

**INFLUENCE OF INDIVIDUALISM / COLLECTIVISM ON THE INTENTION
TO WRITE POSITIVE AND NEGATIVE E-REVIEWS ON BRAND WEBSITES**

Master Thesis

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**INFLUENCE OF INDIVIDUALISM / COLLECTIVISM ON THE
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BRAND WEBSITES.**

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MASTER THESIS

Department of Business Administration

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ÖZET

BİREYCİLİK/KOLEKTİVİZMİN MARKA WEB SİTELERİNDE OLUMLU VE OLUMSUZ E-YORUM YAZMA NİYETİ ÜZERİNDEKİ ETKİSİ.

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Ağızdan ağıza iletişim, şirketler için en önemli pazarlama araçlarından biri olmuştur. İnternet, ürünler ve firmalar hakkında olumlu ya da olumsuz görüşlerin yayılmasını kolaylaştırmıştır. İnsanların elektronik ağızdan ağıza pazarlamaya (eWOM) katılma ve çevrimiçi yorum yazma platformlarında görüşlerini paylaşma konusunda farklı motivasyonları vardır. Çevrimiçi yorum yazma niyetini etkileyebilecek faktörleri keşfetmek, pazarlamacılar için hayati öneme sahiptir. Bu çalışma, kültürel özellikler olarak bireycilik ve toplulukçuluğun çevrimiçi yorum yazma niyeti üzerindeki etkisini araştırmaktadır. Olumlu yorum yazma niyeti ve olumsuz yorum yazma niyeti için iki ayrı anket kullanılarak nicel bir analiz yapılmıştır. Sonuçlar, hem olumlu hem de olumsuz yorum yazma niyetinin kolektivizmle yüksek düzeyde ilişkili olduğunu ortaya çıkarmıştır. Başka bir deyişle, kolektivist bireylerin çevrimiçi yorum yazma olasılıkları daha yüksektir, ancak bireyselliğin çevrimiçi inceleme yazma niyeti üzerinde anlamlı bir etkisi olmadığı görülmektedir. Ayrıca, başkaları için endişe duymanın ve çevrimiçi yorumların algılanan faydasının çevrimiçi yorum yazma niyetini etkilediği ortaya konmuştur.

Anahtar Sözcükler: Ağızdan ağıza iletişim, Çevrimiçi yorum yazma, Çevrimiçi yorum yazma niyeti, Bireycilik ve toplulukçuluk, Tüketici davranışı

ABSTRACT

INFLUENCE OF INDIVIDUALISM / COLLECTIVISM ON THE INTENTION TO WRITE POSITIVE AND NEGATIVE E-REVIEWS ON BRAND WEBSITES.

Parisa BEHBODI TAKLEH

Department Of Business Administration

Anadolu University, Graduate School Institute, July 2024

Supervisor: Prof. Dr. Sevgi Ayşe ÖZTÜRK

Word of mouth communication has been one of the most important marketing tools for companies. Internet made it easier to spread positive or negative opinions about products and firms. People have different motivations for participating in the electronic word of mouth (eWOM) and sharing their opinions on the online review writing platforms in internet. Exploring factors that could affect the intention to write online reviews is vital for marketers. The current study investigates the influence of individualism and collectivism as cultural characteristics on intention to write online reviews. Using two separate questionnaires for positive review writing intention and negative review writing intention, a quantitative analysis has been conducted. The results revealed that intention to write both positive and negative reviews is highly associated with collectivism. In other words, collectivists are more likely to write online reviews on review writing platforms but individualism did not appear to have significant influence on intention to write online reviews. Furthermore, concern for others and perceived usefulness of online review writing have been shown to have an influence on intention to write online reviews.

Keywords: Word of mouth communication, Online review writing, Intention to write online reviews, Individualism and collectivism, Consumer behavior

ETİK İLKE VE KURALLARA UYGUNLUK BEYANNAMESİ

Bu tezin bana ait, özgün bir çalışma olduğunu; çalışmamın hazırlık, veri toplama, analiz ve bilgilerin sunumu olmak üzere tüm aşamalarında bilimsel etik ilke ve kurallara uygun davrandığımı; bu çalışma kapsamında elde edilen tüm veri ve bilgiler için kaynak gösterdiğimi ve bu kaynaklara kaynakçada yer verdiğimi; bu çalışmamın Anadolu Üniversitesi tarafından kullanılan “bilimsel intihal tespit programı”yla tarandığını ve hiçbir şekilde “intihal içermediğini” beyan ederim. Herhangi bir zamanda, çalışmamla ilgili yaptığım bu beyana aykırı bir durumun saptanması durumunda, ortaya çıkacak tüm ahlaki ve hukuki sonuçları kabul ettiğimi bildiririm.

Parisa Behbodi Takleh

(Öğrencinin Adı Soyadı)

STATEMENT OF COMPLIANCE WITH ETHICAL PRINCIPLES AND RULES

I hereby truthfully declare that this thesis is an original work prepared by me; that I have behaved in accordance with the scientific ethical principles and rules throughout the stages of preparation, data collection, analysis and presentation of my work; that I have cited the sources of all the data and information that could be obtained within the scope of this study, and included these sources in the references section; and that this study has been scanned for plagiarism with “scientific plagiarism detection program” used by Anadolu University, and that “it does not have any plagiarism” whatsoever. I also declare that, if a case contrary to my declaration is detected in my work at any time, I hereby express my consent to all the ethical and legal consequences that are involved.

Parisa Behbodi Takleh
.....

(Name and Surname of the Student)

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1. INTRODUCTION

For centuries, people have communicated their needs and their experiences with each other. It is very common to seek help and guidance when it is needed and to give advice when it is asked. Consuming products and services is an experience that creates positive or negative thoughts about that experience in people's minds. People tend to share these experiences and thoughts with other people close to them, like family members and friends. This interaction leads both parties to form an opinion about that product. Consequently, they can share this opinion with other people in society. This cycle of information transfer has been known as "word of mouth" communication and has held an important position in the marketing efforts of companies for decades. Consumers tend to trust more in each other than in business-to-business communications and advertisements (Taghizadeh et al., 2013).

In today's digital world, there are few people who are not familiar with online shopping. The Internet enabled people to purchase products online and interact with others about them on online platforms. Therefore, word of mouth communication has been transformed into a new form of communication known as electronic word of mouth (eWOM). People use online platforms to share their experiences and talk about goods, services, and companies. The widespread accessibility of Wi-Fi and extensive use of cellphones made this online communication very quick and easy. Yelp.com is a crowdsourced local business review platform. Yelp users can post reviews of businesses' goods and services on the website using a one to five star rating system on sites dedicated to specific businesses such as restaurants or schools (Wikipedia.org). 186 million people post around 150 million company reviews on Yelp alone each month and 90% of consumers use these reviews to guide their purchases (Babic et al., 2020).

EWOM is more economical and effective than other forms of marketing communication (Kasabov, 2016). Nowadays, every third person actively uses eWOM and suggestions from internet users when making purchases, while only a few years ago this decision was based on advertisements (Lis & Nebler, 2014).. Through online product reviews, companies can track consumer responses in real time and adjust their manufacturing process as well as sales and marketing tactics (Vincentius, 2022).

With the rising number of consumers taking part in electronic word-of-mouth (eWOM) interactions, the number of individuals publishing reviews online will rise in parallel (Tata et al., 2021). These people have different motivations for doing so.

Investigating the motivations behind online review writing behaviour has been an exciting research area. Many factors have been found to have an influence on online review writing intention among consumers, such as prosocial motivations, helping the company, altruism, and customer satisfaction (Zhang & Lee, 2012; Hennig-Thurau et al., 2004; Yoo & Gretzel, 2008; Chan et al., 2022). Despite these findings, there are still less explored factors that might affect online word of mouth communication. Culture may be considered as one of these factors that worth exploring.

According to Hofstede (2010), decisions tend to be influenced by culture. Also, according to Wang et al. (2019), people from different cultural backgrounds typically have various viewpoints and values for the usability of a product. Customers' perceptions of the quality and fulfillment of the services they receive are greatly influenced by culture (Lee et al., 2018). Among various cultural characteristics that may affect online review writing intention, individualism and collectivism dimensions of Hofstede's cultural dimensions' theory seem to be significant since these dimension is about how one person relates to other people in a society and interacts with groups. Exploring the effect of this cultural characteristic on online review writing is the main focus of the current study.

1.1. Research Problem

The influence of individualism and collectivism on online communications is a relatively controversial topic in the literature. Most researchers agree that collectivists are more willing to engage in eWOM (Kasabov, 2016, Chu & Choi, 2011, Lee & Choi, 2019, Pezzuti & Leonhardt, 2021). They tend to benefit others from their own experiences and consider social welfare in their activities. But there are also research findings stating individualists are more open and willing to share their opinions on the internet and participate in eWOM (Wang et al., 2019; Dang & Raska, 2022).

It is essential for practitioners and academia to have deep knowledge about the subject. This study attempts to identify how individualism and collectivism relate to online review writing which is a form of online communication. The research problem is to understand the relationship between individualism and collectivism with online review writing intention. Individualism and collectivism may affect both positive and negative review writing intentions, or just one of them. Therefore, along with investigating any difference between online review writing intention in collectivists and individualists, the study scope also includes the online review's direction, which is

positive review writing for satisfied customers and negative review writing for dissatisfied customers.

1.2. Research Aim and Objectives

The main objective of the study is to investigate differences between collectivists and individualists in online review writing behavior. So, the research's first question could be stated as: “Is there any significant relationship between collectivism and the intention to write online reviews? And “is there any significant relationship between individualism and the intention to write online reviews?

As it was mentioned before, we also consider the direction of the review in the research. So, second question could be addressed as “does the effect of individualism and collectivism differ in case of positive and negative online review writing?

In addition to above questions, the research also attempts to answer the following questions:

- Is there any relationship between concern for others and online review writing intention?
- Does concern for others influence positive review or negative review writing intention or both?
- Does the perceived usefulness of online review writing have an influence on online review writing intention?
- Does perceived usefulness affect positive review writing intention, negative review writing intention, or both?
- Is there any significant difference between men and women in terms of their intention to write online reviews?
- Is there any significant difference between different age groups in terms of their intention to write online reviews?
- Is there any significant difference among people with different education levels in terms of their intention to write online reviews?
- Is there any significant difference among different occupations in terms of online reviews writing intention?
- Is there any significant difference between different nationalities in terms of intention to write online reviews?

1.3. Significance of The Study

The importance of word-of-mouth communication for both customers and businesses has been proven in many studies. Word-of-mouth marketing is considered clearly as money and time-saver. (Gildin, 2022). For customers who want to reduce the risk of experience-based consumption (almost all services), it becomes crucial to have reliable word-of-mouth (WOM) information (Steffe & Burgee, 2009). Online and offline retail businesses can gain insight into the preferences and interests of customers by utilizing reviews from current customers (Tata et al., 2019).

Online word of mouth has different importance for international companies that try to sell their products or services in different regions and countries. Firms encourage their customers to participate in online communication and give feedback. But people who are living in different countries have different values and viewpoints. Perception of electronic word-of-mouth (eWOM) as being a helpful communication may be different in different countries. This is a unique challenge for global companies such as Amazon, Apple, McDonald's, or Starbucks, since their eWOM promotion and website methods may need to be adjusted to appropriately accommodate different national standards (Dang & Raska, 2022).

Choosing the best way to motivate people to participate in online word of mouth communication requires a proper understanding of the factors that motivate them. Culture, as one of the primary sources that affect people's behavior, could also influence their intention to participate in online word of mouth communication.

This study investigates the influence of individualism and collectivism as cultural characteristics on the intention to write online reviews. The findings could be useful for companies that want more people from different cultures to share their experiences. Findings from this study may give an understanding of how cultural characteristic differences, which here are individualism and collectivism, may shape consumer eWOM behavior so that companies may design their marketing efforts accordingly.

2. LITERATURE REVIEW

2.1. Word of Mouth Communication

WOM is an informal way of informing other consumers about the ownership or use of a particular product or service or its seller (Taghizadeh et al., 2013). Generally speaking, word-of-mouth (WOM) refers to oral, interpersonal communication in which a communicator conveys a non-commercial message to a recipient (Chu, 2009).

It is well known that when customers are ready to buy a good or service, they look for information first. As a result, they frequently consult with others who have used or experienced the product (Gildin, 2022). Discussions between people mostly are focused on goods and services including eating and food, entertainment, media, sports and leisure activities, drinks, and retailing and purchasing (Andrews & Shimp, 2018). When choosing a new doctor, 70% of Americans check with others for recommendations (Gildin, 2022).

Electronic word of mouth (eWOM) is defined as “the positive or negative comments made by potential, actual, or former customers about a product or company that have been made available to a wide range of people and institutions via the Internet” (Hennig-Thurau et al., 2004). Babic et al., (2020) suggest that any online consumer-generated product content must be classified as electronic word-of-mouth (eWOM), even if it is not a direct recommendation to other consumers. But sponsored reviews by influencers should not be viewed as eWOM, but rather as advertising. EWOM is necessarily connected to consumption. For instance, communication that only expresses people's feelings or moods and has nothing to do with goods, brands, businesses, or consumer experiences is not as considered electronic word-of-mouth .

WOM (word of mouth) is seen as more authentic and persuasive than traditional media by consumers (vincentius, 2022). The effectiveness of advertising as a traditional method of communication seems to be slowly decreasing as a larger portion of new business sales derive from contents created by consumers rather than marketers (Mahapatra & Mishra, 2017). Advertising is built around a message that is selected, created, and executed by the company selling the good or service, and it appears in a paid or owned channel (Gildin, 2022). WOM's power to persuade customers to switch brands is said to be "seven times more than newspapers and magazines, four times more than personal selling, and twice more than radio advertising” (Demirbaş 2018). The majority of customers believe that advertisements are no longer a reliable source of

information. Customers get overwhelmed with messages and frequently don't know which ones to believe. Actually, research indicates that while 90% of word-of-mouth is perceived as reliable, 90% of advertising is not (Gildin, 2022). Also, research reports that 84% of consumers on the internet trust anonymous product reviews as much as they trust to product recommendations from known personal sources (Chan et al., 2022).

Consumers use online shopping sites to write reviews about products, which is a crucial aspect of the digital market where the consumer can declare their rights and express their opinions. Reviews of products authored by other consumers on the internet are a more useful source of information rather than those written by experts (vincentius, 2022).

Some research show that 97% of consumers read online reviews before purchasing a product/service online.. Online reviews can boost product awareness and popularity, and reduce uncertainty in purchase situations. It is more probable for customer to choose products and services that have received online reviews than those that do not (Rasool & Pathania, 2023). 92% of internet users read product reviews and 89% acknowledge that travel planning reviews influence their purchases decision. Also, 76% of individuals use social media platforms to plan their travels (Dixit et al., 2019). The Travel Industry Association states that friends and family are the best source of information regarding destinations, hotels, flights, and rental vehicles (Gildin, 2022).

Online user reviews can have cognitive and persuasive effects on sales. According to cognitive effects, reviews reveal the presence of a product and place it on the continuum of the consumer's choice. On the other hand, persuasion effect consists of shaping consumers' attitudes and evaluations about the product and eventually leverage their purchasing decisions (vincentius, 2022). WOM affects how quickly and widely innovations spread (Chu, 2009).

WOM has two parties involved: Opinion leader and opinion seeker. Opinion seekers are people who want to hear other people's thoughts or suggestions in order to better assess goods and services before making a purchase, whereas opinion leaders are the ones who create or supply information in word-of-mouth (Chu & Choi, 2011). Opinion leadership (OL) is the desire for a person to influence other people's decisions by sharing their thoughts about goods, services, or businesses. Opinion leaders feel unique and stand out in their group when they provide knowledge (Choi & Kim, 2019). They find satisfaction in expressing their thoughts and transmitting their knowledge (Andrews & Shimp, 2018). Opinion seeking (OS) is the propensity for a person to look

for information or advice from others who possess greater knowledge in order to learn about and/or assess goods or services. Opinion seekers often rely on information from interpersonal sources or professional guidance because they are sensitive to normative social influence (Choi & Kim, 2019).

An opinion leader might be trying to spread a message, like a particularly hilarious or controversial advertisement, or they might just be trying to assist others make better decisions (Haywood, 1989). Talking to people can serve a variety of purposes, such as attracting attention, showing knowledge, feeling like a leader, demonstrating expertise, conveying status, sharing the good news, seeking validation of one's own judgment, and claiming power (Haywood, 1989). Opinion leaders have the intention of benefiting their audience. They desire to derive value from the products, provide something to the listener, or show friendship, love, or caring (Gildin, 2022). Examining opinion leaders' personal impact naturally makes it clear that their relationship with the product motivates them to discuss it. Also, initial users of a product are typically seen as opinion leaders in product-related conversations with spreading knowledge (Demirbas, 2018). It would be beneficial for businesses to establish methods for tracking opinion leaders' concerns in order to prevent bad eWOM from spreading broadly (Mahapatra & Mishra, 2017).

2.1.1. WOM's importance for customer

WOM is a useful tactic used by customers to cut down on the quantity of information they must digest and to ease their anxieties before making a purchase (Lam et al., 2009). For consumers, it is simpler to let others sort, analyze, and filter the information and then just receive benefit of their experience. First and foremost, credibility is what makes word-of-mouth such a potent marketing tool (Gildin, 2022). WOM is typically the only source of information about a product's drawbacks (Lis & Nebler, 2014).

With new media technologies, consumers can select when, where, and how to consume media information. This gives them more control over their eWOM behavior. They get the chance to interact with advertisers and other customers in the online environment (Chu, 2009). EWOM communication offers a way to transfer power from businesses to customers, especially when criticisms are made by numerous customers at once (Hennig-Thurau et al., 2004). The customer specifies who he will speak with and what questions he wants to ask (Gildin, 2022).

A broader choice of services and products are available via e-businesses than from traditional enterprises. Consumers are overwhelmed by the variety of products accessible online, thus eWOM is becoming more and more important in helping them decide what to buy (Wang et al., 2016). In addition, about 82% of in-store shoppers conduct research on the internet beforehand, and more than a third of these customers read online reviews while shopping in a retail store (Chan et al., 2022).

2.1.2. WOM's importance for the company

It is vital to understand how important word-of-mouth marketing is to the business's overall success (Haywood, 1989). Consumers' conversations with one another determine the brand equity value (Virvilaite et al., 2015). Some businesses create emotional and engaging advertising campaigns to get people talking about the product and the advertisement. To make people talk about their business, organizations need to be ready to do remarkable and outstanding things. Tracking word-of-mouth can be useful in identifying the benefits and applications of a product, as well as any drawbacks or issues that are brought up and the overall reaction surrounding it (Gildin, 2022). The data gathered from this kind of tracking can be utilized to raise the standard of the product and make sure that positive feedback dominate any negative ones (Haywood, 1989). Generally positive comments regarding brands are far more common than negative ones but negative word-of-mouth (WOM) can have an adverse effect on a brand's reputation since customers tend to value negative information more heavily than positive WOM (Andrews & Shimp, 2018).

Creating online feedback forums can help brands that stand out from the competition by educating consumers about their benefits. Eventually, this increased awareness should result in a larger market share. Also, advertiser-supported media channels have apparent benefits themselves from drawing audiences (Cole et al., 2011). The presence of reviews has been found to enhance the perceived usefulness and acceptance of e-commerce websites (vincentius, 2022).

Reviews are particularly relevant to service providers whose offerings are based on experience and credibility because their services are not tangible goods. The majority of customers who use these services depend on feedback and recommendations from others (Taghizadeh et al., 2013). Marketing services can be challenging because, in contrast to actual goods or locations, customer satisfaction is more closely associated to consumers' perceptions because there is no tangible proof of excellent service. The

nature of the relationship between the service provider and the customer, as well as its duration and quality, can influence this perception (Donthu et al., 2021). Some services have been suggested to carry a significantly higher perceived risk than purchasing a product (Haywood, 1989).

Services rely heavily on information. They typically need a lot of communication between the customer and the provider. In order to complete a successful transaction, service providers have less opportunities to make a good impression and to be persuasive. A service is not easily modified or replaced, opposed to a product. Management has to be continuously informed on conversations happening within and about the company. In order to produce new or improved services, word-of-mouth communication needs to be carefully analyzed for its informational value (Haywood, 1989). EWOM is essential to developing powerful service brands (Donthu et al., 2021).

While good word-of-mouth may be a very effective tool for businesses to promote themselves, bad word-of-mouth can have a terrible effect on a company's reputation (Gildin, 2022). Marketers must not only encourage customers to post positive electronic word-of-mouth (eWOM), but also come up with plans to stop them from posting negative ones (Yan et al., 2018). Keeping in mind that acquiring new customers is five times more expensive than retaining current ones (Haywood, 1989), it is crucial that brand managers make an effort to manage WOM for the benefit of their brands (Andrews & Shimp, 2018). Regaining a large number of consumers can be greatly impacted by appropriately managing an issue or customer complaint and providing an efficient, respectful solution. This will also influence purchase behavior (Demirbas, 2018). In response to complaints from customers, businesses should act with integrity, give an explanation if it is reasonable, apologize when necessary, and provide a quick remedy for any damaged goods or services. Customers will feel reassured and respected as a result, which will reduce their motivation to share unpleasant information about the business or brand (Mahapatra & Mishra, 2017).

2.2. Evolution of Word of Mouth

Traditional word of mouth was initially defined as an oral form of interpersonal non-commercial communication among individuals. The primary way that word-of-mouth occurs is through recommendations from a personal network of clients or business associates (Haywood, 1989). Electronic word-of-mouth (eWOM) communication is a new type of communication that has emerged from traditional

word-of-mouth (Cheun & Thadani, 2010). "Electronic word of mouth" (eWOM) is the term used to describe information shared over the Internet; such as: reviews, tweets, blog posts, "likes," "pins," images, and video testimonials (Babic et al, 2016).

Customers want reliable information and guidance, as well as evidence to fill in experience gap with a new product. Therefore, they seek influence by not only networking with existing community members but also by creating forums to connect with new friends online. Members widely use such panels to share their experiences with products/services (Tata et al.,2019). Online customer reviews (OCRs) are digital variant of word-of-mouth (Babic et al., 2020) and online shoppers have become increasingly dependent on them (Tata et al., 2019).

Though traditional WOM and eWOM share many core goals, there are also important distinctions between the two. WOM is an immediate, personal communication, whereas eWOM is typically an asynchronous process in which the person who created it and the recipient of the information are separated in time and location (Steffes & Burgee, 2009).

The most basic distinction across several communication channels is their modality (written or spoken). Spoken or oral communication occurs during phone calls or in-person interactions. On the other hand, written communication occurs in most online interactions, texting, messaging, and tweeting (Berger & Iyengar, 2013). They have found, more interesting products and brands were mentioned through written messages (text messaging, tweeting, and most online conversations) compare to oral exchanges like face to face and phone conversation. It is because there is more time to think in the written communications.

Compared to the typical one-way communications and the passive nature of traditional market research, online consumer feedback offers a lot more potential (Cole et al., 2011). Offline WOM can reach very limited customers. subsequently, its impact is restricted but within the space of e-commerce, customers can share their experiences with other buyers over the globe (Tata et al., 2021).

The traditional word-of-mouth (WOM), information is shared across small groups of people. As a result, it can be challenging to convey the knowledge to someone who isn't present at the time and location but it is not necessary for eWOM information to be shared simultaneously when all communicators are present. Communications using eWOM is more scalable and rapidly distributed than traditional word-of-mouth (WOM) (Cheung & Thadani, 2012).

In electronic word of mouth feedbacks are stored (Lis & Nebler, 2014); so, eWOM is constantly accessible to prospective customers who are actively looking for information about goods or services. It is permanent and remains in public archives (Kusawat & Teerakapibal, 2022). Customers are more likely to discover other customers who are knowledgeable about the product on eWOM platforms. But there's a higher chance that customers will receive false or incomplete information (Lee & Youn, 2009).

Online communicators show less social anxiety, less inhibitions, and less self-awareness in public (Demirbas, 2018). Customers can more easily express their ideas without showing their identity due to this anonymity. However, because eWOM is anonymous, it may be challenging for customers to assess its reliability and quality. EWOM frequently happens between people who have little to no past history. One of the biggest and most obvious differences between eWOM and WOM is the strength of the relationship between a communicator and a recipient (Lee & Youn, 2009). Therefore, there's the possibility that communication may be driven by profit when the reliable source of information in WOM is substituted with an anonymous, unknown origin in eWOM (Steffes & Burgee, 2009). The fact that marketers are now trying to influence eWOM by paying customers to review their products and even going so far as to post their own reviews about their items has made evaluating the quality of online posts significantly more challenging (Lee & Youn, 2009).

One feature of eWOM communication on web-based opinion platforms that differentiates it from traditional WOM is the platform operator. Customers can voice their dissatisfaction with little risk because eWOM communicated through opinion platforms is sent to businesses by platform operators (Hennig-Thurau et al., 2004).

Compared to traditional WOM, eWOM is becoming a more powerful marketing tool (Wang et al., 2016). EWOM can spread rapidly when receivers transfer it to other people in their social network, causing a viral or chain reaction (Mahapatra & Mishra, 2017). Marketing communications, particularly through advertising media, are essential for initiating the process of distributing information. Marketing communicators are responsible for coordinating the dissemination of information about products through advertising and viral marketing initiatives. Once this is established, social networks of individuals interacting with one another through in-person meetings, blogs, and social media platforms will accelerate the information ball's progress (Andrews & Shimp, 2018). The observation and assessment of eWOM are already being impacted by

artificial intelligence, which is making it more efficient and data-driven (Babic et al., 2020).

2.3. Different EWOM Platforms

Online WOM platforms where consumers write e comment include product/business review websites, e commerce websites, brand websites, individual blogs, message boards, and social networking sites (Lee & Youn, 2009).

In general, we can say there are two types of eWOM platforms: those established by marketers and those established by non-marketers. A brand's website is a typical example of an eWOM platform created by marketers. However, a lot of the independent product review websites are widely recognized for being independent of marketers. If a website is developed by marketers, people can assume product recommendations on website is created by marketers to sell the product. The website's owner has control over the content and is free to change or remove anything to better fit their own purposes. But interestingly, customers' opinions about products do not appear to be significantly influenced by the type of website, whether it is one created by marketers or one created by non-marketers (Lee & Youn, 2009).

The power of electronic word-of-mouth (eWOM) differs among channels. It means that marketers should pay close attention to which channels are appropriate when publishing information (Yan et al., 2018). It has been discovered that aspects of platform design have a significant impact on how appealing and useful online content is (Chan et al., 2022). The goal of platform designers should be to make it simple for users to post electronic word-of-mouth (eWOM) and to start conversations within the community (Yan et al., 2018). Operators have a variety of functional design options. They have the ability to control which information is exchanged with whom and how it is presented (text, audio, or video), but of course human input is not a totally controllable variable (Lis & Nebler, 2014). A lot of platforms have implemented request and feedback capabilities that enable audience-based message adapting in multiple formats and to different extents in order to get better review relevancy (Chan et al., 2022). Additionally, it's essential to stop abuse and censor offensive comments (Lis & Nebler, 2014).

2.3.1. Review websites

Web-based opinion platforms are among the most popular eWOM format. They are simple to use, require less internet expertise (Hennig-Thurau., 2004). Review platforms are dynamic, interactive online communities that let users submit requests, receive comments from one another, learn from and expand on previous actions, and modify review content and style in response to changing social and cultural contexts (Chan et al., 2022). Consumers and reviewers rarely communicate directly with one another. Every comment is a response to someone's experience with a product or service (Lis & Nebler, 2014). The literature on eWOM offers important but limited, proof that users of online review sites have a sense of community and can exert a certain amount of mutual impact (Chan et al., 2022).

2.3.2. E-commerce websites

Product ratings were the main emphasis of many WOM Internet applications in recent years. Customers who want to learn more about products from other customers seem to be pleased using websites such as eBay, Amazon (Steffe & Burgee, 2009). Increased sales are correlated with higher valence (ratings). Textual material, or written review is also a significant component of reviews in addition to review ratings, since it offers in-depth details about products (Kim et al., 2018).

Also, websites like LawyerRatingz.com, RateMDs.com, myrateplan.com, and RateMyProfessors.com (RMP) have started to appear as platforms mainly for assessing intangible services (Steffe & Burgee, 2009).

EWOM works better on e-commerce or review platforms than it does on social media when a product is new to the market (Babic et al., 2016). The most accessible source of electronic WOM is internet reviews (Kim, 2019).

2.3.3. Social networking sites

Social media platforms, which are Internet-based applications created to facilitate user communication, are becoming more popular in people's daily lives. Customers engage differently with traditional websites than they do with social media platforms and this promotes personal communication and word-of-mouth marketing (Huang et al, 2014). Social media sites allow us to exchange content, make new friends, and stay in touch with people (Yan et al., 2018). Customers can choose from several types of social

media platforms to communicate with others. In addition to its technological features, a social media platform's functionality is also defined by how users see it, which is a key factor in consumer behavior (Huang et al., 2014).

Participation in and sharing of eWOM has been made simpler by the high quality of the information found in SNSs, its timeliness, accuracy completeness, consistency, and relevance (Kasabov, 2016). We can more easily find product information and choose which products to buy (Yan et al., 2018).

Sixty-two percent of people regularly use social networks to investigate products before making a purchase. About 80% of those who have already used social media to make product purchases believe that these platforms are helpful in helping them make decisions. People who use social networks do not just randomly share product ratings. Nearly forty percent post and share WOM on social media with the intention of purposefully influencing other community members. (Lis & Nebler, 2014).

Facebook is thought to be the best social media platform that businesses should use for communication and marketing (Van & Wiese, 2021). Because social media sites like Facebook have a wider audience, they will be especially useful for validating one's preferred brands to others (Eisingerich et al., 2015). Online brand communities (OBCs) are one example of how technology in recent years is altering interactive marketing and facilitating customer contact. These communities serve as an effective channel for distributing data and creates bonds between consumers and businesses. This indicates a change in marketing towards a more interactive period (Bilro & Loureiro, 2023).

Sharing information on social networking sites is different than rating and reviewing because it is done with members of one's online social network who are connected to each other (Pezzuti & Leonhardt, 2021). People who are not extremely satisfied/dissatisfied would prefer social media sites that aren't product-focused and allow for informal online conversation, but customers with strong opinions are more likely to choose product -focused platforms (Huang et al., 2014). Yan et al., (2018) who investigate the effect of tourists' emotion on choosing the platform, found travelers with a tendency for happy emotions are more likely to post electronic word-of-mouth on social media. But those with unpleasant emotions are more likely to post eWOM on integrated tourism websites like tripadvisor.com. Therefore, negative comments on websites dedicated to tourism can provide more useful business feedback than comments on social media (Yan et al., 2018).

2.4. Motivations to Write EWOM

Although electronic word-of-mouth (eWOM) is an important source of information for consumers, not all customers are eager to provide eWOM (Dang & Raska, 2022). Good customer experience alone typically is not enough to generate positive word-of-mouth (WOM) about a product or brand (Lam et al., 2009). There are several factors that are found to have some effect on participating to eWOM.

2.4.1. Concern for others

Numerous researchers have found that, among a variety of social and psychological factors, altruism acts as the primary motivating factor behind WOM or eWOM communication. The definition of altruism is sympathetic concern for the well-being of others. Altruists spread good product information to help others to buy things, and spread bad word about products to keep others from falling victim to marketing practices (Zhang & Lee, 2012).

According to Hennig-Thurau et al., (2004) which is one of the most cited researches about motivations behind engagement in the review writing, the main drivers of consumer experience publishing are: extraversion/self-enhancement, social advantages, economic incentives, concern for others and in lesser extent advice seeking. According to their research eWOM communication on Web-based opinion platforms might be sparked by a desire to protect others from bad experiences, to assist other customers in making decisions about what they should purchase, or both (Hennig-Thurau et al., 2004). It is stated that reviewers are primarily interested in changing the world and inspiring others rather than financial reward (Lee et al., 2018).

People share their experiences with one another in order to help others in making decisions (Lee et al., 2018). When reviewers hear that their work has “benefited other people,” it inspires them to produce great content Consumers frequently modify their reviews to guarantee their usefulness. (Chan et al., 2022).

Results of a study (Srivastava et al., 2021) about intention to write review for the movies showed that concern for others has a meaningful influence on intentions to write online reviews. Movie viewers look at online reviews as a way to share their bad experiences with a particular movie. This suggests that people are trying to protect others from bad movie experiences (Srivastava et al., 2021).

2.4.2. Helping the company

Writing online reviews is associated with high customer engagement, also known as a psychological state, and because it is mostly voluntary, it is considered a helping behavior (Rasool & Pathania, 2023). Findings about the effect of this motivation are contradictory.

In a research by Dixit et al., (2019) corporate support is found as a motivation to writing online review. They defined helping the company as "consumer's tendency to support a product or a service in achieving satisfaction". The analysis revealed that the intention to write online reviews is not significantly influenced by supporting company which in this case was a restaurant (Dixit et al., 2019).

Also, Hennig-Thurau et al. (2004) observed there is no significant relationship between support for the company and the number of comments posted on consumer opinion platforms. However, (Yoo & Gretzel, 2008) found that corporate support was an important motivator among online travel reviewers (Yoo & Gretzel, 2008). The goal of this kind of consumer's communication efforts is to keep the business or make it profitable in the long run (Hennig-Thurau et al. (2004).

2.4.3. Prosocial motivation

Social capital, tie strength, homophily, trust, and interpersonal influence are among several social relationship-related factors that constitute the main factors in exploring drivers of consumer product-related eWOM behaviors in social networking sites (Chu, 2009).

A consumer's social network has a wide range of tie strengths which is being defined as the depths of social relationships, and the degree of friendship between two individuals. Homophily is known as the degree of similarity between two people in terms of characteristics like age, gender, social standing, and education. (Steffe & Burgee, 2009). Although some people would argue that homophily and tie strength are interchangeable, they are distinct but related concepts. Two people can extremely be homophilic and come from similar socioeconomic backgrounds but there would be no tie strength between them. Generally, people are more likely to use information from homophilic sources than from heterophilic ones (Steffe & Burgee, 2009). Consumers with higher perceived homophily may be more inclined to share marketing information when making product decisions (Chu, 2009).

Participation in eWOM within social networks is positively correlated with members' perceived strength of ties (Wang et al., 2016). Relationships with friends, family, and partners are considered strong ties because they allow for active connection, whereas relationships with peers, former coworkers, and other people are considered weak ties since they allow for passive connection (Demirbas, 2018). Since anybody can express their thoughts about a product on a variety of online venues, the relationships between the communicators and the recipients of eWOM are typically regarded as weak (Lee & Youn, 2009).

Strong tie relationships are typically more easily accessible as sources of information since people interact with their them more frequently. Because strong ties are intimate relationships and customers are likely to grasp the likelihood that a product will meet the needs of the other strong tie member. Therefore, word-of-mouth (WOM) information transmitted through strong tie links is likely to have a greater influence on the recipient's decision (Steffe & Burgee, 2009). This closeness also boosts the acceptance of eWOM (Mahapatra & Mishra, 2017). A friend's viral commercial was shown to be more amusing, educational, and less annoying than one from an unknown source (Kitirattarkarn et al., 2019).

Information on new goods, places to eat, released movies and songs, and plenty of other goods and services are shared through these connections, both strong and weak (Andrews & Shimp, 2018). While strong ties were seen as crucial in consumers' decision-making, weak ties had a major bridge function in supporting WOM referral streams (Chu & Choi, 2011). Weak ties can be essential for the information flow between deeply connected strong tie clusters. They carry information to whole population (Steffe & Burgee, 2009).

According to Social Exchange Theory people engage in particular behaviors after evaluating the possible advantages of each and choosing the one that will provide more benefits. In an online community, members exchange information for financial advantages like presents and discounts or they do so for more intangible benefits like friendship, love, support, trust, social interdependence, and prestige (Mahapatra & Mishra, 2017). Online interactions can improve social exchanges by maximizing connections among network members and reducing the cost of communication (Lamb et al., 2020). The most significant social norm in online communities is probably the principle of reciprocity which tells participants to "give the benefits they receive from

others." The reciprocity standard might encourage members of online communities to support one another by providing high-quality information (Chan et al., 2022).

Online reviews are a type of user-generated content and serve as a reliable source of social support for potential customers. Prosocial behavior encourages people for this behavior and enhance the feeling of belonging among others (Rasool & Pathania, 2023). Some people are compelled to submit reviews as a means of social return following poor or excellent service, with the intention of praising the provider, harming the reputation or requesting reimbursement. These can all be viewed as social responses (Lamb et al., 2020).

Rasool & Pathania (2023) state prosocial motives have not meaningful direct effect on intention to write online review, but significantly has positive influence on the attitude towards the act (Rasool & Pathania, 2023). Also based on Kasabov research result, the desire for bonding social capital and strong ties is not a motivation for seeking eWOM (Kasabov, 2016). Although customers have many different motivations, they may not be as socially conscious and selfless as they were in the early days of the Internet because the platforms and communities in which they interact shape their behavior (Babic et al., 2020).

Eisingerich et al., (2015) indicates that customers, even when it comes to their preferred brands, are less likely to express positive opinions about items on virtual social media platforms like Facebook than they are in conventional in-person situations. The reason for this hesitancy to spread positive word-of-mouth on social media platforms is the greater perceived social risk linked to social media marketing. People feel more exposed to criticism from others when they share their thoughts with a wider audience (Eisingerich et al., 2015). The expectation is that people will be less inclined to offer sWOM than traditional WOM due to the higher social risk associated (Eisingerich et al., 2015).

2.4.4. Ego defensive

Ego-defense is defined as a strategy intended to shield individuals from internal anxiety and external dangers, which also serves the internal purpose of safeguarding their self-esteem. Also, the ego-protective motives help to diminish self-doubt and enhance one's sense of belonging (Rasool & Pathania, 2023).

According to Cole et al., (2011) the motivation to establish user generated content is closely associated with the ego-defensive and social functions of attitude. The urge to

reduce self-doubt is associated with the ego-defensive function, whereas the need to interact with people and feel a sense of community is

entertainment, social engagement, self-expression, and self-realization by engaging in user generated platforms (Cole et al., 2011). Other research on mobile apps states the ego-protective function of writing a review positively leverage the aspiration of mobile app users to write mobile app reviews (Voutsas et al., 2018).

Customers with high levels of ego-defense believe that writing online reviews has the potential to improve their self-image while reducing self-doubt, and have high intention to leave online reviews more likely. Furthermore, the results indicate a positive relationship between ego defense function and perceived behavioral control (Rasool & Pathania, 2023).

2.4.5. Satisfaction / dissatisfaction

Customer satisfaction is defined as the emotional thoughts about a positive experience after a purchase (vincentius, 2022). Satisfaction is "an evaluation that the experience was at least as good as it should have been (Taghizadeh et al., 2013).

Customer satisfaction plays a crucial role in determining purchase intention, in other words desire to purchase more items in the future. Therefore, service quality that improve customer satisfaction, leads to increased current and future sales revenue (Taghizadeh et al., 2013). Satisfied shoppers show higher loyalty. They are more likely to have positive reactions to retailers and spread positive word of mouth (Tata et al., 2019).

Although satisfaction can be a predictor of consumer behavioral responses, such as repurchase intention, word of mouth (WOM), and loyalty, in the study of vincentius (2022), this hypothesis was not conclusively confirmed. Customer satisfaction is not a guarantee when it comes to rating the products online (vincentius, 2022). The proof for this comes from another study which declare the role of satisfaction needs another moderating variable (review involvement). It was observed that buyer satisfaction along with review involvement had an expressive impact on intention to write a review. However, their level of satisfaction (without moderating variables) had no significant impact on their intention to write a review online (Tata et al., 2019).

Customers that are highly satisfied or highly dissatisfied have significant reasons to communicate their thoughts, which makes them more likely to do so than moderately satisfied clients (Huang et al., 2014).

2.4.6. Perceived usefulness of online review

Perceived Usefulness can be defined as an individual's belief that a new procedure, technique, technology, or other element would increase the outcome. It raises the possibility that a system will be adopted with regard to the mindset of customers. Tata and his colleagues (2021) demonstrated that perceived usefulness has a strong positive impact on attitude which is one of the five constructs of Personality Trait Theory. An attitude is an assessment of a stimulus that expresses an individual's overall feelings of favorability or unfavorability toward that particular object.

It has been said that information obtained from user-generated sources is typically regarded as trustworthy than information produced by marketers, making it more valuable (Purnawirawan et al., 2012). It is important that customers understand how beneficial these reviews are; because customers' desire to invest time and write online review is positively impacted by the positive attitude that the perceived usefulness create (Tata et al., 2021).

2.5. Individualism and Collectivism As Cultural Characteristic

Geert Hofstede created the cultural dimensions theory in 1980 which provide a framework for figuring out differences in cultures across countries. According to the theory, there is six dimension that differentiate national cultures from each other including: Individualism / collectivism, power distance, femininity/masculinity, uncertainty avoidance, long-term orientation, and indulgence. Dimension of collectivism/individualism seems to be the most important difference between cultures (Triandis, 2001). It is defined as the extent to which individuals within a community are integrated into groups. Individualist cultures are those where people are expected to take care of themselves and their immediate family. These cultures place little value on interpersonal relationships. In societies that are collectivist, individuals have been frequently integrated into solid, homogeneous in-groups from a young age (Hofstede, 2011).

Collectivists prioritize the objectives of their in-groups, are reliant within these groups, and base most of their behavior on the norms of their in-group. Individualists prioritize their own goals over their in-groups and behave primarily based on their attitudes rather than the norms of their in-groups (Triandis, 2001). Individualistic people

are emotionally detached from the groups, emphasize competition, personal values (e.g., creative, strong, cheerful). They are also likely to face members of group who they disagree with (Realo et al., 2002). Individuality is a fundamental aspect of the self as an individual, while the collectivist values making sacrifices for the welfare of the group and keeping harmonious relationships with members of a group (Lee et al., 2018).

Realo and his colleagues (2002) claim that individualism has three components:

- Autonomy (the ability to think, judge, and act independently)
- Surviving (accepting responsibility for themselves and their actions).
When someone shows mature self-responsibility and have confidence in his/her talents.
- Uniqueness (believing that a person is unique and different from other people)

In developed and Western nations, individualism is more common, but in less developed and Eastern nations, collectivism is more common (Hofstede, 2011).

The most significant work on Individualism/Collectivism after Hofstede is Triandis & Gelfand's research. They claimed that individualist and collectivist cultures also differ in itself. American individualism differs from Swedish individualism and Israeli kibbutz collectivism differs from Korean collectivism. They argued that the key differences between various forms of individualism/collectivism originate mainly in the relative emphasis put on horizontal and vertical social ties. Horizontal patterns typically suppose that each individual self is essentially the same as the other self (equality). Vertical patterns, are made up of hierarchies and distinguish oneself from another (Triandis & Gelfand, 1998).

In HI (Horizontal Individualism) individuals desire to stand out from the crowd, are comfortable saying "I want to do my own thing," and are very independent, but they are not really concerned with standing out or high status. People in VI (Vertical Individualism) frequently desire to succeed to prominence and obtain status. In HC (Horizontal Collectivism) people prioritize interdependence, sociability, and shared hopes with others, and they perceive themselves as comparable to others (one person, one vote), yet they are not easily submissive to authority. People in VC (Vertical Collectivism) place a high value on the integrity of the in-group, are prepared to sacrifice their own objectives in order to further the objectives of the in-group, and they promote within-group competitions with other groups (Triandis & Gelfand, 1998).

Based on Triandis's theory we need to investigate and measure Individualism/Collectivism on personal level rather than assuming everyone in a country is the same; because culture is the set of accepted social norms, laws, and values that each person internalizes but within a culture or nation, people's internalization of a particular cultural feature varies greatly from person to person (Lee et al., 2018). In this research this approach will be used and rather than categorizing individuals of different countries based on Hofstede's classification in terms of individualism-collectivism, this cultural trait will be assessed on personal level.

2.5.1. The link between individualism / collectivism and eWOM

It has been suggested that people's communication attitudes and styles are influenced by their culture (Choi & Kim, 2019). Since collectivism is linked to sociability and interdependence, people from collectivist societies may participate in eWOM more frequently but Western consumers generally prefer to make their own decision and do not search a lot (Kasabov, 2016). Compared to their American counterparts, Chinese participants seemed to participate in eWOM much more frequently. In particular, Chinese SNS (Social Networking Sites) users were more willing to share, ask for, and give opinions (Chu & Choi, 2011).

On the other hand, some researchers suggest the opposite idea and claim that customers' motivation to share electronic word-of-mouth (eWOM) is positively impacted by individualism (Dang & Raska, 2022). Collectivist people can be less willing to share an opinion that contradicts the beliefs of other group members but individualists are probably more inclined to be open to sharing knowledge, insights, and advice (Fong & Burton, 2008), even if doing so means disagreeing with others (Dang & Raska, 2022). Collectivists have deeper desire to maintain peace and are less aggressive (Wang et al., 2019).

Compared to individualists, collectivists are probably less likely to spread electronic word-of-mouth yet, they might make an effort to educate and support their in-groups. Individualists value eWOM as well, but they are less impacted by whether it originates from an in-group or an out-group (Dang & Raska, 2022). The choice to share eWOM in a collectivist society may depend on the characteristics of the community. If these customers have a greater social need, they will be more inclined to spread eWOM (Dang & Raska, 2022).

Similarity between people in an individual's online social network (homophily) is positively connected with collectivistic orientation, and homophily had a positive impact on sharing. Because of perceived trustworthy and homophily, collectivists particularly value eWOM that originates within their community (Dang & Raska, 2022). Babic et al.,(2016) find that eWOM is more effective on social media platforms when the platform allows users to compare themselves to eWOM senders based on information such as username, avatar, profile page, and location. This shows that messages from similar people have greater convince power. (Babic et al., 2016). Findings of a research indicate that consumers are more willing to share information about products when they believe other social media users are similar to them, regardless of whether they have a higher or lower level of collectivism (Pezzuti & Leonhardt, (2021). However, Lee & Choi's (2019) research did not support the idea of positive influence of homophily on eWOM behavior in SNSs.

The influence of tie strength on engagement in social networking sites is higher for collectivist people. They see friendships as stronger and more powerful in their use of social networking sites (SNS), whereas individuals from individualistic cultures prefer to have wider networks and weaker connections (Kitirattarkarn et al., 2019). Chinese users maintain closer-knit networks with fewer foreign relationships, whereas American users focus more on expanding their networks through numerous remote or casual contacts (Chu & Choi, 2011). Also, collectivists have higher amount of conformity [the degree a person seeks and avoids social rejection from their community]. When SNS users are more conformist, they are more likely to engage in WOM communication in attempt to be accepted (Lee & Choi, 2019).

Pezzuti & Leonhardt's (2021) research results indicate a positive correlation between a nation's collectivist national rating and the degree that its citizens post product-related content on social media platforms. The findings, however, are not suggesting that collectivism affects how much customers review and comment on things online. Products are usually rated and reviewed on e-commerce platforms like Amazon and TripAdvisor. Unlike social networking sites, these systems do not allow users to create communities based on mutual connections. Because collectivism's impact on behavior is predicated on variations in how individuals relate to members of interconnected groups, any effect it may have on the spread of electronic word-of-mouth (eWOM) should be reliant on the social context. Considering the greater homophily among members of their online social networks, collectivistic customers

may be more inclined to exchange information about products on social networking sites but not product review sites (Pezzuti & Leonhardt, 2021).

Information-seeking behavior in collective societies has been demonstrated to differ from individualist societies. In the research of Fong & Burton (2008) it is found that Chinese participants ask for product recommendation three times more than US participants. Individualistic culture consumers are more likely to share knowledge but they seek not as much (Dang & Raska, 2022). Discussion board users from South Korea appeared to be more inclined than those from the United States to participate in information-seeking activities and those from United States provided more information than South Korea users (Cheong & Mohammed-Baksh, 2020).

Attributes of eWOM is also different among each society type. Collectivists give higher ratings, follow average ratings, generate fewer negative electronic word-of-mouth, and are more in line with the dominant opinion (Dang & Raska, 2022). Because of collectivists' high dependence on groups or organizations, the average star rating may not accurately represent the genuine experience (Tang, 2017), but the eWOM content accurately captures their actual experience (Dang & Raska, 2022). They don't express many emotions in their eWOM. Because they learned to repress their feelings during interactions with others. They are more concerned with meeting their social needs and feeling like they belong in their society (Dang & Raska, 2022). The gap between the average star rating and the genuine satisfaction level decreases the connection between the review score and the product-market performance in collectivist cultures. This is more likely to be positively correlated in individualist cultures (Tang, 2017).

In contrary, people with high levels of individualism, tend to be less positive, give lower ratings, depart from the norm or popular consensus, exhibit higher emotion, and provide more extreme feedback when they are dissatisfied with a product or service (Dang & Raska, 2022). Individualism is associated positively with engaging in WOM with out-group rather than in-group. They share information with other individualists (Lam et al., 2009). They may write more and longer reviews (Wang et al., 2019). Collectivists write review in first person about their experience, but individualists write review in third person and about product attributes (Chan & Yang, 2021).

While Americans aren't scared to go outside those rating bounds, Chinese people give ratings that are in line with the consensus (Dang & Raska, 2022). Korean students placed greater value on getting social support from their social media contacts, while American students tended to place more value on finding enjoyment (Lee et al., 2018).

Customers from more individualistic cultures—like those in the US and the UK—value diversity, show more emotions, and emphasize themselves more than their communities. Conversely, consumers from collectivistic cultures—like those in South Korea and India—tend to prefer homogeneity, include themselves into their communities, and exhibit less emotional expressiveness (Dang & Raska, 2022).

Individualists decide on mutual benefit. They anticipate gains in societal status or other personal advantages in exchange for their "altruistic" actions (Zhang & Lee, 2012). Indians view helping a member of their own community as a duty, while Americans view it more as a matter of personal preference. In collectivist societies, lying is acceptable if it benefits the in-group (Triandis, 2001). One interesting finding is high individualism is connected to social motivation and low individualism is connected to personal and social motivation. It means for individualist personal motivation is not that much important to engage in eWOM but social benefit may encourage them to help others whereas a collectivist thinks he/she need to help others; it is like a social obligation (Zhang & Lee, 2012).

When making purchasing decisions, collective cultures rely heavily on electronic word-of-mouth (eWOM) as a source of information (Dang & Raska, 2022). Spanish consumers that are accepted to have collectivist culture mostly relied on the ratings found in internet reviews in purchase decision making but German consumers that live in an individualism culture showed the least interest in review ratings (Kim, 2019). In collectivist cultures, the link between an individual's attitude and their real purchase decisions is more likely to be disrupted by the subjective norm (perceptions of proper and expected behavior in a specific social context (Huang et al., 2014)) and feeling of having connection with others (Tang, 2017). Because Chinese consumers have a collectivistic inclination to rely on recommendations from group referrals, they are more likely to be impacted by online customer reviews (Choi & Kim, 2019).

There are also limited number of resarches that take horizontal and vertical orientation into account when exploring the eWOM behavior in Social media.

Although Lee et al.,(2018) could not find evidence of a positive relationship between HI (Horizontal Individualism) and opinion leadership and suggested that HI does not have important role on distributing eWOM; Choi & Kim research results showed HI is positively correlated with opinion leadership. It means in the eWOM environment; opinion leaders can be HI-oriented individuals. People with high HI could be excited to tell others about the products they've used and to express opinions, but

because of being self-sufficient and quite confident of their capacity for finding information they are not opinion seeker (Choi & Kim, 2019).

Vertical Individualism has a strong correlation with both opinion leadership and opinion seeking. Information sharing practices may be seen by vertical individualists as a means of showcasing their skill, uniqueness, knowledge and could provide them a sense of accomplishment (leadership). In order to elevate their social standing, they also look for and update knowledge (Opinion Seeking) (Choi & Kim, 2019).

Horizontal Collectivism is negatively related to opinion leadership. People with high HC embrace equality with others and do not want others to follow his/her opinion (Choi & Kim, 2019). HC does not affect the desire to seek opinions on social media (opinion seeking) (Lee et al., 2018).

Vertical Collectivism is positively related to both opinion leadership (Choi & Kim, 2019) and opinion seeking (Lee et al., 2018). They tend to form close, intimate relationships with a selected group, and they may feel more comfortable expressing themselves to those individuals. They also pay attention to the opinions of other members of their own group in order to obtain social acceptability for the decisions they make (Choi & Kim, 2019).

3. METHODOLOGY

In this part, research design and research model has been discussed. After that the sampling and data collection process has been described.

3.1. Research Design

In this research quantitative research method has been adopted to investigate the data and testing the relationship that might exist among variables. Quantitative research is collecting and analyzing numerical data. This method allows researchers measure each variable with the specific scale of its own and finally give a numerical value to the outcome, so they can describe the data and also figure out the relationship between variables (Gelo et al., 2008).

After reviewing the relevant literature, variables and research model has been specified. Then questionnaire has been designed and conducted to test the given hypotheses.

3.2. Research Model and Hypotheses

With extensive literature review on the topic, different variables have been identified as factors affecting online review writing. These factors have been discussed in detail on literature review part. Considering research objective which is investigating the influence of individualism and collectivism as cultural characteristic on online review writing intention, other relevant variables have been selected.

Obviously the first variable is individualism and collectivism as cultural characteristics. Rather than categorizing the respondents based on their country's cultural characteristic in terms of individualistic vs collectivistic countries each respondent's score on both dimensions have been measured. We expect that collectivists have more intention to write online reviews, as they are more interested in benefits of other people and care more about their groups and associated ones. Individualists have been expected to have less interest in other people's issues and may have less intention to write an online review and benefiting others.

Based on the literature, one of the most important factors that affect online review writing intention is satisfaction of customers. Satisfied customers are expected to spread positive word of mouth communication, thus write positive online review about the product or services they have purchased. Dissatisfied customers are expected to spread

negative word of mouth communication and write negative reviews on the relevant websites. For identifying the effect of satisfaction and dissatisfaction, in this research two types of questionnaires have been designed; one for measuring intention of satisfied customers' to write positive online review and the other is for measuring dissatisfied customers' intention for negative online review writing. In this way, we also can do a comparison between the two.

According we have set two hypotheses as below:

H1: collectivists have more intention to write positive online review than individualists; the higher collectivism score is, the higher intention to write positive online review will be.

H2: collectivists have more intention to write negative online review than individualists; the higher collectivism score is, the higher intention to write negative online review will be.

The other two variables that have been selected for the research are “perceived usefulness of online review writing” and “concern for others”. As it has been discussed in introduction part if consumers read other people's opinion in the internet and believe it is useful, so they may have more intention to do the same behavior themselves. Also concern for other people which is discussed in the literature part is a factor that influence intention to write online reviews People who feel more responsible about other people's life, are expected to write more online reviews. It is also close to altruism and prosocial behavior. People may communicate because they wish to protect other customers from bad experiences or to assist them in their purchase, or both. For this reason, both good and bad customer experiences may be included in such communication (Hennig-Thurau et al., 2004).

So, we developed the below hypotheses:

H3: people with higher “concern for others” score have more intention to write positive online review.

H4: people with higher “concern for others” score have more intention to write negative online review.

H5: people with higher “perceived usefulness of online review writing” score have more intention to write positive online review.

H6: people with higher “perceived usefulness of online review writing” score have more intention to write negative online review.

3.3. Sampling

In this research the population of study is the consumers who have access to the internet and online shopping websites. Since individuals from different cultures are required to collect data, sampling method adopted in the research is snowball sampling. Snowball sampling is suitable for the researches that reaching out to desired sample is hard (Tsindos, 2023). Although study could be done with convenience sampling method but snowball sampling has been preferred. Finding a sufficient number of people with different nationalities who are ready to respond the questionnaire is hard. So, it is better to reach out to a known person from the population and reaching out the other from the first person and the others from the second person and so on; as it is the concept of snowball sampling.

In total 192 people from different countries answered the first questionnaire of study in which they were asked to assume that they are satisfied with a purchase. In the second questionnaire used in the study respondents are asked to assume that they are dissatisfied with a purchase, and 141 people from different countries has answered the questionnaire.

3.4. Research Instrument

As it has been mentioned before, two questionnaires are used in the research. The content of the questionnaire is the same in both of them; the only difference is the satisfaction or dissatisfaction of respondents about the product. In the questionnaire1 assuming satisfaction with the product, positive review writing intention is asked while in the questionnaire2 assuming dissatisfaction with the product negative review writing intention is asked. Selected product of the study is “air fryer”. It fits in the concept of online review writing very well, because it is relatively new and a popular device promoted heavily. Everyone can be interested in buying and using one and also communicate benefits and disadvantages with others. Moreover, it is not a product that relates to a special demographic characteristic, like special gender or countries.

In first survey we asked participants to assume they have purchased an air fryer from a very well-known and reputable brand. They assume that based on the online reviews and suggestions they have bought it from the brand’s webpage. After using the product, they have been very satisfied. It saved them time, made cooking fun and worth the price they have paid. In the second questionnaire, participants assume they have

done the same but they are dissatisfied with the product. It took time to clean, very limited foods can be cooked and does not worth the price they have paid. With these assumptions participants were asked to answer the questions.

The questionnaire consist of 6 different parts. First part is related to measuring intention of participants for writing an online review about the purchased product. After that we asked questions related to perceived usefulness of online review writing among participants. Then the questions addressed concern for others. Next part included scale measuring individualism and collectivism. Questions of all of these variables has been provided from its own specific scales which we extracted from relevant literature. Participants were asked to answer the questions of these four parts, based on their agreement level. A five-point Likert scale has given to them to describe agreement levels; in which “1=totally disagree”, “2=disagree”, “3=neither disagree nor agree”, “4=agree” and “5=totally agree” are agreement levels.

In the next section we asked some questions to assess experience and familiarity of respondents with online reviews. We asked them if they have written online reviews before; if yes, was it one time, two times or three times and more. Also, we asked if they read online reviews and if it affects their purchase decisions or not. Lastly, we asked if they provide online review on their social media accounts or not. A five-point Likert Scale starting from “1=never”, “2=rarely”, “3=sometimes”, “4=often”, “5=always” has given to them to describe the frequency levels.

Finally, demographic features of respondents have been asked including age, gender, education level, occupation and nationality. The details of all the items used in the questionnaire with its references for the measurement scales has given in table 3.4.1.

Questionnaire has been translated to Turkish for Turkish speaking respondents and Persian for Iranian respondents. It was available in English for all the respondents too. The questionnaire contained of 36 questions and it took 6-10 minute to answer.

Table 3.4.1. *Questionnaire items and scales*

measurements	Items	Reference
Intention to write online review [3 item]	• I would like to provide online review on the website	Tata, S. V., Prashar, S., & Parsad, C. (2021)
	• I will make an effort to write review	
	• It is likely for me to provide online review in the near future	

Perceived usefulness of review writing [3 item]	• Sharing reviews enhances shopping effectiveness • Writing reviews increase shopping effectiveness	Tata, S. V., Prashar, S., & Parsad, C. (2021)
	• It is useful to write reviews	
Concern for others [4 item]	• I want to warn others of bad products. • If I have a negative experience about a product, I want to save others from having the same negative experiences as me • If I have a positive experience about a product, I want to help others with my own positive experiences. • I want to give others the opportunity to buy the right product.	Hennig-Thurau et al., (2004)
Individualism [8 item]	• I'd rather depend on myself than others. • I rely on myself most of the time; I rarely rely on others. • I often do "my own thing." • My personal identity, independent of others, is very important to me. • It is important that I do my job better than others. • Winning is everything. • Competition is the law of nature. • When another person does better than I do, I get tense and aroused.	Triandis & Gelfand, 1998
Collectivism [8 item]	• If a coworker gets a prize, I would feel proud. • The well-being of my coworkers is important to me. • To me, pleasure is spending time with others • I feel good when I cooperate with others. • Parents and children must stay together as much as possible. • It is my duty to take care of my family, even when I have to sacrifice what I want. • Family members should stick together, no matter what sacrifices are required. • It is important to me that I respect the decisions made by my groups.	Triandis & Gelfand, 1998
Experience with online reviews	• Do you read the online reviews about the relevant product/service when you are to purchase something ? • Do the online reviews affect your purchase decision? • Did you write a negative online review about a product or service before? If yes, how many times did you write?	

	• Did you write a positive online review about a product or service before? If yes, how many times did you write? • Do you write reviews/comments about a product/service on your own social media accounts?
[5 item]	
Demographic characteristics	• What is your age ? • What is your gender ?
	• What is your education level ? • What is your occupation ?
[5 item]	• Please specify your nationality .

3.5. Validity

Research instrument used in this is questionnaire that consist of several scales and demographic and has been designed to accurately measure study variables. Defining variables and choosing appropriate scales for the variable's measurement have been done after precise literature review. The chosen scales are among the most used scales in the scientific researches and from most cited articles on the topic.

A pilot study has been conducted among a group of 10 individuals. They were asked to respond to the all questions of the survey and tell if there is any confusing and unclear question or they need any explanation about the questionnaire. None of the respondents reported a confusing question or needed explanation. With this process comprehensibility of the questionnaire has been confirmed.

3.6. Data Collecting

In both questionnaires, the purpose of study has been explained first. Respondents were given assurance that their answers will be kept confidential.

The questionnaires were developed in Google forms and the link was sent to the respondents by email, social media, messenger apps. As the sampling method was snowball sampling, we sent the questionnaire to first known group and asked them to share it with their friends, family, colleagues from their country who potentially could respond to the survey. As it was mentioned before, the survey was available in English, Turkish and Persian languages.

Data has gathered online in spring 2024. In total 343 people has responded; 192 people answered the questionnaire exploring the positive review writing intention and 141 people responded to the second questionnaire about negative review writing intention.

Returned Google forms were checked and copied to Microsoft Excel. Collected data analyzed first in Excel to make sure that data is accurate, consistent and valid. 11 invalid responses are identified and excluded . 181 valid responses to the first questionnaire (positive review) and 140 valid responses to the second one, (negative review writing) are coded to Statistical Package for Social Science (SPSS version 29.0.2.0) software to analyze.

4. DATA ANALYSIS AND FINDINGS

In this chapter data analysis process and findings of study has been explained.

4.1. Findings About Positive Online Review Writing (Questionnaire 1)

Since there are two questionnaires that are answered by different respondents data will be analyzed separately.

4.1.1. Demographic characteristics of the respondents

Demographic characteristic of respondents of positive online review writing survey is shown in the table 4.1.1.

Table 4.1.1. *Sample 1 demographic*

		Frequency	Percent
age	18-25	56	30.9%
	26-35	91	50.3%
	36-45	24	13.3%
	46 and over	10	5.5%
gender	Male	73	40.3%
	Female	108	59.7%
	high school graduate	29	16.0%
	college/university graduate	69	38.1%
	master/doctorate graduate	83	45.9%
occupation	student	98	54.1%
	employed	43	23.8%
	Housewife	6	3.3%
	other	34	18.8%
nationality	Iran	74	40.9%
	Middle East and Asia	38	21.0%
	Europe	58	32.0%
	Other	11	6.1%

4.1.1.1. Gender

Female participants with the percentage of 59.7 were more than male participants that make up the 40.3 percent of all participants. The figure 4.1.1 shows the respondent's gender percentages.

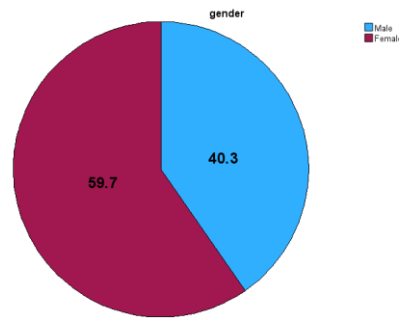


Figure 4.1.1. Gender percentages, sample 1

4.1.1.2. Age

Our respondents were mostly at the young age as 50.3 percent of respondents were at the age between 26-35. Respondents at the age between 18-25 include 30.9 percent, between 36-45 include 13.3 and between 46-55 include 5.5 percent of all respondents. We did not have respondent over 56. Frequency of respondents with different age groups can be seen in the figure 4.1.2

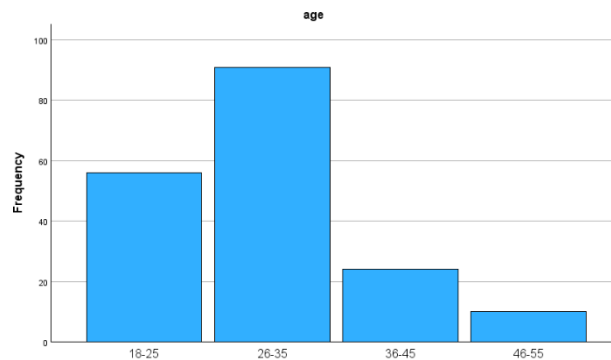


Figure 4.1.2. Frequency of different age groups, sample 1

4.1.1.3. Education

Majority of respondents have high education level. 45.9 % reported that they have master/doctorate education and 38.1 percent reported themselves as college/university graduate. Also, 16 percent of them were high school graduate and we did not have respondents with the education less than high school. Figure 4.1.3 shows the frequency of different education level of respondents.

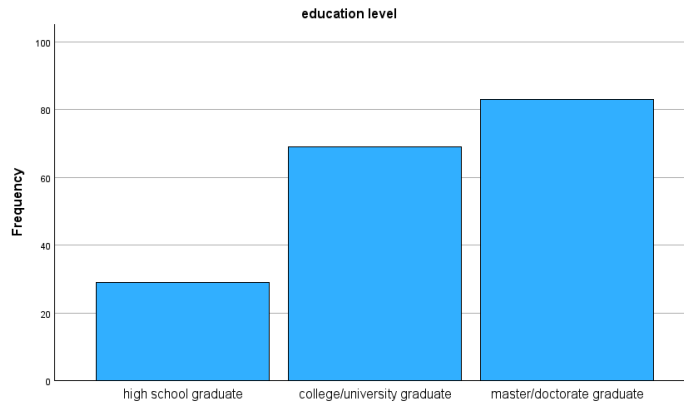


Figure 4.1.3. *Frequency of different education levels, sample 1*

4.1.1.4. Occupation

Half of the all respondents were student (54.1 %) and second major group was employed people with 23.8 percent of all participants. 3.3 percent of them were housewife and 18.8 percent reported that they have other occupations. The frequency of respondents with different occupation can be seen in the figure 4.1.4.

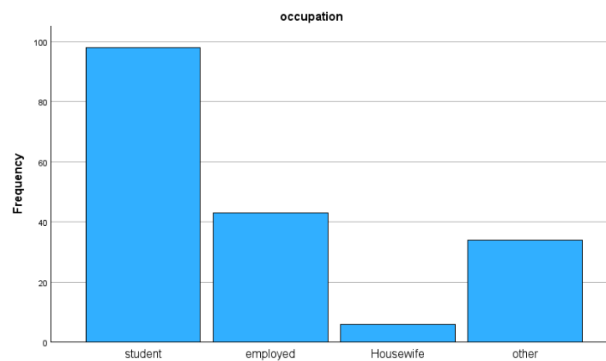


Figure 4.1.4. *Frequency of different occupations, sample 1*

4.1.1.5. Nationality

Since the study is a cross cultural study, respondents are from different countries, but as the writer of thesis is from Iran, the first major part of participants is from Iran too (40.9%). Participants from European countries consist of 32 percent and from Asia and Middle Eastern countries consist of 21 percent. 6.1 percent were from other countries. The figure 4.1.5 is showing the frequency of participants, based on the nationality groups we defined for the data. Since Iran itself is a Middle Eastern country, we can observe that more than half of the respondents are from Middle East (61.9%)

and 36.9 percent are from other parts of the world. The table 4.1.2 gives the frequency of participants from different countries in detail.

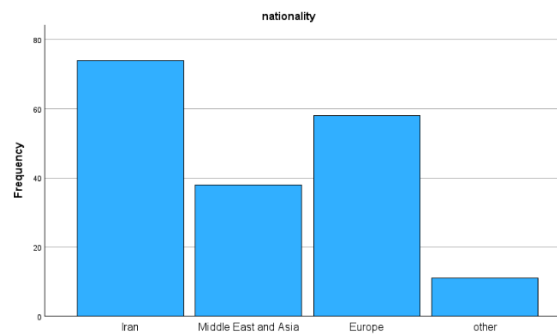


Figure 4.1.5. Frequency of different nationality groups, sample 1

Table 4.1.2. Frequency of participants from different countries, sample 1

Iran	74
Italy	12
France	11
Romania	4
Ukraine	5
Moldova	6
Poland	12
Albania	4
Germany	4
Afghanistan	8
Turkey	18
Canada	3
Brazil	4
India	8
China	4
United States of America	4
Total	181

4.1.2. Respondent's familiarity with online reviews

Analysis shows that 42 % of respondents always read online reviews when purchasing something. 28.7 % reported they often read them and 22.7 % that they sometimes read online reviews. Small percentage of respondents reported that they rarely (5.5 %) or never (1.1 %) read online reviews. Figure 4.1.6 displays it very well that majority of respondents have read online reviews before.

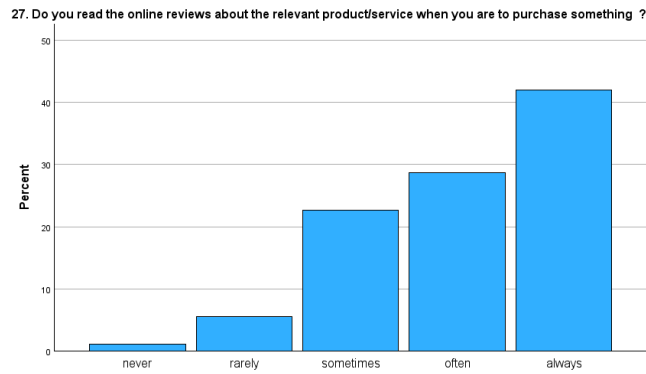


Figure 4.1.6. Respondent's familiarity with online reviews, questionnaire 1

4.1.2.1. Effectiveness of online reviews

Based on respondent's answers, 20.4 % reported that the online reviews always affect their purchase decisions. 51.4 % said it often and 23.2 % said it sometimes affect their purchase decisions. Only 5 % of respondent reported that the online reviews rarely affect their purchase decisions. Figure 4.1.7 shows the online reviews often or always effect on 71.8 % of respondent's purchase decisions.

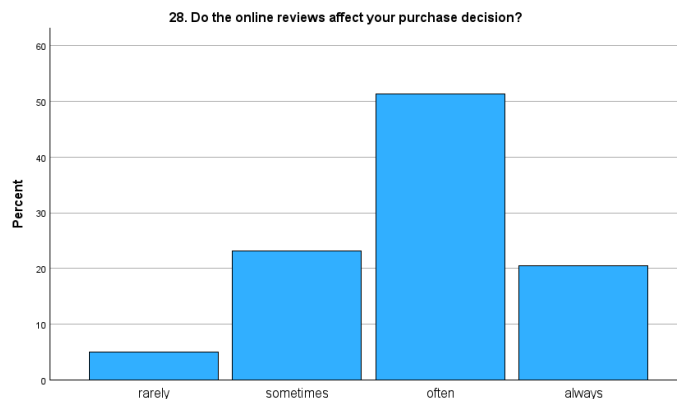


Figure 4.1.7. Effectiveness of online reviews, questionnaire 1

4.1.2.2. Respondent's online review writing experience

39.2 percent of respondent reported they didn't write a positive online review before. 9.4 % reported they wrote a positive online review once, 11 % reported they wrote it 2 times and 40.3 % wrote a positive online review three times or more. Figure 4.1.8 shows this information too.

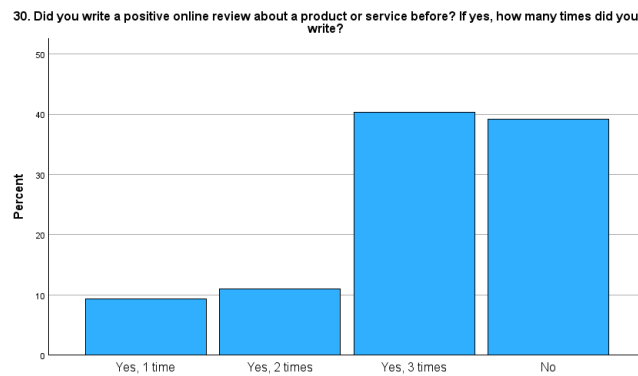


Figure 4.1.8. Respondent's online review writing experience, questionnaire 1

4.1.2.3. Online review sharing on social media

Only 5 % of respondents said they always and 8.8 % said they often write online review about products on their own social media accounts. 18.2 % reported they sometimes do that, 29.8 % reported they rarely do that and 38.1 % reported they never write online reviews about a product on their social media. Figure 4.1.9 displays it very well that majority of respondents do not have intent to write online review on their social media accounts.

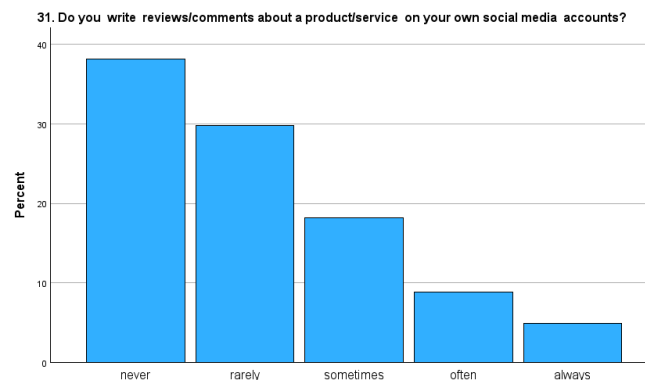


Figure 4.1.9. Online review sharing on social media, questionnaire 1

4.1.3. Intention to write positive online review

Reliability of the scale including 3 items has been tested with Cronbach's Alpha in SPSS. Intention to write a positive online review scale's Cronbach's Alpha is .884. The mean of each item and the standard deviation of each can be seen in the table 4.1.3.

Using the scale of intention, the average intention of positive review writing is 3.21 among respondents who have read the following scenario:

Assume that you have purchased an air fryer that is from a very well-known and reputable brand (air fryer is similar to an oven but heating elements are located differently so, you can cook fried food without using a pot or a pan full of oil in so much less time). Based on the online reviews and suggestions you have decided to buy that brand from its webpage. After you have used the product, you have been very satisfied. It saved you time, made cooking fun and worth the price you have paid. What would be your intention to write a positive online review about this product on the website of the brand?

Table 4.1.3. Mean, St. deviation & reliability test of intention to write positive online reviews

	Mean	Std. Deviation	Cronbach's Alpha
I would like to provide online review on the website	3.25	1.14	.884
I will make an effort to write review	3.24	1.15	
It is likely for me to provide online review in the near future	3.16	1.12	
“Intention of positive review writing”	3.2	1.02	

4.1.4. Individualism and collectivism score of the respondents

4.1.4.1. Factor analysis

Based on the factor analysis of individualism-collectivism scale two factors emerged as individualist and collectivist. Factor one (collectivism) explains 25.2 of the total variance and factor two (individualism) explains 22.75 percent of the variance. Table 4.1.4 shows the factor analysis results.

Table 4.1.4. Factor Analysis of individualism and collectivism, questionnaire 1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.740
	Approx. Chi-Square	1912.941
Bartlett's Test of Sphericity	df	91
	Sig.	.000

Rotated Component Matrix^a

	Component	
	1	2
I'd rather depend on myself than others.	.808	
I rely on myself most of the time; I rarely rely on others.	.762	
I often do "my own thing."	.830	
My personal identity, independent of others, is very important to me.	.730	
It is important that I do my job better than others.	.556	
Winning is everything.		
Competition is the law of nature.	.531	
When another person does better than I do, I get tense and aroused.	.508	
If a coworker gets a prize, I would feel proud.		.499
The well-being of my coworkers is important to me.		.770
To me, pleasure is spending time with others		.636
I feel good when I cooperate with others.		.700
Parents and children must stay together as much as possible.		.700
It is my duty to take care of my family, even when I have to sacrifice what I want.		.620

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

4.1.4.2. Reliability

Reliability of the individualism and collectivism scales have been tested using Cronbach's Alpha separately. Based on the result from reliability test, individualism scale's Cronbach's Alpha is 0.79 and collectivism scale's Cronbach's Alpha is 0.81 and both scales are considered as reliable. The mean value of each item of the scale and the standard deviation of each can be seen in the tables 4.1.5 and 4.1.6.

Table 4.1.5. Reliability test of individualism, questionnaire 1

	Mean	Std. Deviation	Cronbach's Alpha
I'd rather depend on myself than others.	3.49	1.14	0.799
I rely on myself most of the time; I rarely rely on others.	3.44	1.16	
I often do "my own thing."	3.79	1.05	
My personal identity, independent of others, is very important to me.	4.08	1.02	
It is important that I do my job better than others.	3.80	1.19	

Winning is everything.	2.94	1.29	
Competition is the law of nature.	3.69	1.18	
When another person does better than I do, I get tense and aroused.	3.10	1.09	

Table 4.1.6. *Reliability test of collectivism, questionnaire 1*

	Mean	Std. Deviation	Cronbach's Alpha
If a coworker gets a prize, I would feel proud.	3.69	1.02	.810
The well-being of my coworkers is important to me.	4.00	.95	
To me, pleasure is spending time with others	3.48	1.23	
I feel good when I cooperate with others.	4.00	.83	
Parents and children must stay together as much as possible.	3.31	1.10	
It is my duty to take care of my family, even when I have to sacrifice what I want.	3.39	1.14	
Family members should stick together, no matter what sacrifices are required.	3.04	1.20	
It is important to me that I respect the decisions made by my groups.	3.98	.91	

Descriptive analysis shows that using Triandis & Gelfand scale, the average individualism score of respondents is 3.54 and the average collectivism score of them is 3.61 which is slightly higher. This information can be seen in the table 4.1.7.

Table 4.1.7. *Mean & St. deviation of individualism and collectivism, questionnaire 1*

	Mean	Std. Deviation
Individualism	3.54	.73
Collectivism	3.61	.68

4.1.4.3. Individualism and intention to write positive online review

For understanding the relationship between individualism and intention to write positive review, Pearson Correlation test has been done. Pearson Correlation coefficient is a measurement that evaluates the strength and direction of the relationship between two continuous variables.

Based on the result, that has been given in the table 4.1.8. there is not significant correlation between the individualism and intention to write positive review (Pearson's $r = 0.52$; $p > 0.05$).

Table 4.1.8. *Pearson correlation of individualism and intention to write positive online review*

		Intention to write positive review	individualism
Intention to write positive review	Pearson Correlation	1	.05
	Sig. (2-tailed)		.489
	N	181	181
individualism	Pearson Correlation	.052	1
	Sig. (2-tailed)	.489	
	N	181	181

4.1.4.4. *Collectivism and intention to write positive online review*

For understanding the relationship between collectivism and intention to write positive review, Pearson Correlation test has been done. The result of test has been given in the table 4.1.9. According to the result, there is a relatively strong positive correlation between collectivism and intention to write positive online review and that is statically significant (Pearson's $r = 0.459$, $p < 0.05$).

Table 4.1.9. *Pearson correlation of collectivism and intention to write positive online review*

		Intention to write positive online review	collectivism
Intention to write positive online review	Pearson Correlation	1	.459**
	Sig. (2-tailed)		<.001
	N	181	181
collectivism	Pearson Correlation	.459**	1
	Sig. (2-tailed)	<.001	
	N	181	181

**. Correlation is significant at the 0.01 level (2-tailed).

4.1.5. **Concern for others**

4.1.5.1. *Reliability*

Reliability of the scale has been tested with Cronbach's Alpha in SPSS software. The result shows the measurement of the scale is 89.8 % reliable (Cronbach's Alpha =

0.898). Table 4.1.10 gives the mean and standard deviation of each item of the scale. The average of concern for others variable of the respondents is 3.99.

Table 4.1.10. Mean, St. deviation & reliability test of concern for others, questionnaire 1

	Mean	Std. Deviation	Cronbach's Alpha
I want to warn others of bad products.	4.13	1.02	.898
If I have a positive experience about a product, I want to save others from having the same positive experiences as me	4.15	1.02	
If I have a positive experience about a product, I want to help others with my own positive experiences.	3.88	1.15	
I want to give others the opportunity to buy the right product.	3.82	1.18	
“Concern for others”	3.99	.961	

4.1.5.2. Concern for others and intention to write positive online review

For understanding the relationship between concern for others and intention to write positive review, Pearson Correlation test has been done. The result of test has been given in the table 4.1.11. According to the result, there is a strong positive correlation between concern for others and intention to write positive online review and that is statically significant (Pearson's $r = 0.647$, $p < 0.05$).

Table 4.1.11. Pearson correlation of concern for others and intention to write positive online review

		Intention of positive online review	Concern for others
Intention of positive online review	Pearson Correlation	1	.647**
	Sig. (2-tailed)		<.001
	N	181	181
Concern for others	Pearson Correlation	.647**	1
	Sig. (2-tailed)	<.001	
	N	181	181

**. Correlation is significant at the 0.01 level (2-tailed).

4.1.6. Perceived usefulness of writing online review

4.1.6.1. Reliability

Reliability of the scale has been tested with Cronbach's Alpha in SPSS software. The result shows the measurement of the scale is 81.4 % reliable (Cronbach's Alpha =

0.814). Table 4.1.12 gives the mean and standard. Deviation of each item of the scale. Using this scale, the average mean of the variable “perceived usefulness of writing online review” is 4.25.

Table 4.1.12. Mean, St. deviation & reliability test of perceived usefulness of online review writing, questionnaire 1

	Mean	Std. Deviation	Cronbach's Alpha
Sharing reviews enhances shopping effectiveness	4.26	.99	.81
Writing reviews increase shopping effectiveness	4.21	.91	
It is useful to write reviews	4.29	.84	
“perceived usefulness of writing online review”	4.25	.78	

4.1.6.2. Perceived usefulness of online review writing and intention to write positive online review

For understanding the relationship between perceived usefulness of online review writing and intention to write positive review, Pearson Correlation test has been done. The result of test has been given in the table 4.1.13. According to the result, there is a relatively strong positive correlation between perceived usefulness of online review writing and intention to write positive online review and that is statically significant (Pearson’s $r = 0.530$, $p < 0.05$).

Table 4.1.13. Pearson correlation of perceived usefulness of online review writing and intention to write positive online review

		Intention of positive online review	Perceived usefulness
Intention of positive online review	Pearson Correlation	1	.530**
	Sig. (2-tailed)		<.001
	N	181	181
Perceived usefulness	Pearson Correlation	.530**	1
	Sig. (2-tailed)	<.001	
	N	181	181

**, Correlation is significant at the 0.01 level (2-tailed).

4.1.7. Relationship between intention to write positive online review and independent variables

For examining the influence of independent variables on intention to write online review multiple regression analysis was conducted. With multiple regression analysis

we can understand if the independent variables influence the outcome of the dependent variable and explain the designed model or not; and is it statistically significant or not. Moreover, we can put weigh on each variable in terms of changing in independent variable and measuring how much the dependent variable will change after that. In this study dependent variable is “intention to write positive online review” while “concern for others” and “perceived usefulness of writing review” are independent variables. Third independent variable is Individualism/Collectivism; but we can’t set both of them as one independent variable and give a value to both, because they are different in nature. We measure each of them in one person with their own scales. Therefore, we conducted three different multiple regression analyses as below.

4.1.7.1. First regression analysis

Dependent variable is “intention to write positive online review” and independent ones are “concern for others”, “perceived usefulness of online review writing” and “individualism”. The table 4.1.14 indicates that 43.6% of the variance in intention to write positive review scores can be predicted from three variables. This prediction is reliable as well ($p < 0.01$). Looking at the results of the table 4.1.15 it can be concluded that concern for others ($B=0.577$; $p < 0.05$) have a very great influence on intention to write positive review. Perceived usefulness of review writing ($B=0.149$; $p = 0.05$) does not have significant effect and individualism ($B= -0.125$; $p < 0.05$) have influence too but in negative direction. If the individualism score of respondents increase one unite, the intention of them to write a positive online review will decrease 0.125 unit and that is statically significant.

Table 4.1.14. Summery statistic of first regression analysis, questionnaire 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.668 ^a	.446	.436	.77162

a. Predictors: (Constant), individualism, perceived usefulness, concern for others

Table 4.1.15. First regression analysis results, questionnaire 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	ANOVA	
	B	Std. Error	Beta			F	Sig.
1(Constant)	.536	.396		1.354	.177	47.457	< 0.001

Perceived usefulness	.195	.102	.149	1.917	.057
Concern for others	.617	.085	.577	7.239	<.001
individualism	-.175	.082	-.125	-2.141	.034

a. Dependent Variable: Intention to write positive online review

4.1.7.2. Second regression analysis

Dependent variable is “intention to write positive online review” and independent ones are “concern for others”, “perceived usefulness of online review writing” and “collectivism”. The table 4.1.16 indicates that 43.8% of the variance in intention to write positive review scores can be predicted by these three variables. This is a reliable prediction ($p < 0.01$). It can be seen from the result of table 4.1.17. that concern for others ($B=0.453$; $p < 0.05$) have a very greater influence on intention to write positive review than other variables. We can see in the result if we change one unit of Collectivism score of respondents, intention to write positive online review will change 0.150 unit ($B=0.150$; $p < 0.05$). Also, intention to write positive online review will change 0.161 unit, with changing one unit of perceived usefulness ($B=0.161$; $p < 0.05$).

Table 4.1.16. Summery statistic of second regression analysis, questionnaire 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.669 ^a	.447	.438	.77058

a. Predictors: (Constant), collectivism, perceived usefulness, concern

Table 4.1.17. Second regression analysis results, questionnaire 1

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	ANOVA	
	B	Std. Error				F	Sig.
1(Constant)	-.431	.38		-1.135	.258	47.743	<0.001
Perceived usefulness	.211	.10	.161	2.078	.039		
Concern for others	.484	.09	.453	5.278	<.001		
Collectivism	.225	.10	.150	2.252	.026		

a. Dependent Variable: Intention to write positive online review

4.1.7.3. Third regression analysis

In this research our initial intent was assessing the influence of individualism and collectivism as cultural characteristic on intention to write online review. For doing a better assessment we did a third regression analysis just with individualism and collectivism as independent variables without considering other two independent variables. Cultural characteristic of individualism and collectivism predict 21 % of the outcome meaning intention to write positive online review (table 4.1.18). This prediction is reliable too as the p value is less than 0.05 (table 4.19). Analyzing the result of table 4.1.19 indicate that collectivism ($B=0.487$; $p < 0.05$) has very greater influence on intention to write positive online review than individualism ($B=-0.095$; $p < 0.05$) and it is in the different directions. Any change in collectivism score will influence very much on intention to write positive online review. If the collectivism score of respondents increase 1 unit, the intention to write positive online review increase 0.487 unit, but if the individualism score increase 1 unit the intention to write positive online review decrease 0.095 unit.

Table 4.1.18. Summery statistic of third regression analysis, questionnaire 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.467 ^a	.218	.210	.91372

a. Predictors: (Constant), Individualism, Collectivism

Table 4.1.19. Third regression analysis results, questionnaire 1

Model	Unstandardized Coefficients		Standardized Coefficients		ANOVA		
	B	Std. Error	Beta	t	Sig.	F	Sig.
1(Constant)	1.054	.432		2.442	.016	24.880	<0.001
Collectivism	.729	.104	.487	7.011	<.001		
Individualism	-.133	.097	-.095	-1.365	.174		

a. Dependent Variable: Intention to write positive online review

4.1.8. Relationship between demographic characteristics and intention to write positive online review

In this part the influence of demographic features of respondents on the intention to write positive online review has been investigated.

4.1.8.1. Gender and intention to write positive online review

We have conducted an independent sample T Test for assessing the influence of gender. Independent-samples t-test is useful to compare the means between two unrelated groups on the same continuous, dependent variable. The result of test (table 4.1.20) displays that the average intention of female respondents to write positive online review (mean=3.36) is higher than male respondents (mean=2.99). This difference is statically significant on the confidence level of 95%, as the p value is less than 0.05 (table 4.1.21.)

Table 4.1.20. Group statistic of male and female respondents questionnaire 1

	gender	N	Mean	Std. Deviation	Std. Error Mean
Intention for writing positive online review	Male	73	2.99	1.03	.12
	Female	108	3.36	.99	.096

Table 4.1.21. T test result of gender and intention to write positive online review

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Intention for writing positive online review	Equal variances assumed	.225	.636	-2.450	179	.008	.015	-.37	.15	-.67954	-.07329
	Equal variances not assumed			-2.434	151.012	.008	.016	-.37	.15	-.68198	-.07085

4.1.8.2. Age and intention to write positive online review

For comparing intention to write positive online review among different age groups, we conducted an analysis of variance test (ANOVA). ANOVA is a test used to determine differences between research results from three or more unrelated samples or groups. Therefore, it is suitable for comparing of defined age groups in the study. The result of ANOVA table (table 4.1.22) shows there is not significant difference in intention to write positive review among different age groups.

Table 4.1.22. ANOVA result of age and intention to write positive online review

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.156	3	2.385	2.307	.078
Within Groups	182.996	177	1.034		
Total	190.152	180			

4.1.8.3. Education level and intention to write positive online review

For comparing intention to write positive online review among different education level of respondents, we conducted an analysis of variance test (ANOVA). The result from table 4.1.23. shows there is not significant difference among different education level in terms of intention to write positive online review.

Table 4.1.23. ANOVA result of education and intention to write positive online review

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.756	2	1.378	1.309	.273
Within Groups	187.396	178	1.053		
Total	190.152	180			

4.1.8.4. Occupation and intention to write positive online review

For comparing intention to write positive online review among different occupation defined in the study, we conducted an analysis of variance test (ANOVA). The result from table 4.1.24 shows there is a statically significant difference among defined groups. We conducted a Tukey post hoc test to see this difference clearly. The result of test in table 4.1.25 indicate there is a significant difference among students and employed group ($p < 0.05$). Employed group have the intention to write positive review

more than students. There is not a statically significant difference among other occupations.

Table 4.1.24. ANOVA result of occupation and intention to write positive online review

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	18.893	3	6.298	6.509	<.001
Within Groups	171.260	177	.968		
Total	190.152	180			

Table 4.1.25. Tukey post hoc result of occupation and intention to write positive online review

(I) occupation	(J) occupation	Mean Difference (I-J)	Std. Error	Sig.
student	employed	-.75985*	.1799	<.001
	Housewife	-.72109	.41368	.305
	other	-.34854	.19578	.286
employed	student	.75985*	.17993	<.001
	Housewife	.03876	.42868	1.000
	other	.41131	.22574	.266
Housewife	student	.72109	.41368	.305
	employed	-.03876	.42868	1.000
	other	.37255	.43557	.828
other	student	.34854	.19578	.286
	employed	-.41131	.22574	.266
	Housewife	-.37255	.43557	.828

4.2. Findings About Negative Online Review Writing (Questionnaire 2)

4.2.1. Demographic characteristics of the respondents

Demographic characteristic of respondents of negative online review writing survey is shown in the table 4.2.1.

Table 4.2.1. Sample 2 demographic

		Frequency	Percent
age	18-25	21	15.0%
	26-35	84	60.0%
	36-45	30	21.4%

	46-55	5	3.6%
	over 56	0	0.0%
gender	Male	54	38.6%
	Female	86	61.4%
education level	less than high school	0	0.0%
	high school graduate	3	2.1%
	college/university graduate	50	35.7%
	master/doctorate graduate	87	62.1%
occupation	student	69	49.3%
	employed	29	20.7%
	retired	0	0.0%
	Housewife	6	4.3%
	other	36	25.7%
nationality	Iran	61	43.6%
	Middle East and Asia	24	17.1%
	Europe	47	33.6%
	other	8	5.7%

4.2.1.1. Gender

Sample consists of 61.4 percentage of female participants and 38.6 percent of male participants. The figure 4.2.1. shows the gender percentage of respondents.

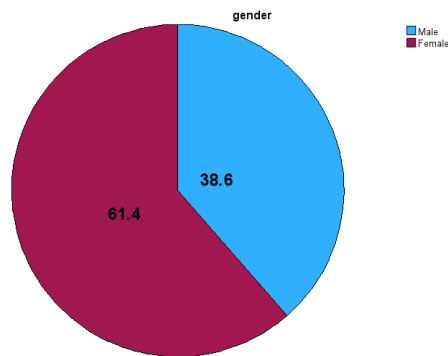


Figure 4.2.1. Gender percentages, sample 2

4.2.1.2. Age

Respondents with the age between 26-35 with 60 percent are the most frequent ones. 15 percent of respondents were at the age between 18-25, 21.4 percent at the age between 36-45 and 3.6 percent at the age between 46-55. There is not any participant with the age over 56. The figure 4.2.2 shows the frequency of participants with different ages.

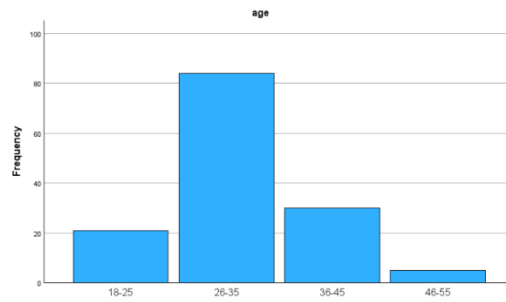


Figure 4.2.2. *frequency of age groups,sample 2*

4.2.1.3. Education

Looking at participant's education level we can tell they are educated, as 62.1 percent of them have master/doctorate and 35.7 percent are college/ university graduate. 2.1 percent were high school graduates. The figure 4.2.3 shows the frequency of participants with different education levels.

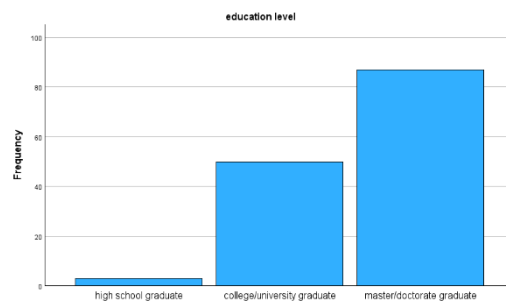


Figure 4.2.3. *Frequency of different education levels,sample 2*

4.2.1.4. Occupation

Almost half of the participants (49.3 %) are student. After students, employed group with 20.7 percent are the most frequent occupation among respondents. 4.3 percent of them were housewife and 25.7 percent reported that they have other occupations. The frequency of respondents with different occupation can be seen in the figure 4.2.4.

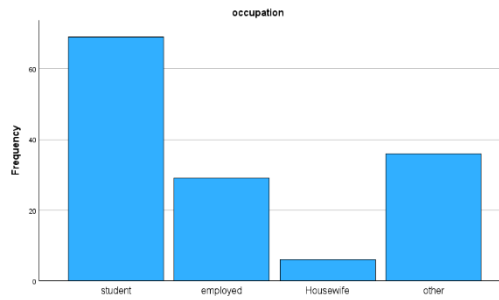


Figure 4.2.4. Frequency of different occupations, sample 2

4.2.1.5. Nationality of respondents

Iranian respondents with 43.6 percent are the most frequent nationality and after that respondents from European countries with 33.6 percent are the second group. 17.1 percent were from Asian and Middle Eastern countries and 5.7 percent were from other countries. As Iran itself is a Middle Eastern country we can observe that 60.7 percent of respondents are from Middle East and 39.3 percent from other parts of the world. The figure 4.2.5 is showing the frequency of respondents based on the defined nationality groups and the table 4.2.2 is showing the details about frequency of respondents from each country.

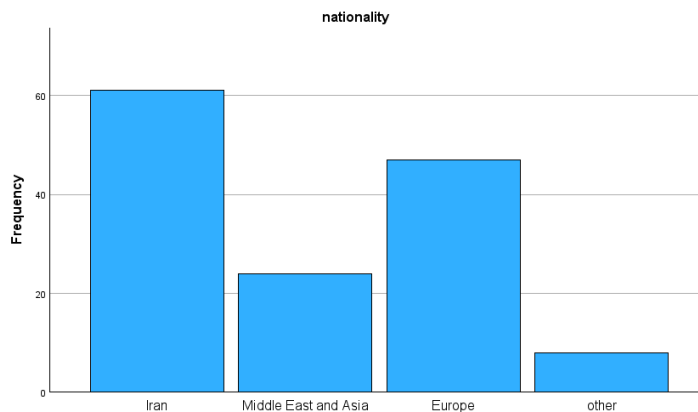


Figure 4.2.5. Frequency of different nationality groups, sample 2.

Table 4.2.2. *Frequency of respondents from different countries, sample 2*

Iran	61
Italy	16
Moldova	2
Poland	6
Albania	3
Ukraine	3
France	11
Germany	6
Afghanistan	4
Turkey	16
Canada	4
Brazil	2
India	2
China	2
United states of America	2
Total	140

4.2.2. Respondent's familiarity with online reviews

Analysis shows that 40.7 % of respondents always read online reviews when purchasing something. 27.9 % reported they often read them and 25 % sometimes read online reviews. Only 6.4 % of respondents reported that they rarely read online reviews. Figure 4.2.6 displays it very well that majority of respondents have read online reviews before.

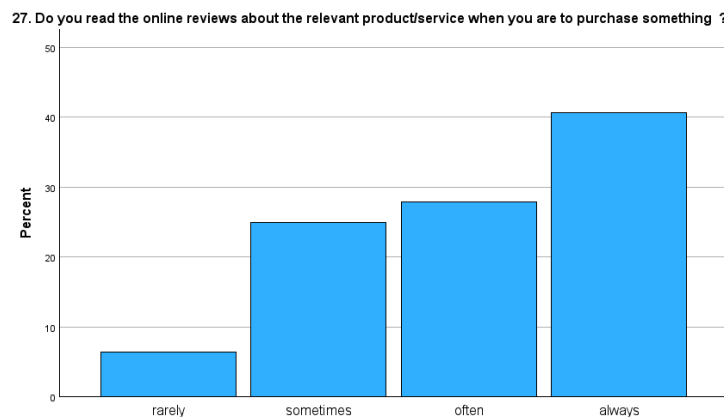


Figure 4.2.6. *Respondents familiarity with online review writing, Questionnaire 2*

4.2.2.1. Effectiveness of online reviews

Based on respondent's answers, 25.7 % reported that the online reviews always affect their purchase decisions. 40.7 % said it often and 27.1 % said it sometimes affect their purchase decisions. Only 4.3 % of respondent reported that the online reviews rarely and 2.1 % reported it never affect their purchase decisions. Figure 4.2.7 shows the online reviews often or always effect on 66.4 % of respondent's purchase decisions.

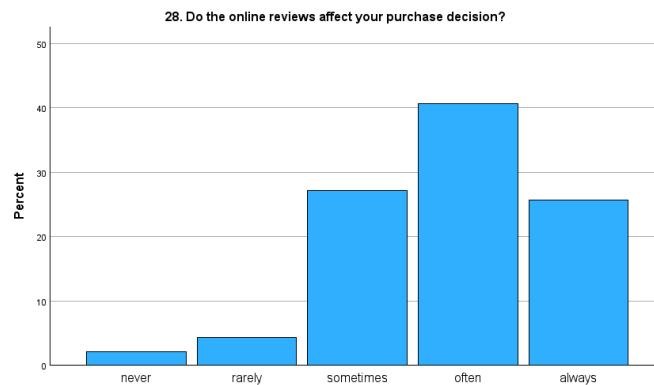


Figure 4.2.7. Effectiveness of online reviews, Questionnaire 2

4.2.2.2. Respondent's online review writing experience

25.7 percent of respondent reported they didn't write a negative online review before. 31.4 % reported they wrote a negative online review once, 21.6 % reported they wrote it 2 times and 19.3 % wrote a negative online review three times or more. Figure 4.2.8 shows this information too.

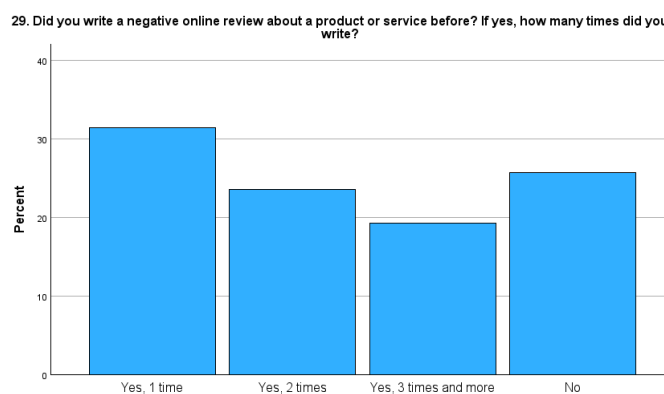


Figure 4.2.8. online review writing experience, Questionnaire 2

4.2.2.3. Online review sharing on social media

Only 4.3 % of respondents said they often write online review about products on their social media accounts. 36.4 % reported they sometimes do that, 18.6 % reported they rarely do that and 40.7 % reported they never write online reviews about a product on their social media. Figure 4.2.9 displays it well that respondents mostly do not have intent to write online review on their social media accounts.

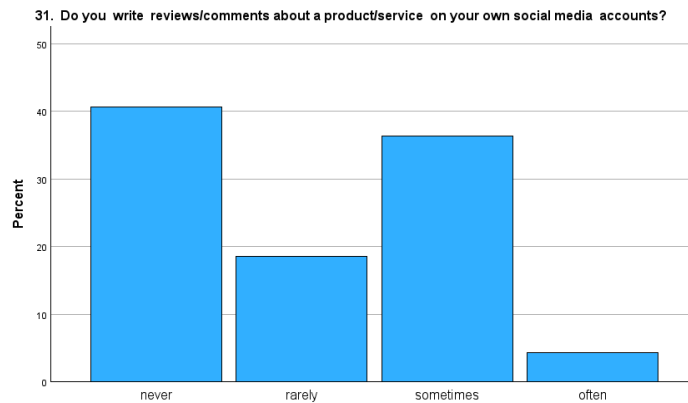


Figure 4.2.9. Online review sharing on social media, Questionnaire 2

4.2.3. Intention to write negative online review

Reliability of the scale has been tested with Cronbach's Alpha in SPSS. Our measurement of intention to write a negative online review is 88.3 % reliable as the Cronbach's Alpha for 3 item of scale is .883. The mean of each item and the standard. Deviation of each can be seen in the table 4.2.3. Using the scale of intention, the average intention of negative review writing is 3.17 among respondents who have read the following scenario:

Assume that you have purchased an air fryer that is from a very well-known and reputable brand (air fryer is similar to an oven but heating elements are located differently so, you can cook fried food without using a pot or a fan full of oil in so much less time).

Based on the online reviews and suggestions you have decided to buy that brand from its webpage. After you have used the product you have been very dissatisfied, it took a lot of time to clean it, very limited type of meals can be cooked by this device and it did not worth the price you have paid. What would be your intention to write a negative online review about this product on the website of the brand?

Table 4.2.3. Mean, St. deviation & reliability test of intention to write negative online review

	Mean	Std. Deviation	Cronbach's Alpha
I would like to provide online review on the website	3.36	1.13	.883
I will make an effort to write review	3.09	1.22	
It is likely for me to provide online review in the near future	3.06	1.28	
“intention of negative review writing”	3.17	1.16	

4.2.4. Individualism and collectivism

4.2.4.1. Factor analysis

Based on the factor analysis of individualism-collectivism scale two factors emerged as individualist and collectivist. Factor one (collectivism) explains 25.2 of the total variance and factor two (individualism) explains 22.75 percent of the variance. Table 4.2.4 shows the factor analysis results.

Table 4.2.4. Factor analysis of individualism and collectivism, Questionnaire 2

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.740
Approx. Chi-Square		1912.941
Bartlett's Test of Sphericity	df	91
	Sig.	.000

Rotated Component Matrix^a

	Component	
	1	2
I'd rather depend on myself than others.	.808	
I rely on myself most of the time; I rarely rely on others.	.762	
I often do "my own thing."	.830	
My personal identity, independent of others, is very important to me.	.730	
It is important that I do my job better than others.	.556	
Winning is everything.		
Competition is the law of nature.	.531	
When another person does better than I do, I get tense and aroused.	.508	

If a coworker gets a prize, I would feel proud.	.499
The well-being of my coworkers is important to me.	.770
To me, pleasure is spending time with others	.636
I feel good when I cooperate with others.	.700
Parents and children must stay together as much as possible.	.700
It is my duty to take care of my family, even when I have to sacrifice what I want.	.620

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

4.2.4.2. *Reliability*

Reliability of the individualism and collectivism scales have been tested using Cronbach's Alpha separately. Based on the result from reliability test, individualism scale's Cronbach's Alpha is 0.84 and collectivism scale's Cronbach's Alpha is 0.81 and both scales are considered as reliable. The mean value of each item of the scale and the standard deviation of each can be seen in the tables 4.2.5 and 4.2.6.

Table 4.2.5. *Reliability test of individualism, Questionnaire 2*

	Mean	Std. Deviation
I'd rather depend on myself than others.	3.37	.95
I rely on myself most of the time; I rarely rely on others.	3.20	.89
I often do "my own thing."	3.63	1.02
My personal identity, independent of others, is very important to me.	3.59	1.09
It is important that I do my job better than others.	3.71	1.16
Winning is everything.	3.07	1.19
Competition is the law of nature.	3.57	1.20
When another person does better than I do, I get tense and aroused.	3.17	1.10

Table 4.2.6. *Reliability test of collectivism, Questionnaire 2*

	Mean	Std. Deviation	Cronbach's
If a coworker gets a prize, I would feel proud.	3.57	1.11	.813
The well-being of my coworkers is important to me.	3.81	1.11	
To me, pleasure is spending time with others	3.39	1.09	
I feel good when I cooperate with others.	3.65	.92	
Parents and children must stay together as much as possible.	3.30	.97	
It is my duty to take care of my family, even when I have to sacrifice what I want.	3.19	1.02	
Family members should stick together, no matter what sacrifices are required.	3.04	1.09	
It is important to me that I respect the decisions made by my groups.	3.76	.95	

Descriptive analysis shows that using Triandis & Gelfand scale, the average individualism score of respondents is 3.41 and the average collectivism score of them is 3.46 which is slightly higher. This information can be seen in the table 4.2.7.

Table 4.2.7. *Mean and St. deviation of individualism and collectivism, Questionnaire 2*

	Minimum	Maximum	Mean	Std. Deviation
Individualism	1.38	5.00	3.41	.75
Collectivism	1.50	4.63	3.46	.68

4.2.4.3. *Individualism and intention to write negative online review*

For understanding the relationship between individualism and intention to write negative review, Pearson Correlation test has been done. Pearson Correlation coefficient is a measurement that evaluates the strength and direction of the relationship between two continuous variables.

The result has been given in the table 4.2.8. Based on the result, there is not significant correlation between the individualism and intention to write negative review (Pearson's $r = 0.064$; $p > 0.05$).

Table 4.2.8. *Pearson correlation of individualism and intention to write negative online review*

		Intention of negative online review	Individualism
Intention of negative online review	Pearson Correlation	1	.064
	Sig. (2-tailed)		.454
	N	140	140
Individualism	Pearson Correlation	.064	1
	Sig. (2-tailed)	.454	

N	140	140
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4.2.4.4. *Collectivism and intention to write negative online review*

For understanding the relationship between collectivism and intention to write negative review, Pearson Correlation test has been done. The result of test has been given in the table 4.2.9. According to the result, there is a relatively strong positive correlation between collectivism and intention to write negative online review and that is statically significant (Pearson's $r = 0.426$, $p < 0.05$).

Table 4.2.9. *Pearson correlation of collectivism and intention to write negative online review*

		Intention of negative online review	Collectivism
Intention of negative online review	Pearson Correlation	1	.426**
	Sig. (2-tailed)		<.001
	N	140	140
Collectivism	Pearson Correlation	.426**	1
	Sig. (2-tailed)	<.001	
	N	140	140

**, Correlation is significant at the 0.01 level (2-tailed).

4.2.5. *Concern for others*

4.2.5.1. *Reliability*

Reliability of the scale has been tested with Cronbach's Alpha in SPSS software. The result shows the measurement of the scale is 92.7 % reliable (Cronbach's Alpha = 0.927). Table 4.2.10 gives the mean and standard. Deviation of each item of the scale. Using this scale, the average concern for others among respondents is 3.86.

Table 4.2.10. *Mean, St. deviation & reliability test of concern for others, Questionnaire 2*

	Mean	Std. Deviation	Cronbach's Alpha
I want to warn others of bad products.	3.89	1.24	.927
If I have a negative experience about a product, I want to save others from having the same negative experiences as me	3.82	1.19	
If I have a negative experience about a product, I want to help others with my own negative experiences.	3.84	1.19	
I want to give others the opportunity to buy the right product.	3.92	1.11	
"Concern for others"	3.86	1.07	

4.2.5.2. Concern for others and intention to write negative online review

For understanding the relationship between concern for others and intention to write negative review, Pearson Correlation test has been done. The result of test has been given in the table 4.2.11. According to the result, there is a strong correlation between concern for others and intention to write negative online review and that is statically significant (Pearson's $r = 0.479$, $p < 0.05$).

Table 4.2.11. Pearson correlation of concern for others and intention to write negative online review

		Intention of negative online review	Concern for others
Intention of negative online review	Pearson Correlation	1	.479**
	Sig. (2-tailed)		<.001
	N	140	140
Concern for others	Pearson Correlation	.479**	1
	Sig. (2-tailed)	<.001	
	N	140	140

**, Correlation is significant at the 0.01 level (2-tailed).

4.2.6. Perceived usefulness of writing online review

4.2.6.1. Reliability

Reliability of the scale has been tested with Cronbach's Alpha in SPSS software. The result shows the measurement of the scale is 95.2 % reliable (Cronbach's Alpha = 0.952). Table 4.2.12 gives the mean and standard. Deviation of each item of the scale. Using this scale, the average perceived usefulness of writing online review among respondents is 4.05.

Table 4.2.12. Mean, St. deviation & reliability test of perceived usefulness, Questionnaire 2

	Mean	Std. Deviation	Cronbach's Alpha
Sharing reviews enhances shopping effectiveness	4.07	1.17	.952
Writing reviews increase shopping effectiveness	4.07	1.17	
It is useful to write reviews	4.01	1.13	
“perceived usefulness of writing online review”	4.05	1.11	

4.2.6.2. *Perceived usefulness of online review writing and intention to write negative online review*

For understanding the relationship between perceived usefulness of online review writing and intention to write negative review, Pearson Correlation test has been done. The result of test has been given in the table 4.2.13. According to the result, there is a relatively strong positive correlation between perceived usefulness of online review writing and intention to write negative online review and that is statically significant (Pearson's $r = 0.355$, $p < 0.05$).

Table 4.2.13. *Pearson correlation of perceived usefulness and intention to write negative online review*

		Intention of negative online review	Perceived usefulness
Intention of negative online review	Pearson Correlation	1	.355**
	Sig. (2-tailed)		<.001
	N	140	140
Perceived usefulness	Pearson Correlation	.355**	1
	Sig. (2-tailed)	<.001	
	N	140	140

** . Correlation is significant at the 0.01 level (2-tailed).

4.2.7. **Relationship between intention to write negative online review and independent variables**

For examining the influence of our independent variables on Intention to write online review multiple regression analysis was conducted. With multiple regression analysis we can tell if the independent variables influence the outcome of the dependent variable and explain the designed model or not; and is it statistically significant or not. Moreover, we can put weigh on each variable in terms of changing in independent variable and measuring how much the dependent variable will change after that. In this study dependent variable is “intention to write negative online review”. We have “concern for others” and “perceived usefulness of writing review” as independent variable. Third independent variable is Individualism/Collectivism; but we can't set both of them as one independent variable and give a value to both, because they are different in nature. We measure each of them in one person with their own scales. Therefore, we conducted three different multiple regression analysis as below.

4.2.7.1. First regression analysis

Dependent variable is “intention to write negative online review” and independent ones are “concern for others”, “perceived usefulness of online review writing” and “individualism”. The table 4.2.14 indicates that 24% of the variance in intention to write negative review scores can be predicted from three variables. The table 4.2.15 shows this prediction is reliable as well ($p < 0.01$). Looking at the results of the table 4.2.15 it can be concluded that concern for others ($B=0.512$; $p < 0.05$) have a greater influence on intention to write negative review. Perceived usefulness of review writing ($B=0.061$; $p = 0.05$) does not show significant influence but individualism ($B=- 0.175$; $p < 0.05$) have an influence in reverse direction. If the individualism score of respondent increase one unite, the intention of them to write a negative online review will decrease 0.175 unit and that is statically significant.

Table 4.2.14. Summery statistic of first regression analysis, Questionnaire 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.506 ^a	.256	.240	1.01912

a. Predictors: (Constant), Individualism, perceived usefulness, concern

Table 4.2.15. First regression analysis results, Questionnaire 2

Model	Unstandardized Coefficients		Standardized Coefficients		ANOVA		
	B	Std. Error	Beta	t	Sig.	F	Sig.
1(Constant)	1.687	.452		3.735	<.001	15.61	<.001
Perceived usefulness	.065	.106	.061	.610	.543		
concern	.557	.115	.512	4.833	<.001		
Individualism	-.272	.127	-.175	-2.138	.034		

a. Dependent Variable: Intention for writing negative online review

4.2.7.2. Second regression analysis

Dependent variable is “intention to write negative online review” and independent ones are “concern for others”, “perceived usefulness of online review writing” and “collectivism”. The table 4.2.16 indicates that 23.7% of the variance in intention to write negative review scores can be predicted by these three variables. Also table 4.2.17 shows this is a reliable prediction ($p < 0.01$). It can be seen from the result of table 4.2.17 that concern for others ($B=0.337$; $p < 0.05$) and collectivism ($B=0.197$; $p < 0.05$)

have a significant influence on the intention to write negative review; but perceived usefulness of review writing ($B=0.022$; $p > 0.05$) does not have a significant influence. We can see in the result intention to write negative online review change 0.197 unit in case of changing Collectivism score of respondents one unit and change 0.337 unit in case of changing 1 unit of concern for others score.

Table 4.2.16. Summery statistic of second regression analysis, Questionnaire 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.503 ^a	.253	.237	1.02098

a. Predictors: (Constant), Collectivism, perceived usefulness, concern for others

Table 4.2.17. Second regression analysis results, Questionnaire 2

Model	Unstandardized Coefficients		Standardized Coefficients		ANOVA	
	B	Std. Error	Beta	t	Sig.	F
1(Constant)	.488	.460		1.062	.290	15.387
Perceived usefulness	.023	.107	.022	.213	.832	
Concern for others	.367	.123	.337	2.971	.004	
Collectivism	.339	.168	.197	2.014	.046	

a. Dependent Variable: Intention for writing negative online review

4.2.7.3. Third regression analysis

In this research our initial intent was assessing the influence of individualism and collectivism as cultural characteristic on intention to write online review. For doing a better assessment we did a third regression analysis just with individualism and collectivism as independent variable without considering other two independent variables. Cultural characteristic of individualism and collectivism predict 17.4 % of the outcome meaning intention to write negative online review (table 4.2.18). This prediction is reliable too as the p value is less than 0.05 (table 4.2.19.). Analyzing the result from table 4.2.19 indicate that only collectivism ($B=0.447$; $p < 0.05$) has great influence on intention to write negative online review and individualism ($B=-0.070$; $p > 0.05$) does not have a significant influence. If the collectivism score of respondent increase 1 unit, the intention to write negative online review increase 0.767unit, but if

the individualism score increase 1 unit the intention to write negative online review decrease 0.109unit and that is not statically significant.

Table 4.2.18. *Summery statistic of third regression analysis, Questionnaire 2*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.431 ^a	.186	.174	1.06225

a. Predictors: (Constant), Individualism, Collectivism

Table 4.2.19. *Third regression analysis results, Questionnaire 2*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	ANOVA	
		B	Std. Error	Beta			F	Sig.
1	(Constant)	.888	.547		1.624	.107	15.641	<.001
	Collectivism	.767	.139	.447	5.532	<.001		
	Individualism	-.109	.126	-.070	-.870	.386		

a. Dependent Variable: Intention for writing negative online review

4.2.8. Relationship between demographic characteristics and intention to write negative online review

In this part the influence of demographic feathurs of respondent on the intention to write negative online review has been investigated.

4.2.8.1. Gender and intention to write negative online review

We have conducted an independent sample T Test for assessing the influence of gender. The result of test (table 4.2.20 & table 4.2.21) displays that there is not a significant difference in the intention to write negative online review between male and female groups ($p > 0.05$). Although the relationship is not significant male respondents have higher scores of negative review writing intention.

Table 4.2.20. *Group statistic of male and female, Questionnaire 2*

	gender	N	Mean	Std. Deviation	Std. Error Mean
Intention of negative online review	Male	54	3.29	1.08	.14
	Female	86	3.09	1.21	.13

Table 4.2.21. *T test result of gender and intention to write negative online review***Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Intention of negative online review	Equal variances assumed	1.948	.165	1.002	138	.159	.318	.20327	.20293	-.19799	.60453
	Equal variances not assumed			1.028	122.128	.153	.306	.20327	.19773	-.18814	.59469

4.2.8.2. Age and intention to write negative online review

For comparing intention to write negative online review among different age groups, we conducted an analysis of variance test (ANOVA). ANOVA is a test used to determine differences between research results from three or more unrelated samples or groups. Therefore, it is suitable for comparing of defined age groups in the study. The result of ANOVA table (table 4.2.22) shows there is a significant difference in intention to write negative review among different age groups. We conducted a Post hoc Tukey test to see this difference clearly among groups. The result of the test (table 4.2.23) shows respondents at the age between 26-35 have more intention to write negative online review than respondents at the age between 18-25. There is not significant difference among other age groups.

Table 4.2.22. ANOVA result of age and intention to write negative online review

Intention for writing negative online review

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39.562	3	13.187	11.931	<.001
Within Groups	150.324	136	1.105		
Total	189.886	139			

Table 4.2.23. Post hoc Tukey result of age and intention to write negative online review

(I) age	(J) age	Mean Difference (I-J)	Std. Error	Sig.
18-25	26-35	-1.28571*	.25650	<.001
	36-45	-.58095	.29913	.215
	46-55	.28571	.52316	.947
26-35	18-25	1.28571*	.25650	<.001
	36-45	.70476*	.22361	.011
	46-55	1.57143*	.48397	.008
36-45	18-25	.58095	.29913	.215
	26-35	-.70476*	.22361	.011
	46-55	.86667	.50785	.324
46-55	18-25	-.28571	.52316	.947
	26-35	-1.57143*	.48397	.008
	36-45	-.86667	.50785	.324

4.2.8.3. Education level and intention to write negative review

For comparing intention to write negative online review among different education level of respondents, we conducted an analysis of variance test (ANOVA). The result from table 4.2.24 shows there is a significant difference among different education level in terms of intention to write negative online review. Based on the Post hoc Tukey test (table 4.2.25) that have conducted after, we can see that high school graduates have more intent to write negative online review than other 2 groups ($p < 0.05$).

Table 4.2.24. ANOVA result of education level and intention to write negative online review

Intention for writing negative online review

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.257	2	5.128	3.911	.022
Within Groups	179.629	137	1.311		
Total	189.886	139			

Table 4.2.25. Post hoc Tukey result of education level and intention to write negative online review

		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
(I) education level	(J) education level				Lower Bound	Upper Bound
high school graduate	college/university graduate	1.86000*	.68064	.019	.2472	3.4728
	master/doctorate graduate	1.87356*	.67240	.017	.2803	3.4668
college/university graduate	high school graduate	-1.86000*	.68064	.019	-3.4728	-.2472
	master/doctorate graduate	.01356	.20321	.998	-.4679	.4951
master/doctorate graduate	high school graduate	-1.87356*	.67240	.017	-3.4668	-.2803

4.2.8.4. Occupation and intention to write negative online review

For comparing intention to write negative online review among different occupation defined in the study, we conducted an analysis of variance test (ANOVA).

The result from table 4.2.26. shows there is a statically significant difference among defined groups. We conducted a Tukey post hoc test to see this difference clearly. We defined occupations as student, employed, retired, housewife and other occupations. The “other” group have more intent to write negative online review than students. This result comes from Tukey post table (table 4.2.27). There is not a statically significant difference among other occupations.

Table 4.2.26. ANOVA result of occupation and intention to write negative online review

Intention for writing negative online review

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.678	3	4.226	3.243	.024
Within Groups	177.208	136	1.303		
Total	189.886	139			

Table 4.2.27. Post hoc Tukey result of occupation and intention to write negative online review

(I) occupation	(J) occupation	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
student	employed	-.46077	.25262	.267	-1.1178	.1963
	Housewife	-.28261	.48585	.937	-1.5463	.9811
	other	-.69928*	.23469	.018	-1.3097	-.0888
employed	student	.46077	.25262	.267	-.1963	1.1178
	Housewife	.17816	.51195	.985	-1.1535	1.5098
	other	-.23851	.28482	.837	-.9794	.5023
Housewife	student	.28261	.48585	.937	-.9811	1.5463
	employed	-.17816	.51195	.985	-1.5098	1.1535
	other	-.41667	.50335	.841	-1.7259	.8926
other	student	.69928*	.23469	.018	.0888	1.3097
	employed	.23851	.28482	.837	-.5023	.9794
	Housewife	.41667	.50335	.841	-.8926	1.7259

*, The mean difference is significant at the 0.05 level.

4.3. Comparison of Findings of Positive Review Writing and Negative Review Writing

In this part positive and negative e-review writing intention will be compared based on the findings of two samples.

Comparing the result of two questionnaire shows that individualism does not have a significant correlation with intention to write online review in both positive and negative reviews. On the other hand, collectivism has significant correlation with intention to write both positive and negative reviews.

Concern for others is an important influential factor for online review writing either positive or negative. This influence is greater in positive review writing intention.

Perceived usefulness of review writing has correlation with intention to write positive and negative reviews too, but its influence is smaller than collectivism and concern for others. Perceived usefulness seems to be more important for positive review writing than negative.

Female respondents have more intention to write positive online reviews: Although the difference between men and women in terms of negative review writing intention is not statistically significant men respondents seem to have more intention to write negative reviews.

Age and education level don't have an influence on positive review writing intention but in negative review writing we have seen that high school graduates and 26-35 age group have more intention to write negative online review rather than university graduates and 18-25 age group.

5. CONCLUSION

This research aimed to figure out the influence of individualism and collectivism on the intention to write online reviews. Investigating research questions displayed the below conclusion.

The research results showed that collectivism has a strong effect on the intention to write online reviews, while individualism does not have a significant influence on the intention to write online reviews. These results apply to both positive and negative online reviews. In other words, collectivism has a strong influence on the intention to write both positive and negative online reviews, whereas individualism does not have a significant effect on the intention to write both positive and negative online reviews. These results support the study's first and second hypotheses. The first hypothesis (H1) states that collectivists are more inclined to write positive online reviews than individualists, and the result totally supports it. The second hypotheses (H2) state the same assumption about intention to write negative online reviews, which has also been supported by the research results.

Testing hypotheses (H3) and (H4) shows that the results support both of them. H3 states that concern for others has a positive influence on the intention to write positive online reviews, and H4 indicates the same for the intention to write negative online reviews. Findings of the study indicate that people with higher concern for others engage in online review writing more, whether they have a positive or negative opinion about a product or service. However, concern for others influences the intention to write a positive online review more than a negative online review.

Hypotheses (H5) state that perceived usefulness of online review writing has a positive effect on intention to write positive online reviews, and hypotheses 6 (H6) assume the same for negative online reviews. The results of the study support both hypotheses, but the influence of perceived usefulness is greater on the intention to write a positive online review than a negative.

Overall, the influence of concern for others on the intention to write either a positive or negative online review is greater than other variables. The effect of collectivism comes after concern for others, and the perceived usefulness of online review writing has a smaller effect compared to them. We did not observe a significant relationship between individualism and the intention to write positive or negative online reviews.

The effect of demographic characteristics is investigated. According to research results, gender has no significant effect on the intention to write negative online reviews, but it influences the intention to write positive online reviews. Being female increases the likelihood of writing a positive online review. On the other hand, positive review writing intention is not affected by age or education level, but the intention to write negative online reviews is higher among people who are high school graduates compared to people who are university graduates. Intention to write negative online review also is higher among people at the age between 26-35 compare to people at the age between 18-25. As far as the study results show, nationality has no significant influence on the intention to write both positive and negative online reviews.

The current study reaches the same result with Kasabov, 2016, Chu & Choi, 2011, Lee & Choi, 2019, Pezzuti & Leonhardt, 2021 results which indicate collectivists engage more in online word of mouth. But the results of study contradict with Dang & Raska findings. They stated collectivists are less likely to spread word of mouth and suggested that collectivists are more willing to support their in-groups rather than out-groups (Dang & Raska, 2022). However, spreading word of mouth could mean sharing reviews and reflecting to them, not just producing and writing reviews. The current study researched intention to write or produce online reviews. The future researches could consider next steps after writing online reviews in spreading online word of mouth.

Modern world values online interactions now more than ever. People could access a lot of information on internet whenever they want and need it. They also could share their own thoughts in the blank of an eye on internet. In the digital era sharing experiences and thoughts about everything is faster and easier than the past. Writing opinions and thoughts about a product or service is known as “online reviews” is a form of online communication that worth paying attention to. Individuals and firms digest this information to gain benefits of their own.

Consumers could make their mind clear about purchasing new product or using a service, based on the advantages and disadvantages that others shared on internet. The result of the current study from questionnaire 1 revealed 42 percent of people always read online reviews when purchasing something online and 71.8 percent reported it always or often influence their purchase decision. This statistic approves the importance of online reviews for individuals.

Firms can benefit online reviews in many ways. They could change product attribute, improve their services, plan for the future products and track customer expectations. Companies desire to find motivating factors and implement them to encourage customers to write these online reviews.

This study investigated the relationship of individualism and collectivism and the intention to write online reviews. Individualism versus collectivism is one of the five cultural dimensions that Hofstede defined in 1980 to explain cultural differences between nations. The cultures in which people are self-centered and see themselves independent from groups are individualistic cultures, and the cultures that value relationships and see themselves as part of their group are collectivistic cultures. Cultural characteristic influence on many consumer behaviors.

It is expected that people with higher collectivistic values have more intention to write online reviews. The present study approved that collectivists likelihood to engage in online word of mouth and write online reviews is higher than individualists. In fact, individualism did not show any significant relationship with intention to write online reviews.

The fact that collectivists are more willing to write online reviews may relate to their interest to benefit others. They value relationships and interdependent behaviors. They seek out help when need it so, they might feel internal obligation or interest to help others as well. Since online review writing could be very beneficial when purchasing products and using services, collectivists engage more in online review writing to benefit others while individualists do not shape their behavior according to other people's welfare. Zhang & Lee mention this too. They state that collectivism could encourage altruistic acts to improve the wellbeing of the group. They develop empathy and consider other people's viewpoints (Zhang & Lee, 2012). Collectivists have higher information seeking behavior and higher tie strength with associated groups. They may find it cruel to not give guidance and help to others.

Certainly individualists write online reviews too but they may be motivated more with other factors for doing so, rather than their individualistic beliefs. According to Dang & Raska, collectivists are motivated by public welfare objectives like supporting a community or brand, whereas individualists are often driven by self-serving objectives like pleasure, money, and self-expression (Dang & Raska, 2022).

Marketers must first think carefully about the language they use when requesting opinions if they hope to promote eWOM sharing among both individualists and

collectivists (Dang & Raska, 2022). For this reason, Kitirattarkarn and his colleagues suggest that in societies that value individualism, advertisements should be persuasive and educational, based on data and the special advantages of the promoted goods; but in societies that value collectivism, the goal of advertising should be to establish connection and trust between the vendor and the customer (Kitirattarkarn et al., 2019).

Factors such as concern for other people and perceived usefulness of online review writing have been approved by this study to have influence on intention to write online reviews. The effect of concern for others on intention to write online reviews is very significant. People desire to share positive experience with others to improve their experience as well and also want to warn them from bad ones. This responsibility about the society is kind of prosocial behavior. Also people who perceive online reviews are useful, engage more in writing online reviews.

5.1. Limitations and Suggestions

There are some limitations that prevent us from drawing a general conclusion from this study.

The first limitation is that the number of respondents with different nationalities is not equal, at least partially. The fact that a high percentage of respondents are from one country (Iran) and the rest from other countries may affect the result. It would be more reasonable to have respondents from many different countries with almost equal proportions to reach a generalized conclusion.

The second limitation is the sampling method, which is snowball sampling. Respondents consist of a group of people in which one person know at least one other person among the respondents. Therefore, it may not represent the whole population. Also, making conclusion from two separate samples is a limitation.

This research did not consider vertical and horizontal aspects of both individualism and collectivism. This could be a limitation for the current research. However, we suggest to consider these aspects for future researches in the subject of intention to write online reviews on specified platforms. We also suggest that marketing managers take the results of the current study and similar researches as a guidance to shape their marketing efforts and design better marketing strategies for the companies.

One interesting insight from the current study revealed that majority of people are not willing to share their experience about a product or service in their social media account. 67.9 percent of participants reported they rarely or never share a positive review and 59.3 percent reported they rarely or never share a negative online review about a product on their social media account. This may relate to social media nature and people's expectation from it. Naturally social media accounts are not for sharing product reviews but with the rise of influencer marketing, this is becoming very common to talk about products and services on social media. Popular people on social media known as influencers, share their experience with products and services but it is still not common for other people. Exploring various aspects of this phenomenon could be considered for future researches.

If exploring the influence of collectivism and individualism on intention to write online reviews and word of mouth communication could be done in the wider geography, it may create more accurate conclusion. Therefore, doing the research in wider geography with relatively equal proportion is being suggested.

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