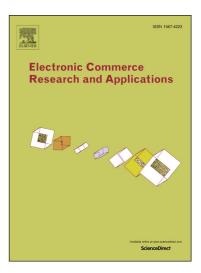
## Accepted Manuscript

Who should pay for online reviews? Design of an online user feedback mechanism

Lirong Chen, Tao Jiang, Wenli Li, Shidao Geng, Shahbaz Hussain

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## ACCEPTED MANUSCRIPT

Title: Who should pay for online reviews? Design of an online user feedback mechanism Author: Lirong Chen<sup>1,2</sup>, Tao Jiang<sup>1</sup>, Wenli Li<sup>1</sup> (corresponding author), Shidao Geng<sup>1</sup>, Shahbaz Hussain<sup>1</sup>

Affiliation: 1. Faculty of Management and Economics, Dalian University of Technology, Dalian 116024, China; 2. School of Computer Science, Inner Mongolia University, Hohhot 110021, China

Abstract: Online reputation systems provide consumers important references before their purchase decisions. So designing a mechanism to encourage consumers to leave honest online reviews becomes very important for e-commerce platforms. We establish a Bayesian model to simulate the formation of consumers' perceptions of sellers' reputations in a C2C e-commerce platform. We find that both truthfulness of reviews and number of reviews influence consumers' perceptions of sellers' reputation, and they are mutually substitutable. Consumers may have no faith in the truthfulness of the reviews if sellers offer rebates for more online reviews. To obtain honest reputation information, the platform should encourage consumers to provide honest opinions about experiences and feelings consistent with of social-exchange theory. In addition, to obtain a certain level of perceived reputation, the system does not need all consumers to submit their opinions. We also provide upper and lower bounds for rebates offered by the platform.

**Key words**: User feedback mechanism; reputation system; online review; two-sided market **Acknowledgments**: The authors are grateful to Senior Editor Han Zhang and Editor-in chief Robert J Kauffman for their valuable help and guidance throughout the review process. It has dramatically improved the quality of this paper. The authors would also like to thank the two anonymous reviewers for their constructive comments and suggestions. This paper is supported by the Natural Science Foundation of China (71431002, 71461023, and 71421001). Download English Version:

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