HOW ONLINE CONSUMER REVIEWS INFLUENCE BLOG USERS' PRODUCT- AND BRAND PREFERENCES: DIFFERENCES BETWEEN LURKERS AND POSTERS

Boris Bartikowski, Euromed Management, France
Gianfranco Walsh, University of Koblenz-Landau, Germany

ABSTRACT

The study investigates how consumer generated product reviews influence other consumers' product and brand preferences. The authors build on the Theory of Reasoned Action and theories of self-identification to conceptualize how product-related opinions of a blog community relate to the individual blog user's product- and brand attitudes, and ultimately to the blog user's brand purchasing intentions. A study with 270 online blog users shows that the opinions of the blog community are positively related to brand intentions via two mediating variables, the blog user's attitudes about the product and the brand. Moreover, the study shows that these mediated relationships are moderated by the type of blog users which may be active or passive. Implications for theory and practice are discussed.

References available upon request