

What cues influence the perceived usefulness and credibility on an online review? A conjoint analysis

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Abstract

Due to the abundance of information available, consumers rarely focus on all available information when evaluating online reviews. The aim of this study is to assess the relative importance of the argument strength, argument sidedness, writing quality, number of arguments, rated review usefulness, star rating and number of reviews in determining perceived review usefulness and credibility. Additionally, we use insights from the Elaboration Likelihood Model (ELM) to explore the effect of involvement with the product on the cues' relative importance. Results of a conjoint analysis (n = 108), show that, overall, argument strength and writing quality are the most important cues, while star rating and the number of reviews are the least important for perceived review usefulness and credibility. Argument strength and star rating are more important for people more highly involved with the product while writing quality and rated review usefulness are more important for the low involvement group.

Keywords: *eWOM; Conjoint analysis; Involvement*

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