time book reading, alas, it is critical to note that these figures change yearly and that the measurement and analysis techniques on this subject is also under scrutiny by other scholars.

For one, Canoy et al. (2006) stated that there are large differences in the frequency of leisure time book reading in different European countries. For example Sweden has the highest frequency with 72% of the total population aged over 15 years stating that they

have been reading books in the past year. Comparatively, the lowest leisure time book reading frequency is found from Portugal, where the same number is only 15%. The average reading frequency in the EU is around 63% while in the USA the same number is around 57% (Canoy et al., 2006).

Socio-economically speaking, it is commonplace to find a positive correlation between age and reading, as older people tend to read more than younger population (Fernandez-Blanco et al., 2015). Further on, Guthrie and Greany (1991) found out in their survey that women tend to read more than men. For example, in Denmark, 36% of women aged over 15 read for pleasure in their leisure time, whereas only 20% of male population in Denmark read for pleasure.

From economic focus and time allocation perspective, it is important to acknowledge that leisure time book reading competes with other leisure time activities (Fernandez-Blanco et al., 2015). Neuman (1986) found out that people who tend involve themselves with a large number of alternative leisure time activities don't usually read as much as people with less alternative leisure time activities. Knulst and Kraaykamp (1998) found out that television is one of the main substitutes for reading, and especially for young people the internet and new technologies, especially videogames, are considered as a substitute for reading. Moreover, Loan (2012) noted in her study that Internet surfing has increased superficial reading, non-sequential reading and interactive reading, but at the same time, alarmingly, it has decreased peoples concentrated and in-depth reading.

2.4. Reading motivations

As this study is focused on leisure time book reading, focusing on individuals that read in their own time mainly for recreational purposes, this study does not encompass work related reading. Scholars and researchers usually agree on that people are motivated to consume books for a vast variety of reasons (Oliver & Raney, 2011). Knowing and acknowledging that motivations for leisure time book reading are diverse, researchers have also noted that the ultimate goal for leisure time reading has generally believed to be enjoyment (Oliver & Raney, 2011).

2.4.1. Hedonic motivations

Theories of entertainment enjoyment suggest that enjoyment is maximized when a beloved character enjoys a positive outcome in a story or a novel and on the other hand readers enjoyment rises when a disliked character experiences hardships (Zillmann & Cantor, 1977). In a similar way, mood-management theory put forward by Zillman (1985) suggests that readers tend to maximize their positive feelings and states (arousal, moods) and minimize the negative ones by consuming the type of literature that best suits them at the time.

But as one thinks about the term *enjoyment*, it might not fully encompass or describe all the different genres of books properly, because the term enjoyment generally means that something is viewed as fun or amusing, and most of the popular book genres are decidedly not usually seen as fun or amusing, actually just the opposite. Tragic dramas, heartbreaking novels or gritty thrillers are but a few examples of book genres that can be superbly gratifying for the reader, but not "enjoyable" in the colloquial sense of the term. This fact has proved to be a puzzle for researchers in the search of a better term when trying to theorize the hidden motivations behind reading motivations (Oliver, 1993). Oliver and Raney (2011) suggested that rather than conceptualizing the audience's primary motivation for reading as the seeking of pleasure and amusement, the additional dimension of "meaningfulness" could better describe people's behaviors that have usually been seen as this aforementioned puzzle, which leads us to the next chapter.

2.4.2. Eudaimonic motivations

To better describe why people read books, apart from chasing a quick laugh or a good feeling in general, researchers have studied the possibility that motivations such as the need to search and ponder life's meaning, purposes and truths - called *eudaimonic* motivations, can be another way to better understand reading motivations (Oliver & Raney, 2011). The fact that people consume books that illicit frequently moods of sadness and even despair, goes against the theories that only support hedonic motivations. To answer this paradox, Oliver (2008) claimed that books in addition to often describe tragedy and hardships, also have heartrending portrayals of human connection that cope with questions regarding the purpose of life and it's truths.

Scholars who have been particularly focusing on studying human well-being, have noted the distinction between feeling pleasure and feeling something else, something meaningful that can be at least as pleasurable in its own way (Oliver & Raney, 2011). Keyes, Shmotkin and Ryff (2002) put this to words when they distinguished particular feelings of pleasure, the other being subjective well-being that they conceptualized to be more related to hedonic concerns, and the other was psychological well-being, that could be interpreted to being associated with such concepts as personal growth and meaning in life.

Waterman (1993) drew from ancient philosophical texts written by Aristotle that there are two types of happiness. One of these was types was coined as hedonic happiness by Aristotle, which is conceptualized in terms of pleasure, and the other was eudaimonic happiness, which in turn is conceptualized in terms of personal expressiveness, personal development and self-realization. Acknowledging that happiness can be viewed and felt at the same time both as a pleasure (hedonic concerns) and as a way to achieve something meaningful (eudaimonic concerns such as self growth, personal expressiveness) has powerful implications in terms of recognizing person's reading motivations (Oliver & Raney, 2011). Along these findings and thoughts, Tamborini et al. (2010) argued that enjoyment that comes from cultural consumption such as reading, can be conceptualized through the extent how it fulfills needs, including needs such as relatedness, competence and autonomy, which goes in line with the theory of eudaimonic motivations.

2.4.3. Social status and stratification

Bourdieu (1984) noted in his study that a thing that often motivates persons leisure time reading can be seen as a need to better or increase his/her social status in the eyes of his/her peers. Drawing from this, different tastes and participation in cultural activities such as reading a book can be a way to a person to establish social group membership and to construct his/her social networks (Kraaykamp & Dijkstra, 1999).

DiMaggio (1994) states that a mutually shared preferences within a social group provide its members with an internal sense of solidarity, which he called a horizontal connection. Then again, tastes that can be seen externally reveal a social inequality between different status

groups in general society, which DiMaggio called vertical distinction.

Kraaykamp and Dijkstra (1999) wrote in their study that the level of prestige and perceived difficulty or professionalism of book affects how intellectually demanding and that way more sought after a book is. This means that by seeking out and reading the more demanding books that are generally thought to be difficult to comprehend, readers who enjoy and consume these books can archive higher levels of social status within their social groups, as long as other people in these groups are aware that the person in question is reading these kind of books.

2.5. Conclusions

Humans are and have always been social creatures. More often than not they live in tight-knit communities where they follow what other people do with a keen eye and where they more or less tend to ape each others' actions and tastes when all is said and done. This phenomenon could also be called following trends or fads, and this type of behavior most certainly applies to cultural consumption and more particularly book consumption as well. When a new hit book is published from an acclaimed author and it steadily rises to the top of, for example, New York Times's Best-Seller-list, you can bet that people are queueing to get their hands on one.

From here on out starts the battle between minds and tastes where people give their opinions regarding the book and where they try their hardest to affect each others' opinions. In today's world this often happens over the internet in a form of writing and reading online reviews, where your personal opinion can possibly affect millions of others'. This brings us to the next chapter of this study.

3. Understanding the effect of online product reviews on consumers' purchase intentions

Multiple past studies in previous years have shared a finding that showed that consumers are reading online product reviews in a growing rate before making purchase decisions (Agnihotri & Bhattacharya, 2016). According to the latest studies, over 70 percent of consumers report that they read product reviews before making purchase decisions (Agnihotri & Bhattacharya, 2016).

Based on several studies, researchers have shown that online product reviews have the potential to influence customers' attitudes towards brands and their products (Zhang et al., 2010; Agnihotri & Bhattacharya, 2016). This chapter examines the concept of online product reviews and highlights some of the factors that could affect consumers' views on them.

3.1. What are online product reviews?

There is a vast pool of different kind of user-generated content on the internet, but the most of it constitutes still from reviews that can be found in many different forms (Zhang et al., 2010). Different online platforms and websites collect, aggregate, process and present or even distribute user-generated information. This information plays a major role for example on company brand and product preferences (Ngo-Ye & Sinha, 2014). These platforms and websites are offering customers and users the opportunity to voice their opinions and learn from each others' experiences regarding the products or services in question, and in this kind of context "who" says "what" and "how" they say it, matters (Ghose & Ipeirotis, 2011; Ngo-Ye & Sinha, 2014).

Online product reviews can be seen as type of user generated product information that in created by people who have used the product in question (Ngo-Ye & Sinha, 2014). Therefore online product reviews are likely to focus on how a product matches reviewer's own usages and preferences (Nakayama, 2017). Online product reviews contain and spread invaluable information, that can be useful not only for the customers but also for the manufacturers and sellers, who can better understand their customers responses to why they like or dislike their product or service offering (Ngo-Ye & Sinha, 2014). By listening to

their customers and digesting online product reviews to their manufacturing processes and even everyday work, companies can better their products and services (Ngo-Ye & Sinha, 2014). By reading online product reviews, consumers can obtain more specific and down-to-earth information than compared to if they would only get their information from third party marketers (Park & Nikolau, 2015). If customers are viewing a product information online from for example just from the seller's website, it can be tricky to get real quality information of the product in question, which can lead to a situation where they can't judge the product quality correctly before actually buying the product (Park & Nikolau, 2015). It has been put forth by other researchers that online product reviews might actually give customers even more accurate and trustworthy information about the reviewed products than traditional sources, which could mean company websites or paid advertisements (Korfiatis et al., 2012). Just the simple offering of online product reviews for the customers to read, reviews being positive or negative, has been proven to affect the volume of online sales on different e-commerce platforms and websites (Chevalier & Mayzlin, 2006).

It is important to understand that online product reviews can be highly influencing particularly in certain kind of product categories, namely categories whose utility can accessed only upon and after consumption of the product in question (Korfiatis et al., 2012). As consumers tend to seek information online before purchase, they can be overwhelmed by the sheer amount of data they find. Therefore tend to use online product reviews to find heuristic information cues to simplify the information regarding the product they are looking for (Park & Nicolau, 2015).

3.2. Electronic word-of-mouth as a communication arena for product reviews

Multiple mediator product review websites have created their own electronic opinions-sharing communities to facilitate (and to control) the exchange of consumer reviews regarding a vast assortment of products and services (Ku, Wei & Hsiao, 2012). It has also become a well known, lucrative business for big companies such as Target.com, Amazon.com, Walmart.com and product manufacturers like Nike, Adidas, and Harley Davidson to birth their own opinions-sharing communities, where their customers can articulate their opinions regarding the products they have previously acquired or in which

they might be interested in the future (Ku et al., 2012). Moreover, opinion-sharing communities offer an second, even more compelling medium to companies and individuals who are interested to promote their products, that does not depend upon large and costly advertising efforts (Ku et al., 2012).

Online review communities (TripAdvisor.com, Amazon.com, Goodreads.com), have become one of the most popular and fastest growing information platforms and information sources for today's consumers (Luo et al., 2011). Online communication has specific characteristics that make it fundamentally different compared to traditional word-of-mouth, as online communication doesn't have to be time or location specific and it can be zeroed in to multiple persons at the same exact moment, meaning that it goes beyond the normal boundaries that have previously shown to be probably the biggest obstacles for traditional word-of-mouth (Luo et al., 2011).

An online review community is basically a virtual platform where users can share their viewpoints, preferences and consuming experiences with each other. People write their own experiences and recommendations regarding the products they have consumed and then they post their reviews online for other users to see. This type of information generation and information sharing results in a unique of electronic word-of-mouth communication between individuals and groups that is termed eWOM. Researchers have found multiple advantages for eWOM compared to traditional WOM.

One of the advantages of eWOM from the platform's perspective is that because the reviews are written and available on the platforms site, the platform operator therefore owns the reviews and the content and has the right to control the content that is being showed (Luo et al., 2012). As the platform administrators have the rights and means to control which reviews and which content is shown and in which order, this helps companies and marketers to make use of the eWOM content and implement it to their own marketing strategies and efforts (Luo et al., 2012). Alas, it is not particularly hard to see how this kind of action could prove to be a bit problematic for the consumers if the platform operators start to promote certain kind reviews and content in exchange for favors or monetary compensation.

Secondly, from the eWOM user's perspective, eWOM debilitates the restrictions of location and time, as reviews are often kept on the platform for quite a while, which in turn allows users to read and digest them at their own pace, at the most suitable time for them (Luo et al., 2011). This type of asynchronous communication enables larger masses of people to take part at the same time, which leads to the growth of the website and growth of these kind of platforms in general, and this kind of ease of access is one of the most attractive aspects of these platforms in the eyes of the users (Luo et al., 2011).

It is imperative to know that there are many different kinds of eWOM platforms that all have their own characteristics. One classification was formed by Rosario et al. (2016), which divided eWOM platforms to four different groups: (1) social media platforms (Facebook, Instagram), (2) review platforms (Epinions, IMDB) (3) e-commerce platforms and (eBay, Amazon) (4) other platforms (Internet overall). Sometimes it is difficult to classify a platform to a certain group because modern eWOM platforms change and renew themselves constantly, applying new functions and widgets on top the old to better their offering and to attract more users (Rosario et al., 2016).

It is considered highly important to account for the platform characteristics of the channel in where the electronic word-of-mouth is being displayed when evaluating the effectiveness and perceived value of online product reviews (Rosario et al., 2016). Researchers generally acknowledge that consumers usually evaluate the perceived usefulness of an online platform based on how much additional information is being provided regarding the reviewers, and that that of particular interest are especially perceived homophily and trustworthiness (Rosario et al., 2016). Opinions and reviews written by similar others are often more persuasive and believable (Rosario et al., 2016). Studies have also shown that if the platform shows for example timestamps for the reviews and comments, review readers and other users are more likely to appreciate the platform and deem the messages and reviews posted there more useful for them (Berger, 2014).

Reputation of the platform in question is also considered to be important for the consumers, as its perceived value as an information channel for the consumer hinges on

trustworthiness and believability (Rosario et al., 2016). If a platform is in its early stages it doesn't necessarily garner that much of a attention, but when it matures and gets more users its reputation usually grows along the way (Rosario et al., 2016). Mayzlin et al. (2014) recognized in their study that if a platform requires for example a registerization or a purchase of a product or any other kind of hurdles or obstacles before users can write reviews or comments on the platform, the bar to execute any actions on the platform rises. On the other hand, previous research also shows that such costs (time, effort to register) decrease the amount of fake reviews and thus increases the perceived value of eWOM for its users, therefore, drawing from that, platforms that impose posting costs may have more valuable eWOM to offer for their users (Rosario et al., 2016).

Despite all this, eWOM has its own hindrances compared to traditional WOM. In many cases reviews are given by largely unknown members or users of the platform, which often affects the credibility of the reviews, compared to a situation where the recipient would get the same information by traditional means for example from his/her friend or family member. Therefore, to assess and reconsider the influence of the online reviews on consumers, source factors seem to be having a major role on how consumers perceive the reviews.

3.3. The content of product reviews

This chapter examines what makes online product reviews what they are and also highlights some of the factors that that have been found out to affect review readers' perceptions regarding the reviewed product and the reviewer.

3.3.1. Identity disclosure and similarity

Research related to online reviews suggests that perceived attributes of the reviewer can impact consumer's reaction to reviews (Ghose & Ipeirotis, 2011). For example in the social psychology literature, reviews' source characteristics have been found to have an impact on consumers' judgement and behaviour, but the results are varied across the field (Ghose & Ipeirotis, 2011). Racherla et al. (2012) discovered in their research that perceived similarity between the reviewer and review reader is a factor that generates trust, which can possibly affect how the review reader feels about the review and how he/she evaluates it. Racherla

et al. (2012) also stated that according the uncertainty reduction theory, when two people who are interacting with each other for the first time, be it online or face-to-face, they seek to reduce uncertainty by collecting and analyzing sociodemographic information which helps them to foresee each other's behavior and attitudes.

However, because the social interactions in online communities are in a way anonymous because the users can not be hundred percent certain that the information provided by the reviewer is legitimate, consumers tend to look for social cues so that they can prove or disprove background similarities (Racherla et al., 2012). If the reader of the review finds out that he/she has for example shared interests and that they are both of the same age and from the same country with a shared cultural background, the probability in the eyes of the review reader that they may share same kind of tastes could rise (Ghose & Ipeirotis, 2011). On the other hand if the reader thinks that the reviewer is his/her total opposite, with nothing in common, the reader may give less credence for the review if he/she doesn't believe that they are interested in same kind of subjects or things. Racherla et al. (2012) also noted that researches that have studied these similarities between the reviewer and consumer often give differing findings depending on the context of the study. For example Forman et al. (2008) had found out in their study that if reviewer's demographic information ie. country of origin or home city were shared by the review reader, this eventually had a positive impact on sales.

Researchers Caliende, Clement and Shehu (2015) raised a focal question regarding professional's decision to review a certain product. They argued that a professional's decision to write a review on a certain product can be seen either as a factor that influences consumers' purchase decision directly or that it would be a predictor for future sales, or in some cases it can do both. In their study Caliende et al. (2015) presented a table that showed overviews of studies on effect of professional critics on sales. Table 1. is a variant of that table which includes the most relevant information for this study. According to Caliende et al. (2015), just the fact that a professional decides to review a certain product could mean that it would effect the review readers' purchase intention, thus this study proposes to test this possibility.

Table 1. Influence of critics

Study	Data			Effect	
	N	Sample	Source of critic	Influence	Predict
Basuroy et al. (2003)	175	US movies	Variety.com	X	X
Desai and Basuroy (2005)	275	US movies	Variety.com	X	
Basuroy et al. (2006)	175	US movies	Variety.com	X	
Eliashberg and Shugan (1997)	56	US movies	Variety.com	X	X
Reinstein and Snyder (2005)	609	US movies	TV show	X	X
Hennig-Thurau et al. (2006)	331	US movies	metacritic.com	X	
Ravid et al. (2006)	172	US movies	Variety.com	X	X
Kamakura et al. (2006)	466	US movies	Variety.com		
Boatwright et al. (2007)	466	US movies	Variety.com	X	
Gemser et al. (2007)	84	Dutch films	13 newspapers	X	X
Moon et al. (2010)	246	US movies	rottentomatoes.com	X	
Clement et al. (2007)	1431	German books	TV shows	X	
Berger et al. (2010)	244	US books	New York Times	X	

On the other hand, dissimilarity or lack of background information between the reviewer and the consumer can also lead to more effective interactions between participants, because when the participants don't have this kind of information, they often create an idealized image of the other (Racherla et al., 2012). In this kind of a situation the focus of the interaction will be on the subject rather than on the background information. If the reviewer establishes a connection with the reader by providing relevant information and valid points, this connection can outweigh the benefits of similarity (Racherla et al., 2012). Based on these researches and findings, this study proposes the following hypothesis:

H1: The identity disclosure of the product review writer (professional vs. amateur) will influence the review reader's intention to buy the reviewed product.

Most of the online review sites and platforms today are asking their users to post more personal information online for others to see. Reviewers today are posting their nicknames, real names, professions, hobbies, age, genders, interests, pictures and other links online, and this is ordinarily thought to be a growing trend as it is seen to be important for the

review readers (Ma & Agarwal, 2007). Many sites and platforms today are providing comprehensive background information regarding their reviewers, which can in some casesbe even more encompassing than the reviews themselves (Ma & Agarwal, 2007). Reviewers' well written and often even humoristic bios about themselves attract readers to get to know them better and that way they get more readers for their reviews (Ma & Agarwal, 2007). When the bio is well written and it gives the reader a well-rounded picture of who the reviewer is and what he or she likes, and at the same time provides the reader with current, valid information about the reviewer, it works as an advertisement for the reviewer and as a well crafted source of information for the reader (Ma & Agarwal, 2007).

3.3.2. Valence

One of the most widely used functions for an online product review is the given star rating (usually from 1 to 5), which is usually referred to as *valence* (Mudambi & Schuff, 2010). A one star review indicates an extremely poor review for the product, and a five star review is seen as an extremely positive review. The star ratings can be seen as a reflection of reviewers attitude extremity, meaning how much the review differs from the center point, which is three stars (Mudambi & Schuff, 2010).

Forman et al. (2008) found out in their study that when online consumers are facing a myriad of reviews when they are seeking for information regarding a product before purchasing it, they are likely to consider valence of online product reviews which act as a proxy for the underlying quality of the product. This has proven to be especially true with experience product such as books or movies (Park & Nikolau, 2015). Previous studies conducted by many researchers have yielded different results on how positive and negative reviews affect online products (Forman et al., 2008; Zhang et al., 2010; Khare et al., 2011).

Kuan et al. (2015) studied in their research the negativity bias, which states that negative reviews are generally considered to be more diagnostic than positive reviews because they are usually seen as more vivid and informative compared to positive reviews. Negative reviews are also thought to be visually more salient in contrast to positive reviews, therefore they are thought to attract more attention from readers than positive reviews (Kuan et al., 2015). Contrarily, other studies have shown the opposite, stating that online

consumers often perceive extremely negative or extremely positive ratings as more useful compared to middle-ground (three star) ratings (Zhang et al., 2010).

In a situation where reviewer has given a three star rating, this action can be seen as a moderate review, which could indicate indifference towards the product, or a situation where positive and negative reviews cancel each other out the and outcome can be somewhere in the mid-ground, which is known as ambivalence (Mudambi & Schuff, 2010). In both cases a three star review has been shown to reflect a legitimate middle-ground attitude toward the product in question. Prospect theory created by Kahneman and Tversky (1979) depicts that people experience loss more strongly compared to experiencing pleasure, because the value function is steeper with losses than with gains.

3.3.3. Volume

As one of the fundamental functions for online product reviews is to provide information for the reader regarding the evaluated product, the amount of information is often in key role when readers are evaluating if the review is useful for them or if it's not (Cao, Duan & Gan, 2011). Liu and Park (2015) wrote in their article that the elaborateness of online product reviews represents the length of reviews and it's showed to have a positive influence on purchase intentions.

Past studies have also shown that the length of a review can play a powerful role in the decision process of the consumers (Liu & Park, 2015). In other words, elaborate reviews with lots of information help to alleviate the uncertainty of the consumers decision making process by helping them gain confidence toward the quality of the product being reviewed (Mudambi & Schuff, 2010)

3.4. Perceived product review quality

This chapter outlines some of factors that have been used in previous studies to map consumers' perceived product review quality. The terms stated later in this chapter can be understood and used differently, depending on the context and how a study wants to associate them into their research.

3.4.1. Credibility

Researchers in the information science field often use the term quality to undermine the concept of credibility, but on the other hand the term credibility could be used to undermine the different facets of information quality (Savolainen, 2011). For instance, reliability or credibility of a review is a reader-based judgement which involves both subjective perceptions of source's credibility and objective judgements of information quality (Savolainen, 2011). Often times information credibility goes hand-in-hand with information quality, as people tend to judge information quality based on how current, useful, accurate and good the information is for them, which according to Savolainen (2011) links closely to credibility.

Credibility can also be seen in its own right as a concept, and most often credibility in itself means how believable someone or something is (Savolainen, 2011). Rieh (2010) showed in his study that credibility should be seen as a multifaceted concept which holds in itself other terms such as accuracy, trust, fairness, reliability and objectivity, but he also pointed out that credibility can mean different things to different people, which is also a commonly held belief in the information science field. Dou et al. (2012) stated in their research that trustworthiness and expertise of the reviewer are generally identified aspects of source credibility. Dou et al. (2012) also stated in their study that consumers' perceived review quality often affects consumers' actions, which would in this study's case mean consumers' purchase intention.

3.4.1.2. Trustworthiness

Researchers Mayer and Davis (1999) defined trust as "the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other party will perform a particular action important to the trustor, irrespective of the ability to monitor or control the other party". Uncertainty and trust are two ends of the same continuum, meaning that the lower the uncertainty, higher the trust and vice versa (Racherla et al., 2012). How trustworthy the source of an online review is in the eyes of the review reader is directly related to how individuals perceive and respond to information provided by the reviewer (Racherla et al., 2012). In the online community context, disclosure of personal

information and offering limited cues of peer recognition (i.e. real name, address and photo) and reputation within the community have both a clear influence to the way readers respond to reviews and messages (Forman, Ghose & Wiesenfield, 2008).

3.4.1.3. Expertise

According to Liu and Park (2015), studies have shown that consumers are likely to put more value on experts opinions and suggestions compared to non-experts, and that consumers are also more likely to be influenced more by experts views. Experts suggestions are thought also to influence consumers' attitudes regarding purchase intentions and brand more than non-experts opinions and suggestions (Liu & Park, 2015). Liu and Park (2015) referred to expertise as 'the extent to which the reviews provided by experts are perceived as being capable of providing correct information and they are expected to prompt reviewers' persuasion because of their little motivation to check the reliability of the source's declarations by retrieving their own thoughts'. Gotlieb and Sarel (1991) stated that experts message can be characterized by the 'evaluation of the degree of competence and knowledge that a message holds regarding specific topic in question'. Still, the limited amount of information on the online setting makes it often a difficult job for the reader to access the level of expertise of the writer based on the limited cues that are available (Liu & Park, 2015). Based on these findings, this study proposes the following hypothesis:

H2: The identity disclosure of the product review writer (professional vs. amateur) will influence how the quality of the review is perceived in terms of its credibility, readability and enjoyment.

Therefore a common way, and sometimes the only way to access the level of expertise of the reviewer, is to view his/her past actions, for example the number of reviews written, information provided in response to people's questions, and the opinions stated in the present review (Liu & Park, 2015). Another way to access the level of expertise of the reviewer is to evaluate or even measure the amount of exposure to an online review community (Ku, Wei & Hsiao, 2012). According to researchers Zhu and Zhang (2010) consumers might trust reviewers that have more reviews to their name, compared to reviewers who are new to the online community and therefore have written less reviews.

Drawing from financial literature, financial analysts are known to better their recommendation and foreseeing abilities as their experience grows, and the same could be true in case of online reviews (Agnihotri & Bhattacharya, 2016).

3.4.2. Readability

Readability is what characterises the needed level of awereness that a review requires in order to be understood and/or to make an well informed decision when it is being used as input (Korfiatis et al., 2012). According to Korfiatis et al. (2012), qualitative characteristics of a review such as length and understandability are closely related to readability of a review.

Thus, readability is operationalized on how manageable it is for the consumer to read and understand a review that contains information and opinions related to the product that is being reviewed (Korfiatis et al., 2012). Researchers have shown in the past that text that reads easily improves readers comprehension, reading speed and retention (Ghose & Ipeirotis, 2011). Therefore, a review text that contains subjective evaluations and that is easily understandable is usually thought to be more useful for the reader than a review text that he or she cannot easily comprehend or understand (Korfiatis et al., 2012). This can be 'theorized at the level of cognitive effort and, more precisely, in terms of the review's cognitive fit to an average reader with a normal level of expertise regarding the product that is being reviewed' (Agnihotri, 2016). Researchers Vessey and Galletta (1991) found out in their research that when the reader of review has a matching information-processing skills and a strategy that allows him/her to comprehend the information that is being offered by the reviewer, a cognitive fit occurs, as the two opposing sides of the interaction match each other.

Korfiatis et al. (2012) state in their article that the idea behind readability test is to provide a scale-based explanation of how demanding a text is to comprehend for readers, based on linguistic characteristics of the text in question. Therefore, the indication provided can only express how understandable a text is based on its style and syntactical elements (Korfiatis et al., 2012). According to Korfiatis et al. (2012) it is acceptable to assume that the attention that an online review gets from interested parties is closely associated with its readability. In this study as the respondents hailed from different countries and had differing native

languages, it is interesting to see if the readability of the text affected the perceived usefulness of the review.

In the information science context, a multitude of readability tests and indexes have been developed throughout the years to study the qualitative characteristics of different type of texts (Paasche-Orlow et al. 2003). It is also important to notice that all of the readability tests mentioned in this study are designed to be used with texts that are written in English. This study adopted The Gunning-Fog Index (FOG), Flesch-Kincaid Reading Ease Index (FK) and Automated Readability Index (ARI) for its purposes. All of these tests evaluate the readability of the review by breaking the review down into its basic structural elements, which are later combined by using an empirical regression formula. However, it's highly important to make note that these tests do not measure the same things from the text. The Gunning-Fog Index (Gunning, 1969) describes how well a person who has an average high school education would be able to understand the text in question. Generally speaking, the ideal FOG score for readability is 7 or 8. If the score is above 12, it is very likely that the text is too difficult for most of the people to understand. For example the Bible, Mark Twain and Shakespeare have FOG scores averaging around 6, whereas popular but maybe more business oriented magazines such as Wall Street Journal, Time and News Week have FOG scores averaging close to 11.

The Flesch-Kincaid Reading Ease Index applies 'a core linguistic measure based on syllables per word and words per sentence in a given text' (Korfiatis et al., 2012). This test is primarily used to determine what level of education is needed for someone to comprehend and understand the text that is being assessed. If we were to draw a conclusion from the Flesch Reading Ease Formula, then the 'best' test should consist of shorter sentences and words. The score between 60 and 70 is largely considered acceptable. The table presented below the formula is helpful to assess the ease of readability in a text. The Flesch-Kincaid formula is presented below:

The Automated Readability Index (ARI) is a readability test that is designed to gauge the understandability of a text (Korfiatis et al., 2012). Unlike the other readability tests used in this study, ARI relies on a factor of characters per word, instead of the usual syllables per

word (Korfiatis et al., 2012). The ARI produces an approximate representation of the US grade level needed to understand the text that is being evaluated. As a rule of thumb, US grade level 1 corresponds to ages 6 to 8. Reading level grade 8 corresponds to the typical reading level of a 14-year old US child. Grade 12, the highest US secondary school grade before college, corresponds to the reading level of a 17 year-old.

3.4.3. Enjoyment

Readers' perceived enjoyment of the review can be defined as the extent to which the reading and comprehending of reviews are perceived to be enjoyable for the reader in their own right, apart from any other consequences that the reader may have anticipated and sought before reading the review (Davis, Bagozzi & Warshaw, 1992). Perceived enjoyment is considered as intrinsic motivation, that drives the performance of an action that is undertaken purely because of the process of performing the activity per se (Liu & Park, 2015). Therefore, intrinsic motivation can lead to user behaviour, and in terms of user-computer interaction, researchers Mattila and Wirtz (2000) highlighted the point that consumers' affective reaction is highly important as a cognitive process to understand consumer behavior and that emotion is essential in the evaluation process of products and services. Moreover, intrinsic motivation such as pure enjoyment enhances the thoroughness and deliberation of cognitive processing (Liu & Park, 2015).

As the perceived review quality in this study is pictured as the combination of reviewers credibility (trustworthiness, expertise) and the enjoyment that reader gets after reading the review in question, based on findings presented by different scholars in previous studies, this research proposes the following hypothesis:

H3: The perceived product review quality will influence the reader's intention to buy the reviewed product.

3.5. Review reader characteristics

This chapter outlines the two factors that have been chosen to be used in this researches empirical part. Review reader characteristics in itself could possibly include anything and

everything that is somehow linked to the reader of the review, but alas, this study has chosen only two components that will be used to characterise the review reader.

3.5.1. Prior knowledge

Differences in the amount of readers' prior knowledge are known to relate to differing outcomes in their success and ability in comprehending and learning from text (Fox, 2009). Readers' integrative and constructive activity builds on and connects to their relevant prior knowledge (Ferstl & Kintsch, 1999).

Relevant prior knowledge can mean multiple different things depending on the reading situation and on the text that is being read (Ferstl & Kintsch, 1999). For example it can mean familiarity with certain reading contexts and situations (online product reviews), specific knowledge about the topic, and the declarative, procedural, and conditional knowledge associated with the expertise in a particular domain or genre (fantasy and sci-fi books) (Fox, 2009). According to Fox (2009), reading situations are usually different depending on for example is what is the expected result or goal that the reader seeks. Other important factors that can influence the reading experience are motivation and fatigue (Fox, 2009).

3.5.2. Social influence

An highly essential determinant of a person's behaviour is other people's influence (Bearden, Netemeyer & Teel, 1989). Netemeyer et al. (1989) stated in their research that it is not possible to comprehend fully consumer behaviour if you don't consider interpersonal influence on development of attitudes, norms, aspirations and purchase behavior. All people share some aspects of social influence and it is considered to vary between individuals and different situations (Netemeyer et al. 1989), thus some individuals are more susceptible to social influence while others are more resistant.

Social influence can be divided into two different sub categories according to Deutsch and Gerard (1955), which are *normative influence* and *informational influence*. Years later, Burnkrant and Cousineau (1975) defined *normative influence* as the tendency to conform to other people's expectations. Afterwards, other researchers went even further and

separated normative influence into value expressive influence and utilitarian influence (Bearden & Etzel, 1982; Park & Lessig, 1977; Price, Feick & Higie, 1987). Deutsch and Gerard (1955) defined *informational influence* as the tendency for an individual to accept information from others as evidence regarding reality. Moreover, informational influence can be seen to occur in two different ways. First a person may search for information from other people who he or she deems more knowledgeable than himself or herself, or make conjectures based on his or her surroundings by observing how other people behave and act (Park & Lessig, 1977).

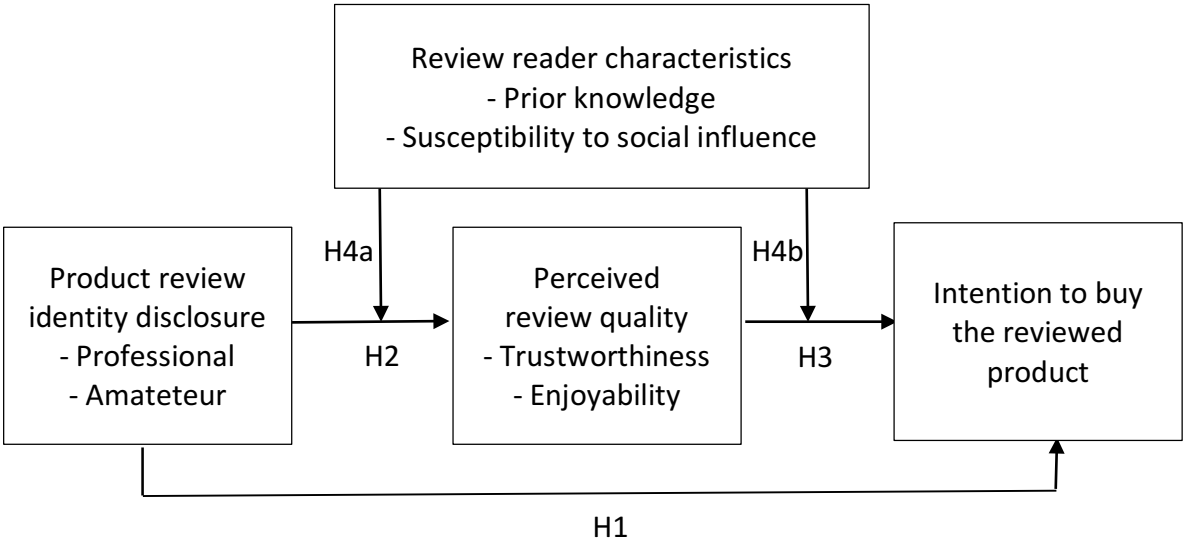
When a person accumulates his or her knowledge by adding new information regarding some aspect of environment that she or he has gathered from other people on top of the old one, it is called informational influence according to Netemeyer et al. (1989). Here, the importance of prior knowledge regarding the subject This study focuses especially to informational influence, as the past research has found that it can affect consumers decision making process in reference to product evaluations and product selections (Park & Lessig, 1977). To conclude this, social influence has alternative manifestations depending on the situation, individual and the surrounding environment. Based on these findings in past research, this study proposes the following for the fourth hypothesis of this study:

H4: The review reader characteristics such as prior knowledge and susceptibility to social influence will moderate the effect the identity disclosure of the product review writer on the perceived product review quality and reader's intention to buy the reviewed product.

3.6. Conclusion: Presentation of a conceptual framework and hypotheses

In light of the online product review and electronic-word-of-mouth literature, this study proposes and summarizes the following hypotheses in the table below as the conceptual framework for this research.

Figure 1. Conceptual framework



Based on existing literature and the conceptual framework presented above, this study proposes the following hypotheses:

H1: The identity disclosure of the product review writer (professional vs. amateur) will influence the review reader's intention to buy the reviewed product.

H2: The identity disclosure of the product review writer (professional vs. amateur) will influence how the quality of the review is perceived in terms of its credibility, readability and enjoyment.

H3: The perceived product review quality will influence the reader's intention to buy the reviewed product.

H4: The review reader characteristics such as prior knowledge and susceptibility to social influence will moderate the effect the identity disclosure of the product review writer on the perceived product review quality and reader's intention to buy the reviewed product.

4. Methodology

This research is empirical by nature, and uses quantitative methods. This chapter describes how the questionnaire was developed and the survey conducted. Moreover, issues concerning the collection of data and data description are discussed before the analysis and results. The selected research philosophy for this study relates mainly to experimental positivism. In this study's point of view, also the existing theories support this approach (Sen & Lerman, 2007; Liu & Park, 2015; Ohanian, 1990; Whitehead, 1968). This study aims to verify hypotheses and as its data collection method is survey based, these both aspects speak for the use of experimental positivism, and furthermore this research also tries to be as objective as possible. The fundamental idea of this study was to see how consumers' responses alter when the author of the product review changes and all else stays constant.

4.1 Variables

For this study the independent variable was the source of the review, author or normal reviewer. Customer's perceived review quality was one of two dependent variables and customer's purchase intention was the other dependent variable. Perceived review quality consists of source expertise, source trustworthiness and enjoyment of the review.

4.2 Data collection

The research data used in the present study was collected via survey questionnaires. According to Wilson (2014 / etsi), survey questionnaires are an useful and common way for scholars to collect quantitative survey data from large amounts of people with relatively low costs, and what can later on be disseminated and analyzed with quantitative methods. The links to the online questionnaires were posted in many different discussion forums and online book clubs on Goodreads website. Moreover, the links were placed on social media platforms such as Facebook and Reddit to maximize the respondent base. It was also thought that it would be best if the respondent base would be quite heterogeneous, so that it would include people from multiple countries and from every walks of life. Another thought was that it would be great if at least some of the participants would be familiar with fantasy books, so that the whole idea of reviewing such a book wouldn't be too unfamiliar for them.

The study was introduced as an academic research focusing on online product reviews and no mention regarding the status of reviewer was given so that the respondents would not focus on wrong attributes of the study. In addition, instructions regarding anonymity and confidentiality were given to the respondents to assure that their information would not used to anything else than for this particular study. As the responses were coming in, it was realized that further encouragements for people to answer to the survey were needed, so comments about the timeliness and importance of the survey were posted on the social media platforms and discussion forums.

The survey was conducted via Google Forms, and once the data was collected it was transferred to Microsoft Excel, where it was transformed to a more suitable format to perform statistical analyses with IBM SPSS Statistics and IBM SPSS Statistics Process by Andrew Hayes.

4.3 Survey development, logic and structure

Two different questionnaires were delivered to two groups of participants. All else stayed constant, except the information about the reviewer. First questionnaire stated that the review was written by a professional book author and the other said that the review was written by a 'normal' reviewer. Fabricated background information about the reviewers were given to the respondents in order to make a clear differentiation between a normal reviewer and a book author. The review that was used in the questionnaire was borrowed from one of the Goodreads users with the permission of the original reviewer. Real names, nicknames, hobbies and other personal information about the reviewers were fabricated due to privacy reasons.

This study implemented the 7-point Likert-scale, where the respondents were asked to express their level of agreement ranging from 1 to 7. The options ranged from 1 "Strongly disagree" to 7 "Strongly agree. The survey can be found in full from the appendix section of this study.

First the respondent were asked a series of demographic related questions. These included questions regarding their gender, age, home country, native language, education, employment status, yearly household income and marital status. After that the respondents were asked questions regarding how many books do they read yearly and how many books they have read overall. Subsequently came the questions regarding their previous knowledge and interest towards science fiction and fantasy books and their perceived susceptibility to social influence in general. Next part of the questionnaire detailed the instructions and background information as to what comes next and how to complete the survey. The respondents were asked to read a online book review, which was borrowed from an acquaintance of the author of the study. This was the part where the intended manipulation was supposed to happen. Survey that had the professional author as the reviewer had the following information to depict reviewer's background and status:

The author of the following review is a 53-year old male who has published seven fantasy novels and several novellas in his career. He is also an active Goodreads.com contributor. He lives currently in Boston, MA with his wife and two dogs.

For the other review that had a normal person as the reviewer, the background text was as follows:

The author of the following review is a 53-year old male who describes himself as a fantasy enthusiast. He is also an active Goodreads.com contributor. He lives currently in Boston, MA with his wife and two dogs.

As can be seen, the only difference between these backgrounds was reviewer's status as a writer or as a normal person. In hindsight, this difference should have been made more notable for the respondents. As to why there was such a small difference in the backgrounds was so that the study could pin-point the differences in the data to only for the status of the reviewer, so that for example demographical differences wouldn't be affecting the results.

After reading the background information and the review, the respondents were asked a series of multi-item questions with regard to perceived trustworthiness and enjoyability of the review. These multi-item questions were created by using 1-to-7-point Likert scale that ranged from 1 "Strongly disagree" to 7 "Strongly agree". Subsequently the respondents

were asked to answer how likely they felt that they would buy the book and how useful the review was for them. In the end there was an open text field for questions and comments.

The question that would have tested if the manipulation had worked as intended was accidentally left out of the surveys. Thus, the effect of how well the intended manipulation worked can not be verified fully. This can be seen as a limitation that will be added to limitations section as well.

4.4. Sample description

Overall 338 people participated in this study, and 51,5 % of them were male and 45% female, and 3,5 % were gender variant / non-conforming. Over 50 % of the participants replied that they were aged between 25 and 34. Second largest age group was between 18 and 24 year olds, who accounted for around 20 % of the participants. Third largest group was the 35 to 44 year olds, who accounted for around 15 % of the respondents. The most mature participants were over 64 years old and the youngest were under 18. A bit over half of the respondents reported that their native language was English and the second most popular native language was reported to be Finnish. All in all there where over 20 different native languages reported from around the globe. Survey number one was the survey that's review was written by the professional author and survey number two told the respondents that the review was written by a normal person. The 338 respondents didn't spread exactly evenly between the surveys, as survey one (author) got 194 respondents and survey two (normal) got 144 respondents.

Survey one's respondents were 48,5 percent female and 47,9 percent male and the largest age group was 25 to 34 year olds (47,9%) and the second largest was 35 to 44 year olds (18%). 34,4 percent answered that they hailed from Finland, and 21,4 were from the United States. 50,3 percent of the respondents told that their native language was English while 34,4 percent reported their native language as Finnish. The most common highest completed degree was Bachelor's degree with 34,7 percent and the second most common was Master's degree with 23,8 percent. 46,4 percent of the respondents reported that they were employed full time while 21,1 percent reported they were students. 23,7 percent of

the respondents reported that their yearly household income was less than 20,000 dollars and 21,6 percent reported it to be between 20,000 to 34,999 dollars. 37,6 percent of the respondents were single and 36,6 percent married or in a domestic partnership. The last to questions were about reading habits, and the largest group, which was 23,7 percent of the respondents, answered that they read around 0 to 5 books in a year. Second largest group reads 11 to 15 books in a year (12,4 percent) and third largest reads approximately 6 to 10 books in a year. The fourth largest group (8,8 percent) reported that they read over 100 books in a year. The second question regarding reading habits was about how many books the respondents have read overall. The answers for the whole group varied greatly, but the biggest group (16,7 percent) was the one that reported that they have read over 2000 books so far, which was the also the last and largest group bookwise in the survey.

Table 2. Sample summary

	Professional Author		**Normal person**	
	%	**persons**	**%**	**persons**
Gender				
Female	48,5	94	54,5	78
Male	47,9	93	42	60
Transgender Female	0,5	1	0	0
Transgender Male	0,5	1	2,1	3
Gender Variant/Non Conforming	2,1	4	1,4	2
Age				
Under 18	0,5	1	25,2	1
18-24 years old	16	31	58	36
25-34 years old	47,9	93	9,8	83
35-44 years old	18	35	4,2	14
45-54 years old	9,8	19	0,7	6
55-64 years old	6,2	12	1,4	1
over 64	1	2		2
Home country				
Finland	34,4	66	25,4	36
United States	21,4	41	38	54
United Kingdom	16,7	32	6,3	9
Native language				
English	50,3	95	56,5	78
Finnish	34,4	65	25,4	35
German	3,2	6	2,9	4
French	1,6	3	2,9	4
Swedish	1,1	2	4,3	6
Dutch	1,6	3	0	0
Highest completed degree				
Less than high school	1	2	0	0
High school graduate	9,8	19	7	10
Some college, no degree	19,7	38	11,9	17

Associate's degree	6,2	12	2,8	4
Bachelor's degree	34,7	67	50,3	72
Master's degree	23,8	46	22,4	32
Professional degree	3,1	6	3,5	5
Doctorate	1,6	3	2,1	3

Survey two got 144 respondents and 54,5 percent of those were females and 42 reported that they were males. Biggest age groups were the 25 to 34 year olds (58 percent) and 18 to 24 year olds (25,2 percent). 25,4 percent of the respondents reported that their home country was Finland and 38 percent of the respondents reported their home country to be the United States of America. 56,6 percent of the respondents told that their native language was English and 25,4 answered that it was Finnish. The most common highest completed degree in the group was Bachelor's degree with 50,3 percent, while the second most common was Master's degree with 22,4 percent. 53,8 percent of the respondents answered that they were employed full time and 24,5 percent reported that they were students. Most of the respondents (24,5 percent) told that their household yearly income was less than 20,000 dollars, and 23,8 percent of the respondents told that it was approximately between 20,000 and 34,999 dollars. 46,2 percent of the respondents in group two were single and 33,6 percent married or in a domestic partnership. As in group one, also in group two the largest group of respondents (17,5 percent) answered that they read 0 to 5 books in a year, but the second largest body of respondents (11,9 percent) answered that they usually read over 100 books in a year. Lastly, as in group one, also in group two the largest group of respondents (13,5 percent) answered that they have read over 2000 books overall. The whole sample and all of the figures can be found from the appendix section, and Table 2. has a summary of the sample.

4.5. Reliability and validity

If a research or a thesis study is conducted by using valid, reliable methods, it leads to reliable results. One of the main aspects of testing and proving that the results and methods are reliable, is that the same calculations and measurements can be conducted by other researchers as well and that they would arrive to the same conclusions with the same methods. The term reliability indicates that the results are precise and that they are not coincidental. The validity of the research on the other hand implies that the research

measures and studies exactly what is supposed to be measuring and studying (Malhotra & Birks, 2006).

All the methods and theories used in this study are based on proven meters, questions and theories, that have been compiled from other studies, meaning that they are all verified by the scientific community and that they should be reliable and valid. However, the manipulation wasn't checked as planned, so that leaves a bit room for errors. More about the manipulation check in limitations section.

To measure the constructs accordingly, this study used multiple items based on the literature. A factor analysis was performed on the constructs. These items can be found in Table 3. Cronbach's alphas, means and standard deviations were calculated for the sum variables. To evaluate the reliability of the six individual constructs, Cronbach's alpha was computed. Cronbach's alpha coefficients for every construct were over the recommended 0.60, which indicates acceptable reliability (Malhotra et al., 2012).

Table 3. Reliability, mean and standard deviation of constructs

Construct	Item	Cronbach's alpha	Mean	Std. Deviation	Based on
Purchase intention	What would you say is the likelyhood that you will purchase the product: Likely Probable Possible	0,942	4,359	1,656	Dou et al., 2011
Trustworthiness	Would you say the product review is: Honest Trustworthy Sincere Reliable	0,870	5,402	1,061	Dou et al., 2011
Enjoyment	Would you say the review was: Fun Enjoyable Exciting	0,910	4,788	1,177	Van Dijk, Lingnau & Kockelkorn, 2012
Prior knowledge	How interested are you towards fantasy and sci-fi books? How familiar are you with fantasy and sci-fi books?	0,936	5,155	1,634	Mitchell & Dacin, 1996

	How clear an idea do you have about which characteristics are important in providing you maximum reading satisfaction? I know a lot about fantasy and sci-fi books. How would you rate your knowledge about fantasy and sci-fi books relative to the rest of the population?				
Susceptibility to social influence		0,880	4,325	1,58	Beardern, Netemeyer & Teel, 1989
	If I have little experience with the product I often ask my friends about the product. I often consult other people to help choose the best alternative available from a product class. I frequently gather information from friends or family about a product before I buy.				

To make sure that there are no linear dependencies in the regression analyses, a multicollinearity test was performed. Multicollinearity statistics *variance inflamation factors* (VIF) and *tolerance* are reported in Table 4. As can be seen from Table 4, there were no multicollinearity issues present. As all the VIF-values were below 2.00, all the independent variables used in the study passed the multicollinearity test (Hair et al., 1998).

Table 4. Multicollinearity

Independent variables	Tolerance	VIF
Enjoyability	0,626	1,599
Susceptibility to social influence	0,992	1,008
Trustworthiness	0,599	1,67
Usefulness	0,676	1,48

Dependent Variable: Prior knowledge

5. Results

The results are presented in a linear order, starting from reliability checks and calculations, moving on to the hypotheses, that will be presented in a chronological order from hypothesis 1 to hypothesis 4a and 4b. The results will also start from more basic calculations and move on towards more sophisticated measurements as the complexity increases with every hypothesis.

5.1. Does assumed product review authorship influence buying intention for reviewed product?

An independent samples t-test was performed to compare online product review source effects when the first group was told that the reviewer was a professional author and the second group was told that the reviewer was a normal person. The purpose of this test wast to determine if the authorship status of the reviewer would affect consumers' purchase intention for the reviewed product.

As can be seen from Table 5., there was no statistically significant differences effects on the consumers' purchase intention. This might have been the fault of the less than perfect manipulation, but again, this can not be verified as the manipulation check was not performed.

Table 5. Authorship's influence on purchase intention

	Author			Normal		
Variables	**Mean**	**s.d**	**t**	**Mean**	**s.d**	**t**
Purchase Intention	4,340	1,693	-0,245	4,385	1,610	-0,245

* p < ,05;** p < 0,01; ***
p< ,001

5.2. Does assumed product review authorship influence perceived review quality?

An independent-samples t-test was conducted to compare online product review source effects when the first group (1) was told that the reviewer was a professional author and the second group (2) was told that the reviewer was a normal person. Results showed that outcomes were similar in both groups, and the t-test showed that there weren't any statistically significant differences between the groups (p > .05).

Table 6. T-Test

	Author			Normal		
Variables	**Mean**	**Std. Deviation**	**t**	**Mean**	**Std. Deviation**	**t**
Trustworthiness	5,371	1,140	0,607	5,443	0,944	0,607
Enjoyability	4,863	1,228	-1,370	4,685	1,100	-1,370

Notes: * p < ,05; p < 0,01; *** p < ,001**

5.3. Does perceived product review quality influence buying intention for reviewed product?

To evaluate if the variables chosen for this study affect consumers' purchase intention, a regression analysis was calculated for both data sets. The independent variables to explain the dependent variable, which was consumers' purchase intention, were trustworthiness and enjoyability.

As can be seen from Table 7., *trustworthiness* and *enjoyability* are statistically highly significant (p < 0.01) in relation to purchase intention when the review writer was professional author. As the Beta-value for trustworthiness was 0,351 it shows that trustworthiness explains around 35 percent of consumers' purchase intention. Likewise, as the Beta-value for enjoyability was 0,209 it shows that enjoyability explains around 21 percent of consumers' purchase intention.

However, when we look at the same variables on the other side of the table, when the author of the review was a normal person, results are different. Trustworthiness is again statistically highly significant (0 < 0,01) and it explains around 35 percent of consumers' purchase intention (Beta-value 0,351). Enjoyability on the other isn't statistically significant (p = 0,231) when the author is a normal person. According to these results, it seems that if the review writer is a normal person, other factors than enjoyability are then perceived as more important for the consumer when he or she thinks about buying a product. Based on these results consumers' perceived trustworthiness towards the review is highly significant in a situation when he or she is thinking about buying the reviewed product.

On the other hand, these findings could also mean that if the review is written by a professional author, it should be enjoyable for the review reader to read if the author really wants to make a positive impact, whereas if the reviewer is a normal person, the review shouldn't even be that enjoyable for the reader to read, as long as it is perceived as trustworthy, which could mean that as long as the review written by a normal person is informative and is relays all the necessary information for the reader, it could be borderline boring. This on the other hand raises the question that should normal reviewers put more effort into the informative parts of their review and all together stop trying to be entertaining, as long as they get their message through? And on the flipside, could this mean that professional authors should put extra effort into their reviews to make sure that their reviews are entertaining and enjoyable to read. Along these lines could it be said that the bar to write a good review is higher if you are a professional author compared to if you're just a normal person?

Table 7. Regression analysis between professional author and normal person

	Author		**Normal**	
Variable	**β**	**t**	**β**	**t**
(Constant)	0,143	0,272	0,391	0,509
Enjoyability	0,209	2,606*	0,105	1,204
Trustworthiness	0,351	4,375**	0,351	4,007**

Notes: * p <0.05;p<0.01**

Dependent variable: Purchase intention

5.4. Do review reader characteristics moderate the influence of assumed product review authorship on perceived review quality?

Before this study was able to get into the product review identity disclosure (PRID) related moderations, it first had to code the product review identity disclosure for its own variables, and as PRID was a categorical variable with only a value of *professional author* or *normal person* which were coded to have values 1 or 0. Therefore, as can be seen from Table 8., the results are mirroring each other in a way. As PRID was being used as the independent variable, the following calculations had to be conducted for the whole sample. Otherwise it the following calculations would have been impossible to perform.

5.4.1. Moderating effect of prior knowledge

To test the hypothesis that the consumers' perceived review quality, which consists of consumers' perceived trustworthiness and perceived enjoyability, is a function of multiple factors, and more specifically whether consumer's prior knowledge moderates the relationship between *product review identity disclosure* (PRID) and *perceived review quality* (PRQ), a hierarchical multiple regression analysis was conducted. In the first step, two variables were included: product review identity disclosure (normal person) and prior knowledge. These variables accounted for a significant amount of variance in purchase intention, $R2 = .0665$, $F(3, 330) = 6{,}02$, $p < .001$. To avoid potentially problematic high multicollinearity with the interaction term, the variables were centered and an interaction term between prior knowledge and product review identity disclosure was created (Aiken & West, 1991).

Next, the interaction term between *prior knowledge* and *product review identity disclosure* was added to the regression model, which accounted for a significant proportion of the variance in perceived review quality, $\Delta R2 = .025$, $\Delta F(1, 330) = 6{,}02$, $p < .05$, $b = -.398$, $t(330) = -2.45$, $p < .05$. Closer examination of the interaction effect showed that there was a mitigating effect on perceived review quality if the review writer was a normal person and if the respondent had high levels of prior knowledge regarding fantasy and sci-fi books. This could mean, that if a person has a lot of prior knowledge regarding a special subject, in this case fantasy and sci-fi books, he or she isn't that inclined to believe another 'normal

person', who might actually have lower levels of prior knowledge than the respondent himself/herself. As perceived review quality in the present study consists of trustworthiness and enjoyability, this could also be interpreted that normal persons doesn't view other normal persons reviews as as entertaining as for example reviews written by professional authors. Or maybe it could be that if a normal person sees another 'normal persons' review, he or she isn't that likely to view that review as a piece of quality work.

As product review identity disclosure (PRID) is a categorical variable that is been used to either divide the whole sample to two parts based on who wrote the review (professional author or normal person), or as a differentiating factor

As product review identity disclosure is a categorical variable and in this case it (PRID) divides the sample to two parts based on the reviewer's status, which means that vice versa, if the reader has high levels of prior knowledge and the review writer is an author, the interaction between prior knowledge and product review identity disclosure has an enhancing effect on the readers perceived review quality. The size of the positive interaction effect (t = 2.45) (*author * pk)* mirrors the size of the negative interaction effect (t = -2.45) (*normal * pk*).

Examination of the interaction plot showed an enhancing effect that as prior knowledge and trustworthiness increased, purchase intention increased. At lower levels of trustworthiness, purchase intention was similar with people with low, average or high prior knowledge. Respondents who perceived the review as highly trustworthy and had a high levels of prior knowledge were also the ones who answered that they were most likely to buy the reviewed product.

Table 8. Prior knowledge as moderator

Source	**Coefficients**	**Se**	**t**	**ΔF**	**Δ R^2**
Constant	10,235	0,108	94,662		
Prior knowledge	0,223	0,078	2,862**		
Author	0,149	0,216	0,687		
Author * Prior knowledge	0,398	0,162	2,454*	6,02	0,025

Constant	10,235	0,108	94,662		
Prior knowledge	0,223	0,078	2,862**		
Normal	-0,149	0,216	-0,687		
Normal * Prior knowledge	-0,398	0,162	-2,454*	6,02	0,025

Notes : * p <0.05;p<0.01**
Dependent variable: Perceived review quality

5.4.2 Moderating effect of susceptibility to social influence

To test the hypothesis that the consumers' perceived review quality, which consists of consumers' perceived trustworthiness and perceived enjoyability, is a function of multiple factors, and more specifically whether consumers' *susceptibility to social influence* (SSI) moderates the relationship between *product review identity disclosure* (PRID) and *perceived review quality* (PRQ), a hierarchical multiple regression analysis was conducted. In the first step, two variables were included: *product review identity disclosure* (normal person) and *susceptibility to social influence* (SSI). These variables did not account for a statistically significant amount of variance in purchase intention, R2 = .007, F(3, 330) = 1.10 , p > 0.05. To avoid potentially problematic high multicollinearity with the interaction term, the variables were centered and an interaction term between prior knowledge and product review identity disclosure was created (Aiken & West, 1991).

Next, the interaction term between *susceptibility to social influence* and *product review identity disclosure* was added to the regression model, which didn't account for a statistically significant proportion of the variance in perceived review quality, Δ R2 = .0046, Δ F(1, 330) = 1.43 , p > .05, b = .0177, t(330) = 1.19 , p > .05. Closer examination of the interaction effect showed that product review identity disclosure didn't have any statistically significant interaction effect on the relationship between susceptibility to social influence and product review identity disclosure

Table 9. Susceptibility to social influence as moderator

Source	**Coefficients**	**se**	**t**	**ΔF**	**Δ Rˆ2**

Constant	10,195	0,108	94,037		
SSI	0,055	0,078	0,707		
Author	0,094	0,212	0,441		
Author * SSI	-0,177	0,148	-1,194	1,43	0,005
Constant	10,195	0,108	94,037		
SSI	0,055	0,780	0,707		
Normal	-0,094	0,212	-0,441		
Normal * SSI	0,177	0,148	1,194	1,43	0,005

Notes: * p <0.05;p<0.01**
Dependent variable = Perceived review quality

5.5. Do review reader characteristics moderate the influence of perceived review quality on buying intention for reviewed product?

This subchapter presents the results for the multiple hierarchical regression analysis where the moderating effects of prior knowledge and susceptibility to social influence on trustworthiness and/or enjoyability were measured and calculated.

As the aim here is to identify if readers' characteristics have any influence on consumers' purchase intention specifically if the reviewer is a normal person or a professional author, the calculations are performed for each data sets separetaly. The calculations are otherwise identical in pairs of two, as only the reviewer status varies between author and normal person, which means that the calculations were performed for either data set A (author) or data set B (normal person).

5.5.1. Moderation of prior knowledge on trustworthiness - author

To test the hypothesis that the consumers purchase intention is a function of multiple factors, and more specifically whether consumer's prior knowledge moderates the relationship between trustworthiness and purchase intention when the reviewer is a professional author, a hierarchical multiple regression analysis was conducted. In the first step, two variables were included: trustworthiness and prior knowledge. These variables accounted for a significant amount of variance in purchase intention, R2 = .417, F(3, 189) = 48.63 , p < .001. To avoid potentially problematic high multicollinearity with the interaction

term, the variables were centered and an interaction term between prior knowledge and trustworthiness was created (Aiken & West, 1991).

Next, the interaction term between prior knowledge and trustworthiness was added to the regression model, which accounted for a significant proportion of the variance in purchase intention, ΔR2 = .021, ΔF(1, 189) = 5.82 , p = .0147, b = .121, t(189) = 2.41 , p = 0,017. Examination of the interaction plot showed an enhancing effect that as prior knowledge and trustworthiness increased, purchase intention increased. At lower levels of trustworthiness, purchase intention was similar with people with low, average or high prior knowledge. Respondents who perceived the review as highly trustworthy and had a high levels of prior knowledge were also the ones who answered that they were most likely to buy the reviewed product.

Table 10. Author – Prior knowledge moderating trustworthiness

Source	Coefficients	se	t	ΔF	Δ R^2
Constant	4,272	0,104	41,255		
Prior knowledge	0,431	0,065	6,641**		
Trustworthiness	0,551	0,094	5,870**		
Trustworthiness * PK	0,121	0,050	2,414*	5,82	0,021

Notes: * p <0.05;p<0.01**
Dependent variable = Purchase intention

Figure 2. describes what happens to respondent's purchase intention when respondent's level of prior knowledge increases. The blue colored dots describe the interaction effect between prior knowledge and trustworthiness when prior knowledge of the respondent is low (one standard deviation from the middle, which is -1,63.). Green dots describes the interaction effect when prior knowledge is medium sized and yellow dots describe the the interaction effect when respondent's prior knowledge is high. As can be seen from Figure 2., the blue dots going upwards linearly aren't arranged as steeply as the two other colors. The green dots are arranged in a steeper fashion, but if one draws a line between the yellow dots, one can see that that line is the steepest. Numerically speaking the effect of the interaction effect between prior knowledge and trustworthiness if the level of respondent's prior knowledge is low is 0,3568. For the mid levels of prior knowledge the interaction

effect's effect is 0,5882. For the yellow dots, the interaction effect's effect in regard to purchase respondent's purchase intention is 0,8197. This shows that when the respondent's level or prior knowledge increases, the interaction effect between prior knowledge and trustworthiness also increases, thus affecting consumers' purchase intentions to go up.

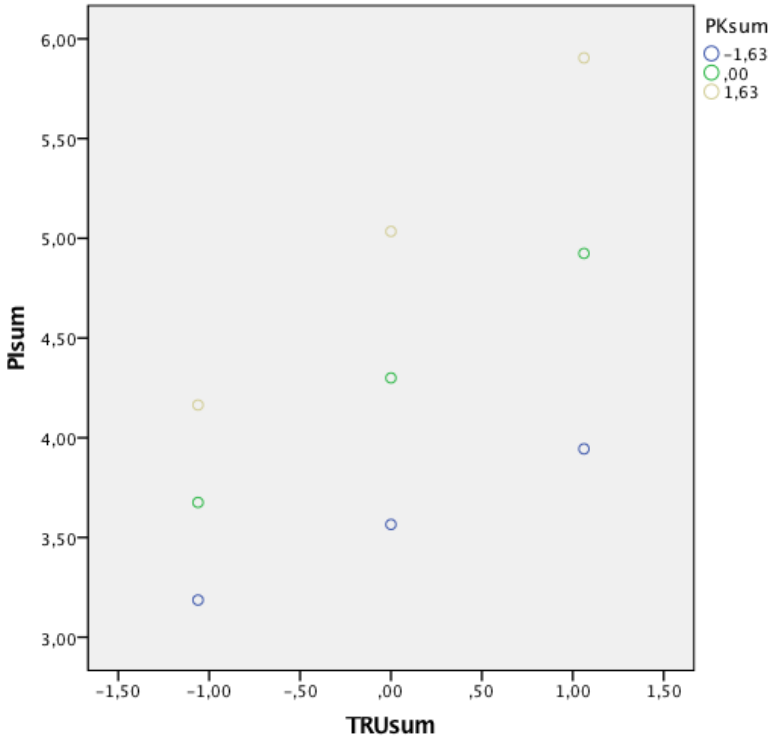


Figure 2. Interaction effect of prior knowledge and trustworthiness on purchase intention

5.5.2. Moderation of prior knowledge on trustworthiness - normal

To test the hypothesis that the consumers purchase intention is a function of multiple factors, and more specifically whether consumer's prior knowledge moderates the relationship between trustworthiness and purchase intention when the reviewer is a normal person, a hierarchical multiple regression analysis was conducted. In the first step, two variables were included: trustworthiness and prior knowledge. These variables accounted for a significant amount of variance in purchase intention, R2 = .366, F(3, 137) = 26,15 , p < .001. To avoid potentially problematic high multicollinearity with the interaction term, the variables were centered and an interaction term between prior knowledge and trustworthiness was created (Aiken & West, 1991).

Next, the interaction term between prior knowledge and trustworthiness was added to the regression model, which accounted for a significant proportion of the variance in purchase intention, ΔR2 = .0367, ΔF(1, 137) = 7,10 , p < .001, b = .180, t(189) = 2.66 , p < .001. Examination of the interaction plot showed an enhancing effect that as prior knowledge and trustworthiness increased, purchase intention increased. At lower levels of trustworthiness, purchase intention was similar with people with low, average or high prior knowledge.

Respondents who perceived the review as highly trustworthy and had a high levels of prior knowledge were also the ones who answered that they were most likely to buy the reviewed product.

Table 11. Normal – Prior knowledge moderating trustworthiness

Source	Coefficients	se	t	ΔF	Δ R^2
Constant	4,349	0,112	39,021		
Prior knowledge	0,502	0,081	6,250**		
Trustworthiness	0,669	0,119	5,627**		
Trustworthiness * PK	0,180	0,068	2,665**	7,10	,0367

Notes: * p <0.05;p<0.01**
Dependent variable = Purchase intention

5.5.3. Moderation of prior knowledge on enjoyability - author

To test the hypothesis that the consumers purchase intention is a function of multiple factors, and more specifically whether consumer's prior knowledge moderates the relationship between enjoyability and purchase intention when the review writer is a professional author, a hierarchical multiple regression analysis was conducted. In the first step, two variables were included: enjoyability and prior knowledge. These variables accounted for a significant amount of variance in purchase intention, R2 = .373, F(3, 189) = 34,42 , p < .001. To avoid potentially problematic high multicollinearity with the interaction

term, the variables were centered and an interaction term between prior knowledge and enjoyability was created (Aiken & West, 1991).

Next, the interaction term between prior knowledge and enjoyability was added to the regression model, which showed that the interaction term didn't account for a significant proportion of the variance in purchase intention, ΔR2 = .0072, ΔF(1, 189) = 1,449, p =.23, b = .067, t(330) = 1.20 , p > .05. Based on these results, if the reviewer was a professional author, there was no statistically significant interaction effect between enjoyability and prior knowledge when the dependent variable was purchase intention.

Table 12. Author – Prior knowledge moderating enjoyability

Source	Coefficients	se	t	ΔF	Δ R^2
Constant	4,302	0,106	40,522		
Prior knowledge	0,449	0,067	6,726**		
Enjoyability	0,427	0,098	4,355**		
Enjoyability * PK	0,068	0,056	1,204	1,449	0,007

Notes: * p <0.05;p<0.01**
Dependent variable = Purchase intention

5.5.4. Moderation of prior knowledge on enjoyability – normal

To test the hypothesis that the consumers purchase intention is a function of multiple factors, and more specifically whether consumer's prior knowledge moderates the relationship between enjoyability and purchase intention, a hierarchical multiple regression analysis was conducted. In the first step, two variables were included: enjoyability and prior knowledge. These variables accounted for a significant amount of variance in purchase intention, R2 = .344, F(3, 137) = 23,99 , p < .001. To avoid potentially problematic high multicollinearity with the interaction term, the variables were centered and an interaction term between prior knowledge and enjoyability was created (Aiken & West, 1991).

Next, the interaction term between prior knowledge and enjoyability was added to the regression model, which accounted for a significant proportion of the variance in purchase intention, $\Delta R2 = .017$, $\Delta F(1, 137) = 4{,}20$, $p < .05$, $b = .111$, $t(137) = 2.049$, $p < .05$. Examination of the interaction plot showed an enhancing effect that as prior knowledge and enjoyability increased, purchase intention increased. At lower levels of enjoyability, purchase intention was on similar levels with people with low, average or high prior knowledge. Respondents who perceived the review as highly enjoyable and had a high levels of prior knowledge were also the ones who answered that they were most likely to buy the reviewed product.

Based on these findings, it seems that if the reviewer is a normal person and if the audience that the writer is aiming to serve has a lot of prior knowledge relating to the subject, he or she should also concentrate on making sure that the review is perceived as enjoyable to read. What is important to notice here, is that this could mean different things for different readers. Some people want to be thorougly entertained with witty humour and painstaikingly puctual remarks, while others want to connect with the reviewer and get a good feel of the reviewed product. Future research could pinpoint more precisely what enjoyment stands for for different people, and from there it could gain deeper insights to the underlying forces of online product reviews.

Table 13. Normal – Prior knowledge moderating enjoyability

Source	**Coefficients**	**se**	**t**	**ΔF**	**Δ R^2**
Constant	4,410	0,113	38,883		
Prior knowledge	0,550	0,077	7,122**		
Enjoyability	0,532	0,091	5,831**		
Enjoyability * PK	0,111	0,054	2,049*	4,20	0,017

Notes: * p <0.05;p<0.01**
Dependent variable = Purchase intention

5.5.5. Moderation of susceptibility to social influence on enjoyability – author

To test the hypothesis that the consumers purchase intention is a function of multiple factors if the writer of the review a professional author, and more specifically whether consumers *susceptibility to social influence* moderates the relationship between *enjoyability* and *purchase intention*, a hierarchical multiple regression analysis was conducted. In the first steps, two variables were included to the analysis, which were enjoyability and susceptibility to social influence. These variables accounted for a significant amount of variance in purchase intention, R2 = .207, F(3, 189) = 13,37 , p < .001. To avoid potentially problematic high multicollinearity with the interaction term, the variables were centered and an interaction term between susceptibility to social influence and enjoyability was created (Aiken & West, 1991).

Next, the interaction terms between susceptibility to social influence and enjoyability was added to the regression model. It became evident, that there was no significant change when the interaction term was added to the regression model, as ΔR2 = .001, ΔF(1, 189) = .566 , p = .4527, b = -.0383, t(330) = -.75 , p = .453. Examination showed that susceptibility to social influence didn't have any statistically significant moderating effect in the relationship between enjoyability and purchase intention.

Table 14. Author – Susceptibility to social influence moderating enjoyability

Source	Coefficients	se	t	ΔF	Δ R^2
Constant	4,341	0,111	39,173		
SSI	-0,149	0,072	-2,057*		
Enjoyability	0,585	0,097	6,009**		
Enjoyability * SSI	-0,038	0,051	-0,753	0,566	0,001

Notes: * p <0.05;p<0.01**
Dependent variable = Purchase intention

5.5.6. Moderation of susceptibility to social influence on enjoyability - normal

To test the hypothesis that the consumers purchase intention is a function of multiple factors if the writer of the is a normal person, and more specifically whether consumers

susceptibility to social influence moderates the relationship between *enjoyability* and *purchase intention*, a hierarchical multiple regression analysis was conducted. In the first step, two variables were included to the analysis, which were enjoyability and susceptibility to social influence. These variables accounted for a significant amount of variance in purchase intention, R2 = .082, F(3, 137) = 4,25 , p < .05. To avoid potentially problematic high multicollinearity with the interaction term, the variables were centered and an interaction term between susceptibility to social influence and enjoyability was created (Aiken & West, 1991).

Next, the interaction term between susceptibility to social influence and enjoyability was added to the regression model. It became evident, that there was no significant change when the interaction term was added to the regression model, as ΔR2 = .0081, ΔF(1, 137) = 1.65 , p = .202, b = 0.096, t(137) = 1.28 , p = .202. Examination showed that susceptibility to social influence didn't have any statistically significant moderating effect in the relationship between enjoyability and purchase intention.

Table 15. Normal – Susceptibility to social influence moderating enjoyability

Source	Coefficients	se	t
Constant	4,364	0,137	31,887
SSI	0,048	0,085	0,567
Enjoyability	0,390	0,128	3,045**
Enjoyability * SSI	0,097	0,075	1,283

Notes : * p <0.05;p<0.01**
Dependent variable = Purchase intention

5.5.7. Moderation of susceptibility to social influence on trustworthiness – author

To test the hypothesis that the consumers purchase intention is a function of multiple factors if the writer of the review a professional author, and more specifically whether consumers *susceptibility to social influence* moderates the relationship between *trustworthiness* and *purchase intention*, a hierarchical multiple regression analysis was

conducted. In the first steps, two variables were included to the analysis, which were trustworthiness and susceptibility to social influence. These variables accounted for a significant amount of variance in purchase intention, R2 = .250, F(3, 189) = 22,15 , p < .001. To avoid potentially problematic high multicollinearity with the interaction term, the variables were centered and an interaction term between susceptibility to social influence and trustworthiness was created (Aiken & West, 1991).

Next, the interaction terms between susceptibility to social influence and trustworthiness was added to the regression model. As can be seen from Table 16., it became evident, that there was no significant change when the interaction term was added to the regression model, as ΔR2 = .0044, ΔF(1, 189) = 1,06 , p = .3042, b = -.0549, t(330) = -1.03 , p = .3042. Examination showed that susceptibility to social influence didn't have any statistically significant moderating effect in the relationship between trustworthiness and purchase intention.

Table 16. Author – Susceptibility to social influence moderating trustworthiness

Source	Coefficients	se	t	ΔF	ΔRˆ2
Constant	4,336	0,108	40,204		
SSI	-0,116	0,069	-1,681		
Trustworthiness	0,669	0,111	6,030**		
Trustworthiness * SSI	0,055	0,053	-1,030	1,06	0,004

Notes: * p <0.05;p<0.01**
Dependent variable = Purchase intention

5.5.8. Moderation of susceptibility to social influence on trustworthiness - normal

To test the hypothesis that the consumers purchase intention is a function of multiple factors if the writer of the review is a normal person, and more specifically whether consumers *susceptibility to social influence* moderates the relationship between *trustworthiness* and *purchase intention*, a hierarchical multiple regression analysis was conducted. In the first steps, two variables were included to the analysis, which were

trustworthiness and susceptibility to social influence. These variables accounted for a significant amount of variance in purchase intention, R2 = .1619, F(3, 137) = 9.13 , p < .001. To avoid potentially problematic high multicollinearity with the interaction term, the variables were centered and an interaction term between susceptibility to social influence and trustworthiness was created (Aiken & West, 1991).

Next, the interaction terms between susceptibility to social influence and trustworthiness was added to the regression model. As can be seen from Table 17., it became evident, that there was no significant change when the interaction term was added to the regression model, as ΔR2 = .0006, ΔF(1, 189) = 0.08 , p = .768, b = .0289, t(330) = 0.29 , p = .7681. Examination showed that susceptibility to social influence didn't have any statistically significant moderating effect in the relationship between trustworthiness and purchase intention.

Table 17. Normal – Susceptibility to social influence moderating trustworthiness

Source	**Coefficients**	**se**	**t**	**ΔF**	**ΔRˆ2**
Constant	4,382	0,129	33,920		
SSI	0,040	0,083	0,487		
Trustworthiness	0,678	0,136	4,981**		
Trustworthiness * SSI	0,029	0,098	0,296	0,08	0,0006

Notes: * p <0.05;p<0.01**
Dependent variable = Purchase intention

5.9. Readability diagnostics for the review

As a rule of thumb it can be said that text meant to read by the general public should aim to score around 8. Text that has a score over 17 should be considered as highly demanding for the reader where the reader should preferably have an univercity level degree to fully the comprehend the text.

The results for the Gunning-Fog-Index for the review that was used in the study was 13,3. It had fourteen major puctuation marks, the number of words was 221 and the review contained 32 words that had over three syllables. It is important to note that almost half of

the respondents listed their native tonque to be something else than English. This could have hindered the enjoyability and the comprehensability of the review, which could affect the perceived review quality.

Flech-Kincaid Grade level for the review was 10. To put it in perspective, books written by Stephen King score usually around 8, and New York Times scores around 10, whereas law related documentation scores around 13. Again, noting that the native tonque for half of the respondents wasn't English, could mean that the text wasn't comprehended as well as suspected.

The automated readability index (ARI) is also a readability test for English texts, that is primarily designed to better gauge the understandability of a text. Like the readability test used in this study, ARI produces an approximate representation of the United States grade level needed for the reader to fully comprehend the text. However, unlike Gunning-Fog-Index and Flesch-Kincaid readability test that calculate syllables per word, ARI calculates the characters per word. Automated Readability Index for the review was 9,3, ehich indicates that the text should be comprehended by most 15 to 16 year olds native English speakers.

6. Discussion and conclusions

This chapter discusses the main findings of this study and presents the managerial implications. Rosario et al., (2016) showed in their study that reviews written by similar others are often perceived as more believable, which in a way goes against the findings obtained from the present study, as the reviews written by professional writers are deemed as more trustworthy than the reviews written by amateurs. However this kind of thinking includes an assumption that most of the participants for this study weren't professional authors.

According to Rosario et al., (2016) perceived trustworthiness and homophily are often highly important for consumers when they are seeking information online. The results of this study support that view at least partially, as the perceived trustworthiness was found out to be the statistically highly significant predictor for consumers purchase intention in both cases of professional reviews and amateur reviews. However, if consumers should value homophily as Rosario et al., (2016) suggest, then according to that consumers should have deemed the review written by an amateur, who is more like them than the professional writer, as more trustworthy or it should have affected their purchase intention.
Based on results gathered from this study, the identity disclosure between an amateur and a professional reviewer showed to have no statistically significant effect on the review reader's purchase intention, so the results did not support H1.

Only partial evidence was found to support H2, as the results showed that perceived quality of the review differed only in the case of perceived trustworthiness, were professional reviewer was perceived as more trustworthy than an amateur reviewer. Otherwise there were no statistically significant differences in the perceived review quality between amateur and professional review. Researchers Liu and Park (2015) stated in their research that consumers who go online to seek for information to help them in their decision making process, usually tend to follow experts suggestions. Liu and Park (2015) said in their review also that consumers are more likely to be influenced more by reviews written by experts than non-experts. These views are at least partially shared by this study, as respondents thought that the professional reviewer was more trustworthy compared to the amateur

reviewer. However, this study was unable to show that expert or non-expert reviews influence consumers' decision making process more than the other, as there wasn't any statistically significant difference between the measured purchase intentions of the groups.

Partial evidence was found to support H3, as trustworthiness was found to influence readers intention to purchase the reviewed product. In both cases of amateur and professional reviewer, trustworthiness was found to be statistically highly significant ($p<0.01$). Moreover, enjoyability was found out to be statistically significant ($p<0.05$) if the reviewer is a professional author. However, enjoyability was found out to not be statistically significant predictor to consumers' purchase intention if the review writer is a normal person. Researchers Mattila and Wirtz (2000) found out in their study that enjoyability can in some cases lead to actions, which would in this case be possible purchase of the reviewed product. Based on findings presented in this study, these findings partially support what Mattila and Wirtz (2000) had predicted, as higher levels of enjoyability were found out to lead to a higher levels of purchase intention if the review writer was a professional author. However, this was not the case if the reviewer was a normal person.

Hypothesis 4a suggested that the review reader characteristics such as prior knowledge and susceptibility to social influence will moderate the effect of the product review identity disclosure.

The interaction effects between review reader characteristics such as prior knowledge and susceptibility to social influence and perceived review quality was also examined in this study. Results showed that some of the chosen review reader characteristics had a moderating interaction effect with perceived reviewed review quality. Consequently, results at least partly support H4. It was found out that readers prior knowledge, paired with either enjoyability or trustworthiness, had a significant interaction effect which influenced readers purchase intention. Based on these findings this study suggests that companies who provide product related information to consumers online, should focus on maximising their customer data and make it so precise that they'd be able to know how much their potential customers know about the product or product category, so that they would be able to offer timely and relevant information that would be highly important for the customer. This goes

in line with Ngo-Ye's and Sinha's (2014) previous work that highlighted the importance of gathering customer data and customer feedback so that the company could better its functions and overall profitability. Table 18. presents a summary of the hypotheses and if they were or weren't supported by the results.

Hypothesis	Supported	Partially supported	Not supported	Could not be verified
H1			x	
H2			x	
H3	x			
H4a		x		
H4b		x		

Table 18. Summary of support for hypotheses

The present study investigated if and how the source of the review (identity disclosure, amateur or professional) affected the consumers' purchase intention and/or their perceived quality of the review, which consisted of trustworthiness and enjoyability. Previous research on this subject had had differing results, as most of the previous studies had something different in them and not two studies shared identical frameworks for the research, and so it was only logical to expect that the results from this study could lead to entirely different directions as again the framework and research sample differed greatly from its successors'.

Hypothesis 4B was partially supported, as reader's prior knowledge had an interaction effect when paired with trust worthiness and/or enjoyability. With both amateur reviewer and professional reviewer, consumers' level of prior knowledge was found out to have an interaction effect with trustworthiness, that eventually boosted consumers' purchase intention. However, only if the reviewer was a normal person, did prior knowledge had any statistically significant interaction effects with enjoyability. Susceptibility to social influence didn't have any interaction effects with either trustworthiness or enjoyability, and this was true for both amateur and professional reviewer' reviews as well.

Despite the fact that in the end this study couldn't implement successfully all of the components that it had planned to, the study was still able to find support for some of its

hypotheses. Moreover, as the previous studies in this field had had different results, this was also a certain kind of finding to not get support for some of the hypotheses.

6.1. Limitations

This study has multiple limitations. First this paper wants to address is one that came up in the comments section when collecting responses from respondents. Some of the respondents felt that the book that was reviewed was too well known in it's genre. Steven Erikson who has written the book that was being used in the study, divides opinions in the fantasy and science fiction community, maybe more than anyone else. His work is highly demanding for the reader and the volume of characters, places, worlds etc. can be too much for some of the readers of the genre. However, even if the respondents haven't read the book, they most likely at least know of it, and could then have some kind of biases. The questionnaire should have had a question regarding if the respondent had read the book before.

One comment that was also repeated by some of the respondents was that the questionnaire didn't have their native language in the drop menu. Some of the respondents wrote their native language in the comments section in the end of the survey, so I was able to correct the error in some cases.

One of the original goals for this study was to also research how the readability of the review could affect consumers' purchase intention. As the surveys went out, a mistake was made, where the questions regarding readability were accidentally left out. Therefore, the readability part was left out of the results section, as there was no data recovered on this subject.

Check for the success of manipulation was also left out of the study. There was supposed to be a question in the end of both surveys that would check if the respondent knew who had written the review that the respondent had read. As the manipulation check was left out, the reliability of the results can be questioned. On the other hand, as the pre-planned manipulation can not be verified, that leaves this study with a question that if the

manipulation hasn't worked as planned, that could mean that there still might be some differences between the authorship's effects on perceived review quality and purchase intention, but they can not be verified here.

6.2. Future research

As the manipulation check was conducted as planned, this study proposes that researchers could test these kind of hypotheses in another study that would implement the manipulation check.

Putting the doubted success of this study's manipulation aside, the present study didn't found any difference between reviews written by professional authors or normal persons, book publishers could for example implement different kinds of rewarding models for their readers that would guide them to write more reviews about their books. These kind of actions are already implemented by some book publishers, but in light of findings produced here, all publishers could gain from this practice. Publishers should also instruct their writers to concentrate their efforts to writing books, not reviews. If however writers feel compelled to comment the work of their peers, according to this study's findings, they should express their thoughts in a way that would be perceived as enjoyable from readers' perspective, as reviews written by professional authors that were perceived as enjoyable by consumers were more likely to affect consumers' purchase intention positively compared to reviews written by professional authors that weren't perceived as as enjoyable.

Readability might also prove to be an interesting variable to include in these kind of calculations and measurements. As it was left out from this study, this study proposes that researchers should look into that as well.

Also for future research, this study suggests that scholars should look more closely into mediation and moderation effects of aspects that revolve around online product reviews. Many components from reviewer type to review content have been studied and measured in online product review context, but this study feels like that the underlying interaction effects could use some more looking into.

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Appendix

Sample size	Professional Author / Survey 1		Normal person / Survey 2	
	%	persons	%	persons
Gender				
Female	48,5	94	54,5	78
Male	47,9	93	42	60
Transgender Female	0,5	1	0	0
Transgender Male	0,5	1	2,1	3
Gender Variant/Non Conforming	2,1	4	1,4	2
Age				
Under 18	0,5	1	25,2	1
18-24 years old	16	31	58	36
25-34 years old	47,9	93	9,8	83
35-44 years old	18	35	4,2	14
45-54 years old	9,8	19	0,7	6
55-64 years old	6,2	12	1,4	1
over 64	1	2		2
Home country				
Finland	34,4	66	25,4	36
United States	21,4	41	38	54
United Kingdom	16,7	32	6,3	9
Australia	4,7	9	0	0
Canada	4,2	8	9,9	14
Germany	2,1	4	2,1	3
Denmark	0	0	2,8	4
France	2,1	4	2,1	3
Native language				
English	50,3	95	56,5	78
Finnish	34,4	65	25,4	35
German	3,2	6	2,9	4
French	1,6	3	2,9	4
Swedish	1,1	2	4,3	6
Dutch	1,6	3	0	0
Highest completed degree				
Less than high school	1	2	0	0
High school graduate	9,8	19	7	10
Some college, no degree	19,7	38	11,9	17
Associate's degree	6,2	12	2,8	4
Bachelor's degree	34,7	67	50,3	72
Master's degree	23,8	46	22,4	32
Professional degree	3,1	6	3,5	5
Doctorate	1,6	3	2,1	3
Current employment status				
Employed full time	46,4	90	53,8	77
Employed part time	7,7	15	7,7	11
Unemployed and looking for work	4,6	9	3,5	5
Unemployed and not looking for work	1,5	3	1,4	2

Student	21,1	41	24,5	35
Retired	2,6	5	1,4	2
Homemaker	1	2	2,1	3
Self-employed	12,4	24	5,6	8
Unable to work	1,5	3	0	0
Yearly household income				
Less than $20,000	23,7	46	24,5	35
$20,000 to $34,999	21,6	42	23,8	34
$35,000 to $49,999	12,4	24	10,5	15
$50,000 to $74,999	18	35	15,4	22
$75,000 to $99,999	9,3	18	10,5	15
Over $100,000	12,9	25	14,7	21
Marital status				
Single (never married)	37,6	73	46,2	66
Married, or in a domestic partnership	36,6	71	33,6	48
In a relationship	23,2	45	18,9	27
Widowed	0,5	1	0	0
Divorced	0,5	1	1,4	2
Separated	0,5	1	0	0
How many books do you read in a year				
0 to 5	23,7	46		15
6 to 10	11,9	23	17,5	25
11 to 15	12,4	24	6,3	9
16 to 20	8,8	17	11,2	16
21 to 25	4,1	8	4,9	7
26 to 30	7,7	15	5,6	8
31 to 35	3,6	7	5,6	8
36 to 40	1	2	7	10
41 to 45	1	2	1,4	2
46 to 50	4,6	9	2,8	4
51 to 55	3,1	6	2,8	4
56 to 60	2,1	4	2,8	4
61 to 65	1	2	2,8	4
66 to 70	0,5	1	2,8	4
71 to 75	1	2	2,8	4
76 to 80	1,5	3	0,7	1
81 to 85	0,5	1	0	0
86 to 90	1	2	0	0
91 to 95	0,5	1	0,7	1
96 to 100	1	2	2,8	4
Over 100	8,8	17	11,9	17
How many books you have read overall				
0-25	5,2	10	0,7	1
26-50	9,4	18	5	7
51-100	8,9	17	7,1	10
101-150	7,3	14	5	7
151-200	5,2	10	9,9	14
201-250	3,6	7	5,7	8
251-300	6,8	13	1,4	2
301-350	1,6	3	4,3	6
351-400	1,6	3	4,3	6

401-450	1,6	3	2,1	3
451-500	2,6	5	6,4	9
501-550	5,7	11	6,4	9
551-600	3,1	6	1,4	2
601-650	1	2	1,4	2
651-700	0,5	1	1,4	2
701-750	3,1	6	0	0
751-800	1	2	0,7	1
801-850	1	2	0,7	1
851-900	0	0	0	0
901-950	0	0	0	0
951-1000	1,6	3	3,5	5
1001-1100	5,2	10	12,1	17
1101-1200	1,6	3	0,7	1
1201-1300	1	2	1,4	2
1301-1400	0,5	1	1,4	2
1401-1500	0,5	1	1,4	2
1501-1600	2,1	4	2,1	3
1601-1700	0,5	1	0	0
1701-1800	0	0	0	0
1801-1900	0	0	0	0
1901-2000	0,5	1	0	0
Over 2000	16,7	32	13,5	19

Survey 1. (Author)

Online product review survey

This research focuses on online product reviews. We would appreciate your taking the time to complete the following survey. It should take about five minutes of your time. Your responses are voluntary and they will be confidential. Responses will not be identified individually. All responses will be compiled together and analysed as a group.

Thank you for your participation!

Matti Rutanen / University of Vaasa, Finland
e-mail: matti@rutanen.net

Basic information

To which gender identity do you most identify?
Female

Male

Transgender Female

Transgender Male

Gender Variant/Non-Conforming

Muu:

What is your age?
Under 18

18-24 years old

25-34 years old

35-44 years old

45-54 years old

55-64 years old

over 64

Home country
Valitse

Native language
Valitse

What is the highest degree or level of education you have completed?
Less than high school

High school graduate

Some college, no degree

Associate's degree

Bachelor's degree

Master's degree

Professional degree

Doctorate

What is your current employment status?
Employed full time

Employed part time

Unemployed and currently looking for work

Unemployed and not currently looking for work

Student

Retired

Homemaker

Self-employed

Unable to work

Yearly household income
Less than $20,000

$20,000 to $34,999

$35,000 to $49,999

$50,000 to $74,999

$75,000 to $99,999

Over $100,000

What is your marital status?
Single (never married)

Married, or in a domestic partnership

In a relationship

Widowed

Divorced

Separated

How many books would you say you read in a year? Please give a numerical answer.
Valitse

How many books would you say you have read overall? Please give a numerical answer.
Valitse

How interested are you towards fantasy and sci-fi books?

Not very interested
1 2 3 4 5 6 7

Very interested

How familiar are you with fantasy and sci-fi books?

Not familiar at all
1 2 3 4 5 6 7

Extremely familiar

How clear an idea do you have about which characteristics are important in providing you maximum reading satisfaction?

Not very clear
1 2 3 4 5 6 7

Very clear

I know a lot about fantasy and sci-fi books:

Disagree
1 2 3 4 5 6 7

Agree

How would you rate your knowledge about fantasy and sci-fi books relative to the rest of the population?

One of the least knowledgeable
1 2 3 4 5 6 7

One of the most knowledgeable

If I have little experience with the product, I often ask my friends about the product.

Disagree
1 2 3 4 5 6 7

Agree

I often consult other people to help choose the best alternative available from a product class.

Disagree
1 2 3 4 5 6 7

Agree

I frequently gather information from friends or family about a product before I buy.

Disagree
1 2 3 4 5 6 7

Agree

Instructions and background information

Please read the following online book review and then answer the following questions regarding the review.

The review was borrowed from an acquaintance of the researcher of this survey with the authors permission. For privacy reasons the reviewers real name is left out of this survey.

The author of the following review is a 53-year old male who has published seven fantasy novels and several novellas in his career. He is also an active Goodreads.com contributor. He lives currently in Boston, MA with his wife and two dogs.

Book review

Appallingly good

I'm not used to giving personally opinionated reviews, but in this case I will.

Gardens of the Moon is the first book in Steven Erikson's saga Malazan Book of the Fallen.

Firstly I wish to note the sheer magnitude of the story. This is just the first book of the series, but after digging in, one easily realizes that this is just the tip of an enormous iceberg.

As a dedicated devourer of fantasy literature, I thought I had experienced it all. Boy, was I wrong. This is a work of art that shows the infinite and multiple dimensions that a skilled writer can pack into one book.

The pace in which the story hammers you with new characters, histories, races, plot twists and belief- and magic systems leaves you feeling as if you have just survived a heavy artillery bombardment.

That said, I don't recommend this book for anyone new to fantasy literature, but if you consider yourself a hard-core fan of the genre and you haven't read this book, you are really missing out on a gem.

There can be no doubt in why this series is widely considered as one of the pillars of fantasy literature. What makes this little disturbing is that, from what I've heard, the book is even better on the second or third reading.

Thinking about the product review you've read, would you say the product review is

Dishonest
1 2 3 4 5 6 7

Honest

Untrustworthy
1 2 3 4 5 6 7

Trustworthy

Insincere
1 2 3 4 5 6 7

Sincere

Unreliable
1 2 3 4 5 6 7

Reliable

Thinking back to the product review you've read, would you say the review was

Not Fun
1 2 3 4 5 6 7

Fun

Unenjoyable
1 2 3 4 5 6 7

Enjoyable

Dull
1 2 3 4 5 6 7

Exciting

Thinking back to the product review, what would you say is the likelihood that you will purchase the product?

Unlikely
1 2 3 4 5 6 7

Likely

Improbable
1 2 3 4 5 6 7

Probable

Impossible
1 2 3 4 5 6 7

Possible

The review contains information I need

Strongly disagree
1 2 3 4 5 6 7

Strongly agree

The review helped me to understand the book

Strongly disagree
1 2 3 4 5 6 7

Strongly agree

The review was useful

Strongly disagree
1 2 3 4 5 6 7

Strongly agree

If you want to leave a comment you can do it here
Oma vastauksesi

For SurveyCircle users (www.surveycircle.com): The Survey Code is: 6HUP-B7KX-NP7R-QGQC
Oma vastauksesi

LATAA

Älä koskaan lähetä salasanaa Google Formsin kautta.

Google ei ole luonut tai hyväksynyt tätä sisältöä. Ilmoita väärinkäytöstä - Palveluehdot - Lisäehdot

Forms

Survey 2. (Normal)

Online product review survey

This research focuses on online product reviews. We would appreciate your taking the time to complete the following survey. It should take about five minutes of your time. Your responses are voluntary and they will be confidential. Responses will not be identified individually. All responses will be compiled together and analysed as a group.

Thank you for your participation!

Matti Rutanen / University of Vaasa, Finland
e-mail: matti@rutanen.net

Basic information

To which gender identity do you most identify?
Female

Male

Transgender Female

Transgender Male

Gender Variant/Non-Conforming

Muu:

What is your age?
Under 18

18-24 years old

25-34 years old

35-44 years old

45-54 years old

55-64 years old

over 64

Home country
Valitse

Native language
Valitse

What is the highest degree or level of education you have completed?
Less than high school

High school graduate

Some college, no degree

Associate's degree

Bachelor's degree

Master's degree

Professional degree

Doctorate

What is your current employment status?
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Employed part time

Unemployed and currently looking for work

Unemployed and not currently looking for work

Student

Retired

Homemaker

Self-employed

Unable to work

Yearly household income
Less than $20,000

$20,000 to $34,999

$35,000 to $49,999

$50,000 to $74,999

$75,000 to $99,999

Over $100,000

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Single (never married)

Married, or in a domestic partnership

In a relationship

Widowed

Divorced

Separated

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Valitse

How many books would you say you have read overall? Please give a numerical answer.
Valitse

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1 2 3 4 5 6 7

Very interested

How familiar are you with fantasy and sci-fi books?

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1 2 3 4 5 6 7

Extremely familiar

How clear an idea do you have about which characteristics are important in providing you maximum reading satisfaction?

Not very clear
1 2 3 4 5 6 7

Very clear

I know a lot about fantasy and sci-fi books:

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1 2 3 4 5 6 7

Agree

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One of the most knowledgeable

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1 2 3 4 5 6 7

Agree

I often consult other people to help choose the best alternative available from a product class.

Disagree
1 2 3 4 5 6 7

Agree

I frequently gather information from friends or family about a product before I buy.

Disagree
1 2 3 4 5 6 7

Agree

Instructions and background information

Please read the following online book review and then answer the following questions regarding the review. The review was borrowed from an acquaintance of the researcher of this survey with the authors permission. For privacy reasons the reviewers real name is left out of this survey.

The author of the following review is a 53-year old male who describes himself as a fantasy enthusiast. He is also an active Goodreads.com contributor. He lives currently in Boston, MA with his wife and two dogs.

Book review

Appallingly good

I'm not used to giving personally opinionated reviews, but in this case I will.

Gardens of the Moon is the first book in Steven Erikson's saga Malazan Book of the Fallen.

Firstly I wish to note the sheer magnitude of the story. This is just the first book of the series, but after digging in, one easily realizes that this is just the tip of an enormous iceberg.

As a dedicated devourer of fantasy literature, I thought I had experienced it all. Boy, was I wrong. This is a work of art that shows the infinite and multiple dimensions that a skilled writer can pack into one book.

The pace in which the story hammers you with new characters, histories, races, plot twists and belief- and magic systems leaves you feeling as if you have just survived a heavy artillery bombardment.

That said, I don't recommend this book for anyone new to fantasy literature, but if you consider yourself a hard-core fan of the genre and you haven't read this book, you are really missing out on a gem.

There can be no doubt in why this series is widely considered as one of the pillars of fantasy literature. What makes this little disturbing is that, from what I've heard, the book is even better on the second or third reading.

Thinking about the product review you've read, would you say the product review is

Dishonest
1 2 3 4 5 6 7

Honest

Untrustworthy
1 2 3 4 5 6 7

Trustworthy

Insincere
1 2 3 4 5 6 7

Sincere

Unreliable
1 2 3 4 5 6 7

Reliable

Thinking back to the product review you've read, would you say the review was

Not Fun
1 2 3 4 5 6 7

Fun

Unenjoyable
1 2 3 4 5 6 7

Enjoyable

Dull
1 2 3 4 5 6 7

Exciting

Thinking back to the product review, what would you say is the likelihood that you will purchase the product?

Unlikely
1 2 3 4 5 6 7

Likely

Improbable
1 2 3 4 5 6 7

Probable

Impossible
1 2 3 4 5 6 7

Possible

The review contains information I need

Strongly disagree
1 2 3 4 5 6 7

Strongly agree

The review helped me to understand the book

Strongly disagree
1 2 3 4 5 6 7

Strongly agree

The review was useful

Strongly disagree
1 2 3 4 5 6 7

Strongly agree

If you want to leave a comment you can do it here
Oma vastauksesi

For SurveyCircle users (www.surveycircle.com): The Survey Code is: 6HUP-B7KX-NP7R-QGQC
Oma vastauksesi

LATAA

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