

Don't be Emotional - Influence of Online Customer Experience Dimensions on Review Helpfulness

Annika Wagner
University of Stuttgart

Cite as:

Wagner Annika (2024), Don't be Emotional - Influence of Online Customer Experience Dimensions on Review Helpfulness. *Proceedings of the European Marketing Academy*, 53rd, (118662)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024



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Abstract

While customers use online reviews to express their overall experience with a product or service, prospective customers use reviews as a source of information in navigating their purchase decisions. It remains unclear how the different dimensions of the online customer experience (CX) affect review helpfulness, which is important for firms to understand as helpfulness of reviews can drive sales. The present study evaluates the impact of linguistic features that are related to online CX on review helpfulness. We applied a negative binomial regression analysis on 78,424 Amazon.de reviews for Amazon Alexa Skills. Our results reveal that an affective language style shows a negative effect on review helpfulness, while cognitive and social language styles exert a positive impact. Our findings contribute to the literature by providing a generalizable approach to measuring online CX dimensions and extend current research and managerial insights on review helpfulness, by linking it to CX.

Subject Areas: *Consumer Behaviour, Customer Satisfaction and Delight*

Track: Digital Marketing & Social Media