

Exploring the Role of Reviews in Shaping Consumer Satisfaction and Favorable Feedback

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Abstract

This research investigates whether, and if so why, the way consumer reviews are collected impacts consumers' satisfaction. Asking consumers to rate a negative experience on multiple dimensions first before fully reviewing it, increases the satisfaction exhibited in their written reviews. Asking consumers to review a positive experience first before rating it on multiple dimensions increases the level of satisfaction exhibited within the review. This effect occurs because of refocus. Using multiple methods, contexts, and studies, this research contributes to a body of research investigating how review collection can impact consumer satisfaction, and how brands can elicit more favorable consumer reviews.

Keywords

negative reviews, positive reviews, review collection

Track

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