Online Consumer Reviews (OCRs): A systematic literature review and develop future research agendas using the TCCM approach

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Abstract

The study adopts the Theory-Context-Characteristics-Methods (TCCM) framework to provide a comprehensive understanding of Online Consumer Reviews (OCRs) research and assist researchers and practitioners in understanding the current state of the literature identifying the gaps, and proposing future research directions. A rigorous four-phase systematic literature review (SLR) methodology was developed to create a comprehensive dataset of 149 marketing literature over the last seven years (2015-2021). Several theories have been identified in the literature, and an integrated conceptual framework is derived from the variables to provide better future research directions. The analysis demonstrates a need for more research in B2B, airline, social media, and other emerging industries. The main contributor of OCRs research is USA, and there is a need for more study in the emerging marketing contexts. Synthesising top marketing literature in OCRs can provide new perspectives on the TCCM framework, helping the stakeholders assess the most beneficial course of action.

Keywords: *Online consumer reviews; TCCM; Literature review*

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