

Investigating the Role of Interpersonal Relationship on the Effectiveness of Online Reviews on WeChat: Evidence from China

Hao Zhang

Northeastern University

Xiaoning Liang

Trinity Business School, Trinity College Dublin, the University of Dublin

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Abstract

This study investigates the effect of interpersonal relationships (i.e., interpersonal closeness and social status) on the effectiveness of online reviews on WeChat Moments. This study designed three between-subjects experiments to collect data. Data was then analysed using SPSS 22 to test the main and interaction effects. The results show that interpersonal closeness and social status can directly and interactively influence the effectiveness of online reviews. Online reviews posted by users with a higher level of interpersonal closeness or social status are more effective. Moreover, interpersonal closeness and social status can positively interact to influence the effectiveness of online reviews. Review valence is also found to moderate the impact of interpersonal relationships on the effectiveness of online reviews.

Keywords: *social status; interpersonal closeness; review valence*

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