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How online review valance affect on consumer opinion evaluation？

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Abstract

Online review valance is an important factor for consumer purchase-decision, because consumer opinion about the product is affected by online review valance. This paper proposes a Two-Message model to describe the opinion evaluation of consumers with online reviews. The result shows that consumers with lower membership level have strengthen affected by online review valance, with medium membership level, consumers can build a stable opinion by online review valance.

Keywords: online review, opinion evaluation, view interaction；

1. Introduction

With the development of internet, the social shopping website is a new platform designed for online consumer community. This is a good way for consumers of online shopping and social networking tools[5, 6]. With the shopping website, individuals can share their information and interact with other members. For members of shopping site, who are interested in a related product, the platform can offer them some valuable relevant information[1, 2]. However, the abundance of information will also lead the problem of members becoming lost in online reviews [4]. Thus, which type consumers are better influenced by the online reviews? How online reviews valance affect consumers' opinion about the product? These questions have aroused many researchers attention[4, 6, 7].

When consumers make a purchase, they are usually interacted with others' opinion about the product, and change his/her opinion gradually in a dynamic process. As consumers affected by positive and negative reviews,

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whose attitude is gradually changed by adoption others' online opinion. If we can understand the whole process of individual attitude changes in online review, and take measures to influence individual decisions in the process, which is a significant for online review research. Therefore, this paper will discuss the changes of consumers from the view interaction, and give some support for future research.

2. Literature review

2.1 The effects of online review valance

The online review valance is defined by some measure of positivity and negativity of reviews [8, 9], and also represented by average rating measure [10, 11]. According to the prior researches, studies on the effect of online review valance can be classified into two types: positive reviews and negative reviews.

Consumers often care about the information usefulness and reliability. The positive reviews can increases consumers' willingness to trust the product is the best choice [11]. The positive reviews often direct affect consumers' perception of the right product, and indirect increase the sales of products. The positive reviews are valuable for product sales, but negative reviews get more attention to researchers. Comparing to positive information, negative information tends to influence evaluation more strongly [12]. Because of credibility perception, consumers have more credible negative review than positive one [14]. Negative information affects product impressions and hurt product evaluations, also consumers purchase [13].

2.2 The process of opinion evaluation on individual attitudes

Contemporary social psychologist concerned with the study of information influence, mainly focus on individual's attitude changes [3]. The individual's attitude changes are that individual processes the information by opinion evaluation. The whole process will direct or indirect affect the individual's attitude and behaviour changes. In general, the effective influence of information processing required a sequence of steps [16], which are exposure, attention, interest, comprehension, acquisition, yielding, memory, retrieval, decision, action, reinforcement, and consolidation [15]. But the process of persuasion is from exposure to yielding, not all steps included, we often describe the individual's persuasion from some of the steps.

3. Two-Message model of opinion evaluation

From the equation in the Receipt-Accept-Sample (RAS) model [19], the receive probability of individual is defined as:

$$P_r(m_0, m_1, W_i) = 1 - \frac{1}{1 + f + e^{(m_0 + m_1 * W_i)}} \qquad (1)$$

Where f is representing the floor level of reception, in most of cases, f is usually equals to 0. m_0 is intensity of the given message, m_1 is the strength of relationship of individual's awareness and the reception probability of the message. W_i is level of individual's awareness.

The acceptance probability of individual is defined as:

$$P_a(W_i, L_i; n_0, n_1, n_2) = \frac{1}{1 + e^{(-n_0 - n_1 * W_i - n_2 * L_i)}} \qquad (2)$$

Where n_0 is the given message credibility, n_1 is resistance to persuasion of individual's awareness to the given message, n_2 is resistance of individual predisposition to persuasion. L_i is depending on ideological relation of individual's predisposition and the given message content, which measures the individual's predisposition to accept the message. W_i is level of individual's awareness.

The individual receives a message and then accepts the message opinion, the probability is:

$$P_s = P_r(m_0, m_1, W_i) * P_a(W_i, L_i; n_0, n_1, n_2) \qquad (3)$$