

What Gets Attention? The Consumption of Individual Online Reviews During Product Search

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Consumers frequently state that they consider online reviews before making a purchase decision. However, little is known about which review characteristics influence the consumption of individual reviews, and how this influence depends on other reviews for the same product. In this paper, we use a new dataset from an online travel platform and exploit a unique design feature: per default, customers only see a short preview of each review, which must be expanded (with a click) to access the full content. Using various estimation procedures, we report the review features that attract a customer's attention during product search.