THE IMPACT OF FEATURES OFFERED BY REVIEW PLATFORM ON THE PERCEIVED HELPFULNESS OF
PRODUCT REVIEWS

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ABSTRACT

As consumer’s transition from a brick and mortar setup to online retail, their desire for information, making side by side comparisons, and getting a touch and feel of a good before purchase is being partially satisfied by online reviews. However, as the number of review grow, finding the right set of reviews to read could be arduous; hence, review platforms are engaging in offline assessment of the helpfulness of reviews so as to present the most appropriate set to the consumer. Though researchers have identified several attributes of reviews that could be used to assess their helpfulness, certain pivotal characteristics such as whether they provide comparisons with alternative goods, highlight the advantages and disadvantages of the good, and whether they provide a consumer with the rich insight into post purchase experiences are largely unexplored. These are the inputs that a sales person was typically asked and expected to provide in the brick and mortar setup.

KEYWORDS: Online review platforms; product reviews; sentiment analysis; content analysis.