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4. How do People Evaluate Electronic Word-Of-Mouth? Informational and Normative Based Determinants of Perceived Credibility of Online Consumer Recommendations in China

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Abstract

This study empirically examined the informational and normative based determinants of perceived credibility of online consumer recommendations in China. Past literature demonstrated that informational influence is important in affecting reader's evaluation of incoming information and the effectiveness of a communication. This study extends from the previous Word-of-Mouth studies by including the normative factors. Since online consumer discussion is characterized by its social aggregation, we argue that several normative cues could be salient and play significant roles in shaping a reader's credibility evaluation towards the eWOM recommendation. The informational determinants (argument strength, source credibility and confirmation with receiver's prior belief) and the normative determinants (recommendation consistency and rating) are investigated via an online survey to users of a famous online consumer discussion site in China (myetone.com). Results supported our proposed research model which substantiates the effects of perceived eWOM review credibility from both informational-based and normative-based determinants. This research provides researcher and practitioners with insights on receiver's eWOM evaluation.

Keywords: eWOM, Online Consumer Discussion Forum, Informational and Normative Influence, Credibility

Introduction

Following the development of network technology in China, the Internet is now penetrating into almost every aspect of people's life. One recent phenomenon is the popularity of online consumer discussion forums. Internet users are able to seek and read consumer recommendations from other experienced consumers, resulting in a new form of Word-of-Mouth (WOM) communications. Researchers often refer to this online consumer sharing activity as electronic WOM (eWOM) (Hennig-Thurau et al., 2004). Two famous examples in China include dianping.com and myetone.com, both of which are reported to have millions of registered members.

Online consumer forums provide virtual meeting places for diverse individual consumers. They extend and open up the WOM network from one's immediate contacts to the entire Internet world. As more people utilize product information from eWOM network for making purchase decisions; the process by which people evaluate the credibility of these online

consumer recommendations is particularly interesting. This is because eWOM arises from a possibly unlimited number of unknown participants, and the presence of the vast amounts of unfiltered information makes the information validity uncertain. (Eysenbach, 2000; Shon & Musen, 1999). Yet, an increasing number of people are relying on eWOM to help with their product purchase decisions. It is believed that people deliberate on the credibility of eWOM to a greater extent than traditional WOM when seeking online product recommendations, and will only take the online advice they perceived to be credible (Wathen and Burkell, 2002). Thus, investigating how people evaluate online recommendation credibility would help to better understand the process by which eWOM is being used.

In this study, we follow the theoretical lens of Deutsch and Gerard's (1955) Dual-Process theory to determine the informational and normative factors that influence readers' credibility judgment of online consumer recommendations in China. Traditional communication theories state that informational factors (such as source, message and receiver) are the major elements that affect a reader's information evaluation (Wathen and Burkell, 2002). For example, the trustfulness of the information source or the way he/she deliver the message could provide hints to decide if his/her information is believable. However, since online recommendations are submitted by total strangers in text-format, would the informational factors still be important or sufficient in the eWOM evaluation? Besides, online discussions are characterized by its strong social aggregation capacity. Thus, would other normative cues become more salient and play a bigger role in affecting a reader's information evaluation? For instance, access to more comprehensive group opinions could be facilitated through the Internet because responses from different participants are easier to be aggregated and to be displayed online. Therefore, we argue that normative factors should also be considered in the eWOM context. In this study, we looked into both informational and normative based determinants of perceived credibility of online consumer recommendations. In addition, its role in reader's adoption of eWOM is also examined and discussed.

Online Consumer Discussion Forum

Online consumer discussion forums provide an online avenue for users to share their consumer opinions via the Internet. This results in a new wave of WOM communication, i.e. eWOM (Evans et al., 2001). However, the characteristics of online consumer sharing make eWOM and the traditional WOM communications differ in several ways. First, the communication network in eWOM is much larger. More contributors and audiences are involved, and the reach of such communication extends beyond small personal connections to the Internet world. Second, eWOM breaks the restrictions on time and location. The asynchronous discussions are usually kept for sometime to allow other users to participate or read the messages at their own pace (Hoffman and Novak, 1997). Thus, it is attractive to Internet users and becomes one of the favorite sources for consumer advice. However, as more participants are included, users usually receive the online WOM comments from a variety of unknown users. Therefore, credibility is always a major concern for eWOM receivers. They may not be able to judge the eWOM information as the way they did when the advices are obtained from friends or family. Nevertheless, the aggregation power of online discussion forums, on the other hand, provide additional cues, such as normative opinions, that help users to evaluate the credibility of online recommendations compared to offline WOM communications.

Online consumer sharing has been a popular research area in recent years. Current studies on eWOM focus mainly on user's contribution behavior (Rafaeli and Raban, 2005), such as their sharing motivations or inhibition. However, relatively little research attention has been paid

to the information receivers' perspectives. The impact of online consumer discussion is not limited to serve as a place for consumer sharing, but also has great potential to affect readers if they intend to use the online recommendation for purchase decisions. Research on the usage of eWOM information has been somewhat neglected in the literature.

Theoretical Development

Effects of Perceived eWOM Credibility on eWOM Adoption

eWOM credibility is defined as the extent to which one perceives the recommendation as believable, true, or factual (Tseng & Fogg, 1999; Simons, 2002; Fogg et al, 2002). It should be noted that the credibility here refers to the online recommendation itself, and not the trusting beliefs about a person or an organization. For instance, a person may perceive a piece of information from a web site as credible but doubt another piece of information obtained from the same web site.

Wathen and Burkell (2002) pointed out that a key early stage in the information persuasion process is the receiver's judgment of the information credibility; it determines how much an individual subsequently learn from and adopt the incoming information. Thus, if people think the incoming information is credible, they will have more confidence to adopt the eWOM comments and use them for making purchase decisions. (Sussman and Siegal, 2003) Many researches have already proven the relationship between information credibility and adoption. One empirical example is from McKnight et al's (2002) study. They demonstrated the positive effect of receiver's perceived information credibility on willingness to accept the information of a website. In eWOM, if the reader perceives the product review/recommendation as credible, he/she will learn from and use the review. On the other hand, if it is perceived as less credible, the effect of the review will be discounted. The reader is unlikely to follow the information to avoid potential risk. Thus,

H1: Perceived eWOM credibility will have a positive effect on eWOM review adoption.

Antecedent of eWOM Information Credibility – Dual Process Theory

Over the past years, many theories have been applied to explain the question of how people are influenced by received information, (such as Yale's Model, Hovland, 1953; the Elaboration Likelihood Model, Petty and Cacioppo, 1986). Most of them focused mainly only on the informational influence, but few have taken into account the social context during the communication (Fiske, 1991). Deutsch and Gerard's (1955) Dual-process theory, on the other hand, emphasizes the communication influence model via both the receiver's self-judgment of the information as well as the normative power from other audiences. This theoretical foundation is found to be useful in explaining communication effectiveness when group opinions/discussion is present (Briggs et al., 2002; Sia et al., 2002) and hence would be appropriate to apply in eWOM communications. This is because eWOM is considered to be an open discussion that involved numerous participants. The proposed research model is depicted in Figure 1 below.

Dual-Process theory posits that two distinct sources of influence would affect the persuasiveness of received information: informational influence and normative influence (Deutsch & Gerard, 1955). Informational influence arises from information obtained from others as evidence about reality. The influence is based on the receiver's self judgment of the received information and hence the relevant components of the information, such as the content, source and receiver are considered for communication evaluation. Normative influence refers to the influence on individual to conform to the norms/expectations of others

that are implicit or explicit in the choice preference of the group or community. In normative influence, people's communication evaluation is based not so much on the received information, but is affected more by others' opinions. Deutsch and Gerard's (1955) Dual-process theory has been studied in various contexts such as neighborhoods, university settings, workplaces community (Burnkrant & Cousineau, 1975; Kaplan & Miller, 1987). We will follow its framework and examine both informational and normative factors in eWOM communications.

Informational Based Determinants

Three informational based determinants widely studied in communications literature are the information content quality, the source and the receiver characteristics.

- **Argument Strength**

Argument strength concerns the quality of the received information. It is the extent to which information receivers perceive the quality or strength of the message arguments. Many researches have demonstrated that argument strength will directly affect the attitude of the receiver (Cacioppo et al, 1983), particularly in online environments (Sia et al., 1999). If the received information is perceived to have strong arguments, receivers will develop a positive attitude towards the information and believe it as credible information. Otherwise, they will adopt a negative attitude towards the information and incline to treat the information as not credible. Many previous literatures (Bunker & Marie, 1993; Nabi & Hendriks, 2003) have demonstrated the effect of argument strength on perceived credibility in both physical communication and computer-mediated communication context. Information quality has proved to be an important element that people use to evaluate incoming communications. In eWOM environment, we believed that readers also judge the credibility of online recommendations based on the argument strength of the eWOM message. Thus,

H2a: Argument strength will have a positive effect on perceived eWOM review credibility.

- **Source Credibility**

Hovland (1951) showed that the communicator's credibility, attractiveness, physical appearance, familiarity and power, etc., which are attributes of the information source, could have an impact on the credibility of the message. Eagley and Chaiken (1993) also found that communicators with more positive attributes were more persuasive than those with less positive attributes. In an online environment, Lim et al. (2004) found that people perceived as peers could have a significant positive impact in influencing online decision making. However, in computer mediated communication where textual messages are exchanged, some attributes such as attractiveness and physical appearance of the source are difficult to assess, because the nature of virtual discussion may not permit the conveyance of such cues. In eWOM, the more salient cues of the source may be his/her reputation of credibility, which is usually shown along with the member's profile. Thus, readers are able to know how credible the eWOM communicator is. In this research, we will examine how source credibility affects the reader's evaluation of perceived recommendation credibility. Past studies indicated that source credibility in the offline world would determine the effectiveness of a communication (Eagley et al, 1978). People tend to believe information from a source with high credibility and to accept these information more readily. If the source has low credibility, receivers are less likely to accept that information (Grewal et al, 1994). Although the source credibility in this study is only the "virtual credential" of the eWOM source, it is believed to have a similar effect. Ba and Pavlou's (2002) study on the effect of virtual

reputation systems has found that virtual credibility could also have strong influences on the attitude change of the received information. Thus,

H2b: Source reputation will have a positive effect on perceived eWOM review credibility.

- Confirmation with Receiver's Prior Belief

Consumers can detect the level of disconfirmation/confirmation between the received information and their prior belief of the reviewed product/service, through various direct or indirect experiences. When they detect that the information is consistent with their prior knowledge, they would have more confidence to believe the received information (Crocker 1981; Alloy & Tabachnik 1984) and use them for subsequent purchase decisions (Peterson & Wilson 1985; Zeithaml 1988). Many researches have shown that the disconfirmation/confirmation with prior beliefs will significantly influence the credibility of the received information (Fogg et al, 2001, Fogg et al, 2003). Thus, when reading from online consumer discussion forum, if the current online recommendations have advice that confirms the reader's existing belief, he/she will more likely to believe the information. However, if the recommendation disconfirmed the prior belief, the reader will probably refuse to accept the suggestion of the information and would discount its validity. Thus,

H2c: Confirmation of receivers' prior belief will have a positive effect on perceived eWOM review credibility.

Normative Based Determinants

Although the discussed informational based determinants could explain how people assess and evaluate the credibility of eWOM, it neglects the important aspect of normative influence. It occurs when information on the position favored by other members are available during communication. We believed that it is a salient and important effect in evaluating eWOM communication and we have identified two normative indicators in this study:

- Recommendation Consistency

Recommendation consistency indicates the extent to which the current eWOM recommendation is consistent with other contributor's experience concerning the same product or service evaluation (Zhang & Watts, 2004). In online consumer discussion forum, the product comments are usually submitted by more than one experienced consumer. All these comments are gathered and presented together to the readers. Thus, it is very easy for people to get opinions from different forum users and compare the consistency between the recommendations. If the current recommendation is consistent with the opinions of other forum users, readers are likely to rate the credibility of this recommendation more highly as people tend to follow and believe in normative opinions. Contrarily, if the receiver read a piece of eWOM recommendation which is inconsistent with most of other recommendations on the same product, they will feel confused and perceive the current eWOM opinion as less credible. Hence,

H3a: Recommendation consistency will have a positive effect on perceived eWOM review credibility.

- Rating

Rating indicates the overall rating evaluated by other readers on this eWOM recommendation. The online consumer discussion forum allows users to give their evaluation

on the eWOM message they read. They can mark a high or low rating score according to their perception of the message. Thus, the aggregate rating is another representation of how previous readers react to this recommendation. Many researches have demonstrated that this rating score could significantly influence how receivers perceived the information credibility (Eysenbach, et al, 2000; Price, & Hersh, 1999). If most of other readers marked a high level of rating on this message, it implies that most of the users agree and believe the content of the message. Conversely, if most other readers give a very low rating to the information, it indicates that most people disagree with this information. This could arouse the reader's suspicion, and thereby doubt the credibility of the review message. Thus,

H3b: Rating will have a positive effect on perceived eWOM review credibility.

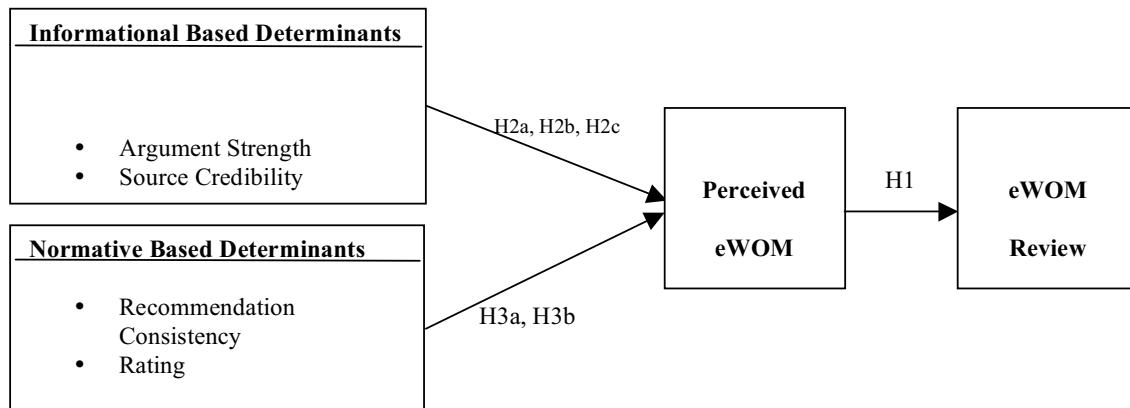


Figure 1- Research Model

Methodology

The research model is tested using online survey method, where users of a popular Chinese online consumer discussion forum---www.myetone.com were invited via emails to participate. We chose the survey method because it permits the gathering of real field information from people who use online consumer discussion forum in their daily life, thereby enhancing the realism of the research. Myetone is a popular consumer forum in China and was started in 2004. As with many other online consumer discussion forums, this site permits the sharing of a diversity of opinions concerning with various kinds of products and services. The website is reported to have about one million users and potential respondents were selected to participate in this study randomly.

All instrument items were adapted from previous research and some amendments were made to fit the context of our research. Since the instruments were built using English, we first translated the questions into simplified Chinese, and then send both the English version and our translated simplified Chinese version questionnaire to a native Chinese speaker who is currently a research student majoring in English to proofread our translation. Disagreements in wordings and meanings were resolved through further discussion. A pilot study was conducted prior to the actual data collection. We have randomly selected 25 members of Myetone and invited them to participate in this pilot study via email. They were asked to fill in the online questionnaire and then were interviewed to report any difficulties in understanding the questions and to give suggestions. Results indicated that there is no major problem in understanding the questionnaire instructions and items; there is no missing important constructs, and the measurement statistics is good enough to proceed to the actual

data collection. Some slight changes (refining the items of some constructs, adding some explanation about some constructs) were made according to the respondents' suggestions.

There are two main sections in the online questionnaire. The first section included an explanation of our research purpose (to explore the reader's attitude towards the online consumer recommendations obtained from a discussion forum); explanations of some special terms used in the questionnaire and the incentive (lucky draw) of participations. The second section is the question items. We asked the respondents to answer the questions referring to the most recent online review recommendation that they read from myetone. They were encouraged to retrieve the actual review, as well as to leave the hyperlink of that review, to permit the review to be inspected retrospectively. Questions about argument strength, source credibility, confirmation with prior belief, recommendation consistency and rating were then asked respectively. Finally, they were asked to fill in some personal demographic information for statistics purpose.

Descriptive Statistics & Measurement Model

In total, 1500 invitation emails were sent to users of Myetone.com. We have received 159 responses, resulting in a response rate of 10.6%. Likert-type 5-point scale was employed. 27% of the respondents are active members of myetone. We have compared the active and non-active members using T-test, and no significant difference was observed. Table 1 shows the descriptive and internal consistency statistics for all constructs in the research model. Convergent validity is used to judge the extent to which each measurement item is related with its corresponding theoretical construct. When this relationship is at a high level, the convergent validity is high. Fornell and Larcker (1987) recommended the value of composite reliability to be equal to or above 0.70, and the Cronbach's Alpha above 0.60 would be acceptable reliability of the instruments. It can be seen from Table 1 that the composite reliability and the Cronbach's Alpha of all constructs exceed the corresponding threshold criterion values. This indicates sufficient internal consistency and reliability.

Construct Items	No. of Items	Means	Cronbach's Alpha	Composite Reliability
Argument Quality (ARGU)	5	3.401	0.792	0.861
Source Credibility (SOURCE)	5	3.412	0.860	0.898
Confirmation with Prior Belief (BELIF)	4	2.968	0.723	0.813
Recommendation Consistency (CON SIS)	2	3.290	0.664	0.850
Rating (RAT)	3	3.467	0.766	0.864
Perceived eWOM Credibility (CRED)	4	3.492	0.855	0.901
eWOM Adoption (ADOPT)	5	3.567	0.772	0.844

Table 1- Descriptive Results and Internal Consistency of Model Constructs

Discriminant validity indicates the extent to which the items of a construct are distinct from those of other constructs. According to Fornell and Larcker (1981), the discriminant validity is acceptable when the square root of each construct is larger than its correlations with other constructs (the AVE shared between the construct and its indicators is larger than the AVE shared between the construct and other constructs). Table 3 shows that all values of the square root of AVE are above 0.70, and are larger than all other cross-correlations, indicating that the variance explained by the respective construct is larger than the measurement error variance (Fornell & Bookstein, 1982). Besides, multicollinearity indicates the extent to which an independent variable varies with other independent variables, and excessively high

multicollinearity would challenge the statistical assumption that the independent variables are truly independent of each other. The variance inflation factors (VIF) of all independent variables are lower than 10, which suggest the absence of multicollinearity, in our survey. The VIF values shown in Table 2 are all much lower than 10, indicating the independent variables in our research are independent of each other. To examine the presence of common method bias, Harman's single factor test was applied. The result of the principal components factor analysis revealed that the first factor did not account for a majority of the variance and also no single factor emerged from the factor analysis. This indicated that common method bias was not a major issue in our data (Podsakoff, Mackenzie, Lee and Podsakoff, 2003).

Dependent variable	Independent variables' VIF				
	ARGU	CON SIS	RAT	SOURCE	BELIEF
CRED	1.706	1.307	1.749	2.200	1.213

Table 2-Multicollinearity Test Result

	ARGU	CON SIS	RAT	SOURCE	BELIEF	CRED	ADOPT
ARGU	0.745						
CON SIS	0.275	0.861					
RAT	0.386	0.382	0.825				
SOURCE	0.599	0.361	0.615	0.799			
BELIEF	0.272	0.256	0.328	0.384	0.729		
CRED	0.636	0.439	0.542	0.673	0.423	0.834	
ADOPT	0.604	0.379	0.568	0.59	0.384	0.647	0.721

Table 3- Square root of AVE and Cross-Correlations

Structural Model Analyses

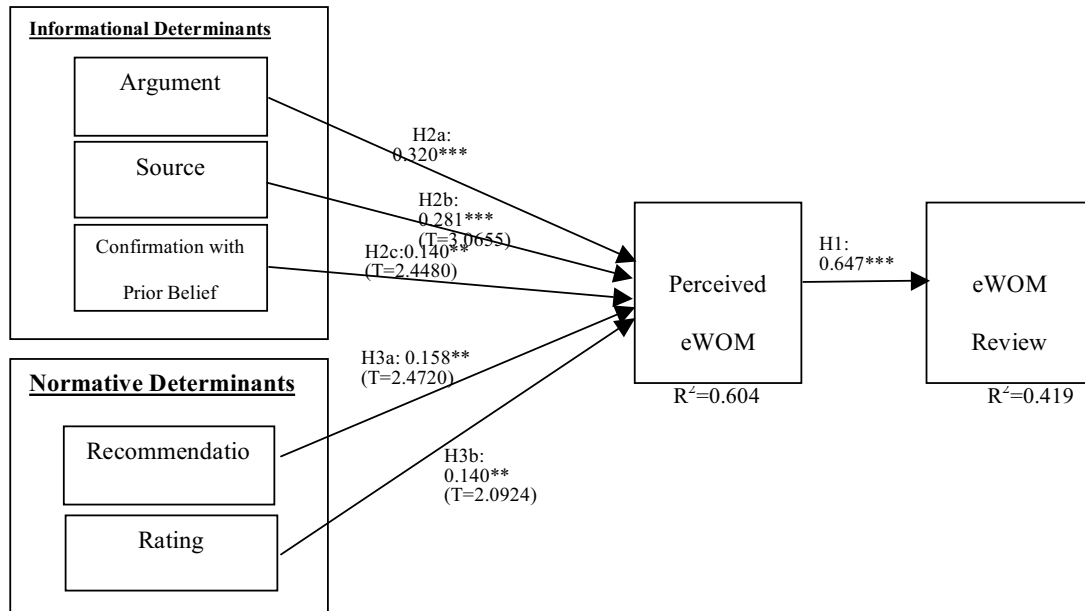
The Partial Least Squares (PLS) was used to test the research model. PLS is a latent structural equation modeling technique that used a component-based approach to estimation (Lohmoller, 1989). It has strong ability to model latent constructs under conditions of non-normality and with less restrictive demands on sample size and residual distribution (Chin, 1998). Figure 2 shows the structural model results. The model explained 60.4% of the variance of perceived eWOM review credibility, showing a rather high explanatory power. And perceived eWOM review credibility construct alone could explain 41.9% of variance of eWOM review adoption. This provides substantial evidence of the strong relationship between the two constructs. Thus hypothesis H1 is supported.

All determinants of informational influence (H2a, b, c) and normative influence (H3a, b) are supported. Argument strength and source credibility are found to be statistically significant at $p < 0.01$ level while confirmation with prior belief, recommendation consistency and rating are significant at $p < 0.05$ level.

Discussions & Limitations

This study applies Dual-process theory of information processing to examine how users of the online consumer discussion forum evaluate the credibility of online consumer recommendations. It further examines the extent to which perceived credibility will lead to their ultimate adoption of the eWOM recommendation. The structural model provides over 60 percent of variance explained by the independent variables to perceived eWOM review credibility, and perceived credibility explained over 40 percent of variance of eWOM review

adoption. This provides empirical evidence of the validity and explanatory ability of the theoretical model.



Note: **Significant at $p < 0.05$ level; ***Significant at $p < 0.01$ level

Figure 2- The PLS Result

According to the data analysis results, it was found that informational based determinants - argument strength, source credibility, and confirmation with receiver's prior belief can significantly influence the perceived eWOM credibility. These findings are consistent with the findings of past communications research. This indicates that a contributor's virtual credibility reputation is and can be a significant indicator that readers use to evaluate the eWOM message. The quality of recommendation is also important. Readers do not simply follow comments blindly. Rather, they tend to believe in opinions that are supported by valid and strong arguments. Also, if the online recommendation holds inconsistent views with the receiver's prior beliefs, the receiver will tend to suspect its credibility. People are more willing to accept and trust information that are similar to their own. In addition to these informational determinants that have been reported in the past, we found that normative influence cues can also affect how people determine the credibility of online recommendations. This provides us with a new insight on eWOM communication; we should also take normative influence into consideration when understanding the usage or impact of eWOM. Both recommendation consistency and rating are found to be significant. The aggregation power of online discussion forum allows users to use these normative cues to evaluate the eWOM messages. If similar experiences are repeatedly reported by different forum users, it is more likely to make readers believe in that experience (Consistency). Besides, the aggregate rating of past readers can allow users to know how other readers judge that piece of online recommendation. This could help to increase their confidence in the review. Normative cues in eWOM context may be able to supplement the informational cues present.

Some limitations must be acknowledged for the current study. First, there is a possibility of response bias. Although we have randomized our invitations to members of all level (active or inactive), users that are interested in eWOM may be more likely and willing to fill in the online survey. We have tested the response bias by comparing the first and the last 25% of respondents that fill in the survey with T-tests, no significant different was found. Second, the survey sample of this research is limited to one online consumer discussion forum. Thus, it is necessary to exercise caution to avoid over-generalizing the findings of this research. Nevertheless, we believed that the results can be applied to online consumer forums with designs similar to that of myetone.

Implications

This research has implications on the nature of information credibility building via Dual-process Theory. In previous literatures, use of Dual-process Theory to study information credibility was mainly in a physical environment. This study is one of the first to extend its application to an online review context. According to Dual Process Theory, there will be two distinct influence for receivers to perceive and judge the communication----- informational influence and normative influence. Informational influence comes from the content of the received information, which is not expected to lead to significantly different effects between physical or online virtual community. Previous researches have already shown that informational influence can both affect the perceived credibility of the received information both in physical and virtual environments. In this study, beyond showing that informational influence can affect information credibility, we found that some aspects of informational influence can be very influential on the receivers' perceived eWOM credibility, such as the argument strength, source credibility and consistency with receiver's prior belief. Normative influence is rooted in other people's opinions about the information and how these opinions will affect the receiver's judgment. Our finding suggests that in a virtual discussion context, the normative influence also has a rather strong effect on the perceived credibility of the received information.

In particular, the findings on recommendation consistency and rating demonstrate the ability of normative forces to lead to private opinion change, as is consistent with the research of Deutsch and Gerard (1955), even in an Internet-based discussion forum. However, the results differ from Asch's (1951) finding that the normative influence in that study only leads to public compliance, but not to changes in private opinions. Whether this difference arises because of differences in demographics between members of the different communities, or because of differences in other aspects of communities such as its culture, is still unclear and calls for further research. Overall, the results show that the Dual-process Theory provides a useful theoretical framework for understanding how different forces, both informational and normative, could influence the credibility evaluation of eWOM recommendations.

Understanding how members perceive credibility of eWOM reviews is particularly important for the survival and development of an online consumer discussion forum. This is because a high level of eWOM review credibility will enhance the adoption desire of the online recommendation, reinforce their perceptions that the forum is a useful source of information, so as to induce them to repeatedly surf the forum. Without a high level of perceived information credibility, members of the forum will lose their desire to visit the website again and eventually dismiss it totally. Our study presented a picture about the factors that will influence the perceived online recommendation credibility, and could provide administrators of online consumer discussion forums with strong instructional insight.

The results suggest that informational influence has a strong effect on the perceived credibility. Among these factors, the argument strength and source credibility are the most significant factors. This is consistent with many previous studies that these two factors are the most dominant factors in the information receivers' cognitive processes. Thus, the operators of an online consumer forum could focus on how to improve the eWOM quality and the source credibility reputation in their eWOM forums. To improve the information quality, the forum administrators could provide guidelines to users on how to contribute good product evaluations, such as, which product aspect should be considered and included in their messages. To improve the source credibility reputation, the forum administrators could initiate reward schemes to recognize reputable contributors who consistently post high quality reviews. In our research, normative influence also has a significant effect. Thus, forum administrators could harness the power of normative influence to drive even more traffic to such forums. First, the rating system could be refined to permit evaluations along several dimensions deemed salient to review readers. Second, review readers can be empowered with tools to permit them to search/sort reviews along numerous criteria, such as ratings, consistency levels, etc. Third, the review system can be enhanced to encourage readers to share useful reviews with their friends and peers, thereby leveraging on the networking effect of the Internet

Conclusion

In summary, this study provides new insights on understanding perceived eWOM review credibility in online consumer discussion forums. The analysis results substantiate the effects of perceived eWOM review credibility from both informational-based and normative-based determinants. It has both significant theoretical and practical contributions, and it paves the road for further studies. We hope our study can encourage future researches to more fully understand the cognitive process in handling online consumer recommendations from the receiver's perspective.

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