



***The impact of Online Customer
Reviews on Apparel Purchase
Intention***
- The mediating role of Review Helpfulness

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ABSTRACT

Internet is commonly used in the pre-purchase phase and one of the things that influence consumers' decision making process are OCRs. Past studies show the importance for companies to manage this aspect, since it can influence purchase intention and price sensitivity, among others.

The research objective of this dissertation consists of detecting potential differences in apparel' purchase intention, depending on the characteristics of the OCRs and on the perceived OCRs' helpfulness. In order to address the Research Questions, an experimental design was implemented, where participants were exposed to one of the four scenarios, where they could see an OCR with hedonic or utilitarian cues and with a moderate or a long text. The data was analyzed for the effects on perceived review helpfulness and consumers' purchase intention (PI).

In total, 305 answers were analyzed. It was concluded that the type of information present in the OCR has an impact on both perceived review helpfulness and purchase intention, being OCRs with utilitarian cues perceived as more helpful and the ones who lead to a higher purchase intention. In addition to this, it was found that the perceived OCR helpfulness act as a mediator in the relationship between the type of information and the PI. No differences were found between a moderate and a long OCR, in what regards perceived review helpfulness and PI.

Limitations and implications are explained and suggestions for future research are indicated.

KeyWords: Online Customer Reviews, Purchase Intention, Apparel, Utilitarian cues, Hedonic cues, Length, Helpfulness, Decision Making Process

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RESUMO

A Internet é normalmente utilizada na fase pré-compra e uma das coisas que influencia o processo de tomada de decisão dos consumidores são as avaliações feitas online. Estudos anteriores mostram a importância para as empresas de gerir este aspeto, uma vez que pode influenciar a intenção de compra e a sensibilidade ao preço, entre outros.

O objetivo de investigação desta dissertação consiste em detetar potenciais diferenças na intenção de compra de vestuário, dependendo das características das avaliações e da utilidade percebida da avaliação. De forma a responder às Questões de Investigação, foi implementado um design experimental, onde os participantes foram expostos a um dos quatro cenários, onde podiam ver uma avaliação com indicações hedónicas ou utilitárias e com um texto moderado ou longo. Os dados foram analisados quanto aos efeitos na utilidade da avaliação e na intenção de compra dos consumidores.

No total, foram analisadas 305 respostas. Concluiu-se que o tipo de informação presente na avaliação tem um impacto tanto na utilidade da avaliação como na intenção de compra, sendo as avaliações com indicações utilitárias percebidas como mais úteis e as que originam uma maior intenção de compra. Verificou-se também que a utilidade percebida na avaliação atua como mediador na relação entre o tipo de informação e a intenção de compra. Não foram encontradas diferenças entre uma avaliação moderada e uma avaliação longa, relativamente à utilidade percebida da avaliação e à intenção de compra.

As limitações e implicações são explicadas e são indicadas sugestões para investigação futura.

Palavras-Chave: Avaliações feitas por Consumidores Online, Intenção de Compra, Vestuário, Indicações Utilitárias, Indicações Hedónicas, Comprimento, Utilidade, Processo de Tomada de Decisão

Título: O impacto das Avaliações feitas por Consumidores Online na Intenção de Compra de Vestuário – O papel mediador da Utilidade da Avaliação

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LIST OF ABBREVIATIONS

eWOM – Electronic Word-of-Mouth

KMO – Kolmogorov- Smirnov

OCR – Online Customer Review

PCA – Principal Component Analysis

PI – Purchase Intention

RQ – Research Question

SD – Standard Deviation

WTP – Willingness to Pay

1. INTRODUCTION

1.1. Problem Definition and Relevance

Fashion industry requires constantly adaptations due to continuous changes. One of the biggest changes in the last 20 years was the increased use of the internet and mobile phones, which led to the emergence of online shopping (Einav et al., 2014). Fashion industry has been slower than other sectors to adopt online shopping, given the difficulty of translating the in-store experience to the online environment (Blázquez, 2014). Furthermore, in this industry, there is a need for consumers to touch and see the products before the purchase, which hinders the growth of online sales, since consumers prefer to buy offline than online (Levin et al., 2005). So far there are no ways for consumers to touch products before buying it via internet, however there are website features that may encourage the use of the internet in the shopping experience and that may increase consumers' purchase intention, even without them touching the product.

Internet is commonly used in the pre-purchase phase (Frambach et al., 2007) and one of the things that people can look for/find on brand websites are OCRs, that are statements made by prior buyers based on their experiences, evaluations and opinions about the product (D. H. Park et al., 2007). Given that past studies prove the influence of OCRs on purchase intention and their impact in reducing price sensitivity (Kostyra et al., 2016), one would expect that when looking at the websites of the most common brands in shopping malls in Portugal (such as Zara, Mango and Stradivarius), OCRs would be present. However, this is not the case. And the questions that arise are: Why? Couldn't OCRs be a good online source of information and increase purchase intention, in this industry? A vast amount of research studies tries to understand what the impact of OCRs on purchase intention is, however, some of the results are contradictory. While the most studied dimensions of OCRs are valence, volume and variance, there are other characteristics of OCRs that are not so studied such as the type of information and the length of the review. As these characteristics of reviews are not so studied in the literature, there is still a lack of knowledge in this area, when applied to the fashion industry.

From a marketer's perspective, it is necessary to understand whether or not fashion brands will benefit from the presence of reviews on their websites and how that benefit may vary depending on the review characteristics. For the purpose of this thesis, the focus will be on OCRs' type of information (functional vs hedonic) influence on Portuguese' purchase intention and perceived review helpfulness in the fashion industry, considering the effect of review length (short vs long text). The characteristics of the OCRs chosen were the type of information and the length, as

they are the characteristics of the reviews that are less studied and therefore, are more relevant to investigate.

1.2. Research Objective

This study explores the impact of OCRs' characteristics on Portuguese' apparel PI. Furthermore, it analyzes the mediating role of OCRs' helpfulness in the relationship between the information available on the review and PI. In particular, this research focuses on the characteristics of the OCRs, namely the type of information (utilitarian or hedonic) and the length (short or long text) of the review, on apparel websites. Therefore, the research objective consists of detecting potential differences in consumers' purchase intentions, depending on the characteristics of the OCRs and on the perceived OCRs' helpfulness. This will be studied through the analysis of the influence of the type of information (utilitarian or hedonic) of OCRs on PI and on perceived review helpfulness. Furthermore, this influence will be studied when the length (short or long text) of the OCRs differ, followed by an analysis of the influence of the level of helpfulness on consumers' purchase intention. To summarize, the following research questions aim to be answered:

RQ1: What are the effects of different OCRs types of information on Portuguese' perceived review helpfulness and apparel PI?

RQ2: Does the length influence the effects of different OCRs types of information on Portuguese' perceived review helpfulness and apparel PI?

RQ3: Does review helpfulness mediates the effects of different OCRs types of information on Portuguese' apparel PI?

2. LITERATURE REVIEW

2.1. Online Shopping

Consumers are shifting from offline to online shopping (Einav et al., 2014). Chiang & Dholakia (2003) state that one of the most relevant aspects influencing consumers' intention to shop on the internet is convenience. According to the same authors, when consumers perceive shopping offline as inconvenient, they are more likely to shop on the internet. Convenience can be related with the time saved (not wasting time in driving to stores and in checkout lines), but it can also be related with the shopping environment (Chiang & Dholakia, 2003). In line with this aspect, there are other benefits associated with buying online when compared to buying in a physical store, namely the speed of purchase, the wide selection of products and information available and the ease of finding the best price (Levin et al., 2005; Reinartz et al., 2019).

Although online shopping provides a high degree of convenience that motivates buyers to shop (Chiang & Dholakia, 2003), it is less convenient in some aspects, when compared to an offline channel, namely for not allowing people to touch or try the items and for not helping the person immediately, in case there are doubts (slow/automatic answers) (Gilly & Wolfinbarger, 2000). As far as purchase security is concerned, this is one aspect that makes consumers hesitate to buy online, since they are afraid about providing their personal information (such as address and credit card data) (Swinyard & Smith, 2003).

2.1.1. *Preferences for Online Shopping*

Preferences for shopping online or offline vary across products, consumers, and stages of the shopping experience (Levin et al., 2005). Regarding the products, they can be divided into search goods and experience goods (Nelson, 1970). According to Nelson (1970), a search good is a product where full information for dominant product attributes can be known prior to purchase (for example, clothing and books) and an experience good is a product where full information on dominant attribute can only be known with direct experience – goods need to be personally experienced (for example, perfumes). For search goods, intention to shop online is higher than intention to shop for experience goods, this being justified by the fact that search goods have high search costs and the use of internet can reduce them (Chiang & Dholakia, 2003; Korgaonkar et al., 2006).

As far as consumers are concerned, online shoppers tend to be younger, wealthier, better educated and have higher computer literacy. As a result, people who buy online spend more

time on their computers and cellphones and are less fearful of using the internet (Swinyard & Smith, 2003).

When it comes to stages of the shopping experience, according to Frambach et al. (2007), they can be classified as pre-purchase, purchase and post-purchase. The same authors state that pre-purchase, when compared to the other phases, is the phase where people are more likely to use an online channel and it is also the phase where the intentions to use offline and online channels are similar. Regarding the other two phases (purchase and post-purchase), there is a significant difference between the intentions to use an online and offline channel (being offline the preferred channel) (Frambach et al., 2007).

2.1.2. Online Shopping in the Fashion Industry

The fashion industry has been slower than other sectors to adopt e-commerce, given the difficulty of translating the in-store experience to the online environment (Blázquez, 2014). Apparel can be included in a high-involvement product category, related to products that need to be seen, felt and touched (Blázquez, 2014; Citrin et al., 2003). When consumers need to buy this type of products, there is a preference to buy offline than online that can be justified by the high importance that consumers attach to being able to see and touch garments (Levin et al., 2005). Related to this, Gilly & Wolfinger (2000) add that the representation of the product online can be deceptive and not corresponding to reality, therefore emphasizing the importance of seeing the product before buying it.

On the other hand, there are aspects that minimize these inconveniences and encourage online apparel shopping intention, such as consumers' high trust on the brand (trust encompasses brand reputation, brand predictability and overall brand trust), good website quality (usability and information quality, and visual appeal), consumers' high degree of familiarity with the brand and consumers' high clothing involvement (Jones & Kim, 2010).

2.2. Pre-Purchase Online Search

Pre-purchase is the first phase of the shopping experience and includes all interactions between the customers and the brand, category and environment, before a purchase transaction (Lemon & Verhoef, 2016). Product search online has been proven to have a significant impact on the intention to shop on the internet (Mohd Suki et al., 2008). In an online context, there are several places to search for information, so consumers tend to choose sources that are perceived by them as more effective. It seems to exist a previously built perception by consumers of which

sources of information are more or less appropriate for consultation (Broilo et al., 2016). For example, the search engine Google is one of the first options that people think about, but there are others, such as Amazon (mostly to compare prices). The brand websites (manufacturers) are also considered a good source of research, since consumers associate them as the providers of the most accurate information regarding their products (Broilo et al., 2016). That said, with regard to the credibility of the source of information, official brand websites and third-party websites are considered to have more credibility, while e-retailers and blogs are perceived to have less credibility (C. Lee et al., 2011). According to Lee et al. (2011), brand websites are easily searchable on the internet, when compared to other categories of information sources, such as blogs or specialized websites containing experts' reviews. In addition, consumers tend to search for the brand official website when they have a higher trust on the brand and when they are less familiar with it, thus pointing the important function of the brand website as an information source to increase familiarity with brand' products and to enhance the level of trust that consumers have with the brand (C. Lee et al., 2011).

Jepsen (2007) highlights as factors affecting the use of internet for pre-purchase search the low search costs, the availability of product information and the overall use of internet. According to the same author, although all these factors have an impact on the use of the internet to pre-purchase search, the factor that proves to be most important is the overall use of internet. This means that the more time a person spends online, the more they will prefer the online channel over the offline channel to search for pre-purchase information (Frambach et al., 2007).

2.3. eWOM

The rise of the Internet and social media have created new digital channels for exchanging information, which originated the concept of eWOM (Marchand et al., 2017). Hennig-Thurau et al. (2004) define eWOM communication as any positive or negative statement, made by potential, current, or former customers about a company or its products, which is made available to a large number of people and institutions through the Internet. eWOM can take place in many ways, namely as Web-based opinion platforms, discussion forums, boycott Websites, news groups, among others (Hennig-Thurau et al., 2004). Although there are several platforms where eWOM can be present, according to Tsao & Hsieh (2015), the type of platform has no impact on the level of persuasion of eWOM. Nevertheless, Yan et al. (2018) prove that consumers perceived the eWOM present on e-commerce websites to be more credible than the eWOM present on social media.

Past studies have shown the importance of eWOM, by proving that it influences consumer behavior and has a strong impact on crucial aspects for a company, such as new customer acquisition (Trusov et al., 2009), consumers' purchase intention (Baker et al., 2016; Jalilvand & Samiei, 2012) and sales (Rosario et al., 2016). Furthermore, eWOM helps to create awareness about a new product (Marchand et al., 2017) and can affect the brand image (Jalilvand & Samiei, 2012) and the adoption of new categories and the choice of brands in mature categories (East et al., 2008).

2.4. Online Customer Reviews

Online customer review systems are one of the most powerful channels to generate eWOM (Dellarocas, 2003; Duan et al., 2008). These systems not only take advantage of the Internet's ability to disseminate information, but also its capacity to collect and store information from large communities, thus building large-scale eWOM networks where individuals can make their personal thoughts, reactions, and opinions easily accessible (Dellarocas, 2003). An OCR is created by prior buyers based on their experiences, evaluations and opinions about the product/service/company and has a dual role: informer and recommender (D. H. Park et al., 2007). As informer, it provides user-oriented information about what is being assessed, while as recommender, it provides recommendations by previous consumers in the form of eWOM (D. H. Park et al., 2007).

The presence of OCRs reduce price sensitivity, once reviews provide additional reliable information about the product/service/company quality, which make the perceived risk for the consumer decrease and increase its WTP (Kostyra et al., 2016). Moreover, according to Askalidis & Malthouse (2016), OCRs have a positive value, this meaning that the existence of reviews increase the propensity to purchase of a browsing customer.

2.4.1. *Online Customer Reviews' Characteristics*

According to Chintagunta et al. (2010), an OCR can be decomposed into three dimensions: Valence, Volume and Variance. Past studies have focused on studying these 3 measures of reviews and their impact on sales and purchase intention (such as, Kostyra et al., 2016; D. H. Park et al., 2007). Although these dimensions are the most studied in the literature, other dimensions exist, such as, the type of information and the length of the review.

Regarding the most studied dimensions, firstly, valence represents average customer satisfaction (Kostyra et al., 2016). The theory behind measuring valence is that positive reviews

will encourage other consumers to buy a product whereas negative reviews will discourage them (Dellarocas et al., 2007). Secondly, volume represents the number of customer ratings for each valence level and the total number of ratings (Kostyra et al., 2016). The theory behind measuring volume is that the more a product is discussed, the higher the level of awareness among customers will be (Dellarocas et al., 2007). Lastly, variance is the variation in ratings along the rating scale and is observable through the number of customer ratings for each valence level. Variance represents the degree of disagreement among customers' evaluations (Kostyra et al., 2016).

As far as the less studied characteristics of the OCRs are concerned, the type of information available on the OCR can be utilitarian or hedonic (Mousavizadeh et al., 2020) and the length of the OCR is measured by the number of words in each online review (Zhang et al., 2016)

2.4.1.1. Valence: Positive, Neutral or Negative Information

The valence of an OCR can be positive, neutral or negative (Purnawirawan et al., 2012). According to Purnawirawan et al. (2012), a neutrally valenced review provides descriptive information about a product, service or company, without any evaluative direction. The same authors state that a positive review provides information that evaluates positively the product, service or company, and vice versa for a negative review. When there are more than one review, a balance is required, which consists of the ratio between positive and negative reviews (the balance can be positive, neutral or negative, depending on the number of reviews in each valence level) (Purnawirawan et al., 2012).

There is some controversy regarding the impact of the valence of reviews. Although Forman et al. (2008) in their analysis report that valence is not a reliable predictor of sales, recent studies establish that valence exerts a strong positive impact on choice probability, which means that positive valenced reviews increase the probability of the receiver to choose the respective product/service/company and negative valenced reviews decrease that probability (Kostyra et al., 2016). In addition, there is a positive relationship between review valence and perceived review helpfulness, this meaning that positive OCRs are perceived as more helpful than negative OCRs (Pan & Zhang, 2011).

2.4.1.2. Volume: High or Low Number of Evaluations

Past studies show that volume exerts a positive effect on choice probability, which means that a high volume of reviews increase the probability of the receiver to choose the respective

product/service/company (Kostyra et al., 2016) and also increase the receiver' purchase intention (D. H. Park et al., 2007). Furthermore, the higher the volume, the higher the perceived quality of the OCR, the higher people's reliance on the information provided and their confidence in its accuracy, and the higher the congruence between subjects' own ratings and those to which they were exposed to (Flanagin & Metzger, 2013). Although volume has a significant impact in several aspects, it has a decreasing effect size, which means that a medium-high number of reviews produce almost the same effects as a high volume of reviews (Flanagin & Metzger, 2013; Kostyra et al., 2016)

Volume can also act as a moderator. In what regards valence, volume has a positive effect on high valenced products, has no effect on low and neutral valenced products and increases the WTP for high valenced products (Kostyra et al., 2016).

2.4.1.3. Variance: High or Low Level of Disagreement among Consumers

As far as variance is concerned, past studies state that high variance has a significant negative effect on choice probability and sales (Kostyra et al., 2016; Wang et al., 2015). Therefore, if the degree of disagreement among customers' evaluations is high, the probability of the receiver to choose the respective product/service/company is low (Kostyra et al., 2016) and sales will suffer a negative impact (Wang et al., 2015). Despite its negative effects, consumers oftentimes seek extreme variance in reviews to make product evaluations in accordance with their prior expectation about a product (S. B. Park & Park, 2013).

Furthermore, variance can also act as a moderator. In what regards valence, a high level of disagreement among customers' evaluations has a negative effect on choice probability on high or neutral valenced products and has a positive effect on choice probability on low valenced products (Kostyra et al., 2016). This means that when the valence' balance is negative, a high disagreement among customers' evaluations implies that there are some positive OCRs in the midst of negative OCRs, that can positively influence the consumer, thus low valenced products benefit from a high variance.

2.4.1.4. Type of Information: Utilitarian or Hedonic

OCRs with utilitarian cues provide information about functional and useful premises (example: It cooks frozen entrees and vegetables very well and without the burned edges you frequently get in traditional magnetron microwaves) (Mousavizadeh et al., 2020; Palazon & Delgado-

Ballester, 2013). An OCR containing information about product features and functionalities includes utilitarian cues (Schulze et al., 2014).

OCRs with hedonic cues reflect emotions and feelings and provide information about experimental and pleasurable premises (example: I was blown away by how beautiful this necklace is in person) (Mousavizadeh et al., 2020; Palazon & Delgado-Ballester, 2013). An OCR containing information about exciting, fun, thrilling, delightful and enjoyable experiences includes hedonic cues (Schulze et al., 2014; Voss et al., 2003).

According to Mousavizadeh et al. (2020), OCRs with a moderate level of utilitarian and hedonic cues are perceived to be more helpful than OCRs with a high or low level of utilitarian and hedonic cues, this being justified by the fact that a low number of cues do not provide enough information to the reader and too many cues may cause information overload. Regarding product types, when consumers want to purchase a search good, OCRs with greater utilitarian cues are perceived to be more helpful, while for an experience good, OCRs with higher hedonic cues are perceived to be more helpful (Mousavizadeh et al., 2020). That said, people who want to buy search goods are mainly looking for OCRs with utilitarian cues while people who want to buy experience goods are mainly looking for OCRs that have hedonic cues (Mousavizadeh et al., 2020).

2.4.1.5. Length: Short or Long Text

The length of OCRs is measured by the number of words in each online review (Zhang et al., 2016) and consumers easily estimate review length, just by looking at it (Mousavizadeh et al., 2020). OCRs that have more words usually are more detailed and have more product related information, when compared to OCRs with less words (Mudambi & Schuff, 2010). Furthermore, longer OCRs can indicate a greater effort of the reviewer to comment on the product or service (Chevalier & Mayzlin, 2006), which usually happens when the experience with that product, service or company was negative (Ghasemaghaei et al., 2018; Verhagen et al., 2013; Zhao et al., 2019).

As far as the consumer's likelihood of reading the OCRs is concerned, longer reviews are more likely to be read and are more popular among consumers, than shorter OCRs, since short OCRs usually do not have enough information to help customers and longer OCRs are considered as having more valuable information (Mousavizadeh et al., 2020). Mudambi & Schuff (2010) prove that the length of the review has a positive effect on the OCR perceived helpfulness. However, according to Huang et al. (2015), this positive effect is only valid until the number

of words reaches a certain threshold (144 words). When the word count exceeds that threshold, the positive effect became insignificant (Huang et al., 2015). Therefore, the most helpful OCRs are associated with a moderate length, since consumers require information to make an informed decision, but too many words make the review difficult to absorb (Eslami et al., 2018; Schindler & Bickart, 2012). Moreover, for search goods, longer OCRs are perceived as more helpful by consumers, while for experience goods this effect is not so noticeable, once it is easier to gather information on product quality prior to purchase for search goods and for experience goods a sample is more effective than a longer review (Mudambi & Schuff, 2010).

2.4.2. Online Customer Reviews' Helpfulness

Review helpfulness represents a subjective valuation of the perceived utility of the information present in an OCR. A helpful OCR increases the perceived value of its information and consequently, if the information is favorable, it also increases the perceived value of the product or service that is being evaluated, thus influencing the purchase intention of the consumer (Huang et al., 2015).

As seen above, the various characteristics of OCRs can affect the perceived helpfulness of the review. It is now important to understand what impact the OCR perceived helpfulness has on the purchase intention. According to Filieri et al. (2018), OCR helpfulness positively influences consumers' purchase intentions, this meaning that the higher the perceived helpfulness, the higher the purchase intention. Furthermore, S. Lee & Choeh (2016) find that review helpfulness can act as a mediator of the relationship between OCR characteristics and product sales, since they prove that exists as interaction effect between average review rating and review helpfulness on product sales and an interaction between average review length and review helpfulness on product sales.

2.4.3. Online Customer Reviews in the Fashion Industry

It seems to exist a lack of perceived relevance of reviews in online fashion shopping experience (Kawaf & Istanbuluoglu, 2019). This is explained by the fact that people experience fashion in different ways and have different tastes, personalities, styles and body shapes, thus making the reviews made by others less relevant and less important. Furthermore, as the return process is easy and often free, even if the reviews of a product are negative, consumers can still buy it and return it easily in case they are not satisfied with the purchase (Kawaf & Istanbuluoglu, 2019). Nevertheless, consumers can rely on the information from fashion reviews if they are

satisfied with the information received from those reviews and with previous experience (Loureiro et al., 2018).

Although the lack of perceived relevance of reviews, there are studies that prove that people who have contact with OCRs purchase more frequently than those who have not, demonstrating that reviews also influence consumers in the fashion industry (S. Kim et al., 2013). Additionally, Kim et al. (2013) state that a negative valenced OCR has a greater impact on purchase intention than a positive valenced OCR, this meaning that people are more influenced by a negative message than by a positive one. On the other hand, a different study indicates that positive reviews have more impact than negative reviews, this being justified by a bias that suggests that consumers tend to find positive information more appealing when it fits their prior expectations that the clothing product is likable, fashionable and attractive (Shin et al., 2020).

3. CONCEPTUAL FRAMEWORK AND HYPOTHESES

Based on the literature provided about OCRs, its context in the fashion industry, and the influence of the length and the type of information of the OCRs, this chapter focuses on the conceptual model and the hypotheses that will be tested. The study will examine the impact of the type of information of OCRs (utilitarian or hedonic information) on consumers' perceived OCR helpfulness and PI (Figure 1).

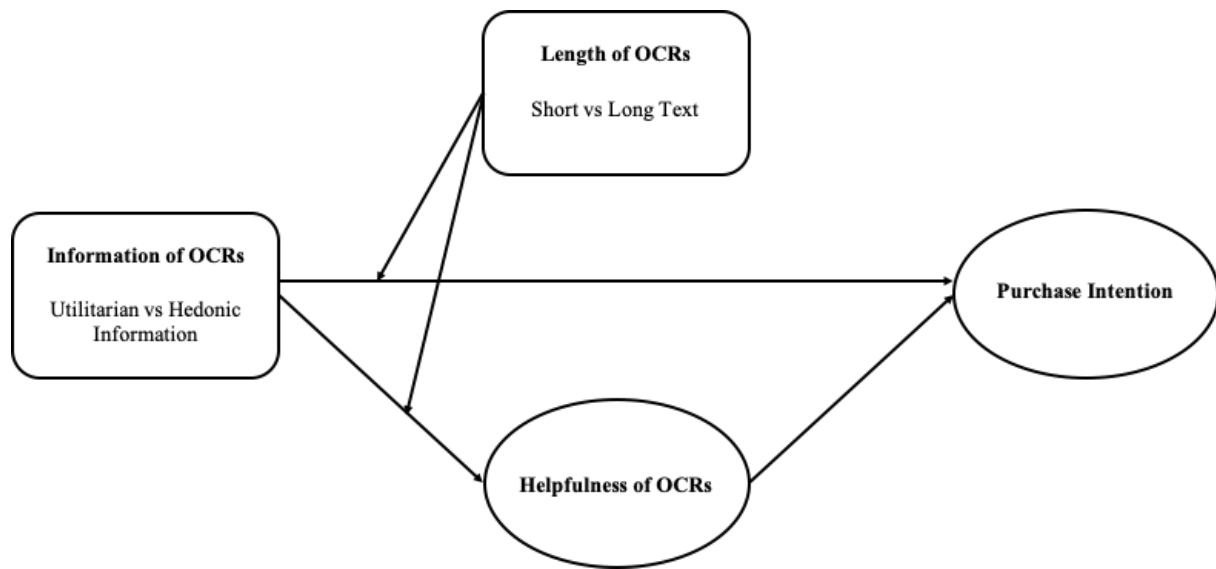


Figure 1 - Conceptual Framework | Author Elaboration

As suggested by prior research, the type of information present on OCRs influence the perceived helpfulness of the review (Mousavizadeh et al., 2020). More precisely, according to Mousavizadeh et al. (2020), OCRs with greater utilitarian cues are perceived to be more helpful in some cases and OCRs with greater hedonic cues are perceived to be more helpful in other cases. What makes vary what type of information is considered more helpful is the kind of product being searched for, that can be a search or experience product. Thus, OCRs with greater utilitarian cues are perceived to be more helpful when consumers are looking for a search product and OCRs with greater hedonic cues are perceived to be more helpful when consumers are looking for an experience product (Mousavizadeh et al., 2020). As apparel is considered a search product (Lin et al., 2012), and taking into account that OCR helpfulness positively influences consumers' purchase intentions (Filieri et al., 2018), the following hypotheses were formulated:

H1a: Perceived OCR helpfulness in apparel is higher in the presence of OCRs with utilitarian cues than in the presence of OCRs with hedonic cues.

H1b: Apparel PI is higher in the presence of OCRs with utilitarian cues than in the presence of OCRs with hedonic cues.

Nevertheless, there are more characteristics of the reviews that can influence the OCR perceived helpfulness and, in this case, the length of the OCR text was also taken into account. According to Mousavizadeh et al. (2020), longer reviews are more likely to be read, since they are considered as having more valuable information, which is in line with what Mudambi & Schuff (2010) prove, that length of the review has a positive effect on the OCR perceived helpfulness. The latest authors also add that this positive effect is most noticeable for search products (which is the case of clothing). Given this information, and once again taking into account that OCR helpfulness positively influences consumers' purchase intentions (Filieri et al., 2018), the following hypotheses were formulated:

H2: The impact of the type of information of OCRs on perceived OCR helpfulness and apparel PI is moderated by the length of the OCR, so that:

H2a: In the presence of utilitarian cues, perceived OCR helpfulness and apparel PI is higher when the OCRs have a long text, than when they have a moderate text.

H2b: In the presence of hedonic cues, perceived OCR helpfulness and apparel PI is higher when the OCRs have a long text, than when they have a moderate text.

Moreover, given that all the hypotheses that related the characteristics of the OCRs with the Portuguese' apparel PI were sustained taking into account that OCR helpfulness positively influences consumers' purchase intentions (Filieri et al., 2018), it makes sense to study the mediating effect of OCR helpfulness in this relationship. Furthermore, past studies support that review helpfulness can act as a mediator of the relationship between OCR characteristics and product sales (S. Lee & Choeh, 2016). Given this information, the following hypothesis was formulated:

H3: The impact of the type of information of OCRs on apparel PI is mediated by the perceived OCR helpfulness.

4. METHODOLOGY AND DATA COLLECTION

This chapter describes how the data was collected and how variables were used to provide an answer to the Research Questions.

4.1. Research Method

With the aim of reaching a large number of people and obtaining a high number of responses, the online platform Qualtrics was used for the elaboration and distribution of the online survey. The distribution of the online survey is facilitated through the use of this platform, since Qualtrics provides a link that can be easily copied and shared to others, thus allowing people to access it readily. The survey was mainly distributed via social media websites, due to the ease of reaching a large audience in a short amount of time, with minor associated costs. In what regards the elaboration of the survey, this online platform features several options of survey structure and question types, in addition to having vary tools that can be used, such as randomizing questions, which makes the survey easier to develop and organize. Regarding the analysis of the survey results, Qualtrics allows to download the resulting dataset directly to the statistics program SPSS, which facilitates the process. Moreover, using an online platform is convenient for respondents as they do not have to travel to a particular place at a specific time to answer the survey and they do not have any time pressure to finish the survey. Consequently, using an online platform brings some drawbacks for the researcher, such as the lack of control of the respondents' environment and level of concentration during the survey. In addition, the researcher cannot give any guidance or detailed information, in case questions arise. To minimize these potential drawbacks, the questions were written in a clear manner and the design of the survey was kept short and simple, to avoid misunderstandings and survey abandon. The online survey consisted only of closed-response questions, with as average response time of 3 minutes.

4.2. Research Design

Having analyzed the secondary data, primary data was gathered through the development of an online survey to answer the research objectives of this study. For addressing the research purpose, only complete answers were considered relevant.

The study followed a 2 (information type: utilitarian, hedonic) x 2 (length: moderate text, long text) randomized between subjects design, meaning that each respondent was subject to only one of the existing scenarios (Table 1).

		Scenario 1	Scenario 2	Scenario 3	Scenario 4
Type of Information	Utilitarian	x		x	
	Hedonic		x		x
Length	Moderate Text	x	x		
	Long Text			x	x

Table 1 - Manipulation Scenarios | Author Elaboration

This study focuses mainly on OCRs and the helpfulness of the information available online, so the survey needed to be answered by people who were already used to look for information on the internet and who were already familiarized with OCRs. Therefore, the first questions asked to the respondents were 3 screening questions. The first question was related to nationality, since this study only aims to analyze Portuguese. Therefore, if the respondent did not have Portuguese nationality, then he would be directed to the end of the survey and his response would not be considered valid. The second and third questions were related to the search for information online and with the reading of OCRs to help in the purchasing decision process, respectively. The respondents needed to rate their agreement with the two sentences, on a 7-point Likert Scale (1 – Strongly Disagree, 7 – Strongly Agree). If the respondent assigned a level of agreement to any of the sentences between 1 and 3 (strongly disagree, disagree or somewhat disagree), this would mean that he didn't use the internet to search for information online nor read and pay attention to OCRs, so he would be directed to the end of the survey and his response would not be considered valid. Two extra questions were asked to understand how often the respondent buys products and apparel online.

After completing the first set of questions, participants were randomly exposed to one of four experimental manipulations (scenarios). All experimental groups were exposed to a page of a website, where a photograph of one pair of black jeans appeared, with the description of the jeans and with the option to buy the jeans. Additionally, on the same website, there was an OCR, which was the only element that vary between the various scenarios.

Right after seeing the stimuli, participants were asked to answer to a control question, where they were asked to rate the level of agreement with the sentence “I like these jeans”, on a 7-point Likert scale. This question was included merely for controlling that the level of liking of the jeans was similar among groups (scenarios). Then, participants were asked to answer to the manipulation check questions, where they were asked to rate the level of agreement with two

sentences, on a 7-point Likert scale, one being to evaluate the perception of utilitarian cues and another to evaluate the perception of hedonic cues, in the OCR presented to them. Respondents were further asked about how they perceived the information provided by the OCR to be helpful and what was their purchase intention. Finally, participants were asked to fill out some demographics questions and were thanked for their participation.

4.3. Stimuli Development

A fictional apparel website was created as a stimulus for the study (Appendix 1). Respondents were randomly exposed to one of four different scenarios. Among the four scenarios, there were things that were fixed, namely the product and the model of the product that was shown (black jeans), the name and description of the product and the action buttons available. Each scenario presented a visible OCR, that was the only element that varies from scenario to scenario. However, it only changes the content and dimensions of the text. The photo of the user who published the review was always the same for all scenarios and the font of the text and the place where the review appears in the stimuli did not vary. This was done in order to make vary only what was under study (the type of information present in the OCR and the length of that information).

For the product chosen to be presented, it had to be a garment, which was suitable for both men and women and which could satisfy the tastes of several people, in order not to influence the values given for the purchase intention (since these values could be lower than expected due to the fact that the person did not like the product and not due to the OCR presented). Given this, the product chosen was a simple pair of black jeans taken from an existing brand, however the label was covered as the brand could influence the results.

In relation to the OCR, it was chosen to provide reviews with a positive valence and there were two aspects to which special attention was given, namely the type of information presented and the length of the text. Starting with the type of information presented in the review, two of the stimuli (scenarios) presented an OCR with utilitarian cues (scenarios 1 and 3) and the other two stimuli presented an OCR with hedonic cues (scenarios 2 and 4). To formulate the OCRs with each type of information, it was taken as a basis that OCRs with utilitarian cues provide information about product functionality, while OCRs with hedonic cues provide information about the excitement and pleasure of the person towards the product (Mousavizadeh et al., 2020; Palazon & Delgado-Ballester, 2013). In order to complement and help to create the stimuli, the examples of OCRs with utilitarian and hedonic cues provided by Mousavizadeh et

al. (2020) were adapted to the context of the fashion industry. According to the same author, an OCR with hedonic cues presents expressions and adjectives like “I was blown away”, “I am very pleased”, “I particularly love”, “They look amazing”, “I feel”, “Beautiful” and “Stunning”, while an OCR with utilitarian cues focus more on the product's characteristics or on the description of how the product works. Therefore, the information provided by this author was used as a reference for the formulation of OCRs with the different types of information.

As far as the length of the text in the OCRs is concerned, two lengths were used: moderate and long. OCRs with a moderate text were used for the stimuli in scenarios 1 and 2 and OCRs with a long text were used for the stimuli in scenarios 3 and 4. What defines whether the length of the text is moderate or long is the number of words in each OCR (Zhang et al., 2016). Although the length of the review has a positive effect on the OCR perceived helpfulness (Mudambi & Schuff, 2010), according to Huang et al. (2015), this positive effect is only valid until the number of words reaches a certain threshold of 144 words. Taking this information into account, it was defined that the variable length would be limited to 144 words (upper limit). Knowing that the maximum value is 144 words and that therefore, a review presenting this number of words will be considered as having a long length, it was possible to create 3 intervals of numbers, one for a text considered small, another for a text considered moderate and another for a text considered long. Then, by dividing the total number (144 words) by 3 groups, it was created the first group containing a number from 1 to 48 words (small length), the second group containing a number from 49 to 96 words (moderate length) and the last group containing a number from 97 to 144 words (long length). That said, the stimulus with an OCR with a moderate text had about 70 words, while the stimulus with an OCR with a long text had about 115 words.

4.4. Variable Descriptions

4.4.1. Manipulation Check

The manipulation check measure was assessed by asking participants, after being exposed to the different scenarios, to rate their agreement with two sentences, on a 7-point Likert Scale (1 – Strongly Disagree, 7 – Strongly Agree). One sentence mentioned that the OCR presented to the respondents mainly assessed the functional characteristics of the product (utilitarian cues) while the other sentence mentioned that the OCR presented to the respondents mainly assessed the excitement and pleasure of the person towards the product (hedonic cues).

4.4.2. *Dependent Variables*

The dependent variables were assessed after participants were exposed to the experimental manipulations, using a 7-point Likert scale (1 – Strongly Disagree, 7 – Strongly Agree) (Table 2).

Helpfulness of OCRs: After being exposed to the stimuli, participants were asked to rate their level of agreement with three statements, in order to evaluate their perceived level of helpfulness of the OCR. These statements asked about whether the OCR improve the ability of the participant to make a purchase decision, whether the OCR contains useful information and if it gives insight into whether or not the participant would like the jeans.

Purchase Intention: After being exposed to the stimuli, participants were asked to rate their level of agreement with three statements, in order to evaluate their intention to purchase the jeans. These statements asked about whether the participant would consider buying the jeans and about the likelihood and the willingness to buy the jeans.

Variables	Items	Source
Helpfulness of OCRs	1: This review improves my ability to make a decision whether or not to buy these jeans. 2: This review gives me insight into whether or not I would like these jeans. 3: This review contains useful information about these jeans.	Connors, L., Mudambi, S.M., & Schuff, D. (2011). Is It the Review or the Reviewer? a Multi-Method Approach to Determine the Antecedents of Online Review Helpfulness. <i>2011 44th Hawaii International Conference on System Sciences</i> , 1-10.
Purchase Intention	1: I consider buying these jeans. 2: The likelihood I purchase these jeans is high. 3: My willingness to buy these jeans is high.	Bian, Q., & Forsythe, S. (2012). Purchase intention for luxury brands: A cross cultural comparison. <i>Journal of Business Research</i> , 65, 1443-1451.

Table 2 - Scale Item | Author Elaboration

4.4.3. *Independent Variables*

Information of OCRs: This variable was divided into two categories, whereas participants were exposed to one stimuli displaying an OCR mostly with utilitarian cues and a second stimuli showing an OCR mostly with hedonic cues.

Length of OCRs: This variable acted as a moderator and was divided into two categories, whereas participants were exposed to one stimuli displaying an OCR with a moderated text and a second stimuli showing an OCR with a long text.

4.5. Respondents

Within the 3 days dedicated to data collection, 413 participants started to fill out the online survey. However, 59 answers were not finished and 49 answers were not considered valid, since the respondents did not pass the screening questions (4 did not pass because they were not Portuguese, 7 did not pass because they did not look for information on the internet, 28 did not pass because they did not read reviews and 10 did not pass because they did not look for information on the internet nether read reviews). This leads to a total of 305 valid and complete answers that were considered in the analysis.

Taking into account that each participant only answered questions concerning one scenario, scenario 1 had 75 valid answers, scenario 2 had 78, scenario 3 had 73 and scenario 4 had 79 valid answers.

5. ANALYSIS AND RESULTS

5.1. Sample Characterization

Some demographic data were collected, allowing a general characterization of the sample. Only people with Portuguese nationality were selected to fill in the survey, meaning that the sample consists of Portuguese only. As far as gender is concerned, the sample was mostly female (80%). Most of the participants were aged between 18 and 24 years old (66.2%), followed by participants who were aged between 25 and 34 years old (13.4%), which shows that the sample consists essentially of young people. Regarding the level of education, 46.6% of respondents were holding a Master's degree (or were concluding one), 36.1% stated to have a Bachelor's degree and 14.1% had a High School degree. The sample consisted essentially of students (42.9%), followed by people who were working (33.8%). With regard to the personal available monthly income of respondents, 34.7% stated to have less than 500€ available each month, while 25.3% stated to have an income between 500€ and 1,000€, and 21% indicated an income between 1,001€ and 1,500€.

In addition to the demographic data, it was also possible to characterize the sample through the questions asked in the first block of the survey, where the respondents had to indicate their level of agreement with some sentences, using a 7-point Likert scale (1 – Strongly Disagree, 7 – Strongly Agree). As can be seen in Table 3, the sample has people who use the internet considerably to search for information before buying a product and some of the information they find on the internet are OCRs, which they take into account to help them make the purchasing decision. When it comes to buying products and clothes online, the sample contains people who usually buy products online, but when it comes to clothes, the frequency of online purchase is more moderated, and the level of agreement on this question varied most among respondents (high SD), with people in the sample buying clothes online very often and people who almost never buy clothes online.

	Mean	SD
I usually use the internet to look for information before buying a product.	6.19	0.797
I usually read reviews made by previous consumers to help me make the purchase decision.	5.93	0.829
I usually buy products online.	5.30	1.462
I usually buy apparel online.	4.64	1.910

Table 3 - Sample Characterization | Author Elaboration

5.2. Scale Reliability

Since both constructs studied (Review Helpfulness and Purchase Intention) are measured through various items, it is necessary to verify each construct's internal consistency. This can be done by using Cronbach's alpha, which led to the results presented in Table 4.

According to van Griethuijsen et al. (2015), in order to confirm the reliability of the construct, it must have an alpha value above 0.6 (otherwise it will not be considered acceptable). The Cronbach's alphas found for both constructs were considered good, all being above 0.8, except the value found for the review helpfulness in scenario 3. However, that value (0.658) is still within a value considered satisfactory and cannot be improved by removing any of the items from the review helpfulness scale. In short, it is possible to affirm that the results demonstrate high reliability, especially in what concerns the Purchase Intention construct (Table 4).

Cronbach's Alphas			
Dimension	Number of Items	Scenarios	α
Review Helpfulness	3	1	0.818
		2	0.805
		3	0.658
		4	0.827
Purchase Intention	3	1	0.890
		2	0.940
		3	0.930
		4	0.895

Table 4 - Cronbach's Alphas | Author Elaboration

5.3. Principal Component Analysis

In order to understand whether the constructs and the items chosen to measure these constructs in the research instrument (survey) were not redundant, a PCA was conducted. In this analysis, 6 items were considered, which represented the items that were present on the survey to evaluate the constructs "Purchase Intention" and "Review Helpfulness".

Before looking at the components, it was important to pay attention to two tests: KMO and Bartlett's Test of Sphericity, to understand if the factor analysis would be useful. The Kaiser-

Meyer-Olkin (KMO) value revealed that the sample was valid (KMO=0.833) and the Bartlett's Test of Sphericity ($p=0.000$) showed that the items were related and therefore, a factor analysis was conducted. From its results, it was possible to conclude that 2 components were extracted, which explain 81.912% of variance. The first factor – Purchase Intention – explains 43.237% of variance and the second – Review Helpfulness – explains 38.675% (Table 5).

After concluding the PCA and in order to perform the remaining analysis of this dissertation, the average of the values assigned to the items of each of the components was made, thus creating two new variables, one to measure the Purchase Intention and the other to measure the Review Helpfulness.

Item	Component		
	1 (Purchase Intention)	2 (Review Helpfulness)	
I consider buying these jeans.	0.866		
The likelihood I purchase these jeans is high.	0.903		
My willingness to buy these jeans is high.	0.898		
This review improves my ability to make a decision whether or not to buy these jeans.		0.824	
This review gives me insight into whether or not I would like these jeans.		0.822	
This review contains useful information about these jeans.		0.855	
			Total
% Variance Explained	43.237%	38.675%	81.912%

Table 5 - Principal Component Analysis | Author Elaboration

5.4. Manipulation Check

Two manipulation checks were performed: one for the utilitarian cues and one for the hedonic cues. These manipulation checks were used to understand whether the respondents identified the cues that were in the OCR of the scenario presented to them and thus understand whether the manipulation was well done. Given the size of the sample (305 people), it was considered that the sample follows a normal distribution and therefore parametric tests could be used. The test chosen to be performed in both manipulations was the one-way ANOVA at a 95% confidence level, in order to compare the results of the four scenarios with each other.

Regarding the first test conducted for the utilitarian cues, the one-way ANOVA showed that there were statistically significant differences between the means of the various scenarios ($p=0.000$). Since each scenario had a similar number of participants, the Tukey post hoc test was used to see which scenarios were different from each other. Of all the scenarios, significant differences in means were found, except between scenarios 1 and 3 ($p=0.997$) and scenarios 2 and 4 ($p=0.898$). This suggests that scenarios 1 and 3 have different means than scenarios 2 and 4, in terms of the perception of the utilitarian cues presented in the OCR. By looking at the means (Table 6), it is possible to say that in scenarios 1 and 3 the perception of utilitarian cues is higher than in scenarios 2 and 4, thus proving that the manipulation is well done, since scenarios 1 and 3 are the scenarios that should be perceived as having more utilitarian cues.

	Scenario 1		Scenario 2		Scenario 3		Scenario 4	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Manipulation Check (This review mainly assesses the functional characteristics of the product.)	5.67	1.15	4.09	1.75	5.62	1.31	3.92	1.64

Table 6 - One-Way ANOVA Utilitarian Cues | Author Elaboration

With regard to the test conducted for the hedonic cues, the one-way ANOVA showed that there were statistically significant differences between the means of the various scenarios ($p=0.000$). Once again it was used the Tukey post hoc test to see which scenarios were different from each other. Similar results to the previous test were obtained, again proving that scenarios 1 and 3 do not differ in their means ($p=0.947$), like scenarios 2 and 4 ($p=0.685$).

	Scenario 1		Scenario 2		Scenario 3		Scenario 4	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Manipulation Check (This review mainly assesses the excitement and pleasure of the person towards the product.)	5.21	1.54	5.78	1.23	5.09	1.32	6.01	1.09

Table 7 - One-Way ANOVA Hedonic Cues | Author Elaboration

This suggests that scenarios 1 and 3 have different averages than scenarios 2 and 4, in terms of the perception of the hedonic cues present in the OCR. By looking at the means (Table 7), it is

possible to say that in scenarios 1 and 3 the perception of utilitarian cues is lower than in scenarios 2 and 4, thus proving that the manipulation is well done, since scenarios 2 and 4 are the scenarios that should be perceived as having more hedonic cues.

In sum, respondents exposed to stimuli with OCRs with mostly utilitarian cues perceived the OCR to be more utilitarian, while respondents exposed to stimuli with OCRs with mostly hedonic cues perceived the OCR to be more hedonic. Thus, the different utilitarian versus hedonic cues in the stimuli were successfully manipulated.

5.5. Main Results

Parametric tests were used to test the hypotheses under study, since it was assumed that the sample followed a normal distribution due to its size (305 people). In this way, some tests were performed on the SPSS, namely One-way ANOVAS, MANOVAS and Linear Regressions, the latter through the use of Process, an extension of SPSS.

5.5.1. Control Question

Before starting the hypothesis test, it was necessary to understand the results obtained in the control question regarding the respondent's taste for the black jeans shown in the stimulus, where they had to indicate their level of agreement, using a 7-point Likert scale (1 – Strongly Disagree, 7 – Strongly Agree), since this may affect the results obtained in the hypothesis test. The test chosen to be performed was the one-way ANOVA at a 95% confidence level, in order to compare the results of the four scenarios with each other. The one-way ANOVA showed that there were not statistically significant differences between the means of the various scenarios ($p=0.102$), being the means all very close to each other (Table 8). This suggests that the taste for the black jeans was similar among all scenarios, so in principle it will not be a factor that will influence the results.

	Scenario 1		Scenario 2		Scenario 3		Scenario 4	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Control Question (I like these jeans.)	5.47	1.03	4.97	1.36	5.09	1.44	5.13	1.22

Table 8 - One-Way ANOVA Control Question | Author Elaboration

5.5.2. Online Customer Reviews with Utilitarian and Hedonic cues

H1a: Perceived OCR helpfulness in apparel is higher in the presence of OCRs with utilitarian cues than in the presence of OCRs with hedonic cues.

H1b: Apparel PI is higher in the presence of OCRs with utilitarian cues than in the presence of OCRs with hedonic cues.

In order to test hypotheses 1a and 1b, two one-way ANOVAS at a 95% confidence level were performed. This test was chosen, since the objective of the first hypothesis was to compare the differences in OCRs' Helpfulness between different scenarios and the objective of the second hypothesis was to compare the differences in Portuguese' apparel PI between different scenarios. In this way, there was only one dependent variable in each test, that were the Review Helpfulness and the Purchase Intention, and one independent variable, that was the scenario (for both hypotheses, only scenarios 1 and 2 were compared). Scenarios 1 and 2 were chosen, since they were the scenarios that presented a moderate text (since the variable length is not supposed to interfere with this study) and each scenario presented a different type of cues (scenario 1 presented utilitarian cues, while scenario 2 presented hedonic cues).

To test the hypothesis 1a, the one-way ANOVA showed that there were statistically significant differences between the means of the four scenarios ($p=0.000$). However, to test this hypothesis, it was necessary to understand if there were differences between the means of the scenarios 1 and 2, so the post hoc test was analyzed. Since each scenario had a similar number of participants, the Tukey post hoc test was used. This test showed that there were statistically significant differences between the means of the two scenarios, as far as the review helpfulness is concerned ($p=0.000$). Given this, and looking at Table 9 that has the means of the review helpfulness for scenario 1 and 2, it can be assumed that the OCR present in the stimuli of the scenario 1 was considered more helpful than the OCR present in the stimuli of the scenario 2. This way, it can be said that hypothesis 1a is supported and therefore a review with utilitarian cues is perceived as more helpful than a review with hedonic cues.

	Scenario 1 (Utilitarian)		Scenario 2 (Hedonic)	
	Mean	SD	Mean	SD
Review Helpfulness	5.67	0.96	4.23	1.38

Table 9 - One-Way ANOVA Review Helpfulness Utilitarian vs Hedonic | Author Elaboration

To test the hypothesis 1b, the one-way ANOVA showed that there were statistically significant differences between the means of the four scenarios ($p=0.000$). However, once again it was necessary to compare the averages of scenarios 1 and 2, so the post hoc test was analyzed. This test showed that there were statistically significant differences between the means of the two scenarios ($p=0.001$). Given this, and looking at Table 10 that has the means of the purchase intention for scenarios 1 and 2, it can be assumed that the purchase intention was higher for the scenario 1 than for the scenario 2. This way, it can be said that hypothesis 1b is supported and therefore the purchase intention is higher in the presence of OCRs with utilitarian cues than in the presence of OCRs with hedonic cues.

	Scenario 1 (Utilitarian)		Scenario 2 (Hedonic)	
	Mean	SD	Mean	SD
Purchase Intention	4.90	1.12	4.01	1.58

Table 10 - One-Way ANOVA Purchase Intention Utilitarian vs Hedonic | Author Elaboration

5.5.3. The moderating effect of Online Customer Reviews' Length

H2: The impact of the type of information of OCRs on perceived OCR helpfulness and apparel PI is moderated by the length of the OCR, so that:

H2a: In the presence of utilitarian cues, perceived OCR helpfulness and apparel PI is higher when the OCRs have a long text, than when they have a moderate text.

H2b: In the presence of hedonic cues, perceived OCR helpfulness and apparel PI is higher when the OCRs have a long text, than when they have a moderate text.

In order to test hypotheses 2a and 2b, two multivariate analysis of variance (MANOVA) at a 95% confidence level were performed. This test was chosen, since for each test there was more than one dependent variable, that were the review helpfulness and purchase intention, and one categorical independent variable, that was the scenario.

Starting with hypothesis 2a, scenarios 1 and 3 were compared, since both scenarios presented utilitarian cues, the only difference being that scenario 3 has a stimulus with an OCR with a longer text than scenario 1.

The MANOVA showed that there weren't statistically significant differences between the means of the two scenarios, as far as the review helpfulness is concerned ($p=0.371$) and as far purchase intention is concerned ($p=0.315$). In addition, when looking at the means of both scenarios (Table 11), it is possible to see that they do not present major differences. Given this, it can be assumed that in the presence of OCRs with utilitarian cues, longer texts doesn't increase Portuguese' perceived OCR helpfulness and purchase intention, at least when comparing an OCR with moderate text to one with long text. This way, it can be said that hypothesis 2a is rejected.

	Scenario 1 (Moderate Text)		Scenario 3 (Long Text)		F-test
	Mean	SD	Mean	SD	
Review Helpfulness	5.67	0.96	5.80	0.83	0.807
Purchase Intention	4.90	1.12	4.68	1.48	1.019

Table 11 - MANOVA Utilitarian Moderate vs Long Text | Author Elaboration

In what regards the hypothesis 2b, scenarios 2 and 4 were compared, since both scenarios presented hedonic cues, the only difference being that scenario 4 has a stimulus with an OCR with a longer text than scenario 2.

The MANOVA showed that there weren't statistically significant differences between the means of the two scenarios, as far as the review helpfulness is concerned ($p=0.149$) and as far purchase intention is concerned ($p= 0.972$) (Table 12). Given this, it can be assumed that in the presence of OCRs with hedonic cues, longer texts doesn't increase Portuguese' perceived OCR helpfulness and purchase intention, at least when comparing an OCR with moderate text to one with long text. This way, it can be said that hypothesis 2b is rejected.

	Scenario 1 (Moderate Text)		Scenario 3 (Long Text)		F-test
	Mean	SD	Mean	SD	
Review Helpfulness	4.23	1.38	4.53	1.17	2.108
Purchase Intention	4.01	1.58	4.02	1.33	0.001

Table 12 - MANOVA Hedonic Moderate vs Long Text | Author Elaboration

5.5.4. *The mediating effect of Online Customer Reviews' Helpfulness*

H3: The impact of the type of information of OCRs on apparel PI is mediated by the perceived OCR helpfulness.

In order to test hypothesis 3, it was used an extension of SPSS, called Process, in the version 3.5, by Hayes. This extension allows the analysis of the interaction coefficients between the various variables in study and to see if there is any mediating effect present. To do this, the Process made several regressions in order to understand the direct impact of the type of information present in the review (utilitarian or hedonic) in the Purchase Intention and its indirect impact, having as mediator the Review Helpfulness.

The dependent variable (X) was the Type of Information, which in this case could take the value of 0 or 1, depending on whether it was scenario 2 (with hedonic cues) or 1 (with utilitarian cues), respectively. The independent variable (Y) was the Purchase Intention, which was measured on a continuous scale and could have a value between 1 and 7 (the higher the value, the higher the purchase intention). And lastly, the mediator (M) was the Review Helpfulness, which like the Purchase Intention, was measured on a continuous scale and could have a value between 1 and 7 (the higher the value, the higher the review helpfulness).

By using this extension of the SPSS, it was possible to arrive at the coefficients (unstandardized) present in Figure 2. By analyzing it, it was verified that the type of information has a direct effect on the review helpfulness, with a positive coefficient of 1.4361, which is in line with the findings of the hypothesis 1a. In addition, there is another coefficient present in Figure 2, which represents the direct impact of the Review Helpfulness on Purchase intention. This coefficient is positive, presenting a value of 0.6789, and is significant, with a p-value equals to 0.000 (Table 13), meaning that the higher the Review Helpfulness, the higher the Portuguese' apparel PI.

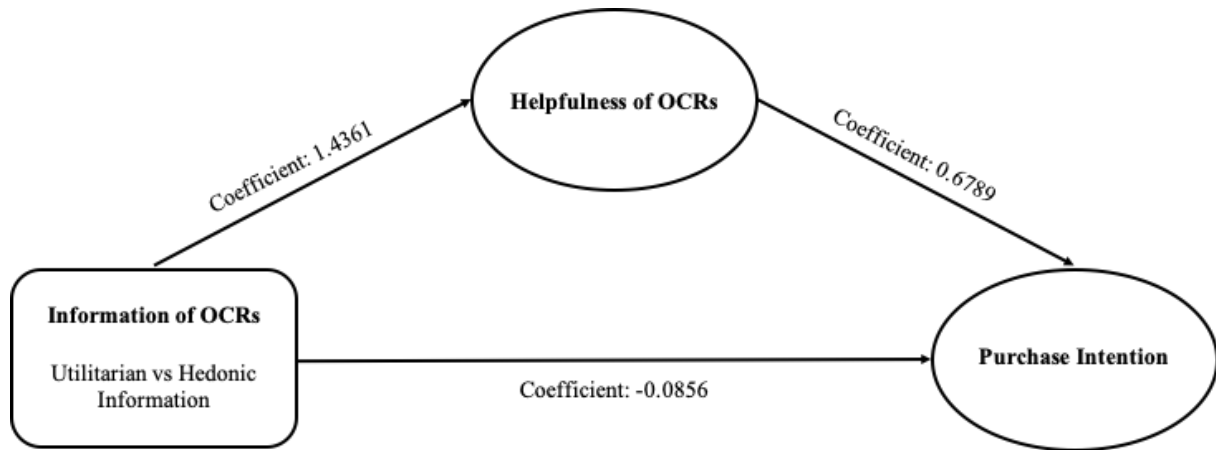


Figure 2 - Coefficients Process Regression | Author Elaboration

To see if the Review Helpfulness mediates the impact of X (Type of information) on Y (Purchase Intention), it was necessary to know what the total impact of X on Y was and how much of this effect was direct and indirect. Through the analysis of Table 13, it was possible to perceive that although, in the presence of the mediator, there was a direct effect of X on Y (coefficient=-0.0856), this effect was not significant (p=0.6853). This means that if a significant indirect effect is detected, it can be said that OCR helpfulness fully mediates the effect of the type of information of OCRs on Portuguese’ apparel PI, once it explains the total effect that the X has on the Y.

	Coefficient	p-value	LLCI	ULCI
Total effect X on Y	0.8894	0.0001	0.4500	1.3288
Direct effect X on Y	-0.0856	0.6853	-0.5019	0.3308
Direct effect X on M	1.4361	0.0000	1.0546	1.8176
Direct effect M on Y	0.6789	0.0000	0.5288	0.8290

Table 13 - Process Regression Total and Direct Effect | Author Elaboration

The indirect effect is tested using bootstrapping. If the null of 0 falls between the lower and upper bound of the 95% confidence interval, then the interference is that the indirect effect is 0. If 0 falls outside the confidence interval, then the indirect effect is inferred to be non-zero. In this case, the indirect effect (IE=0.9750) is statistically significant: 95% CI = (0.6221, 1.3951) (Table 14).

	Coefficient	BootLLCI	BootULCI
Indirect effect X on Y	0.9750	0.6221	1.3951

Table 14 - Process Regression Indirect Effect | Author Elaboration

Thus, the hypothesis 3 is supported, meaning that OCR helpfulness mediates the effect of type of information of OCRs on Portuguese' apparel PI.

5.6. Hypothesis Validation Overview

After conducting all necessary tests, two of the hypotheses under study were rejected and three of them were supported, as can be seen in the Table 15.

H1a: Perceived OCR helpfulness in apparel is higher in the presence of OCRs with utilitarian cues than in the presence of OCRs with hedonic cues.	Supported
H1b: Apparel PI is higher in the presence of OCRs with utilitarian cues than in the presence of OCRs with hedonic cues.	Supported
H2a: In the presence of utilitarian cues, perceived OCR helpfulness and apparel PI is higher when the OCRs have a long text, than when they have a moderate text.	Rejected
H2b: In the presence of hedonic cues, perceived OCR helpfulness and apparel PI is higher when the OCRs have a long text, than when they have a moderate text.	Rejected
H3: The impact of the type of information of OCRs on apparel PI is mediated by the perceived OCR helpfulness.	Supported

Table 15 - Hypothesis Test Results | Author Elaboration

6. CONCLUSIONS AND FUTURE RESEARCH, IMPLICATIONS AND LIMITATIONS

6.1. Conclusions and Future Research

With the purpose to find out if and how the OCR characteristics can influence Portuguese' apparel purchase intention, this thesis brought interesting findings to light. The main insight, which also answers the first research questions, is that the type of information present in the OCR (utilitarian or hedonic), has an impact on both perceived review helpfulness and purchase intention. The results of the study have shown that the type of information present in the OCR definitely has an effect on Portuguese' perceived OCR helpfulness, being OCRs with utilitarian cues perceived as more helpful than OCRs with hedonic cues. Furthermore, in what regards purchase intention, the results have shown that Portuguese' apparel PI is higher in the presence of OCRs with utilitarian cues than in the presence of OCRs with hedonic cues. In addition to this, it was found that the perceived OCR helpfulness acted as a fully mediator in the relationship between the type of information present in the OCRs and the purchase intention. This meaning that the type of information present in the OCR has an effect on Portuguese' perceived OCR helpfulness and in turn, the perceived OCR helpfulness has a positive effect on the purchase intention, so the higher the perceived OCR helpfulness, the higher the Portuguese' apparel purchase intention.

These findings reinforce the conclusions of Mousavizadeh et al. (2020), according to whom OCRs that provide information about product features and functionalities are considered to be more helpful, especially when the product concerned is a search product (which is the case of apparel). Additionally, these findings are also in line with Filieri et al. (2018), who proved that OCR helpfulness positively influences consumers' purchase intention and with S. Lee & Choeh (2016), who proved that OCR helpfulness can act as a mediator of the relationship between OCR characteristics and consumers' purchase intention.

However, it must be taken into account that this study only has as its stimuli an OCR with essentially utilitarian cues and an OCR essentially with hedonic cues. Considering what is mentioned by Mousavizadeh et al. (2020), that OCRs with a moderate level of utilitarian and hedonic cues are perceived to be more helpful than OCRs with a high or low level of utilitarian and hedonic cues, it would be interesting, for future research, to present various stimuli to the participants, where the proportion of hedonic and utilitarian cues varied. In this way one could

find the best combination of cues that would lead people to buy apparel, and that would make the OCR perceived even more helpful.

Moreover, in this study all the OCRs presented had a positive valence, which, according to Pan & Zhang (2011), leads to a greater perceived helpfulness of the OCR, since there is a positive relationship between review valence and perceived review helpfulness, this meaning that positive OCRs are perceived as more helpful than negative OCRs. However, it would be interesting for future research, if participants were presented with reviews with different valences, not only to see whether positive reviews are in fact considered more helpful, but also to understand afterwards what the relationship between the review helpfulness and the purchase intention would be (and whether this relationship would be significant or not).

Turning now to the other characteristic of the OCRs studied, namely the length of the text, it was not possible to arrive at significant differences between reviews with a moderate text and reviews with long text, in what regards OCR helpfulness and purchase intention. This goes against the evidence of Mudambi & Schuff (2010), who prove that the length of the review has a positive effect on the OCR perceived helpfulness, and against the idea of Eslami et al. (2018) and Schindler & Bickart (2012), that reviews with a moderate text are the most helpful reviews.

These results may indicate that in the case of apparel, longer reviews do not make them more helpful nor vice versa, meaning that in this category, the length of the review may not influence the perceived OCR helpfulness or the purchase intention. However, this possible justification runs counter to what Mudambi & Schuff (2010) have proven, that for search goods, longer OCRs are perceived as more helpful by consumers.

Another possible justification is that the difference in content of the review with moderate text and the review with long text was not significant, which may mean that the length of the OCR only has an impact when associated with extra content. Thus, and as a suggestion for future research, it would be interesting to have OCRs with several lengths as a stimulus, to make it easier to understand whether in fact the length of the review has no impact on this industry, or whether the stimulus was poorly developed in terms of content and did not generate significant results.

There are other characteristics of OCRs that have not been analyzed and which may have a significant impact, such as the visual information present in the review (whether it has a

photograph or not). For future research, it would be relevant to add this variable to the model, in order to understand if it would have a significant impact on the apparel purchase intention.

6.2. Implications

The impact of OCRs has already been studied and validated by several researchers. Nonetheless, little investigation has still been conducted regarding OCRs influence in some industries (namely the fashion industry) and regarding some OCR characteristics that may influence the purchase decision.

In academic terms, this dissertation adds relevant information, especially regarding the type of information present in the review (utilitarian or hedonic), since there is very limited literature on this characteristic. In addition, there are not many studies about OCRs in the fashion industry, so knowledge has also been increased regarding this industry.

This study highlights relevant aspects for the fashion industry, particularly for apparel brands, but also for marketers, by providing advantageous insights regarding the need to understand the benefits and consequences of online customer reviews for businesses' performance.

Moreover, apparel brands should be aware of the content that is published online about their services or products, since it can affect consumers' purchase intention. Therefore, these companies should understand what type of information they should allow or encourage people to write. Having come to the conclusion that positive OCRs with utilitarian cues are perceived as more helpful and increase consumers' purchase intention, one of the possibilities that companies in the fashion industry have to increase the purchase intention of their products is to increase reviews with utilitarian cues. This can be done, for example, by adding mandatory fields when a person is writing a review, where he or she has to give his or her opinion about the product functionalities, such as about the fabric of the piece, about the quality of the piece, about how to use the piece, among others. This is a way of making people write about certain issues of the apparel that may increase the perceived helpfulness of the review and consequently, the purchase intention of the reader of the OCR.

The management of these companies in the fashion industry should put an additional effort on tracking and monitoring online customer reviews in a proper and effective way, thus preventing the dissemination of negative OCRs and encouraging the writing and dissemination of positive OCRs, with useful and helpful information, in order to increase the overall performance of the company.

6.3. Limitations

Even though this thesis is providing interesting academic and managerial insights regarding the importance of the characteristics of OCRs in the context of the fashion industry, some limitations need to be considered.

Firstly, the survey was mainly distributed via social media platforms, such as Facebook and Instagram, which means that the researcher cannot access and understand the conditions under which the participants responded to the survey and whether they paid attention and spent the time needed to carry it out. Therefore, the level of control over the overall conditions with which respondents conducted the survey is low. Still related to this topic is the fact that a significant number of people (59) started the survey and did not finish it, which influenced the number of valid responses (305). A bigger sample size could potentially improve the significance of the survey.

A further limitation that needs to be mentioned is the fact that the stimuli (fictional apparel website page) was designed by the author of this thesis and not by a professional marketer. The results of this research could be influenced by the chosen design as well as the used sentences as information input. Since the information presented on the stimuli was based on an existing apparel brand, if the participants could identify the brand by the design or product presented (in this case, black jeans), this could influence the results obtained, since the person could already have prior knowledge about the brand that he or she was able to identify in the stimulus.

Lastly, the sample obtained may also be a limiting factor. The sample was composed only of Portuguese, essentially female participants (80%), aged between 18 and 34 years. Although the sample does not represent the Portuguese population in general, the female gender is generally the most committed and interested in the fashion industry, and the younger people are also the people who use the internet the most, so it was not surprising this uneven distribution of gender and age.

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APPENDICES

Appendix 1: Stimuli



BASIC SKINNY JEANS

BLACK - 5575/477

Faded skinny jeans with a five-pocket design and zip fly and metal top button fastening.

[View more](#) ▾

FIND YOUR SIZE ?

ADD

Reviews



I ordered these jeans online 1 month ago and were delivered 2 days after the order was placed. I have washed them several times and they have not lost colour or shrunk or enlarged, which demonstrates a high level of quality. The jeans are made of a very soft and elastic material that makes walking more comfortable, without squeezing either the legs or the belly. I recommend this product.

[Show more Reviews](#)

Appendix 1a: Utilitarian Moderate (English)



JEANS SKINNY BÁSICOS

PRETO - 5575/477

Jeans skinny fit. Cinco bolsos. Efeito de lavagem. Fecho frontal com fecho de correr e botão metálico.

[Ver mais](#) ▾

ENCONTRE O SEU TAMANHO ?

ADICIONAR

Avaliações



Eu encomendei estas calças online há um mês e foram entregues 2 dias após a encomenda ter sido feita. Já as lavei várias vezes e elas não perderam cor nem encolheram ou alargaram, o que demonstra um elevado nível de qualidade. As calças são feitas de um material muito suave e elástico que torna o andar mais confortável, sem apertar nem as pernas nem a barriga. Eu recomendo este produto.

[Ver mais Avaliações](#)

Appendix 1b: Utilitarian Moderate (Portuguese)



BASIC SKINNY JEANS

BLACK - 5575/477
Faded skinny jeans with a five-pocket design and zip fly and metal top button fastening.
View more ▾

FIND YOUR SIZE ?

ADD

Reviews



It was amazing to see the beauty of these jeans in person. They are as or more beautiful than the photographs show. I particularly loved the way they came packed. I want to wear them every day, and the good part is that I don't need to change my wardrobe to get clothes that look good with these jeans. They're definitely worth the money. My level of satisfaction with this product is very high.

Show more Reviews

Appendix 1c: Hedonic Moderate (English)



JEANS SKINNY BÁSICOS

PRETO - 5575/477
Jeans skinny fit. Cinco bolsos. Efeito de lavagem. Fecho frontal com fecho de correr e botão metálico.
Ver mais ▾

ENCONTRE O SEU TAMANHO ?

ADICIONAR

Avaliações



Foi surpreendente ver a beleza destas calças ao vivo. São tão ou mais bonitas do que as fotografias mostram. Adorei particularmente a forma como vinham embaladas. Quero usá-las todos os dias, e a parte boa é que não preciso de mudar o meu guarda roupa para arranjar peças que fiquem bem com estas calças. Sem dúvida que valem o dinheiro. O meu nível de satisfação com este produto é muito elevado.

Ver mais Avaliações

Appendix 1d: Hedonic Moderate (Portuguese)



BASIC SKINNY JEANS

BLACK - 5575/477

Faded skinny jeans with a five-pocket design and zip fly and metal top button fastening.

[View more](#)

FIND YOUR SIZE ?

ADD

Reviews



I ordered these jeans online 1 month ago and were delivered 2 days after the order was placed. I have washed them several times and they have not lost colour, which is not very common for jeans of this colour, which demonstrates a high level of quality. As far as size is concerned, they haven't shrunk or enlarged after washing and wearing. The jeans are made of a very soft and elastic material, which makes walking more comfortable and makes them practical to wear in everyday life, without squeezing either the legs or the belly. The seams are well made and without loose threads. I recommend this product, both for its comfort and for its durability and beauty.

Show more Reviews

Appendix 1e: Utilitarian Long (English)



JEANS SKINNY BÁSICOS

PRETO - 5575/477

Jeans skinny fit. Cinco bolsos. Efeito de lavagem. Fecho frontal com fecho de correr e botão metálico.

[Ver mais](#)

ENCONTRE O SEU TAMANHO ?

ADICIONAR

Avaliações



Eu encomendei estas calças online há um mês e foram entregues 2 dias após a encomenda ter sido feita. Já as lavei várias vezes e elas não perderam cor, o que não é muito comum acontecer em calças desta cor, o que demonstra um elevado nível de qualidade. No que diz respeito ao tamanho, nem encolheram nem alargaram após as lavagens e uso. As calças são feitas de um material muito suave e elástico, o que torna o andar mais confortável e as torna práticas para usar no dia-a-dia, sem apertar nem as pernas nem a barriga. As costuras estão bem feitas e sem fios soltos. Eu recomendo este produto, tanto pelo conforto como pela sua durabilidade e beleza.

Ver mais Avaliações

Appendix 1f: Utilitarian Long (Portuguese)



BASIC SKINNY JEANS

BLACK - 5575/477
 Faded skinny jeans with a five-pocket design and zip fly and metal top button fastening.
 View more ▾

FIND YOUR SIZE ?

ADD

Reviews



It was surprising to see the beauty of these jeans in person, I didn't expect them to correspond so well to what I was looking for. They are as or more beautiful than the photographs show. I particularly loved the way they came packed. I want to wear them every day, and the good part is that I don't need to change my wardrobe because I feel they look amazing with any piece of clothing. They are definitely worth the money. A lot of people have already complimented me on my jeans and said they'll buy the same ones. My level of satisfaction with this product is very high, above all because they make me feel good with my body.

Show more Reviews

Appendix 1g: Hedonic Long (English)



JEANS SKINNY BÁSICOS

PRETO - 5575/477
 Jeans skinny fit. Cinco bolsos. Efeito de lavagem. Fecho frontal com fecho de correr e botão metálico.
 Ver mais ▾

ENCONTRE O SEU TAMANHO ?

ADICIONAR

Avaliações



Foi surpreendente ver a beleza destas calças ao vivo, não estava à espera que fossem corresponder tão bem ao que estava à procura. São tão ou mais bonitas do que as fotografias mostram. Adorei particularmente a forma como vinham embaladas. Quero usá-las todos os dias, e a parte boa é que não preciso de mudar o meu guarda roupa, porque sinto que ficam incríveis com qualquer peça de roupa. Sem dúvida que valem o dinheiro. Já imensas pessoas me elogiaram as calças e disseram que vão comprar umas iguais. O meu nível de satisfação com este produto é muito elevado, acima de tudo porque me fazem sentir bem com o meu corpo.

Ver mais Avaliações

Appendix 1h: Hedonic Long (Portuguese)

Appendix 2: Survey Questions (English and Portuguese Versions)

Q1 Dear Participant,

Thank you for your availability to answer the questionnaire. The duration of the survey will be of 3 minutes and all the collected data will be anonymous and confidential, being only used for purposes of research. Therefore, I ask you to answer honestly. There are no right or wrong answers. The survey that you are about to answer was developed as part of my thesis, requirement of the Master in Management with Specialization in Strategic Marketing at Católica Lisbon SBE.

Thank you,

Marília Santos

Q1 Caro participante,

Obrigado pela disponibilidade para responder ao questionário. A duração do questionário será de 3 minutos e todos os dados recolhidos serão anónimos e confidenciais, sendo utilizados apenas para fins de pesquisa. Portanto, peço que responda de forma honesta. Não há respostas certas ou erradas. O inquérito a que vai responder foi desenvolvido no âmbito da minha tese, requisito do Mestrado em Gestão com Especialização em Marketing Estratégico da Católica Lisbon SBE.

Obrigado,

Marília Santos

Q2 Is your nationality Portuguese? | **Q2** A sua nacionalidade é Portuguesa?

Yes (1) | Sim (1)

No (2) | Não (2)

Skip To: End of Survey If Is your nationality Portuguese? = No

Q3 Please rate your level of agreement with the following sentences:

	Strongly Disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I usually use the internet to look for information before buying a product. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I usually read reviews made by previous consumers to help me make the purchase decision. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I usually buy products online. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I usually buy apparel online. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3 Por favor avalie o seu nível de concordância com as seguintes frases:

	Discordo totalmente (1)	Discordo (2)	Discordo parcialmente (3)	Não concordo nem discordo (4)	Concordo parcialmente (5)	Concordo (6)	Concordo totalmente (7)
Costumo usar a internet para procurar informações antes de comprar um produto. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Normalmente leio avaliações (reviews) feitas por outras pessoas para me ajudar a tomar a decisão de compra. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Costumo comprar produtos online. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Costumo comprar roupas online. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Skip To: End of Survey If Please rate your level of agreement with the following sentences: = I usually use the internet to look for information before buying a product. [Strongly Disagree]

Skip To: End of Survey If Please rate your level of agreement with the following sentences: = I usually use the internet to look for information before buying a product. [Disagree]

Skip To: End of Survey If Please rate your level of agreement with the following sentences: = I usually use the internet to look for information before buying a product. [Somewhat disagree]

Skip To: End of Survey If Please rate your level of agreement with the following sentences: = I usually read reviews made by previous consumers to help me make the purchase decision. [Strongly Disagree]

Skip To: End of Survey If Please rate your level of agreement with the following sentences: = I usually read reviews made by previous consumers to help me make the purchase decision. [Disagree]

Skip To: End of Survey If Please rate your level of agreement with the following sentences: = I usually read reviews made by previous consumers to help me make the purchase decision. [Somewhat disagree]

Q4 Imagine that you need to buy some black jeans and decide to do some research on the internet to see what options you have available. After some time searching, you found the following jeans. Please read carefully and pay attention to all the information in the image below. | **Q4** Imagine que precisa de comprar umas calças pretas e decide fazer uma pesquisa na internet para ver quais as opções que estão disponíveis. Depois de algum tempo a procurar, encontra o seguinte par de calças. Por favor leia atentamente e preste atenção a todas as informações da imagem abaixo.

Randomized Stimuli

Q5 Focus on the photograph of the jeans presented. Please rate your level of agreement with the following sentence:

	Strongly Disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I like these jeans. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5 Foque-se na fotografia das calças apresentada. Por favor, avalie o seu nível de concordância com a seguinte frase:

	Discordo totalmente (1)	Discordo (2)	Discordo parcialmente (3)	Não concordo nem discordo (4)	Concordo parcialmente (5)	Concordo (6)	Concordo totalmente (7)
Eu gosto destas calças. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6 Now focus on the Review presented.

"I ordered these jeans online 1 month ago and were delivered 2 days after the order was placed. I have washed them several times and they have not lost colour or shrunk or enlarged, which demonstrates a high level of quality. The jeans are made of a very soft and elastic material that makes walking more comfortable, without squeezing either the legs or the belly. I recommend this product".

Please rate your level of agreement with the following sentences:

	Strongly Disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
This review mainly assesses the functional characteristics of the product. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This review mainly assesses the excitement and pleasure of the person towards the product. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This review improves my ability to make a decision whether or not to buy these jeans. (3)	<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 insight into whether or not I would like these jeans. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This review contains useful information about these jeans. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6 Agora foque-se na avaliação apresentada.

“Eu encomendei estas calças online há um mês e foram entregues 2 dias após a encomenda ter sido feita. Já as lavei várias vezes e elas não perderam cor nem encolheram ou alargaram, o que demonstra um elevado nível de qualidade. As calças são feitas de um material muito suave e elástico que torna o andar mais confortável, sem apertar nem as pernas nem a barriga. Eu recomendo este produto.”

Por favor, avalie o seu nível de concordância com as seguintes frases:

	Discordo totalmente (1)	Discordo (2)	Discordo parcialmente (3)	Não concordo nem discordo (4)	Concordo parcialmente (5)	Concordo (6)	Concordo totalmente (7)
Esta avaliação destaca principalmente as características funcionais do produto. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta avaliação destaca principalmente a excitação e prazer da pessoa em relação ao produto. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta avaliação melhora a minha capacidade de decidir se devo ou não comprar estas calças. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta avaliação dá-me uma ideia se eu irei gostar ou não destas calças. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta avaliação contém informações úteis sobre estas calças. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7 Please consider all the information provided in the picture above and rate your level of agreement with the following sentences:

	Strongly Disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I consider buying these jeans. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The likelihood I purchase these jeans is high. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My willingness to buy these jeans is high. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7 Por favor, considere todas as informações fornecidas na imagem acima e avalie o seu nível de concordância com as seguintes frases:

	Discordo totalmente (1)	Discordo (2)	Discordo parcialmente (3)	Não concordo nem discordo (4)	Concordo parcialmente (5)	Concordo (6)	Concordo totalmente (7)
Eu considero comprar estas calças. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A probabilidade de eu comprar estas calças é alta. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A minha vontade de comprar estas calças é alta. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8 Now, please answer some demographic data about yourself. | **Q8** Agora, por favor indique alguns dados demográficos sobre si.

Q9 What is your gender? | **Q9** Qual é o seu género?

Male (1) | Masculino (1)

Female (2) | Feminino (2)

Other (3) | Outro (3)

Q10 How old are you? | **Q10** Qual a sua idade?

< 18 years (1) | < 18 anos (1)

18 - 24 years (2) | 18 - 24 anos (2)

25 - 34 years (3) | 25 - 34 anos (3)

35 - 44 years (4) | 35 - 44 anos (4)

45 - 54 years (5) | 45 - 54 anos (5)

55 - 64 years (6) | 55 - 64 anos (6)

> 64 years (7) | > 64 anos (7)

Q11 What is your level of education? (If you are currently studying, select the level of education you are attending) | **Q11** Qual é o seu nível de escolaridade? (Se estiver a estudar atualmente, selecione o nível de ensino que frequenta)

- Lower than High School Education (1) | Menor que o Ensino Secundário (1)
- High School (2) | Ensino Secundário (2)
- Bachelor's Degree (3) | Licenciatura (3)
- Master's Degree (4) | Mestrado (4)
- Doctoral Degree (5) | Doutoramento (5)
- Professional Course (6) | Curso Profissional (6)

Q12 What is your current occupation? | **Q12** Qual é a sua ocupação atual?

- Student (1) | Estudante (1)
- Student - Worker (2) | Trabalhador – Estudante (2)
- Worker (3) | Empregado (3)
- Unemployed (4) | Desempregado (4)
- Retired (5) | Aposentado (5)

Q13 What is your personal available monthly income? | **Q13** Qual é o seu rendimento mensal pessoal disponível?

- <500 € (1) | <500 € (1)
- 501 € - 1.000 € (2) | 501 € - 1.000 € (2)
- 1.001 € - 1.500 € (3) | 1.001 € - 1.500 € (3)
- 1.501 € - 2.000 € (4) | 1.501 € - 2.000 € (4)
- > 2.000 € (5) | > 2.000 € (5)
- Prefer not to say (6) | Prefiro não dizer (6)