

Company Preference Structures for Online Review Platforms: A Conjoint Analysis with Online Retailers and Traditional Companies

Tatjana König

Saarland Business School htw saar

Nika Hein

Saarland Business School, htw saar

Vivien Nimsgern

Saarland Business School htw saar

Cite as:

König Tatjana, Hein Nika, Nimsgern Vivien (2021), Company Preference Structures for Online Review Platforms: A Conjoint Analysis with Online Retailers and Traditional Companies . *Proceedings of the European Marketing Academy*, 50th, (93937)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



Company Preference Structures for Online Review Platforms: A Conjoint Analysis with Online Retailers and Traditional Companies

Abstract

Using online review systems to generate electronic word-of-mouth (eWoM) has increasingly become a standard for companies. In contrast to B2C research, few scholars have focused on online reviews from a B2B perspective and even less research focuses on the value exchange between platform providers and the sourcing company. This paper contributes to filling this void by analysing company preference structures for Online Review Platforms (ORPs). Two company surveys (n1=135 online retailers, n2=115 incumbents) served as empirical basis to identify conjoint-based preference structures in different company segments. Results show that “price” is the most, and “communication channels for distributing review results” the second most important criterion in both segments. Value contributions differ significantly for individual channels and for specific platforms. Companies need to acknowledge the complexity of choosing ORPs and providers benefit from knowing customers’ preference structures.

Keywords: *electronic Word-of-Mouth (eWoM); Online Review Services; B2B-Platforms*

Track: Business-To-Business Marketing & Supply Chain Management