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The Effects of Device Type and Visual Information on Consumer Purchase Intentions of eWOM

디바이스 종류와 시각정 정보가 온라인 리뷰에 대한 소비자의 구매 의사 결정에 끼치는 효과

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주혜민

Abstract

The Effects of Device Type and Visual Information on Consumer Purchase Intentions of eWOM

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The rise of the smartphone allows consumers to share their experience in anywhere and anytime with their smartphone. Under the new platform, eWOM created with mobile device

thrives. Not only the difference between eWOM written with mobile device and nonmobile device, but also the role of visual information in the eWOM intrigued the author's interest.

The paper tests three hypotheses with one field experiment and two lab experiments. Study 1 measures correlation between helpfulness of the reviews and the device type the reviews were written with. Using real-world data from TripAdvisor, the author proves that people find the review more helpful when it was written with mobile device than nonmobile device. Study 2a and Study 2b demonstrates moderation effect of visual information. The studies assume that if an online review has visual information and was written with a mobile device, consumers will recognize it as more effortful and credible source than the reviews written with nonmobile device. Therefore, mobile-generated online review, which provides visual information, would lead to higher purchase intentions than mobile-generated review without visual information.

The studies successfully satisfied hypotheses, except Study 2b. The paper, however, presents meaningful future research direction in overall.

Keywords: mobile device, visual information, perceived effort, perceived credibility, online review, purchase intentions

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1. Introduction

With the development of mobile device and wireless network technology, consumers are now can easily shop online anytime, anywhere they desire. This change allows consumers to create user-generate content (UGC) before, during, and after experiencing a product or service. Then, they actively share UGC with other consumers, rating the products they purchased, writing reviews about the restaurant they recently visited.

Dissemination of smartphone brought the author's attention to observe difference between UGC created from mobile and UGC created from nonmobile device. If there is an exact same online review, would consumer behavior depend on device type the review was written with? Previous research, Grewal and Stephen (2019) insist, that device type affects perceived effort and credibility of an online review, thus, influences consumer purchase behavior. When people read a review written by mobile device, they tend to feel that the review put more effort than a review written by nonmobile device The perceived effort is strongly related to effort heuristic (Kruger, Justin, Derrick Wirtz, Boven, and Altermatt, 2004). People think it takes more effort to write with mobile device than nonmobile device, because mobile screen is much smaller than desktop. Also, using keyboard at

desktop is physically easier than writing with narrow screen keyboard of the smartphone. This effect increases as the length of the review gets longer and longer.

Moreover, recently many reviewers post reviews with image of the product or service they have experienced. Most of online shopping websites even encourage consumers to write reviews with image by giving extra mileage. It clearly sends the message that visual information is important part of the online review. The current state of online review motivated the author to research for impact of visual information on eWOM.

The author suggests that visual information of the eWOM, online review, would significantly affect relationship between device type and purchase intention. When a review, that has visual information and is written with mobile device, consumers would feel that the review is very effortful than those without visual information. In short, perceived effort is moderated by presence and absence of visual information. Perceived credibility also would be moderated by visual information. The author conducted three studies to test main hypothesis. First, Study 1 demonstrates how consumers think about online reviews written a with mobile device compared to reviews written with a nonmobile device using real-world data of TripAdvisor. The result shows that people appreciate

helpfulness of reviews when it was written with mobile device. Study 2a and Study 2b test moderating effect of visual information on relationship between device type and perceived effort and credibility, and finally purchase intentions. Study 2a successfully supports the hypothesis, but Study 2b failed to show significant findings. Regardless of the result, the study proposes suggestive future research area.

2. Theoretical Background

Different device platform means different consumer behavior. Prior research has focused on what makes mobile-generated review different from reviews written with nonmobile devices. For example, Melumad, Inman, and Pham (2016) insist that content of UGC generated from mobile device is different from UGS generated from nonmobile device in three ways. It is much brief, very focused on their personal experience, and contains more emotional contents compared to UGC generated from nonmobile device. Ransbotham, Lurie, and Liu (2019) also assert that content of eWOM is very affected by the device type it was written with. eWOM generated from mobile device tend to be more affective, more concrete, and less extreme than eWOM written with nonmobile device.

While previous two research focused on content of eWOM, some studies focus on effect of device interface on consumer behavior. Shen, Zhang, and Krishna (2016) suggested that touching the screen of mobile device stimulates consumer's mental simulation, direct-touch effect. When consumers experience direct-touch effect, they inclined to choose more affective and hedonic product than click-and-choose condition.

Grewal and Stephen (2019) extends the research area and proposed that device type would influence evaluation of online review and purchase intentions. The authors conducted several studies and made persuasive assertion. First, they proved that people tend to feel more helpful for the reviews written with mobile device than nonmobile device. Then, the authors demonstrated that consumers perceive the review written with mobile device more effortful and trustworthy, due to the effort heuristic (Kruger, Justin, Derrick Wirtz, Boven, and Altermatt, 2004). Therefore, consumers are more likely to purchase the product or service when they read reviews written with mobile device than nonmobile device.

Evidently, device type does matter, as previous studies have proved. When we read a review, however, we naturally seek for something else: images. Consumers tend to avoid making wrong decision. They want to see actual products or service with their own eyes and confirm their decision making.

According to Lin, Lu, and Wu (2012), visual information significantly affects attitude of consumer towards eWOM. The authors assert that consumers think eWOM with pictures holds better message quality. Moreover, eWOM with pictures are rated higher in credibility, product interest, and purchase intentions by consumers than eWOM without pictures. In

short, visual information enhances eWOM effect and product benefit in overall.

Based on the theoretical background, it can be assumed that evaluation of eWOM would be affected by presence or absence of visual information, which leads to difference purchase pattern. The paper proposes visual information would moderate the effort and credibility of the review by device type; thus, influences purchase intentions.

<Table 1> Summary of Previous Research

Authors	Research Area
Lin, Lu, and Wu (2012)	The effects of visual information in eWOM
Melumad, Inman, and Pham (2016)	The difference of emotional content between UGC generated from mobile device and nonmobile device
Shen, Zhang, and Krishna (2016)	"Direct-touch effect" of mobile device and its impact on preference for hedonic products
Ransbotham, Lurie, and Liu (2019)	Content difference between eWOM created from mobile device and nonmobile device
Grewal and Stephen (2019)	Consumer perceived difference between UGC generated from mobile device and nonmobile device and its effect on purchase intentions
Current Study	Moderation effect of visual information on link between device type and purchase intentions

3. Research Design

This paper tests main hypotheses through two studies, benchmarking Grewal and Stephen (2019). Study 1 demonstrates main concept of the whole research that how consumers perceive the reviews written with mobile device and the reviews written with nonmobile device. Study 2a and Study 2b observe moderation effect of visual information. Study 2a measures perceived effort for the review and purchase intentions by applying moderating variable, visual information. Study 2b replicates Study 2a, but measures perceived credibility for the review.

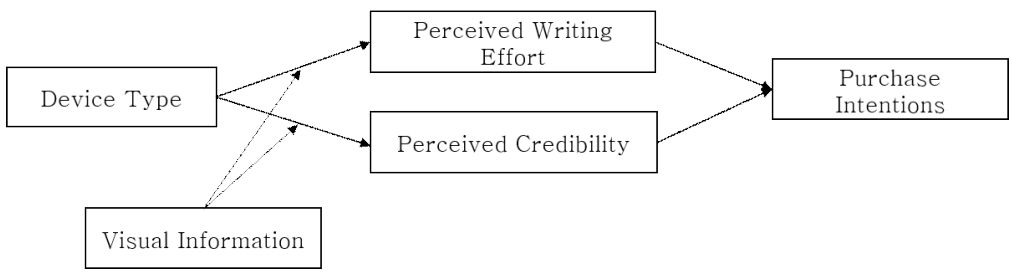
Main hypotheses of the paper are as follows.

> H1: Consumers would think reviews generated from mobile device more helpful than reviews generated from nonmobile device.

> H2a: The visual information would moderate level of perceived effort of the review, thus, affects purchase intentions. If the review with visual information were written with mobile device, it would be perceived to be more effortful than the review without visual information, thus, induce higher purchase intentions.

H2b: The visual information would moderate level of perceived credibility of the review, thus, affects purchase intentions. If the review with visual information were written with mobile device, it would be perceived to be more trustworthy than the review without visual information, thus, induce higher purchase intentions.

<Figure 1> Conceptual model of device type effect on purchase intentions



4. Research Analysis

4.1 Study 1

Study 1 tests H1 that consumers would perceive the reviews written with mobile device more helpful than those written with nonmobile device. Real-world data was used in the study, benchmarking Grewal and Stephen (2019). The author collected restaurant reviews from TripAdvisor, a global travel website, using web crawling method. If a review is written and posted with mobile device, there is a statement "via mobile" and a small image of smartphone on top of the review. Also, other reviewers can vote how helpful the review was (see Picture 1). Therefore, it is possible to discern the reviews written with mobile device and nonmobile device.

Method

Data is collected from February 2012 to February 2020 for top 10 restaurants located in New York and Beijing, the popular cities in western and eastern society (N = 14,889). Information in the data includes rating of the restaurants, headline and full content of the review, date of visit, date of review, restaurant response to the review, reviewer level, number of helpful votes the review

received from other users, and device type the reviewer used to write and post the review. Restaurant response indicates whether the review received reply from the restaurant. Reviewer level represents contribution of the reviewer on the website, in other words, reputation of the reviewer. In the study, the author focused on correlation between device type and number of helpfulness votes the review received.

<Picture 1> Example of a review on TripAdvisor.com

Results and Discussion

Among 14,889 data, reviews created with mobile device take 66%. As expected, the reviews with mobile label received more helpful votes than the reviews without mobile label. (Mobile Device: Mean = 0.66, SD = 1.610, Nonmobile Device: Mean = 0.10, SD = 0.413). Therefore, the overview of the result satisfies H1.

To test main effect of device type on helpfulness, regression was used. In the analysis, rating, length of reviews, restaurant response, and reviewer level were controlled. The effect of device type was positive and significant (b = 0.082, SD = 0.023, p <0.001, for details, see Table 2)

<Table 2> Regression Result Table of Study 1

Variables	Parameter Estimated (SD)
Constant	2.237 (0.084) ***
Device Type	0.082 (0.023) ***
Review Length	0.748 (0.035) ***
Restaurant Response	−0.416 (0.022) ***
Rating	−0.038 (0.002) ***
User level	0.028 (0.005) ***
No. of Observations: 14,889 R^2 = 0.119 Adjusted R^2 = 0.119	*p<0.05.; **p<0.01; ***p<0.001

In summary, Study 1 successfully supports H1, and shows that people tend to think the review is more helpful when it is written and posted with mobile device.

4.2 Study 2a

Study 2a tests moderating effect of visual information on perceived effort of the review, and its impact on purchase intentions. One can argue that it is more difficult to upload image through nonmobile device, PC. However, when a person decides to post their review with image through mobile device, it is more difficult to operate with its small screen. Therefore, the participants are expected to appreciate the review with visual information written with mobile device more effortful than without visual information, which leads to greater purchase intentions.

Method

80 participants from MTurk completed the survey. They are randomly assigned to one of four conditions, 2 (mobile, nonmobile) X 2 (with image, without image). Participants read a restaurant review and evaluate how it was helpful and their purchase intentions of the restaurant. Afterwards, the participants evaluate level of effort for the review in 5-point scale. Such questions are *"The reviewer put a lot of thought into this review."*, or *"The reviewer took time to craft this review."* (Cronbach α = 0.87, see Appendix E for detail). Finally,

several demographic questions are followed. Also, to separate insincere participants, attention check questions are included. They are asked to remember rating of the restaurant, and which device the review was written with.

Results and Discussion

The author expected that the review with visual information written with mobile device would induce higher purchase intentions than the review without visual information. After excluding 23 responses which failed on attention check, 57 responses were used in the analysis. Mean difference was not significant between groups (with image vs without image), however, the result shows that participants who read the review with image and was written with mobile device have the highest purchase intentions (Mean = 4.42, SD = 0.793). Purchase intentions are higher than the nonmobile-generated review with visual information (Mean = 3.93, SD = 1.328), and the mobile-generated review without visual information (Mean = 3.87, SD = 1.06). Even statistical significance was not discovered, the result meets H2a. (for details, see Table 3)

Then, the author regressed purchase intentions on device type (nonmobile - =1, and mobile = 1), visual

information (without image = −1, and with image = 1), and their interaction. Main effect of visual information and device type on purchase intentions was significant and both are positive, but there was no interaction effect between two variables. (for details, see Table 4)

<Table 3> Summary Table of Mean Difference in Study 2a

	Visual Information	Mean	SD	N
Mobile Device	With Image	4.42	0.793	12
	Without Image	3.87	1.06	15
	Total	4.11	0.974	27
Nonmobile Device	With Image	3.93	1.328	14
	Without Image	3.25	0.856	16
	Total	3.57	1.135	30
Total	With Image	4.15	1.12	26
	Without Image	3.55	0.995	31
	Total	3.82	1.088	57

<Table 4> Main effect of device type and visual information on purchase intentions in Study 2a

Variables	Parameter Estimated (SD)
Constant	3.865 (0.138) ***
Device Type	0.276 (0.138) *
Visual Information	0.307 (0.138) *
Interaction Effect	−0.032 (0.138)

*p<0.05.; **p<0.01; ***p<0.001

No. of Observations: 57
R^2 = 0.146
Adjusted R^2 = 0.098

To examine moderated mediation effect of visual information on relationship between device type and purchase intentions, the author used PROCESS Model 8 (Hayes 2017). There was significant moderated mediation effect (b = −0.246, se = 0.126, 95% CI [−0.502 to −0.197], for details, see Table 5). Conditional indirect effect was negative and insignificant when visual information was presented in the review (b = −0.061, se = 0.080, 95% CI [−0.202 to 0.130]), while it was positive and significant when there was no image in the review. (b = 0.185, se = 0.103, 95% CI [0.022 to 0.417]). The author assumes that the indirect effect of device type was not significant for the review with visual information, because visual information might influence greater on purchase intention than device type. The tendency can be found in regression of two variables (Device Type: b = 0.276, Visual Information: b = 0.307). Therefore, it can be concluded that even though effect of device type seems significant, visual information may have greater influence on purchase intention.

Some might argue that taking a photo of the product and upload the review with the smartphone seems less effortful than with desktop. However, the result proves that people feel it is more difficult to write a review with a small keyboard from smartphone than

with a desktop. The screen of smartphone only provides one application at a time and much smaller than the desktop, thus writing environment is much less user-friendly than using a desktop. This difference would increase as the content of the review gets longer and longer.

<Table 5> Mediation Effect of Study 2a

Perceived Writing Effort	
Variables	Parameter Estimated (SD)
Constant	3.466 *** (0.107)
Device Type (X)	0.127 (0.107)
Visual Information (W)	0.088 (0.107)
X x W	−0.251 * (0.107)
No. of Observations: 57 R^2 = 0.135	*p<0.05.; **p<0.01; ***p<0.001

Purchase Intentions	
Variables	Parameter Estimated (SD)
Constant	2.167 *** (0.0005)
Device Type (X)	0.214 (0.106)
Effort (M)	0.490 ** (0.0043)
Visual Information (W)	0.264 * (0.046)
X x W	0.091 (0.504)
No. of Observations: 57 R^2 = 0.271	*p<0.05.; **p<0.01; ***p<0.001

4.3 Study 2b

Study 2b tests moderating effect of visual information on perceived credibility of the review, and its impact on purchase intentions. Participants who read the mobile-generated review with visual information are expected to believe and trust the review more than the review without visual information. The different perception on credibility would result into difference in purchase intentions.

Method

The research replicates Study 2a. 80 participants, gathered from MTurk, answer to the same questions as Study 2a. They are randomly assigned to one of four conditions, 2 (mobile, nonmobile) X 2 (with image, without image).

Participants evaluate perceived credibility of the review in 5-point scale for the statement such as, *The reviewer was honest in their review.*", or "*The reviewer can be trusted.*" (Cronbach α = .79, see Appendix F for detail). Finally, they are asked to answer the demographic questions. The survey also includes attention check to separate insincere response.

Results and Discussion

Excluding 9 responses which failed on attention check, 71

responses were used in the analysis. Mean difference was not significant between groups (with image vs without image), but total purchase intentions was higher for the review with visual information (Mean = 3.91, SD = 1.011) than the review without visual information (Mean = 3.81, SD = 1.037). However, when the review was created with mobile device, the review with visual information (Mean = 3.79, SD = 0.918) had lower purchase intentions than the review without visual information (Mean = 3.94, SD = 1.056; for details, see Table 6).

<Table 6> Summary Table of Mean Difference in Study 2b

	Visual Information	Mean	SD	N
Mobile Device	With Image	3.79	0.918	19
	Without Image	3.94	1.056	18
	Total	3.86	0.976	37
Nonmobile Device	With Image	4.06	1.124	16
	Without Image	3.67	1.029	18
	Total	3.85	1.077	34
Total	With Image	3.91	1.011	35
	Without Image	3.81	1.037	36
	Total	3.86	1.018	71

Afterwards, the study used regression to test main effect of device type and visual information on purchase intentions, and their interaction.

<Table 7> Main effect of device type and visual information on purchase intentions in Study 2b

Variables	Parameter Estimated (SD)
Constant	3.866 *** (0.122)
Device Type	0.001 (0.122)
Visual Information	0.060 (0.122)
Interaction Effect	−0.138 (0.122)
Constant	3.866 *** (0.122)

*p<0.05.; **p<0.01; ***p<0.001

No. of Observations: 71
R^2 = 0.214
Adjusted R^2 = −0.022

No significant main or interaction effect was revealed. Also, moderated mediation effect of visual information on relationship between device type and purchase intentions was not significant (b = −0.120, se = 0.143, 95% CI [−0.394 to 0.177]; for details, see Table 8). Conditional indirect effect of mobile device on purchase intentions was also not significant under both conditions. (With image: b = −0.028, se = 0.115, 95% CI [−0.231 to 0.226], Without image: b = 0.092, se = 0.086, 95% CI [−0.063 to 0.277]).

The study failed to prove H2b and did not show main effect of device type and visual information on purchase intentions. Participants value the effort for review with image, however, they doubt its sincerity. Because many sponsored

reviews written by opinion leaders, for example, power blogger or SNS stars, pertain images to attract potential customers. Therefore, some of the participants might consider the review was created for insincere purpose. They would wonder that the reviewer may be sponsored by the restaurant to write the review.

Another possibility exists on personal difference. What makes Study 2a and Study 2b different? Even though the result was dissatisfying, the author discovered education level of participants of Study 2b (Mean = 3.92, SD = 0.967) was much higher than Study 2a (Mean = 3.60, SD = 1.015). The difference was statistically significant at 0.1 level (p-value = 0.068). The finding indicates that there might be more critical variable other than visual information and device type.

Higher education level can be interpreted into high self-control. (Tangney, Baumeister, and Boone, 2004), therefore, the author suggests that critical variable could be consumer type (self-control or hedonistic). If a consumer has high level of self-control, he or she would not be easily affected by the type of device the review was generated from. Also, even if the review has very appealing visual information, self-control type of consumer would less be influenced than hedonic consumer. On the other hand, if a consumer is hedonistic, who is more emotionally persuasive, and more malleable to external

stimulation, he or she would be more influenced by absence or presence of visual information and device type of the review than self-control consumers.

<Table 8> Mediation Effect of Study 2b

Perceived Writing Credibility	
Variables	Parameter Estimated (SD)
Constant	4.163 *** (0.700)
Device Type (X)	0.032 (0.700)
Visual Information (W)	−0.004 (0.700)
X x W	−0.603 (0.700)
No. of Observations: 71 R^2 = 0.014	*p<0.05.; **p<0.01; ***p<0.001

Purchase Intentions	
Variables	Parameter Estimated (SD)
Constant	−0.2661 (0.7451)
Device Type (X)	−0.0309 (0.1017)
Credibility (M)	0.9925 *** (0.1773)
Visual Information (W)	0.0638 (0.1016)
X x W	−0.0779 (0.1021)
No. of Observations: 71 R^2 = 0.336	*p<0.05.; **p<0.01; ***p<0.001

5. Conclusion and Implication

The study proves that consumers consider the review written with mobile device more helpful than the review written with nonmobile device using real-world data. Moreover, moderated mediation effect of visual information on perceived effort found to be significant, thus, H2a is accepted. However, the research has limitation because Study 2b failed to show any meaningful result. This can be explained in two different ways. First, sponsored reviews have images to allure potential consumers in general. Therefore, some of participants might be reluctant to believe sincerity of the review. Second, mean difference of education level between Study 2a and Study 2b was outstanding, which can be interpreted that consumer type (Self-control vs hedonistic) might interfered as critical variable. Therefore, visual information would influence purchase intentions greater than device type, and consumer type could be more critical variable than visual information and device type.

Despite of its limitation, the research contributes in several ways. First, the study proves that people appreciate effort of the review with visual information which generated from mobile device. Also, the study provides theoretical background for marketing managers to give extra credit for the reviewers who write online review with image.

Future research can extend its area to the relationship

between these four variables, device type, visual information, consumer type, and purchase intentions. The study might find which variable is the most critical variable that affects purchase intention. Moreover, it would be interesting to test correlation between the number of images and purchase intentions. Would consumers show higher purchase intention as the review has more images? Or would they follow utility theory, stop appreciate utility of visual information at a certain number.

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Appendix A

Instruction of survey

"On the next screen you will be asked to examine a restaurant review from the popular travel website Tripadvisor.com. The review is for a restaurant in Beijing. **The review is a user-generated review (i.e., written by a regular person).**

The review is on the next screen and appears as a screenshot taken directly from TripAdvisor. **When you look at this screenshot please take your time (about 1 minute).**

In particular, please **pay attention to all aspects of the review** shown in the screenshot: the review's title, the **rating given** (1 to 5), **how the review was posted** (mobile or desktop), and, of course, the **text** of the review itself.

It is important that you focus on each of these aspects, because after viewing this screenshot of a TripAdvisor restaurant review, **we will ask you questions** about some of these things."

Appendix B

Reviews used in studies

●●●●○ via mobile

Great Dinner..

Went to TRB first time last night. We found the food was good but not super good but their presentation was excellent. However, the service especially by Sunny was unbelievable.. She served us with a geat smile all night and honestly one of the best servers we ever had around the globe.

We had both a tasting menu and a la carte. Our favorite was the sea urchin and the halibut. The lobster ravioli was cold when served which was a surprise.

Overall, a great experience.

Show less




●●●●○ Via desktop

Great Dinner..

Went to TRB first time last night. We found the food was good but not super good but their presentation was excellent. However, the service especially by Sunny was unbelievable.. She served us with a geat smile all night and honestly one of the best servers we ever had around the globe.

We had both a tasting menu and a la carte. Our favorite was the sea urchin and the halibut. The lobster ravioli was cold when served which was a surprise.

Overall, a great experience.

Show less




Appendix C

Attention Check

Q1. What rating (from 1 to 5) did the reviewer give this restaurant?

- ○ 
- ○ 
- ○ 
- ○ 
- ○ 

Q2. From what type of device did the reviewer post the review you read in today’s task?

- ○ Desktop
- ○ Mobile
- ○ I cannot remember

Appendix D

Purchase Intentions Check

Q1. How did you find the review?

1	2	3	4	5
not at all helpful				very helpful

Q2. Would you visit the restaurant that review describes?

1	2	3	4	5
not at all visit				definitely would visit

Appendix E

Perceived Effort Check

Please evaluate the review you just read.

- The reviewer put a lot of effort into writing this review.

  1 2 3 4 5

  Very Disagree Very Agree

- The reviewer took time to craft this review.

  1 2 3 4 5

  Very Disagree Very Agree

- The reviewer put a lot of thought into this review.

  1 2 3 4 5

  Very Disagree Very Agree

- The reviewer went to some trouble to write this review.

  1 2 3 4 5

  Very Disagree Very Agree

- The reviewer had to go out of his/her way to write this review.

  1 2 3 4 5

  Very Disagree Very Agree

- Compared to the average reviewer, this reviewer put more effort into writing this review.

  1 2 3 4 5

  Very Disagree Very Agree

Appendix F

Perceived Credibility Check

Please evaluate the review you just read.

- The information in this review was an accurate depiction of the reviewer's subjective stay and opinions.

1 2 3 4 5

Very Disagree Very Agree

- The information in this review was diagnostic of the reviewer's stay and opinions.

1 2 3 4 5

Very Disagree Very Agree

- The reviewer was honest in their review.

1 2 3 4 5

Very Disagree Very Agree

- The reviewer can be trusted.

1 2 3 4 5

Very Disagree Very Agree

- The review was written to help other people make an informed decision about visiting the restaurant.

  1 2 3 4 5

  Very Disagree Very Agree

- The reviewer was motivated to write a review that would let people make their own conclusions about the restaurant.

  1 2 3 4 5

  Very Disagree Very Agree

Appendix G

Demographic questions

Q1. What is your gender?

Q2. Your age is

Q3. What is your highest education level?

Q4. Where do you live in?

국문 초록

스마트폰의 등장으로 인해 소비자들은 언제 어디서든 자신의 구매 경험을 다른 사람들과 공유할 수 있게 되었다. 이처럼 새로운 플랫을 기반 삼아 모바일 기기로 온라인 리뷰를 작성하는 추세가 강해지고 있다. 저자는 기존 방식 (PC)으로 쓰여진 온라인 리뷰와 모바일 기기로 쓰인 리뷰 간의 차이, 리뷰에서 시각적 정보가 소비자의 의사 결정에 어떠한 효과를 미치는 지에 초점을 맞추어 연구를 설계하였다. 본 논문은 두 가지의 실험과 한 가지의 필드 실험을 통해 총 세 가지 가설을 검증한다. Study 1은 TripAdvisor의 데이터를 활용해 사람들이 PC로 작성된 온라인 리뷰보다 모바일 기기로 작성된 온라인 리뷰가 더욱 도움이 된다고 인지하는 것을 증명하였다. Study 2a와 2b는 사진을 포함한 모바일 기기로 작성된 리뷰가 모바일 기기로 작성되지 않은 리뷰에 비해 노력과 신뢰도가 크게 인식되고, 따라서 소비자가 해당 리뷰를 읽었을 때 구매 의향이 증가한다는 가설을 검증하였다. Study 2a와 달리 Study 2b는 통계적으로 유의미한 결과를 얻지 못하였으나, 본 논문은 작성 기기가 소비자의 구매 의사 결정에 미치는 효과와 리뷰에 첨부된 이미지의 조절 효과에 대해 의미 있는 향후 연구 방향성을 제시한다.

주요어: 모바일 기기, 시각적 정보, 지각 노력, 지각 신뢰, 온라인 리뷰, 구매 의향

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감사의 글

석사 학위 논문이 나오기까지 많은 분의 도움을 받아 감사의 말씀을 전합니다.

바쁘신데도 불구하며 언제든 조언을 아끼지 않고 꼼꼼하게 지도해 주신 김병도 교수님께 감사드립니다. 교수님 덕분에 마지막까지 논문을 잘 마무리할 수 있었습니다.

석사 공부를 하기로 결심하기까지 많은 가르침을 주신 김상용 교수님께 감사드립니다. 교수님의 조언이 아니었다면 선뜻 도전하지 못했을 것입니다.

항상 늘 믿어주고 응원을 아끼지 않는 가족에게도 감사합니다. 교수님의 관점에서, 때로는 부모의 관점에서 저를 보살펴 주신 양가 부모님께 진심으로 감사합니다. 하나밖에 없는 언니에게도 늘 고맙습니다.

지칠 때마다 힘이 되어준 친구들에게도 고맙다는 말을 전하고 싶습니다. (FCYE)

마지막으로 그 누구보다 가장 가까운 곳에서 2년 반이라는 저의 석사 생활을 자기 일처럼 여기고, 온 마음으로 지원해준 버팀목, 이청안에게 감사합니다. 사랑합니다.

2020년 8월

주혜민 올림