Content Analysis for Emotional Based Purchasing Decision-Making: The Case of Amazon

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Abstract

Understanding the role of online user reviews in e-commerce has gained more scholarly interest. The increasing advancements of Web 2.0 has radically altered how consumers express their experience on merchandises.

Most of the empirical studies conducted to understand the role of user reviews in e-commerce related customer’ behaviors, approached the subject using quantitative research design and data analysis methods. As a result, these studies mainly focused on measurable related user reviews factors that influence purchasing decisions.

Findings from these studies have established the imperatives for a more in-depth study of the purchasing decision-making process. More specifically, there is a need to look at the role of hidden or unconscious feelings/emotional dimensions that may play in the purchasing decision-making process as well.

The goal of this mixed-methods study is to explore what motional expressions Amazon customers express in their reviews, and the impact it has on their purchasing decision-making process.

The study is still in its developmental stages, so results cannot presented at this time. However, the authors have identified the methodologies required, the data analytical techniques to be employed, and more importantly, the review of the literature that guides the study. This effort has enriched the focus of this study, particularly the research questions that will guide the study. More impressively, the authors will make use of the opportunity of presentation to increase awareness about the significance of understanding the emotional behavior or the sentiments of customers in their purchasing decision-making process. Such an awareness is expected to generate critical questions from the audience. Our responses, and mutual engagements will no doubt further enrich the scope of our study.