

**INFLUENCE OF NEGATIVE AND POSITIVE EWOM INFORMATION ON
CONSUMERS' PURCHASING INTENTIONS**

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**INFLUENCE OF NEGATIVE AND POSITIVE EWOM INFORMATION ON
CONSUMERS' PURCHASING INTENTIONS**

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Duygu DOĞAN'ın "Influence of Negative and Positive Ewom Information on Consumers' Purchasing Intentions" başlıklı tezi **30 Ocak 2023** tarihinde, aşağıdaki jüri tarafından Lisansüstü Eğitim-Öğretim ve Sınav Yönetmeliğinin ilgili maddeleri uyarınca toplanan **İşletme Anabilim Dalı İşletme Yönetimi Bilim Dalı (İngilizce)**nda, yüksek lisans tezi olarak değerlendirilerek kabul edilmiştir.

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ÖZET

OLUMLU VE OLUMSUZ ELEKTRONİK AĞIZDAN AĞIZA İLETİŞİMİN (EWOM) TÜKETİCİLERİN SATINALMA NİYETLERİNE ETKİSİ

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Pazarlama akademisyenleri ve profesyonelleri uzun süredir etkili pazarlama iletişimi yöntemlerini araştırmaktadırlar. Tüketici davranışını etkileyen değişkenleri anlamaya çalışmaktadırlar. Ağızdan ağıza iletişim (WOM), müşterilerin satın alma niyetini belirlemede en etkili araçlardan biri olarak kabul edildiğinden, pazarlamacılar tarafından uzun süredir araştırılmaktadır. WOM, eski veya gelecekteki müşteriler tarafından bir ürün veya hizmet hakkında yayılan bilgi olarak kabul edilir. Literatürde ağızdan ağıza iletişimin etkilerini veya ağızdan ağıza iletişim bilgisini yayma motivasyonlarını araştıran çok sayıda çalışma vardır. Web 2.0'ın icadından sonra online alışveriş hayatımıza girmiş ve hayatımızda önemli bir rol oynamaya başlamıştır. Kıyafetler, yiyecekler, elektronik cihazlar, mobilyalar, her şey internette bulunabilmektedir ve insanlar bu ürünleri e-ticaret siteleri veya uygulamaları aracılığıyla satın almaktadırlar. E-ticaretin gelişmesiyle birlikte, ağızdan ağıza bilgi (WOM), elektronik ağızdan ağıza bilgi (eWOM) haline geldi. eWOM'un geleneksel WOM iletişimin yeni versiyonu olduğu söylenebilir.

Bu çalışmanın temel amacı, “negatif ve pozitif e-WOM yorumlarının tüketici ürün yargısı, e-WOM kullanışlılığı, e-WOM güvenilirliği ve satın alma niyeti üzerindeki etkisini” araştırmaktır. Bu konuları araştırmak için 259 katılımcıdan ölçüm soruları ve demografik sorulardan oluşan anketi doldurmaları istendi. Anketin biri yalnızca pozitif eWOM bilgilerini içerirken diğer versiyon negatif ve pozitif eWOM'ları içermek üzere iki farklı anket versiyonu tasarlandı. Daha sonra sonuçlar SPSS 20 Programında analiz

edilmiştir. Sonuçlar, negatif ve pozitif eWOM bilgilerinin ürün yargısı, algılanan eWOM kullanılabilirliği, algılanan eWOM güvenilirliği ve satın alma niyeti üzerindeki etkisi arasında önemli bir farklılık olduğunu göstermiştir. Çalışmanın bulguları, tüketici davranışı için önemli pratik çıkarımlar sağlarken, aynı zamanda özellikle çevrimiçi pazarlamada pazarlama iletişimi alanında gelecekteki araştırmalar için yeni alanlar önermektedir.

Keywords: eWOM, ürün yargısı, eWOM kullanılabilirliği, eWOM güvenilirliği, çevrimiçi satınalma niyeti

ABSTRACT

INFLUENCE OF NEGATIVE AND POSITIVE EWOM INFORMATION ON CONSUMERS' PURCHASING INTENTIONS

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Marketing academics and professionals have been searching for effective marketing communication methods for a long time. They have been trying to understand variables influencing consumer behavior. Word of mouth (WOM) has been considered one of the most effective tools on customer purchase intention thus WOM has been searched for a long time by the marketers. WOM is considered as an information about a product or a service spread by the former or future customer. There are plenty of studies exploring either WOM effectiveness or the motivations to spread WOM information in the literature. After the invention of Web 2.0 online shopping has entered to our lives and it has been playing an important role in our lives. Clothes, foods, electronic devices, furniture, everything can be found on the internet and people have been purchasing those products via e-commerce websites or applications. With the development of e-commerce, WOM information has evolved as an electronic word of mouth (eWOM) information. It can be said that eWOM is the new version of traditional WOM information.

The main purpose of this study is to explore “the effect of negative and positive eWOM information on consumer product judgement, perceived eWOM usefulness, perceived eWOM credibility, and purchase intention.” To investigate these concerns, 259 participants were asked to complete the questionnaire consisting of measurement questions and demographic questions. There was two versions of the questionnaire that one of them includes only positive eWOM information while the other version includes

negative and positive eWOMs. Then the results were analyzed on SPSS 20 Program. Results showed that there is a significantly difference between the influence of negative and positive eWOM information on product judgement, perceived eWOM usefulness, perceived eWOM credibility, and purchase intention. The findings of the study provide important practical implications for consumer behavior, while also suggesting new areas for future research particularly in the field of marketing communication in online marketing.

Keywords: eWOM, product judgement, eWOM usefulness, eWOM credibility, online purchase intention

30.01.2022

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.

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(Öğrencinin Adı Soyadı)

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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.

.....

(Signature)

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(Name and Surname of the Student)

DEDICATION

To Mustafa Kemal Atatürk for giving Turkish women the right to study and receive higher education alongside all the other rights he has given. To my parents for their endless support, motivation, and love during my journey to complete this thesis.

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1 INTRODUCTION

1. INTRODUCTION

1.1. Research Background

Marketers have been attempting to determine which forms of communication have a greater impact on customer buying behavior. While many marketing communication strategies, including advertising, digital marketing, direct marketing, and email marketing, have been studied by marketing academics or professionals, WOM and eWOM have lately drawn a lot of interest from the marketing community. In a typical day, word-of-mouth (WOM) communication occurs when friends, relatives, or coworkers discuss products: a new restaurant to try, concerns about a bank's service, or suggestions for a shop (Solomon *et al.*, 2006). Through the introduction of mass media, consumers began to experience an overwhelming quantity of advertising. On the one hand, this was a fantastic chance for customers to learn more about the goods and services of businesses. Making a selection was, however, getting more and harder as a result of the growing amount of information. This prompted customers to share their thoughts and experiences with one another, a practice known as word of mouth (WOM) (Arndt, 1967). When considering the purchase of a new good or service, consumers frequently rely on word of mouth (WOM) (Arndt, 1967; Richins, 1983), since as opposed to commercials, WOM discussions often do not have a selling aim (Schlosser, 2011; Sen and Lerman, 2007). According to John (2014), this information tool (WOM) is seen as a more unbiased and reliable source, yet it is frequently provided directly by customers rather than by marketers or companies. In fact, research from the past and the present have shown that WOM interactions have a greater impact on customer behavior than conventional types of advertising (Engel *et al.*, 1969; Trusov *et al.*, 2009). Word-of-mouth (WOM) is the most important and effective method of reaching customers, claims Keller (2007).

The way that information is exchanged has altered as a result of information technology advancement and the emergence of online social networking sites (Reza Jalilvand & Samiei, 2012). WOM used to happen informally during consumer discussions, but the internet has given consumers a forum to share their thoughts and experiences with a wider audience. These online discussions on companies, their goods, and services have been referred to as "virtual word of mouth" (eWOM) (Hennig-Thurau *et al.*, 2004). The Internet has made WOM interactions easier; with eWOM, information

may travel quickly among a large number of people (Brown et al., 2007). Before buying goods or services, people look for information posted by previous clients to reassure themselves (Pitta and Fowler, 2005). People are starting to discuss their views online more frequently than in the past, as opposed to in-person. According to research on the effects of WOM, a satisfied customer shares her experience with a firm with a select group of people, but a dissatisfied customer divulges both good and bad information about her experience with the company online and to everyone. When compared to traditional person-to-person WOM, information may be acquired simultaneously, although there are many different online eWOM platforms (Chatterjee, 2001). Due of these benefits of eWOM, researchers are interested in it as well as consumers and do a significant quantity of eWOM-related research (Cheung and Thadani, 2012; King et al., 2014). Researchers have previously examined the influence of eWOM on blogs (Chu and Kamal, 2008; Lin et al., 2012), customer review websites (Cheung et al., 2008; Gauri et al., 2008), debate forums (Chiou and Cheng, 2003; Huang and Chen, 2006), and online shopping websites (Li and Zhan, 2011; Park et al., 2007). Additionally, the effects of various platforms on customers' purchasing intentions have been compared (Lee and Youn, 2009). According to Hennig-Thurau et al. (2004), eWOM refers to comments that are exchanged via web-based platforms, offered by any type of user or company, and that indicate both positive and negative elements of a good or service. The Web 2.0 ecosystem is also relatively simple to join and provides certain key advantages, such as "interaction, participation, and sharing" (Chen et al., 2012). This new marketing communication tool is thought to be an economical means of contacting a large number of consumers. While new technology have made it feasible to manufacture at a low cost, the new age has increased marketing expenditures, as noted by Weber (2002). Because many individuals may be informed with only one item on the web, as noted by (Chen et al., 2012), marketers have begun to place more emphasis on WOM than ever before.

1.2. Motivation and Research Gap

Following the introduction of the Internet, businesses have access to very effective communication tools that are unrestricted, free, and have a great capacity for worldwide communication at a cheap cost (Chu, 2009). On the other hand, classic consumer information-seeking practices have been modified with the Internet. Consumers started to express their opinions on online communities thanks to eWOM during the end of the

1990s, when information began to flow on the web via computers (Marsden, 2006). To the best of our knowledge, little research has been done on the connections between eWOM direction and purchase intention, product judgment, perceived eWOM usefulness, and perceived eWOM credibility. The goal of the current study is to comprehend how eWOM direction affects consumer perceptions on those variables. According to the literature evaluation, further study is needed to fully comprehend how those factors are impacted by eWOM direction. In light of the foregoing, the following research question has been posed:

Research Question: “Does eWOM direction affect the consumer product judgement, perceived eWOM usefulness, perceived eWOM credibility, and purchase intention?”

1.3.Aim and Objectives

The aim of this research is to show the effect of “eWOM direction on consumer product judgement, perceived eWOM usefulness, perceived eWOM credibility, and purchase intention.

The objectives of this research are written here below;

- To review literature based upon influence of eWOM direction on product judgement,
- To review literature based upon influence of eWOM direction on eWOM usefulness,
- To review literature based upon influence of eWOM direction on eWOM credibility,
- To review literature based upon influence of eWOM direction on purchase intention,
- To empirically assess the relationships hypothesized in order to answer research questions.
- To discuss the results and findings and position them within the eWOM literature.
- To provide academics and practitioners with managerial implications about the impact of eWOM information direction on product judgement, eWOM usefulness, eWOM credibility, and purchase intention.

1.4. Research Methodology and Design

To achieve abovementioned aim and objectives, this research was conducted. The survey method was chosen because it allows for the quick, convenient, and affordable gathering of data from a large number of participants while also providing numerical data (Bryman and Bell, 2011; Collis and Hussey, 2003). Figure 1.4. indicates the research design; each step taken throughout the research process is illustrated in the picture, which depicts the study design.

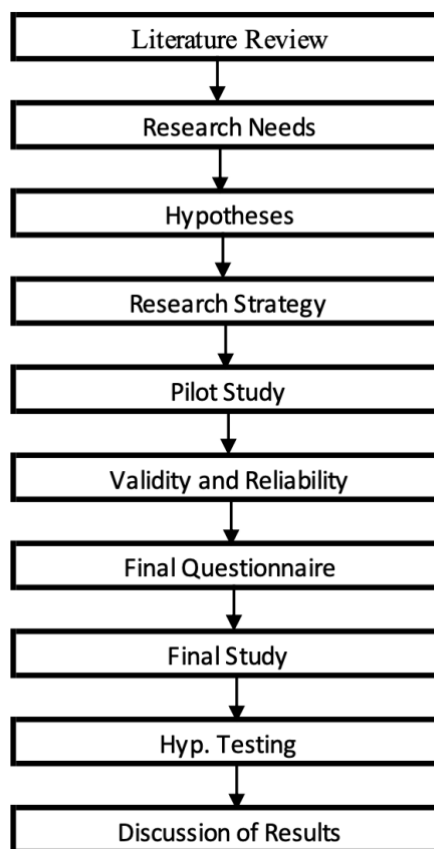


Figure 1.4. *Research Design*

2 LITERATURE REVIEW

2. LITERATURE REVIEW

2.1.Introduction

The invention of the Internet changed traditional WOM. Consumers may now converse and share ideas with anybody on the planet, but word-of-mouth marketing (WOM) still relies on in-person contacts. When information on the usage or characteristics of products, brands, services, or enterprises is shared online, it is referred to as "electronic word-of-mouth" (eWOM) (Cantalops & Salvi, 2014). The influence of eWOM information has been studied in the literature extensively. For many years, reference groups have been thoroughly investigated as one of the major elements influencing consumer behavior in the literature on consumer behavior (Engel, Blackwell, & Miniard, 1993; Hawkins, Best, & Coney, 2001; Solomon, 2007; Loudon & Della Bitta, 1993). A significant finding in the literature on impression formation is the negativity effect, which asserts that people prefer unfavorable information over pleasant information when making general judgements (Skowronski and Carlston, 1989). Evidence suggests that positive information is evaluated and given less attention overall than negative information (Homer and Yoon, 1992). Also, the consumers' product judgement, information usefulness, information credibility, and purchase intention subjects have been important topics for the marketing academics. The literature has been reviewed in the contexts of definitions of WOM and eWOM, similarities between WOM and eWOM, factors affecting eWOM influence, motivations to spread eWOM information, motivations to read and search for eWOM information, eWOM platforms and their influence on consumers, influence of eWOM on product judgement, factors affecting eWOM usefulness, factors affecting eWOM credibility, influence of eWOM on purchase intention, and influence of eWOM direction (Negative vs Positive).

2.2. Definition of Word of Mouth and Electronic Word of Mouth (eWOM)

In the literature, WOM and eWOM has been described and defined by several researchers. In a typical day, word-of-mouth (WOM) communication occurs when friends, relatives, or coworkers discuss products: a new restaurant to try, concerns about a bank's service, or suggestions for a shop (Solomon et al., 2006). People are starting to discuss their views online more frequently than in the past, as opposed to in-person. While there are many different online eWOM platforms, research on the effects of WOM

supports the idea that a satisfied customer shares her experience with a company with some people, whereas a dissatisfied customer shares her experience with everyone. Additionally, on the internet, much more negative and positive WOM information can be obtained simultaneously compared to traditional person-to-person WOM information (Chatterjee, 2001).

2.2.1. Word of mouth

Marketers have been trying to find out which communication methods are more effective on consumers' behavior when making purchases. While there have been several marketing communication methods which have been examined by either marketing academics or marketing professionals such as advertising, digital marketing, direct marketing, email marketing, WOM and eWOM has been receiving a lot of attention from marketing people recently. In a normal day, discussions between friends, family members, or colleagues are usually product related: recommendation of a new restaurant, complaints about a bank treatment, advice for a retailer, this is called word of mouth communication (WOM)(Solomon vd., 2006). When someone tells her comment on the croissant she ate yesterday to her friends, she gives already information about a product and makes them complete the second step of customer buying process which is information search and help them in the process of evaluation of alternatives. In general, WOM communication comprises both negative and positive information about any products or services disseminated by one individual through some communication platform(Phan & Pilík, 2018). In other words, people spread not only pleasant experiences they have about a product or a service, but also bad experiences they have with a product, or a service can be spread by themselves. In the view of John (2014), this information instrument (WOM) is recognized as more neutral and respectable source, yet it is often brought directly by consumers rather than marketers, and businesses. According to this research, it can be said that people trust more on customer generated information about a product than information given by marketing people or brand itself. Moreover, word of mouth guidance has been described as fundamental meaningful matter in customer repurchase adjudgment(John vd., 2014). The opinion exchange about a business's products and services has a significant influence on its success, thus word of mouth is convincing and significant communication method which allows a broad range of information transfer among extensive individuals and stakeholder groups because it

has influences on every areas of a business(Haywood, 1989). According to Keller (2007) word-of-mouth (WOM) is the most crucial and efficient way of communicating with consumers. To sum up, WOM can be defined as an information transformation about a product, service or a brand, between two or more people. According to several researchers, it is considered either as the most effective marketing communication method or as one of the most crucial marketing communication methods. Since it is considered as a subject worth to be investigated, it has been researched by marketers recently. WOM communication can be described as shown on the figure 2.2.1. here below.

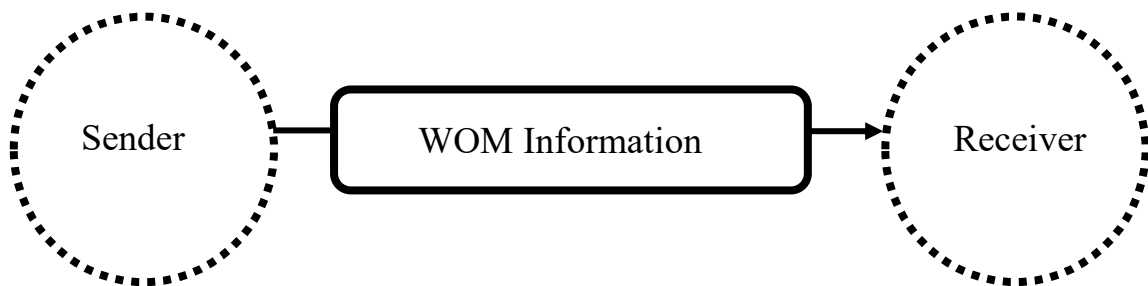


Figure 2.2.1. *WOM Communication (Erkan, 2016)*

2.2.2 Evolution from WOM to eWOM

Advancement in information technology and the development of online social network websites have changed the form of information exchange (Reza Jalilvand & Samiei, 2012). In other words, people not only share their opinion in real life face-to-face but also, they share their opinion on different platforms of internet. Internet let customers share their experiences and comments about products and services with other customers via online consumer idea sharing platforms (Hennig-Thurau vd., 2004), that is electronic word-of-mouth communication (eWOM); the new and more technological version of word-of-mouth communication (WOM). According to this research, eWOM can be considered as the new version of WOM that is spread via internet channels. With the accelerated improvement of Internet and World Wide Web, more and more customers use the Internet to gather and share information about products, services, brands and retailers, thus eWOM has increasingly become a significant determinant on customer purchase intention (Cong & Zheng, 2017). Compared to the past, people have started to

share their ideas more on the internet instead of sharing their ideas face to face. Research on the impacts of WOM supports the idea that a pleased consumer tells her experience with a company to some individuals, whereas disappointed customer tells her experience to everyone and on the internet, much more negative and positive WOM information can be obtained simultaneously compared to traditional person-to-person WOM information yet there are wide range of online eWOM platforms (Chatterjee, 2001). According to this research, it can be said that one of the biggest differences between WOM and eWOM is eWOM allows people to find much more information about a product, or a service than a traditional WOM. Moreover, when people spread an eWOM, they can reach to much larger audience than they spread a traditional WOM.

2.2.3 Electronic word of mouth

People are starting to discuss their views online more frequently than in the past, as opposed to in-person. According to research on the effects of WOM, a satisfied customer shares her experience with a firm with a select group of people, but a dissatisfied customer divulges both good and bad information about her experience with the company online and to everyone. When compared to traditional person-to-person WOM, information may be acquired simultaneously, although there are many different online eWOM platforms (Chatterjee, 2001). Traditional WOM was altered by the advent of the Internet. Consumers may now discuss and exchange opinions with anybody in the globe, whereas WOM comes from in-person interactions. Electronic word-of-mouth refers to the dissemination of evaluations, suggestions, experiences, or opinions on the use or qualities of goods, brands, services, or businesses using the internet (eWOM) (Cantalops & Salvi, 2014). Social media use has grown over the past several years and has emerged as one of the most significant venues for communication when it comes to sharing material online (Yan vd., 2016). Online or electronic word of mouth communication (oWOM or eWOM) is any favorable or unfavorable remarks made by prospective, present, or past consumers about a good or service that is made available to the Internet by a lot of organizations and people (Henning-Thurau et al. 2004). Online opinions and reviews are common forms of open speech used in WOM communication on the Internet (Amblee & Bui 2007).

2.2.4. Differences and similarities between WOM and eWOM

As it is discussed earlier, the main difference between traditional WOM and eWOM is the environment in which they are spread. While WOM information is spread in the real life via face-to-face conversation, eWOM information is spread on the internet via several online platforms such as social media, personal blogs, company websites, shopping websites etc. According to Chatterjee, the strength of the bonds between a communicator and a receiver is one of the characteristic distinctions between WOM and eWOM (Chatterjee 2001). Strong links to the receiver refer to a communicator's past relationships with the receiver (such as family or friends), whereas weak ties to the receiver refer to a communicator's minimal or nonexistent prior relationships with the receiver (e.g. strangers or fellow consumers) (Granovetter 1973, 1983; Brown & reingen 1987; Duhan et al. 1997). eWOM communications have remarkable scalability and speed of dissemination compared to traditional WOM. In the process of traditional WOM, information is shared synchronously between small groups of people (Dellarocas, 2003)(Li & Hitt, 2008). In WOM, thoughts are often shared in private discussions or dialogs. As a result, it is challenging to convey the knowledge to anybody who is not there at that time and place when it is exchanged. In contrast, asynchronous multi-way information exchanges are part of eWOM communications(Hung & Li, 2007). Another important difference is, unlike WOM information, eWOM information is usually can be reachable when it is needed, and those published information on the internet is preserved. It makes eWOM more persistent and reachable compared to traditional WOM information(Hennig-Thurau et al., 2004, Hung & Li, 2007, J. Lee et al., 2008, Park & Lee, 2009). Also, eWOM information which can be obtained on the internet about a product or a service is much more voluminous comparing to WOM information which can be collected by connections in the real World (Chatterjee, 2001). To sum up, the differences between WOM and eWOM can be categorized as shown on the table 2.2.4. here below;

Table 2.2.4. *Differences between WOM and eWOM*

	WOM	eWOM
Environment	Real Life	Online
Bonds Between Communicators	Strong	Weak
Speed	Slow	Fast
Receiver	Small Groups	Large Groups
Reachability	Not always	Always
Source	Usually Known	Usually Unknown

However, there are also several similarities between eWOM and WOM. Both types of word-of-mouth can have a significant influence on consumers' purchasing decisions. A study published in the *Journal of Marketing* found that both eWOM and WOM can significantly affect consumers' perceptions of product quality and their intention to purchase a product (Chevalier & Mayzlin, 2006). Another study published in the *Journal of Business Research* found that both eWOM and WOM can significantly impact consumers' attitudes towards a brand and their intention to purchase a product or service (Chaudhary & Sengupta, 2018).

2.3. Factors Affecting eWOM Influence

Liu (2006) have studied on YAHOO to understand the effect of eWOM on movie customer decision process, and she found that rather than valence of eWOM, most of explanatory power comes from the volume of WOM information (Lui, 2006). Chatterjee's findings suggest that customers patronizing a known retailer are less receptive to negative eWOMs and do not search for more reviews, while customers

selecting unknown retailers due to their price focused purchase are more receptive to negative eWOMs and search for more information before making purchases (Chatterjee, 2001). Chu and Kamal's studies have shown that if the source is not credible for consumers, the message posted on that source is considered unreliable by consumers. In contrast, if the consumers are confident about the source's trustworthiness, messages and arguments on that source are perceived as valid, and accurate information by consumers (Chu & Kamal, 2008). In other words, source credibility is discovered as an important factor on eWOM influence. In contrast to earlier researchers, Duan found that higher eWOM ratings do not cause to increase in sales. However, their study found a significant relation between number of eWOM posted online with increase in sales (Duan vd., 2008). According to their study, the greater number of eWOMs customers see, the more trust they have. Eventually, volume of eWOM undoubtedly affects the sales.

2.4. Motivations to Spread eWOM Information

Cheung and Lee conducted research to investigate consumers' motivations for eWOM, and found three main significant motives affecting their eWOM intentions. Their study demonstrated that joy of helping others is one of the significant catalysts in influencing consumers' eWOM intention. Customers can help prospective consumers via sharing with them their purchase experiences and save them from having unfavorable consequences. Reputation is another motivation influencing customers' eWOM impulsion. Some are keen on sharing their experiences because they want to be seen as an authority by enormous group of people. And finally, people have intention for eWOM because of their sense of belonging. They want to feel as a part of the community by contributing to community with their eWOMs (Cheung & Lee, 2012). Hennig-Thurau analyzed the motives of consumers' eWOM articulation, and their results suggests that consumers' eagerness for social interaction, aspiration for economic incentives, the power to enhance their own self-esteem, and their responsibility for other customers are principal considerations causing to eWOM behavior (Hennig-Thurau et al., 2004).

According to another research result which is conducted in activewear industry, satisfied customers due to service quality spread positive WOM and revisit the store in the future, but product quality and store convenience did not found significantly effective on customer satisfaction and correspondingly eWOM intention (Chang vd., 2015).

2.5. Motivations to Read and Search for eWOM Information

There have been several studies conducted in the literature to find out drivers of reading and searching eWOM information on the internet. Bettman (1973) pointed out that in order to lower their perceived risk, consumers seek out credible information about the things they are contemplating buying. Since shoppers can not physically examine a product before purchasing it, they make purchases online rely on the website's information. However, the information offered by dealers typically focuses on the advantages of the product. As a consequence, customer reviews are more trustworthy and based on actual experience, highlighting both the positive and negative aspects of goods or services (Park et al., 2007). Chevalier & Mayzlin (2006) described the consumers motivations of searching and reading eWOMs as here below;

- i. One motivation is the desire for information and guidance. Consumers often seek eWOM as a source of information and guidance when making purchasing decisions, particularly for complex or unfamiliar products or services. A study published in the *Journal of Marketing* found that consumers seek eWOM to gain insight into the features, benefits, and drawbacks of a product or service, and to understand the experiences and perspectives of other consumers (Chevalier & Mayzlin, 2006).
- ii. Another motivation is the desire for social influence and validation. Consumers may seek eWOM to gauge the popularity and acceptance of a product or service within their social group, and to conform to the norms and expectations of their peer group. A study published in the *Journal of Marketing* found that consumers seek eWOM to evaluate the social norms and expectations surrounding a product or service, and to assess the level of social influence associated with it (Chevalier & Mayzlin, 2006).
- iii. A third motivation is the desire for entertainment and enjoyment. Consumers may seek eWOM for enjoyment and entertainment, particularly if the eWOM is humorous or engaging.

In conclusion, there are several motivations for consumers to search for and read eWOM, including the desire for information and guidance, social influence and validation, and entertainment and enjoyment.

2.6. eWOM Platforms and Their Influence on Consumers

While there are wide range of online eWOM platforms allowing users share their opinions and experiences about a product, a service, or a brand, different authors and researchers have classified them into different classes. As reported by Cheung & Thadani, online WOM (eWOM) platforms can be categorized into five different groups according to their distinctive characteristics. These are: online discussion forums (e.g. zapak.com), online consumer review sites (e.g. epinions.com), blogs (e.g. blogger.com), social networking sites (e.g. facebook.com), and online brand/ shopping sites (e.g. amazon.com)(Cheung & Thadani, 2012). While on some platforms such as some shopping sites, or review sites people give their opinion to the others anonymously, on the other platforms such as social networking sites, blogs, or some consumer review sites people share their experiences with their real personalities. Summary of different types of eWOM platforms and examples can be seen on the table 2.6.

Table 2.6. *Types of eWOM Platforms*

eWOM Platforms	Example
Blogs	blogger.com
Consumer Review Websites	epinions.com
Discussion Forums	ukbusinessforums.co.uk
Shopping Websites	amazon.com
Social Media Websites	facebook.com

Source: Adapted from Cheung and Thadani (2012)

Erkan and Evans (2018) made research to examine whether the eWOM information anonymously said or the eWOM information transferred between people knowing each other is more significant on consumers' purchase intentions, thus they compare the effects of friends' advice on social media and anonymous reviews on shopping websites. They found that consumers prefer online reviews on shopping websites rather than friends' endorsements on social media due to four fundamental reasons: "information quantity" which gives consumers a chance to compare the different opinions, "information readiness" that provides consumers convenience to reach the information whenever they want, "detailed information" that provides answers for

definite questions, and “dedicated information” that is found on online reviews (Erkan & Evans, 2018). As seen from the research, consumers would like to compare different opinions about a product or brand whenever they need. They could sometimes need more detailed and informative data to understand the product features intimately. For example, on trendyol.com people are giving such comments that “I am 53 kg and 163 cm in height. I bought M size and it fits on me well.” or “I have oily skin and this face mask is not appropriate for oily skin person.”. These kinds of comments are helping people while deciding on size or, product type etc. Also, people may prefer trendyol.com rather than koton.com because of these helpful eWOM information. Although there are many other factors effecting company’s success, it can be said that eWOM is one of them.

Lee and Youn made similar research like Erkan and Evans that they compared the eWOM reviews posted on personal blogs, and brand or review websites. Their study indicates that if the eWOM review is positive, customers have more trust on the feedbacks posted on review website or brand website rather than evaluations posted on personal blog. On the other hand, if the rating is negative, eWOM platform was not found significantly important (Lee & Youn, 2009).

According to Bickart and Schindler internet forum information might be considered as more powerful determinant on consumer behavior compared to marketer-generated internet information due to its distinctive aspects. First, messages demonstrated on Internet forums might have a higher reliability than marketer-generated information. The ex-users’ recommendations on Internet forums could be supposed as more creditable and trustworthy because they are written by fellow consumers who has no concern to manipulate the reader. Second, advice transmitted on Internet forums might be more related to consumers, yet the information provided by forum subscribers can be anticipated to indicate selective product performance. This makes forum messages more relevant to the audience than the information transferred by marketers who could have never experienced the product in real life. Ultimately, Internet forum audiences feel strong empathy with other readers thanks to shared personal experiences and stories (Bickart & Schindler, 2001). Because of these reasons, eWOM is very important communication tools for companies to generate successful marketing messages.

Whilst some consumers make purchases when they read the comments about a product, the others can only get the information and mention about the product to their contacts. In his research, Forsythe (2006) classified the online shoppers into two

categories: visitors and purchasers. Visitors are the ones who uses internet to get product or company information without purchasing online, and purchasers are the ones who make purchases through the internet. And she found that consumers become either visitors or purchasers according to their perception of risk. In her study, she examined the three dimensions of perceived risk. These are product risk, financial risk, and time risk(Forsythe et al., 2006). It might be said that eWOM reduces the perceived risk on delivery time, product features and make the website more reliable to buy goods from.

Because of many reasons mentioned below, WOM has been an interesting topic for academic and professional marketing people for a long while. Variables influence the reliability and effectiveness of WOM have been examined in many research. Information quality, information credibility, information usefulness, and information adoption are the dimensions deciding eWOM effectiveness on consumers (Erkan & Evans, 2018).

2.7. Influence of eWOM on Product Judgement

Customers are exposed to positive and negative reviews via former customers' opinions about a product or service tend to generate their own opinion based on the information they read. According to Cheung (2011), eWOM can influence consumer purchase decisions by providing information about the products and its characteristics, as well as by shaping attitudes and perceptions about the product. eWOM can influence how consumers evaluate and perceive a product and can affect the overall appeal of the product. Moreover, eWOM can affect consumer perceptions of a brand and its reputation, as well as influence the overall image of the brand (Cheung et al., 2011). Previous studies have indicated that since consumers view negative product information as more diagnostic than positive information, consumers tend to evaluate negative information more highly than positive information when making overall product judgments (Herr et al. 1991; Bone 1995).

2.8. Factors Affecting eWOM Usefulness

Theory of reasoned action (TRA) and the technology acceptance model (TAM) explain the usefulness as one of the most vital determinants which affect the embracement of a specific technology or behavior(Yan vd., 2016). In their research, Sussman and Siegal (2003) extended the meaning of usefulness as a main antecedent parameter of the

information acceptance. It is proved by the several researchers that usefulness considerably influences the adoption of eWOM (Cheung et al., 2009a; Liu & Zeng 2010). It is also indicated in the research conducted by Cheung et al. (2008) that relevance, timeliness, accuracy, and integrity affect the usefulness of eWOM information. Baek et al. (2012) pointed out that the consistency of ratings, the number of vocabularies, and the percentages of negative contents all have an impact on how useful eWOM is. eWOM from sources considered to be knowledgeable or experts in a given subject may be seen to be more useful than eWOM from sources with less perceived expertise (Daugherty & Eastin, 2010). Bentein & Hu (2016) indicated that there are six determinants on eWOM usefulness. These determinants are;

- i. Relevance: eWOM is more useful when it is relevant to the consumer's needs, interests, and goals.
- ii. Timeliness: eWOM that is up-to-date and current may be more useful than eWOM that is outdated .
- iii. Trustworthiness: eWOM is more useful when it is perceived as trustworthy and reliable.
- iv. Quantity: eWOM may be more useful when there is a larger quantity of it available, as it can provide a more diverse and representative sample of opinions and experiences.
- v. Quality: eWOM may be more useful when it is of high quality, meaning that it is well-written, informative, and provides detailed and specific information.
- vi. Objectivity: eWOM may be more useful when it is perceived as objective and unbiased, rather than biased or influenced by incentives or other factors.

It can be said that researchers have been conducting several studies to find out the factors affecting eWOM usefulness. Multiple factors affecting eWOM usefulness have been found such as consistency of eWOM ratings, percentage of negative eWOMs, number of reviews, relevance of eWOMs etc.

2.9. Factors Affecting eWOM Credibility

According to Mcknight et al. (2002), consumers won't embrace the eWOM to aid in decision-making unless they feel the information, they have been given is reliable. Contrarily, consumers are less likely to adopt eWOM if they believe the information to

be false, which therefore reduces the effects of eWOM (Cheung et al. 2009b). Additionally, Cheung et al. (2009a) demonstrated how the reliability of online information influences adoption. According to Kamins and Assael's (1987) research, customer perception of the credibility is also influenced by the WOM's integrity. Cheung et al. (2009a) pointed out that credibility of information is affected by its source. When people are more familiar with the source of the information, it becomes more believable. Self (1996) demonstrated that information from sources with higher or lower trustworthiness had a different impact. Since they couldn't touch the real objects when purchasing online, customers' perceptions of the reliability of eWOM were more important to their future purchase intentions and behavior (Fan et al. 2013). According to Daugherty & Eastin (2010) the credibility of eWOM can be influenced by the perceived expertise, trustworthiness, and reputation of the source. For example, a review from a known expert or influencer in a particular field may be seen as more credible than a review from an anonymous or unknown individual (Daugherty & Eastin, 2010). eWOM that is perceived as objective and unbiased may be seen as more credible than eWOM that appears to be biased or influenced by incentives or other factors (Hu & Bentein, 2016).

2.10. Influence of eWOM on Purchase Intention

Online consumer reviews (eWOMs) which can be considered as informant and recommenders are crucial in purchasing decision making process (Park et al., 2007). According to the study by Blackwell on consumer behavior from the standpoint of the customer purchasing decision-making process, consumer behavior consists of the following five steps: confirmation of the demand, information search, assessment, choice, and disposal of the buying decision after the purchase. Tseng, Kuo, and Chen (2013) demonstrated that electronic word-of-mouth influences purchase intentions significantly regardless of the type of virtual community. This study also discovered that positive electronic word-of-mouth influences purchase intentions more strongly than advertisements. The quality of a consumer's perception of electronic word-of-mouth information will significantly influence their decision to buy a product or service, according to research by Rabjohn, Cheung, and Lee. In addition, the perceived quality of word-of-mouth information becomes a crucial consideration when assessing their potential purchase intention (Rabjohn, Cheung, and Lee, 2008). On the internet, communication between the users has become more frequent, the scope and impact of

word-of-mouth are increasing, and consumers' online purchase decisions will be somewhat influenced by electronic word-of-mouth. Consumers are becoming more and more interested in sharing and communicating shopping experiences through the Internet platform (Cong & Zheng, 2017). As shown on the figure 2.10. WOM has influences on purchase decision processes.

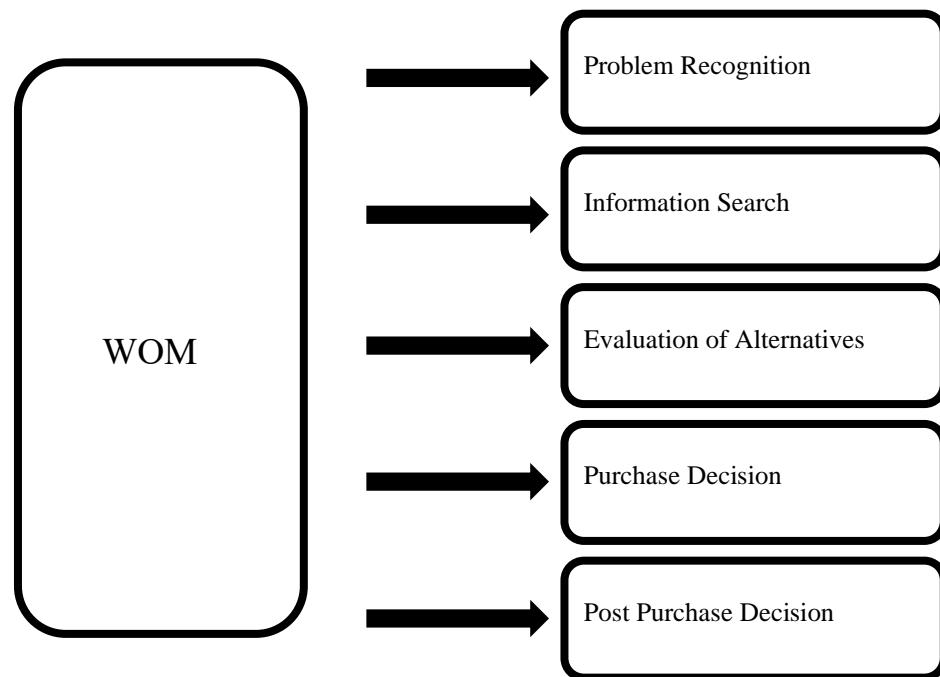


Figure 2.10. *WOM Influence (Kotler & Keller, 2012; Nawaz et al., 2014)*

2.11. Influence of eWOM Direction (Negative vs Positive)

Reference groups have been extensively studied as one of the key factors influencing customer behavior for many years in the literature on consumer behavior (Engel, Blackwell, & Miniard, 1993; Hawkins, Best, & Coney, 2001; Solomon, 2007; Loudon & Della Bitta, 1993). The negativity effect, which states that individuals prioritize negative information over favorable information when generating overall judgments, is a key discovery in the impression formation literature (Skowronski and Carlston, 1989). Evidence implies that positive information gets less attention overall and is scrutinized less than negative information (Homer and Yoon, 1992). First of all, negative reviews have a bigger impact than positive reviews. Additionally, this

research demonstrates that the product type connected to the reviews moderates this impact, in contrast to most prior studies that have concentrated on the negative effect and the causes of that effect. The negative effect, in particular, seems to be more pronounced when the eWOM is for experience goods as opposed to search goods (Park & Lee, 2009). A one-sided message refers to the information which has either positive or negative valanced information. Reviews with both positive and negative valences are considered as two-sided information (Cheung & Thadani, 2012).

3 HYPOTHESES DEVELOPMENT

3. HYPOTHESIS DEVELOPMENT

This research has four constructs and hypotheses which are;

H1: Customers who are exposed to reviews including negative and positive eWOM information perceive the information more useful than the customers who read reviews including only positive information.

H2: Customers who are exposed to reviews including negative and positive eWOM information perceive the information more credible than the customers who read reviews including only positive information.

H3: Reviews including negative and positive eWOM information are more effective on customer purchase intention than reviews with only positive information.

H4: Reviews including negative and positive eWOM information are more effective on customer product judgement than reviews with only positive information.

Thus, the research model of this study could be seen on the figure 3.

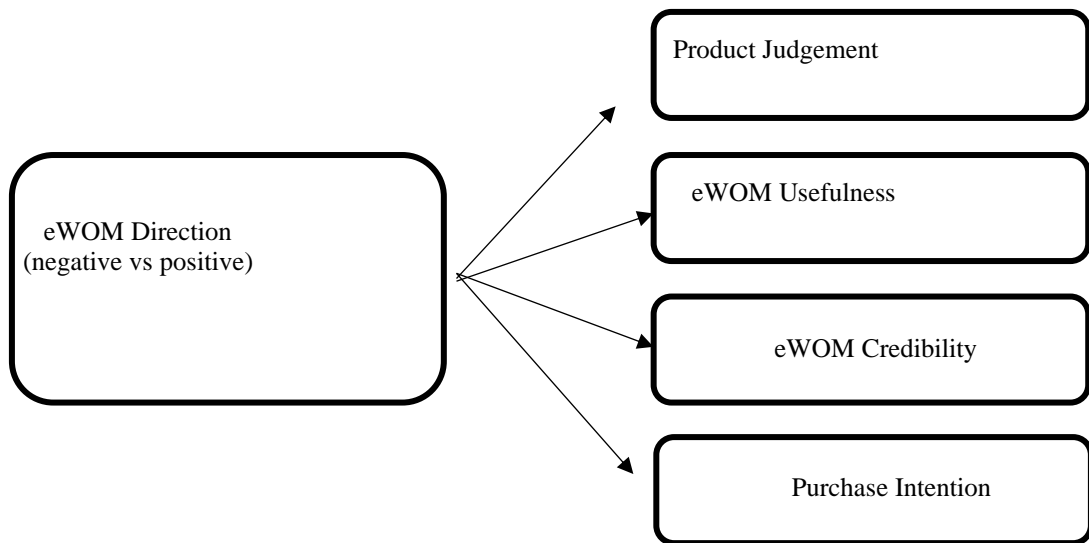


Figure 3. *Research Model*

4 RESEARCH METHODOLOGY

4. RESEARCH METHODOLOGY

This study used an experimental method, which was designed to examine how consumers process online positive and negative consumer reviews, and how they affect product judgement, perceived eWOM usefulness, perceived eWOM credibility, and purchase intention.

4.1. Research Design and Participants

In Turkey, any adult can purchase goods online if they have access to the online shopping platforms. This study intends to investigate the influence of eWOM direction on product judgment, eWOM usefulness, eWOM credibility, and purchase intention. Therefore, the study's target audience is any adult who has access to the internet and has made at least one online purchase in their lifetime. By creating an online self-administrative questionnaire using Google Docs and applying convenience sampling, this study used a quantitative research strategy. Prior to requesting peers to complete the survey (convenience sampling), the URL was shared on social media and via email. Peers were also asked to share the URL with their peers to increase the number of replies. Thus, non-probability sampling is used to collect data in this research.

4.1.1. Online consumer reviews

To determine the overall number of customer reviews for the experiment, an interview was conducted. The subjects were asked to indicate the number of online customer reviews that, in their opinion, represented both a few and a lot of online customer reviews. The respondents typically read eight to ten evaluations, each of roughly one or two lines, while browsing online purchasing websites. Following the interview, we decided that ten online customer reviews would be the right quantity for this study.

4.1.2. Choice of the product and design of the consumer review page

Two criteria were used to choose a suitable product for testing our hypotheses with the participants. First, we chose a product that all our participants would buy in their lifetime. Since our target customers were adult people including either female or male, we thought that a unisex sweatshirt would be the appropriate product which our participants could understand the features of the product easily. Second, we wanted to choose a basic and non-branded sweatshirt to avoid our participants pre-knowledge and

pre-evaluations about the product. Two different shopping websites were designed which one of them had only positive eWOMs while the other one had both negative and positive eWOMs.

The first step of designing the website page was to find comments to be included on the page. The process began by reviewing the comments about a basic unisex sweatshirt on trendyol.com which is the biggest e-commerce website in Turkey. After reviewing comments, a word documents were prepared which includes 20 negative and 20 positive comments. Consumers were asked to choose most influential 10 positive and 4 negative comments out of those 40 comments. They were asked to rank the comments from 1 to 5 based on their effectiveness. Comments which were selected as the most effective based on the mean of ranks given the users are chosen to design the review webpage. The second step of designing the website page was to design a product and website. Basic unisex sweatshirt was modelled by 3D modelling tool Rhinoceros 3D and then renderings were taken by KeyShot tool. Then, review style was designed. Star and scale have been used to show customer rankings, while comment section was included to allow to show customer-generated insights.

4.1.3. Questionnaire development

Another crucial challenge for researchers is developing instrument measurements since it directly affects the validity and dependability of the data gathered. In this study, the measures were used from the existing literature and modified through research objectives as Bryman and Bell (2011) recommend to use existing scales which have been used and tested by several researchers.

In the research, all measurements i.e., product judgement, eWOM usefulness, eWOM credibility, purchase intention were measured by 5-point Likert scale measures. Product Judgement measure has been adopted from Holbrook & Batra (1987) 's study. While eWOM usefulness scale has been adopted from the studies of Sussman & Siegal (2008), and Cheung et al., (2008), eWOM credibility measure has been adopted from the research of Cheung et al., (2009b), and Doh & Hwang (2009). Purchase intention has been estimated with three items adopted from Bearden et al., (1984)'s study. Items of measurements are shown on the Table 4.1.3. here below.

Table 4.1.3. Measurement Items

Measurement	Items
Product Judgement	I think sweatshirt on the website is strongly favorable
	I think the sweatshirt on the website is high quality
	I like the sweatshirt on the website
	The sweatshirt on the website worth its price
eWOM Usefulness	Reviews about the sweatshirt on the website are valuable
	Reviews about the sweatshirt on the website are informative
	Reviews about the sweatshirt on the website are helpful
eWOM Credibility	Reviews about the sweatshirt on the website are actual
	Reviews about the sweatshirt on the website are accurate
	Reviews about the sweatshirt on the website are credible
	Reviews about the sweatshirt on the website are trustful
Purchase Intention	I would buy this sweatshirt on the website.
	I would purchase this sweatshirt If I need a one.
	I would buy this sweatshirt on the website

4.1.4. Sample size

The importance of having a sample size that adequately represents the population is emphasized by Collis and Hussey (2009). The population would be more accurately represented by a bigger sample size, and it is crucial for researchers to generalize the findings and meet the study's goals. Therefore, data from a total of 259 adults in Turkey is employed. When the population is millions of individuals, the sample size of 259 is deemed appropriate (at a 95% confidence level and a 5% margin of error) (Krejcie and Morgan, 1970; Sekaran, 2006).

4.1.5. Pilot testing

In this study, a pilot test was carried out to evaluate the questionnaire that was used. Researchers should always test their questionnaires before utilizing them to collect data. By selecting a small group of volunteers who closely resemble the sample from the

entire study, a pilot study may be conducted. The purpose of pilot testing is to identify readability issues, unearth unclear instructions, and identify unpleasant test questions (Bryman and Bell, 2011). Through pilot studies, researchers can better the material flow and clarify the claims in the questionnaire, eventually enhancing the validity and reliability of the questions (Saunders et al., 2012). Thus, it can be said that pilot testing is a crucial step for preparing the final questionnaire according to many researchers. Therefore, pilot research for this study was undertaken with 10 individuals. All participants were asked to complete the survey and offer comments on the questions' readability and clarity as well as the survey's structure and flow. As a result, during the pilot research, the participants provided important input, and the questionnaire was updated considering their suggestions. A few questions were moved, and others were clarified. In order to guarantee that participants had no trouble completing the questionnaire, the design and flow of the questions were also changed. The questionnaire's complete version is shown in Appendices. The data analysis techniques and steps used in this study are described in the next section in detail.

5 DATA ANALYSIS

5. DATA ANALYSIS

SPSS 20 Software was used to analyze the data. First, reliability test has been applied to measure the reliability of the scales. Then exploration of variables based on eWOM direction has been done. The means and standard deviations of each item can be observed from the Table 5 here below.

Table 5. Mean and Std. Deviation of Items

	Mean	Std. Deviation	N
PRDCT_JDGMT1	3.22	1.18	259
PRDCT_JDGMT2	3.09	1.14	259
PRDCT_JDGMT3	3.03	1.13	259
PRDCT_JDGMT4	2.78	1.15	259
eWOM_Usefulness1	3.96	.96	259
eWOM_Usefulness2	3.81	.94	259
eWOM_Usefulness3	3.88	.93	259
eWOM_Credibility1	3.74	.92	259
eWOM_Credibility2	3.65	.91	259
eWOM_Credibility3	3.67	.92	259
eWOM_Credibility4	3.61	1.02	259
Purch_Intention1	2.49	1.21	259
Purch_Intention2	2.81	1.31	259
Purch_Intention3	2.50	1.23	259

5.1. Reliability

Cronbach's alpha (α) test has been applied to test the reliability of the scales. Cronbach's alpha test indicates the consistency between measurements that create the scales. According to Hair et al. (2010), a Cronbach's alpha value of over 0.70 is appropriate. Reliability of Product judgement scale has been found 0.90 which means our scale is 90% reliable. When it comes to eWOM usefulness scale, its reliability has been

found 0.80 which indicates that our scale 80% reliable. With the score of 0.92, reliability of eWOM credibility scale has been found reliable. Purchase intention scale has been measured 0.94 which has been resulted the most reliable scale in our study with the 94% reliability score. Cronbach's Alpha values of all variables can be observed on the table 5.1.

Table 5.1. *Cronbach's Alpha of Measurements*

Variable	Number of Measurements	Cronbach's Alpha	Type
Product Judgement	4	0.90	Reliable
eWOM Usefulness	3	0.80	Reliable
eWOM Credibility	4	0.92	Reliable
Purchase Intention	3	0.94	Reliable

5.2. Normality

When the skewness and kurtosis values are between -2 and +2, these values show that the results are considered as normal distribution (George & Mallery, 2010). When we check all the values, Product Judgement, eWOM Usefulness, purchase intention values depending on eWOM direction have been found normally distributed, while eWOM credibility value depending on eWOM direction factor has been found abnormally distributed since its skewness and kurtosis values are not found between +2 and -2. Skewness and Kurtosis values of all variables can be seen on the table 5.2. According to skewness and kurtosis values, normality vs abnormality has been observed. Normal distributed variables were subjected to the T test while abnormal distributed variable was subjected to the U test.

Table 5.2. *Skewness & Kurtosis Values*

Variable	eWOM Direction	Mean	Skewness	Kurtosis
Product Judgement	Negative	2,45	.25	-.28
	Positive	3,69	-.75	.46
eWOM Usefulness	Negative	37.94	-.74	1.11
	Positive	39.94	-1.04	1.48

Table 5.2. (Continue) *Skewness & Kurtosis Values*

eWOM Credibility	Negative	41.21	-1.35	3.30
	Positive	31.65	-.04	.95
Purchase Intention	Negative	18.98	.86	.65
	Positive	34.05	-.87	.28

5.3. Demographic Data

Demographic data of the subjects is shown at the table 5.2. here below;

Table 5.3. *Demographic Data*

Participant Characteristics		Frequency	Percentage
Gender	Female	120	46,33
	Male	137	52,89
	Prefer not to say	2	0,78
Age	17-24 years	95	36,68
	25-34 years	131	50,58
	35+ years	33	12,74
Education	Highschool or below	17	6,57
	Bachelor	162	62,55
	MSc	70	27,02
	PhD	10	3,86
Purchase Frequency	1-3 times a year	73	28,19
	4-6 times a year	52	20,08
	7-10 times a year	48	18,53
	more than 10 times	86	33,20

Subjects of this study were 53% males, and 46% females. The results can be observed from the figure 5.3.1 here below;

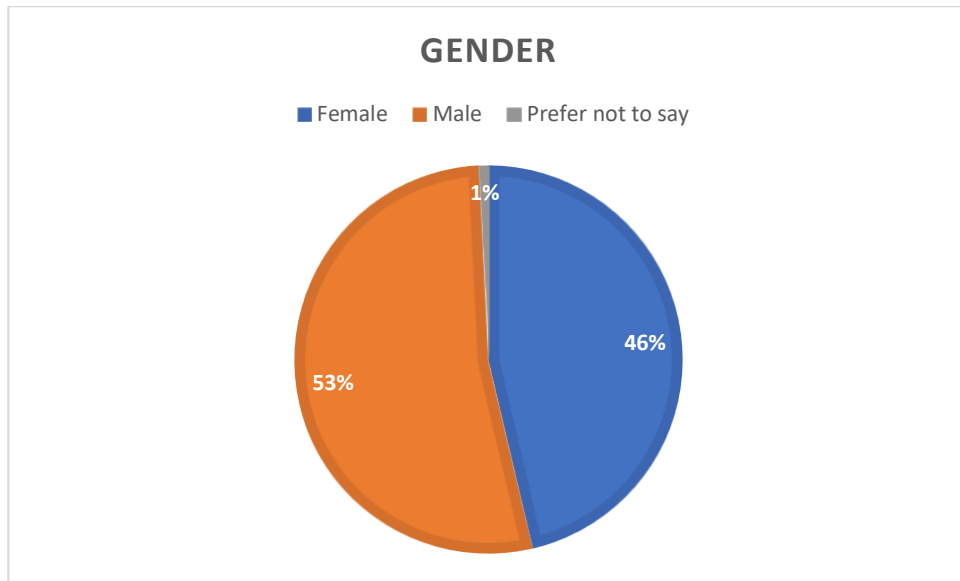


Figure 5.3.1. Gender

51% of the participants were at the age between 25-34 years old. 37 % of the subjects were at the age of 17-24 years old, while only 12% of them were above 35 years old. Age distribution of the participants can be observed from the figure 5.3.2 here below;

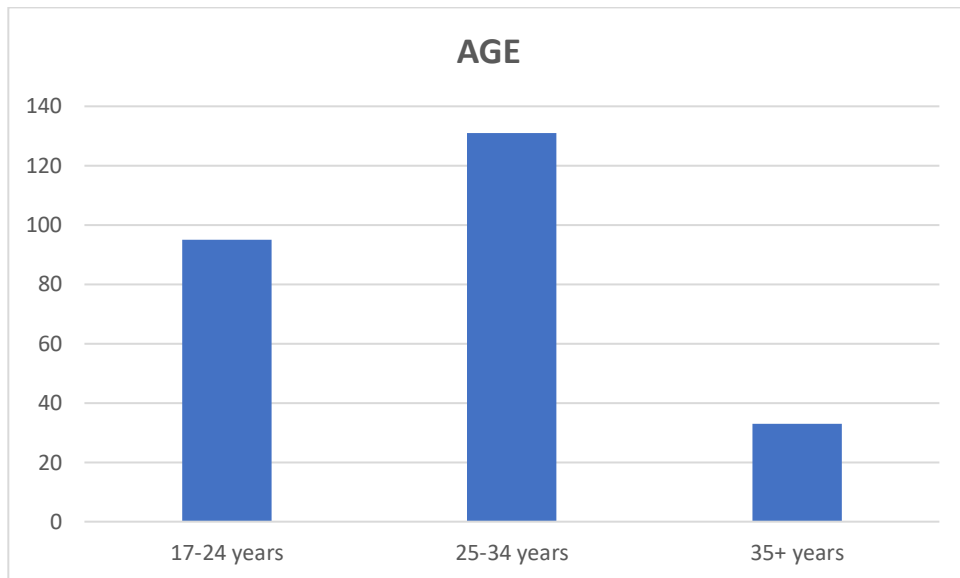


Figure 5.3.2. Age

The majority of the participants (63%) hold bachelor's degree, while the second highest rate was master degree with the 27%. Only 6% of the participants was high school

or below educated, and minority of the participants were PhD graduate with the percentage of 4. Education distribution of the participants can be observed on the figure 5.3.3. here below;

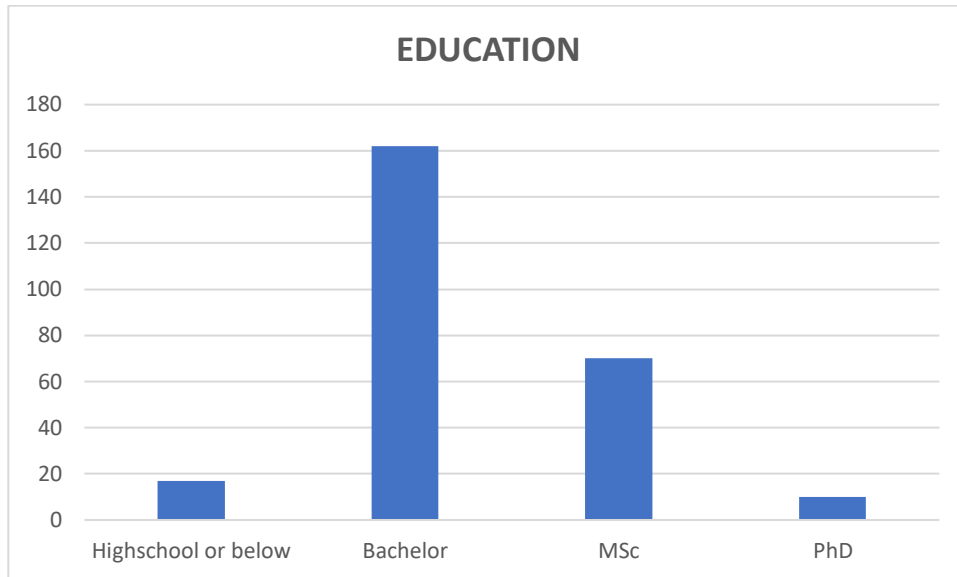


Figure 5.3.3. Education

More than 50% of the participants indicated that they purchase more than 7 times a year via online. The distribution of the purchase frequency is shown on the figure 5.3.4 here below;

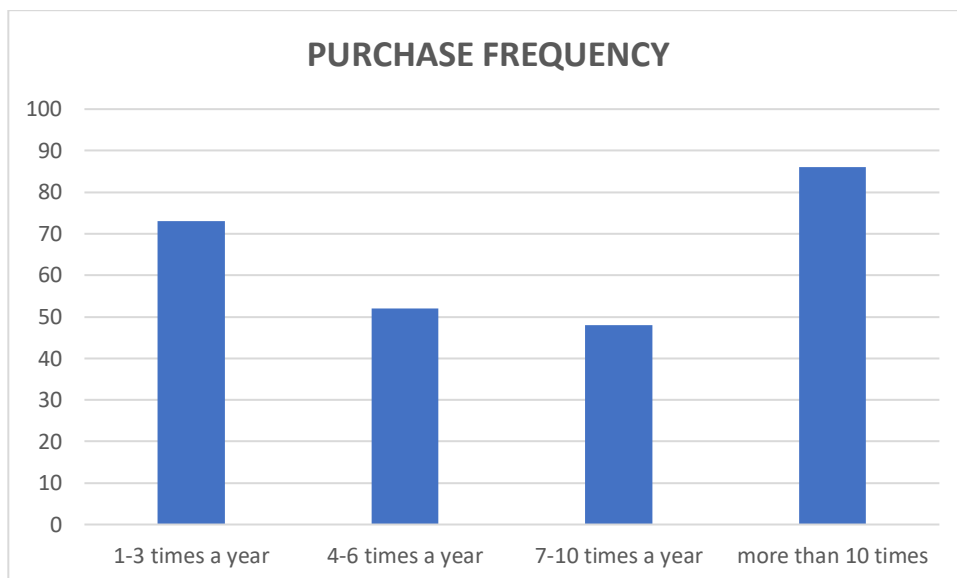


Figure 5.3.4. Purchase Frequency.

5.4. Factor Analysis

There are some elements affecting the quality of factor analysis. In the literature there has been defined as Kaiser Meyer Olkin and Bartlett's Test of Sphericity. As it is shown on the table 5.4.1., Kaiser-Meyer Olkin value was found 0.864 which means our sample size was big enough for factor analysis. When the significance level of the Barlett Test of Sphericity is less than 0.05, it indicates that there is sufficient correlation between the variables (Hair et al., 2010).

Table 5.4.1. *KMO and Bartlett's Test*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.864
	Approx. Chi-Square	2.809.120
Bartlett's Test of Sphericity	df	91
	Sig.	<.001

As it can be seen from the table 5.4.2 the items of each scale were successfully separated under the same roof.

Table 5.4.2. *Factor Analysis*

	Component		
	1	2	3
Purch_Intention1	.92		
Purch_Intention3	.89		
Purch_Intention2	.87		
PRDCT_JDGMT1	.85		
PRDCT_JDGMT4	.80		
PRDCT_JDGMT3	.79		
PRDCT_JDGMT2	.79		
eWOM_Credibility3		.92	
eWOM_Credibility4		.91	
eWOM_Credibility2		.90	

Table 5.4.2. (Continue) *Factor Analysis*

eWOM_Credibility1	.84	
eWOM_Usefulness1		-.87
eWOM_Usefulness2		-.84
eWOM_Usefulness3		-.78

6 HYPOTHESES TESTING AND FINDINGS

6. HYPOTHESES TESTING AND FINDINGS

To test our hypotheses, first T test and U test has conducted to find out if there is significantly difference between the two samples. And then to understand the difference, means of the two samples were compared. For the H1 “Customers who are exposed to reviews including negative and positive eWOM information perceive the information more useful than the customers who read reviews including only positive information.” T test conducted since the variable were normally distributed based on our preliminary analysis. Levene’s Test for Equality variances showed that the variances are distributed homogenously (sig. .385). According to the T test for Equality of Means, significance value was <0.023 which indicates that the eWOM Usefulness score was significantly different in only positive eWOM information and negative and positive eWOM information cases. And then to understand which information were perceived more useful to the customers, mean of the variables has been checked.

Table 6.1. *T test of eWOM Usefulness*

	Ewom_direction	N	Mean	Std. Deviation
ewom_usefulness	Negative	138	3.79	.80
	Positive	121	3.99	.78

Based on the results, although the effects of eWOM information on eWOM usefulness were significantly different for both cases, mean of usefulness decreased when customers read reviews including both negative and positive eWOM information. In other words, customers perceived only positive eWOM information more useful than the eWOM information including bot negative and positive reviews. Thus, our H1 hypothesis has been rejected.

For the H2 “Customers who are exposed to reviews including negative and positive eWOM information perceive the information more credible than the customers who read reviews including only positive information.”, U test has conducted since the variables were abnormally distributed based on our preliminary analysis. Levene’s Test for Equality variances showed that the variances are distributed homogenously (sig. .052). According to the U test for Equality of Means, significance value was <0.001 which

indicates the eWOM credibility score was significantly different in both cases. And then to understand which information were perceived more useful to the customers, means of the variables has been checked.

Table 6.2. *U test of eWOM Credibility*

Test Statistics^a	ewom_credibility_score
Mann-Whitney U	2.541.500
Wilcoxon W	9.922.500
Z	-9.72
Asymp. Sig. (2-tailed)	<.001

a. Grouping Variable: Ewom_direction

Based on the results, the effects of eWOM information on eWOM credibility were found significantly different in both cases. Also, customers perceived the information including both negative and positive reviews more credible with the mean of 4.12. Thus, H2 hypothesis has been accepted.

For the H3 “Reviews including negative and positive eWOM information are more effective on customer purchase intention than reviews with only positive information.”, T test conducted since the variable were normally distributed based on our preliminary analysis. Levene’s Test for Equality variances showed that the variances are distributed homogenously (sig. .071). According to the T test for Equality of Means, significance value was <0.001 which indicates purchase intention score was significantly different in both cases. And then to understand which information affected more useful to the customers, mean of the variables has been checked.

Table 6.3. *T test of Purchase Intention*

	Ewom_direction	N	Mean	Std. Deviation
purch_intention	Negative	138	1.89	.82
	Positive	121	3.40	1.02

Based on the results, the effects of eWOM information on purchase intention were found significantly different. Also, it is observed that purchase intention has been decreased when customers read both negative and positive eWOM information. Thus H3 hypothesis has been accepted.

For the H4 “Reviews including negative and positive eWOM information are more effective on customer product judgement than reviews with only positive information. T test conducted since the variable were normally distributed based on our preliminary analysis. Levene’s Test for Equality variances showed that the variances are distributed homogenously (sig. .841). According to the T test for Equality of Means, significance value was <0.001 which indicates product judgement score was significantly different in both cases. And then to understand which information affected product judgement more, mean of the variables has been checked.

Table 6.4. *T test of Product Judgement*

Group Statistics

	Ewom_direction	N	Mean	Std. Deviation
prdct_jdgmt_score	Negative	138	2.45	.79
	Positive	121	3.69	.82

Based on the results, the effects of eWOM information on product judgement were found significantly different. Also, it was observed that product judgement mean increased positively when customers read only positive reviews compared to the case that customers read both positive and negative reviews. Thus, H4 hypothesis has been rejected.

Table 6.5. *Hypotheses Testing*

H1	Customers who are exposed to reviews including negative and positive eWOM information perceive the information more useful than the customers who read reviews including only positive information.	Rejected
H2	Customers who are exposed to reviews including negative and positive eWOM information perceive the information more credible than the customers who read reviews including only positive information.	Accepted
H3	Reviews including negative and positive eWOM information are more effective on customer purchase intention than reviews with only positive information	Accepted
H4	Reviews including negative and positive eWOM information are more effective on customer product judgement than reviews with only positive information	Rejected

7 DISCUSSION, AND CONCLUSION

7.1. Discussion and Conclusion

This research has searched the influence of eWOM direction (negativity vs positivity) on consumer product judgement, perceived eWOM usefulness, perceived eWOM credibility, and consumer purchase intention. Thus, this research has been constructed on four main hypotheses. H1: Customers who are exposed to reviews including negative and positive eWOM information perceive the information more useful than the customers who read reviews including only positive information. H2: Customers who are exposed to reviews including negative and positive eWOM information perceive the information more credible than the customers who read reviews including only positive information. H3: Reviews including negative and positive eWOM information are more effective on customer purchase intention than reviews with only positive information. H4: Reviews including negative and positive eWOM information are more effective on customer product judgement than reviews with only positive information. Contrary to expectations, not all the hypotheses have been accepted in this research. Bentein & Hu (2016) indicated that trustworthiness and objectivity influence the eWOM usefulness. eWOM is more useful when it is perceived as trustworthy, and objective according to their research.

In this research, it was expected that eWOM information with only positive reviews would be considered less objective than eWOM information with negative reviews thus eWOM information with negative reviews would be more useful. Thus this hypothesis was built; H1: “Customers who are exposed to reviews including negative and positive eWOM information perceive the information more useful than the customers who read reviews including only positive information” has been rejected. This research shows that customers find eWOM information including only positive reviews more useful. The reason behind this result could be another research topic. According to Bentein & Hu (2016) when consumers find eWOM information objective, they find it useful too. The reasons behind this result could be that consumers find negative reviews less objective than positive reviews or consumers find negative information less credible. However, since H2: “Customers who are exposed to reviews including negative and positive eWOM information perceive the information more credible than the customers who read reviews including only positive information.” has been accepted, credibility could not be the reason behind that. Since according to this research consumers find the eWOM information with negative reviews more credible. Consumers won't use the

eWOM to assist in decision-making unless they believe the information, they have been given is accurate, according to Mcknight et al. (2002). Contrarily, if consumers think the information to be inaccurate, they are less likely to embrace eWOM, which lessens the impact of eWOM (Cheung et al. 2009b). Thus, it could be said that according to this research people find eWOM information which includes only positive reviews less accurate than eWOM information which includes both negative and positive information. In other words, this research shows that when there are some negative reviews, people see that information more credible.

Regardless of the kind of virtual community, Tseng, Kuo, and Chen (2013) showed that electronic word-of-mouth greatly affects purchase intentions. Additionally, their study found that favorable online word-of-mouth has a stronger effect on purchase intentions than marketing. However, results of this study were contrary to their research. H3: “Reviews including negative and positive eWOM information are more effective on customer purchase intention than reviews with only positive information.” Has been accepted. When people read negative review, they change their opinion not to buy the product. When people read negative information, their purchase intention is affected more than the situation they read positive reviews according to this research. The reason of the difference in the results of both studies could be product choice or the differences between the selected samples. These topics could be the research questions for the next studies.

Customers who read testimonials from previous users regarding a product or service are exposed to both good and negative evaluations, and they often create their own opinions depending on what they learn. Cheung (2011) asserts that eWOM may affect customer purchasing decisions by educating consumers about the product's features and benefits as well as by influencing their attitudes and views about the brand. eWOM may affect how customers judge and see a product, as well as the product's general attractiveness. Additionally, eWOM has the power to shape customer impressions of a brand, its reputation, and its overall perception (Cheung et al., 2011). Previous research has shown that customers tend to value negative information more highly than positive information when making overall product assessments because they see negative product information as more diagnostic than positive information (Herr et al. 1991; Bone 1995). H4: “Reviews including negative and positive eWOM information are more effective on customer product judgement than reviews with only positive information.” Has been rejected. Positive information affects product judgement positively more than does

negative information affect product judgement negatively. The results of this study were contrary to previous research that positive information was more influential on consumers' product judgement than negative reviews. The reason behind that could be the product type chosen for the studies, or the sample size. These can be the research for the next studies.

Findings of this study have important evidence for either marketing academics or professional. In the context of fashion purchase, positive eWOM information affects more than negative eWOM information on consumers' product judgement. In other words, consumers judge product more positively when they read positive eWOM than they judge product negatively when they are exposed to negative information. However, it was found that negative information increases the credibility and usefulness of eWOM information. So that, companies should not delete all the negative reviews on their websites. Although negative reviews have been found more effective than positive reviews on purchase intention, when the quantity of positive information increases, the effect of negative reviews could decrease while they increase the credibility and information usefulness.

Our aims were as indicated here below;

- To review literature based upon influence of eWOM direction on product judgement,
- To review literature based upon influence of eWOM direction on eWOM usefulness,
- To review literature based upon influence of eWOM direction on eWOM credibility,
- To review literature based upon influence of eWOM direction on purchase intention,
- To empirically assess the relationships hypothesized in order to answer research questions.
- To discuss the results and findings and position them within the eWOM literature
- To provide academics and practitioners with managerial implications about the impact of eWOM information direction on product judgement, eWOM usefulness, eWOM credibility, and purchase intention

All the aims of this study have been achieved.

7.2. Limitations and Suggestions for Future Research

Despite the positive and useful results of this research, it also has some restrictions. First of all, this study is investigated influence of eWOM direction based on one product category. The results could have been changed based on the product category. Results from our analysis deviate from earlier studies, potentially as a result of different product choices. Secondly, the reviews have been chosen based on their effectiveness. The type of negative and positive reviews could be categorized based on their effectiveness, and they also change the research results. Another limitation, review style could affect customer perceiving too. Negative reviews which were ranked only 1 star could be recognized as very negative comment, and this could have an impact on customer's perception. Finally, the study has examined the eWOM direction based on the product reviews on an e-commerce platform, but it cannot be generalized for different kinds of eWOM platforms. eWOM platform also can affect the influence of eWOM direction. The future research could investigate the impact of negative reviews on different product categories. Also, future studies could examine influence of different kind of negative reviews on consumer behavior, moreover, review style could be examined in terms of consumer perception.

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APPENDICES



ANADOLU ÜNİVERSİTESİ
SOSYAL VE BEŞERÎ BİLİMLER BİLİMSEL ARAŞTIRMA VE YAYIN ETİĞİ KURULU
KARAR BELGESİ

ÇALIŞMANIN TÜRÜ:	Yüksek Lisans Tez Çalışması
KONU:	Sosyal Bilimler
BAŞLIK:	Olumlu ve Olumsuz Çevrimiçi Yorumların Tüketicilerin Satın Alma Niyetine Etkisi
PROJE/TEZ YÜRÜTÜCÜSÜ:	Prof. Dr. Sevgi Ayşe ÖZTÜRK
TEZ YAZARI:	Duygu DOĞAN
ALT KOMİSYON GÖRÜŞÜ:	-
KARAR:	Olumlu
Prof. Dr. Saime ÖNCE (Başkan-İkt. ve İdari Bil. Fak.)	
Prof. Dr. M. Erkan ÜYÜMEZ (Başkan Yardımcısı -İkt. ve İdari Bil. Fak.)	KATILMADI Prof. Dr. Fatime GÜNEŞ (Edebiyat Fak.)
Prof. Dr. Yıldız UZUNER (Eğitim Fak.)	Prof. Dr. İbrahim Cemil ULUKAN (Açıköğretim Fak.)
Prof. Dr. Hanihan DEVECİ (Eğitim Fak.)	Prof. Dr. Erkan YÜKSEL (İletişim Bil. Fak.)

SURVEY 1 ENGLISH NEGATIVE

Dear participant,

The questionnaire below is design as part of my masters' thesis studies that focuses on the effect of eWOM on consumer online purchasing Intention. The information to be obtained will be used for scientific purposes only and not on any circumstances will your contributions other than the general findings will be shared with other persons or organizations.

Your kind assistance on the completion of the questionnaire is needed which will directly affect the outcome of my thesis

Thank you for your time.

Duygu Doğan

- 1) Have you ever purchased clothes online?
 - Yes
 - No (If no, you do not need to carry on)

- 2) Your age?
 - 17-24 years old
 - 25-34 years old
 - 35+ years old

- 3) Your gender?
 - Female
 - Male
 - Prefer not to say

- 4) What is your education status?
 - Highschool or lower
 - Bachelor degree
 - Masters degree
 - PhD degree

- 5) What is your nationality?

- 6) How often do you use internet to purchase fashion / clothing products?
 - 1-3 times a year
 - 4-6 times a year
 - 7-10 times a year
 - More than 10 times a year

Dear Participant,

Assume that you you are looking for a sweatshirt on your favorite e-commerce shopping website. You found the sweatshirt which is exactly what you were looking for. You read the comments below the sweatshirt. Please read the comments below the sweatshirt and then answer the questions accordingly.

Best, Duygu

Gray Unisex Sweatshirt

3.4 ★★★★★

25,99 €



Colours



All Reviews

★☆☆☆☆

I washed it once. Its colour has changed.

12.09.2022

★★★★☆

It was shipped too late. Also, seller does not reply to our messages.

09.09.2022

★★★★★

I washed it and it did not shrink. Thanks.

28.10.2022

★☆☆☆☆

I do not recommend this product. The quality is really bad.

20.10.2022

★☆☆☆☆

The quality is really low. Its fabric is not warm, and it is allergic. I never recommend it.

13.10.2022

★★★★★

I bought all colours. I wish they produce more colours.

04.10.2022

★★★★☆

The packaging was awesome. Thanks

25.09.2022

★★★★★

I shop online via different ecommerce platforms for years but this seller is the best.

17.09.2022

★★★★★

First I bought the blue one. Since I loved it so much, I bought the white. I loved both of them.

27.11.2022

★★★★★

The fabric and the quality is awesome.

22.11.2022

- 7) Did you read the reviews below the sweatshirt?
- I read all of them
 - I read some of them
 - I read none of them
- 8) What do you think about the sweatshirt on the website?
- Strongly unfavorable
 - Somewhat unfavorable
 - Neither favorable nor unfavorable
 - Somewhat favorable
 - Strongly favorable

9) What do you think about the quality of the sweatshirt on the website?

- Very low quality
- Somewhat low quality
- Neither high nor low quality
- Somewhat high quality
- Very high quality

10) Do you like the sweatshirt on the website?

- Strongly dislike
- Somewhat dislike
- Neither dislike nor like
- Somewhat like
- Strongly like

11) Do you think the sweatshirt on the website worths its price?

- Strongly unworths
- Somewhat unworths
- Neither unworths nor worths
- Somewhat worths
- Strongly worths

		Strongly Disagree	Somewhat disagree	Neither disagree nor agree	Somewhat agree	Strongly agree
12	Reviews about the sweatshirt on the website are valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13	Reviews about the sweatshirt on the website are informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14	Reviews about the sweatshirt on the website are helpful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15	Reviews about the sweatshirt on the website are actual	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16	Reviews about the sweatshirt on the website are accurate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17	Reviews about the sweatshirt on the website are credible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18	Reviews about the sweatshirt on the website are trustful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19) I would buy this sweatshirt on the website.

- Very unlikely
- Somewhat unlikely
- Neither unlikely nor likely
- Somewhat likely
- Very likely

20) I would purchase this sweatshirt if I need a one

- Very impossible
- Somewhat impossible
- Neither impossible nor possible
- Somewhat possible
- Very possible

21) I will buy this sweatshirt on the website

- Very improbable
- Somewhat improbable
- Neither improbable nor probable
- Somewhat probable
- Very probable

		Strongly Disagree	Somewhat disagree	Neither disagree nor agree	Somewhat agree	Strongly agree
22	The comments on the website have helped me to make my decision	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23	The comments on the website have had an important role to make my decision	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24) Do you read the reviews on the websites when you purchase clothes online?

- Always
- Often
- Sometimes
- Rarely
- Never

25) Do you write reviews on the websites when you purchase something online?

- Always
- Often
- Sometimes
- Rarely
- Never

SURVEY 1 ENGLISH POSITIVE

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- 25-34 years old
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- Female
- Male
- Prefer not to say

15) What is your education status?

- Highschool or lower
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- Masters degree
- PhD degree

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- More than 10 times a year

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Gray Unisex Sweatshirt

4.9 ★★★★★

25,99 €



Colours



All Reviews



First I bought the blue one. Since I loved it so much, I bought the white. I loved both of them.
27.11.2022



The fabric and the quality is awesome.
22.11.2022



I washed it and it did not shrink. Thanks.
28.10.2022



I strongly recommend this product. The quality is really good.
20.10.2022



The quality is really high. Its fabric is warm and not allergic. I honestly recommend it.
13.10.2022



I bought all colours. I wish they produce more colours.
04.10.2022



The packaging was awesome. Thanks
25.09.2022



I shop online via different ecommerce platforms for years but this seller is the best.
17.09.2022



I washed it many times, its color never changes..
12.09.2022



It was shipped very fast. Also, the seller replied to our all questions very fast. Thank you.
09.09.2022

18) Did you read the reviews below the sweatshirt?

- I read all of them
- I read some of them
- I read none of them

19) What do you think about the sweatshirt on the website?

- Strongly unfavorable
- Somewhat unfavorable

- Neither favorable nor unfavorable
- Somewhat favorable
- Strongly favorable

20) What do you think about the quality of the sweatshirt on the website?

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- Somewhat low quality
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- Somewhat high quality
- Very high quality

21) Do you like the sweatshirt on the website?

- Strongly dislike
- Somewhat dislike
- Neither dislike nor like
- Somewhat like
- Strongly like

22) Do you think the sweatshirt on the website worths its price?

- Strongly unworths
- Somewhat unworths
- Neither unworths nor worths
- Somewhat worths
- Strongly worths

		Strongly Disagree	Somewhat disagree	Neither disagree nor agree	Somewhat agree	Strongly agree
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13	Reviews about the sweatshirt on the website are informative	O	O	O	O	O
14	Reviews about the sweatshirt on the website are helpful	O	O	O	O	O
15	Reviews about the sweatshirt on the website are actual	O	O	O	O	O
16	Reviews about the sweatshirt on the website are accurate	O	O	O	O	O
17	Reviews about the sweatshirt on the website are credible	O	O	O	O	O
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- Very unlikely
- Somewhat unlikely
- Neither unlikely nor likely
- Somewhat likely
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- Very impossible
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21) I will buy this sweatshirt on the website

- Very improbable
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- Somewhat probable
- Very probable

		Strongly Disagree	Somewhat disagree	Neither disagree nor agree	Somewhat agree	Strongly agree
22	The comments on the website have helped me to make my decision	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23	The comments on the website have had an important role to make my decision	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24) Do you read the reviews on the websites when you purchase clothes online?

- Always
- Often
- Sometimes
- Rarely
- Never

25) Do you write reviews on the websites when you purchase something online?

- Always
- Often
- Sometimes
- Rarely
- Never

SURVEY 1 TURKISH NEGATIVE

Değerli katılımcı,

Aşağıdaki anket eWOM'un tüketicinin çevrimiçi satın alma niyeti üzerindeki etkisine odaklanan yüksek lisans tez çalışmalarım kapsamında tasarlanmıştır. Elde edilecek bilgiler sadece bilimsel amaçlarla kullanılacak olup, genel bulgular dışındaki katkılarınız hiçbir şekilde başka kişi veya kuruluşlarla paylaşılmayacaktır.

Anketin doldurulmasında nazik yardımınıza ihtiyaç duyulmaktadır, ve cevaplarınız tezimin sonucunu doğrudan etkileyecektir

Zaman ayırdığınız için teşekkür ederim.

Duygu Doğan

23) Hiç internetten kıyafet aldınız mı?

- Evet
- Hayır (Eğer Hayır ise, devam etmenize gerek yoktur.)

24) Yaşınız?

- 17-24 yaş aralığında
- 25-34 yaş aralığında
- 35+ üstü

25) Cinsiyetinize?

- Kadın
- Erkek
- Söylememeyi tercih ediyorum

26) Eğitim durumunuz nedir?

- Lise ve ya daha düşük
- Lisans
- Yüksek lisans
- Doktora

27) Uyruğunuz nedir?

28) Moda / giyim ürünleri satın almak için interneti ne sıklıkla kullanırsınız?

- Yılda 1-3 kere
- Yılda 4-6 kere
- Yılda 7-10 kere
- Yılda 10 kereden fazla

Değerli Katılımcı,

En sevdiğiniz e-ticaret alışveriş sitesinde bir sweatshirt aradığınızı varsayalım. Tam olarak aradığınız sweatshirt'ü buldunuz. Sweatshirtün altındaki yorumları okudunuz. Lütfen sweatshirt'ün altındaki yorumları okuyun ve ardından soruları buna göre cevaplayın.

Şimdiden teşekkürler,

Duygu

Gray Unisex Sweatshirt

3.4 ★★★★★

249,99 ₺



Renkler



Tüm Yorumlar

★★★★★

Bir kere yıkadım, rengi soldu.

12.09.2022

★★★★★

Çok geç kargoya verildi, ayrıca satıcı mesajlara cevap vermiyor.

09.09.2022

★★★★★

Ürünü yıkadım, çekme yapmadı. Teşekkürler

28.10.2022

★★★★★

Bu ürünü tavsiye etmiyorum. Kaliteli değil.

20.10.2022

★★★★★

Kalitesi gerçekten düşük. Kumaşı sıcak tutmuyor, ve alerjik. Tavsiye etmiyorum.

13.10.2022

★★★★★

Tüm renklerini aldım. Keşke daha fazla rengini üretseler.

04.10.2022

★★★★★

Paketleme harikaydı. Teşekkürler.

25.09.2022

★★★★★

Yıllardır internetten alışveriş yapıyorum, bu satıcı en iyisi.

17.09.2022

★★★★★

Öncelikle mavi rengini aldım. Onu çok beğendiğim için beyazı da aldım. İkisini de çok beğendim.

27.11.2022

★★★★★

Kumaşı ve kalitesi inanılmaz.

22.11.2022

29) Sweatshirt'ün altındaki yorumları okudunuz mu?

- Hepsini okudum
- Bir kısmını okudum
- Hiç birini okumadım

30) Sitedeki sweatshirt hakkında ne düşünüyorsunuz?

- Kesinlikle olumsuz
- Biraz olumsuz
- Ne olumlu ne olumsuz

- Biraz olumlu
- Kesinlikle olumlu

31) Sitedeki sweatshirtün kalitesi hakkında ne düşünüyorsunuz??

- Çok kalitesiz
- Kalitesiz
- Ne kaliteli ne kalitesiz
- Kaliteli
- Çok kaliteli

32) Sitedeki sweatshirtü beğendiniz mi?

- Kesinlikle beğenmedim
- Beğenmedim
- Ne beğendim ne beğenmedim
- Beğendim
- Kesinlikle beğendim

33) Sitedeki sweatshirtün fiyatına değeceğini düşünüyor musunuz?

- Kesinlikle değmez
- Değmez
- Ne değer ne değmez
- Değer
- Kesinlikle değer

		Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum ne katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
12	Sitede sweatshirt hakkındaki yorumlar çok değerli	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13	Sitedeki sweatshirt hakkındaki yorumlar çok bilgilendirici	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14	Sitedeki sweatshirt hakkındaki yorumlar çok faydalı	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15	Sitede sweatshirt hakkındaki yorumlar güncel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16	Sitede sweatshirt hakkındaki yorumlar doğru	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17	Sitede sweatshirt hakkındaki yorumlar dürüst	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18	Sitede sweatshirt hakkındaki yorumlar güvenilir	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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- 19) Sitedeki sweatshirt'ü alırdım.
- Kesinlikle muhtemel değil
 - Muhtemel değil
 - Ne muhtemel, ne değil
 - Muhtemel
 - Kesinlikle muhtemel

- 20) Eğer sweatshirt ihtiyacım olsa bu ürünü alırdım
- Kesinlikle mümkün değil
 - Mümkün değil
 - Ne mümkün, ne değil
 - Mümkün
 - Kesinlikle mümkün

- 21) Sitedeki bu sweatshirt'ü alacağım
- Kesinlikle makul değil
 - Makul değil
 - Ne makul, ne değil
 - Makul
 - Kesinlikle makul

		Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum ne katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
22	Sitedeki yorumlar kararımı vermemde bana yardımcı oldu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23	Sitedeki yorumlar kararımı vermemde önemli rol oynadı	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- 24) İnternette kıyafet alırken internet sitelerindeki yorumları okuyor musunuz?
- Her zaman
 - Sık sık
 - Bazen
 - Nadiren
 - Asla

- 25) Çevrimiçi bir şey satın aldığınızda web sitelerine yorum yazar mısınız?
- Her zaman
 - Sık sık

- Bazen
- Nadiren
- Asla

SURVEY 1 TURKISH POSITIVE

Değerli katılımcı,

Aşağıdaki anket eWOM'un tüketicinin çevrimiçi satın alma niyeti üzerindeki etkisine odaklanan yüksek lisans tez çalışmaları kapsamında tasarlanmıştır. Elde edilecek bilgiler sadece bilimsel amaçlarla kullanılacak olup, genel bulgular dışındaki katkılarınız hiçbir şekilde başka kişi veya kuruluşlarla paylaşılmayacaktır.

Anketin doldurulmasında nazik yardımınıza ihtiyaç duyulmaktadır, ve cevaplarınız tezimin sonucunu doğrudan etkileyecektir

Zaman ayırdığınız için teşekkür ederim.

Duygu Doğan

34) Hiç internetten kıyafet aldınız mı?

- Evet
- Hayır (Eğer Hayır ise, devam etmenize gerek yoktur.)

35) Yaşınız?

- 17-24 yaş aralığında
- 25-34 yaş aralığında
- 35+ üstü

36) Cinsiyetinize?

- Kadın
- Erkek
- Söylememeyi tercih ediyorum

37) Eğitim durumunuz nedir?

- Lise ve ya daha düşük
- Lisans
- Yüksek lisans
- Doktora

38) Uyruğunuz nedir?

39) Moda / giyim ürünleri satın almak için interneti ne sıklıkla kullanırsınız?

- Yılda 1-3 kere
- Yılda 4-6 kere
- Yılda 7-10 kere
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Değerli Katılımcı,

En sevdiğiniz e-ticaret alışveriş sitesinde bir sweatshirt aradığınızı varsayalım. Tam olarak aradığınız sweatshirt'ü buldunuz. Sweatshirtün altındaki yorumları okudunuz. Lütfen sweatshirt'ün altındaki yorumları okuyun ve ardından soruları buna göre cevaplayın.

Şimdiden teşekkürler,

Duygu



Tüm Yorumlar



Öncelikle mavi rengini aldım. Onu çok beğendiğim için beyazı da aldım. İkisini de çok beğendim.
27.11.2022



Kumaşı ve kalitesi inanılmaz.
22.11.2022



Ürünü yıkadım, çekme yapmadı. Teşekkürler
28.10.2022



Bu ürünü kesinlikle tavsiye ediyorum. Gerçekten kaliteli.
20.10.2022



Kalitesi gerçekten çok yüksek. Sıcacık tutuyor ve kumaşı alerjik değil. Dürüstçe tavsiye ediyorum.
13.10.2022



Tüm renklerini aldım. Keşke daha fazla rengini üretseler.
04.10.2022



Paketleme harikaydı. Teşekkürler.
25.09.2022



Yıllardır internetten alışveriş yapıyorum, bu satıcı en iyisi.
17.09.2022



Defalarca yıkadım, rengi solmadı. Teşekkürler.
12.09.2022



Çok hızlı kargoya verildi, ayrıca satıcı tüm mesajları çok hızlı yanıtıyor. Teşekkürler.
09.09.2022

- 40) Sweatshirt'ün altındaki yorumları okudunuz mu?
- Hepsini okudum
 - Bir kısmını okudum
 - Hiç birini okumadım
- 41) Sitedeki sweatshirt hakkında ne düşünüyorsunuz?
- Kesinlikle olumsuz
 - Biraz olumsuz
 - Ne olumlu ne olumsuz
 - Biraz olumlu
 - Kesinlikle olumlu
- 42) Sitedeki sweatshirtün kalitesi hakkında ne düşünüyorsunuz??
- Çok kalitesiz
 - Kalitesiz
 - Ne kaliteli ne kalitesiz
 - Kaliteli
 - Çok kaliteli
- 43) Sitedeki sweatshirtü beğendiniz mi?
- Kesinlikle beğenmedim
 - Beğenmedim
 - Ne beğendim ne beğenmedim
 - Beğendim
 - Kesinlikle beğendim
- 44) Sitedeki sweatshirtün fiyatına değeceğini düşünüyor musunuz?
- Kesinlikle değmez
 - Değmez
 - Ne değer ne değmez
 - Değer
 - Kesinlikle değer

		Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum ne katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
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15	Sitede sweatshirt hakkındaki yorumlar güncel	O	O	O	O	O
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17	Sitede sweatshirt hakkındaki yorumlar dürüst	O	O	O	O	O
18	Sitede sweatshirt hakkındaki yorumlar güvenilir	O	O	O	O	O

19) Sitedeki sweatshirt'ü alırdım.

- Kesinlikle muhtemel değil
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21) Sitedeki bu sweatshirt'ü alacağım

- Kesinlikle makul değil
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- Kesinlikle makul

		Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum ne katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
22	Sitedeki yorumlar kararımı vermemde bana yardımcı oldu	O	O	O	O	O

23	Sitedeki yorumlar kararımı vermemde önemli rol oynadı	O	O	O	O	O
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24) İnternette kıyafet alırken internet sitelerindeki yorumları okuyor musunuz?

- Her zaman
- Sık sık
- Bazen
- Nadiren
- Asla

25) Çevrimiçi bir şey satın aldığımızda web sitelerine yorum yazar mısınız?

- Her zaman
- Sık sık
- Bazen
- Nadiren
- Asla