

Fit-specific Information and Presentation Format: How Q&As Improve the Usefulness of Online Consumer Reviews

Research-in-Progress

Pengfei Tang, Zhong Yao and Jing Luan

Abstract

In recent years, many online shopping platforms have introduced Q&A systems to facilitate consumer interaction. However, it's not clear how Q&As influence the usefulness of online consumer reviews. Thus, we design 2 laboratory experiments to compare the impact of Q&As and ordinary reviews on the usefulness of online consumer reviews. We study the differences between the two kinds of online reviews in providing fit-specific product information and reducing the fit-uncertainty. Based on cognitive fit theory, we also study the impact of presentation format (tree-view and list) on cognitive efforts and performance. In addition, the moderating effect of product types is considered. This study enhances our understanding of the mechanisms of the Q&As impact on the usefulness of online consumer reviews. Expected contributions and management implications are also discussed.

Keywords: Online review, UGC, Presentation format, Fit-uncertainty, Q&As