
Emergent Research Forum Paper

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Abstract
Previous research has examined the motivations for online customer review behaviors mainly from customer perspective. Adopting the self-determination theory, this ERF paper builds a theoretical framework explaining the motivations for online customer review behaviors combining customer-driven, vendor-driven, and website-driven motivations. In particular, this study aims to provide explanation and support for the interaction effect of customer-driven motivations and vendor/website-driven motivations, offering a fresh angle in understanding customers’ online review behaviors. We plan to conduct a field study on Taobao.com to collect data and test the framework. SPSS and SEM software packages will be used for verifying the measurement and testing the whole model. The study will contribute to the literature about motivations for online customer review behaviors by providing a more integrated model based on the knowledge of self-determination theory. The study will also have practical implications by offering guidelines to online vendors and website designers.

Key Words:  
Online review, motivation, self-determination theory