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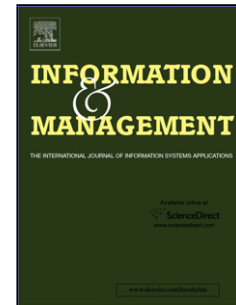
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Don't Believe Strangers: Online Consumer Reviews and the Role of Social Psychological Distance

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DON'T BELIEVE STRANGERS: ONLINE CONSUMER REVIEWS AND THE ROLE OF SOCIAL PSYCHOLOGICAL DISTANCE

Abstract

Participants in online consumer review (OCR) communications are complete strangers. There is barely any research that has examined the relationship established between these participants. Nevertheless, when the receiver evaluates an OCR, he/she connects with the reviewer and perceives the social psychological distance from him/her. This study aimed to analyse whether the social psychological distance is the underlying mechanism that mediates the effect of OCR aspects on the receiver's responses. The OCR aspects tested are profile photo, linguistic style and reported experience, while final variables reflect responses related to the review and the product.

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