

The influence of the quantity of mistakes in online reviews on the reactions of internet users

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Abstract

This research focuses on the impact of mistakes in online reviews on the behavior of Internet users. Previous studies demonstrate that the presence of mistakes most often generates negative reactions on the reader. However, mistakes remain a linguistic element indicating a socio-affective presence online, so we can ask ourselves if their absence will not also generate negative reactions among the reader. Within the framework of this research, we therefore focus on the number of mistakes and on the emotional, cognitive and conative reactions that result from them. For this purpose, we carried out an exploratory study with 22 French Internet users. Our research thus highlights that there is a number of mistakes required to prove an effective social presence to the readers, while keeping the general credibility of the review.

Subject Areas: *Consumer Behaviour, Electronic Commerce and Internet Marketing*

Track: Digital Marketing & Social Media