

ONLINE REVIEWS: AN AVENUE TOWARDS CONSUMERS' BEHAVIOR

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ABSTRACT

The internet has become a two-way communicational avenue. For businesses, online recommendations serve as a great market research tool to better understand consumers' attitudes toward their goods and services. Our study introduces the environment of internet searching and a discussion about some of the well-known online review search websites. Viewers can read reviews posted by other consumers which can act as a guide for selecting goods and services. In this study, we have discussed the relationship of online reviews and consumers. The study involves reviewers' experiences, different kinds of reviews, and the potential benefits of online reviews. Finally, our study offers recommendations to improve online review websites to better assist consumers in their decision making process.

INTRODUCTION

During the purchasing decision process, consumers tend to conduct thorough research on the commodity or service they are about to purchase. Online review is a useful source for finding such information. Online reviews can be used for a variety of products, such as book reviews, restaurant reviews, or movie reviews. Consumers use online reviews as a guide to support their purchasing decisions.

The Internet has created a new deliver platform for many businesses whereby enlarging businesses potential customer base. AC Nielsen has indicated that 53 percent of online shoppers plan to buy even more on the Internet in the coming year. Customers who were once hesitant to shop online, mainly due to the overwhelm concern about Internet fraud, are discovering a new level of users confidence. Therefore the value of good online reviews is high. For the most part, businesses have provided the means necessary for consumers who purchase items from their website to communicate directly with the company and also, post comments for other potential buyers about recent purchases. While the good comments are most likely to be highlighted, the not-so-glowing reviews, those directly related to the business, might not be made available for all users to view.

According to ComScore (2007) study, 41 percent of reviewers will visit a certain restaurant after browsing review sites containing its information. Amazon and BN.com also realized that consumers' attitude can be affected by evaluations created by other reviewers (Chevalier & Mayzlin, 2006). Thus, online reviews significantly influence businesses. Based on an article by Liu (2006), reviews written by consumers are related to box office revenues for movies: a movie with high box office revenues would have had numerous positive reviews.

For businesses, online reviews are also one important indicator of consumers' satisfaction. Through online reviews, companies can understand how consumers value their products or services. It is important for businesses to note that one negative online review can represent another twenty unsatisfied consumers (Do your customers Yelp, 2010).

In the U. S., websites such as Yelp, iDine, and Citysearch, which offer information about restaurants, bars, or shopping, have become prevalent for consumers. Internet surfers can read many different reviews and get suggestions from these websites. However, there are a lot of criticisms directed at these websites. A major criticism is some consumers are skeptical about whether or not the online reviews are trustworthy. Since participation is open and free to the public, the credibility of online reviews in some cases is questionable. Discussed later in this study will be the ways on how the businesses can appropriately increase the trustworthiness of online reviews.

GENERAL SEARCHING WEBSITES' ENVIRONMENT

The demographic characteristics of internet customers include factors such as age, gender, education, income, marital status, social class and so forth. To a certain extent, these factors directly influence

their online utilization. These characteristics can be associated with needs, wants, preferences, usage amount, and buying habits (Turban & Volonino, 2010). For instance, consumers who differ in income level may also differ in terms of their presumptions about services, objectives, their attitude towards usage of technology, and their inclination to make online purchases.

Age and education can often account for consumer behavior. In a telephone survey presented by Pew Internet Project, Susannah Fox (Fox, 2007) found that 70% of adults in United States browse the Internet. Fox also found the group with the highest utilization is among 18-49 year-olds. In regards to age, it is reported that younger users spend more time online than older users. However, online usage is increasing among people over the age of 65. It is also suggested that the upward surge in online usage for that age group is due to the fact that more elderly people are retiring early, mainly due to the economic downturn, and now have more leisure times for internet shopping or browsing.

In addition, Popular Press assumed that the level of education is a significant factor that affects online buying behavior. Fox noted that more college-educated users are online than those without degrees. College educated users are more likely to utilize internet resources, such as consumer product reviews and online stores, thereby increasing their buying power (Fox, 2007). Figure 1 illustrates examples of Demographic Realities & Consumer Behavior Online Results (Fox, 2007).

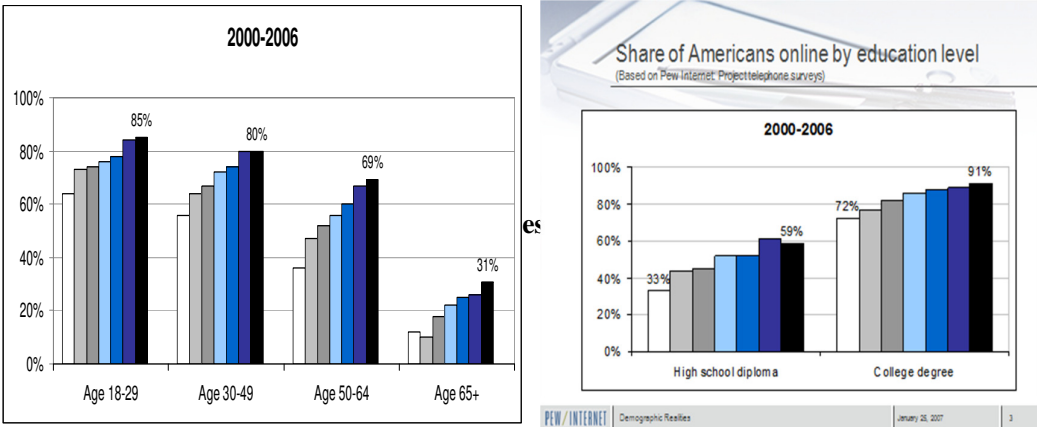


Figure 1: Examples of Demographic Realities and Online Consumer Behavior

Another demographic factor is the impact of gender on consumer attitudes. Women and men's online behavior has been explored in numerous studies. A study by Pew Internet & American Life Project found that women, 65 and younger, spend significantly more time online than men. Nevertheless, according to a survey by Lighthouse Research, men more often times would read online reviews than women, though by only a fraction of percentage points (Day, 2008). The distinction between the sexes among younger people was especially interesting because it could model the way consumers use technology and the internet in the future.

The socio-cultural elements of the environment also affect the tendency of customers to utilize internet resources. These elements consist of customs, lifestyles, and values that define the society in which we live. Socio-cultural components of the environment have the power to affect an organization's bottom line.

The internet, coupled with the development of science and technology, is redefining the way businesses and consumers interact and communicate. Although it is undeniable that technology has changed the customs of daily lives, it definitely does not define traditional values and ethics of society. Technology influences society in a subtle way, by bringing a wider exposure of other cultures to a certain group of users, thereby helping to introduce and inter-mingle the old and new values into the society. Technology has been playing and will continue to play an important part in trending toward globalization.

The rising unemployment rate has significantly impacted online consumers' spending habits. The mindset of most online consumers has turned from "cutting back to spending cautiously" (Rodriguez, 2009). An online survey performed by PriceGrabber.com, from May 2008 to March 2009, revealed that online consumers' "efforts to cut back have reached a plateau" (Rodriguez, 2009). That is, consumers' spending has not significantly increased nor decreased, rather, the internet has empowered consumers with a cost efficient way to do business. The information is widely available and it is easily accessible. The internet market is extremely competitive. Businesses use online reviews posted by consumers to find cost effective ways to meet the heightened expectation of consumers. Moreover, by doing so, those businesses will gain consumer confidence and trust, thereby increasing the demand for their products and service.

The Internet has made such an enormous impact on society, so much that it is difficult to comprehend a society without the internet. The popularity of the internet has touched every aspect of our life that it has changed the way we keep in touch, share information, conduct business and perform work. Through the internet, we can now communicate with each other almost instantaneously anywhere in the world. We no longer have to depend on our postal service to deliver letters, sometimes waiting in excess of a week, to communicate to our friends and relatives.

Instant messaging technology has revolutionized casual conversation. This technology is most appreciated by the younger generation, as it has become so popular that a new code language comprised of emotions and acronyms has emerged. Almost all businesses now use the internet in some fashion to communicate with their customers. From the consumers' point of view, there are numerous advantages. Consumers can now easily compare prices and features of a product before deciding whether or not to make a purchase. From the businesses' point of view, "click-and mortar" businesses are the new market leaders (Turban, & Volonino, 2010). The requirement for physical stores is almost non-existent when businesses conduct their transactions primarily online, thus reducing the cost for renting revenues as well as paying for sales associates.

New technology has revolutionized the marketing mix in another important way. It has changed the way companies market their products. Consider the revolutionary changes brought about by the

internet, which offers marketers a new vehicle for promoting and selling a large range of goods and services. Marketers must be knowledgeable about technological advances and change their strategies, both to seize opportunities and to stop potential threats (Turban, & Volonino, 2010). Online reviews have empowered consumers and businesses, so businesses can no longer assume that good service is sufficient; they must strive to continuously improve their products and services to meet their customers' needs. Online reviews have empowered consumers with service and product evaluations, thereby increasing the demand for premium services.

The political environment of a business is influenced by the political organizations such as philosophy of political views, nature and extent of administration influence of primary groups, political stability within the business, and overall policies implemented within the business and organizational structure (Kurtz, 2007). Much of these views and policies lead to the legal aspect of the business. The Legal environment includes flexibility and adaptability of law and other legal rules governed within the business. It may include the exact rulings and managerial decisions in which may affect the business and its managers to a certain extent. The political and legal framework exercised in business has influenced consumer's mind in molding ones desires for certain products in which have high regards in declaring the set of available goods and services in the market; since most people tend to behave themselves within the law.

Online consumer reviews are subject yet not limited to involving experiences, evaluations and opinions on products from previous consumer. Such consumers play two roles; an informant and a recommender. These two roles affect a consumer's intention in potential buying, or buy-back and post purchase evaluations. Much of these evaluations are formed due to consumers having a favorable attitude toward a product, service, or good in which has been put at the top of the consumers mind based off of positively reviews in which have influenced an individual from a "recommender. " According to the Journal of Consumers (2001), consumer data and political polling offer a glimpse into consumers' psyches. In the new world of "corporate affinity" politics, more and more campaigns are working with commercial data-mining firms to build databases of consumer's preferences, hobbies, and media viewing habits. When cross-indexed against publicly available information, campaigns can target, with reliability, both potential supporters and key consumers. From such information collected businesses then reach out to the consumers they have identified with via personal contacts, phone calls, direct mail, e-mail, or Internet ads that pop up when the consumer visits certain Web sites.

Online consumer reviews impact a future purchased made by consumers a great deal and especially triggers political and legal aspects, not only in terms of positive lights such as campaigning for the businesses or marketing through a host of implemented strategies, however also used to place negative light on a company. For example, after conducting a lot of research and related findings, the online reviews include consumer complaints, knowledge of scams and fraudulent activity and other illegal misuse of information or false advertisements made by businesses in which hinders consumers behavior online as well.

Much of these acts result in a company's reputation at stake, complaints formed against the business itself, and other issues in which bring about controversy. According to an online review website, "A pissed consumer" (2009), this is where consumers share their experiences with products, or run-in with companies in which they were dissatisfied with the service or purchase in itself. Online consumers share their stories in high hopes to persuade others' feelings and emotions about a product or service similar to theirs. Much of this leads to legal disputes, and other issues in which lead to controversial issues with online purchases, and overall consumers buying habits as a whole. Korobkin (2010) discusses that a recent lawsuit against the website tripadvisor.com for not removing a customer comment that alleged a restaurant was patronized by prostitutes. Korobkin (2010) argues that most consumers will ignore a single outlier comment and look for patterns, and that businesses should be more concerned with trends, such as a half-dozen complaints about slow service, than a single extreme allegation. The author also suggests that businesses should take advantage of the fact that many web sites allow a criticized business to provide a response and dispute false charges.

In some instances, when customers have encountered bad experience with a company, a service, or product, they tend to share that experience with other consumers via online review websites such as Twitter, Angie's List and Yelp. Most of these complaints are attempts to communicate to other consumers who are seeking similar or furthermore products overall. In most cases, this is viewed as a tool in which helps other users, never would one take this to higher levels and turn this in to a legal dispute for one's opinion. According to an article, "Woman sued over online Review," Smith (2010) suggests that if you complain about the wrong company, you may end up at the wrong end of a lawsuit. That is exactly what happened to a woman who complained about a local concrete company in Chicago, "All Fields of Concrete Construction" and provided an "F" rating on a consumer review website (Angie's List Review). The woman claimed that All Fields refused to give her an estimate on a new gangway and patio because they claimed it didn't work in her area- a claim she found to be odd considering that her home was five miles away from the company's offices. The review was mixed in with others, allowing consumers to take in all reviews and make up their own minds, but Michael Fitzgerald, 'All fields' owner, has singled her out and is currently suing for 10,000 dollars, plus court costs alleging that she "willingly and maliciously tried and succeeded in damaging the company's reputation. " Unfortunately lawsuits regarding online reviews are becoming more common, and these lawsuits are referred to as SLAPP, Strategic Lawsuits against Public Participation. These are lawsuits in which generally seek no monetary form only silence. Much of this is why many online consumers are watching what they say and how they say it because of SLAPP and this is why more and more anonymous comments are prevalent today than before.

Consumers are increasingly searching for information about businesses online, so it makes sense for businesses to think about their search engine optimization strategies. At the same time, small businesses must compete with large national brands in highly competitive local business categories for optimal position in terms of search results. Being innovative through creative framework and techniques, and understanding how to use technologies to one's advantage is essential to exploiting

into the search opportunity locally and globally; search engines provide a mechanism for blended results in which consumers are attracted to. This can be seen as an advantage of globalized networks because this means if a business is generating blended search results, they do not have to be the first result on the search page to gain a consumers attention (Kurtz, 2008).

Recommendations from personal acquaintances or opinions posted by consumers online are the most trusted forms of advertising, according to the latest Nielsen Global Online Consumer Survey of over 25,000 Internet consumers from 50 countries (Global Advertising, 2009). In this new age, consumer control is definitely a major issue in terms of advertisements being made by websites in which are attempting to gain trust of consumers through the various online consumer opinion polls and reviews. Global Advertising (2009) suggests that consumer' reliance in terms of word of mouth in the decision-making process of buying stems arousal either from people they know or online consumers they have seen expertise based off of previous experiences. While Brand websites globally are perceived as the most trusted form of advertiser-led advertising, regional differences provide a clear guide to advertisers as to how they should focus their ad strategy in different countries. It also indicates that, despite the authority of word of mouth when it comes to consumer decision-making, advertisers still have a major say in shaping the overall consumer decision-making process.

GLOBALIZATION

Consumers are definitely more involved in making online purchases and conducting business on a global level. Many businesses are implementing strategies that appeal to consumer's likeability and ease of use; providing a website that appeal to all markets and different countries. Google now covers about 170 languages and the list is expanding every day through volunteer translation efforts. This means more and more of one's target consumers are searching for their products and services in a language other than English (Kurtz). The innovative explosion of local-language content allows consumers to search information and products in their native language first. Much of these efforts have stemmed from the lack of globalized search engines, whereby consumers have been unable to search using their language preference. Ensuring that each language variant of a business site is indexed by the search engine has led to the accomplishment of global networks ability to reach all potential consumers.

The choice between global and local products, brands, and experiences is extremely contingent upon consumers own identity and intentions in the market. Such trends are associated with having more ability in terms of choices made on a daily basis. Cultures have been introducing ideas and goods for commerce for many of years without disappearing or losing their identities in the process. Our society has become structured more on worldly and cultural trends that are taking a kind of structuring of diversity in accordance with globalizing patterns of consumer buying habits and consumptions made overall.

ANALYSIS OF THE INDUSTRY: YELP AND CITYSEARCH

There are several professional websites designed for the purpose of collecting online reviews of local businesses. Among the most popular of these are Yelp and Citysearch. Each will be analyzed for its strengths and weaknesses as follows:

Yelp

Yelp is a free website that allows users to post reviews about local businesses. The company was started in San Francisco, in 2004, and has now expanded everywhere from the United States to Canada, United Kingdom, Ireland, and France. One of the strongest aspects of Yelp is that it is free and available to a wide range of participants (10 things you should know about Yelp, 2010). The reviews collected over time from participants can create brand recognition for the restaurant entrepreneurs which can lead to a variety of commercial and advertising opportunities. Yelp's participants have reached an impressive number of 38 million, with over 12 million reviews, as of August 2010. Multiple awards and recognition from Travel and Leisure's Top Travel Websites, Time Magazine's 50 Best Websites, and PC World's Best Free Apps and Services for the phone have done more to bring awareness to customers and help the website's potential for expansion (Frequently asked questions, 2004).

However, several weaknesses have to be mentioned in regards to Yelp. The website relies mainly on the willingness of members to post reviews. This means that incentives are often needed for increased participation. Since the website is free and open to the public, a very high level of monitoring is required to maintain reliability. With the aforementioned site, notable registered online reviewers and visitors, as well as opportunities for advertising and sponsorship to the website are almost guaranteed. As with expanding online opportunities, legal and privacy issues cannot be ignored. The website's need to improve its terms and conditions to protect user's privacy, but at the same time, maintaining the integrity of their reviews must be assured. Table 1 lists the strengths and weaknesses that have an internal focus and the opportunities and threats that have an external focus, i.e., SWOT analysis.

Table 1: Yelp's SWOT Analysis

Strengths	Weaknesses
Free Participants Strong brand recognition	Rely on members (incentive for participants) High level of monitoring required
Threats	Opportunities
Legal issues Privacy issues	Advertising Sponsorship

Citysearch

Citysearch is one of the websites operated by CityGrid Media's Website, which also hosts various websites including Ask Answers, Ask Kids, Bloglines, Expedia, Hotels, Hotwire, Life 123, Insider Pages, Merchant Circle, and Urbanspoon. Currently more than 75,000 businesses around the country are included in Citysearch's directory, where recommendations from users and guides from professional critics can be found. In this aspect, the operational method is slightly different than that of Yelp, since both editorial and users' comments are included.

Citysearch holds several unique advantages over other sites of the same genre because it can design contests, such as "Best of Citysearch" where both users and businesses can participate and be involved directly with the website, providing a wide range of opinions from both sides of the table (About best of citysearch, 2010).

Other strengths of Citysearch include offering a variety of supporting sister sites, such as Urbanspoon, Ask Answers, Merchant Circle, etc. (Citygrid media businesses, 2010). Customers are provided an opportunity to browse more than one website and a chance to stumble upon what they might not find otherwise. This is a very attractive aspect of Citysearch, since customers can be enlightened by the amount of information provided and are much more likely to return to the site to further explore their dining options. Expert advice from professional critics also highlight Citysearch's unique feature over their competitors. Together, the recommendations from the pundits and average users can create strong brand recognition for this site's visitors.

Disadvantages of Citysearch can still be pointed out, despite its many distinctive and innovative features the website offers to its users. Since expert advice and editorial comments come from only a limited number of associated businesses, visitors are limited in their exposure to new restaurants. Citysearch can potentially expand to the international market; however, difficulties in establishing new associations with foreign businesses are recognized here again. The age of ever-changing and improving technology not only provides new tools to Citysearch to utilize, but also introduces threats of strong competition from other entrepreneurs, hoping to gain a share in this promising online business section. Table 2 lists the SWOT analysis for Citysearch.

Table 2: Citysearch's SWOT Analysis

Strengths	Weaknesses
Strong brand recognition Expert advice (over competition) Other supporting sites (Urban spoon) Reliable sources	Only limited to certain businesses
Threats	Opportunities
Strong competitions New technology	International expansion

Other Online-Review Businesses

Business response reviews are very effective and beneficial to many people, especially consumers in today's society. This is because more and more companies and businesses are exposed and have been included in more in depth reviews online in which consumers are being offered new and updated information about the online business market overall. The new top online business recommendations give potential business owners and consumers the information they need instantly.

UK Make Money Programs has responded to that need with these newly released top product reviews and information on their website. UK Make Money Programs has provided new top recommendations as a reliable guide for students to use when researching legitimate business opportunities. These programs offer a wealth of information and online reviews for those with an entrepreneurial spirit and the newly released recommendations feature cutting-edge information (Smith, 2010). UK Programs is a review site at heart that links people to the best make money programs online. It's packed with articles and free resources that will help people make money in general and make money online in particular

Another tool or form of opinions given by individuals to help with future online purchases or overall consumer's opinions about products, services and or businesses is 'Epinions'. Epinions are rating reviews ranging from all categories from cars, books, movies, music, computer and software, electronics, sports, travel, and home supplies. Epinions suggest that the website helps people make informed buying decisions. It is a premier consumer reviews' platform on the Web and a reliable source for valuable consumer insight, unbiased advice, in-depth product evaluations and personalized recommendations (About Epinions, 2010). Epinions is a service of Shopping.com, Inc., a leading provider of comparison shopping services, also teamed up with E-bay which is very prevalent with the e-commerce and online purchases. Shopping.com's mission is to help consumers anywhere uses the power of information to find, compare and buy anything. Epinions community, Shopping.com empowers consumers to make informed choices and, as a result, drives much higher conversion to sale and value for merchants (About Epinions, 2010).

SYNTHESIS OF RELATED RESEARCH

The internet has been seen as an information exchanging platform. One business can utilize the internet to diffuse news about company's products, service, or announcements to potential consumers or current purchasers. Currently, online reviews created by individuals have also become an important resource for consumers. It means that consumers also become information providers (Chen & Xie, 2008).

According to Chen and Xie (2008), reviews posted online belong to one kind of word of mouth (WOM) communication, and online reviews can build trustworthiness easily between sellers and buyers. Contrary to traditional WOM whose messages are diffused by person to person, or person to group, online WOM allows internet users to use the internet media, such as review websites, blogs,

and online discussion boards, to share their evaluations. The features of online WOM are that messages can be spread fast and that reviewers can receive numerous messages at the same time (Xiaofen & Yiling, 2009). Importantly, customers tend to believe messages from WOM more than those from formal promotional campaigns initiated by the producer of the goods and services (Grewal, Cline & Davies, 2003).

The current research about online reviews involves many directions, which are:

1. The effect of online WOM.
2. The relationship between personal experience and online reviews.
3. Benefits created by online reviews.

These distinctive aspects of the research on online reviews will be further introduced and discussed below.

The Influence of Online WOM

Customers reviews released on the internet can be distinguished into two primary types, positive and negative. Positive reviews indicate that products or services can bring fulfillment to consumers, while negative reviews serve as a warning that customers are not satisfied with goods and refuse to repurchase. Consumers view online WOM as an important guide and consider this more credible than information offered by businesses (Ye & Yushe, 2009). Nevertheless, Sher and Lee (2009) stated that based on different degrees of skepticism, people have various opinions of online reviews. If a consumer finds dubious or questionable messages circulated on the internet, he/she will read more reviews to examine the quality of the product in question.

Although, customers' attitudes can be affected by positive and negative online reviews, the study conducted by Susskind showed that consumers tend to believe negative online WOM's because negative messages are paid closer attention to than positive messages, and they also tend to browse negative reviews first (2002). Moreover, for consumers, honesty and objectiveness are essential factors in online reviews, and consumers cannot accept recommendations they deem unreliable or dishonest (Grewal, Cline & Davies, 2003).

Personal Experience and Online Reviews

Personal experience is another element that influences consumers' decision making. According to the investigation conducted by Aiken, Jones and Boush (2009), positive online reviews combined with image advertising easily influence the group having no experience, contrasting the two groups with positive and negative personal experiences. Zhang and Smith (2009) presented that travelers prefer utilizing the online reviews to determine their trip plans before traveling abroad. Therefore, online reviews are important for individuals lacking sufficient experience.

Moreover, one kind of experience, using the internet, can be defined as a factor influencing online reviewer attitudes. In a study by Zhu and Zhang (2010), they found that customers with abundant internet experiences have more influence on others regarding decision making process. When consumers see online reviews, they are also able to see the writers' other recommendations or

evaluations of these writers. One person leaving many suggestions online is seen as one who has more experience and is more professional. Therefore, consumers are more willing to believe recommendations wrote by this kind of internet users.

Sales and Online Reviews

For business, it is a primary issue if online reviews can help increase sales. Liu (2006) said that customer online reviews posted to the Yahoo Movies website can cause tremendous influence on box office revenue. The relationship between positive reviews and revenue of movies is a positive correlation. Similarly, Chevalier and Mayzlin found that sales at Amazon.com and Barnesandnoble.com changed accordingly with a book's review (2006). They also noted that the impact of negative evaluations affect sales more than positive evaluations. In addition, the survey from the ComScore website (2007) revealed that reviewers visited restaurants after browsing the restaurant online reviews. Based on these studies, online reviews have the power to trigger consumer buying tendency and increase revenue, or they can exert the opposite effect.

MANAGERIAL IMPLICATIONS

A company must pay close attention to each negative review posted online because these reviews represent responses from unsatisfied customers that could be easily addressed both internally and with feedback to the customer. Negative reviews are the first ones noticed by online reviewers (Susskind,2002), and these reviews can have a negative impact on sales (Chevalier and Mayzlin, 2006). Therefore, businesses with web sites should monitor those sites on a daily basis, so that they can quickly address negative comments. The business should have someone who can read any negative review or response to determine whether these reviews are rationally expressed and deserve a response. If the customers' complaints need to be addressed, the company could respond by making necessary changes accordingly. Thereafter, companies can publicize these changes to prove that customers' feedbacks are not ignored. Companies can also use promotional strategies, such as offering a cost saving coupon that customers can download from the web site. It is a good method for reducing any negative impact that may occur from bad reviews.

On the other hand, the companies that are building strong websites can consider using promotional tools such as advertising to increase their popularity. Good advertising, along with good customer reviews and testimonies can help develop a positive company image and credibility (Aiken, Jones & Boush, 2009). Companies that receive numerous positive reviews are able to use the internet to spread their good image and a proactive marketing campaign can increase their brand awareness quickly. As potential customers notice advertising about one company, they became curious and interested to reach out to the company's website and other online review websites to see what other customers are saying about the company. If the company has received positive feedback, the customers' purchasing decision is being positively reinforced and therefore is more likely to consider the company for

future business or purchases. Combining advertising with a strong website will help increase sales.

CONCLUSION

With the expanding e-commerce market, more buyers and sellers are participating in online transactions. Customers are requesting more options, creating a higher demand for products and services. This led to an increase in buyers' power and a decrease in suppliers' power. Thus, the level of competition between businesses has becoming highly intense. Consumers want a host of products and assortment of these products via the home front stores, as well as available information to access such products and the ability to choose accordingly based on the functions that offer that capability. Due to the merchant demand of brand awareness and exposure in the marketplace, much of this extensive knowledge has expanded and is increasing, not only in local markets, but also globally with the expansion of the global population of shoppers. Such reviews will allow consumers anywhere to use these informative tools, consumer reviews, and shopping resources to find, compare, buy and sell anything and everything.

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