

**Bullying in online reviews:
Investigating the Reaction to Extremely Negative
Reviews**

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Table of Contents

List of figures	iii
List of Tables.....	iv
List of Document Figures.....	v
Attestation of Authorship	vi
Acknowledgement.....	vii
Abstract.....	viii
Chapter One: Introduction	1
1.1 Problem	1
1.2 Empirical findings of online reviews	1
1.3 The direction of this thesis.....	5
Chapter Two: Literature review	6
2.1 WOM, eWOM & Online Review.....	6
2.1.1 Definition of WOM, eWOM & Online Review.....	8
2.1.2 Type of WOM, eWOM & Online review.....	9
2.1.3 The effects of WOM, eWOM & Online review	10
2.1.4 WOM, eWOM , Online review and their antecedents.....	13
2.1.5 WOM & Online review in advertising	14
2.1.6 The valence of WOM, eWOM & Online review	16
2.2 The abusive styles of negative online review	18
2.3 Negative Review style: A form of Bullying.....	19
2.3.1 Definition	20
2.3.2 Type of bullying.....	20
2.3.3 Verbal bullying	20
2.3.4 Characteristic of bullying	21
2.3.5 Role player in bullying.....	21
2.4 The reaction of people to bullying	22
Chapter three: Theoretical Framework on the reaction to bullying reviews.	24
3.1 Main effect of bullying	24
3.1.1 Theoretical foundation	24
3.1.2 Hypotheses for the reaction to bullying reviews.....	26
3.2 Potential moderators of the effects of bullying	27
3.2.1 Theoretical foundation	27
3.2.2 Power position in review relations	29
3.2.3 Hypothesis of the moderation effect of the bullying and the power position of the victims.	32
3.2.4 Hypothesis of the moderation effect of the bullying and the power position of the bullies.	33
3.2.5 Hypothesis of the moderation effect of the power position of the victims and the power position of the bullies on negative reviews.	33
Chapter four: Study Method	36

4.1 Design	36
4.1.1 Creating the reviewed object.....	36
4.1.2 Size (power) of the victim: company profiles	38
4.1.3 Power position of the bullies: user profiles	39
4.1.4 Level of bullying	40
4.2 Procedure.....	42
4.3 Measures.....	44
4.4 Sample	46
4.4.1 Gender	46
4.4.2 Education status.....	47
4.4.3 Employment status	48
4.4.4 Age of participants	50
Chapter Five: Results	51
5.1 The main effect of bullying on acceptance, perceived expertise of the reviewer, trustworthiness and attitude.	51
5.2 Results of moderating effects	52
5.2.1 Acceptance.....	53
5.2.2 Trust	54
5.2.3 Perceived Usefulness	56
5.2.4 Perceived expertise of the reviewer	57
5.2.5 Trustworthiness	57
5.2.6 Attitude	58
5.2.7 Research Question 1	58
5.3 The overview about results	58
Chapter Six: Conclusion and Implication.....	60
6.1 Discussion.....	60
6.1.1 The main effect of bullying	60
6.1.2 The moderation effect of bullying and power position of the victims	62
6.1.3 The moderation effect of bullying and the power position of the bullies.....	62
6.1.4 The moderation effect of power position of victim and power position of bullies...	63
6.1.5 The three way interaction between power position bullies and power position victims	64
6.2 Conclusion	64
6.3 Recommendations	65
6.4 Limitation and Future Research	65
References	67
Appendix.....	80
Appendix A: Information Sheet	80
Appendix B: Online Questionnaire	81

List of figures

Figure 1 - The bullying review on a hotel.....	4
Figure 2 - The bullying review on a dishwasher.....	19
Figure 3 - Fisher & Paykel Dish Drawer	37
Figure 4 - Manipulations of power position of victims: Small vs. Big.....	39
Figure 5 - Manipulation of power position of bullies: Expert vs. Consumer	40
Figure 6 - Manipulation of level of bullying: Negative review vs. Bullying review	41
Figure 7 - One of the eight conditions in the experiment	43

List of Tables

Table 1 - Bullying, power position of bully & power position of victim	42
Table 2 - Mean Standard deviation & Cronbach Alpha score of Acceptance, Trust, Perceived Usefulness, Perceived expertise of the reviewer, Trustworthiness & Attitude towards the product.	45
Table 3 - Genders distribution	47
Table 4 - Education Status	47
Table 5 - Employment Status	49
Table 6 - Age of participants.....	50
Table 7 - ANOVA of Six variables.....	51
Table 8 - The summary of all hypotheses	59

List of Document Figures

Document figure 1 - The bullying effect on ACT, PEO _{TR} , TWN & ATT	52
Document figure 2 - The moderation effect of bullying & power position of bullies on acceptance	53
Document figure 3 - The moderation effect of power position of victims & the power position of bullies on acceptance	54
Document figure 4 - The moderation effect of bullying & the power position of victims on Trust	55
Document figure 5 - The moderation effect of the power position of victims & the Power position of bullies on Trust	56
Document figure 6 - The moderation effect of power position of victims & the power position of bullies on Perceived Usefulness.	57
Document figure 7 - The moderation effect of power position of victim & the power position of bullies on Trustworthiness	58

Attestation of Authorship

“I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.”

A handwritten signature in black ink, appearing to read "Sushin Bandyopadhyay", with a long horizontal flourish extending to the right.

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Abstract

In online review websites, people exchange information about the products and services by posting an online review. People can read the information from posts as well as leave other reviews to interact and communicate with reviewers in the websites. This interaction allows people to exchange their opinion randomly. Because of this, online reviews become crucial for people and business. Many researches have been conducted to study the effects of online reviews. Some scholars pay attention to the style of the review including interpersonal tie, altruism or continuum and valence of emotion. However, there is little research available yet that sheds light on the extremely negative style of online reviews. This extremely negative style of review is a special form of bullying. The lack of research into bullying reviews is a gap that provides an opportunity to investigate how people react to an extremely negative review.

The purpose of this research is to investigate the reaction of people on the extremely negative style of reviews (bullying). Thus a 2 size (power) of the victim (small local company vs. big international company) by 2 position of the bully (consumer profile (user) vs. expert profile) by 2 level of bullying (negative review vs. bullying review) is employed to investigate the research question. This research is approved by AUTECH and the ethics application number is 14/164 Negative bullying of brands in online reviews on 27 May 2014.

Our result illustrates that the bullying review is not accepted among audiences who consume the online review as a source of information. Moreover, when the reviewers write reviews in the bullying style, their trustworthiness and expertise level seems to be evaluated negatively. This maybe because the bullying style of review blocks the freedom of audiences in achieving their goals.

The research also found evidence that people do not like to see the reviewer attack the weak victim such as a small company. Furthermore, it is even worse when the review is provided by a user. On the other hand, people like to see the reviewer harass a big international company. The big international company has a lot of employees, profit and market share. The reason why people like to see the big international company fail is because they feel envy about the big company. This feeling of envy is described by Schadenfreude notion from psychology. It is a feeling of misfortune of others. The power position of bullies is also taken into account as audiences do not accept the bullying review from a user. Moreover, it is even worse when the user uses the bullying review to attack a weak company. This is conducive to a less positive acceptance; of

trust and trustworthiness. Even if the bullying review is written by an expert who has high credibility, the dissimilarity between the audience and the expert can cause the bullying review to be rejected (Naylor et al., 2011). In conclusion, the power position of bullies (expert vs. user), and power position of victims (small local company vs. big international company) moderates the main effect of bullying mainly on three variables which are acceptance of review, trust and trustworthiness of reviewer.

Chapter One: Introduction

1.1 Problem

Making a decision to purchase something or choose a place to stay for holidays might be not an easy task for most people. It becomes more difficult when the decision involves a lot of risk. This risk includes the unsatisfied result which may happen due to making a wrong choice. People are afraid they are making a wrong or less optimal purchase decision. To avoid a feeling of this uncertainty, people tend to seek advice or suggestions from their friends and peers. Family members and colleagues are also an available source for gathering information. These people can suggest negative points and positive points of products or services based on their knowledge and experience. Such recommendations help to reduce uncertainty that people have about making a purchasing decision (Kimmel, 2013).

The technology of the internet now provides more variety of options to seek information. Family members, friends and colleague are not the only options to ask for suggestion. In online review websites, people can go online to look for information relating to the products or services that they plan to purchase. The information in online websites does not come from family members or peers but strangers. These strangers are people who have experience or knowledge about particular products and services. In addition, these strangers are not familiar to the information seekers and even their identity is anonymous.

In online review websites, people exchange information about the goods and services by posting an online review. People can read the information from posts as well as leave reviews to interact and communicate with other people in the websites. This interaction allows people to exchange their opinion randomly. Because of this, online reviewing becomes crucial for people and business. There are many searches that are conducted online for reviews that produce plenty of empirical evidence. In the next section, empirical evidence from different scholars about online reviews is provided.

1.2 Empirical findings of online reviews

Scholars investigate online review in various ways. The effect of online reviews is important research that scholars have been scrutinizing for a decade. Online reviews and their elements can be utilised in predicting business success, especially sales. Clemons, Gao & Hitt (2006) confirmed that the growing of future sales can be forecast by the

highest rating of an online review. Moreover, Dellarocas, Zhang & Awad (2007) also reported that an early volume of online reviews can be used to predict the early volume of sales. In addition, Duan, Gu & Whinston (2008) also discovered that the volume of online posting is associated with box office sales. Chevalier & Mayzlin (2006) proved the sales can be increased when a book's review is improved. They also indicate that the five star review has less effect than a one star review (Chevalier & Mayzlin, 2006).

However, some scholars found interesting information about online reviews and sales that are negative. Hu, Liu & Zhang (2008) confirmed that the effect of such an online review on sales is that they decreased overtime. They also suggest that despite the rating of the review, audiences also read the contextual information such as the reviewer's reputation (Hu et al., 2008).

Beside the effect of an online review on sales, scholars also pay attention to the effect of an online review on a business's credibility, trust and attitude. Pavlou & Dimoka (2006) found that retailers' credibility and benevolence is strongly influenced by feedback text comments. In addition, an online intermediary's reputation has an impact on loyalty (Chou, 2011). For reviewers, Walther, Liang, Ganster, Wohn & Emington (2012) confirmed that a user's level of regard for each of the sources has an impact on readers' attitudes toward reviewers, products and audiences. These attitudes result from the interaction between comment agreement, helpfulness rating and valence of review.

As online reviews are important for sales, scholars are keen to conduct research and enrich the notion of the online review. They are interested to explore whether the different valence would provide distinct effects. Chou (2011) discovers that retailers' reputation are influenced by the variance of online reviews. Online reviews have different valence if they are positive or negative. For positive reviews, Hu, Koh & Reddy (2014) confirmed that sales are significantly controlled by the most helpful reviews and the most recent reviews. For negative reviews, Chatterjee (2001) suggested that the effect of negative reviews on customers is weaker if the consumers and concerned retailers are familiar with each other.

Beyond the different effects in distinct valence, scholars have further studied online reviews in different cultures. Park & Lee (2009) found that national culture has an impact on the relationship between an online review and its antecedents. They suggest that behaviour-oriented marketing is suitable for the U.S whilst attitude-oriented is appropriate for Korea (Park & Lee, 2009). Some scholars focus on a specific industry such as movies in cross culture. Koh, Hu & Clemons (2010) stated that online reviews

in China and Singapore are better than in the U.S as a movie perceived quality proxy. Some scholars study about the interaction between retailers and buyers in online reviews. Chen & Xie (2008) advise that the interaction between seller-created product attribute information and buyer-created review information can occur if the review information has thoroughly helpful information.

Because the online review has many effects, scholars conduct research to explore how and why people post online reviews. Goldsmith, Pagani & Lu (2013) found that the intention of a post is significantly forecast by review posting and prior active media use. Punj (2013) confirmed that customers who conduct online product research, but do not plan to post online reviews have distinct characteristics from a group of people who tend to post online reviews but do not conduct online product research. Li & Hitt (2010) suggested that the consumer can be better served by a review system if the separation of perceived quality and perceived value occurs by precisely expanding the review dimensions.

Some scholars look into the deeper notion of the online review by studying the styles of online reviews. De Bruyn & Lilien (2008) discovered that the influence of online referrals can be moderated by the interpersonal tie. Sparks & Browning (2010) proved that an online review is motivated by either altruism or continuum. Moreover, Kim & Gupta (2012) found that a positive emotional in a single review is less effective than a negative emotional in a single review (Kim & Gupta, 2012).

Nevertheless, there is no study which investigates the style of review when the online review becomes extremely negative. The extremely negative online review is different from a negative review in that a negative online review involves only negative points about the product and services whilst extreme online reviews consist of negative points, abusive language and aggressive behaviour. The abusive language includes making jokes, setting up a bad name, creating rumours and compares a concerned brand to other nasty things. The aggressive behaviour in an online review consists of creating blogs or posting videos in order to attack the brand. This extreme style is a special form of online review in this research. Figure 1 below illustrates how people use abusive language to harass the brand. In this figure, the user does not like the brand (hotel) so the reviewer illustrates negative points of the product to audiences along with using abusive language to harass the brand. In addition, when the audiences like this abusive behaviour of the reviewer by using an extreme style of message, they tend to support the message by acknowledging it as a helpful review. This abusive behaviour is a special form of bullying.

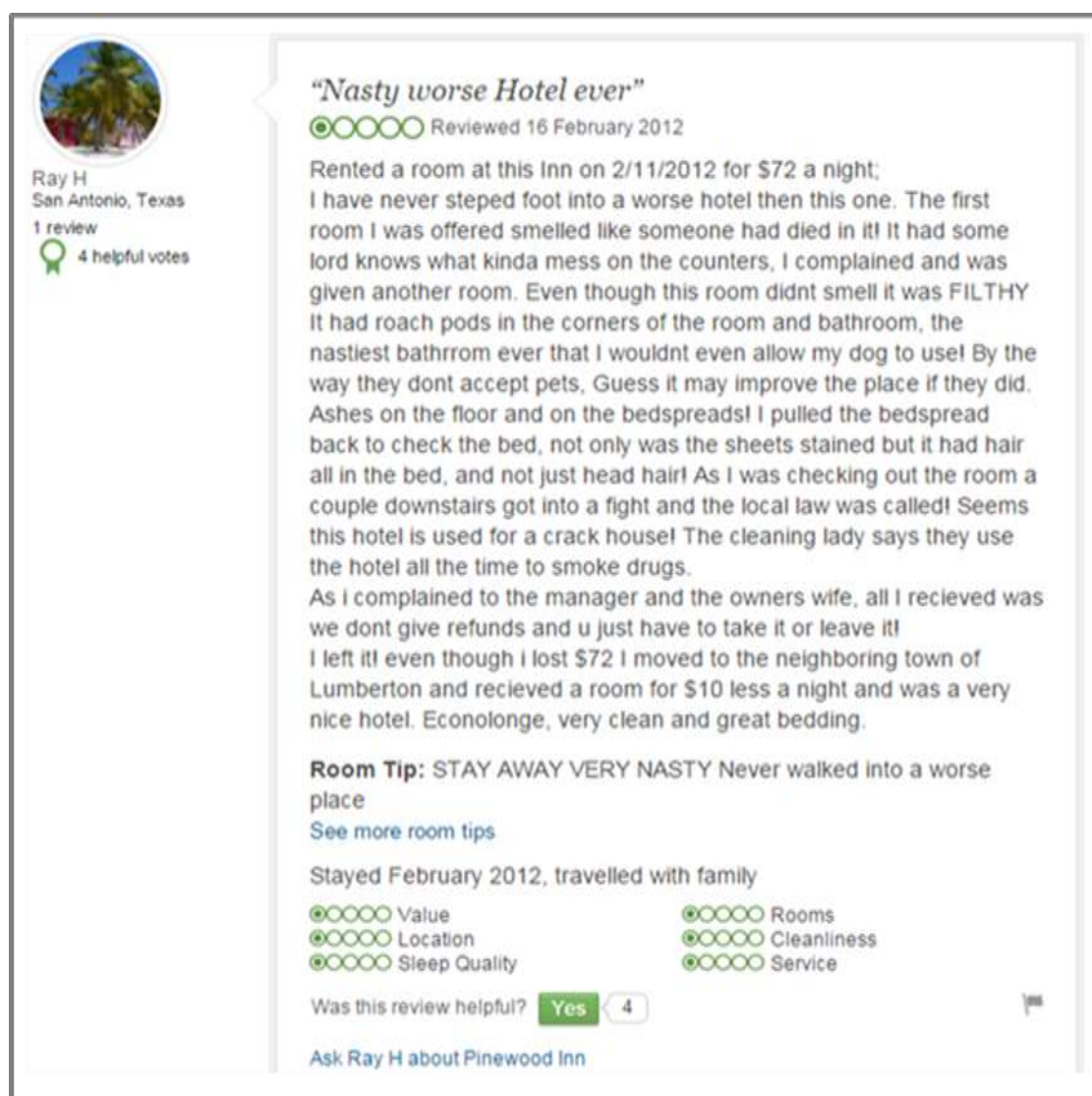


Figure 1 - The bullying review on a hotel

Source: http://www.tripadvisor.co.nz/ShowUserReviews-g56669-d1176830-r124637853-Pinewood_Inn-Silsbee_Texas.html

There is not yet much research that sheds a light on the extreme style of online reviews. This special form of negative review (extreme) is a gap and this gap provides an opportunity to conduct research in order to investigate the effect of online reviews when the style of review is bullying. Thus, the thesis will investigate the following research question: *How do people react to an extremely negative style in reviews?* The following section outlines the approach to investigate the question.

1.3 The direction of this thesis

In this research, the extreme abusive style of online reviews is described by bullying from psychology literature. Bullying in literature is identified as repeat aggressive behaviour toward the victims in which bullies attack victims through verbal and physical ways. The extreme style online review relates to verbal bullying when bullies use abusive language to harass the victim. This becomes the research question, how do customers react to the negative and extremely negative, abusive reviews and which factors moderate how people might accept them.

The research commences with a literature review of word-of-mouth, eWOM and online reviews. The theoretical framework is then conceptualized from persuasive resistance, goal-framing approach, inoculation theory and underdog effects to understand how we react to a bullying situation in reviews. The methodology is the third section which presents the design, element and sample of the experiment: a 2 size (power) of the victim (small local company & big international company) by 2 position of the bully (consumer profile (user) & expert profile) by 2 level of bullying (negative review & bullying review) full factorial experiment. The findings are illustrated in the results section. Finally, the conclusion and discussion are demonstrated along with future research as the last section of this research.

Chapter Two: Literature review

The online review is one type of electronic word-of-mouth review whilst electronic word-of-mouth is another form of word-of-mouth review. In this section, the general information of WOM, eWOM and the online review are presented along with definition, type, associated antecedents, and valence. Finally, the abusive style of negative online review is elaborated in the last section.

2.1 WOM, eWOM & Online Review

WOM became popular in terms of being a powerful source of information in motivating customers as early as 1954 in personal communication literature (Cox & Repede, 2013). It is confirmed to be a factor that contributes to the success of businesses (Liu, Fang, Chan & Lin, 2013; Albarq., 2014; Kimmel, 2013; Meuter, McCabe & Curran, 2013). This driver of success also weighs the value of brands and has an impact on marketing campaign costs (Kimmel, 2013). In addition, WOM is very effective in business performance, especially C2C interaction (Meuter et al., 2013). When customers do not have high expertise on particular products and services, they prefer to search for WOM to mitigate risk when purchasing (Kimmel, 2013). Many businesses employ WOM in their marketing strategy, especially positive word of mouth (Ahrens, Coyle & Strahilevitz, 2013). They use WOM to convey important messages to target customers (Cox & Repede, 2013).

There are two main reasons why businesses are using WOM to motivate customers (Ahrens et al., 2013). First, it is that WOM from third parties who are friends or colleagues tends to indicate the information is trustworthy (Lang & Lawson, 2013). Second, it costs less to execute this marketing strategy (Kimmel, 2013). WOM is not only essential for business but also for consumers. As WOM is an informal opinion from an individual's experience about consumption, it is believed to be more credible (Sweeney, Soutar & Mazzarol, 2014; Sandes & Urdan, 2013).

In the past, there was only WOM, or traditional word-of-mouth but now there is another new form of WOM which is called eWOM or electronic word of mouth (Lin et al., 2011). WOM and eWOM are distinct in different ways.

(1); WOM is face-to-face communication but eWOM is a communication through a website such as yelp.com (Meuter et al., 2013; Abrantes et al., 2013; Tseng, Kuo & Chen, 2014). Moreover, WOM occurs among people who know each other like families and friends whilst eWOM happens between strangers on the internet (Abrantes et al.,

2013; Lin et al., 2011). Nevertheless, because eWOM is divided into eWOM in-group and eWOM out-of-group, it sometimes can happen among peers and colleagues (Abrantes et al., 2013).

(2); eWOM has higher speed, is more convenient and is able to reach more people on the internet than traditional WOM (Edwards & Edwards, 2013; Wolny & Mueller, 2013; Zhang & Lee, 2012).

(3); the time and space is different (Choi & Scott, 2013). WOM is a conversation that gets an instant response at the same time and place whilst eWOM is an interaction between two parties in a different time and space (Choi & Scott, 2013).

(4); eWOM has different forms such as emails, blogs and reviews on websites (Wang et al., 2013). These forms of eWOM can be found in internet messengers, shopping websites and online forums (Bae & Kim, 2013).

(5); eWOM costs less than traditional WOM (Fan et al., 2013).

(6); eWOM is transmitted instantly and widely because of the online technology (Wang et al., 2013).

(7); the shared information can be reviewed anytime as it is stored permanently on the internet (Liang et al., 2013).

(8); instead of communicating from individual to individual, eWOM allows an individual to create a conversation with a larger group of people over the internet (Luarn et al., 2014).

(9); the information from eWOM comes from plenty of different sources (Bae & Kim, 2013).

(10), the anonymity motivates people to post information as their identities remain unknown (Liang et al., 2013).

In summary, eWOM is more influential on customers than WOM (Hamouda & Tabbane, 2013). It reduces the level of stress and social anxiety that occurs in traditional WOM (Meuter et al., 2013). Moreover, it also allows the user on the internet to do what cannot be done in traditional WOM (Shin, Song & Biswas, 2014). For instance, providing and receiving instant response information through websites. This is an example how eWOM differs from traditional WOM.

Beside internet messengers, shopping websites and online forums, an online review is another form of eWOM. The online review has become one of the most crucial types of electronic word of mouth or eWOM for both literature and businesses (Park & Lee, 2009; Jiménez & Mendoza, 2013). In addition, the online review is an alternative option for customers in managing information overload (Punj, 2013). Furthermore, in the

online review forum; even a single review; has an impact on customers' attitudes, perceptions and behaviour towards the services and products (Punj, 2013; Park & Allen, 2013). Due to the fast speed of spreading via the internet, a user-generated review becomes crucial for many online users (Hu et al., 2008). Online reviews contain the experience of customers in evaluating products and services about particular brands (Shen et al., 2014). This specific evaluation from people who use the products or services is more diagnostic than a broad review as it comes from customers' actual experiences (Jiménez & Mendoza, 2013). Online reviews can be classified into many forms such as forwarding e-mail, tweeting, shopping bots and blogging (Munzel & Kunz, 2014; Floh et al., 2013). This online review type of eWOM is an individual consumption decision tool which influences customers in purchase decisions (Purnawirawan et al., 2012; Park & Allen, 2013; Munzel & Kunz, 2014; Van Zyl & Sotiriadis, 2013). The credibility of these types of online reviews also has an impact on eWOM (Wang, Zhao, Jiang & Guo, 2012). This form of eWOM is mostly provided by customers who used to buy the products and by travellers who used to use services, especially about tourism services (Filieri & Mcleay, 2013).

2.1.1 Definition of WOM, eWOM & Online Review

Word-of-mouth or WOM is conceptualized as the interpersonal communication between two parties in exchanging useful information about the goods and services of particular brands (Lee, Noh & Kim, 2013; Lee & Li, 2013; Liang, Ekinci & Occhiocupo, 2013; Kimmel, 2013; Kim, Sung & Kang, 2014; Bae & Kim, 2013; Yang, Hu, Winer, Assael & Chen, 2014; Luarn, Chiu & Yang, 2014; Ismail & Spinelli., 2012; Hamouda & Tabbane, 2013; Sotiriadis & Van Zyl, 2013; Martin and Lueg, 2013; Zhang, Zhang & Law, 2012). There is another similar definition of WOM which is cited by many scholars and they define WOM as an opinion given in person-to-person conversation between two non-commercial communicators about sharing and exchanging brands' information (Jalilvand & Samiei, 2012; Luarn et al., 2014; Edwards & Edwards, 2013; Abrantes, Seabra, Lages & Jayawardhena, 2013; Ismail & Spinelli., 2012; Choi & Scott, 2013; Lu, Ba, Huang & Feng, 2013; Williams & Buttle, 2013; Kietzmann & Canhoto, 2013). WOM happens when the communicator who is non-commercial interacts with receivers about the product, services and offers from brands that interest these two parties (Kimmel, 2013; Lang & Lawson, 2013). In order to communicate effectively, there are two main processes (Yang et al., 2014). First, WOM

has to be sent to the receiver and second, it has to be utilised in the purchase decision (Yang et al., 2014). The example of WOM is when two people have a conversation and they share their experience about a particular brand with each other. This experience includes both positive and negative views. This information exchange is called WOM.

In literature, the definition of eWOM by Henning-Thaurau and his colleagues has been cited by many scholars. This author and his colleagues conceptualised eWOM as available positive or negative statements on the internet that are created by former purchasers, target customers, and real buyers in order to share the information with a large group of people or organizations (Lis & Horst, 2013; Wang et al., 2013; Jalilvand & Samiei, 2012; Liang et al., 2013; Abrantes et al., 2013; Choi & Scott, 2013; Kietzmann & Canhoto, 2013; Wolny & Mueller, 2013; Shin et al., 2014; Arenas-Márquez, Martínez-Torres & Toral, 2014; Meuter et al., 2013; Jin & Phua, 2014; Zhang & Lee, 2012). Another definition of eWOM is defined as official information about the quality of products, services and retailers from actual customers who communicate through the internet (Sotiriadis & Van Zyl, 2013; Zhang, Zhang & Law, 2012). For instance, in a review website, a person posts a review about a brand or a hotel on a website in order to share his or her experience with audiences. Then, there is one audience that reads the concerned review and writes a response the writer of the topic in order to exchange information and this is called eWOM.

The review in the literature notion is defined as a peer-generated post on an organization's website in which the content is about product evaluation (Chou, Picazo-Vela & Pearson, 2013; Mudambi & Schuff, 2010; Park & Lee, 2009; Li, Ye & Law, 2013). As it allows two parties to express information, feelings and thoughts directly with each other, it is also considered as one type of personal channels of communication (Van Zyl & Sotiriadis, 2013). This is called an online review. For example, any review about brands or services that is posted by users or experts on online websites such as tripadvisors.com is called as online review.

2.1.2 Type of WOM, eWOM & Online review

WOM is now separated into many forms. Recently, new forms of WOM were found. These forms include social word-of-mouth (sWOM) and mobile word-of-mouth (mWOM) (Luarn et al., 2014). sWOM is the information that is transmitted to a third party like friends through social networking sites whilst mWOM is the information that

is communicated via a mobile device (Luarn et al., 2014). These two WOMs are new and are commencing to gain attention from scholars in conducting new research.

Nevertheless, the most popular type of WOM in research, which has been scrutinized and employed in many researchers recently, is electronic word-of-mouth or eWOM (Choi & Scott, 2013). eWOM is considered to be more credible and accessible than traditional WOM (Kietzmanh & Canhoto, 2013; Sotiriadis & Van Zyl, 2013; Martin and Lueg, 2013). Moreover, online review, through the literature, is perceived to be one type of eWOM (Park & Lee, 2009; Jiménez & Mendoza, 2013).

2.1.3 The effects of WOM, eWOM & Online review

As online reviews, eWOM & WOM are associated with each other, and their effects are similar. Nevertheless, empirical evidence from different researchers show there are specific effects and are these are illustrated in the next section.

2.1.3.1 Similar effect of WOM, eWOM & Online review

As an online review is a form of eWOM and eWOM is another type of WOM, most of their effects are similar.

(1); the eWOM and online review have significant effects on sales (Park & Lee, 2009; Purnawirawan et al., 2012; Weijia, Xia, Liu & Liu, 2012; Chou, 2011; Hu et al., 2008; Duan et al., 2008; Van Zyl & Sotiriadis, 2013; Huang & Yen, 2013; Hu et al., 2014; Park & Allen, 2013; Floh, Koller & Zauner, 2013; Chou et al., 2013; Lin, Lee & Horng, 2011; Mangold, Babakus & Smith, 2013; Mudambi & Schuff, 2010; Chiou, Hsiao & Su, 2014; Picazo-vela, Chou, Melcher & Pearson, 2010). The products that are mostly used to test the impact of online reviews on sales are motion pictures, books and online games while the services are about hotels (Park & Allen, 2013; Picazo-vela et al., 2010; Park & Lee, 2009; Lee et al., 2013; Kietzmanh & Canhoto, 2013; Arenas-Márquez et al., 2014; Fan et al., 2013; Zhang, Ma & Cartwright, 2012; Zhang & Lee, 2012).

(2); WOM and online reviews have an impact on people's minds, especially on their attitude and behaviour (Kim et al., 2014; Luarn et al., 2014; Jalilvand & Samiei, 2012; Yang et al., 2014; Chang & Jeng, 2013; Edwards & Edwards, 2013; Abrantes et al., 2013; Martin and Lueg, 2013; Lis & Horst, 2013; Goldsmith et al., 2013; Chou et al., 2013).

(3); according to different scholars, WOM, eWOM and Online reviews have essential impacts on customers' decision making processes (Luarn et al., 2014; Kietzmanh & Canhoto, 2013; Wang et al., 2013; Yang et al., 2014; Lang & Lawson, 2013; Liang et al., 2013; Nguyen & Romaniuk, 2013; Albarq., 2014; Jalilvand & Samiei, 2012; Liang et al., 2013; Wang et al., 2013; Duan et al., 2008; Chou, 2011; Koh et al., 2010; Punj, 2013; Piramuthu et al., 2012; Chou et al., 2013; Mangold et al., 2013; Shen et al., 2014; Weijia et al., 2012).

(4); they help purchasers to tackle their risks and minimize uncertainty in purchasing products or services (Sheng & Wong, 2012; Zhang, Zhang & Law, 2012; Lee et al., 2013; Bae & Kim, 2013; Hamouda & Tabbane, 2013; Yin et al., 2014; Hu et al., 2008; Koh et al., 2010; Lang & Lawson, 2013). Mostly high involvement products which cause a feeling of uncertainty, usually have a high risk (Kuo, Hu & Yang, 2013; Kimmel, 2013). This purchasing decision-making ranges from selecting movie to choosing stock (Lu et al., 2013). WOM and Online reviews have a strong relationship with trust (Han & Ryu, 2012; Ha & Im, 2012; Picazo-Vela et al., 2010; Chou, 2011).

2.1.3.2 Specific effects of WOM, eWOM & Online review

For WOM, (1); it provides a critical effect on sales for businesses (Eisingerich, Auh & Merlo, 2013; Lee et al., 2013; Beck, 2012; Yang et al., 2014; Cox & Repede, 2013). This is including promotion and any sales activities (Lee et al., 2013). Some literature provides a specific example on how WOM affects the ticket sales and revenue of box office movies (Wang et al., 2013; Zhang, Li & Chen, 2012). Kim, Park & Park (2013) point out that WOM also influences people whether they should watch the movie or not. Due to this, WOM can control the success of the movies (Kim et al., 2013).

(2); WOM can increase confidence and improve the positive perception of customers about the businesses (Chang & Jeng, 2013). Even after the purchasing, WOM is also used as a method to decrease a negative experience (Chang & Jeng, 2013).

(3); businesses utilise WOM to create an effect on the purchase decisions of customers (Sheng & Wong, 2012; Lee et al., 2013; Liu et al., 2013; Lee & Li, 2013; Zhang, Li & Chen, 2012; Chang & Jeng, 2013; Sandes & Urdan, 2013; Bae & Kim, 2013; De Angelis, Bonezzi, Peluso, Rucker & Costabile, 2012; Cox & Repede, 2013; Wolny & Mueller, 2013; Yang et al., 2014). The effect on purchase decisions in literature can be found in most of the integral industries such as banking, clothing,

entertainment, appliances, food services and technology products (De Angelis et al., 2012).

(4); the evidence from research has also proved that WOM can influence the pre-use attitudes of purchasers on products, services or retailers who do the businesses (Luarn et al., 2014; Kietzmann & Canhoto, 2013). There is one article which adds the interesting information on WOM that it can have an effect on the demand of customers (Bruce, Foutz & Kolsarici, 2012).

(5); besides these effects, scholars found that WOM provides an effect on consumer perception and brand equity (Wang et al., 2013).

For eWOM in an online forum, it is user-generated content which is the popular function for many online social media websites (Zhang, Tran & Mao, 2012). Because of this, product review is critically influenced by eWOM (Lis & Horst, 2013). Even though eWOM is informal communication, it contains name and location of brand (Wolny & Mueller, 2013). This information can create a negative perception of customers on that brand. (Wolny & Mueller, 2013). eWOM has a high credibility and it is also crucial as people use it as a reference to gather information about products and services (Jalilvand & Samiei, 2012; Kietzmann & Canhoto, 2013). Information gathering is even easier now with the technology of smartphones and PDAs available to customers (Ha & Im, 2012). eWOM's credibility is higher than television and any print advertisements (Jin & Phua, 2014). eWOM can be found in many distinct places such as chatroom, e-consumer forum, personal blogs, bulletin boards, shopping websites, newsgroup, retailer websites, discussion boards and social networking sites (Tseng et al., 2014; Bae & Kim, 2013; Jalilvand & Samiei, 2012; Lee et al., 2013; Sheng & Wong, 2012).

For Online review, (1); it has an impact on purchase intention. Purchase intention is confirmed by many scholars that it is influenced by online reviews (Filieri & Mcleay, 2013; Floh et al., 2013; Purnawirawan et al., 2012; Jiménez & Mendoza, 2013). To be more specific, some researchers posited that online rating has an impact on purchase intention (Jiménez & Mendoza, 2013; Floh et al., 2013; Lin et al., 2011).

(2); user-generated reviews have an influence on the price of the products (Weijia et al., 2012; Punj, 2013).

(3); online reviews have an effect on retail, a company or a brand's reputation (Chou, 2011; Sparks & Browning, 2011; Picazo-vela et al., 2010).

(4); customer online reviews have an impact on product quality (Hu et al., 2008; Duan et al., 2008; Koh et al., 2010). It can measure whether the business will be successful or not (Chou, 2011; Lin et al., 2011).

(5); it influences customer loyalty and trust (Chou, 2011; Picazo-vela et al., 2010). Online reviews also have an impact on customers' expectation (Picazo-vela et al., 2010; Chou, 2011).

(6); online reviews can also affect customers' perceptions (Sparks & Browning, 2011; Mangold et al., 2013).

(7); it helps business to gain more product awareness (Duan et al., 2008).

(8); online reviews help businesses to create a competitive advantage against their competitors in the market (Huang & Yen, 2013).

(9); the frequency of revisit and repurchase by customers is also affected by online reviews (Filieri & Mcleay, 2013; Huang & Yen, 2013).

2.1.4 WOM, eWOM , Online review and their antecedents

Moreover, WOM also has relationships with many factors and those factors are satisfaction, loyalty, quality, commitment, trust, trustworthiness, perceived value, behavioural intention and retention (Sheng & Wong, 2012; Ahrens et al., 2013; Ha & Im, 2012; Han & Ryu, 2012; Fan, Miao, Fang & Lin, 2013; Lee et al., 2013). Previous studies discovered plenty of antecedents of WOM and these antecedents are source expertise, perceived quality, satisfaction and strength of social ties and demographics (Kimmel, 2013; Ahrens et al., 2013; Wien & Olsen, 2012). A wealth of literature confirms that satisfaction is the most important antecedent of WOM (Wien & Olsen, 2012; Sheng & Wong, 2012). When customers are satisfied with products or services, they are likely to generate WOM (Ahrens et al., 2013). Nevertheless, there is not only satisfaction but dissatisfaction resulting from WOM. Customers are more proactive when those satisfactions and dissatisfactions become extreme (Kimmel, 2013). Extreme satisfaction generates positive word-of-mouth while extreme dissatisfaction relates to negative word-of-mouth (Sweeney et al., 2014).

In literature, along side dissatisfied customers, satisfied customers also tend to get involved in generating WOM (Harris & Ogbonna, 2013). As WOM provides evaluation information to customers and shifts them from the current way of thinking about brand to another way, it is perceived to be a crucial source of information due to its credibility through communication (Bae & Kim, 2013; Chang & Jeng, 2013; Wang, Sun & Peng,

2013). Trustworthy nature and unbiased of WOM are another factors that influence this communication to be greater than other sources of marketing techniques (Nguyen & Romaniuk, 2013; Cox & Repede, 2013).

eWOM also has an impact on purchase intention (Jalilvand & Samiei, 2012; Tseng et al., 2014). In addition, it also influences purchase decisions of customers (Arenas-Márquez et al., 2014; Kietzmann & Canhoto, 2013; Bae & Kim, 2013; Kuo et al., 2013; Hamouda & Tabbane, 2013). It can influence brand images of the concerned organizations (Zhang & Lee, 2012; Fan et al., 2013; Jalilvand & Samiei, 2012). In literature, beside brand images, eWOM also increases brand recognition of customers (Kietzmann & Canhoto, 2013). For customer-level, eWOM can motivate customer behaviour (Liang et al., 2013). It plays an important factor in the consumer decision process (Hamouda & Tabbane, 2013; Tseng et al., 2014; Jalilvand & Samiei, 2012). Trust and Trustworthy are another two factors that are influenced by eWOM (Kim et al., 2014; Lee et al., 2013; Kuo et al., 2013; Ha & Im, 2012). In a specific industry like tourism, eWOM is employed by travellers to share their comments about services and it becomes an essential key tool for many travellers (Liang et al., 2013; Albarq., 2014).

There are many factors that significantly enhance the effect of online reviews. First, the online review becomes more believable if it provides information to audiences in both pros and cons (Huang & Yen, 2013). Second, the helpfulness of the online review is influenced by review depth (Chou et al., 2013; Mudambi & Schuff, 2010). Third, posting time has a robust impact on helpfulness of the review so a late posted review would not be considered as necessary by customers (Lee, 2013).

2.1.5 WOM & Online review in advertising

WOM is a face-to-face communication and it usually occurs between peers or people who know each other (Lang & Lawson, 2013). Because of this relationship, it makes interaction credible (Kimmel, 2013). In addition, WOM from close social contacts also provides crucial information and fast response when the answers are needed (Kuo et al., 2013). When comparing WOM to other conventional marketing media and marketing tools, it tends to be the most effective and reliable source of communication information (Jalilvand & Samiei, 2012; Kietzmann & Canhoto, 2013; Lang & Lawson, 2013; Chang & Jeng, 2013; Kimmel, 2013).

WOM provides a more influential effect than other brand messages from traditional channels such as television advertising, print advertising, editorial recommendations,

radio and marketing events (Chang & Jeng, 2013; Nguyen & Romaniuk, 2013; Kimmel, 2013; Lang & Lawson, 2013; Meuter et al., 2013). These types of commercial advertising are basically different from WOM in two ways (Bae & Kim, 2013). First, unlike WOM which communicates with customers through social-networks, these commercial channels communicate through mass-media (Bae & Kim, 2013). Second, WOM provides more credibility to customers (Chang & Jeng, 2013). It also influences customers in making decisions about what to watch on film and television (Nguyen & Romaniuk, 2013). When it comes to new products, WOM also has a great impact on purchasers (Bae & Kim, 2013; Cox & Repede, 2013). Moreover, the customers who obtain more WOM tend to be influenced by this type of communication (Kuo et al., 2013). Because of this, product judgement of customers can be influenced by WOM (Jalilvand & Samiei, 2012; Wien & Olsen, 2012).

In the tourism sector, a famous website like tripadvisor.com and virtualtourist.com also provides the review function to their users (Sparks & Browning, 2011; Shen et al., 2014). In the commercial sector, the online stores that adapt to the online review system are Amazon.com, eBay.com, bestbuy.com and staples.com adapted online reviews (Piramuthu, Kapoor, Zhou & Mauw, 2012; Chou et al., 2013). Moreover, this adaptation is also available in online book stores like barnesandnoble.com and goodreads.com (Shen et al., 2014; Park & Allen, 2013). In the online entertainment sector, the example of the website that uses the online reviews system is youtube.com (Karakaya & Barners, 2010). In addition to the pure text, these websites provide a rating system for customers to rate products and services (Huang & Yen, 2013).

The popular rating system that is utilised by these online intermediaries' marketplaces is a five-star rating system (Mudambi & Schuff, 2010; Huang & Yen, 2013). This system will demonstrate how many people prefer the review and how many are against it (Walther et al., 2012; Piramuthu et al., 2012). This five-star rating system is employed to rate appearance, value, performance, ease of use and durability of the products and services (Chou et al., 2013). The five-star rating system can enhance and contribute a greater effect on the online review as it becomes more and more crucial in communication.

ChannelAdvisor, the specialist in online business strategy for retailers, confirmed that approximately 90% of people prefer to read online reviews, while up to 83% of people believe that the online review can influence their decision making (Shen et al., 2014). In addition, when comparing online reviews to traditional sources of

information, the traditional source of information is perceived to be less trustworthy and credible than the online reviews (Koh et al., 2010; Walther et al., 2012).

2.1.6 The valence of WOM, eWOM & Online review

The valence of WOM, eWOM & Online review is divided into positive or negative even though sometimes it sits on the fence as a neutral form (Kimmel, 2013; Sandes & Urdan, 2013; Nguyen & Romaniuk, 2013; Harris & Ogbonna, 2013; Zhang et al., 2012; Albarq., 2014; Roschk & Große, 2013; Ha & Im, 2012).

2.1.6.1 Positive WOM, eWOM & Online review

Positive word-of-mouth, or PWOM, contributes a lot of benefit to businesses as a key marketing strategy (Ha & Im, 2012). PWOM helps businesses to maximise purchasers' intentions to buy new products, build a good image, increase brand acceptance and minimize the costs of promotion (Zhang, Zhang & Law, 2012; Nguyen & Romaniuk, 2013). PWOM is usually involved with good experiences which results in making positive recommendations (Sweeney et al., 2014). Because of this, some businesses utilise WOM into their marketing strategy, especially viral marketing (Wang et al., 2013). These organizations also pay an amount of their budget to people who spread PWOM for their brands (Wang et al., 2013).

Positive eWOM is defined as positive customers' comment that are generated through satisfied experiences (Zhang & Lee, 2012). Positive eWOM can influence satisfaction and loyalty of customers whilst negative eWOM has an impact on trust and purchase intention of consumers (Ha & Im, 2012; Lu et al., 2013).

According to the research, if overall reviews on particular products are positive, it will lead to a positive impression on customers (Purnawirawan, Dens & De Pelsmacker, 2012). In research, it is pointed out that a detailed positive review is more powerful than a general positive review (Jiménez & Mendoza, 2013). While the neutral set of reviews also lead to a positive impression, the majority of negative reviews also lead to negative impression on the users (Sparks & Browning, 2011; Purnawirawan et al., 2012; Karakaya & Barners, 2010). These different reviews would provide different attitudes but many researchers discovered that a positive review tends to be less influential than a negative review (Yin, Bond & Zhang, 2014; Chou et al., 2013; Purnawirawan et al., 2012; Lee, 2013; 13; Sparks & Browning, 2011). This is similar to WOM. Even though

PWOM has a good effect on customers, its power is considered to be less influential than negative word-of-mouth (Kimmel, 2013; Nguyen & Romaniuk, 2013).

2.1.6.2 Negative WOM, eWOM & Online review

Negative word-of-mouth or NWOM is conceptualized as negative complaints from an individual or a group of people that has a purpose to warn their peers to avoid and not to purchase the particular brand (Fox & Rinaldo, 2014; Hickman & Ward, 2012; Bach & Kim, 2012). For negative eWOM, it refers to any bad description from customers who have had an unsatisfied experience about products or services (Zhang & Lee, 2012). Moreover, literature also confirms that the negative eWOM is found to be more powerful than positive eWOM (Aggarwal, Gopal, Gupta & Singh, 2012; Kietzmann & Canhoto, 2013).

Due to diagnostics of NWOM, it provides greater performance attributions and effects (Sweeney et al., 2014). NWOM occurs when the products do not perform according to customers' expectations (Wang et al., 2013). In terms of service, NWOM can happen when the service fails to satisfy the needs of users (Han & Ryu, 2012). These failures cause customers to feel anger, frustration, dissatisfaction, regret, and then spread the NWOM to their families and friends (Santos & Basso, 2012). The unsatisfied customers establish NWOM to warn their peers to avoid the failures and to ruin the reputation of those brands (Santos & Basso, 2012). This powerful pervasive problem degrades quality perception, satisfaction and purchase intentions of people who receive NWOM (Fox & Rinaldo, 2014). In addition, the credibility of commercials is also damaged whilst consumer behaviours become negative toward the concerned businesses (Liang et al., 2013; Fox & Rinaldo, 2014).

NWOM also influences the customer purchase decision, brand image and brand reputation of organizations (Zhang, Zhang & Law, 2012; Fox & Rinaldo, 2014; Liang et al., 2013). As PWOM influences on brand purchase and NWOM influences people not to buy products, or use services from concerned brands, many businesses persist to adapt PWOM into their marketing strategies and find a way to prevent factors that can generate NWOM (Zhang, Zhang & Law, 2012; Wang et al., 2013; Nguyen & Romaniuk, 2013). The PWOM and NWOM have effects on consumers but there is an exception. The PWOM does not work if customers do not prefer that brand and the NWOM does not work if customers prefer that brand (Kimmel, 2013).

In the book industry business, a positive eWOM on internet can maximize the book sales (Wang et al., 2013). On the other hand, the book sales can be significantly dropped due to negative online book reviews (Lu et al., 2013).

Negative reviews provide the most powerful effects on products and services than any other review and play an important role in the decision-making process (Pantano & Di Pietro, 2013; Lee, 2013). For instance, the anxious reviews have more influence or use because the anxious review is considered as negative (Yin et al., 2014). However, a negative review will have less effect if retailers are well-known to customers (Duan, et al., 2008). Negative reviews can relate to being negative about the attributes but can also be negative in the style. Thus, in the next section of the chapter, the styles of the reviews are discussed.

2.2 The abusive styles of negative online review

Some scholars look into the deeper notion of online review by studying styles of online reviews. De Bruyn & Lilien (2008) confirms that the influence of online referrals can be moderated by the interpersonal tie. This interpersonal tie is intimacy, amount of time, reciprocal services and emotional intensity (De Bruyn & Lilien, 2008). Emotion in online review is scrutinized further by Sparks & Browning and they discover that the online review is motivated by either altruism or continuum (Sparks & Browning, 2010). Moreover, Kim & Gupta (2012) conducted a research into the study about positive emotional and negative emotional in online reviews. They confirm that positive emotional in a single review is less effective than negative emotional in a single review (Kim & Gupta, 2012).

The influence of style on review is also explored by Ludwig and his colleagues. They found that conversion rates can be maximized by two factors. The first factor is congruent with the product interest group's typical linguistic style while the second factor is affective cues (Ludwig, de Ruyter, Friedman, Brügger, Wetzels & Pfann, 2013). This evidence suggests that the writing style has a strong influence on how reviews are perceived (Ludwig et al., 2013). However, for the bullying style of review, there is no research that has investigated this style of review. Figure 2 below demonstrates an online review in the bullying style.

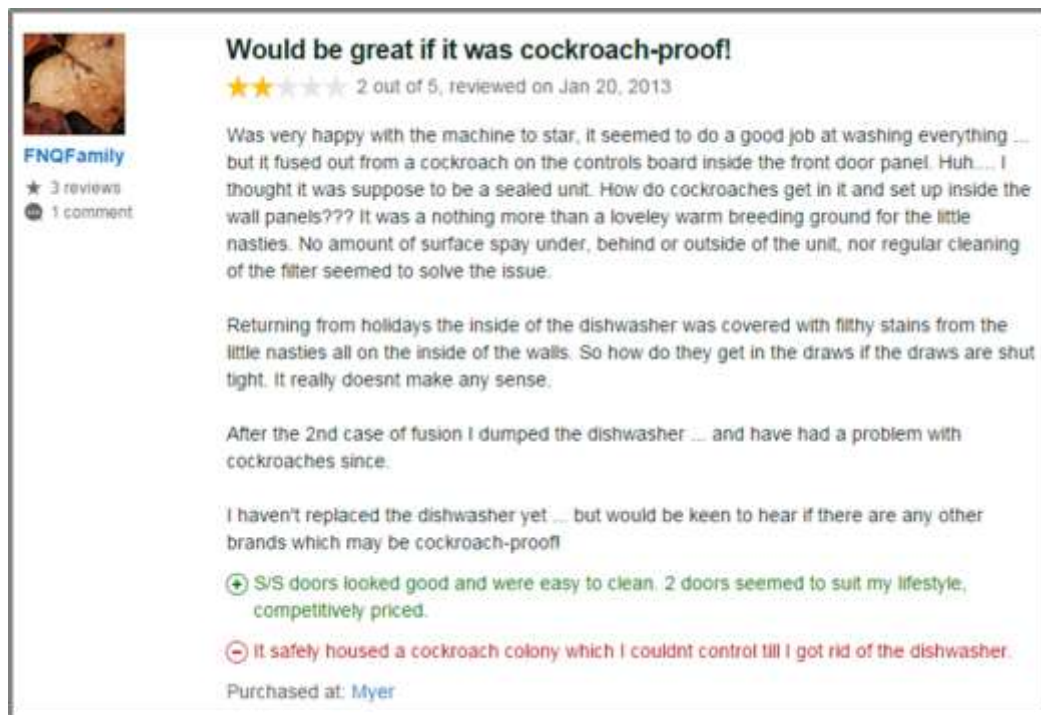


Figure 2 - The bullying review on a dishwasher

Source: <http://www.productreview.com.au/p/fisher-paykel-dishdrawer/4.html>

In this review, the reviewer uses the phrase “Cockroach-proof” as sarcasm to damage the brand image of the product. Moreover, this reviewer also compares the dishwasher to a lovely warm breeding ground. The cockroach-proof and lovely warm breeding ground is abusive language which the reviewer uses as the bullying style to harass and attack the brand. The bullying style can be explained by the bullying notion from psychology literature. In the next section, the bullying literature is illustrated along with information about bullying, bullying types and how people react to the bullying. The reaction of people toward the bullying is investigated in the theoretical chapter.

2.3 Negative Review style: A form of Bullying

The bullying and abusive review shares similar characteristics. In the bullying context, bullies who use language when harassing a victim is called verbal bullying. This is similar to an abusive review where the reviewer abuses the brand by using extreme language to attack the brand. Because of this, the abusive review can be explained by using the bullying notion from psychology literature.

2.3.1 Definition

Bullying has been defined by many scholars but one of the most frequently used definitions is from Olweus (Albdour & Krouse, 2014; Forsberg, Thornberg & Samuelsson, 2014; Dogruer & Yaratan, 2014; Harcourt, Jasperse & Green, 2014). Olweus's definition illustrates that bullying is a repeatedly aggressive behaviour that happens to a defenceless individual or a group of people (Forsberg et al., 2014; Dogruer & Yaratan, 2014; Albdour & Krouse, 2014; Harcourt et al., 2014). There are also supported definitions from organizations who conceptualize bullying in a way that is similar to Olweus. The national library of medicine in the U.S confirms that bullying is an aggressive behaviour on a person whilst the Department of Health & Human services in the U.S states that the bullying can occur repeatedly (Hughes, 2014; Albdour & Krouse, 2014).

2.3.2 Type of bullying

At the beginning, scholars categorize the bullying into two fundamental types which are physical bullying and verbal bullying (Vivolo-Kantor et al., 2014; Corcoran & Mc Guckin, 2014; Yen et al., 2014; Levine & Tamburrino, 2014; Albdour & Krouse, 2014; Hughes, 2014; Harcourt et al., 2014; Alsaleh, 2014). Now, as more research has been conducted in recent years, scholars discover a variety of types of bullying that are relational bullying, emotional bullying, cyber bullying, workplace bullying and sexual bullying (Dogruer & Yaratan, 2014; Corcoran & Mc Guckin, 2014; Alsaleh, 2014; Devonish, 2014; Nickerson, Aloe, Livingston & Feeley, 2014; Holfeld, 2014). Our focus in this research is on verbal bullying. Nevertheless, other bullying types also share the characteristics of verbal bullying.

2.3.3 Verbal bullying

This second type of the bullying refers to an action of perpetrators in using language in negative ways to intentionally embarrass or hurt a targeted individual or a group of people (Dogruer & Yaratan, 2014). This language-related action includes copying the way victims speak, threatening, inventing stories, name-calling, spreading rumours and teasing (Albdour & Krouse, 2014; Levine & Tamburrino, 2014; Dogruer & Yaratan, 2014; Fox, Jones, Stiff & Sayers, 2014; Hodgins, MacCurtain & Mannix-McNamara, 2014; Corcoran & Mc Guckin, 2014; Hemphill et al., 2014). There is not

only one type of indirect mode of the bullying. Relational bullying is the third category and is also considered to be an indirect mode of bullying (Levine & Tamburrino, 2014; Nickerson et al., 2014; Fox et al., 2014; Alsaleh, 2014).

2.3.4 Characteristic of bullying

The bullying contains three key fundamental characteristics which are, intentional aggression, repetition and power imbalance (Vivolo-Kantor, Martell, Holland & Westby, 2014; Hemphill, Tollit & Herrenkohl, 2014; Corcoran & McGuckin, 2014; Gumpel, Zioni-Koren & Bekerman, 2014; Levine & Tamburrino, 2014; Hughes, 2014; Hodgins et al., 2014). To elaborate in detail, it involves intentional aggression of bullies who repeatedly cause harm on an individual or people who are weaker (Dogruer & Yaratan, 2014). This repetition significantly increases if the bullies know that their victims suffer from the bullying (Kowalski, Schroeder, Giumetti & Lattanner, 2014). The bullying can be both direct and indirect and it can be performed by the same or different perpetrators (Gakhal & Oddie, 2014).

2.3.5 Role player in bullying

In bullying, the understanding of people about this notion is different and this bullying can occur with any age, gender and in any environment (Kemp, 2014; Dogruer & Yaratan, 2014). Normally, there are three main people involved the bullies, the victims and the bystanders (Albdour & Krouse, 2014; Levine & Tamburrino, 2014). Bullies or people who perform the bullying also have a different status, and different skills and social behaviour (Yen, Yang, Wang, Lin, Wu & Tang, 2014). Although bullies are people who do the bullying, the victims are people who are bullied (Levine & Tamburrino, 2014). The bystanders are witnesses or people who observe the bullying (Levine & Tamburrino, 2014).

In online websites, there are also three main people and these people are reviewers, audiences and brands. The reviewers are the people who provide information about a particular brand according to their experience and notions. These reviewers are perceived as bullies in bullying literature. The reviewers are perceived as bullies when they turn to be abusive. The abusive reviewers would utilise an abusive review to attack the brand. The audiences are the users who read the reviews and interact with reviewers by providing feedback on the topic with their reviews. According to the bullying notion, the audiences are recognized as bystanders who observe the bullying and they can

choose whether to help bullies or victims. Finally, the last role player in the online review is the brands. The brands are companies, products, or services that are attacked by reviewers with the online review. In a bullying context, the brands would take the role of the victims who got bullied by aggressors in this case the reviewer.

2.4 The reaction of people to bullying

Bystanders are perceived as witnesses who observe the bullying between aggressor and victims (Levine & Tamburrino, 2014). These bystanders can take different reactions according to the bullying. In the situation when they prefer and like the bullying, they get involved with the bullying in two different forms (Gumpel., 2014). First, bystanders who get involved with aggressors to directly bully the victims are called ‘assistant’ (Hughes, 2014). Second, bystanders who get involved with aggressors to indirectly bully the victims by motivating the bullies to continue the bullying are called ‘enforcer’ (Hughes, 2014).

However, when bystanders prefer not to join the bullying, they can choose to be defenders (Gumpel et al., 2014). Sometimes this defender is recognized as ‘upstander’ (Hughes, 2014). In the form of defender, bystanders resist and intervene the bullying by protecting victims (Levine & Tamburrino, 2014; Nickerson et al., 2014). In some cases, the bystander can take no action but observe the bullying passively (Forsberg et al., 2014).

Assuming from the notion above, in an online context, the reviewers who provide the review in a negative way can be perceived as bullies while the companies or brands that are bullied by reviewer are victims. Audiences who read and observe the reviews from reviewer to brands are bystanders. In the situation when the audiences like the review from reviewer, they would add another review to support the reviewers in order to attack the companies or brands. However, if the audiences do not like the negative reviews from reviewers, they would help and protect the companies or brands from the bullying.

Sometimes the audiences or bystanders take a neutral form. They do not prefer to be either enforcers who support the bullying or defenders who help victims (brands) to get out of the bullying situation. In an online context, the audiences who take a neutral form would do so by not posting any review to enrich the bullying review or to protect the brand. These neutral bystanders simply observe the bullying review passively. This research focuses on how these bystanders who observe the attacks of the aggressor toward the victims react to the reviewer, review and the brand. In the next chapter, the

theoretical framework is discussed to investigate the reaction of bystanders when they observe the bullying.

Chapter three: Theoretical Framework on the reaction to bullying reviews.

Online review can be both a positive or negative style and people act differently according to their perception. Sometimes people reject a negative online review and accept positive reviews. On the other hand, people also reject positive and accept negative reviews. These positive and negative reviews also provide distinct effects on the reviewer, review and the brands. In this study, if the online review is provided in a bullying style, what are the main effects and moderation effects it would provide to the reviewer, review and the brands.

3.1 Main effect of bullying

Based on the bullying literature, observers are most likely to reject the bullying review. Online reviews, reactance theory, persuasion resistance and inoculation theory are considered below with an explanation in detail why people might resist a message that contains the bullying like style. First, theories will be discussed and following the research hypotheses will be drawn.

3.1.1 Theoretical foundation

The situation when someone resists and rejects the persuasive attempt is conceptualized as reactance. There are three fundamental theories in literature that explain this type of effect that are highly related to each other; reactance theory, persuasion resistance theory and inoculation theory.

3.1.1.1 Reactance theory

Psychological reactance is a theory that is introduced by Brehm (Brehm, 1966). Unlike persuasion theory that illustrates the success of the message, psychological reactance demonstrates why the persuasion message can be ineffective (Ball & Goodboy, 2014). It is defined as the situation in which the persuasive message blocks or terminates the freedom of the individual, or a group of people, so they encounter the psychological reactance that influences them to find remedies in order to retrieve their lost freedom (Brehm, 1966; Mazis, 1975; Ball & Goodboy, 2014; Knight, Tobin & Hornsey, 2014; Vrugt, 1992). People who experience psychological reactance can restore their freedom in two ways that are the direct and indirect methods (Ball &

Goodboy, 2014). In the direct way, people can reject the threatening message directly whilst in the indirect way, people can practice another freedom behaviour that is similar to the eliminated one (Knight et al., 2014; Ball & Goodboy, 2014).

In consumer behaviour and social psychology communication, psychology reactance is frequently found in research (Lee, Lee & Hwang, 2014). For example, psychological reactance is utilised to scrutinize the behaviour change such as flossing, organ donation, smoking, exercise and alcohol consumption (Ball & Goodboy, 2014). In addition, there is research stating that the psychological reactance is stronger for people in private rather than public (Maass & Clark, 1986). Another research suggests that psychological reactance associates with self-esteem (Vrugt, 1992). Reactance theory is also associated with persuasion resistance theory by Tormal & Petty (Tormala & Petty, 2004a).

3.1.1.2 Persuasion Resistance

The notion of resistance to persuasion has been studied in literature and one of those notions about resistance is from Tormala and Petty (Tormala & Petty, 2004a; Lemanski & Lee, 2012). Previous research by Tormala and Petty illustrates that people's initial attitude is not altered when they resist the persuasive message (Tormala & Petty, 2004a; Chen, Minson, Schöne & Heinrichs, 2013). However, recent work from Tormala and Petty suggest an additional notion to their theory that availability of cognitive resources and elaboration have an impact on effective metacognition (Tormala & Petty, 2004b). When the elaboration is high, the cognition is also increased (Tormala & Petty, 2004a; Lemanski & Lee, 2012). Because of this, the attitude of people is changed (Tormala & Petty, 2004a; Lemanski & Lee, 2012). Tormala and Petty's research also indicates that when people resist the persuasive attacks, it can enhance their attitude in which the result is harder to motivate in the future ((Tormala & Petty, 2004a; Lemanski & Lee, 2012).

It is harder to motivate customers because they have an immunization. People who experience negative persuasion can create a protection to prevent them from another persuasion review. This immunization is studied by inoculation theory.

3.1.1.3 Inoculation

Inoculation is the original theory from McGuire (McGuire, 1964). It is conceptualized as an ability of a person to resist persuasion attacks (Lessne & Didow,

1987). Inoculation theory illustrates that people can be susceptible to any persuasion attacks if they receive defensive pre-treatments (Lessne & Didow, 1987; Rogers & Thistlethwaite, 1969). In order to be less vulnerable, people have first to be exposed to initial attacks (Tormala & Petty, 2004b; Lessne & Didow, 1987). After the exposure, people generate a defence against the subsequent attacks (Rogers & Thistlethwaite, 1969; Tormala & Petty, 2004b). Finally, they are immunized against any attack of culture truism (Tormala & Petty, 2004b). The inoculation approach is utilised in many theoretical frameworks and practical works for its immunization against influence (Pfau, Holbert, Zubric, Pasha & Lin, 2000). In applied works, inoculation is practiced in public relations, commercial advertising, smoking prevention, political campaigns and adolescent alcohol (Pfau et al., 2000).

3.1.2 Hypotheses for the reaction to bullying reviews

According to the information, the bullying review may prevent people from achieving their goal and block their freedom because the negative style of review may contradict people's expectations of freedom and how to communicate. Thus, this message violates it. The resistance results in a negative effect for the reviewer who provides the bullying review level. Thus, when it comes to the effects the researcher considers three levels that are, the evaluation of the review, evaluation of the reviewer and finally the consequence on the reviewed brand. According to this, the researcher proposes three hypotheses below:

H1: The (a) acceptance level of the review and (b) the trust in the review as well as (c) the perceived usefulness of the review will be less positive if the review is written in a bullying style.

H2: If a review is written in a bullying style the (a) perceived expertise level of the reviewer as well as (b) the reviewer's trustworthiness will be less positively evaluated.

However, if people who encounter bullying like the messages, they tend to sympathize with the victim according to the reactance theories. Thus, if bullying occurs, there should be a positive effect of bullying on the attitudes toward the bullied brand.

H3: Attitude towards the product will be more positive if the product received a review in bullying hypotheses.

3.2 Potential moderators of the effects of bullying

Yet the main effect explains that we tend to reject bullying like reviews, however there might be conditions where they are accepted. This is firstly related to someone's personal goals as well as the power of both, the victim and the bully. Thus, the following section explores possible moderators for the reaction to bullying reviews.

3.2.1 Theoretical foundation

People have their own goals and when their goals are blocked, they tend to dislike that prevention. In the online context, the bullying review can block people goals. In addition, the bullying review can be provided by the expert or consumer. These users tend to write online reviews on different types of companies such as a small local company or a big international company. In the next section, the goal-framing approach, topdog-underdog theory, power position of bullies and power position of victims are described.

3.2.1.1 Goal-framing approach

Generally, a person always has a goal when he/she intends to do something. In literature, a goal is more crucial than just an objective as it can influence people's thinking (Dijkstra, Lindenberg & Veenstra, 2007; Dijkstra, Lindenberg & Veenstra, 2008). This notion is scrutinized by the goal-framing approach (Lindenberg, 2006). In the goal-framing approach, the evaluation of particular people can be influenced by the goal when they judge other people's behaviour and characteristics (Veenstra, Lindenberg, Munniksmma & Dijkstra, 2010; Dijkstra et al., 2008; Lindenberg, 2006). Because of this, if characteristics and behaviour do not help to achieve the goal, it is disliked (Dijkstra et al., 2007, Dijkstra et al., 2008; Veenstra et al., 2010). On the other hand, it is likened to when the characteristics and behaviours illustrate goal-achievement (Dijkstra et al., 2008; Veenstra et al., 2010). Thus, the result of the goal in unsupported and supported processes are disliking and liking (Veenstra et al., 2010). The positive feature tends to be 'helping' as it supports the obtaining of the goal (Dijkstra et al., 2007). The bullying is not perceived as negative but neutral (Dijkstra et al., 2007). In addition, the bullying sometimes supports goal-achievement but the effect is not greater than helping in acceptance and expected literature (Dijkstra et al., 2007). For example, the figure 1 shows that the bullying review supports the goal of audiences. Audiences accept the bullying review and like the review. There are twelve people in figure 1 who

like the bullying and perceive the bullying style of review as helpful information. On the other hand, the bullying review can be rejected by audiences if it blocks their freedom.

According to the goal framing approach, the process that supports the goal is like what it does not support is dislike (Veenstra et al., 2010). Empirical evidence from Naylor illustrates that the reviewer who has a similar preference is perceived to be more persuaded than the reviewer who has a dissimilar preference (Naylor, Lamberton & Norton, 2011). In this context, people who are the underdog also support the companies that share similar characteristics. Thus, the power positions of the bully as well as of the victim need to be addressed as potential moderators. The following review considers that the bully as well as the victim can take different power positions, strong (topdog) or weak ones (underdogs).

3.2.1.2 Topdog & Underdog

Topdog and underdog are the terms that are used to describe brands and companies measuring by market share, market position, strength, size, and resources (Paharia, Keinan, Avery & Schor, 2011). Underdog is employed to classify brands and companies that have low resources, less market, small size and they are not expected to be successful (Paharia et al., 2011). The example of an underdog organization is the local coffee shop that has to compete with international coffee shop brands like Starbucks (Paharia et al., 2011).

On the other hand, topdog is utilized to identify brands and companies that have higher resources and these organizations are perceived to win in competition (Paharia et al., 2011). The example of a topdog organization is Walmart that has local mom-and-pop stores as competitors (Paharia et al., 2011). According to the literature, people prefer to connect themselves with topdog brands as the association reflects the glory of the winner (Paharia, Avery & Keinan, 2014). For example, students like to illustrate their glory of the winner by wearing brand apparel of the champion football team (Paharia et al., 2011).

Now, because of the underdog brand biography, people are likely to support the companies that have this kind of information (Paharia et al., 2014). Companies do not let people judge them anymore but they tend to use the underdog narrative as their strategy in gaining support from customers (Paharia et al., 2014). The underdog narrative in the form of brand biography can be viewed through organizations' websites,

product packaging and other marketing media (Paharia et al., 2014). Artisanship, authenticity and heritage are three consumer values that can be created by the brand biography (Paharia et al., 2014).

The support is stronger for people who share similar characteristics with underdog brands compared to people who do not (Paharia et al., 2014). Without threats from strong rival brands, local shops or organizations are not considered to be the underdog brands (Paharia et al., 2014). The support is higher when a shop has to compete with strong rival brands; however, the support is dropped if the shop has weak competitors (Paharia et al., 2014). If the supporters of underdog brands become loyal customers, they tend to hate the opposite brands of underdog brands (Paharia et al., 2014).

Yet considering the goal framing approach, people who perceive themselves more as underdogs are likely to associate themselves with companies that are also underdogs. Thus, if the small company gets bullied, the review and reviewer should be rejected by these audiences as underdog people and vice versa. If people however like powerful topdogs, the reviews of the stronger (topdog) reviewer will be more liked. Thus, in the next section a discussion of possible indicators for the power position of the victim (company) and the bully (reviewer) are discussed.

3.2.2 Power position in review relations

Considering the reviews, as there are not two companies but a reviewer and a bullied brand, we need to investigate further how an underdog and topdog setting is applied. According to this notion, the reviewers in this research are perceived as bullies who attack victims (companies) with a bullying review. These two positions of power are expert and user reviews. In the next section, the power position of the bully between expert reviewer and consumer reviewer is discussed. Furthermore, for companies, as discussed the size and the market power are an expression of whether they are underdog or topdog.

3.2.2.1 The power position of the bully: Expert vs. User reviewers

As the online reviews are written by different reviewers, these online reviews will not provide the same influences on readers (Hu et al., 2008). The reviewers with a positive reputation will be perceived as trustworthy and credible persons because of two main reasons (Hu et al., 2008). First, they do not have a conflict of interest with brands' owners and second, these reviewers have essential expertise to review the products or

services (Hu et al., 2008). In research, the expertise of the reviewer is measured by the descriptive information that verifies the identity of the reviewer (Punj, 2013). Due to this, the identity of the reviewer can enrich the review's quality (Weijia et al., 2012). The majority of reviews come from two main reviewers that are expert and customers (Reinstein & Snyder, 2005). The expert reviewer tends to be more credible than the consumer reviewer. According to topdog-underdog theory, the strong one is topdog whilst the weak one is underdog. Due to this, the expert reviewer tends to be perceived as topdog and the underdog is the consumer reviewer.

3.2.2.1.1 Expert review

In literature, the expert's reviews are the reviews from people who are specialists in that particular product category or have sufficient notion about those services, and they also do not have economic interest in the sales of the reviewed products (Chakravarty & Mazumdar, 2010; Friberg & Grönqvist, 2012). Because of this, the review from the expert will potentially affect the demand of customers (Friberg & Grönqvist, 2012). In some research, it is also confirmed that favourable experts' reviews have a correlation with the increase of sales (Friberg & Grönqvist, 2012). For instance, a researcher found that experts' reviews have an effect on the revenue of the movie box office (Kim et al., 2013). The expert generates a review based on their technical attribute information that they have learnt from their past experience (Sheng & Wong, 2012). This experience will be utilized as a source of information to generate reviews that will be able to mitigate negative effects of harmful information in the website (Chakravarty et al., 2010). This expert review will help customers to make better purchase decisions in websites (Chakravarty et al., 2010). Moreover, it also influences customers' product choices (Wang et al., 2012).

Because of the specialist skills and credibility, customers tend to believe experts. The technical and specific information on the product enhance the credibility of an expert review so it should be more acceptable than other reviews. Because of this, we proposed the hypothesis that when an expert provides a negative review on a product, the acceptance level is higher than other reviews.

3.2.2.1.2 User review

On the other hand, a customer's review is different from the expert's review as it is directly generated by people who purchase a product or use the services (Chakravarty et al., 2010; 40). This review has the effect of evoking consumers' affective reactions and influences other customers' decision making (Kim & Gupta, 2012; Wang et al., 2012). The customer review has a special effect that works effectively on niche markets and it has the ability to influence the sale of unpopular products to become famous (Zhou & Duan, 2012). For instance, the customer review can make unpopular video games become famous among gamers again through their ratings (Zhou & Duan, 2012). In term of the products, user-generated reviews had been focusing on experience of products rather than the search for goods (Zhang, Ma & Cartwright, 2013). The most popular products for experience in user review literature are the hotel businesses, movies' box office revenues and books (Zhang, Ma & Cartwright, 2013). Like expert reviews, the purchase behaviour is also influenced by the customer review (Zhang, Ma & Cartwright, 2013). Because of this, the user-generated review also has an impact on sales of the products (Zhang, Ma & Cartwright, 2013). Yet so far, studies carried out show that expert reviews are seen as more informational while the consumer ones gained more trust (Reinstein & Snyder, 2005).

Beside the power position of the bully between expert and user, that of the victim is another power position that is also important. This power position of the victim is between the small local company and the big international company. In the next section, the power position of victim is discussed.

3.2.2.2 The power position of the victim (The small vs. big)

The power position of the victims in this research is divided into two companies which are a small local company and a big international company. The power positions of these companies are measured by the number of employees, market share, annual revenue, expenditure and profit. As the small local company has a lower number of employees and market share, it is recognized as the underdog. On the other hand, the big international company that has a bigger workforce and large market share is classified as topdog.

3.2.2.2.1 Small local company

The small local company is a business that operates with a small number of employees and has less market share in the market. The small local company in this research is a family owned business from New Zealand. According to topdog-underdog theory, the small local company is perceived as the underdog company because of its low resources and less market.

3.2.2.2.2 Big international company

The big international company is a business that operates with a large number of employees and has more market share in the market. Moreover, this big international company also tends to be successful and make a lot of profit. The big international company in this research has 13,000 employees and operates in 50 markets worldwide. According to the topdog-underdog theory, the big international company is perceived as a topdog company because of their high resources and greater market share.

3.2.3 Hypothesis of the moderation effect of the bullying and the power position of the victims.

According to topdog-underdog theory, the small local company is perceived as an underdog company because of its low resources and less market share. On the other hand, the big international company is represented as a topdog company due to its resources and market share. People who think of themselves as underdogs tend to be associated with the underdog company so when the underdog company is attacked by the bullying review, it will be less positive. However, when the topdog company is attacked by the bullying review, it will be more positive. Thus, I propose the hypotheses below.

H4: The (a) acceptance level of the review and (b) the trust in the review as well as (c) the perceived usefulness of the review will be less (more) positive if the weak (strong) company is attacked in a bullying manner compared to just a negative review style.

H5: The (a) perceived expertise level of the reviewer as well as (b) the reviewer's trustworthiness will be less (more) positively evaluated if the weak (strong) company is attacked in a bullying manner compared to just a negative review style.

H6: Attitude toward the product will be more (less) positive if the product that is attacked in a bullying manner is weak (strong) company.

3.2.4 Hypothesis of the moderation effect of the bullying and the power position of the bullies.

Normally, the reviews that are provided by the expert are far more credible than the user because the expert review is generated by actual experience and specialist information whilst the user review is created by only actual experience with no specific notion about the particular product. Also evidence from the bullying literature suggests that if the bully is popular or trusted that leads to less rejection of the bullying. According to this notion, when the review is provided in a bullying style by a user, it is believed to be less positive than the expert review. Thus, the hypotheses below are proposed.

H7: The (a) acceptance level of the review and (b) the trust in the review as well as (c) the perceived usefulness of the review will be less (more) positive if the bullying review is provided by user (expert) while the just negative reviews should not show any differences.

H8: The (a) perceived expertise level of the reviewer as well as (b) the reviewer's trustworthiness will be less (more) positively evaluated if the bullying review is provided by a user (expert) while the just negative reviews should not show any differences.

H9: Attitude toward the product will be more positive (less) if the product is attacked by the bullying review from the user (expert) while the just negative review should lead to equally lower attitudes.

3.2.5 Hypothesis of the moderation effect of the power position of the victims and the power position of the bullies on negative reviews.

The majority of negative reviews also lead to negative impressions of the users (Sparks & Browning, 2011; Purnawirawan et al., 2012; Karakaya & Barners, 2010). It is expected that bullying compared to just negative framed reviews will be rejected. So far the effect of the reviewer position and the power position has been discussed. The

position of the reviewer might also be moderated if the position of the bully as well as the position of the victim might moderate this negative effect.

According to a goal framing approach, the process that supports the goal is 'like' if it does not it is 'dislike' (Veenstra et al., 2010). People like it when something is in line with their own believes and goals thus if the reviewer (bully) is in a similar power position as the reader then the bullying should be more accepted. Empirical evidence from Naylor illustrates that the reviewer who has a similar preference is perceived to be more persuasive than a reviewer who has a dissimilar preference (Naylor, Lamberton & Norton, 2011). In this context, people who are underdogs also support the companies who share similar charactersristics.

Thus, they might discount the review if it is from a user while accepting the one from the expert as they will feel sympathy for the victim regardless of the level of bullying. If a review shares a similar power position as the reader, the bullying review should be less accepted. Yet if the reviewer is in a stronger position (expert) and the victim in a weaker position, this should lead to an even stronger rejection. In other words, negative user reviews for small companies and negative expert reviews for big companies should lead to lower acceptance of the reviews

H10: The (a) acceptance, (b), trust, (c) perceived usefulness of an negatively framed review will be less (more) positively evaluated if it is provided by a user (expert) reviewer and if it relates a company in a weaker (stronger) position.

H11: The (a) perceived expertise and the (b) trustworthiness of the reviewer of a negatively framed review will be less (more) positively evaluated if it is provided by a user (expert) reviewer and if it relates to a company in a weaker (stronger) position.

If people like the underdog and if the underdog gets attacked by a similar person this should lead to an increase in sympathy and subsequently more favourable attitudes towards the victim should it be attacked by a similar powerful reviewer.

H12: Attitude towards the brand will be more favourably evaluated if the negative review is provided by a user (expert) and the company is in a weaker (stronger) position.

The main effect of the bullying is believed to be affected by the power position of the user. In addition, this main effect of the bullying is also considered to be influenced by the power position of brands. While Hypotheses 4 to 12 hypothesize the interaction effects of the bullying, the power position of the bully and the power position of the victim might also interact. Thus the following research question is proposed.

RQ1: With the level of bullying (extremity), will the moderation effect of a negative framed review change?

Chapter four: Study Method

The purpose of this research is to investigate the bullying context of online reviews. The power of the victim was discussed. The position of the bully as well as the level of bullying might moderate the effects. Thus a 2 size (power) of the victim (small local company & big international company), by 2 position of the bully (consumer profile (user) & expert profile), by 2 level of bullying (negative review & bullying review) is employed to investigate the research question. This research is approved by AUTECH with ethics application number 14/164 Negative bullying of brands in online reviews on 27 May 2014.

4.1 Design

Experimental participants in this research are divided into eight different groups according to eight different conditions of experiments. Each condition of experiment contains three fundamental elements that are, review content, reviewer profile and company size, which were altered to create the experimental conditions. The first reviewed object needs to be discussed.

4.1.1 Creating the reviewed object

The experimental product and brand in this research is created from information in the actual world. This actual information would enhance the realism of the experiment in order to capture the true answer from participants. The online review websites and commercial websites are explored and utilised in the study to create a fictitious yet realistic brand and product for the purpose of the study.

4.1.1.1 Fictitious product

This experiment is involved with a variety of people from different backgrounds. A product that is utilised as the experimental item has to be less sophisticated for it to be understood. Because of this, the research focus was on finding a product that is available in households where different types of people have basic information about it. To begin the selection process, the procedure has gone through observing actual websites on the internet. The purpose of observation is to explore which product is available in households and that gain a lot of attention from online audiences in websites. However, in online websites, there are many different types of product

categories. Because of this, the comparison process is conducted by comparing categories among ten websites to figure which category is common in those websites. After the comparing process, the common categories that are available in online websites are electronics, home and garden, appliances, baby and children's needs, books, health and beauty and travel and hotels.

Due to the variety of categories, the criteria are conceptualized in order to choose the appropriate category for this experiment. (1), the category is supposed to be suitable for both genders, male and female. (2), the category has to be suitable for people who are 18 years old and over because this age is the legal age to be a participant in research. (3), the category has to suit different employment status. (4), it should be used by a variety of education levels from low to high. (5), as the study is about the bullying effect of online reviews, the category has to draw attention from a varied audience and it is supposed to receive a lot of reviews from customers, especially negative reviews. Finally, according to the criteria, the selected category is appliances.

The appliances category satisfies all the required criteria. It is a product that is available in almost all households and it serves all family members in a house. In the family, even though these family members have different ages, gender, education level and employment status, the appliance is appropriate to meet the criteria for all family members who are eligible to take part in this experiment. In addition, in figure 3, the picture illustrates that the dish washer gains a lot of attention from users.



Figure 3 - Fisher & Paykel Dish Drawer

Source: <http://www.productreview.com.au/p/fisher-paykel-dishdrawer.html>

The figure above is the actual information about the Fisher & Paykel dishwasher from productreview.com. This dishwasher is just one out of all the machines in productreview's website. This dishwasher alone, receives 340 reviews from audiences who are interested in this machine. In addition, this dishwasher also obtains 21 questions and answers from users. Because the dish washer gains a lot of attention from the online audience, it is selected to be the experimental product in this research.

4.1.1.2 Fictitious brand

An experimental product 'the dishwasher' is selected and next is to set up a brand name for this dishwasher. In order to create a brand, the name of an internationally famous brand and local brand in New Zealand has been taken into account for consideration and these brands are Electrolux, Whirlpool, Bosch, Fisher & Paykel, Miele, Heier and Parmco. However, to avoid artefact effects a fictitious brand was created.

A fictitious brand was utilised in this research because we would like to avoid confounding effects (Jung, Cho & Lee, 2014). These confounding effects come from brand association and bias of brands with which people are associated and familiar with (McLelland, Goldsmith & McMahon, 2014; Low & Lamb, 2000; Sundar & Noseworthy, 2014). Finally, the brand name Parmoz is created to use in this experiment. Furthermore a corresponding logo was created that also does not refer to any known brand.

4.1.2 Size (power) of the victim: company profiles

The company profile is used to manipulate the size (power) that is a big international company and a small company. The process in generating by company size commences by studying the background information of actual companies in the real market place. In the market, company size is measured by many factors and those factors are the number of employees, market share, annual revenue, expenditure and profit. In this research, the small company is identified as family owned business from New Zealand that has more than 20 years' experience in kitchen appliances whilst the big international company is identified as a powerful company that has 13,000 employees and operates their business in 50 markets worldwide.

This information is employed to create the biography of the company. This technique of manipulating the company's power is adapted from Paharia (Paharia et al., 2011). The details of the background information are illustrated in figure 4 below.



Figure 4 - Manipulations of power position of victims: Small vs. Big

4.1.3 Power position of the bullies: user profiles

The user profile is used to manipulate the power position of the users. These user profiles are divided into two identities, the user profile and the expert profile. The consumer profile refers to users in the online review website who read reviews and provide comment on a particular topic that interests them. The expert users are the specialist users who have ability to perform the same thing as the general user but they have high credibility and reputation in the specific field. These experts use their accumulated experience, and knowledge and skills in providing a review on a particular topic with which they are familiar (Willemsen, Neijens & Bronner, 2012). In addition, the review is also perceived to be more credible than other sources of expertise (Willemsen et al., 2012).

For the user and expert profiles, appropriate names and organization status are necessary. The suitable names would avoid gender effect and actual organization status would enhance the realism of the reviewer.

First, the name should be suitable for both male and female in order to avoid gender effect. Because of this, Chris W. is selected as a profile name for both user and expert. According to English, Chris is a name for both male and female so it fits into our criteria.

Second, the organization status has to be appropriate for both profiles. A well-known city and popular organization are employed. For the user profile, New York is chosen as it was a well-known city for people. For the expert profile, the organization called ‘consumer search’ is selected because this organization is popular for providing an honest and helpful review to consumers about particular products. In addition, this organization’s name also enhances the profile to be more like the actual world. The expert and user profiles are illustrated in figure 5 below.



Figure 5 - Manipulation of power position of bullies: Expert vs. Consumer

4.1.4 Level of bullying

The reviews are used to manipulate the level of bullying. The type of reviews here are negative reviews and bullying reviews. In order to generate these two types of review, the actual reviews from different websites are observed and scrutinized.

The information that is utilised to create negative reviews and bullying reviews is derived from online review sites and commercial websites. Online review sites and commercial websites are distinct but also share similar characteristics. Online review sites provide evaluation information of users in review form to audiences whilst the commercial websites provide a similar function to the online review site. Nevertheless, the distinct point of these two websites is that commercial websites sell products and services to their audiences.

On the internet, there are hundreds of online review sites and commercial websites from which to choose. In order to eliminate and select only famous websites, the Google search engine is utilised to filter unnecessary sites. After searching, five online review sites and four commercial websites were selected. The online review sites consist of review.com.au, reviewcentre.com, mouthshut.com, consumerreport.org and consumersearch.com. For commercial websites, there are Amazon.com, ebay.com, trademe.co.nz and gumtree.co.au.

From both online review sites and commercial websites, only negative reviews are obtained to use as the source of information to create negative reviews and bullying reviews for this experiment. The artificial negative review is based on negative points of the dishwasher whilst the artificial bullying review is also based on negative points but it is embedded with a bullying attitude. This bullying attitude includes setting bad names, providing nasty comparison, and attacking the brand with a harassment video. After creating a negative review and the bullying review, these two reviews are sent to the U.S for proofreading by an American scholar. As the participants in this research are from the U.S, the objective of the proofreading is to ensure that the negative review and bullying review is suitable to American society and culture. Moreover, the objective is also to measure whether the way of providing the review and review style is similar to what American people really provide in online. The negative review and the bullying review are illustrated in figure 6 below.



Figure 6 - Manipulation of level of bullying: Negative review vs. Bullying review

4.2 Procedure

The online experiment and questionnaire is created by Qualtrics software and then it is delivered to an online panel which is Cint Australia PYT Ltd. The online panel is database centred where it invites participants to take part in surveys for research.

The online panel provider randomly selects participants in its database to answer the questionnaire. The selected participant receives an invitation and online questionnaire through an online panel. The respondents have to read through brief information first before they decide whether to join the research or not. If they reject to participate, they are dismissed from the research. However, if they agree to join, they are shown the further parts of the survey.

First, participants have to answer the question whether or not they have ever provided any review to an online review website. Respondents then have to answer the next part which is the main part, of the research. Before answering the main part question, the participants have to read the scenario about purchasing a dishwasher. Then, they have to experience our experimental webpage that contains the review, reviewer and company profile. The experimental webpages are divided into eight different conditions and these eight different conditions are randomly assigned to participants. There are 31 people in conditions 1, 2, and 8. There are 30 people in condition 4 whilst there are 32 people in condition 3. There are 33 people in condition 6 with 37 people in condition 5. There are 43 people in condition 7. In total, there are 268 participants in this experiment as shown in table 1 below.

Table 1 - Bullying, power position of bully & power position of victim

Power position of bully, Bullying & Power position of Victim

Condition	Number of people	Review	Reviewer	Company Size
1	31	Negative	Consumer	Small
2	31	Negative	Expert	Small
3	32	Bullying	Consumer	Small
4	30	Bullying	Expert	Small
5	37	Negative	Consumer	Big
6	33	Negative	Expert	Big
7	43	Bullying	Consumer	Big
8	31	Bullying	Expert	Big
Total	268			

Participants then have to provide answers to all questions about the bullying effect of the online review. When they finish, they have to answer the last part of the question which is about the demographic of the respondents. Once, all questions have been completed in the demographic part, participants have a chance to read debrief at the end of the online survey to be informed about the purpose of the research. In addition, in the debrief section, information is provided to participants about whether they would like to receive feedback from the researcher or not. If they would like to obtain the feedback from the researcher, they can follow up with a Dropbox link, which is provided to participants who would like to get feedback. Finally, at the end of the research, the participant receives a thank you message from the researcher and then the research is ended. Figure 7 below illustrates one of the eight conditions in this experiment.



Figure 7 - One of the eight conditions in the experiment

4.3 Measures

Measurement is made on three levels, the review, reviewer and attitude towards reviewed object. All measures were taken on 7 point scales.

Acceptance (ACT) is measured by three items (ACT=4.91, sd=1.364, $\alpha=.89$) These three items are ‘Do you prefer the reviewer to provide the review like this?’, ‘Do you think it is appropriate to provide a review like this?’, and ‘Do you think the language used is appropriate?’.

Trust (TRU) is measured by three items (TRU=4.35, sd=1.501, $\alpha=.83$) adapted from De Wulf, Odekerken-Schroder and Iacobucci (2001). These three items are ‘this review gives me a feeling of trust’, ‘I have trust in this review’ and ‘This review gives me a trustworthy impression’.

Perceived Usefulness (PU) is measured by three items (PU=5.40, sd=1.434, $\alpha=.92$) adapted from Bailey and Pearson (1983). These three items are ‘I found the reviews useful’, ‘The review helped me to shape my attitude toward the PARMOZ’, and ‘The review helped me to make a decision regarding the PARMOZ’.

Perceived expertise of the reviewer (PEoR) is measured by five items (PEoR=4.49, sd=1.394, $\alpha=.93$) adapted from Ohanian (1990). These five items are ‘The reviewer is an expert in this context’, ‘This reviewer has sufficient experience on this issue’, ‘This reviewer is knowledgeable in this case’, ‘This reviewer is qualified to provide information in this context’, and ‘This reviewer has sufficient skill to tackle this context’.

Trustworthiness of the reviewer (TWN) is measured by three items (TWN=4.20, sd=1.511, $\alpha=.88$) adapted from Hwang, Yoon and Park (2001). These three items are ‘I trust this reviewer’, ‘This reviewer gives me a good impression’, and ‘This reviewer represents my point of view’.

Attitude toward the product (ATT) is measured by four items (ATTP=2.52, sd=1.518, $\alpha=.91$) adapted from MacKenzie, Lutz & Belch (1986). The semantic differential on a 7-point scale consisted of ‘Not Satisfied: Satisfied’, ‘Bad: Good’, ‘Negative opinion: Positive opinion’ and ‘Would not recommend: Would recommend’. The mean score, standard deviation score and Cronbach alpha score of each item of the review (ACT, TRU, & PU), Reviewer (PEoR, & TWN), and reviewed object (ATT) are summarized and illustrated in Table 2 below.

Table 2 - Mean Standard deviation & Cronbach Alpha score of Acceptance, Trust, Perceived Usefulness, Perceived expertise of the reviewer, Trustworthiness & Attitude towards the product.

No	Construct	Question	Item Scores		Overall		
			Mean	SD	Mean	SD	Cronbach's α
1	Acceptance	Do you prefer the reviewer to provide the review like this?	4.67	1.569	4.91	1.364	0.890
		Do you think it is appropriate to provide a review like this?	5.27	1.532			
		Do you think the language used is appropriate?	5.18	1.638			
2	Trust (De Wulf, Odekerken-Schroder & Iacobucci, 2001)	This review gives me a feeling of trust	4.08	1.871	4.35	1.501	0.836
		I have trust in this review	4.69	1.504			
		This review gives me a trustworthy impression	4.28	1.794			
3	Perceived Usefulness (Bailey & Pearson, 1983)	I found the reviews useful	5.35	1.525	5.40	1.434	0.921
		The review helped me to shape my attitude toward the PARMOZ	5.38	1.545			
		The reviews helped me to make a decision regarding the PARMOZ	5.46	1.558			
4	Perceived expertise of the reviewer (Ohanian, 1990)	This reviewer is an expert in this context	3.82	1.592	4.49	1.394	0.938
		This reviewer has sufficient experience on this issue	4.56	1.597			
		This reviewer is knowledgeable in this case	4.74	1.499			
		This reviewer is qualified to provide information in this context	4.78	1.561			
		This reviewer has sufficient skill to tackle this context	4.56	1.536			
5	Trustworthiness (Hwang, Yoon & park, 2011)	I trust this reviewer	4.53	1.570	4.20	1.511	0.887
		This reviewer gives me a good impression	4.10	1.772			
		This reviewer represents my point of view	3.96	1.671			
6	Attitude (MacKenzie, Lutz & Belch, 1986)	What do you think about PARMOZ? Not Satisfied : Satisfied	2.34	1.549	2.52	1.518	0.912
		What do you think about PARMOZ? Bad : Good	2.39	1.545			
		What do you think about PARMOZ? Negative opinion : Positive opinion	2.34	1.554			
		What do you think about PARMOZ? Would not recommend : Would recommend	2.25	1.548			

4.4 Sample

Before testing the hypothesis, some of the participants who provide incomplete questionnaires and non-meaningful-answers were excluded from the sample. In addition, respondents who are super-fast (screen out criteria fastest 20%) are also dismissed. These super-fast people are classified as participants who do not spent sufficient time in reading the review page. Finally, after the screening process, a final sample of 268 respondents is utilised in analysis. These 268 respondents are divided into eight conditions of experiment. There are 30 people in condition 2, 4, 6 and 8. There are 31 people in condition 1 while there are 32 participants in condition 3. Finally, there are 36 respondents in condition 5 and 41 participants in condition 7. Nevertheless, there are 8 people who declined to provide information about their age.

In this study, the participants are both male and female and their age should be at or over the legal age of 18 to take part in research. Their education can be varying from no schooling through to university degree. Finally, their employment status is also taken into account ranking from employment for wages to retired from their works.

In summary, our research had received a variety of people from United States of America with different gender, age, education, and employment status to take part in this experimental research.

4.4.1 Gender

The participants involved with this research had been randomly selected through a database by an online panel. The online panel searches their database and then randomly selects respondents who meet this research criteria. The total number of all participants is 268 people. 262 participants reported their gender and this was checked to identify whether there were any differences in the gender distribution for the conditional groups.

The distribution of gender was not significantly different among the conditional groups (Chi-sq= 7.130, p=.415).

Table 3 - Genders distribution

GENDER						
Condition	You are...				Total	%
	Male	%	Female	%		
1	13	41.94	18	58.06	31	100
2	13	41.94	18	58.06	31	100
3	10	31.25	22	68.75	32	100
4	16	55.17	13	44.83	29	100
5	13	36.11	23	63.89	36	100
6	10	32.26	21	67.74	31	100
7	16	39.02	25	60.98	41	100
8	8	25.81	23	74.19	31	100
	99	37.79	163	62.21	262	100

4.4.2 Education status

The participants involved with this research have been randomly selected through a database by an online panel. The online panel searches their database and then randomly selects respondents who meet the research criteria. The total number of all participants is 268 people. 262 participants reported their education status. A check was made as to whether there were any differences in the education status distribution for the conditional groups.

The distribution of education was not significantly different among the conditional groups (Chi-sq= 19.399, p=.560).

Table 4 - Education Status

Condition	Education Status									
	No schooling completed	%	High-school Diploma	%	Associate degree or certificate	%	University degree	%	Total	%
1	1	3.23	10	32.26	10	32.26	10	32.26	31	100
2	1	3.23	9	29.03	7	22.58	14	45.16	31	100
3	0	0.00	10	31.25	8	25.00	14	43.75	32	100
4	1	3.33	13	43.33	6	20.00	10	33.33	30	100
5	0	0	8	22.22	15	41.67	13	36.11	36	100
6	0	0	15	46.88	5	15.625	12	37.5	32	100
7	1	2.44	13	31.71	7	17.073	20	48.78	41	100
8	0	0	14	45.16	8	25.806	9	29.03	31	100
	4	1.53	92	35.23	66	25.00	102	38.24	264	100

4.4.3 Employment status

The participants involved with the research were randomly selected through a database by an online panel. The online panel searches the database and then randomly select respondents who meet the research criteria. The total number of all participants is 268 people. 263 participants reported their employment status. A check was made as to whether there were any differences in the employment status distribution for the conditional groups.

The distribution of gender was significantly different among the conditional groups (Chi-sq= 55.091, p=.017).

In all conditions from 1 to 8, participants who are employed for wages represent the highest number compared with other conditions. However, the percentage of people who are out of work and who are homemakers share similar numbers between 30-31 people.

Table 5 - Employment Status

Condition	Employemnt Status													
	Employed For wages	%	Self- employed	%	Out of work and looking for work	%	Homemaker	%	Student	%	Retired	%	Total	%
1	15	48.39	3	9.68	3	9.68	4	12.90	0	0.00	6	19.35	31	100
2	19	61.29	1	3.23	1	3.23	3	9.68	0	0.00	7	22.58	31	100
3	7	21.88	9	28.13	3	9.38	6	18.75	0	0.00	7	21.88	32	100
4	11	36.67	4	13.33	6	20.00	2	6.67	1	3.33	6	20.00	30	100
5	21	58.33	0	0.00	8	22.22	3	8.33	0	0.00	4	11.11	36	100
6	13	40.63	2	6.25	2	6.25	5	15.63	1	3.13	9	28.13	32	100
7	21	51.22	4	9.76	5	12.20	3	7.32	0	0.00	8	19.51	41	100
8	11	36.67	3	10.00	2	6.67	5	16.67	3	10.00	6	20.00	30	100
Total	118	44.38	26	10.05	30	11.20	31	11.99	5	2.06	53	20.32	263	100

4.4.4 Age of participants

Overall, the sample was 49.54 years (min=20, max=66). A one-way ANOVA checked for differences in the age distribution between the experimental groups, which yielded no significant differences ($F(1,1252)=.611$, $p=.746$). Table 6 reports the mean age between the conditions.

Table 6 - Age of participants

Descriptive Statistics			
Dependent: Please enter your age in years			
Condition	Mean	Std. Deviation	N
1	47.13	11.093	31
2	48.27	13.383	30
3	49.84	12.043	32
4	52.17	9.311	30
5	48.42	12.037	36
6	48.97	12.444	30
7	51.22	12.461	41
8	50	12.589	30
Total	49.54	11.934	260

Chapter Five: Results

To investigate the effect of independent variables on dependent variables, the analysis of variance or ANOVA is selected as the method. ANOVA is employed by scholars to explore main effects and moderation effects by comparing means between two populations (Tabachnick & Fidell, 2013; Gaur & Gaur, 2009). In this research, independent variables are bullying, the bully and power position of the victim. Dependent variables are on the level of the evaluation of the review; acceptance, trust and perceived usefulness; the evaluation of the reviewer's perceived expertise and trustworthiness of the reviewer; and the reviewed object attitude towards the brand. Thus, ANOVA is utilised to investigate 2 size (power) of the victim (small local company vs. big international company) by 2 position of the bully (consumer profile (user) vs. expert profile) by 2 level of bullying (negative review vs. bullying review). The summary of results of the ANOVA table is illustrated below.

Table 7 - ANOVA of Six variables

Source	ACT		TRU		PU		PEoTR		TWN		ATT	
	F	P	F	P	F	P	F	P	F	P	F	P
Bullying (B)	20.150	0.000	2.186	0.141	0.079	0.778	3.887	0.050	8.880	0.003	6.189	0.013
Position of the victim (S)	0.875	0.351	0.815	0.367	0.870	0.352	0.280	0.597	0.461	0.498	0.209	0.648
Position of the bullying (P)	0.422	0.516	0.139	0.710	0.006	0.940	0.004	0.951	0.107	0.744	0.034	0.854
B x S	0.045	0.833	5.028	0.026	0.167	0.683	0.009	0.923	0.619	0.432	0.064	0.800
B x P	4.838	0.029	2.096	0.149	1.498	0.222	0.744	0.389	1.365	0.244	0.159	0.690
S x P	6.089	0.014	4.586	0.033	4.376	0.037	2.631	0.106	7.406	0.007	1.923	0.167
B x S x P	0.197	0.658	1.063	0.303	0.341	0.560	1.578	0.210	2.485	0.116	1.179	0.279

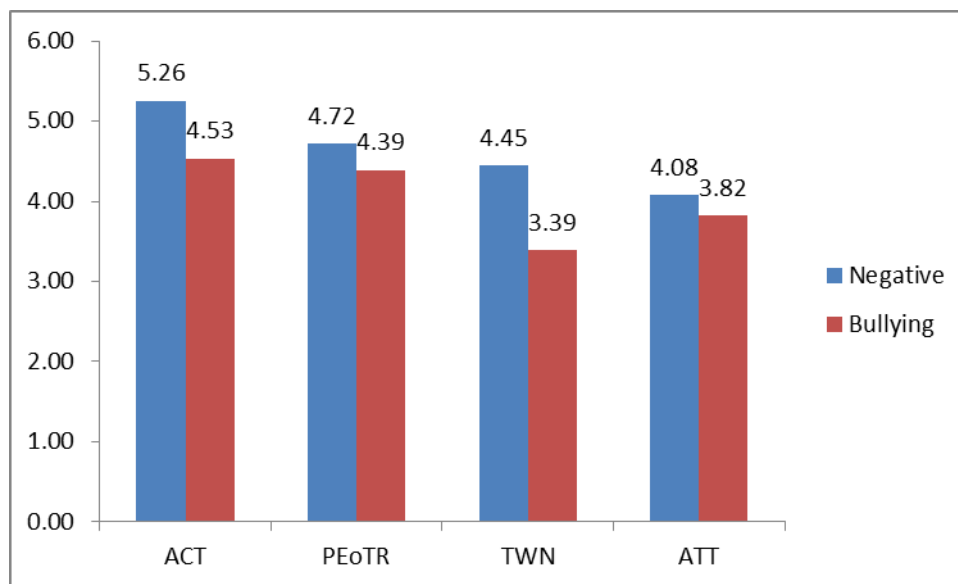
5.1 The main effect of bullying on acceptance, perceived expertise of the reviewer, trustworthiness and attitude.

Figure 1 illustrates the significant main effect of bullying on ACT, TRU, PU, PEoTR, TWN and ATT. **H1a** is confirmed because acceptance is less positive when the review is written in a bullying style $ACT_{Negative}=5.15$ and $ACT_{Bullying}=4.46$, $F(1,258)=19.407$, $p<.001$. However, **H1b** and **H1c** are not confirmed by the data as the main effect of bullying was not significant (see Table 7).

H2a is also confirmed as perceived expertise of the reviewer (PEoTR) is less positive when the review is written in a bullying style $PEoTR_{Negative}=4.72$ and $PEoTR_{Bullying}=4.39$, $F(1,258)=3.887$, $p=.050$. Moreover, trustworthiness of the reviewer

or TWN is also less positive when the review is written in bullying style $TWN_{Negative}=4.45$ and $TWN_{Bullying}=3.93$, $F(1,258)=8.880$, $p=.003$ is confirming **H2b**.

However, Hypothesis **H3** is not confirmed. Albeit finding a significant effect the direction of the effect was contrary to the predicted. Attitude toward the product is not positive when the product received a review in bullying style. Attitude toward the product or ATT is less positive when the review is written in a bullying style which has resulted in a more negative attitude towards the product $ATT_{Negative} =4.08$ and $ATT_{Bullying} =3.82$, $F(1,258)=6.189$, $p=.013$. This is an interesting result as it shows that people reject the bullying style, but still the high negativity of the review transfers onto the brand.



Document figure 1 - The bullying effect on ACT, PEOTr, TWN & ATT

In summary, **H1a**, **H2a** & **H2b** are confirmed as results show interaction effects. However, **H1b**, **H1c** & **H3** are rejected as it is not as significant as there is no interaction effect between the power of bullying and power position of victim (see table 7).

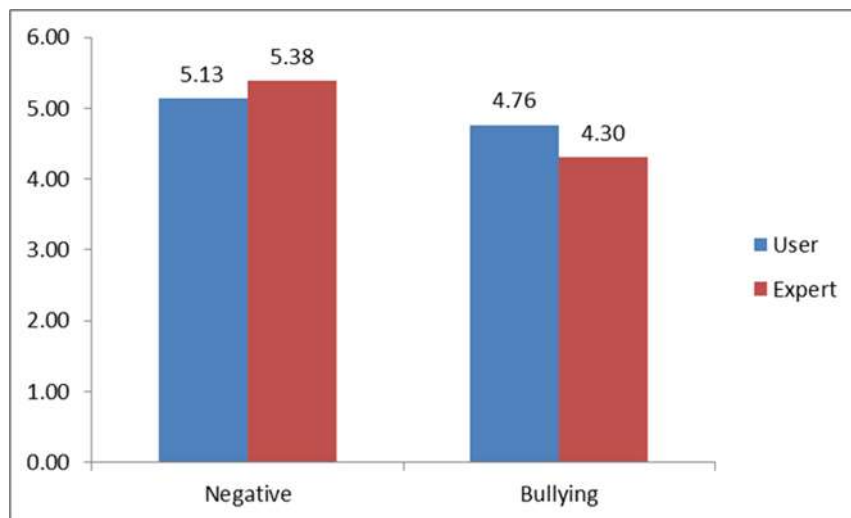
5.2 Results of moderating effects

As table 7 shows moderation effects are found for acceptance, trust, perceived usefulness, perceived expertise of the reviewer, trustworthiness and the reviewer. These are now discussed in more detail.

5.2.1 Acceptance

H4a, *H7a*, and *H10a* propose the interaction effects for acceptance of the review. As table 7 shows the interaction effects for bullying and the position of the bully (*H7a*) as well as the power position of the victim and the position of the bully (*H10a*) were significant. In document figure 2, In terms of the interaction effect a significant moderation effect between bullying and the power position of bullies on acceptance was found $F(1,258)=4.838$, $p=.029$. If the review was written in a negative style there were no significant differences between user and expert. Moreover, even in the bullying style, there were also no significant differences between user and expert.

However, contrast analysis revealed that in the condition of bullying the acceptance in the review decreased and was different depending on who the reviewer was particularly for the user ($ACT_{User}=4.76$, $ACT_{Expert}=4.30$, $F(1,258)=4.092$, $p=.044$). The difference in the negative condition was not significant. Because of this, hypothesis *H7a* is confirmed.

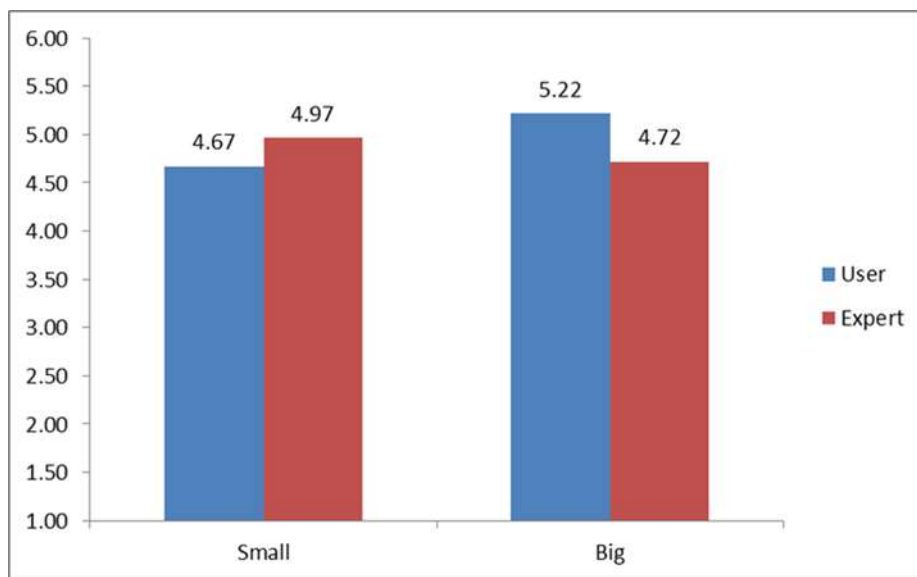


Document figure 2 - The moderation effect of bullying & power position of bullies on acceptance

Moreover, figure 3 shows a moderation effect between the power position of the company and the power position of the reviewer on acceptance of the review $F(1,258)=6.089$, $p=.014$.

Contrast analyses showed that there was no difference in acceptance if the reviewer is a user and the review was for the brand in a weaker condition confirming *H10a*. As expected for the big brand; however, the acceptance was more positively

rated if the review was written by a user compared to the expert reviewer ($ACT_{User}=5.22$, $ACT_{Expert}=4.72$, $F(1,258)=5.177$, $p=.024$).



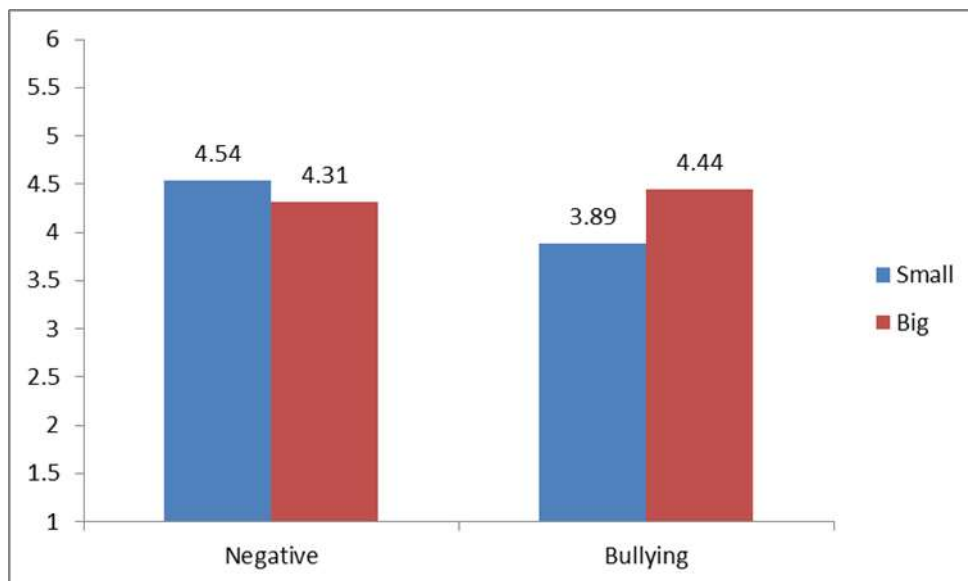
Document figure 3 - The moderation effect of power position of victims & the power position of bullies on acceptance

In summary, *H7a*, and *H10a* are confirmed as results show interaction effects. However, *H4a* is rejected as it is not significant as there is an interaction effect between the power of bullying and the power position of the victim (see table 7).

5.2.2 Trust

H4b, *H7b* & *H10b* propose the interaction effects for trust of the review. As table 7 shows the interaction effects for bullying and the power position of the victim (*H4b*) as well as the power position of the victims and the position of the bullies (*H10b*) were significant. Figure 4 shows the moderation effect of power of the bullies and power position of the victim $F(1,258)=5.028$, $p=.026$. If the review was written in a negative style there were no significant differences between big and small companies. However, if the review is written in a bullying style, there is a significant difference between the big and small company. However, the trust level in the bullying review is more positive when the stronger company is attacked by a bullying review ($TRU_{negative}=4.31$, $TRU_{Bullying}=4.44$, $F(1,258)=4.885$, $p=.028$).

As a result, hypothesis **H4b** is supported. The significant effect was that if the small company got bullied that lead to a lower level of trust but higher when big company was bullied.

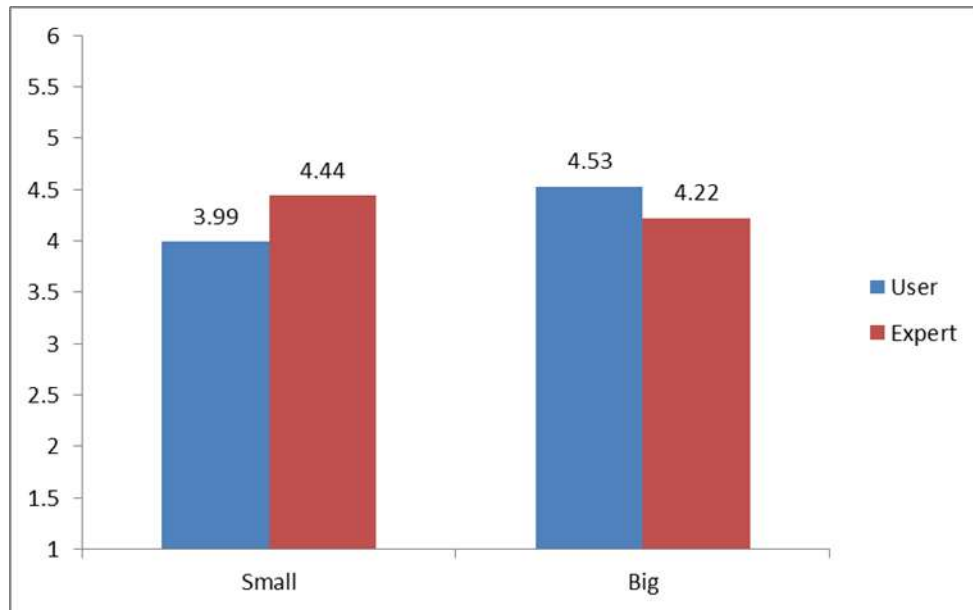


Document figure 4 - The moderation effect of bullying & the power position of victims on Trust

In addition, figure 4 shows the moderation effect between the power position of the victim and the position of the reviewer (bully) on trust was found to be ($F(1,258)=4.586$, $p=.033$).

Contrast analysis revealed that the negatively framed review is more positively evaluated in terms of trust if it is provided by an expert reviewer and when it bullies a company in the weaker (underdog) position compared to the user review ($TRU_{User}=3.99$, $TRU_{Expert}=4.44$, $F(1,258)=2.997$, $p=.085$). Thus, **H10b** is confirmed.

However, for brands in a stronger power position, the user review creates the trend of more trust compared with the expert review. However this effect was not significant. In addition, there is also no significant difference between user and expert in bullying the weaker (underdog) position.



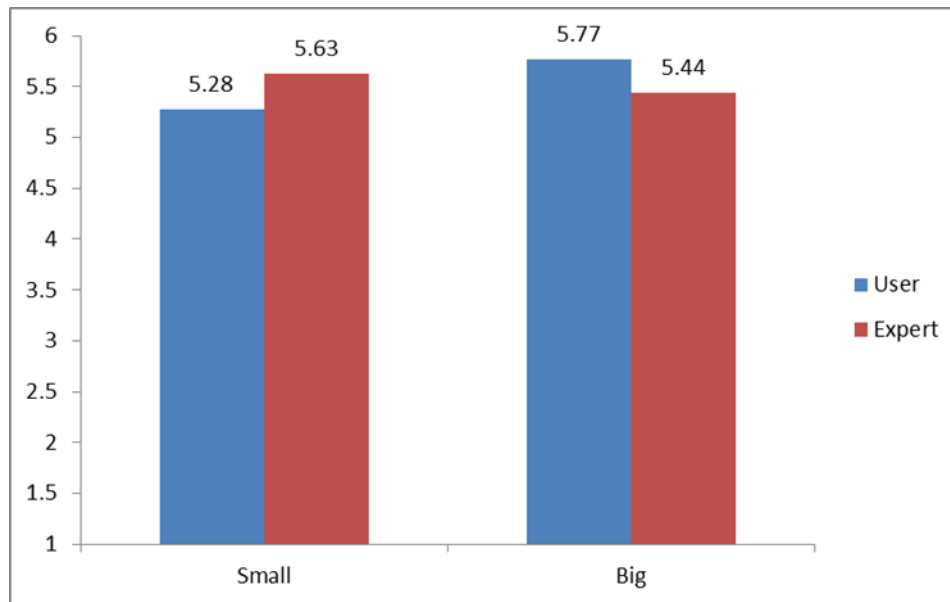
Document figure 5 - The moderation effect of the power position of victims & the Power position of bullies on Trust

In summary, *H4b* and *H10b* are confirmed as the result shows interaction effects. However, *H7b* is rejected as it is not significant as there is an interaction effect between the power of bullying and the power position of the victim (see table 7).

5.2.3 Perceived Usefulness

H4c, *H7c*, & *H10c* propose the interaction effects for perceived usefulness of the review. Table 7 shows the interaction effects for the power position of the victim and the position of the bullies (*H10c*). A significant moderation effect between the power position of the victim and the power position of the reviewer was found on perceived usefulness ($F(1,258)=4.376$, $p=.037$).

Contrast analyses showed that the differences were not significant although there was significant interaction effect in the first place. The only observed significant difference was for reviews from users that were perceived as more useful when a stronger brand was reviewed compared to a weaker one ($PU_{Small}=5.77$, $PU_{Big}=5.28$, $F(1,258)=4.647$, $p=.032$). Due to this, the hypothesis *H10c* is not confirmed. In summary, *H4c*, *H7c* & *H10c* are all rejected as they are not significant.



Document figure 6 - The moderation effect of power position of victims & the power position of bullies on Perceived Usefulness.

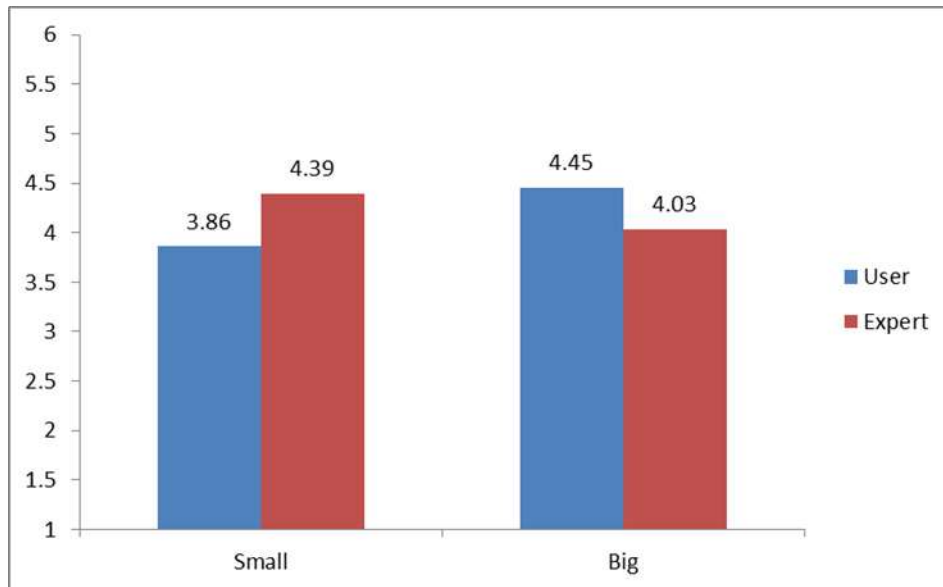
5.2.4 Perceived expertise of the reviewer

Despite the main effect of the bullying, there is no interaction effect on perceived expertise of the reviewer. As a result, *H5a*, *H8a*, & *H11a* are all rejected (see Table 7)

5.2.5 Trustworthiness

H5b, *H8b* & *H11b* propose the interaction effects for trust of the review. As table 7 shows the interaction effects for the power position of the victim and the position of the bullies (*H11b*) were significant. As proposed in *H11b*, a significant interaction effect of the power position of the reviewer and the power position of the company on Trustworthiness of the reviewer was found $F(1,258)=7.406$, $p=.007$ (see Table 7).

Contrast analyses showed that in the condition that the company is small and in a weaker position the trustworthiness of the user reviewer was less positive compared to the trustworthiness of the expert reviewer ($ACT_{user}=3.86$, $ACT_{expert}=4.39$, $F(1,258)=4.380$, $p=.037$). Conversely if the victim company is in a stronger position the user reviewer was deemed more trustworthy compared to the expert reviewer ($ACT_{user}=4.45$, $ACT_{expert}=4.03$, $F(1,258)=3.267$, $p=.072$). Thus, *H11b* is confirmed as trustworthiness of the reviewer of a bullying framed review is less positively evaluated if it is provided by an expert reviewer and if it bullies a company in a stronger position but if the user is the bully no differences to the negative version should be observable.



Document figure 7 - The moderation effect of power position of victim & the power position of bullies on Trustworthiness

5.2.6 Attitude

The significant main effect of the bullying on Attitude towards the brand was significant. Moreover, no significant interaction effects were found (see Table 7). As a result, *H6*, *H9*, and *H12* are all rejected (see Table 7).

5.2.7 Research Question 1

There was no significance found in the three ways interaction (see Table 7). However, looking at the significance level the results are promising as they replicated research in which the use of more homogenous samples might find differences. Thus future research is recommended.

5.3 The overview about results

According to the results, they partially support that people do not automatically reject bullying. The bullying sometimes can be accepted and rejected depending on who is the reviewer and the bullying review that is utilised to attack whichever company. These power position of the bullies, who are experts, and consumers, and the power position of victims that are a small local company and a big international company have an effect on the audience that read the online reviews. The summary of accepted hypotheses and rejected hypotheses are concluded in table 8 below.

Table 8 - The summary of all hypotheses

HYPOTHESES		
Main Effects		Result
H1a	The acceptance level of the review will be less positive if the review is written in a bullying style	Accepted
H1b	The trust in the review will be less positive if the review is written in a bullying style	Rejected
H1c	The perceived usefulness of the review will be less positive if the review is written in a bullying style	Rejected
H2a	If a review is written in a bullying style the perceived expertise level of the reviewer will be less positively evaluated	Accepted
H2b	If a review is written in a bullying style the reviewer's trustworthiness will be less positively evaluated	Accepted
H3	Attitude towards the product will be more positive if the product received a review in bullying hypotheses	Rejected
Moderation Effects		
Bullying vs. Power position of victims (BxS)		
H4a	The acceptance level of the review will be less (more) positive if the weak (strong) company is attacked in a bullying manner compared to just a negative review style	Rejected
H4b	The trust in the review will be less (more) positive if the weak (strong) company is attacked in a bullying manner compared to just a negative review style	Accepted
H4c	The perceived usefulness of the review will be less (more) positive if the weak (strong) company is attacked in a bullying manner compared to just a negative review style	Rejected
H5a	The perceived expertise level of the reviewer as well as the reviewer's trustworthiness will be less (more) positively evaluated if the weak (strong) company is attacked in a bullying manner compared to just a negative review style.	Rejected
H5b	The reviewer's trustworthiness will be less (more) positively evaluated if the weak (strong) company is attacked in a bullying manner compared to just a negative review style.	Rejected
H6	Attitude towards the product will be more (less) positive if the product that is attacked in a bullying manner is weak (strong) company.	Rejected
Bullying vs. Power position of bullies (BxP)		
H7a	The acceptance level of the review will be less (more) positive if the bullying review is provided by user (expert) while the just negative reviews should not show any differences.	Accepted
H7b	The trust in the review will be less (more) positive if the bullying review is provided by user (expert) while the just negative reviews should not show any differences	Rejected
H7c	The perceived usefulness will be less (more) positive if the bullying review is provided by user (expert) while the just negative reviews should not show any differences	Rejected
H8a	The perceived expertise level of the reviewer will be less (more) positively evaluated if the bullying review is provided by a user (expert) while the just negative reviews should not show any differences.	Rejected
H8b	The reviewer's trustworthiness will be less (more) positively evaluated if the bullying review is provided by a user (expert) while the just negative reviews should not show any differences.	Rejected
H9	Attitude toward the product will be more positive (less) if the product is attacked by the bullying review from the user (expert) while the just negative review should lead to equal lower attitudes	Rejected
Power position of Victims vs. Power position of Bullies (SxP)		
H10a	The acceptance will be less (more) positively evaluated if it is provided by a user (expert) reviewer and if it relates to a company in a weaker (stronger) position.	Accepted
H10b	The trust in the review will be less (more) positively evaluated if it is provided by a user (expert) reviewer and if it relates to a company in a weaker (stronger) position	Accepted
H10c	The perceived usefulness will be less (more) positively evaluated if it is provided by a user (expert) reviewer and if it relates to a company in a weaker (stronger) position	Rejected
H11a	The perceived expertise of a negatively framed review will be less (more) positively evaluated if it is provided by a user (expert) reviewer and if it relates to a company in a weaker (stronger) position	Rejected
H11b	Trustworthiness of the reviewer of a negatively framed review will be less (more) positively evaluated if it is provided by a user (expert) reviewer and if it relates to a company in a weaker (stronger) position	Accepted
H12	Attitude towards the brand will be more favourably evaluate if the negative review is provided by a user (expert) and the company is in a weaker (stronger) position	Rejected
RQ1	With the level of bullying (extremity), will the moderation effect of a negative framed review change?	Rejected

Chapter Six: Conclusion and Implication

The discussion of this research is provided and then recommendations are provided as a second section. Finally, the limitation is presented as the last section of this chapter.

6.1 Discussion

The bullying in literature is defined as a repeatedly aggressive behaviour which happens to a defenceless individual or a group of people (Forsberg et al., 2014; Dogruer & Yaratana, 2014; Albdour & Krouse, 2014; Harcourt et al., 2014). In the online context, the bullying can happen through review. The bullying through review is perceived as verbal bullying in which it refers to an action of perpetrators in using language in negative ways to intentionally embarrass or hurt a targeted individual or a group of people (Dogruer & Yaratana, 2014). This language-related action includes copying the way victims speak, threatening, inventing stories, name-calling, spreading rumours and teasing (Albdour & Krouse, 2014; Levine & Tamburrino, 2014; Dogruer & Yaratana, 2014; Fox, Jones, Stiff & Sayers, 2014; Hodgins, MacCurtain & Mannix-McNamara, 2014; Corcoran & McGuckin, 2014; Hemphill et al., 2014). The bullying style of the review is expected to have some effects on the reviewer, review and the brand. According to the results, the effect of the bullying style of an online review is discussed in the section below.

6.1.1 The main effect of bullying

When the review is provided in a different style like bullying, there are also some effects of this style of review toward the reviewer, review and the brand. There is an effect of a negative review in the literature. Nevertheless, when the review is provided in a different style like bullying, there are also some effect of this style of review toward the reviewer, review and the brand. According to the result, when the review is written in the bullying style, the acceptance level of the review is less positive which is confirmed by the hypothesis *H1a*. This result implies that the bullying review might block the freedom of audiences in obtaining information as there is some kind of rejection that is suggested in reactance theory by Brehm (Brehm, 1966).

Reactance theory is defined as the situation in which a persuasive message blocks or terminates the freedom of an individual or a group of people so they encounter the psychological reactance that influences them to find remedies in order to retrieve their lost freedom (Brehm, 1966; Mazis, 1975; Ball & Goodboy, 2014; Knight, Tobin &

Hornsey, 2014; Vrugt, 1992). When people experience psychological reactance, they can restore their freedom in a direct way by rejecting the threatening review (Ball & Goodboy, 2014). In this research, as the bullying style review blocks audiences' freedom, these people resist the message by rejecting it.

Despite the effect of bullying on acceptance of the review, this style of review also has an impact on the perceived expertise level and trustworthiness of the reviewer. When the review is provided in the bullying style, the perceived expertise level of the reviewer is less positive. This result confirms hypothesis **H2a**. The result suggests that the expertise level of the reviewer becomes negative when the reviewer provides the review in the bullying style. Moreover, when the review is written in the bullying style, the trustworthiness of the reviewer is also less positively evaluated. This result supports hypothesis **H2b**. The result shows that the trustworthiness of the reviewer is negative if the reviewer provides the review in the bullying style.

It is believed that when the audiences reject the bullying review, the attitude toward the product should be positive. People that do not like the bullying review should like the victim (the brand) that was bullied by the reviewer. However the effects observed showed the opposite effect. This interesting result could be explained by Schadenfreude and sympathy theories.

Schadenfreude is conceptualized by Heider as a happiness feeling of a particular person on the unlucky occasion (misfortune) of other people (Heider, 1958; Gao, Cao, Zhou, Xu, Feng, Wang & Chen, 2014; Jankowski & Takahashi, 2014; Porter, Bhanwer, Woodworth & Black, 2014; James, Kavanagh, Jonason, Chonody & Scrutton, 2014; Boecker, Likowski, Pauli & Weyers, 2014; Shamay-Tsoory, Ahronberg-Kirschenbaum & Bauminger-Zviely, 2014; Phillips-Melancon & Dalakas, 2014). Mostly, it happens during the social comparison process (Jankowski & Takahashi, 2014; Boecker et al., 2014). People usually derive pleasure through schadenfreude because it can help to improve their self-evaluation (Gao et al., 2014). Schadenfreude associates with many factors. First, it has a strong relationship with envy (Jankowski & Takahashi, 2014; Porter et al., 2014; James et al., 2014; Shamay-Tsoory et al., 2014; Gao et al., 2014). Schadenfreude can be utilised to explain in this research when the size of the company is big, people start to have envy feelings. When customers have envy feelings toward the big international company, they discount the brand.

In summary, there are main effects of the bullying in influencing the acceptance level of the review, expertise level and trustworthiness of reviewer to be less positively evaluated.

6.1.2 The moderation effect of bullying and power position of the victims

This result implies that the bullying review might block the goal of audiences in obtaining information. This notion is explained in the goal-framing approach that when the reviews support the goal of audience, it is liked (Dijkstra et al., 2007, Dijkstra et al., 2008; Veenstra et al., 2010). On the other hand, if the review does not help to achieve the goal, the users dislike the review (Dijkstra et al., 2007, Dijkstra et al., 2008; Veenstra et al., 2010). Because of this, audiences who read the bullying review do not accept the bullying. Moreover, people also perceive the expert to be more credible than the consumer review. Because of this, if the review is provided in the bullying style and the attack on the weak victim that is a small local company as in this research, the effect should be less positive. The result demonstrates that the trust in the review is less positive if the bullying review is provided by a user. This confirms hypothesis **H4b** and this suggest that people already reject the bullying message and they even more resist the bullying review if the bullying review is from a user who has no specialised notion like the expert.

On the other hand, if the victim is strong such as a big international company, people like to see this company fail. This kind of feeling is described as *schadenfreude* which is the feeling of pleasure from misfortune of other people who are stronger. The result from the research suggests that the trust in the bullying review is more positive if the bullying review is provided by the expert. Audiences like to see the reviewer harass the big international company because the audiences envy the large corporation. The large corporation is perceived as the topdog and is strong in the competition.

In summary, if the bullying review is from an unprofessional reviewer like customers and the attack is on a weak victim, audiences do not trust that review. However, if the bullying review is written by a professional reviewer such as an expert and the bullying review is utilised to attack on a strong victim like a big international company, audiences tend to trust the review more. This is because the information from the expert is credible and customers like to see the big international company fail.

6.1.3 The moderation effect of bullying and the power position of the bullies

According to the power position, the expert is perceived to be more credible than a user because the expert is a specialist in the particular product. In addition, experts also use their accumulated experience in providing information so the technical information is believable. Because of this, people tend to accept the review from the expert more

than a review from a consumer. According to the result, the acceptance level of the review is less positive if the bullying review is provided by a user. This confirms hypothesis **H7a**. Audiences do not accept the bullying review if the review is written by user

6.1.4 The moderation effect of power position of victim and power position of bullies

The acceptance of a negatively framed review is less positively evaluated when it is provided by a user reviewer and when it bullies a company in a weaker position. The result shows that **H10a** is confirmed. People who support the underdog do not accept the negative review from a user who has a dissimilar preference. Moreover, the result also shows the bullying review on a strong company results in a less positively evaluated acceptance.

The review from a consumer is less valuable than the expert in terms of credibility so the expert review is more powerful than the consumer review. In addition, people tend to support the reviewer who has a similar preference rather than a dissimilar preference (Naylor et al., 2011). According to the result, the trust of a negatively framed review is less positively evaluated when it is provided by a user reviewer to bully a company in a weaker position. This confirms hypothesis **H10b**. Moreover, the bullying review by the expert on a strong company is also less positively evaluated in trust. In summary, when the reviewer has no specialised notion about a particular product and bullies a weak company that is the underdog, the trust in the review is lower. Furthermore, the acceptance is also less positively evaluated when the expert uses a bullying review to attack the big company.

Moreover, the trustworthiness of the reviewer of a bullying framed review is also less positively evaluated when it is provided by an expert reviewer and when it bullies a company in a stronger position. However, when the user is the bully no differences to the negative version are observable. The result confirms hypothesis **H11b**. When the review is written by an expert who has high credibility, the dissimilarity between the audience and the expert causes the bullying review to be rejected (Naylor et al., 2011).

On the other hand, the user review tends to be more trusted compared with the expert in bullies the brand in stronger power position. According to the result, the trust in the review is less positively evaluated if the reviewer is an expert and it is in a bullying manner. However, when the bully is the user, no difference to the just negative version should be found.

In summary, the power position of bullies (expert vs. user) and power position of the victims (small local company vs. big international company) moderates the main effect of bullying on acceptance of the review, trust and trustworthiness of the reviewer.

6.1.5 The three way interaction between power position bullies and power position victims

The main effect of the bullying is believed to be affected by the power position of a user. In addition, this main effect of the bullying is also considered to be influenced by the power position of brands. However, there was no significance found in three way interaction, but looking at the significance level the results are promising that replicated research that uses more homogenous samples might find differences as the three way interaction for some variables was close to the .10 significance level.

6.2 Conclusion

In the online context, online reviews are both positive and negative reviews. However, a negative review tends to be a more powerful review compared to a positive review. This read investigate deeper into the extreme style of negative review when it becomes abusive. An abusive review is a special form of bullying in psychology literature.

Our result illustrates that the bullying review is not accepted among audiences that consume the online review as a source of information. Moreover, when the reviewers write reviews in the bullying style, their trustworthiness and expertise level seems to be evaluated negatively. This maybe because the bullying style of the review blocks the freedom of audiences in achieving their goals.

The research also found evidence that people do not like to see the reviewer attack a weak victim like a small company. Furthermore, it is even worse when the review is provided by a user. On the other hand, people like to see the reviewer harass the big international company. The big international company has a lot of employees, profit and market share. The reason why people like to see the big international company fail is because they feel envy about the big company. This feeling of envy is described by the schadenfreude notion from psychology. It is a feeling of misfortune for others.

The power position of bullies is also taken into account as audiences do not accept the bullying review from a user. Moreover, it is even worse when the user uses a bullying review to attack a weak company. This is conducive to being less positive in acceptance, trust and trustworthiness.

Even if the bullying review is written by an expert who has high credibility, the dissimilarity between the audience and the expert can cause the bullying review to be rejected (Naylor et al., 2011). In conclusion, the power position of bullies (expert vs. user) and power position of victims (small local company vs. big international company) moderates the main effect of bullying on acceptance of the review, trust and trustworthiness of the reviewer.

6.3 Recommendations

The implication from this study suggests that the bullying review is not accepted among readers who consume the information in online websites. The trust and trustworthiness of the reviewer will decrease if these reviewers write the review in a bullying style. Because of this, the implication for the reviewer and business are provided below.

For the reviewers, they should avoid using reviews in a bullying style as it has a negative impact on the reviewer including a less acceptance level, less trust and less trustworthiness. Even though the reviewer is expert and has high credibility which is trusted by most people, the credited will be dismissed.

For business, if the company is small, this business tends to have a special power which is the underdog effect. The small business should be aware of negative comment from the expert. Negative comment from the expert provides high damage to a small business more than a general review from a user.

However, for a big international company, the user review tends to create a more harmful situation than from an expert review. This proved that audiences that envy the big international company might want to see the big international company fail. Due to this, audiences support the review from consumer more than the review from the expert.

In summary, the reviewer should avoid the bullying review as it provides a negative effect more than a positive one. The small business should be aware of the expert review rather than the consumer review whilst the big international business should be aware of the consumer review rather than the expert review in the online website.

6.4 Limitation and Future Research

In this research, the participant experienced only one review. However, in the actual world, people tend to spend more time on different reviews. The effect of different reviews might be different from a single review. This provides an opportunity

to do research in the future about whether there are any different effects between participants who are exposed to a single review and another participant who is exposed to more than one review.

The product which is utilised in the research is artificial. Because of this, the reaction of the participant to the actual brand might be different. Future research can enrich the notion of an online review and strengthen this research by re-establishing the research with an actual product and brand from the real world.

Moreover, due to online experimentation, people can do whatever they prefer during the research time. What might confound results?. Future studies, might therefore apply a laboratory setting.

Lastly, the participants that are recruited via a panel have various backgrounds that impact on internal validity concerning the homogeneity of the sample. However, it is believed that by using a less artificial setting and an online panel, with the merits of the external validity added will overcome this confound. Future studies should be more rigorous in sampling regarding internal validity.

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Appendix

Appendix A: Information Sheet



Dear participant,

I would like to say thank you very much for your considering to take part in this research. My name is Souvantha BOUAAPHONE and I am a Master's student at Auckland University of Technology (AUT) in New Zealand. Currently, I am working on a research called 'The effect of online reviews on brands'. This research will investigate the effects of online reviews from different users on particular brands. Moreover, the study also scrutinizes which effect is the most indicative of consumer opinions and which could become a threat to the brand. Because of these, I would like to invite you to participate in this research to discover those effects. If you are interested, please read through all the information below before you make a decision. You can decide to join this research seven days from receiving the first invitation e-mail, except if in the meantime the required number of participants is reached. In addition, you can withdraw from this research at any time if you feel uncomfortable about the contents in the study or in answering any questions.

In the research, you are required to read the webpage which contains a company profile, reviewer profile and a review. After reading, we will just ask you a few questions about the just read review and your person.

You will spend approximately 10-15 minutes to complete all questions and then the research will be finished. In the research, the discomforts and risks are expected to be low as you can complete the questionnaires on your own computer anytime and wherever you prefer. However, if you experience any discomfort, you may leave the survey at any point by closing the browser window and you will not be disadvantaged in anyway.

Your privacy is protected as we won't record any data which allows identification. Moreover, if you prefer to sign up for the results of the study, this will be totally independent from any of your answers given in the questionnaire, and cannot be merged with your provided data. The feedback will be provided to you via a dropbox link which you will find at the end of the survey form and you can sign up for updates on the results by sending an e-mail to the researcher.

The success of using the research's results will benefit me as I will complete my master's degree. Second, the results will enhance the notion of online word of mouth in marketing literature which provides wider and deeper knowledge to the public.

If you have any concern, please contact to this number (+64) 9 921 999 ext 6038.

Any concerns regarding the nature of this project should be notified in the first instance to:

The Researcher, Mr. Souvantha Bouaaphone, Nextton@gmail.com or

The Project Supervisor, Dr. Martin Waiguny, Martin.waiguny@aut.ac.nz, (+64) 9 921 9999 ext. 5069.

Concerns regarding the conduct of the research should be notified to the Executive Secretary of AUTEK, Kate O'Connor, ethics@aut.ac.nz, (+64) 9 921 9999 ext 6038.

Approved by the Auckland University of Technology Ethics Committee on 27 May 2014, AUTEK Reference number 14/164.

Appendix B: Online Questionnaire

1. How often do you use online reviews?

Never Rarely Sometimes Often All of the time
☐ ☐ ☐ ☐ ☐

2. Did you ever write a product review yourself?

No Yes
☐ ☐

3. How often do you write online reviews?

Rarely ☐ ☐ ☐ ☐ ☐ Always

On the next page we will show you a shot scenario.
Please read all information carefully.

SCENARIO:


In the next few weeks, you will move to a new house, so you plan to buy new furniture and appliances for your place. One of the items you want to purchase is a new dishwasher. You remember that your friends recommend a brand of dishwasher called PARMOZ but you are not sure about this brand yet. You decide to go online to find more information about this brand and you find one website which provides reviews about this brand. Among others you find the review displayed on the next page. Please read it carefully.

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<http://www.reviewproducts.com/parmoz/pmex300>

Apps


REVIEW PRODUCTS



MODEL: PM-EX300
TYPE: Freestanding
99 reviews from our users



3 from 99 reviews



PARMOZ is a family owned business from New Zealand, 100 percent owned by Kiwi. The company manufactures high quality kitchen products such as sink accessories, ovens, ceramic countertops, and dishwashers. The company has 20 years of experience in developing kitchen appliances for the domestic market. PARMOZ has been recognized for its unique design in New Zealand resulting in numerous awards.

Rating summary

Terrible


Bad

OK


Good

Excellent

Sort by:
Rating



CHRIS W.
STATUS: **USER**
FROM: **NEW YORK**

BIGGEST PIECE OF JUNK, EVER!
 - Terrible
CHRIS W. posted this on APRIL 14, 2014

The new PARMOZ dishwasher provides an excellent touch screen display along with stainless steel appearance. However; it does have some issues. For example, when the dishwasher is running, it makes a loud noise, it doesn't clean off all the dirt or grime from the dishes, and at times, and water leaks on the floor. In addition, there is an odd odor emanating from the dishwasher which may indicate a design flaw in machine. Overall, I would not be happy with the new PARMOZ dishwasher due to its deficiencies.

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3 from 99 reviews



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MODEL: PM-EX300
TYPE: Freestanding

99 reviews from our users

Rating summary

Terrible Bad OK Good Excellent

[Show more](#)

Sort by:



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 ★★☆☆ - Terrible
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CHRIS W.
 STATUS: EXPERT
 FROM: CONSUMER SEARCH

Reviewproducts
x

<http://www.reviewproducts.com/parmoz/pmex300>

Apps

REVIEW PRODUCTS



MODEL: PM-EX300
TYPE: Freestanding

99 reviews from our users

★★★★☆
3 from 99 reviews

PARMOZ


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Rating summary

Terrible Bad OK Good Excellent

[Show more](#)

Sort by: Rating



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Terrible Bad OK Good Excellent

[Show more](#)

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REVIEW  **PRODUCTS**



3 from 99 reviews



PARMOZ is the international company and a global leader in household appliances. The company sells its products in over 50 markets worldwide. It is a large corporation which employs approximately 13,000 people. In addition, PARMOZ has won many international awards from the United States, Europe and South East Asia for its creative designs.

MODEL: PM-EX300
TYPE: Freestanding


99 reviews from our users

Rating summary

Terrible
Bad
OK
Good
Excellent

[Show more](#)

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Big mistake! Defective machine! Even though the new PARMOZ dishwasher provides an excellent touch screen display along with its stainless steel appearance, you will still experience the following problems. For instance, the loud and obnoxious noise is similar to airplane trying to land on an airport. This kind of noise will give you a headache every time the dishwasher is in use. Also, after a long wash cycle, your dishes are still not clean. There are still some dirt specks on the dishes that can make them appear like they have animal feces from a farm. In addition, sometimes the water leaks on your floor, which can make you wonder if you have purchased a dishwasher or a water fountain. Furthermore, there is an awful stench coming out of the dishwasher, which represents a poorly manufactured machine. The stinky smell is so strong that you can compare it to dirty socks that had been worn for a week without being washed. Overall, you will not be happy with the new PARMOZ dishwasher just like this person who created this unhappy fan page <http://smellyuselessjunk.blogspot.co.nz/>

4. How much would you be willing to pay for this dishwasher from PARMOZ?
Please add the amount of budget (USD) in the box or put Zero '0' in the box if you would not.

5. What do you think about PARMOZ?
Please select one box from each line

Not satisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Satisfied
Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good
Negative opinion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positive opinion
Would not recommend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Would recommend

6. Please select one option for each statement
(1=strongly disagree & 7=strongly agree)

	Strongly Disagree							Strongly Agree
I find the PARMOZ very good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My attitude toward PARMOZ is very positive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PARMOZ does not at all meet my desire for a dishwasher machine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is very likely that I will purchase this dishwasher from PARMOZ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will certainly try PARMOZ's dishwasher	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a great chance that I will choose PARMOZ's dishwasher	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Please select one option for each statement
(1=strongly disagree & 7=strongly agree)

	Strongly Disagree						Strongly Agree
This review gives me a feeling of trust	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have trust in this review	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This review gives me a trustworthy impression	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In my opinion, it is desirable to use online reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think it is good for me to use online reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, my attitude towards this review is favorable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found the reviews useful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The reviews help me to shape my attitude toward the PARMOZ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The review helped me to make a decision regarding to the PARMOZ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Please answer the following questions about the review itself.
Please select one option for each question from 1-7
(1=does not like it at all & 7=Like it very much)

	Does not Like it at all						Like it very much
Do you like this review?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you like this reviewer?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. How would you rate the information in the just showed review?

Negative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positive
Unfair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fair

10. Thinking of the reviewer, can you remember who the reviewer was, or which role did he take?

11. What do you think about review?

	Not prefer	2	3	4	5	6	Prefer
Do you prefer the reviewer to provide the review like this?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. What do you think about the review?

	Not appropriate at all						Most appropriate
Do you think it is appropriate to provide a review like this?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you think the language used is appropriate?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. How do you feel when you think how PARMOZ was treated in the review?

	Not at all						Totally
I feel happy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel delighted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel pleased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel satisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel sorry for them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel angry about the reviewer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel sympathy for PARMOZ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Please answer the questions regarding your thoughts during reading the review

	Not at all						Totally
How much do you feel sorry for PARMOZ?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How pleased are you with how PARMOZ is treated by the reviewer?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How much would you like to help PARMOZ in this situation?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How much would you like to help PARMOZ to tackle with review?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I see how PARMOZ is treated by the reviewer, I feel so sorry for it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Finally, please answer the following questions what you think about the reviewer

	Strongly Disagree						Strongly Agree
The motive behind the reviewer posting the review on the webpages was to accurately inform other buyers about the quality of the dishwasher	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel the reviewer's information is based on his/her true experience/feeling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This reviewer is an expert in this context	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This reviewer has sufficient experience in this context	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This reviewer has sufficient experience in this context	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This reviewer has sufficient experience in this context	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This reviewer is knowledgeable in this case	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This reviewer is qualified to provide information in this context	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This reviewer has sufficient skill to tackle this context	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust this reviewer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This reviewer gives me a good impression	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This reviewer represents my point of view	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. You are...?

- ☐ Male
- ☐ Female
- ☐ Prefer not to answer

17. Please enter your age in years

18. Education

Please select one option

- ☐ No schooling completed
- ☐ High School diploma
- ☐ Associated degree or certificate
- ☐ Bachelor's degree
- ☐ Master's degree
- ☐ Doctorate degree

19. Employments status

- ☐ Employed for wages
- ☐ Self-employed
- ☐ Out of work and looking for work
- ☐ homemaker
- ☐ Student
- ☐ Military
- ☐ Retired