

A Rare Species: Examining Frequent Online Review Posters and their Posting Behavior

Sabrina Gottschalk

Cass Business School, City, University of London

Alexander Mafael

Freie Universität Berlin

Jana Möller

Freie Universität Berlin

Cite as:

Gottschalk Sabrina, Mafael Alexander, Möller Jana (2020), A Rare Species: Examining Frequent Online Review Posters and their Posting Behavior. *Proceedings of the European Marketing Academy*, 49th, (63092)

Paper from the 49th Annual EMAC Conference, Budapest, May 26-29, 2020.



A Rare Species: Examining Frequent Online Review Posters and their Posting Behavior

Abstract

Online reviews are available in large quantities and for a wide range of products and services. Interestingly, most of this review content is produced by a small group of active review posters, who voice their opinion frequently. Despite their dominant role in the generation of new reviews, frequent review posters and their behavior are not well understood. We propose that frequent posters favour review settings, in which their opinion belongs to the minority of previously posted ratings. This behavior sets them apart from other, less frequent posters, who seem to shy away from posting in a minority perspective and prefer majority settings. Frequent posters reported lower social risk perceptions and increased posting intention when they perceived their opinion to be in the minority. This effect was conditional on identity-relevance of the product domain. We add to literature on review posting behavior by shedding light on important individual differences between reviewers.

Keywords: *online review posting behavior; opinion minority; identity relevance*

Track: Digital Marketing & Social Media