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PONDICHERRY – VILLUPURAM – CUDDALORE-CHENNAI

THE IMPACT OF REVIEW ENVIRONMENT ON REVIEW CREDIBILITY

ABSTRACT

Recent research has made clear the spread and the influence of user-generated comments and, thus, the need for sophistication in handling it. Review credibility has two main components: trustworthiness (which equates to honesty or sincerity) and expertise (which equates to accuracy). Prior research also shows the effects of valence (positivity or negativity) in reviews, noting that negative reviews have more influence than positive reviews on readers' perceptions of review credibility and purchasing decisions. Methodology: We tested the effect of a consumer review's environment (brand or retailer site) and the effect of review valence (positive or negative) on the perceived credibility of that review, as well the degree of correlation among credibility, trustworthiness, and expertise. Through an online survey, we exposed respondents to the same review text with different star ratings (4-star and 2-star) in two types of sites: brand and retailer. We asked participants to evaluate the review's credibility, trustworthiness, and expertise. In half of the exposures, participants evaluated a review in the site of a high-credibility company (Apple or Amazon), and in the

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other half of exposures, participants evaluated a review in the site of a midlevel-credibility company (Dell or Wal-Mart).Results and conclusions: Credibility strongly correlated with both trustworthiness and expertise. Participants rated 4-star reviews as more credible than 2-star reviews on high-credibility sites, but star ratings had no impact on midlevel credibility sites. We found no difference between ratings of reviews displayed on brand and retailer sites for midlevel-credibility companies but a small difference between reviews displayed on brand and retailer sites for high-credibility companies. Professional communicators should attend to reviews posted both to retailer and brand sites.Conclusions: Professional communicators charged with managing user-generated content need not spend resources on channeling it into retailer and other independent review site environments as opposed to brand site environments. Our findings indicate that professional communicators looking to identify credible reviews. Should attend to review valence, or the positivity or negativity of a review. When managing user-generated product reviews, they should try to make credible content more noticeable to review users.

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EXISTING SYSTEM:

In this section, we review the extant research from the field professional and technical communication on product reviews. We also draw from marketing research to motivate our research questions. In this section, we explain the theoretical orientation of our study, our procedure for locating existing relevant research, and our procedure for selecting studies to review. We then discuss the (limited) existing research on product reviews and other user-generated content in technical and professional communication journals. We then move on to discuss prior research on trustworthiness and expertise as components credibility, prior research on the effects of review environment on review credibility, and prior research on the effect of valence on product review credibility.

DISADVANTAGES OF EXISTING SYSTEM :

- A product review that conveys a high level of trustworthiness might not convey as much expertise, and vice versa.
- For example, a long, detailed review of a laptop might signal a sincere and honest attempt to help others make a good purchasing decision, but

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the review might contain accuracy problems that would lower the extent to which the review conveys expertise.

- Professional communicators charged with managing user-generated content

need not spend resources on channeling it into retailer and other independent review site environments as opposed to brand site environments.

PROPOSED SYSTEM:

Recent research has made clear the spread and the influence of user-generated comments and, thus, the need for sophistication in handling it. Review credibility has two main components: trustworthiness (which equates to honesty or sincerity) and expertise (which equates to accuracy). Prior research also shows the effects of valence (positivity or negativity) in reviews, noting that negative reviews have more influence than positive reviews on readers' perceptions of review credibility and purchasing decisions. users themselves are starting the conversation, figuring out alternate ways for getting tasks done, and

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troubleshooting issues that they encounter. And they're sharing their experience and expertise without expecting anything in return.

ADVANTAGE OF PROPOSED SYSTEM:

- Millennial spend more than five hours per day with peer-created media.
- Millennial find user-generated content 35% more memorable than other media (including traditional media such as television).
- Millennial trust user-generated content 50% more than other media.
- Millennial find user-generated content 20% more influential on their purchase.

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SYSTEM SPECIFICATION

HARDWARE REQUIREMENTS

- Processor - Pentium –IV
- Speed - 1.1 Ghz
- RAM - 256 MB(min)
- Hard Disk - 20 GB
- Key Board - Standard Windows Keyboard
- Mouse - Two or Three Button Mouse
- Monitor - SVGA

SOFTWARE REQUIREMENTS

- Operating system : Windows XP/7.
- Coding Language : ASP.net, C#.net
- Tool : Visual Studio 2010
- Database : SQL SERVER 2008

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