



The role of images in eWOM messages on the perceived eWOM credibility and consumer response

Is a picture always more than a thousand words?

Tessa op ten Berg

anr 244210

Master's Thesis

Communication and Information Sciences

Track Business Communication and Digital Media

Faculty of Humanities

Tilburg University, Tilburg

Supervisor: Dr. C. Liebrecht

Second Reader: Dr. R. Koolen

January 2018

Word count: 13.995

Table of content

List of tables, figures and abbreviations	4
Preface	5
Acknowledgements	6
1. Introduction	7
2. Literature review	10
a. eWOM messages	10
b. Consumer response to eWOM	11
c. Theory of Reasoned Action	12
d. Effect of eWOM valence	12
e. Effect of visual information	14
f. Multimedia learning theory	15
g. Seeing is believing	16
h. Negativity effect	17
i. Effect of eWOM valence and image use on consumer response	18
j. Perceived eWOM credibility	19
k. Perceived eWOM credibility and consumer response	20
l. Image use and eWOM valence on perceived eWOM credibility	21
m. Conceptual model	22
3. Methodology	23
a. Research design	23
b. Respondents	23
c. Materials	24
d. Pre-test	27
e. Measures	29
i. Attitude	29
ii. Behavioural intention	29
iii. Factor analysis	30
iv. Perceived eWOM credibility	31
f. Research execution	32
4. Results	34
a. Randomisation check	34
b. Manipulation check	35

c.	Hypotheses testing	36
i.	ANOVA 1 – consumer response	36
ii.	ANOVA 2 – perceived eWOM credibility	38
iii.	Mediation analysis	39
iv.	Moderation analysis 1 - perceived eWOM credibility	31
v.	Moderation analysis 2 - consumer response	42
d.	Additional analyses	45
i.	Repeated measures	45
ii.	Mixed moderation-mediation model	46
5.	Conclusion and discussion	48
a.	Effect of eWOM valence on consumer response	48
b.	Effect of image use on consumer response	49
c.	Effect of eWOM valence and image use on consumer response	49
d.	Effect of perceived eWOM credibility on consumer response	50
e.	Effect of degree of credibility	52
f.	Summary	53
g.	Theoretical and Managerial contributions	53
h.	Afterthought	55
6.	References	57
7.	Appendix	67
a.	Appendix A: Survey pre-test	67
b.	Appendix B: Results pre-test	80
c.	Appendix C: Operationalization of all Facebook messages	89
d.	Appendix D: Survey	92
e.	Appendix E: Elaborated version of factor analysis	100
f.	Appendix F: Reliability scores of sub-scales attitude, behaviour, consumer response and credibility	102
g.	Appendix G: Additional results repeated measures	103
h.	Appendix H: Pairwise comparisons	104
i.	Appendix I: Outcomes Moderation-Mediation analysis (model 8)	106

List of Tables

Table 1. *Overview of respondents in the research design*

Table 2. *Operationalization of eWOM valence in the Facebook messages*

Table 3. *Descriptive statistics of respondent information*

Table 4. *Manipulation check eWOM valence*

Table 5. *Overview of the hypotheses of this study*

Table 6. *Mean difference and Standard Error for message 1 and 4*

List of Figures

Figure 1. *Conceptual model of the study with hypotheses numbers*

Figure 2. *Example of a message for all four conditions*

Figure 3. *Interaction effect of image use and eWOM valence on consumer response*

Figure 4. *Interaction effects of image use and eWOM valence on perceived eWOM credibility*

Figure 5. *Results of mediation analysis*

Figure 6. *Results of moderation analysis 1*

Figure 7. *Results of moderation analysis 2*

Figure 8. *Conceptual model with the significance levels*

List of Abbreviations

eWOM	electronic word-of-mouth
WOM	word-of-mouth
TRA	Theory of Reasoned Action
ANOVA	analysis of variance
PeWOM	positive electronic word-of-mouth
NeWOM	negative electronic word-of-mouth

Preface

When deciding on a subject for my Master thesis, I got inspired by the course of Webcare and the effect of eWOM messages. Consumers are more and more in control and companies need to adjust their strategies to these changes. This increasing consumer power in the online environment made me intrigued by this relatively new trend. It is very interesting how personal social media accounts can influence companies' business management. Therefore, I decided to dedicate my thesis to this topic. My Master Thesis is the final chapter of my Master Communication and Information management at Tilburg University. This research symbolizes the end of my academic career, but it is also a start to a whole new chapter with new opportunities.

The completion of this thesis would not have been possible without the help and guidance of others. Writing this thesis was a long process that not only requires a lot of effort, commitment and dedication from the researcher but also support and help from surrounding people. Therefore, I would like to take the opportunity to express my gratitude and deepest appreciation to everyone who supported me in conducting the field research and in completing my thesis. I would like to thank Dr. Christine Liebrecht for her critical view, valuable input and her encouragement. Her feedback and academic insights helped me to improve the quality of my thesis and contributed to the successful completion of this thesis. Also, special thanks goes to all the respondents who were willing to share their precious time and helped me with the experiment. Finally, special thanks to my family and all loved ones for their endless support and advice during this process. They always believed in me.

Tessa op ten Berg

January 2018, Tilburg

Abstract

The aim of this study was to examine the important role of visual information in both positive and negative eWOM message and the effect on perceived eWOM credibility and consumer response. EWOM is considered as a powerful element in consumers' search for product information and decision-making process considering consumer-created content is perceived as more credible compared to company created content. Nowadays, consumers can easily add their own visual information to the message to convey their experience. Yet, prior eWOM studies focused primarily on the verbal information of eWOM and paid sufficient attention to the effects of visual information. Data were collected from an experiment on 181 respondents ranged in age from 16 to 68 years by manipulating several Facebook messages and the measurement of the consumer response. This data was analysed using two-way analysis of variances (ANOVA), mediation-moderation analyses and repeated measures. Results show that images indeed have an added value when addressing consumer response, especially when the eWOM message is negative and when there is a certain degree of perceived eWOM credibility. The more credible the message, the more effect the image has and the stronger the effect is on consumer response. The findings of this study provide useful knowledge for both companies and consumers. Both parties should understand the complex situation of eWOM messages and visual content while assessing the usefulness and the impact.

Keywords: Facebook, image use, eWOM valence, perceived eWOM credibility, consumer response, visual and verbal information

**The role of images in eWOM messages on the perceived eWOM credibility and
consumer response**

Imagine the following situation, you sit behind your desk, taking a break from your work and scrolling through the messages on your Facebook wall. Suddenly, a weird picture appears on your screen. While taking a closer look, you see that there is a dead mouse stuck in a piece of bread loaf, disgusting! Apparently one of your Facebook friends posted this complaint on the supermarket's social media page where you also do your weekly groceries. How would you respond to a situation like this?!

When consumers encounter a bad experience with a company they do not hesitate to file a complaint on social media (van Noort & Willemsen, 2012). These online interactions between consumers and companies, which can be both positive and negative, are referred to as electronic word-of-mouth (or eWOM) (Schmäh, Wilke & Rossmann, 2017; Hennig-Thurau, Gwinner, Walsh & Gremler, 2004). Many consumers are influenced by what they read and hear from other consumers about products and services (Doh & Hwang 2009) due to the perceived credibility of these consumer-created content (Litvin, Goldsmith & Pan, 2008; Lee & Youn, 2009). These eWOM messages affect the following consumers' response, depending on the positive or negative valence of the message (Roy, Datta & Basu, 2017). Not only the valence of the message impacts the consumers' response, also images added to the messages establish a certain consumer response. As a matter of fact, images draw greater attention to the content compared to verbal information (Lin, Lu & Wu, 2012). Visual information increases the credibility of the message, which explains the added value and the consumer response (David & Glore, 2010).

The influence and impact of eWOM messages on consumers' response have been long known by researchers (Erkan & Evans, 2016). First of all, eWOM creates more credibility, empathy and relevance to consumers compared to company-created sources (Gruen, Osmonbekov & Czaplewski, 2006). Especially the valence of the message is a relevant factor

in establishing a certain consumer response. Previous studies have shown that negative messages have a greater impact on consumers and do more damage to companies than positive messages (Doh & Hwang, 2009; Thomas, Peters, Howell & Robbins, 2012). This is supported by the results of a survey done by the well-known research institute Ipsos Mori. Roughly one-third of them decided not to buy a product after reading a negative review (Lee & Youn, 2009). Positive messages have a positive influence on consumer response, whereas negative messages have a reversed and stronger effect on consumer response (Doh & Hwang, 2009).

Communication experts agree that at least two-third of communication is nonverbal (Hill, 2003). In addition, Hoffman and Daugherty (2013) found that pictures indeed do attract customers' attention superior to textual elements. The influence of eWOM has been receiving tremendous attention in prior investigations. Nevertheless, few studies of eWOM communication have paid sufficient attention to the use of images in eWOM messages. Several studies in other disciplines have studied the importance of visual information together with verbal information. From a marketing point of view, results have shown that images increasingly facilitate message elaboration and intensify the effect of the message (Lin, Lu & Wu, 2012). Furthermore, in educational research, it is argued that multimedia with a high visual orientation combined with verbal learning styles improves students' performances (Smith & Woody, 2000). Also, Angeli and Valanides (2004) confirm that information delivered through both verbal and visual methods is more effective in understanding the context compared to verbal information only.

Despite the fact that research has shown the importance of visual information combined with verbal information, very little is known how visual information in eWOM messages affects the consumers' response. Especially with the still growing influence of social media, it is valuable to know what captures consumers' attention and how this influences consumers' response (Lin et al., 2012). Additionally, visual information

significantly impacts the perceived credibility of the content, which increases the usefulness of the message. The credibility of the messages is associated with the evaluation of the content (David & Glore, 2010). Subsequently, this is what consumer response is based on (Cheung, Lee & Thadani, 2009). Dismissing visual elements in eWOM communication seems a fundamental mistake.

Prior eWOM studies focused primarily on text-based elements instead of the combination with visual elements of eWOM. However, attention to several aspects of eWOM is especially important within a social media context, where image and text-based elements of products differ and compete to get noticed (Lee & Tussyadiah, 2010). As studies in other disciplines have demonstrated the importance and impact of images and its effect on perceived credibility, it is expected there also will be an effect of images in the eWOM communication on consumer response. In an attempt to better understand the important role of visual information in eWOM communication, this study aims to examine the effects of visual information in both positive and negative eWOM messages on consumers' response.

This current study will extend results about visual information from studies in other disciplines into the area of eWOM communication. The major contribution of this study is to explore the impact of image use in eWOM on consumers' response strategies such as attitude and behaviour. Besides the impact of images in combination with the effect of eWOM valence is not yet examined. This will have a significant impact on the perceived eWOM credibility. The findings should provide useful suggestions for organisations and Internet marketers how to utilize or respond to visual information appropriately to better communicate with the consumer. The findings provide support to the notion that consumer-generated eWOM should not be ignored. Therefore, the research question for this research project will be: *“What is the role of image use in positive and negative eWOM messages on the perceived eWOM credibility and consumer response?”*

Literature review

eWOM messages

When consumers want to purchase a product or a service, a certain searching process goes in advance. This search process is necessary for people to be able to compare and decide for purchases (Terttunen, 2017). Consumers are highly influenced by what other consumers say online before making purchase decisions (Litvin et al., 2008; Lee & Youn, 2009). Xiang and Gretzel (2010) argued that social media is a very often used medium for searching information because of the accessibility and the large collection of links, texts and images. With the emerge of the Internet, consumers can use the Internet to evaluate alternatives and compare across different options (Terttunen, 2017). This makes that eWOM messages are very meaningful and influential to other consumers.

The notion of eWOM has received considerable attention in academic papers. Prior studies point out that the modern-day consumer is giving more and more importance to these messages on social media (Bingham, 2015; Roy et al., 2017). Also, social media websites create increasingly valuable opportunities for eWOM conversations (Erkan & Evans, 2016). These eWOM conversations can contain positive or negative statements made by a (former) customer. In literature, the direction of these eWOM messages is called valence, which is defined as “the nature of an online message in the form of positive or negative experience given by consumer in the form of a rating” (Roy et al., 2017, p. 200). Valence is generally perceived as an important factor for the perception of a product, service or brand (van den Ouden & van Alphen, 2016). EWOM messages with a positive valence (or PeWOM) often highlight the advantages of products or services and encourages people to purchase this product or service, whereas on the other hand negatively framed eWOM (or NeWOM) emphasizes the disadvantages of products or services add thus discourages people to purchase them (Dellarocas, Zhang & Awad, 2007; Duan, Gu & Whinston, 2008; Roy et al., 2017).

Consumer response to eWOM

The way a person behaves is often a response to something they have seen or experienced (Lee & Shin, 2014). By scanning and reading eWOM messages, consumers try to identify who is responsible for the problem and/or what causes the problem. This may, in turn, affect their perception of the company or product (Lin & Utz, 2015) and consumers create a certain response based on the communication they have seen (Cheung & Thadani, 2010). Therefore, it is important to understand how the behaviour of the consumer is influenced when exposed to eWOM messages.

In general, the two most commonly investigated consumers responses of eWOM are attitude and purchase intention (Gauri, Bhatnagar & Rao, 2008; Cheung, Lee & Thadani, 2009; See-to & Ho, 2014). Lee, Park and Han (2008) investigated the effect of negative reviews on consumers' attitude. They indeed found that consumers' attitudes become unfavourable after reading negative consumer reviews. Furthermore, Doh and Hwang (2009) measured consumer evaluation constructs as an effect of eWOM messages. They found that consumer evaluation consisted of attitude towards the product and website, credibility of the eWOM messages and purchase intention. Additionally, Gruen et al., (2006) have measured the effect of eWOM on consumer perception of value and consumer purchase intentions in the future. The results of their study confirmed that eWOM affects the value of the firm's offerings and the consumers' future purchase intentions.

Based on these findings, it is indeed assumed that the consumer response can be measured with two constructs: attitude and purchases. However, it is difficult to actually measure the consumer behaviour after being exposed to eWOM messages. Therefore, the consumers' behavioural intention is taken into account in this study. For this study, the effects of eWOM messages on consumer response are measured by the constructs attitude and behavioural intention.

Theory of Reasoned Action

Consumer responses are well established in the Theory of Reasoned Action (TRA) proposed by Fishbein and Yzer (2003). This theory is often used in communication discourse as a theory of understanding behaviour. This theory will give guidance in predicting how consumers will respond after being exposed to an eWOM message. TRA aims to explain how consumer's behaviour is determined by the consumer's behavioural intention, which is a function of the attitude towards behaviour. According to this theory, the intention to perform certain behaviour is determined by attitudes towards that behaviour. These attitudes refer to the belief that performing the behaviour will lead to a specific outcome¹. Beliefs are derived from reading the communication statement (Fishbein & Ajzen, 2011). Attitude is defined as "the general feeling of favourableness or unfavourableness for that behaviour" (Hansen, Jensen & Solgaard, 2004, p. 540). As an example, when a consumer reads an eWOM message, they create a certain perspective towards that company or that product. The salient beliefs are a function of the content of the eWOM messages, as consumers perceive it (Reichelt, Sievert & Jacob, 2014), which can be positive or negative (Hennig-Thurau et al., 2004). So, beliefs determine the attitude towards the object, which in turn affects the behavioural intention (Fishbein & Yzer, 2003).

Effect of eWOM valence

Numerous studies have been conducted to examine the effectiveness of eWOM communication and their valence. Previous studies have shown that eWOM messages indeed have an impact on consumers' responses such as attitudes and purchase intentions (Cheung & Thadani, 2008). In general, it can be described that positive messages lead to a positive consumer response, whereas, negative messages lead to a negative consumer response

¹ The model also suggests other factors in predicting behaviour, however, for this study only beliefs, attitude and behavioural intention are relevant to investigate.

(Cheung, Lee & Thadani, 2009; Purnawirawan, De Pelsmacker & Dens, 2015). Doh and Hwang (2009) conducted a research in which they investigated how consumers evaluate positive and negative eWOM messages. They found that attitude towards product and company and purchase intention had positive correlations after reading messages with a positive eWOM valence. On the other hand, consumers create negative attitudes and negative purchase intentions when they are exposed to negative eWOM messages (Lee et al., 2008).

As the TRA model suggests, attitude towards a particular object (in this study a product or company) depends on the direct beliefs about the object. These beliefs will influence the consumer response (Fishbein & Yzer, 2003). Consumer beliefs arise from reading messages about that particular object (Reichelt et al., 2014). So when the message content has a positive valence, this will create positive beliefs at the consumer. Positive eWOM messages lead to increased trust and purchase intentions because the positive content reinforces the beliefs and creates positive attitudes towards the object (Cheung et al., 2009). When these attitudes are positive, it leads to a stronger intention to perform a positive behaviour, which will increase the likelihood that the behaviour will be performed. On the other hand, when a consumer reads a negative message about a certain product in a store, the consumer generates negative attitudes towards the product and the company. Accordingly, the consumer has a negative consumer response and the consumer can be prevented from buying a certain product (Reichelt et al., 2014).

As the above-mentioned findings show, it is accepted that positive messages will positively influence consumer response, thus the consumer response will be higher. Whereas negative messages will negatively influence consumer response, thus the consumer response will be lower. Based on this information, it is assumed that **(H1)** *“Consumers will have a more positive consumer response when seeing eWOM messages with a positive valence compared to messages with a negative eWOM valence”*.

High or positive consumer response refers to consumers having more positive associations with the company, positive purchase intentions and/or positive word-of-mouth communication. Whereas low or negative consumer response indicates that consumers have negative associations with the company, lower or negative purchase intentions and negative word-of-mouth communication.

Effect of visual information

Previous studies of eWOM have shown how verbal information can influence the consumers' response. However, the visual information of messages is just as important, perhaps even more important. As Aristotle once said: visualization is the foundation for human understanding. Generally, visuals draw greater attention to the content (Lin et al., 2012). Hoffman and Daugherty (2013) confirm this finding by stressing the importance of visual content as an element of consumer-created content. They found that the visual elements of texts were most likely to capture the consumers' attention. Their research was an online elaboration of the work of Pieters and Wedel (2004), who found that attention to pictorial elements of advertisements is superior to textual elements. Visual information refers to pictures, photos and videos as a presentation of the object (Kim & Lennon, 2008).

In general, there are two streams of research when examining the effect of images (Lin et al., 2012). First of all, visual information affects the memory. Pictures added to a message lead to a better remembrance of the message than messages without visual elements. These messages or advertisements are better recognized and remembered over time (Starch, 1966; Shepard, 1967). Pictures stimulate the cognitive part of the brain, which stimulates the development of more storage locations and the likelihood of people recalling what they have seen after a certain time period (Kisielius & Sternthal, 1984). The second stream of research states that visual elements approach attitudes and consumer behaviour. Consumers' attention and interests are more aroused when seeing images, which inspires them to take action (Lin &

Huang, 2006). Mitchel and Olsen (2000) confirm that visual elements in advertisements create more positive attitudes towards the product and the company compared to only verbal elements. Lin et al. (2012) investigated the effects of visual information in blogs on consumers' perception of message credibility, product interest and purchase intention. They found significant, positive effects on product interest and purchase intention when readers were exposed to visuals compared to no visuals in blogs. In addition, the results of a case study of TripAdvisor (2014) indicated that reviews with images also led to the highest booking inquiries compared to reviews with no images (Gonzalo, 2014). Based on the findings, it seems that visual information has indeed significant results on consumer response. The effects of visual information can be further explained by the assumptions of the multimedia learning theory.

Multimedia learning theory

According to the multimedia learning theory of Mayer (2002), it is assumed that the best learning and understanding of content arises when both verbal and visual information is presented simultaneously. A multimedia message is a communication statement using words and images that is intended to increase understanding (Mayer 2002; Mayer 2005). This theory is based on three assumptions. First of all, the human information processing system has separate systems for verbal and visual information process (dual-channel assumption). Additionally, each channel has only limited capacity for processing and understanding the amount of information that is processed at a time (limited capacity assumption). Finally, the optimal learning involves cognitive processing by building connections between verbal and visual information (active-processing assumption). So when both types of information are presented in a message, this will increase the understanding and remembrance of the information (Mazoyer, Tzourio-Mazoyer, Mazard, Denis & Mellet, 2002; Mayer 2005). Based on these assumptions of the multimedia learning theory, it assumed that visual and

verbal information couldn't be seen as separate variables. Both factors work together and increase the understanding of the content.

Seeing is believing

The visual appearance of an object is a critical determinant of consumer response (Kim & Lennon, 2008). Visualization of information improves the decision quality because of the processing of information changes due to increased attention and higher efficiency of information exposure (Lurie & Mason, 2007). Visualization allows more information to be transferred in a shorter period of time, so people can gain better understanding of the situation (Rohrer, 2000). Judgements are made based on visual information such as whether the object is attractive or whether it appears functional (Crilly, Moultrie & Clarkson, 2004). When consumers can literally see the object, they have a more accurate judgment about the object, which is followed by a more accurate and corresponding consumer response. Consumers are more likely to adopt the content when the judgement is perceived as more accurate (Cheung et al., 2009). Thus, the processing of images enhances the consumers' response (MacInnis & Price, 1987) due to more accurate judgements (Rohrer, 2000). The concept of vividness also suggests that that vivid information has more influence on consumers' judgement and behaviour than non-vivid information (Keller & Block, 1997; Lee & Song, 2010). Images are more vivid than textual content because images contain a higher degree of concrete and imagery provoking content (Kim, Kardes & Herr, 1991).

Building on these findings, it is expected that images indeed affect consumers' response due to more accurate judgements. When people are exposed to eWOM messages with images, they will have a stronger consumer response compared to eWOM messages without pictures due to the vividness of images. Visual elements in a text arouse the reader's attention and this will strengthen the consumer response. Therefore, it is assumed that **(H2)**

“An image added to an eWOM message will have a stronger influence on the consumer response compared to an eWOM message without an image”.

Negativity effect

Although visual information is found to be important, also product descriptions and reviews are critical to fully understand the following consumer response (Kim & Lennon, 2008). Visual information enhances the overall comprehension of product benefits due to effectively presenting the features of the object. Both negative and positive features are more salient (Lin et al., 2012) when a message contains visual information. When consumers have a better understanding of the context, they are more likely to adopt the content and use it for consumer response decisions (Cheung et al., 2009). However, depending on the valence of the message, the consumer response will be positively or negatively influenced when being exposed to eWOM messages with images

Negative and positive eWOM messages seem to have different effects on consumer response (Cheng & Zhou, 2010). Several studies have shown that negative messages have a greater impact on consumer response compared to positive messages. Doh and Hwang (2009) conducted a study on how consumers evaluate eWOM messages about products. They found that negative messages are more harmful for product and company evaluation than positive messages. Also, Thomas et al. (2012) found that negative content does more damage to the company compared to positive content. Lee, Park and Han (2008) found that consumers' attitudes towards the company and product become unfavourable when exposed to negative eWOM messages, especially when the messages are present in high volumes. A study by DDB Needham Worldwide supports these findings by stating that negative publicity is the most important factor influencing consumers' buying decisions (Baron & Kenny, 1996).

In general, consumers give greater weighing of negative information compared to an equal amount of positive information. This negativity effect, which is also found in the above-

mentioned studies, can be explained with the help of some psychological research. Negative information is perceived as more impactful and informative compared to positive information (Maheswaran, & Meyers-Levy, 1990; Ahluwalia, Burnkrant & Unnava 2002). When consumers read negative information about a product, they will presumably classify this product or service as low in quality. Whereas, when consumers are exposed to positive information, this is less demonstrative or characteristic and useful to classify this into high quality (Lee et al., 2008). One theory, explaining the usefulness of negative content compared to positive content is for evolutionary reasons. Negativity is often associated with fear or danger and positivity with security and safety, which makes negative content more powerful and useful to read. Because our attention is only selective, people automatically pay more attention to the negative information than to the positive information (Pratto & John, 1991), to enhance evolutionary fitness (Jing-Schmidt, 2007).

Effect of eWOM valence and image use on consumer response

There has not been previous research conducted on the combined effects of eWOM valence and image use. However, the above-mentioned findings could help in predicting how the interaction of these two factors could influence consumer response. As the multimedia learning theory suggests, visual and verbal content is most effective in understanding when these are combined. Visual information is more effective in communicating attributes compared to non-visually content due to the superiority of visual effects (Mitchell & Olson, 2000). Visual information makes certain information more salient and can show more detailed information, which provides an improved context for consumers to evaluate the given information (Lee & Song, 2010). The visual information makes especially the negative and positive features more salient (Lin et al., 2012). The negativity effect of messages explains that negative messages are more powerful compared to positive messages (Laczniak, DeCarlo & Ramawami, 2001) due to the impact of negative messages, which is assumed to more

informative (Ahluwalia et al., 2012). Combining these assumptions, it assumed that both positive and negative messages with images have a stronger effect on consumer response compared to messages without images. Visual information has a stronger effect on consumer response compared to messages without images. Furthermore, positive messages with images will have a positive effect on consumer response and negative messages with images will have a negative effect on consumer response. However, the effect for negative messages will be stronger compared to positive messages. Therefore, hypothesis **H3** is as follows: *“Images have a stronger effect on consumer response for both positive and negative messages compared to messages without images, however, there is a stronger effect for negative messages compared to positive messages”*.

Perceived eWOM credibility

As more people utilize eWOM messages to make purchase decisions, the process by which they evaluate the credibility becomes particularly interesting. An important stage in the information process is the individuals' judgment of the perceived credibility. The perceived eWOM credibility is a predictor of consumer response (Ismagilov, Dwivedi, Slade & Williams, 2017). When content is perceived as more credible, consumers are more likely to adopt the information (Cheung et al., 2009). Credibility refers to the believability of message content, as perceived by consumer (Lin et al., 2008). In this research context, the subject of the credibility assessment refers to the content of the eWOM message, and not trusting beliefs about a person or an organization.

Both eWOM messages and image use are associated with credibility. Early definitions of WOM indicate that messages are credible because it is free of any financial interest for the information provider (Arndt, 1967), which improves the trustworthiness and credibility of personal recommendation (Day, 1971). Also, eWOM is perceived as more credible and less biased compared to company-created content (Hoffman & Daugherty, 2013). Additionally,

visual information has certainly an impact on how readers perceive information and judge the credibility of the message (David & Glore, 2010). It is interesting to understand the relationship between image use in eWOM messages and the perceived eWOM credibility. When consumers are exposed to information with images, they would rate the message higher in credibility (Lin et al., 2012). This is due to a higher validation of the content because the reader actually sees what is referred to and consumers can make a more accurate judgement (Crilly et al., 2004). Fogg, Soohoo, Danielson, Marable, Stanford and Tauber (2003) conducted a research on how visual design factors influence the credibility of web content. They found that images create a highly credible website and that images significantly impact how people assess the trustworthiness of the content. The content of eWOM messages has a greater value when it is perceived as more credible (Reichelt et al., 2014). This is established by adding visual information to the eWOM messages. Therefore, it is expected that when images are added to eWOM messages, this will increase the perceived eWOM credibility compared to messages without images.

Effect of perceived eWOM credibility on consumer response

It is expected that visuals in eWOM messages increase the perceived eWOM credibility (Lin et al., 2012). When taking this relationship a step further, it is suggested that the perceived eWOM credibility subsequently affects the following consumer response. Credibility is a significant indicator that consumers use to evaluate the content of the eWOM message (Cheung, Luo, Ling, Sia & Chen, 2009) and determine how much the consumer adopts from the received information (Ismagilova et al., 2017). Credibility is associated with the evaluation of an experience or a happening. This evaluation is also what attitude and behaviour are based on (Reichelt et al., 2014). When the message is perceived as credible, consumers are more likely to adopt the content and use it for making purchase decisions (Litvin et al., 2008; Park et al., 2011). The perceived credibility of the eWOM message

determines the expected value of the information that is provided by the sender and thereafter influences the following consumer response (Doh & Hwang, 2009). Therefore, the perceived credibility constitutes as a mediating variable between image use and consumer response and further explains this relationship. So it is assumed that the perceived credibility of the message influences the consumer response positively.

Based on these findings, it is expected that credibility explains the relationship between image use and consumer response and serves as a mediator. When an image is added to the message, it will increase the perceived credibility of the message and subsequently have a stronger effect on consumer response. Therefore, hypothesis 4 is formulated as follows:

(H4) *“The effect of image use on consumer response is mediated by the perceived eWOM credibility”.*

Image use and eWOM valence on perceived eWOM credibility

As argued above, images added to a message will increase the perceived credibility of the message compared to messages without images. However, the eWOM valence is also a factor that influences perceived eWOM credibility. In general, eWOM messages are perceived as credible, however, there is little information known about whether positive or negative messages are more credible. Negative eWOM messages are perceived as more persuasive and helpful compared to positive eWOM messages. This effect is explained by the fact that negative eWOM messages reduce the possibility that the information is posted by company related source that wants to promote a product or service (Chiou & Cheng, 2003). Negative messages are also more informative and useful compared to positive messages (Lin et al., 2012). Usefulness is related to credibility (Ismagilova et al., 2017). Therefore, negative messages are perceived as more credible compared to positive messages. Furthermore, consumers indicate the perceived eWOM credibility based on the ratio between positive and negative messages. Consumers might doubt credibility of information if the messages are

mostly positive (Reichelt et al., 2014). When the majority of the messages are positive, the credibility and usefulness are negatively influenced. It was found that a few negative messages could increase the credibility of eWOM (Doh & Hwang, 2009). Therefore, the content of the eWOM messages is perceived as more credible when the consumer is exposed to more negative messages.

Based on this information, it is expected that the eWOM valence indeed moderates the effect between image use and perceived eWOM credibility. Images increase the perceived eWOM credibility because the content can be validated (Crilly et al., 2004). Additionally, a negative eWOM message has higher credibility because it is free of company-biased information and it has a higher usefulness of the content. Therefore, the effect on perceived credibility is the strongest when visuals are added to the message and when the valence is negative. So, study addresses the following hypothesis (**H5**) “*The effect of image use on perceived eWOM credibility is moderated by the eWOM valence, where the effect for negative images will be stronger*”.

Conceptual model

All the relationships for this study are depicted in a conceptual model. Figure 1 shows the model with the proposed hypotheses for this study. The numbers in the figure correspond to the numbers above-mentioned in the literature review.

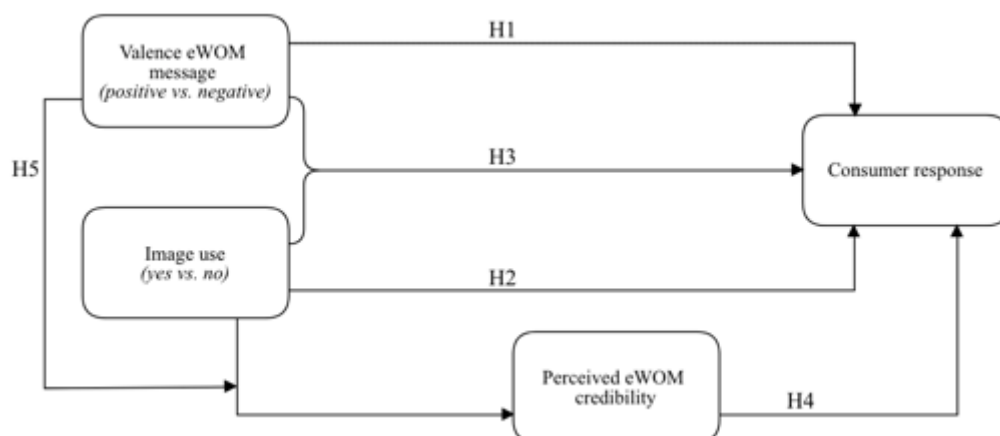


Figure 1. Conceptual model of the study with hypotheses numbers

Methodology

Design

In order to test the hypotheses proposed in the literature review, this study employed a 2 x 2 between-respondents quantitative experiment design. The benefit of this online experimental design is the opportunity to test a causal relationship, which suits the proposed research question and hypotheses for this study. An online experiment was used due to the reduced demand characteristics and generalization of results to wider populations (Bryman & Bell, 2011). This study contained two independent variables. The first variable was whether an image is added to the eWOM message or not (message with image vs. message without image). The second variable dealt with the eWOM valence (positive message vs. negative message). The eWOM valence also served a moderating variable in this research context. Consumer response was the dependent variable in this study. Besides, the perceived eWOM credibility was a mediating variable between image use and consumer response.

Combining these variables, this research design resulted into the following four research conditions: (1) negative messages with images, (2) negative messages without images, (3) positive images with images and (4) positive images without images. In the experiment, each respondent was exposed to one condition, with multiple messages per condition.

Respondents

A total of 256 Dutch participants took part in the online experiment. 75 of them were left out because they did not have social media accounts ($N = 2$), had an age above 70 years old ($N = 2$) or did not finish the questionnaire ($N = 71$). The majority dropped out after the behavioural questions or after the questions for the first Facebook message.

The remaining 181 (of which 63 male, 118 female) participants had an average age of 20.94 years age range ($SD = 14.14$). More women ($N = 118$) than man ($N = 63$) participated in the experiment. The survey was only distributed among Dutch respondents. Among the 181 participants, their highest level of completed education ranged from secondary education ($N = 16$), to higher education ($N = 165$), which was divided into MBO ($N = 22$), HBO ($N = 72$) and university ($N = 71$). As required, all respondents reported that they use social media, of which the most used social medium is Facebook and Instagram. Among the respondents, 67.1% reported that they have ever read consumer messages on companies' social media pages and 32.9% said that they have never read consumer messages on companies' social media pages. Furthermore, of all respondents, only 23% of the respondents have ever posted a message on a companies' social media page, and 77% have never done so. Table 1 shows how the respondents were divided over the four conditions of the research design.

Table 1.

Overview of respondents in the research design

		eWOM valence		Total (N)
		Negative	Positive	
Image included	Yes	47	45	92
	No	41	48	89
Total (N)		88	93	181

Materials

For the experimental conditions, four Facebook messages were created by rewriting existing messages in order to fit this experiment. All materials were stated in Dutch. In each experimental condition, the same type of consumer experience was presented. However, the independent variables were manipulated in the messages per condition to measure the followed consumer response. An example of the experimental material is shown in figure 2. All four Facebook messages also differed in believability, in order to measure the effect of

perceived eWOM credibility. For example, a message with a high credibility concerned a packing service of a product, whereas on the other hand, a message with a low credibility concerned a story about a dead mouse found in a package of fresh spinach.

*Condition 1: Negative * Image*



*Condition 2 Negative * No image*



*Condition 3: Positive * Image*



*Condition 4: Positive * No image*





Figure 2. Example of a message for all four conditions

For the images in the messages, it was attempted to take similar images for both the negative and positive messages. As seen in the messages in figure 2, the images are somewhat similar for both the negative and the positive version. However, the negative message shows a packing service that is unattractive, whereas the positive message includes a pleasant packing service. While creating the text for the messages, it was tried to keep the texts as similar as

possible regarding the content, the type of story, the length and total words. Only some adjectives or sentences were changed to make the message positive or negative. Table 2 shows the operationalization of the eWOM valence.

Table 2.

Operationalization of eWOM valence in the Facebook messages

	<i>Positive eWOM valence</i>	<i>Negative eWOM valence</i>
Message 1: packing service Wiezewasjes	- #top - Hiermee kan ik zeker aankomen op de verjaardag van mijn vriendin	- #faal - Hiermee kan ik toch niet aankomen op de verjaardag van mijn vriendin
<i>Word count:</i>	82	87
Message 2: self-tanner Kruidvat/L'Oreal	- Het werkt echt top! - Ik loop nu elke dag fluitend de deur uit! 	- Het heeft helemaal verkeerd uitgepakt. - Ik durf mijn huis gewoon niet uit! 
<i>Word count:</i>	74	93
Message 3: delivery service DPD	- Ik neem aan dat jullie deze bezorger minstens opslag geven! - Het etentje gaat nu zeker een succes worden!	- Ik neem aan dat jullie deze bezorger minstens op het matje roepen! - Nu is mijn etentje ook in duigen gevallen!
<i>Word count:</i>	141	134
Message 4: Unexpected supermarket extra Albert Heijn	- OMG Albert Heijn! - Wie had dit nou verwacht!	- Gadverdegadver Albert Heijn! - Dit had ik niet van jullie verwacht hoor!
<i>Word count:</i>	63	74

When creating the Facebook messages, several other contextual factors were taken into account. The messages had to appeal a broad age group and both men and women. The messages were described in such a way that existing attitudes did not play a role in the evaluation and the results were not biased. These factors were tested in the pre-test. The full

operationalization table of the final Facebook messages can be found in Appendix C. In the final survey, also two fillers were added, so the respondents were not only exposed to one type of valence. These fillers were not used for the analyses. These can also be found in Appendix C.

It was decided to propose the messages in a post in a Facebook environment due to the original nature of the Facebook application. Facebook is the most common and known communication channel for the proposed respondent group. It is very usual to post peWOM or neWOM messages on Facebook and it is natural to add a photo to the message. On Facebook, people can write a more elaborate story and explain the situation of the complaint, compared to for example Twitter or Instagram (Oosterveer, 2017).

Pre-test

A pre-test was conducted to test if the materials for each condition were clearly and consistently written. The survey of the pre-test can be found in Appendix A. In total, seven different Facebook messages were pre-tested in order to develop four final messages for the main study. The Facebook messages were different from each other in level of valence (positive and negative), level of credibility (high and low credibility) and type of consumer experience (products and services). The pre-test had a between-subject design. Two versions were created otherwise the respondents had to evaluate too many messages (28) in one survey. In the two versions, the valence of the situations was mixed so respondents saw both positive and negative messages of the different conditions.

In total, 20 respondents (of which 3 male, 17 female) with an age range from 18 to 55 ($M = 25.95$, $SE = 9.94$) participated in this pre-test. The pre-test checked whether the manipulation of the variables, image use (*“Was there an image included in the message?”*) and eWOM valence (*“On a scale from 1 – negative - to 7 – positive -, what is the customer’s*

opinion?”), was accomplished. Also, the reliability and the credibility of the message (“*How realistic/credible is this message?*”), if the picture matches the messages (“*Does the image match with the story*”), the choice of company (“*Do you know the company?*”, “*Can you imagine that this would happen at this company?*”), the content (“*Have you ever seen this content before?*”) and the situation settings (“*Have you ever experienced a situation like this before?*”) were evaluated.

The pre-test results showed that on average, the respondents correctly estimated the eWOM valence. On a scale from 1 (negative) to 7 (positive), the scores of positive messages ranged from 5.7 to 6.9 and the negative message ranged from 1.1 to 2.0. There was a significant difference between positive and negative valence for all messages, $t(18) > 5.146$, $p < .001$. Also, the majority of the respondents found the images credible and well matched with the content of the message, except for one message, of which some respondents doubted whether this was a real image. Another message was perceived as fabricated by the several respondents. So, these messages were not further used in the main study. All messages were divided into a continuum of perceived credibility in order to choose messages varying in credibility. Two messages scored the same on perceived credibility, so only one of these messages were used. Furthermore, some messages needed some adjustments in the content such as using more spoken language to make them less artificial or accent the valence of the message. These adjustments were made and this resulted in a final choice of four conditions for the final research questionnaire.

The pre-test results suggested that the final choice of four situations successfully incorporated the experimental conditions. The final four messages dealt with different two types of products and two types of services, namely a skin product (Kruidvat) and food of a supermarket (Albert Heijn), and a packing service (Wiezewasjes) and a delivery service (DPD). Of these messages, the packing service message was the most credible, followed by

the delivery service, the skin product and finally and the least credible message the food of a supermarket. All messages had a positive and a negative angle. A more elaborate report of the pre-test can be found in Appendix B. The final messages for the study can be found in Appendix C.

Measures

Each of the 14 items was followed by a 7-point Likert scale, ranging from 1 (completely disagree) to 7 (completely agree), so the respondents could really specify their answers.

Attitude The first sub-construct of consumer response was attitude. In prior studies, attitude is usually measured by means of an assessment scale using several items (Hoeken, Hornikx & Hustinx, 2012; Mizerski, 1982). The items measuring attitude were mainly based on the research items used by Gruen et al., (2006). The questioning of these items was slightly adapted in order to make them suitable for the research question. All five items (trust, product evaluation, company evaluation, identification and reputation) were presented by a statement and a 7-point Likert scale. An example statement of the item trust is “*After reading the Facebook message, I trust company X more.*” The value of Cronbach’s alpha ($\alpha = 0.953$, $M = 3.35$, $p < .001$) confirmed reliability and high consistency of the measure, indicating that all items for the four messages ($N = 20$) together form a good measure for attitude. The average score on these items is used in further analyses.

Behavioural intention The second sub-construct of consumer response was behavioural intention. Lin, Lu and Wu (2012) used product interest and purchase intention to measure consumer behaviour. For each construct, they used only one item to evaluate the behavioural intention. Only two items seem too little to measure such an important construct in this study.

As other studies used more than two items to measure behavioural intention, it was decided to combine these items with more items to get more reliable results and increase validity. Other items measuring behavioural intention were purchase intention for product/service and company and recommendation product and company. All four items were presented by a statement and measured using a 7-point Likert scale. The respondents were asked how they would rate the following items. An example statement of the item purchase intention is “*After reading the Facebook message, I would purchase this product of company X in the future.*” The value of Cronbach’s alpha ($\alpha = 0.938$, $M = 3.15$, $p < .001$) confirmed reliability and high consistency of the measure, indicating that all items for the four messages ($N = 16$) together form a good measure for behavioural intention. The average score on these items is used in further analyses.

Factor analysis A principal axis factor analysis was conducted on the nine items of attitude and behavioural intention with oblique rotation (direct oblmin) to examine whether the two sub-constructs were indeed distinguished as two separate constructs. The factor analysis revealed that the dependent variable did not consist of two factors as expected, however, it was categorized as one construct. A more elaborated report of the factor analysis with eigenvalues, scree plot and extraction method can be found in Appendix E. The fact that that the factor analysis did not reveal attitude and behaviour as two separate constructs could be explained by the Theory of Reasoned Action. This model proposed that behavioural intention is an outcome of attitude, instead of two equal constructs among themselves (Fishbein & Yzer, 2003). Therefore, for further analyses in the results section, it is measured with consumer response as the dependent variable and not with attitude and behavioural intention separate from each other. The value of Cronbach’s alpha ($\alpha = .971$, $M = 3.26$, $p < .001$) confirmed reliability and high consistency of the measure, indicating that all items ($N = 36$)

together form a good measure for consumer response. The average score on these items is used in further analyses.

Perceived eWOM credibility The third construct in this study was the perceived eWOM credibility. There is no lack of instruments that could be used to rate the perceived credibility of a message. Among the many is one used by Lin et al. (2012), measuring the believability of the message content by using the five constructs accuracy, believability, fairness, objectiveness and persuasiveness applying a 7-point Likert scale. Lowry, Wilson and Haig (2014) used the instrument to test the perceived credibility of an online message with five bipolar adjectives in asking readers to rate along a continuum: unbelievable-believable, inaccurate-accurate, not trustworthy-trustworthy, not biased-biased and incomplete-complete. Another measure for the perceived credibility of content was proposed by Beltramini (1982) using six items on a 7-point Likert scale; trustworthy, honest, believable, not misleading, convincing. Not all above-mentioned items were applicable for this research context. So, combining these scales to measure the perceived eWOM credibility resulted in five usable and relevant items for this research study; accuracy, sincerely, convincingly, reliable, believable. An example of a measure for perceived eWOM credibility was: “*The Facebook messages was convincingly written*”. The value of Cronbach’s alpha ($\alpha = 0.883$, $M = 4.52$, $p < .001$) confirmed reliability and high consistency of the measure, indicating that all items ($N = 20$) together form a good measure for perceived eWOM credibility. The average score on these items is used in further analyses. Appendix F shows the reliability of all sub-scales of attitude, behaviour, consumer response and credibility.

Research execution

The respondents were recruited using a convenience sampling, indicating a sample that is available to the researcher by virtue of its accessibility (Bryman & Bell, 2011). The respondents were mostly, students, friends, family and acquaintances of the researcher due to the sampling procedure on the researcher's social media and surroundings. There were no special criteria for taking part in the experiment and the respondents took part voluntarily by clicking on the hyperlink that was provided. All respondents had to complete an online survey. Online questionnaires are an effective way when time and budget are limited (Bryman & Bell, 2011). For this study, the online questionnaire tool Qualtrics (version 2017) was used to conduct the surveys. Qualtrics randomly and evenly assigned all respondents to one of the four conditions. The entire survey can be found in Appendix D.

There were a few steps the respondents had to follow when filling in the questionnaire. Each respondent filled in the questionnaire on their own computer, mobile phone or another device at their own time of choice. The procedure was as follows. The survey started with a short introduction. In the introduction, some information about the survey and the researcher were mentioned such as the aim of the research, content of the survey, confidentiality information and contact details. This was followed by five questions asking about the respondents' social media behaviour such as social media use, medium use, complaining behaviour etcetera. Then the experiment started. The respondents received a survey with either positive or negative messages and there was either an image included or not. In total, respondents were exposed to six different situations of only one condition, either a positive or a negative eWOM message with or without an added image in order to increase the generalizability of the results. However, two of these messages were fillers and the exact opposite of the condition in order to vary a bit in eWOM valence and prevent respondents filling in straight liners. Each message was followed by 14 items covering the different

constructs of the research (perceived eWOM credibility and consumer response). At the end of the survey, a few demographic questions were asked. The respondents had to fill in their gender, age and educational level. This was followed by one manipulation check question asking about the added pictures in the Facebook messages (*“How many Facebook messages included an image?”*). The end of the survey showed a debriefing with a thank you and a notation that all Facebook messages were created for this research and the companies involved had nothing to do with this survey. The whole procedure took about 15 to 20 minutes.

Data analysis

To analyse the data SPSS (IBM SPSS Statistics 23) was used. Two-way analyses of variances (ANOVA) were used to detect and analyse the main and interaction effects between the independent and dependent variables. To examine, the results of the two-way ANOVA's more closely, pairwise comparisons were used to interpret differences between entities. Furthermore, mediation and moderation analyses were conducted to understand the mediating and moderating role of the variables in this research context. The procedures developed by Preacher and Hayes (2013) were used for these analyses. Finally, repeated measures were conducted to analyse the differences of perceived eWOM credibility between the messages.

Results

Prior to the actual analysis, the dataset was checked for input errors, missing values, straight liners, outliers, wrong answers, reversed items, unfinished answers etc. The missing values were filled in with 999. Also, new columns for the conditions were added and averages of the independent and dependent variables were created for further analyses.

Randomisation check

First of all, to check if all participants were fairly distributed across all conditions, a randomization check was conducted through chi-square and one-way ANOVA tests. It was examined how the division of gender, age, education and social media behaviour were related to the conditions. Table 3 shows a summary of the results. The results show that age was evenly and randomly divided over all four conditions ($F(3, 177) = 1.718, p = .165$), as well as for gender ($\chi^2(3) = 1.544, p = .672$), educational level ($\chi^2(9) = 12.958, p = .165$) and social media behaviour ($\chi^2(9) = 9.173, p = .421$).

Table 3.
Descriptive statistics of respondent information

		<i>Condition</i>				<i>Total</i>
		<i>Negative *</i> <i>image</i>	<i>Negative *</i> <i>no image</i>	<i>Positive *</i> <i>image</i>	<i>Positive *</i> <i>no image</i>	<i>N = 181</i>
Gender	<i>Male</i>	13	16	16	18	63
	<i>Female</i>	34	25	29	30	118
Age	<i>M(SD)</i>	28.49 (12.56)	32.73 (15.01)	33.98 (15.44)	28.96 (13.21)	30.94 (14.15)
	Education					
	<i>Secondary education</i>	1	4	5	6	16
	<i>MBO</i>					
	<i>HBO</i>	4	8	4	6	22
	<i>UNIVERSITY</i>	20	19	20	13	72
		22	10	16	23	71

Social	<i>Never</i>	0	2	1	3	6
media use	<i>Monthly</i>	1	0	0	0	1
	<i>Weekly</i>	5	4	3	1	13
	<i>Daily</i>	41	35	41	44	161

The randomisation check was also conducted to examine the differences for gender, age and education level for the different variables. Regarding the construct of perceived eWOM credibility, there were no differences for gender ($t(179) = 0.345, p = .731$), age ($F(42, 138) = 1.187, p = .230$) and educational level ($F(3, 177) = 1.768, p = .155$). Furthermore, for the construct consumer response, there were no differences for gender ($t(179) = 1.635, p = .104$), age ($F(42, 138) = 1.035, p = .427$) and educational level ($F(3, 177) = .666, p = .574$).

Manipulation check

In the survey, there were two questions to check if the manipulation was accomplished. These questions asked how many images were shown in the survey (“*How many of the Facebook messages you have just reviewed did have an image?*”) and about the valence of the message (“*On scale from 1 (negative) - to 7 (positive), what is the customer’s opinion?*”). The results showed that not all respondents correctly saw how many images were displayed in the survey. The correct answer was images in either all messages or in no messages, so everything in between was not correct. In the condition with no images ($N = 89$), 56 respondents said they saw no images, 1 saw one image, 2 saw two images, 5 saw three images, 7 saw four images, 5 saw five images and 13 respondents saw six images. In the condition with images ($N = 92$), 68 respondents said they saw 6 images, 15 saw five images, 5 saw four images, 2 saw three images and 2 respondents saw 2 images. So, many of the respondents answered this question incorrectly. This shows that the respondents probably did not consciously saw that there was an image added to the message or they found it difficult to remember how many messages had an image or not.

Additionally, all respondents were asked to rate the Facebook messages on a scale from 1 (very negative) to 7 (very positive). Table 4 shows the results of this question. An independent t-test revealed that there indeed were significant differences between the positive and negative conditions ($F(3, 177) > 499.455, p < .001$). On average, the respondents accurately estimated each message per condition on their correct valence indicating that the positive messages scored high on the Likert-scale and negative messages scored low on the Likert-scale.

Table 4.
Manipulation check eWOM valence

	<i>M(SD)</i>	<i>Condition</i>			
		<i>Negative * Image</i>	<i>Negative * No Image</i>	<i>Positive * Image</i>	<i>Positive * No image</i>
Facebook	1	1.48(0.58)	1.45(0.54)	6.74(0.56)	6.70(0.57)
message in	2	1.23(0.43)	1.24(0.97)	6.48(0.67)	6.46(0.58)
survey	3	1.38(0.53)	1.54(0.67)	5.80(0.84)	5.85(0.85)
	4	1.11(0.31)	1.20(0.46)	5.88(1.18)	6.02(1.04)

Hypotheses testing

To measure the main, interaction, moderation and mediation effects of the conceptual model and test the proposed hypotheses, two-way ANOVA's and a moderation and mediation analyses by Hayes were conducted (Field, 2013). For these analyses, respondents' average scores on consumer response and perceived eWOM credibility of all items of the four messages were used.

ANOVA 1 (consumer response) The first two-way ANOVA was run to examine the effect of image use and eWOM valence on consumer response. There was a significant main effect of eWOM valence on consumer response, $F(1, 177) = 80.800, p < .001$. On average,

respondents exposed to the positive eWOM messages scored higher on consumer response ($M = 3.79$, $SD = 0.85$) compared to respondents exposed to negative eWOM messages ($M = 2.68$, $SD = 0.80$). This result confirmed hypothesis 1, which expected that “*Consumers will have a more positive consumer response when seeing eWOM messages with a positive valence compared to messages with a negative eWOM valence*”.

However, there was no significant effect of image use on consumer response, $F(1, 177) = 2.273$, $p = .133$. Respondents exposed to messages without an image scored higher on consumer response ($M = 3.37$, $SD = 0.89$) compared to respondents exposed to messages with an image ($M = 3.14$, $SD = 1.08$). This difference was not significant. This result rejected hypothesis 2, which proposed, “*An image added to an eWOM message will have a stronger influence on consumer response compared to an eWOM message without an image*”.

In addition, there was a non-significant interaction effect between image use and eWOM valence on consumer response, $F(1, 177) = 2.783$, $p = .097$. Figure 3 shows an image of the interaction effect. Even though the interaction effect was not significant, a trend line in the expected direction was detected in the interaction figure. Because the significance level was still below .10, the effect can be perceived as marginal and pairwise comparisons were performed. These comparisons were used to examine which conditions significantly differ from each other. The pairwise comparisons revealed that that there were no significant differences between image use and consumer response when the eWOM message is positive, ($p = .908$). On the other hand, when the eWOM valence was negative, there was a significant effect ($p = .028$) between image use and consumer response. Respondents exposed to a negative message with an image score lower on consumer response ($M = 2.50$, $SE = 0.12$) compared to respondents exposed to a negative message without an image ($M = 2.88$, $SE = 0.13$).

These results indicated that an image added to the eWOM message lead to more extreme scores of consumer response compared to eWOM messages without an image. However, this effect was only present when the valence of the message is negative. Therefore, the results confirm hypotheses 3, which expected that “*Images have a stronger effect on consumer response for both positive and negative messages compared to messages without images, however, there is a stronger effect for negative messages compared to positive messages*”.

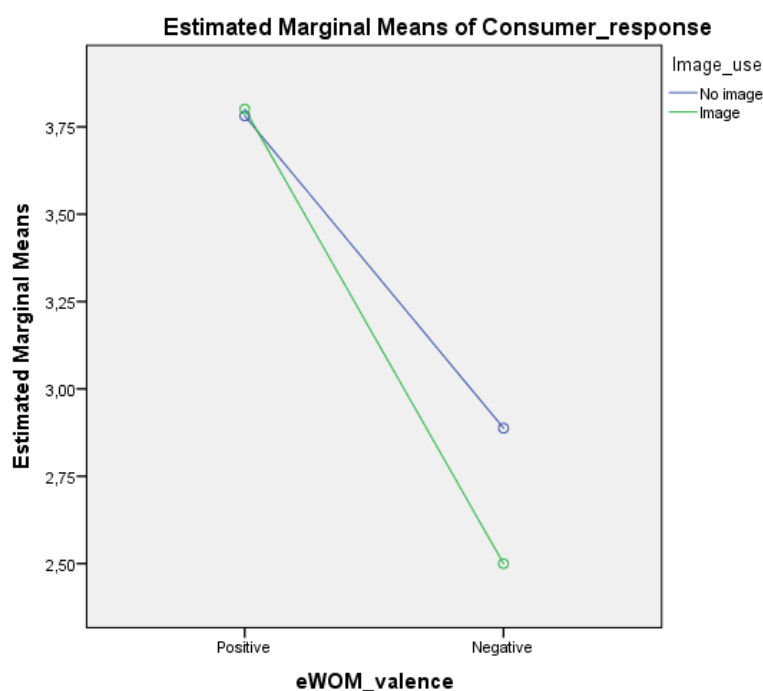


Figure 3. Interaction effect of image use and eWOM valence on consumer response

ANOVA 2 (perceived eWOM credibility) Even though no hypothesis was developed for an interaction effect of perceived eWOM credibility, a second two-way ANOVA was run to examine the effect of image use and eWOM valence on the perceived eWOM credibility. There was no significant main effect of eWOM valence on credibility, $F(1, 177) = 0.027, p = .869$. On average, positive eWOM messages score lower on credibility ($M = 4.49, SD = 0.80$), compared to negative eWOM messages ($M = 4.54, SE = 0.91$). However, this difference was not significant.

Also, there was a significant effect of image use on credibility, $F(1, 177) = 9.805, p = .002$, indicating that messages with an image scored higher on credibility ($M = 4.70, SD = 0.87$) compared to messages without an image ($M = 4.32, SD = 0.80$).

Furthermore, there was a significant interaction effect between image use and eWOM valence on credibility, $F(1, 177) = 6.054, p = .015$. Figure 4 shows an image of the interaction effect. Pairwise comparisons revealed that there were no significant differences between image use and credibility when the eWOM message is positive, ($p = .631$). On the contrary, when the eWOM valence was negative, there was a significant effect, ($p < .001$). Respondents exposed to a negative message with an image score higher on credibility ($M = 4.86, SE = 0.947$) compared to respondents exposed to a negative message without an image ($M = 4.17, SE = 0.710$). These results indicated that an image indeed contributes to the perceived credibility of a message, only when the valence of the message was negative.

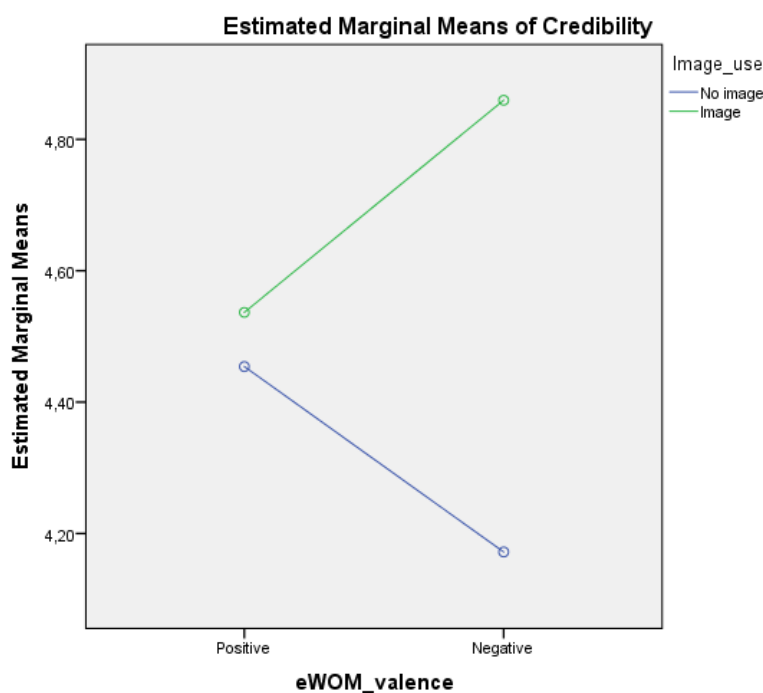


Figure 4. Interaction effects of image use and eWOM valence on perceived eWOM credibility

Mediation analysis To investigate whether there was a difference in the use of images for consumer response that can be explained by differences in credibility of the message, and to

test hypothesis 4, a mediation analysis (model 4) was performed using the procedures developed by Preacher and Hayes (Hayes, 2013). In this analysis, image use was entered as a predictor (X) to attitude and behaviour (Y), and the perceived eWOM credibility was entered as a mediator (M). The model is displayed below in figure 5.

As can be seen in the model, image was indeed related to the perceived eWOM credibility ($b = .378, t = 3.040, p = .003, SE = .124$) and credibility was related to consumer response ($b = .184, t = -2.089, p = .038, SE = 0.088$). There was no significant total effect of image on consumer response ($b = -0.233, t = -1.585, p = .115, SE = .147$), indicating that an image added to the eWOM message or not has no direct effects on consumer response. When adding the mediator credibility to the model, there was a significant direct effect of image on consumer response ($b = -.3026, t = -1.585, p = 0.045, SE = .150$). The total indirect effect was not significant ($b = .069, 95\% \text{ BCa CI } [-0.007, .2011], p = .097, SE = .042$). Considering the lower confidence interval lies very close to 0, the results of the total indirect could be cautiously interpreted.

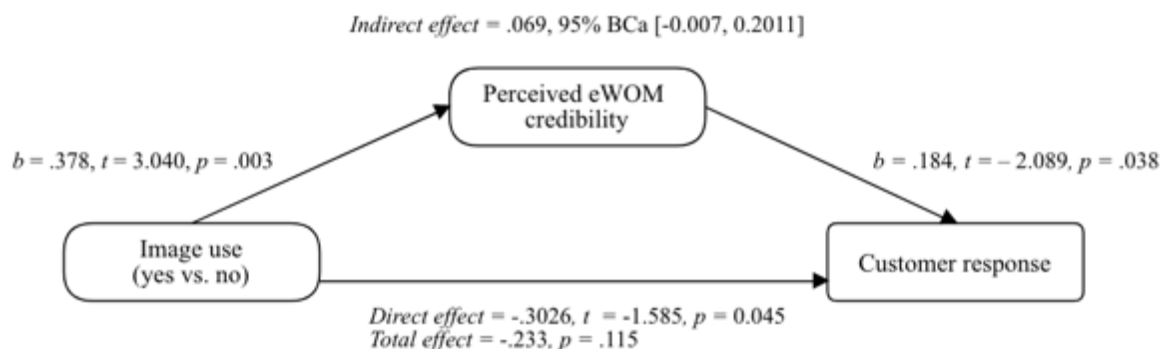


Figure 5. Results of mediation analysis

Given these results, perceived eWOM credibility is only a partial mediator. Perceived eWOM credibility accounts for some of the relationship between image use and consumer response. The mediator implies not only significant relationships between the mediator and consumer response, but also some direct relationships between image use and consumer response. The

regression coefficient is lower when taking perceived eWOM credibility into account. However, there must be other factors involved that can explain the relationship because the coefficient is not zero. Nevertheless, perceived eWOM credibility was a mediator in this relationship, and therefore, hypothesis 4 “*Credibility of the message mediates the relationship between image use and consumer response*” was confirmed.

Moderation analysis 1 (perceived eWOM credibility) To investigate how eWOM valence as a moderator influences the relationship between image use and perceived eWOM credibility and examine whether hypothesis 5 can be confirmed, a moderation analysis (model 1) was performed using the procedures developed by Preacher and Hayes (Hayes, 2013). Image use was added as independent variable (X), perceived eWOM credibility as dependent variable (Y) and eWOM valence as moderation variable (M). Figure 6 shows the outcomes of the moderation analysis.

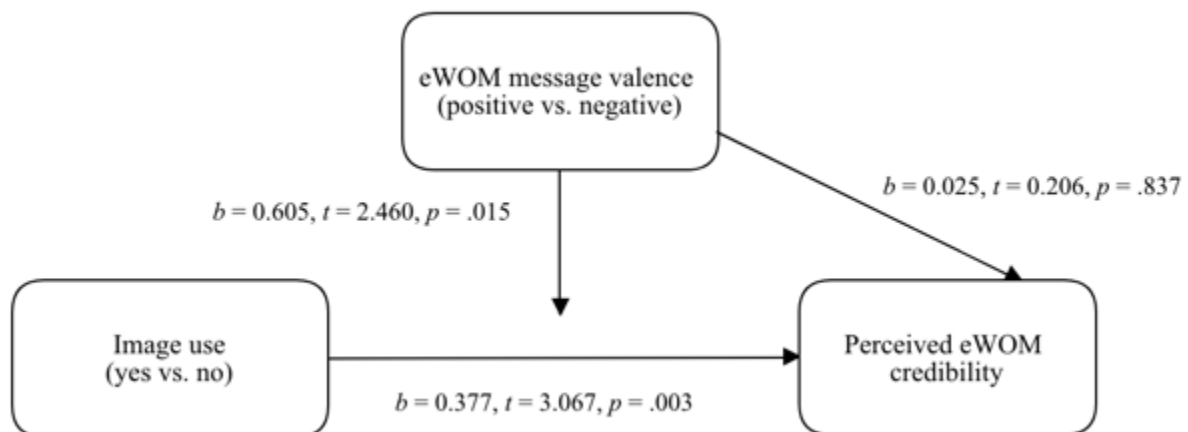


Figure 6. Results of moderation analysis 1

As figure 6 shows, image use was significantly related to credibility, however, eWOM valence was not significantly related to credibility. The moderation is shown up by a significant interaction effect of image use and eWOM valence on credibility ($b = 0.6051$, 95% BCa CI [0.120, 1.091], $t = 2.4600$, $p = .015$), indicating that eWOM valence indeed moderates

the relationship between image use and credibility. This interaction effect was probed by testing the conditional effects of eWOM valence at two levels, as positive and negative. The results show that when eWOM valence is positive, there was no significant effect between image use and perceived eWOM credibility ($b = 0.083$, 95% BCa CI [-0.2504, 0.4154], $t = 0.4891$, $p = .625$, $SE = 0.1687$). On the contrary, when the eWOM valence is negative, there was a significant effect between image use and credibility ($b = 0.6876$, 95% BCa CI [0.3343, 1.0410], $t = 3.8404$, $p < .001$, $SE = 0.1790$).

Given these results, it can be stated that the moderation hypothesis 5 is only partly confirmed. There was only an effect on credibility when the eWOM valence is negative. Thus, the relationship between image use and credibility is only affected by negative messages and not by positive messages.

Moderation analysis 2 (consumer response) A second moderation analysis (model 1) was conducted to investigate how eWOM valence as a moderator influences the relationship between image use and consumer response. Image use was added as independent variable (X), consumer response as dependent variable (Y) and eWOM valence as moderation variable (M). The outcomes of this moderation analysis are depicted in figure 7.

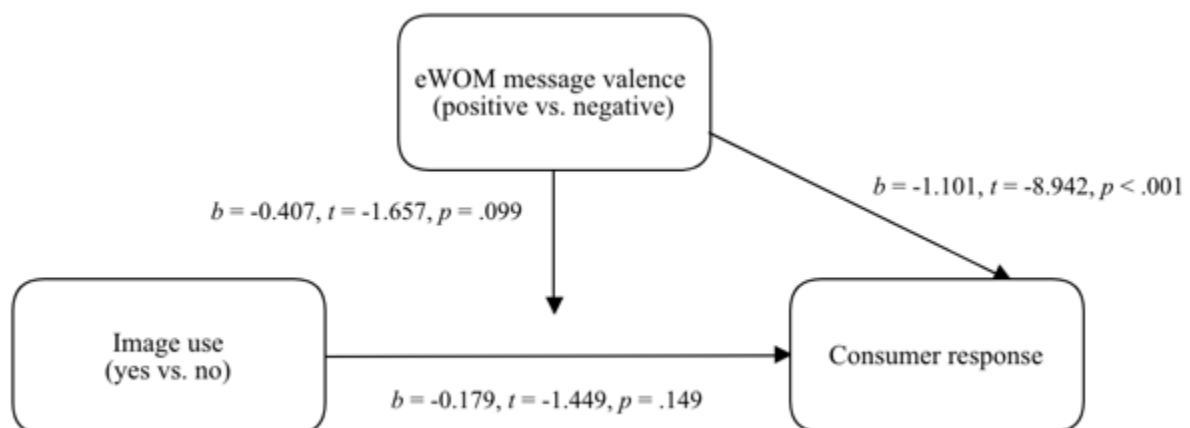


Figure 7. Results of moderation analysis 2

As shown in model 7, eWOM valence was significantly related to consumer response, however, image use was not significantly related to consumer response. The moderation is shown up by a non-significant interaction effect of image use and eWOM valence on consumer response ($b = -0.4074$, 95% BCa CI [-0.893, 0.078], $t = -1.6573$, $p = .099$), indicating that the relationship between image use and consumer response is not fully moderated by eWOM valence. This interaction was probed by testing the conditional effects of eWOM valence at two levels, as positive and negative. The results show that when eWOM valence is positive, there was no significant effect between image use and consumer response ($b = .020$, 95% BCa CI [-0.334, 0.374], $t = 0.109$, $p = .9131$, $SE = 0.179$), however, when the eWOM valence was negative, there was a significant effect between image use and consumer response ($b = -0.388$, 95% BCa CI [-0.720, -0.056], $t = -2.307$, $p = .022$, $SE = 0.168$).

These results show that the relationship between image use and consumer response only exists when the eWOM messages are negative and not when the eWOM messages are positive. There is only an effect for negative messages. The outcomes of this moderation analysis are in line with the findings of the ANOVA interaction of image use and eWOM valence on consumer response.

Summary of the results

Table 5 gives an overview of all hypotheses of the study. In the table can be found the hypothesis number, hypothesis, type of effect and whether the hypothesis is confirmed or rejected. Figure 8 shows the significant and non-significant relationship and directions of the conceptual model.

Table 5.

Overview of the hypotheses of this study

<i>Nr.</i>	<i>Hypothesis</i>	<i>Type of effect</i>	<i>Confirmed or rejected</i>
H1	Consumers will have a more positive consumer response when seeing eWOM messages with a positive valence compared to messages with a negative eWOM valence	Main effect	Confirmed
H2	An image added to an eWOM message will have a stronger influence on the consumer response compared to an eWOM message without an image	Main effect	Rejected
H3	Images have a stronger effect on consumer response for both positive and negative messages compared to messages without images, however, there is a stronger effect for negative messages compared to positive messages	Interaction effect	Confirmed
H4	The effect of image use on consumer response is mediated by the perceived eWOM credibility	Mediation effect	Confirmed
H5	The effect of image use on perceived eWOM credibility is moderated by the eWOM valence, where the effect for negative messages will be stronger	Moderation effect	Confirmed

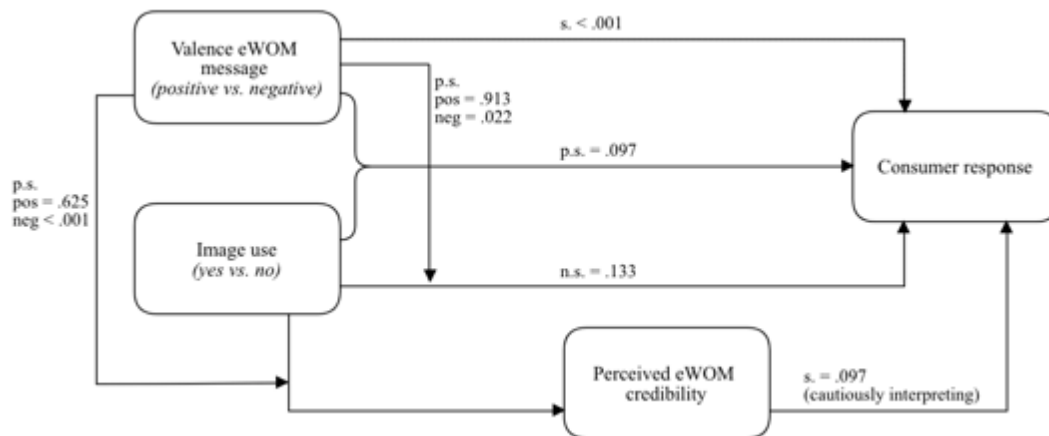


Figure 8. Conceptual model with the significance levels

Additional analyses

Several additional analyses were conducted to investigate some relationship that came out of the statistical analyses more thoroughly. It was tried to find out the underlying relationships.

Repeated measures Due to the varying credibility of the four messages in the questionnaire, it is expected that also the respondents' responses on perceived credibility of the message and consumer response will be different. Therefore, a repeated measures was conducted to examine to what extent the responses differ amongst the four messages. The tests of assumptions can be found in Appendix G. The results of the repeated show that there was a significant main effect of message for both credibility and consumer response ($F(3, 531) > 17.642, p < .001$), indicating that there are indeed differences in credibility and consumer response scores amongst the four messages. There was also a significant interaction effect of messages for both credibility and consumer response per condition ($F(3, 531) > 10.132, p < .001$), indicating that there are indeed differences on scores of credibility and consumer response depending on the message and condition. Given the results, it turned out that message 1 and message 4 differ the most from each other. Therefore, it is interesting to examine whether the model is significant when these two messages are compared. Table 6

gives an overview of the mean differences and significance levels between message 1 and 4. The full table of the pairwise comparisons of all messages can be found in Appendix H.

Table 6.
Mean difference and Standard Error for message 1 and 4

	Credibility		Consumer response	
	Mean difference - SE	<i>p</i>	Mean difference - SE	<i>P</i>
Negative * Image	-0.281(0.191)	.142	-0.288(0.174)	.191
Negative * No image	0.668(0.204)*	.001	-0.410(0.186)*	.029
Positive * Image	2.249(0.195)*	< .001	1.108(0.178)*	< .001
Positive * No image	2.558(0.189)*	< .001	1.082(0.172)*	< .001

**Mean difference significant at the .05 level*

Mixed Moderation – Mediation model To investigate whether the whole model including both the mediator and moderator is significant, a moderation-mediation analysis (model 8) was performed using the procedures developed by Preacher and Hayes (Hayes, 2013). Image use was added as independent variable (X), as dependent variable (Y) and credibility as mediation variable (M) and eWOM valence as moderating variable (W). For this analysis, the model was first tested for message 1 (message with high credibility) followed by the analysis for message 4 (message with low credibility).

First of all, for both message 1 ($b = .0388$, $SE = .0924$, 95% BCa CI [-0.1594, 0.2204]) and 4 ($b = .0747$, $SE = .0693$, 95% BCa CI [-0.0194, 0.2826]), the whole model is shown up by non-significant results. However, examining the models more closely, it reveals some interesting significant relationships. To increase readability of the results, an elaborated version of the analysis can be found in Appendix H.

For message 1, there are significant main effects for eWOM valence to consumer response ($p < .001$), eWOM valence to credibility ($p = .007$), credibility to consumer response ($p < .001$). The interaction for credibility is not significant, however, the results for negative

messages can be cautiously interpreted because the confidence intervals lie close to 0. This shows that negative messages with images score higher on credibility than negative images without images. Also, the interaction for consumer response, however, the results can be cautiously interpreted because the confidence intervals lie close to 0. This results shows that negative without images scores higher on consumer response than negative with images.

For message 4, there was only a significant main effect for eWOM valence on credibility ($p < .001$). Also, the interaction for consumer response was significant, however, only for negative message. Negative messages with images score negative on consumer response than negative messages without images.

The results of the moderation-mediation model, shows that there are more effects found for message 1 with a high credibility compared to message 4 with a low credibility. In general, respondents respond the same in each condition when the credibility is low, however, respondents respond more complex when the eWOM credibility is high. This indicates that when the eWOM credibility is high, it does matter when there is an image included or not, especially when the message is negative. This effect is not present when the eWOM credibility is low.

Conclusion & Discussion

This study investigated the role of images in consumers' eWOM messages in the companies' social media environment. An experiment with several manipulated Facebook messages was conducted to examine the role of images in positive and negative eWOM messages on the perceived eWOM credibility and the effect on consumer response.

Effect of eWOM valence on consumer response

First of all, it was expected that positive and negative eWOM messages have an effect on consumer response. Positive messages lead to a more positive consumer response, whereas negative messages lead to a more negative consumer response. The results of this study indeed confirmed that consumer response was affected by the valence of the eWOM message. More specifically, when the valence of an eWOM message is positive, the consumer response is significantly more positive compared to when the valence of the eWOM message is negative. This finding was conforming to the TRA by Fishbein and Yzer (2003) that gives guidance in explaining behaviour. Consumers develop certain beliefs after reading a message, which evolves in a certain attitude towards behaviour. These attitudes determine the behavioural intention of the consumers. When the eWOM valence is positive, consumers create positive beliefs towards the product or company (Cheung et al., 2009), which will result in positive attitudes and a positive behavioural intention. This effect is contrariwise for eWOM messages with a negative valence. As stated by the results of the study of Roy et al. (2017) online valence is an important factor that affects consumers' response regarding purchase intention and sales. Just like this study, they found that purchase intentions and attitudes were significantly greater when respondents were exposed to positive eWOM messages and opposite for negative messages. So based on the findings of this study and

existing literature, it is concluded that consumer response is positively affected by positive eWOM messages and negatively affected by negative eWOM messages.

Effect of image use on consumer response

Furthermore, it was expected that images in eWOM messages would have a stronger effect on consumer response compared to eWOM messages without images. However, the results of this study have shown that there was no significant difference in consumer response when an image as such is added to the message or not. So it seems that consumer response is not affected by image use, even though this was assumed based on previous literature. However, visual information affects the consumers' judgement depending on the valence of the eWOM message. Conclusively, based on the findings of this study, visual information as a single variable has no influence on consumer response. When examining visual information with eWOM valence, an interaction effect on consumer response was found.

Effect of eWOM valence and image use on consumer response

The above effects were nuanced when examining the interaction between eWOM valence and image use. The results of this study have shown that eWOM valence had an effect on consumer response but image use as a single variable had no effect on consumer response. However, image use does play a role in the context when combined with eWOM valence. It was assumed that both positive and negative messages with images would have a stronger effect on consumer response compared to messages without images. The results of this study accepted these assumptions. The results have shown that when the message is negative and an image is added, consumer response will be more negative compared to a negative message without an image. There was no significant effect for positive messages. The negativity effect can explain why the content of negative messages weigh stronger than positive messages.

Negative messages are perceived as more impactful and informative compared to positive information (Maheswaran & Meyers-Levy, 1990; Ahluwalia et al., 2002), which makes negative information more powerful (Pratto & John, 1991). Additionally, according to the prospect theory (Kahneman & Tversky, 2013), one experience of loss seems to be greater than one experience of pleasure. In other words, the amount of loss that is gained with a negative experience is more intense equivalent to a positive experience (Charlett et al., 1995). Therefore, it can be concluded that there is only an effect of negative messages. In general, the visual in the messages draw more attention to the content (Crilly et al., 2004) and makes consumers' judgements more accurate. Consumers are more likely to adopt the content when their judgement is perceived as more accurate (Cheung et al., 2009). So based on the findings of this study and previous literature, it was assumed that it is more likely that the consumer will adopt the content when images are added to the message (Kim & Lennon, 2008) and when the valence is negative (Maheswaran & Meyers-Levy 1990; Ahluwalia et al., 2002), which will eventually lead to a more negative consumer response. This finding contributes to the existing literature by highlighting the negativity effect of eWOM messages, especially when images are included. The role of images in eWOM messages intensifies the initial negativity effect of negative content in eWOM messages.

Effect of perceived eWOM credibility on consumer response

The results of this study also confirmed that credibility explains the relationship between image use and consumer response. Perceived eWOM credibility is a predictor of consumer response (Ismagilova et al., 2017). The results of this study show indeed that visual information increases the perceived eWOM credibility. When consumers are exposed to information with images, the content is perceived as more credible (David & Glore, 2010; Lin et al., 2012). Furthermore, the results of this study have shown that consumer response is

affected by the perceived eWOM credibility and that the higher the credibility of the eWOM content, the more likely the consumers will adopt the information. Cheung et al., 2009, who claimed that consumers are more likely to adopt the content for purchase decisions when the information is perceived as credible and useful, confirm this finding. Even though, there was no direct effect found of image use on consumer response, the mediating effect of the perceived eWOM credibility showed that this relationship is more complex. Based on the findings of this study, it can be concluded that the perceived eWOM credibility indeed accounts for some of the relationship between image use and consumer response.

For this study, perceived eWOM credibility only partly explains the moderating role in the relationship between image use and consumer response, so other factors might explain this relationship. Previous studies have used various other variables as a mediator in eWOM studies. So it is understandable that credibility is not the only factor involved in this relationship. For this study, it was chosen to only take credibility into account due to time constraints. Another important factor that could mediate the relationship between image use and consumer response is prior knowledge. It is expected that this factor could influence this relationship because existing attitudes also could affect the way a consumer responds to certain eWOM messages (Cheung et al., 2009). When consumers perceive the content as consistent with their prior knowledge, they are more likely to adopt the content for purchase decisions (Zhang & Watts, 2016). So someone with higher prior knowledge tends to be more sensitive to messages compared to someone without any knowledge about the product or company. For further research, it would be interesting to take the factor prior knowledge into account as a mediator to measure the effect on consumer response. Prior knowledge could serve as an extra mediator besides perceived eWOM credibility, by explaining the effect of image use on consumer response.

Effect of degree of credibility

This study demonstrates the effect of perceived eWOM credibility when assessing consumer response. However, the role of perceived eWOM credibility was more complex than at first sight is expected. There seem to be other effects when the credibility of the message is low, compared to when the credibility of the messages is high. The results of this study have shown that the difference in effect between an image added to the message or not and the difference positive and negative messages is more present in high credibility messages compared to low credibility messages. So when the credibility is high, it does matter whether there is an image included or not, especially when the message is negative. This effect is not present when the credibility of the messages is low. More specifically, with high credibility messages, people respond more sensitive to consumer response compared to messages with a low(er) credibility. This can be explained by the fact that higher credible messages are more useful and more likely to be adopted for making purchase decisions (Park et al., 2011). The perceived eWOM credibility determines the expected value of the information that is provided and thereafter influences the following consumer response (Doh & Hwang, 2009). People increasingly believe the given information and are more likely to adopt the information, when the content is perceived as credible (Litvin et al., 2008). So the higher the usefulness, which is established by a high degree of credibility, the stronger the effect is on consumer response. More specifically, this study found that the highest credibility is established when the eWOM valence is negative and when images are added to the message. Furthermore, the higher the credibility of the message, the more impact the content has on consumer response because of the usefulness of the content.

Summary

This study addressed the following research question: “*What is the role of image use in positive and negative eWOM messages on the perceived eWOM credibility and consumer response?*”. Combining all findings of this study and summarizing the main conclusions of this study, it can be stated that in the first place images have indeed a significant added value when assessing consumer response. This effect is especially present when the eWOM message is negative. However, this is only confirmed when these messages must have a certain degree of credibility, preferably a high credibility. So, the more credible the messages, the more effect the images have and the stronger the effect is on consumer response. Credibility is indeed a significant indicator that consumer use to evaluate the eWOM message (Cheung et al., 2009) which will influence the consumer response. And the use of images in eWOM messages is a significantly important factor in this research context. This study contributes to the existing theory by stating that negative messages with a high degree of certain credibility are perceived as the most useful for consumers, which will enhance consumer response. This is achieved when the eWOM message has an image included. Positive messages and information that have a low credibility degree are perceived as less satisfying and persuasive (Greenberg & Miller, 1966). Because people do not believe what is said in the message, it will not affect their consumer response. When a story is truly unbelievable, a picture does not help to make it more credible, regardless of the eWOM valence! So the saying of a picture says indeed more than a thousand words is not completely true. Only for negative messages with a high degree of credibility.

Theoretical and managerial contributions

The purpose of this study was to explore how images in positive and negative eWOM messages would affect the perceived eWOM credibility and consumer response. The growth

of social media and eWOM make it more important than ever to understand the dynamics of consumer attention. This study contributes to the eWOM research field in some respects. Previous studies confirmed the effect of positive and negative valence in eWOM messages and confirmed, on the other hand, the strong influence of visual information in texts. Combining these factors in an eWOM context and taking perceived eWOM credibility into account, this gives a new angle of the importance and complexity of eWOM messages. The evaluation of eWOM credibility is more complex than initially thought. Communication effectiveness is not only bound by the content and eWOM valence, but also by image use and perceived credibility. Visual information seems to influence credibility, however, only a certain degree of credibility influences consumer response. This study revealed that there is a strong effect of negative messages with images, compared to positive messages with images because they are more accurate for consumers' judgements and are higher in credibility.

Management of eWOM communication is crucial for the future as the content of the eWOM messages could benefit or hurt the company. The results have shown how negative messages and images have a powerful impact on the consumer response, so companies should carefully monitor and examine eWOM valence and credibility of the messages. They should realise the impact that eWOM messages can have and understand that it is a more complex situation than at first sight seems. Not only companies can find useful findings in the results of this study. From a consumers' perspective, it also provides some useful findings. Consumers are mainly motivated to engage in eWOM communication to support the community and provide helpful information. The more credible a consumer experience is described, the more useful the content is for other consumers. By adding images to the message, it increases the credibility, especially when the experience is negative. Consumers should become more attentive when reading messages and not judge too quickly because eWOM messages are more complex.

Afterthought

This study was carefully prepared and it was tried to generate the highest generalizable results as possible. Prior studies have experimented on undergraduate or graduate students around the age of 20, providing a demographic distribution that is somewhat inconsistent with the distribution of real online social media users (Lin et al., 2012). This study used subjects varying in age between 16 and 68 and a fairly equal gender distribution, which is somewhat close to the actual proportion of social media users (CBS, 2015). Because there were no criteria for respondents to participate in this experiment, this study supports the generalization to different categories of consumers. Additionally, four messages per condition were used who addressed four different companies and four different situations to increase the generalizability of the results. Examining this subject from multiple perspectives creates heterogeneity of the results, which strengthens the results of this study.

Despite the new angle of approach of different constructs and the advantages of this study, there were also some limitations that should be mentioned. Even though, a lot of effort had been made to keep all materials for the experiment the same in different respects to increase measurability and generalizability. There were some textual factors that were not taken into account due to time constraints. However, it is expected that this could influence the likelihood for consumers to adopt the content. Several textual elements such as language intensity, argumentation, narratives are known for influencing the usefulness and understanding of information content and following consumer response (Lockie, Waiguny & Grabner-Kräuter, 2015). Further research could combine the results of this study with more text-based research, as for example length of the text, argumentation, writing style (narrative), using capitals/question marks, use of emoticons etc. and understand the impact on consumer response. It is expected that consumer response more sensitive to textual elements regarding consumer response. Lastly, it was not possible to examine the actual strength of the

directions. It was found that negative messages with images have a stronger effect on consumer response compared to negative messages without images. However, it would be interesting to find out the strength and differences of these directions. The dataset of this study was not suitable for those kinds of questions. Further research should take this possibility into account when creating a survey so the strength of the direction of positive and negative messages and image use or not can be measured.

References

- Ahluwalia, R., Burnkrant, R. E., & Unnava, H. R. (2000). Consumer response to negative publicity: The moderating role of commitment. *Journal of Marketing Research*, 37(2), 203-214. <https://doi.org/10.1509/jmkr.37.2.203.18734>
- Angeli, C., & Valanides, N. (2004). Examining the effects of text-only and text-and-visual instructional materials on the achievement of field-dependent and field-independent learners during problem-solving with modelling software. *Educational Technology Research and Development*, 52(4), 23-36. <https://doi.org/10.1007/BF02504715>
- Arndt, J. (1967). Role of product-related conversations in the diffusion of a new product. *Journal of Marketing Research*, 291-295.
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173-1182. <https://doi.org/10.1037/0022-3514.51.6.1173>
- Beltramini, R. F. (1982). Advertising perceived believability scale. *Proceedings of the Southwestern Marketing Association*, 1, 1-3.
- Bingham, H. (2015). Social media & Social reading – an author’s view. Retrieved on 18-12-2017 from <http://www.writersworkshop.co.uk/blog/social-media-social-reading-an-authors-view/>
- Bryman, A., & Bell, E. (2011). *Business Research Methods* (3rd ed.). Oxford, United Kingdom: Oxford University Press.
- CBS (2015, June 30). Gebruik sociale netwerken sterk toegenomen. Retrieved on 02-12-2017 from <https://www.cbs.nl/nl-nl/nieuws/2015/27/gebruik-sociale-netwerken-sterk-toegenomen>

- Charlett, D., Garland, R., & Marr, N. (1995). How damaging is negative word of mouth. *Marketing Bulletin*, 6(1), 42-50.
- Cheng, X., & Zhou, M. (2010). Study on effect of eWOM: A literature review and suggestions for future research. *Management and Service Science (MASS)*, 1-4. <https://doi.org/10.1109/ICMSS.2010.5576663>
- Cheung, C. M., Lee, M. K., & Thadani, D. R. (2009). The impact of positive electronic word-of-mouth on consumer online purchasing decision. *World Summit on Knowledge Society*, 501-510. Springer Berlin Heidelberg. https://doi.org/10.1007/978-3-642-04754-1_51
- Cheung, M. Y., Luo, C., Sia, C. L., & Chen, H. (2009). Credibility of electronic word-of-mouth: Informational and normative determinants of on-line consumer recommendations. *International Journal of Electronic Commerce*, 13(4), 9-38. <https://doi.org/10.2753/JEC1086-4415130402>
- Cheung, C. M., & Thadani, D. R. (2010). The Effectiveness of Electronic Word-of-Mouth Communication: A Literature Analysis. *Bled eConference*, 329-345.
- Chiou, J. S., & Cheng, C. (2003). Should a company have message boards on its web sites?. *Journal of Interactive Marketing*, 17(3), 50-61. <https://doi.org/10.1002/dir.10059>
- Crilly, N., Moultrie, J., & Clarkson, P. J. (2004). Seeing things: consumer response to the visual domain in product design. *Design Studies*, 25(6), 547-577. <https://doi.org/10.1016/j.destud.2004.03.001>
- David, A., & Glore, P. R. (2010). The impact of design and aesthetics on usability, credibility, and learning in an online environment. *Online Journal of Distance Learning Administration*, 13(4).

- Dellarocas, C., Zhang, X. M., & Awad, N. F. (2007). Exploring the value of online product reviews in forecasting sales: The case of motion pictures. *Journal of Interactive Marketing, 21*(4), 23-45. <https://doi.org/10.1002/dir.20087>
- Mazoyer, B., Tzourio-Mazoyer, N., Mazard, A., Denis, M., & Mellet, E. (2002). Neural bases of image and language interactions. *International Journal of Psychology, 37*(4), 204-208. <https://doi.org/10.1080/00207590244000007>
- Day, G. S. (1971). Attitude change, media and word of mouth. *Journal of Advertising Research, Research.*
- den Ouden, J. N., & van Alphen, L. (2016). Effecten van eWom en webcare op imago en overtuigingskracht van een organisatie. *De Macht van de Taal, 177-190.*
- Doh, S. J., & Hwang, J. S. (2009). How consumers evaluate eWOM (electronic word-of-mouth) messages. *Cyber Psychology & Behavior, 12*(2), 193-197. <https://doi.org/10.1089/cpb.2008.0109>
- Duan, W., Gu, B., & Whinston, A. B. (2008). Do online reviews matter? An empirical investigation of panel data. *Decision Support Systems, 45*(4), 1007-1016. <https://doi.org/10.1016/j.dss.2008.04.001>
- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior, 61*, 47-55. <https://doi.org/10.1016/j.chb.2016.03.003>
- Field, A. (2013). *Discovering statistics using IBM SPSS statistics*. California, United States: Sage Publications.
- Fishbein, M., & Ajzen, I. (2011). *Predicting and changing behavior: The reasoned action approach*. Abingdon, United Kingdom: Taylor & Francis. <https://doi.org/10.4324/9780203838020>

- Fishbein, M., & Yzer, M. C. (2003). Using theory to design effective health behavior interventions. *Communication Theory*, 13(2), 164-183. <https://doi.org/10.1111/j.1468-2885.2003.tb00287.x>
- Fogg, B. J., Soohoo, C., Danielson, D. R., Marable, L., Stanford, J., & Tauber, E. R. (2003). How do users evaluate the credibility of Web sites?: a study with over 2,500 participants. *Designing for User Experiences*, 1-15. <https://doi.org/10.1145/997078.997097>
- Gonzalo, F. (2014, September 10). Photos impact bookings more than reviews. Retrieved from <https://www.linkedin.com/pulse/20140910131000-6429776-photos-impact-bookings-more-than-reviews> on 14-09-2017
- Gauri, D. K., Bhatnagar, A., & Rao, R. (2008). Role of word of mouth in online store loyalty. *Communications of the ACM*, 51(3), 89-91. <https://doi.org/10.1145/1325555.1325572>
- Greenberg, B. S., & Miller, G. R. (1966). The effects of low-credible sources on message acceptance. *Communications Monographs*, 33(2), 127-136. <https://doi.org/10.1080/03637756609375488>
- Gruen, T. W., Osmonbekov, T., & Czaplewski, A. J. (2006). eWOM: The impact of customer-to-customer online know-how exchange on customer value and loyalty. *Journal of Business Research*, 59(4), 449-456. <https://doi.org/10.1016/j.jbusres.2005.10.004>
- Hansen, T., Jensen, J. M., & Solgaard, H. S. (2004). Predicting online grocery buying intention: a comparison of the theory of reasoned action and the theory of planned behavior. *International Journal of Information Management*, 24(6), 539-550. <https://doi.org/10.1016/j.ijinfomgt.2004.08.004>

- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet? *Journal of Interactive Marketing, 18*(1), 38-52. <https://doi.org/10.1016/j.ijinfomgt.2004.08.004>
- Hill, D. (2003). Tell me no lies: Using science to connect with consumers. *Journal of Interactive Marketing, 17*(4), 61-72. <https://doi.org/10.1002/dir.10068>
- Hoeken, H., Hornikx, J., & Hustinx, L., (2012). *Overtuigende teksten: onderzoek en ontwerp 2nd*. Bussum, Nederland: Coutinho uitgeverij
- Hoffman, E., & Daugherty, T. (2013). Is a Picture Always Worth a Thousand Words? Attention to Structural Elements of eWOM for Consumer Brands within Social Media. *ACR North American Advances*.
- Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). *Electronic word of mouth (eWOM) in the marketing context: A state of the art analysis and future directions*. New York, United States: Springer.
- Jing-Schmidt, Z. (2007). Negativity bias in language: A cognitive-affective model of emotive intensifiers. *Cognitive Linguistics, 18*(3), 417-443. <https://doi.org/10.1515/COG.2007.023>
- Kahneman, D., & Tversky, A. (2013). Prospect theory: An analysis of decision under risk. *Handbook of the fundamentals of financial decision making: Part I*, 99-127.
- Keller, P. A., & Block, L. G. (1997). Vividness effects: A resource-matching perspective. *Journal of Consumer Research, 24*(3), 295-304. <https://doi.org/10.1086/209511>
- Kim, J., Kardes, F. R., & Herr, P. M. (1991). Consumer expertise and the vividness effect: Implication for judgment and inference. *Advances in Consumer Research, 18*, 90-93.

- Kim, J., & Moon, J. Y. (1998). Designing towards emotional usability in customer interfaces—trustworthiness of cyber-banking system interfaces. *Interacting with Computers*, *10*(1), 1-29. [https://doi.org/10.1016/S0953-5438\(97\)00037-4](https://doi.org/10.1016/S0953-5438(97)00037-4)
- Kim, M., & Lennon, S. (2008). The effects of visual and verbal information on attitudes and purchase intentions in internet shopping. *Psychology & Marketing*, *25*(2), 146-178. <https://doi.org/10.1002/mar.20204>
- Kisielius, J., & Sternthal, B. (1984). Detecting and explaining vividness effects in attitudinal judgments. *Journal of Marketing Research*, 54-64. <https://doi.org/10.2307/3151792>
- Laczniak, R. N., DeCarlo, T. E., & Ramaswami, S. N. (2001). Consumers' responses to negative word-of-mouth communication: An attribution theory perspective. *Journal of Consumer Psychology*, *11*, 57–73. https://doi.org/10.1207/S15327663JCP1101_5
- Lee, J., Park, D. H., & Han, I. (2008). The effect of negative online consumer reviews on product attitude: An information processing view. *Electronic Commerce Research and Applications*, *7*(3), 341-352. <https://doi.org/10.1016/j.elerap.2007.05.004>
- Lee, E. J., & Shin, S. Y. (2014). When do consumers buy online product reviews? Effects of review quality, product type, and reviewer's photo. *Computers in Human Behavior*, *31*, 356-366. <https://doi.org/10.1016/j.chb.2013.10.050>
- Lee, Y. L., & Song, S. (2010). An empirical investigation of electronic word-of-mouth: Informational motive and corporate response strategy. *Computers in Human Behavior*, *26*(5), 1073-1080. <https://doi.org/10.1016/j.chb.2010.03.009>
- Lee, G., & Tussyadiah, I. P. (2010). Textual and visual information in eWOM: A gap between preferences in information search and diffusion. *Information Technology & Tourism*, *12*(4), 351-361. <https://doi.org/10.3727/109830511X13049763022014>

- Lee, M., & Youn, S. (2009). Electronic word of mouth (eWOM) How eWOM platforms influence consumer product judgement. *International Journal of Advertising*, 28(3), 473-499. <https://doi.org/10.2501/S0265048709200709>
- Lin, Y. S., & Huang, J. Y. (2006). Internet blogs as a tourism marketing medium: A case study. *Journal of Business Research*, 59(10), 1201-1205. <https://doi.org/10.1016/j.jbusres.2005.11.005>
- Lin, T. M., Lu, K. Y., & Wu, J. J. (2012). The effects of visual information in eWOM communication. *Journal of Research in Interactive Marketing*, 6(1), 7-26. <https://doi.org/10.1108/17505931211241341>
- Lin, R., & Utz, S. (2015). The emotional responses of browsing Facebook: Happiness, envy, and the role of tie strength. *Computers in Human Behavior*, 52, 29-38. <https://doi.org/10.1016/j.chb.2015.04.064>
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, 29(3), 458-468. <https://doi.org/10.1016/j.tourman.2007.05.011>
- Lockie, M., Waiguny, M. K., & Grabner-Kräuter, S. (2015). How style, information depth and textual characteristics influence the usefulness of general practitioners' <https://doi.org/10.1016/j.ausmj.2015.01.005>
- Lowry, P. B., Wilson, D. W., & Haig, W. L. (2014). A picture is worth a thousand words: Source credibility theory applied to logo and website design for heightened credibility and consumer trust. *International Journal of Human-Computer Interaction*, 30(1), 63-93. <https://doi.org/10.1080/10447318.2013.839899>
- Lurie, N. H., & Mason, C. H. (2007). Visual representation: Implications for decision making. *Journal of Marketing*, 71(1), 160-177. <https://doi.org/10.1509/jmkg.71.1.160>

- MacInnis, D. J., & Price, L. L. (1987). The role of imagery in information processing: Review and extensions. *Journal of Consumer Research*, *13*(4), 473-491. <https://doi.org/10.1086/209082>
- Maheswaran, D., & Meyers-Levy, J. (1990). The influence of message framing and issue involvement. *Journal of Marketing Research*, 361-367. <https://doi.org/10.2307/3172593>
- Mayer, R. E. (2002). Multimedia learning. *Psychology of Learning and Motivation*, *41*, 85-139. <http://dx.doi.org/10.1037/0022-0663.94.1.156>
- Mayer, R. E. (2005). Principles for managing essential processing in multimedia learning: Segmenting, pretraining, and modality principles. *The Cambridge Handbook of Multimedia Learning*, 169-182. <https://doi.org/10.1017/CBO9781139547369.016>
- Mitchell, A. A., & Olson, J. C. (2000). Are product attribute beliefs the only mediator advertising effects on brand attitude?. *Advertising & Society Review*, *1*(1), 318-332. <https://doi.org/10.2307/3150973>
- Mizerski, R. W. (1982). An attribution explanation of the disproportionate influence of unfavorable information. *Journal of Consumer Research*, *9*(3), 301-310. <http://dx.doi.org/10.1086/208925>
- Oosterveer, D. (2017, January 2). Social media anno 2017: alle cijfers over Facebook, SnapChat en Instagram en meer. Retrieved on 04-12-2017 from <https://www.marketingfacts.nl/berichten/social-media-cijfers-anno-2017>
- Park, C., Wang, Y., Yao, Y., & Kang, Y. R. (2011). Factors influencing eWOM effects: Using experience, credibility, and susceptibility. *International Journal of Social Science and Humanity*, *1*(1), 74-79. <https://doi.org/10.7763/IJSSH.2011.V1.13>

- Pieters, R., & Wedel, M. (2004). Attention capture and transfer in advertising: Brand, pictorial, and text-size effects. *Journal of Marketing*, 68(2), 36-50. <https://doi.org/10.1509/jmkg.68.2.36.27794>
- Pratto, F., & John, O.P. (1991). Automatic vigilance: The attention-grabbing power of negative social information. *Journal of Personality and Social Psychology*, 61(3), 380-391.
- Purnawirawan, N., De Pelsmacker, P., & Dens, N. (2015). The Impact of Managerial Responses to Online Reviews on Consumers' Perceived Trust and Attitude. *Advances in Advertising Research*. Vol. 5, 63-74. https://doi.org/10.1007/978-3-658-08132-4_5
- Reichelt, J., Sievert, J., & Jacob, F. (2014). How credibility affects eWOM reading: The influences of expertise, trustworthiness, and similarity on utilitarian and social functions. *Journal of Marketing Communications*, 20(1-2), 65-81. <https://doi.org/10.1080/13527266.2013.797758>
- Rohrer, M. (1997). Seeing is believing: The importance of Visualization in Manufacturing Simulation. *IIE Solutions*, 29(5), 24-28. <https://doi.org/10.1109/WSC.2000.899087>
- Roy, G., Datta, B., & Basu, R. (2017). Effect of eWOM Valence on Online Retail Sales. *Global Business Review*, 18(1), 198-209. <https://doi.org/10.1177/0972150916666966>
- Schmäh, M., Wilke, T., & Rossmann, A. (2017). Electronic Word-of-Mouth: A Systematic Literature Analysis. *Digital Enterprise Computing*, 147-158.
- See-To, E. W., & Ho, K. K. (2014). Value co-creation and purchase intention in social network sites: The role of electronic Word-of-Mouth and trust - A theoretical analysis. *Computers in Human Behavior*, 31, 182-189. <https://doi.org/10.1016/j.chb.2013.10.013>

- Shepard, R. N. (1967). Recognition memory for words, sentences, and pictures. *Journal of Verbal Learning and Verbal Behavior*, 6(1), 156-163. [https://doi.org/10.1016/S0022-5371\(67\)80067-7](https://doi.org/10.1016/S0022-5371(67)80067-7)
- Smith, S. M., & Woody, P. C. (2000). Interactive Effect of Multimedia Instruction and Learning Styles. *Teaching of Psychology*, 27(3), 220-223. https://doi.org/10.1207/S15328023TOP2703_10
- Starch, D. (1966). How does the shape of ads affect readership. *Media/Scope*, 10(7), 83-85.
- Terttunen, A. (2017). *The influence of Instagram on consumers' travel planning and destination choice* (Master's Thesis). Retrieved from <http://urn.fi/URN:NBN:fi:amk-2017053011044>
- Thomas, J. B., Peters, C. O., Howell, E. G., & Robbins, K. (2012). Social media and negative word of mouth: strategies for handling unexpected comments. *Atlantic Marketing Journal*, 1(2), 87-108.
- Van Noort, G., & Willemsen, L. M. (2012). Online damage control: The effects of proactive versus reactive webcare interventions in consumer-generated and brand-generated platforms. *Journal of Interactive Marketing*, 26(3), 131-140. <https://doi.org/10.1016/j.intmar.2011.07.001>
- Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management*, 31(2), 179-188. <https://doi.org/10.1016/j.tourman.2009.02.016>
- Zhang, W., & Watts, S. (2016). Knowledge Adoption in Online Communities of Practice. *Systèmes d'Information & Management*, 21(2), 67-88. <https://doi.org/10.3917/sim.162.0067>

Appendix

Appendix A: Survey pre-test

Appendix B: Results pre-test

Appendix C: Operationalization of all Facebook messages

Appendix D: Survey

Appendix E: Elaborated version of factor analysis

Appendix F: Reliability scores of sub-scales attitude, behaviour, consumer response and credibility

Appendix G: Additional results repeated measures

Appendix H: Pairwise comparisons

Appendix I: Outcomes Moderation-Mediation analysis (model 8)

Appendix A: Survey Pre Test

Introductie

Hallo participant,

Allereerst ontzettend bedankt dat je wilt deelnemen aan deze enquête. Je krijgt zo dadelijk zeven Facebook berichten te zien van consumenten met hun ervaringen over allerlei producten. Lees de berichten goed want na elk bericht dien je een aantal vragen te beantwoorden. In deze enquête wordt het materiaal van het hoofdonderzoek bij jullie getest. Er zijn geen goede of foute antwoorden. En een kritische blik is toegestaan! De enquête bestaat uit twee delen en zal ongeveer 20 minuten duren. Als je op de knop hieronder drukt zal de enquête starten.

Alvast heel erg bedankt voor je hulp bij mijn afstudeeronderzoek!

Tessa op ten Berg

- Volgende pagina -

Wat is je geslacht?

- Man
- Vrouw

Wat is je leeftijd?

.....

Wat is je hoogst genoten opleidingsniveau

- Geen opleiding
- Lagere school/Basisschool

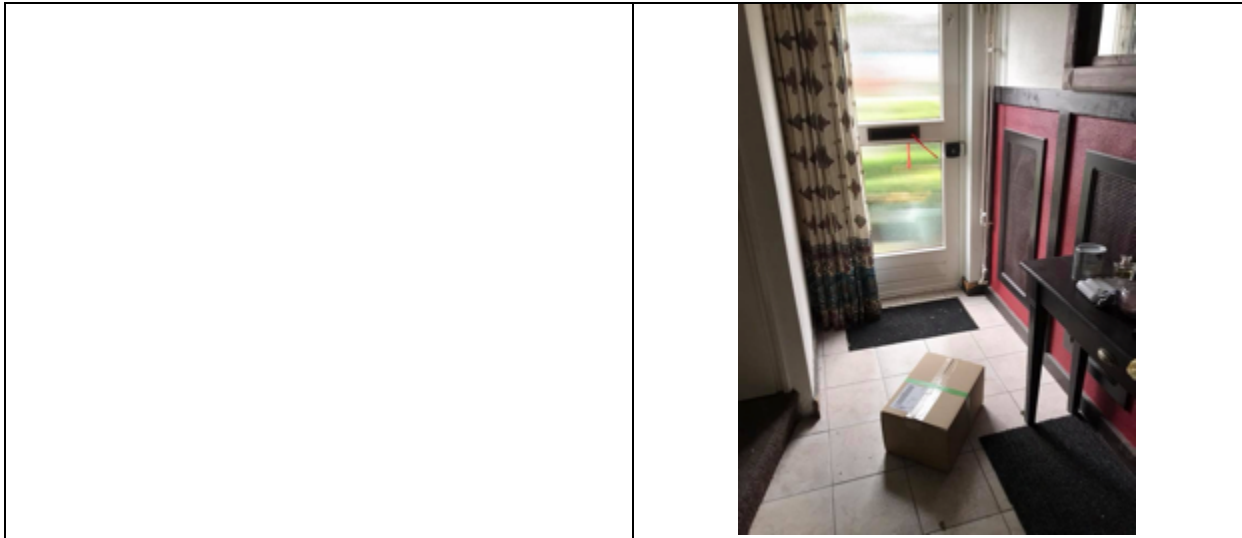
- LBO, VMBO/MAVO
- HAVO, VWO, Gymnasium
- MBO
- HBO
- Universiteit
- Anders, namelijk

- Volgende pagina -

Deel 1: Manipulatie check

Lees eerst het onderstaande bericht en beantwoord daarna de volgende vragen

Versie 1 (negative)	Versie 2 (positive)
<p>Hi DPD, Vandaag na lang wachten mijn pakketje ontvangen. Ik had nieuwe borden besteld voor een etentje met vrienden. Het zou tussen 11.00-14.00 geleverd worden dus ik ben speciaal thuis gebleven om het in ontvangst te nemen. Om 15.30 is hij nog steeds niet geleverd dus ik loop heel even langs de buurvrouw om de krant te halen. Kom ik thuis, is mijn pakketje met veel geweld door de brievenbus geduwd. Het pakketje zat zelfs zo klem dat ik hem er bijna niet uitkreeg. Er stond nota bene breekbaar op het pakketje!! Niet alleen mijn pakketje naar de knoppen, maar nu is mijn etentje ook in duigen gevallen. Ik had er zo lang op zitten wachten. Het was een erg kostbaar en belangrijk pakketje. Ik neem aan dat jullie deze bezorger minstens op het matje roepen?!</p> 	<p>Hi DPD, Vandaag na lang wachten mijn pakketje ontvangen. Ik had nieuwe borden besteld voor een etentje met vrienden. Het zou tussen 11.00-14.00 geleverd worden dus ik ben speciaal thuis gebleven om het in ontvangst te nemen. Om 15.30 is hij nog steeds niet geleverd dus ik loop heel even langs de buurvrouw om de krant te halen. Kom ik thuis, staat het pakketje netjes op mijn deurmat. De bezorger had zichzelf binnen gelaten via het touwtje door de deur en het pakketje netjes in de gang gezet! Met een kort briefje erbij dat hij zag dat het een breekbaar pakketje was en wilde voorkomen dat hij in verkeerde handen zou vallen en breken. Het etentje gaat nu zeker een succes worden! Superfijn dat jullie zo meedenkend zijn met zo'n waardevol pakketje. Ik neem aan dat jullie deze bezorger minstens een opslag geven?</p>



- Volgende pagina -

Op een schaal van 1 (heel erg negatief) – 7 (heel erg positief), wat was het oordeel van de consument in het Facebook bericht?

1 2 3 4 5 6 7

Welk bedrijf werd in het Facebook bericht aangesproken?

.....

Zat er een foto bij het Facebook bericht?

- Ja
- Nee
- Kan ik me niet herinneren

- Volgende pagina -

Deel 2

Lees eerst het onderstaande bericht en beantwoord daarna de volgende vragen

Versie 1 (negative)	Versie 2 (positive)
<p>Hallo Lidl, Ik ben altijd een trouwe klant bij jullie geweest, maar na de aankoop van vandaag ben ik totaal niet tevreden met jullie salade! Na een lange dag werken had ik geen zin meer om te koken, en daarom heb ik bij jullie een gezonde salade gekocht, lekker met veel kaas en noten. Deze heb ik al vaker gegeten, maar vandaag was ik echt heel teleurgesteld!</p>	<p>Hallo Lidl, Ik ben altijd een trouwe klant bij jullie, en na vandaag al helemaal! Na een lange dag werken had ik geen zin meer om te koken, en daarom heb ik bij jullie een gezonde salade gekocht, lekker met veel kaas en noten. Deze heb ik al vaker gegeten, maar vandaag was ik toch echt blij verrast! Ik heb nog nooit zo'n overdadige salade gezien met lekker veel</p>

Er was gewoon in de hele salade geen kaas en maar twee armzalige noten te vinden, terwijl er veel meer in hoort te zitten. Er zat alleen maar salade in. Dit soort dingen moeten ook gezegd worden, helaas. Deze salade ga ik echt niet meer kopen!



noten, spekjes, groenten en kaas, ik heb er echt van genoten. Heeeeerlijk! Dit maakte mijn dag helemaal goed. Dit soort dingen mogen ook wel eens gezegd worden dacht ik zo! Ik ga deze salade zeker vaker kopen!



Op een schaal van 1 (heel erg negatief) – 7 (heel erg positief), wat was het oordeel van de consument in het Facebook bericht?

1 2 3 4 5 6 7

Past de foto bij het verhaal?

- Ja
- Nee

Ken je het bedrijf dat in het Facebook bericht werd aangesproken?

- Ja
- Nee
- Ik kan me niet herinneren welk bedrijf het was (volgende vraag overslaan)

Kun je je voorstellen dat bovenstaande situatie bij dit bedrijf voorkomt?

- Ja
- Nee

Heb je de inhoud van het Facebook bericht al eens eerder gezien?

- Ja
- Nee
- Weet niet

Heb jij een soortgelijke situatie al eerder meegemaakt?

- Ja, namelijk
- Nee

Op een schaal van 1 (helemaal niet) tot 7 (heel erg), beantwoord de volgende vragen:



Hoe realistisch is dit Facebook bericht?	1	2	3	4	5
Hoe waarschijnlijk is het dat zo'n bericht op Facebook wordt geplaatst?	1	2	3	4	5
Hoe geloofwaardig is dit Facebook bericht?	1	2	3	4	5

Heb je nog verdere opmerkingen over dit Facebook bericht?

.....

- Volgende pagina -

Lees eerst het onderstaande bericht en beantwoord daarna de volgende vragen

Versie 1 (negative)	Versie 2 (positive)
<p>Beste Wiezewasjes, Afgelopen week heb ik bij jullie wat leuke spulletjes gekocht die ik vandaag met de post heb binnen gekregen. Ik had ook om de inpakservice gevraagd want het is een cadeautje voor een vriendin. Wat een teleurstelling!! Het was scheef ingepakt, er zaten smerige vlekken op en het papier was helemaal gescheurd. Een kleuter zou het nog netter doen. Wat een slechte service! Hier laten jullie dus klanten voor betalen, dit kan echt niet! Hier kan ik niet mee aankomen op de verjaardag van mijn vriendin. #faal</p>	<p>Beste Wiezewasjes Afgelopen week heb ik bij jullie wat leuke spulletjes gekocht die ik vandaag met de post heb binnen gekregen. Ik had ook om de inpakservice gevraagd want het is een cadeautje voor een vriendin. Wat een verassing, echt super leuk gedaan!! Alles was ontzettend leuk en zorgvuldig verpakt. Er zat zelfs een handgeschreven verjaardagskaart bij het pakketje. Heel mooi, die persoonlijke aandacht die jullie in elk pakketje stoppen. Ontzettend bedankt, hiermee kan ik zeker op de verjaardag van mijn vriendin aankomen. #top</p>
	

Op een schaal van 1 (heel erg negatief) – 7 (heel erg positief), wat was het oordeel van de consument in het Facebook bericht?

1 2 3 4 5 6 7

Past de foto bij het verhaal?

- Ja
- Nee

Ken je het bedrijf dat in het Facebook bericht werd aangesproken?

- Ja
- Nee
- Ik kan me niet herinneren welk bedrijf het was (volgende vraag overslaan)

Kun je je voorstellen dat bovenstaande situatie bij dit bedrijf voorkomt?

- Ja
- Nee

Heb je de inhoud van het Facebook bericht al eens eerder gezien?

- Ja
- Nee
- Weet niet

Heb jij een soortgelijke situatie al eerder meegemaakt?

- Ja, namelijk
- Nee

Op een schaal van 1 (helemaal niet) tot 7 (heel erg), beantwoord de volgende vragen:

Hoe realistisch is dit Facebook bericht?	1	2	3	4	5
Hoe waarschijnlijk is het dat zo'n bericht op Facebook wordt geplaatst?	1	2	3	4	5
Hoe geloofwaardig is dit Facebook bericht?	1	2	3	4	5

Heb je nog verdere opmerkingen over dit Facebook bericht?

.....

- Volgende pagina -

Lees eerst het onderstaande bericht en beantwoord daarna de volgende vragen

Versie 1 (positive)	Versie 2 (negative)
Bedankt Nettorama! Omdat de appeltaart van mijn favoriete banketbakker helaas op was, ben ik een keer naar jullie uitgeweken voor de appeltaart. Die kostte maar 2 euro, een koopje zou je denken. Ik kreeg bezoek en wilde ze iets lekkers voorschotelen. Complimenten hoor, ik heb een super lekkere verse appeltaart op tafel kunnen zetten! Hij	Bedankt Nettorama! Omdat de appeltaart van mijn favoriete banketbakker helaas op was, ben ik een keer naar jullie uitgeweken voor de appeltaart. Dit kostte maar 2 euro, een koopje zou je denken. Ik kreeg bezoek en wilde ze iets lekkers voorschotelen. Nou, wat een miskoop! Toen ik hem op tafel

smaakte bijna net zo goed als die van de bakker!
Hij viel bij iedereen goed in de smaak en is tot de laatste kruimel opgegaan. Tot de volgende keer!



wilde zetten viel hij van ellende uit elkaar. Een droge bende was het. Dit kunnen jullie echt niet verkopen hoor. Ik heb hem meteen in de prullenbak geflikkerd en had niks meer in huis om aan mijn bezoek te geven. De volgende keer ga ik weer naar mijn eigen bakker!



Op een schaal van 1 (heel erg negatief) – 7 (heel erg positief), wat was het oordeel van de consument in het Facebook bericht?

1 2 3 4 5 6 7

Past de foto bij het verhaal?

- Ja
- Nee

Ken je het bedrijf dat in het Facebook bericht werd aangesproken?

- Ja
- Nee
- Ik kan me niet herinneren welk bedrijf het was (volgende vraag overslaan)

Kun je je voorstellen dat bovenstaande situatie bij dit bedrijf voorkomt?

- Ja
- Nee

Heb je de inhoud van het Facebook bericht al eens eerder gezien?

- Ja
- Nee
- Weet niet

Heb jij een soortgelijke situatie al eerder meegemaakt?

- Ja, namelijk
- Nee

Op een schaal van 1 (helemaal niet) tot 7 (heel erg), beantwoord de volgende vragen:

Hoe realistisch is dit Facebook bericht?	1	2	3	4	5
Hoe waarschijnlijk is het dat zo'n bericht op Facebook wordt geplaatst?	1	2	3	4	5
Hoe geloofwaardig is dit Facebook bericht?	1	2	3	4	5

Heb je nog verdere opmerkingen over dit Facebook bericht?

.....

- Volgende pagina -

Lees eerst het onderstaande bericht en beantwoord daarna de volgende vragen

Versie 1 (negative)	Versie 2 (positive)
<p>Hallo L'Oreal, Ik heb deze week jullie nieuwe zelfbruiner uitgetprobeerd maar dat heeft compleet verkeerd uitgekapt!! Een half uur na het smeren begon het ineens groen uit te slaan. Dit lijkt me niet de bedoeling!! Ik loop al een week lang als Shrek rond! Zelfs na uren boenen tot blaren aan toe heb ik het er nog niet van af gekregen.. Ik durf mijn huis gewoon niet uit! Ik heb afgelopen week drie sollicitaties moeten afzeggen want ik kan me zo nergens vertonen.. Het laatste woord is hier nog niet over gesproken!!</p>	<p>Hallo Kruidvat, Ik heb deze week jullie nieuwe gezichtsselfbruiner uitgetprobeerd en het werkt top! Complimenten hoor! Na een halfuur zie je al een verschil. Het geeft een super mooie en natuurlijke bruine tint op mijn gezicht! Mensen denken dat ik een weekje op vakantie ben geweest, precies wat ik wilde!! Ik loop elke dag fluitend de deur uit. Ik voel me nu een stuk zelfverzekerder voor het belangrijke sollicitatiegesprek dat ik volgende week heb!</p>
	

Op een schaal van 1 (heel erg negatief) – 7 (heel erg positief), wat was het oordeel van de consument in het Facebook bericht?

1 2 3 4 5 6 7

Past de foto bij het verhaal?

- Ja
- Nee

Ken je het bedrijf dat in het Facebook bericht werd aangesproken?

- Ja
- Nee
- Ik kan me niet herinneren welk bedrijf het was (volgende vraag overslaan)

Kun je je voorstellen dat bovenstaande situatie bij dit bedrijf voorkomt?

- Ja
- Nee

Heb je de inhoud van het Facebook bericht al eens eerder gezien?

- Ja
- Nee
- Weet niet

Heb jij een soortgelijke situatie al eerder meegemaakt?

- Ja, namelijk
- Nee

Op een schaal van 1 (helemaal niet) tot 7 (heel erg), beantwoord de volgende vragen:

Hoe realistisch is dit Facebook bericht?	1	2	3	4	5
Hoe waarschijnlijk is het dat zo'n bericht op Facebook wordt geplaatst?	1	2	3	4	5
Hoe geloofwaardig is dit Facebook bericht?	1	2	3	4	5

Heb je nog verdere opmerkingen over dit Facebook bericht?

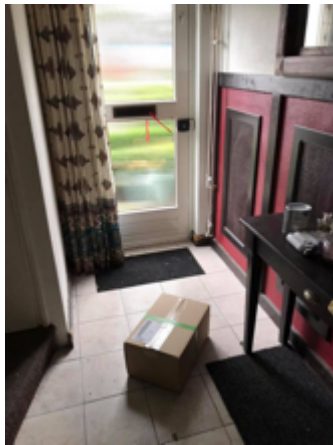
.....

- Volgende pagina -

Lees eerst het onderstaande bericht en beantwoord daarna de volgende vragen

Versie 1 (positive)	Versie 2 (negative)
Hi DPD, Vandaag na lang wachten mijn pakketje ontvangen. Ik had nieuwe borden besteld voor een etentje met vrienden. Het zou tussen 11.00-14.00 geleverd worden dus ik ben speciaal thuis gebleven om het in ontvangst te nemen. Om 15.30 is hij nog steeds niet geleverd dus ik loop heel even langs de buurvrouw om de krant te halen. Kom ik thuis, staat het pakketje netjes op mijn deurmat. De bezorger had zichzelf binnen	Hi DPD, Vandaag na lang wachten mijn pakketje ontvangen. Ik had nieuwe borden besteld voor een etentje met vrienden. Het zou tussen 11.00-14.00 geleverd worden dus ik ben speciaal thuis gebleven om het in ontvangst te nemen. Om 15.30 is hij nog steeds niet geleverd dus ik loop heel even langs de buurvrouw om de krant te halen. Kom ik thuis, is mijn pakketje met veel geweld door de brievenbus geduwd. Het pakketje zat zelfs

gelaten via het touwtje door de deur en het pakketje netjes in de gang gezet! Met een kort briefje erbij dat hij zag dat het een breekbaar pakketje was en wilde voorkomen dat hij in verkeerde handen zou vallen en breken. Het etentje gaat nu zeker een succes worden! Superfijn dat jullie zo meedenkend zijn met zo'n waardevol pakketje. Ik neem aan dat jullie deze bezorger minstens een opslag geven?



zo klem dat ik hem er bijna niet uitkreeg. Er stond nota bene breekbaar op het pakketje!! Niet alleen mijn pakketje naar de knoppen, maar nu is mijn etentje ook in duigen gevallen. Ik had er zo lang op zitten wachten. Het was een erg kostbaar en belangrijk pakketje. Ik neem aan dat jullie deze bezorger minstens op het matje roepen?!



Op een schaal van 1 (heel erg negatief) – 7 (heel erg positief), wat was het oordeel van de consument in het Facebook bericht?

1 2 3 4 5 6 7

Past de foto bij het verhaal?

- Ja
- Nee

Ken je het bedrijf dat in het Facebook bericht werd aangesproken?

- Ja
- Nee
- Ik kan me niet herinneren welk bedrijf het was (volgende vraag overslaan)

Kun je je voorstellen dat bovenstaande situatie bij dit bedrijf voorkomt?

- Ja
- Nee

Heb je de inhoud van het Facebook bericht al eens eerder gezien?

- Ja
- Nee
- Weet niet

Heb jij een soortgelijke situatie al eerder meegemaakt?

- Ja, namelijk

- o Nee

Op een schaal van 1 (helemaal niet) tot 7 (heel erg), beantwoord de volgende vragen:


Hoe realistisch is dit Facebook bericht?	1	2	3	4	5
Hoe waarschijnlijk is het dat zo'n bericht op Facebook wordt geplaatst?	1	2	3	4	5
Hoe geloofwaardig is dit Facebook bericht?	1	2	3	4	5

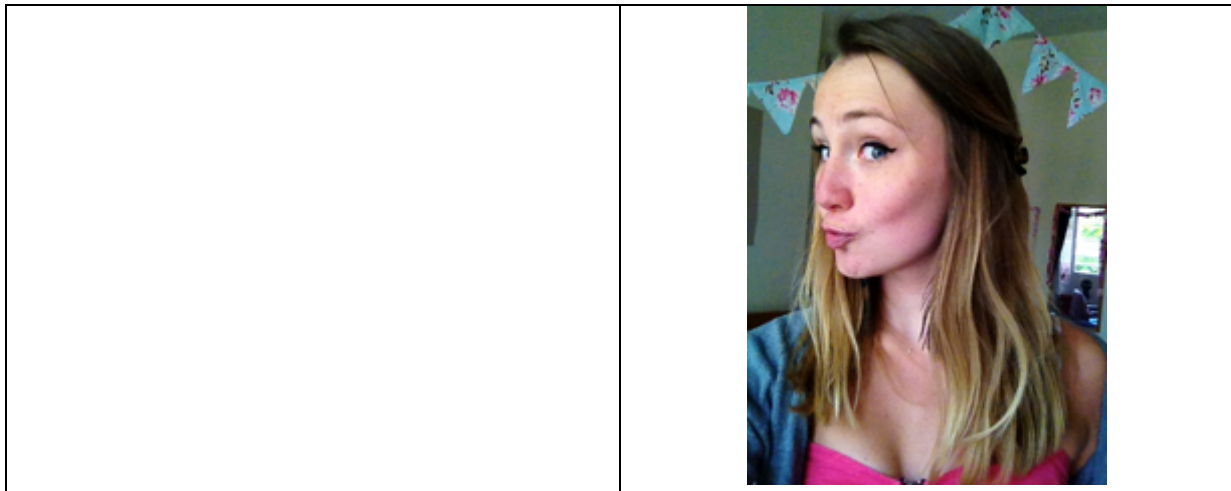
Heb je nog verdere opmerkingen over dit Facebook bericht?

.....

- Volgende pagina -

Lees eerst het onderstaande bericht en beantwoord daarna de volgende vragen

Versie 1 (negative)	Versie 2 (positive)
<p>Hallo Kruidvat, Ik heb vorige week bij jullie een nieuwe haarkleuring gekocht. Als student heb ik natuurlijk geen geld om hiervoor naar de kapper te gaan, dus doe ik het altijd zelf. En dat gaat altijd heel goed! Dit keer had ik de Warm Copper kleur uitgekozen. Maar dat liep helemaal fout! Het was ongeveer een week mooi warm bruin totdat het ineens roze uitsloeg! Nu voel ik me net een suikerspin, het is knalroze! Dit is toch niet normaal. Barbie is er niks bij. Gaan jullie voor mijn kapperskosten opdraaien? Want zo kan ik echt niet meer over straat!</p> 	<p>Hallo Kruidvat, Ik heb vorige week bij jullie een dip dye set gekocht. Als student heb ik natuurlijk geen geld om hiervoor naar de kapper te gaan, dus heb ik het zelf geprobeerd. Normaal is het natuurlijk harstikke moeilijk om een dip dye te creëren, iedereen verklaarde me voor gek dat ik het zelf deed. Maar er zat een goeie handleiding bij waardoor ik precies wist hoe ik het moest aanbrengen. Zonder enige ervaring heb ik het dus zelf aangebracht en het ziet er top uit! Kijk hoe goed de overgang van kleur is gelukt. Ik krijg allemaal complimentjes en mensen vragen waar ik dit heb laten doen. Ik ben er echt super blij mee en ik zou het aan iedereen aanraden!!</p>



Op een schaal van 1 (heel erg negatief) – 7 (heel erg positief), wat was het oordeel van de consument in het Facebook bericht?

1 2 3 4 5 6 7

Past de foto bij het verhaal?

- Ja
- Nee

Ken je het bedrijf dat in het Facebook bericht werd aangesproken?

- Ja
- Nee
- Ik kan me niet herinneren welk bedrijf het was (volgende vraag overslaan)

Kun je je voorstellen dat bovenstaande situatie bij dit bedrijf voorkomt?

- Ja
- Nee

Heb je de inhoud van het Facebook bericht al eens eerder gezien?

- Ja
- Nee
- Weet niet

Heb jij een soortgelijke situatie al eerder meegemaakt?

- Ja, namelijk
- Nee

Op een schaal van 1 (helemaal niet) tot 7 (heel erg), beantwoord de volgende vragen:

Hoe realistisch is dit Facebook bericht?	1	2	3	4	5
Hoe waarschijnlijk is het dat zo'n bericht op Facebook wordt geplaatst?	1	2	3	4	5
Hoe geloofwaardig is dit Facebook bericht?	1	2	3	4	5

Heb je nog verdere opmerkingen over dit Facebook bericht?

.....

- Volgende pagina -

Lees eerst het onderstaande bericht en beantwoord daarna de volgende vragen

Versie 1 (positive)	Versie 2 (negative)
<p>Super de super Aldi. You made my day! Ik kocht van de week een pakket om een rijsttafel te maken om mijn Indonesische schoonouders te verrassen. Ik was in het begin wat sceptisch, want je kan natuurlijk nooit de Indonesische keuken evenaren. Maar dit kwam echt in de buurt, dit waren de letterlijke woorden van mijn schoonouders! Het was een groot succes. Smullen</p> 	<p>Gadverdegadver, Albert Heijn. Kijk wat ik nu toch vind in mijn net gekochte zak spinazie! Ik ga bijna over mijn nek. Er zit gewoon een dooie muis in mijn spinazie! Wat als ik er al van had gegeten? Ik wil niet weten wat voor enge ziektes ik dan had opgelopen! Ik heb het meteen in de klinko gedonderd. Dit is toch te smerig voor woorden! Dit had ik niet van jullie verwacht hoor AH..</p> 

- Volgende pagina -

Afsluiting

Dit is het einde van de vragenlijst.

Ontzettend bedankt voor je deelname en je mening. Dit stel ik erg op prijs! Aan de hand van jouw antwoorden kan ik het experiment van mijn scriptie opzetten.

P.S. Er moet even bij vermeld worden dat alle Facebook berichten in deze enquête allemaal verzonden zijn en niet echt gebeurd. De bedrijven in kwestie zijn hier niet bij betrokken geweest.

Appendix B: Results pre-test**Part 0: Demographics**

A total of 20 respondents (of which 17 female and 3 male) participated in the pre-test whose age ranged from 18 to 55 years old ($M = 25.95$, $SD = 9.94$). Their highest level of education was University ($N = 12$) followed by HBO ($N = 7$) and HAVO/VWO/Gymnasium ($N = 1$)

Part 1: manipulatie check

Vraag	Positief	Negatief
Wat was het oordeel van de consument in het Facebook bericht?	Gemiddeld: 5.70	Gemiddeld: 1.80
	Er is een significant verschil in oordeel tussen beide berichten, $t(18) = 5.146$, $p < .001$	
Zat er een foto bij het Facebook bericht?	Ja: 10/10 Nee: 0/10 Kan me niet herinneren: 0/10	Ja: 10/10 Nee: 0/10 Kan me niet herinneren: 0/10
Welk bedrijf werd in het Facebook bericht aangesproken?	Bedrijf was niet elke keer goed genoemd. Kwam wel elke keer in de buurt met verschillende letters, maar het was niet elke keer goed Antwoorden: DPD, DTP, PTD, DDP, HDP, NDP, geen naam genoemd, post pakket bedrijf, weet niet meer	

Conclusie: manipulaties werken goed, mensen kunnen het sentiment goed inschatten en zien of er een foto bij staat. Bedrijf is niet altijd helemaal duidelijk voor de consument. Valt denk ik niet goed genoeg op. Is wel belangrijk voor behavioural vragen in het hoofdonderzoek. In de vragen naar voren laten komen wel bedrijf er werd besproken voor in verdere enquêtes.

Credibility scores

Bericht	Valence	Mean (SD)
Lidl	Positief	5,50(1,06)
	Negatief	4,30(1,05)
Wiezewasjes	Positief	5,70(0,80)
	Negatief	4,77(0,88)
Taart	Positief	4,77(1,58)
	Negatief	4,80(0,88)
DPD	Positief	3,97(2,16)
	Negatief	4,53(1,11)
Zelfbruiner	Positief	2,97(1,13)
	Negatief	4,53(0,67)
Haarkleuring	Positief	3,83(1,34)
	Negatief	4,83(1,39)
Eten	Positief	4,90(1,22)
	Negatief	4,73(1,15)

Part 2: feedback berichten

Situatie 1: lidl salade

Vraag	Positief	Negatief
Wat was het oordeel van de consument in het Facebook bericht?	Gemiddeld: 6.6	Gemiddeld: 1.8
	Er is een significant verschil in oordeel tussen beide berichten, $t(18) = -16.100, p < .001$	
Past de foto bij het verhaal?	Ja: 10/10 Nee: 0/10	Ja: 10/10 Nee: 0/10
Ken je het bedrijf dat in het Facebook bericht werd aangesproken?	Ja: 10/10 Nee: 0/10 Kan me niet herinneren: 0/10	Ja: 10/10 Nee: 0/10 Kan me niet herinneren: 0/10
Kun je je voorstellen dat bovenstaande situatie bij dit bedrijf voorkomt?	Ja: 8/10 Nee: 2/10	Ja: 10/10 Nee:
Heb je de inhoud van het Facebook bericht al eens eerder gezien?	Ja: 0/10 Nee: 9/10 Weet niet: 1/10	Ja: 2/10 Nee: 7/10 Weet niet: 1/10
Heb jij een soortgelijke situatie al eerder meegemaakt?	Ja: 0/10 Nee: 10/10	Ja: 0/10 Nee: 10/10
Namelijk,	x	x
Hoe realistisch is dit Facebook bericht?	Gemiddeld: 3.6	Gemiddeld: 5.5
Hoe waarschijnlijk is het dat zo'n bericht op Facebook wordt geplaatst?	Gemiddeld: 4.9	Gemiddeld: 5.5
Hoe geloofwaardig is dit Facebook bericht?	Gemiddeld: 4.4	Gemiddeld: 5.5
Heb je nog verdere opmerkingen over dit Facebook bericht?	Het een beetje 'kunstmatig'. Ik vraag me af of iemand op deze manier een bedrijf een compliment zou geven. Meestal bevat een bericht wel emoticons en wat meer spreektaal.	x

Conclusie:

- Positief en negatief sentiment is goed
- Foto is goed
- Verhaal past goed bij het bedrijf
- Positief scoort laag op realistisch, geloofwaardigheid en waarschijnlijkheid
- Positief wat aanpassen qua taalgebruik om meer geloofwaardiger te maken, beetje kunstmatig nog → spreektaal en emoticons

Situatie 2: wiezewasjes inpakservice

Vraag	Positief	Negatief
Wat was het oordeel van de consument in het Facebook bericht?	Gemiddeld: 6.5	Gemiddeld: 1.5
	Er is een significant verschil in oordeel tussen beide berichten, $t(18) = -17.928, p < .001$	
Past de foto bij het verhaal?	Ja: 10/10 Nee: 0/10	Ja: 10/10 Nee: 0/10
Ken je het bedrijf dat in het Facebook bericht werd aangesproken?	Ja: 2/10 Nee: 8/10 Kan me niet herinneren: 0/10	Ja: 4/10 Nee: 6/10 Kan me niet herinneren: 0/10
Kun je je voorstellen dat bovenstaande situatie bij dit bedrijf voorkomt?	Ja: 9/10 Nee: 1/10	Ja: 8/10 Nee: 2/10
Heb je de inhoud van het Facebook bericht al eens eerder gezien?	Ja: 2/10 Nee: 7/10 Weet niet: 1/10	Ja: 1/10 Nee: 8/10 Weet niet: 1/10
Heb jij een soortgelijke situatie al eerder meegemaakt?	Ja: 0/10 Nee: 10/10	Ja: 1/10 Nee: 9/10
Namelijk,	x	Slecht ingepakt via bol.com
Hoe realistisch is dit Facebook bericht?	Gemiddeld: 4.8	Gemiddeld: 5.7
Hoe waarschijnlijk is het dat zo'n bericht op Facebook wordt geplaatst?	Gemiddeld: 4.8	Gemiddeld: 5.8
Hoe geloofwaardig is dit Facebook bericht?	Gemiddeld: 4.7	Gemiddeld: 5.6
Heb je nog verdere opmerkingen over dit Facebook bericht?	Ik vond dit minder 'kunstmatig' dan het vorige bericht.	Lijkt me heel realistisch

Conclusie:

- Negatief en positief sentiment is goed
- Foto is goed
- Verhaal past bij het bedrijf
- Scoort goed op de drie waardes bij negatief (positief kan ietsjes hoger)
- Inhoud is bij beide prima

Situatie 3: Nettorama appeltaart

Vraag	Positief	Negatief
Wat was het oordeel van de consument in het Facebook bericht?	Gemiddeld: 6.8	Gemiddeld: 2.0
	Er is een significant verschil in oordeel tussen beide berichten, $t(18) = 19.243, p < .001$	
Past de foto bij het verhaal?	Ja: 10/10 Nee: 0/10	Ja: 7/10 Nee: 3/10
Ken je het bedrijf dat in het Facebook bericht werd aangesproken?	Ja: 9/10 Nee: 1/10 Kan me niet herinneren: 0/10	Ja: 7/10 Nee: 1/10 Kan me niet herinneren: 2/10
Kun je je voorstellen dat bovenstaande situatie bij dit bedrijf voorkomt?	Ja: 7/10 Nee: 3/10	Ja: 6/10 Nee: 2/10
Heb je de inhoud van het Facebook bericht al eens eerder gezien?	Ja: 0/10 Nee: 9/10 Weet niet 1/10:	Ja: 1/10 Nee: 8/10 Weet niet: 1/10
Heb jij een soortgelijke situatie al eerder meegemaakt?	Ja: 2/10 Nee: 8/10	Ja: 0/10 Nee: 10/10
Namelijk,	Bij Coop Mensen zijn enthousiast over de verse appeltaart van de AH, alleen is deze een stuk duurder	x
Hoe realistisch is dit Facebook bericht?	Gemiddeld: 4.8	Gemiddeld: 4.8
Hoe waarschijnlijk is het dat zo'n bericht op Facebook wordt geplaatst?	Gemiddeld: 4.4	Gemiddeld: 5.2
Hoe geloofwaardig is dit Facebook bericht?	Gemiddeld: 5.1	Gemiddeld: 4.4
Heb je nog verdere opmerkingen over dit Facebook bericht?	Op de vraag of deze foto bij het bericht past, weet ik niet of deze appeltaart ook echt van de nettorama is. Ik denk dat er eerder negatieve dan positieve reacties op fb over producten worden geplaatst.	Er mag nog wel wat meer boosheid uit het bericht blijken. Woorden als 'geflikkerd' dragen daar denk ik wel aan bij. Ik begrijp niet waarom iemand dit op Facebook zet

Conclusie:

- Sentiment scoort goed bij beide berichten

- Foto's passen niet 100% bij het verhaal; Foto van positief aanpassen, niet geloofwaardig dat dit bij Nettorama is
- Positief niet helemaal geloofwaardig
- Boosheid mag nog wel meer naar voren komen bij negatief

Situatie 4: Kruidvat/L'Oréal zelfbruiner

Vraag	Positief	Negatief
Wat was het oordeel van de consument in het Facebook bericht?	Gemiddeld: 6.3	Gemiddeld: 1.1
	Er is een significant verschil in oordeel tussen beide berichten, $t(18) = -16.444, p < .001$	
Past de foto bij het verhaal?	Ja: 9/10 Nee: 1/10	Ja: 10/10 Nee: 0/10
Ken je het bedrijf dat in het Facebook bericht werd aangesproken?	Ja: 10/10 Nee: 0/10 Kan me niet herinneren: 0/10	Ja: 10/10 Nee: 0/10 Kan me niet herinneren: 0/10
Kun je je voorstellen dat bovenstaande situatie bij dit bedrijf voorkomt?	Ja: 8/10 Nee: 2/10	Ja: 0/10 Nee: 10/10
Heb je de inhoud van het Facebook bericht al eens eerder gezien?	Ja: 0/10 Nee: 9/10 Weet niet: 1/10	Ja: 0/10 Nee: 9/10 Weet niet: 1/10
Heb jij een soortgelijke situatie al eerder meegemaakt?	Ja: 1/10 Nee: 9/10	Ja: Nee: 10/10
Namelijk,	x	x
Hoe realistisch is dit Facebook bericht?	Gemiddeld: 4.8	Gemiddeld: 3
Hoe waarschijnlijk is het dat zo'n bericht op Facebook wordt geplaatst?	Gemiddeld: 4.2	Gemiddeld: 3.7
Hoe geloofwaardig is dit Facebook bericht?	Gemiddeld: 4.6	Gemiddeld: 2.3
Heb je nog verdere opmerkingen over dit Facebook bericht?	Klinkt nog te kunstmatig.	x

Conclusie:

- Sentiment scoort goed
- Foto past bij het verhaal
- Positief mag nog wat minder kunstmatig klinken, taalgebruik aanpassen
- Negatief scoort laag op geloofwaardigheid, realistisch, en waarschijnlijkheid. Dat is goed!! Dan maakt de foto het juist geloofwaardig

Situatie 5: DPD pakketbezorging

Vraag	Positief	Negatief
Wat was het oordeel van de consument in het Facebook bericht?	Gemiddeld: 5.7	Gemiddeld: 1.8
	Er is een significant verschil in oordeel tussen beide berichten, $t(18) = 5.146, p < .001$	
Past de foto bij het verhaal?	Ja: 8/10 Nee: 2/10	Ja: 10/10 Nee:
Ken je het bedrijf dat in het Facebook bericht werd aangesproken?	Ja: 6/10 Nee: 4/10 Kan me niet herinneren:	Ja: 7/10 Nee: 3/10 Kan me niet herinneren:
Kun je je voorstellen dat bovenstaande situatie bij dit bedrijf voorkomt?	Ja: 7/10 Nee: 3/10	Ja: 4/10 Nee: 6/10
Heb je de inhoud van het Facebook bericht al eens eerder gezien?	Ja: 2/10 Nee: 7/10 Weet niet: 1/10	Ja: 2/10 Nee: 7/10 Weet niet: 1/10
Heb jij een soortgelijke situatie al eerder meegemaakt?	Ja: 1/10 Nee: 9/10	Ja: 0/10 Nee: 10/10
Namelijk,	Bij ons wordt een pakketje wel eens in het fietsenschuurtje gezet door de bezorger	x
Hoe realistisch is dit Facebook bericht?	Gemiddeld: 4.1	Gemiddeld: 4.1
Hoe waarschijnlijk is het dat zo'n bericht op Facebook wordt geplaatst?	Gemiddeld: 3.8	Gemiddeld: 5
Hoe geloofwaardig is dit Facebook bericht?	Gemiddeld: 4.0	Gemiddeld: 4.5
Heb je nog verdere opmerkingen over dit Facebook bericht?	Niet zo geloofwaardig dat iemand blij is dat een bezorger zichzelf op die manier binnenlaat	x

Conclusie:

- Sentiment is goed
- Foto past goed bij verhaal
- Verhaal bij bedrijf scoort ietjes lager. Zelfde situatie maar misschien ander bedrijf? → niet binnen laten bij deur maar in de garage gezet??
- Positief scoort laag op de drie waardes, dat is goed! Dan maakt de foto het juist geloofwaardig

Situatie 6: Kruidvat haarkleuring

Vraag	Positief	Negatief
Wat was het oordeel van de consument in het Facebook bericht?	Gemiddeld: 6.0	Gemiddeld: 1.5
	Er is een significant verschil in oordeel tussen beide berichten, $t(18) = -14.643, p < .001$	
Past de foto bij het verhaal?	Ja: 10/10 Nee: 0/10	Ja: 10/10 Nee: 0/10
Ken je het bedrijf dat in het Facebook bericht werd aangesproken?	Ja: 10/10 Nee: 0/10 Kan me niet herinneren: 0/10	Ja: 10/10 Nee: 0/10 Kan me niet herinneren: 0/10
Kun je je voorstellen dat bovenstaande situatie bij dit bedrijf voorkomt?	Ja: 8/10 Nee: 2/10	Ja: 3/10 Nee: 7/10
Heb je de inhoud van het Facebook bericht al eens eerder gezien?	Ja: 1/10 Nee: 9/10 Weet niet: 1/10	Ja: 0/10 Nee: 9/10 Weet niet: 1/10
Heb jij een soortgelijke situatie al eerder meegemaakt?	Ja: 0/10 Nee: 10/10	Ja: 0/10 Nee: 10/10
Namelijk,	x	x
Hoe realistisch is dit Facebook bericht?	Gemiddeld: 5.10	Gemiddeld: 3.8
Hoe waarschijnlijk is het dat zo'n bericht op Facebook wordt geplaatst?	Gemiddeld: 4.2	Gemiddeld: 4.9
Hoe geloofwaardig is dit Facebook bericht?	Gemiddeld: 5.2	Gemiddeld: 2.8
Heb je nog verdere opmerkingen over dit Facebook bericht?	Dit klinkt echt realistisch, niet zo verzonnen. Die persoonlijke foto helpt daar ook bij denk ik.	Ongeloofwaardig Ze kijkt niet heel erg ongelukkig op de foto haha Van bruin naar zo lichtroze is wel heel bijzonder. De manier van communiceren in de laatste zinnen maakt het ook niet echt geloofwaardig

Conclusie:

- Sentiment scoort goed
- Foto past bij het verhaal
- Realistische verhalen, alleen negatief moet ietsjes worden aangepast in woordgebruik
- Geloofwaardigheid scoort laag bij negatief, maar dat is goed!

Situatie 7:

Vraag	Positief	Negatief
Wat was het oordeel van de consument in het Facebook bericht?	Gemiddeld: 6.9	Gemiddeld: 1.1
	Er is een significant verschil in oordeel tussen beide berichten, $t(18) = 34.200, p < .001$	
Past de foto bij het verhaal?	Ja: 10/10 Nee: 0/10	Ja: 10/10 Nee: 0/10
Ken je het bedrijf dat in het Facebook bericht werd aangesproken?	Ja: 10/10 Nee: 0/10 Kan me niet herinneren: 0/10	Ja: 10/10 Nee: 0/10 Kan me niet herinneren: 0/10
Kun je je voorstellen dat bovenstaande situatie bij dit bedrijf voorkomt?	Ja: 6/10 Nee: 4/10	Ja: 4/10 Nee: 6/10
Heb je de inhoud van het Facebook bericht al eens eerder gezien?	Ja: 0/10 Nee: 9/10 Weet niet: 1/10	Ja: 1/10 Nee: 8/10 Weet niet: 1/10
Heb jij een soortgelijke situatie al eerder meegemaakt?	Ja: 1/10 Nee: 9/10	Ja: 1/10 Nee: 9/10
Namelijk,	Wel eens eten van de aldi of lidl dat veel beter uitpakt dan verwacht	Haren in een frietschotel
Hoe realistisch is dit Facebook bericht?	Gemiddeld: 4.9	Gemiddeld: 4.2
Hoe waarschijnlijk is het dat zo'n bericht op Facebook wordt geplaatst?	Gemiddeld: 4.9	Gemiddeld: 5.7
Hoe geloofwaardig is dit Facebook bericht?	Gemiddeld: 4.9	Gemiddeld: 4.3
Heb je nog verdere opmerkingen over dit Facebook bericht?	Het kan ook zijn dat de persoon geen smaak heeft. Dat idee krijg ik bij zulke berichten	Top bericht. Lijkt me erg onwaarschijnlijk

Conclusie:

- Sentiment scoort goed
- Foto past bij het verhaal
- Situatie past bij het bedrijf
- Positief verhaal is niet zo sterk vergeleken met negatief

Overall conclusie

- Sentiment van de berichten (pos en neg) zijn vaak goed ingeschat, dus daar hoeft niet veel aan te veranderen. Negatief kan soms nog wat heftiger. Gebruik van emoticons en meer spreektaal
- Foto's passen over het algemeen goed bij de berichten. Behalve die van de nettorama aanpassen en de negatieve van haarkleuring
- Meeste berichten scoren laag op realistisch, waarschijnlijkheid en geloofwaardigheid omdat het vaak niet logisch is om z'n positief bericht op Facebook te plaatsen, ietsjes aanpassen in taal

→ Keuze berichten voor hoofdonderzoek (wel nog aanpassen)

1. Wiezewasjes (redelijk neutraal bericht, geloofwaardig bij positief en negatief bericht)
 2. Zelfbruiner van Kruidvat/L'Oréal (scoort laag op geloofwaardigheid bij negatief, dat is goed want dan doet de foto meer)
 3. DPD (scoort laag op geloofwaardigheid bij positief, dat is goed want dan doet de foto meer)
 4. ... Twijfel tussen die van eten aldi/AH en de haarkleuring van de Kruidvat..
 - a. Kruidvat lijkt misschien te veel op die zelfbruiner en er zit nog geen eetverhaal tussen. Maar het positieve eetverhaal scoort niet heel hoog..
- Vier verschillende verhalen die over andere dingen gaan (bezorging, persoonlijke verzorging, inpakservice, eten).
 - Positief en negatief sentiment komen duidelijk naar voren.
 - Foto's passen goed bij het verhaal.
 - Geloofwaardig dat ze bij het desbetreffende bedrijf voorkomen
 - Ze variëren in geloofwaardigheid en realistisch

Appendix D: Survey

Introductie

Beste deelnemer,

Allereerst ontzettend bedankt dat je wilt deelnemen aan deze enquête. Dit experiment is onderdeel van mijn masterscriptie, waarvoor ik onderzoek doe naar consumentenberichten op social media.

Je krijgt zo dadelijk 6 Facebook berichten te zien van consumenten met hun ervaringen over allerlei producten of services. Na elk bericht dien je een aantal vragen te beantwoorden. Er zijn geen goede of foute antwoorden, het gaat om jouw mening. Je antwoorden zijn volledig anoniem en je gegevens worden alleen gebruikt voor dit experiment. Dit zal op een vertrouwelijke manier gebeuren. De enquête duurt ongeveer 10 minuten.

Voor vragen of meer informatie mail dan naar

Hartelijk dank voor je deelname en hulp bij mijn masterscriptie!
Klik op de blauwe knop om te beginnen.

Tessa op ten Berg

Hierbij geef ik toestemming voor mijn deelname aan het onderzoek

- Ja
- Nee

- Volgende pagina -

Gedragsvragen

Hoe vaak gebruik je social media? → vooral Facebook

- Dagelijks
- Wekelijks
- Maandelijks
- Ik heb wel social media maar ik gebruik het nooit
- Ik heb geen social media

Welke soorten social media kanalen gebruik je? (Meerdere antwoorden mogelijk)

- ✧ Facebook
- ✧ Twitter
- ✧ Instagram
- ✧ Snapchat
- ✧ Pinterest
- ✧ YouTube
- ✧ LinkedIn
- ✧ Anders, namelijk.....

Welke 3 social media kanaal gebruik je het meest? (top 3)

1.
2.
3.

Lees je wel eens consumentenberichten op de Facebookpagina van een bedrijf?

- Ja
- Nee

Heb je weleens een bericht op de Facebookpagina van een bedrijf geplaatst?

- Nee, ik heb nog nooit een bericht op de Facebookpagina van een bedrijf geplaatst
- Ja, dat heb ik wel eens gedaan
- Ja, dat doe ik heel vaak als ik een klacht heb

- Volgende pagina -

Facebook bericht 1/6

Stel je voor, je ziet het volgende Facebookbericht op je Facebookpagina langskomen. Lees het bericht en beantwoorde de volgende vragen:



Op een schaal van 1 (heel erg negatief) – 7 (heel erg positief), wat was het oordeel van de consument in het Facebookbericht?

- 1 2 3 4 5 6 7

Op een schaal van 1 (helemaal mee oneens) – 7 (helemaal mee eens), hoe zou je de volgende stellingen beoordelen?

- Het Facebookbericht is nauwkeurig geschreven
- Het Facebookbericht is oprecht geschreven
- Het Facebookbericht is overtuigend geschreven
- Het Facebookbericht is betrouwbaar geschreven
- Het Facebookbericht is geloofwaardig geschreven

Op een schaal van 1 (helemaal mee oneens) – 7 (helemaal mee eens), na het lezen van het Facebookbericht

- vertrouw ik *Wiezewasjes* meer
- zou ik *Wiezewasjes* positiever beoordelen
- zou ik de inpakservice van *Wiezewasjes* positiever beoordelen

- kan ik me beter identificeren met *Wiezewasjes*
- heeft *Wiezewasjes* een hogere reputatie
- zou ik de inpakservice aanschaffen van *Wiezewasjes* in de toekomst
- zou ik vaker aankopen kopen doen van *Wiezewasjes* dan voorheen
- zou ik *Wiezewasjes* aanbevelen aan anderen
- zou ik deze inpakservice van *Wiezewasjes* aanbevelen aan anderen

- Volgende pagina -

Facebook bericht 2/6

Stel je voor, je ziet het volgende Facebookbericht op je Facebookpagina langskomen. Lees het bericht en beantwoorde de volgende vragen:



Op een schaal van 1 (heel erg negatief) – 7 (heel erg positief), wat was het oordeel van de consument in het Facebookbericht?

1 2 3 4 5 6 7

Op een schaal van 1 (helemaal mee oneens) – 7 (helemaal mee eens), hoe zou je de volgende stellingen beoordelen?

- Het Facebookbericht is nauwkeurig geschreven
- Het Facebookbericht is oprecht geschreven
- Het Facebookbericht is overtuigend geschreven
- Het Facebookbericht is betrouwbaar geschreven
- Het Facebookbericht is geloofwaardig geschreven

Op een schaal van 1 (helemaal mee oneens) – 7 (helemaal mee eens), na het lezen van het Facebookbericht ...

- vertrouw ik *Albert Heijn* meer
- zou ik *Albert Heijn* positiever beoordelen
- zou ik deze service van *Albert Heijn* positiever beoordelen
- kan ik me beter identificeren met *Albert Heijn*
- heeft *Albert Heijn* een hogere reputatie
- zou ik deze service aanschaffen bij *Albert Heijn* in de toekomst
- zou ik vaker aankopen kopen doen bij *Albert Heijn* dan voorheen
- zou ik *Albert Heijn* aanbevelen aan anderen
- zou ik deze service van *Albert Heijn* aanbevelen aan anderen

- Volgende pagina -

Facebook bericht 3/6

Stel je voor, je ziet het volgende Facebookbericht op je Facebookpagina langskomen. Lees het bericht en beantwoord de volgende vragen:



Op een schaal van 1 (heel erg negatief) – 7 (heel erg positief), wat was het oordeel van de consument in het Facebookbericht?

1 2 3 4 5 6 7

Op een schaal van 1 (helemaal mee oneens) – 7 (helemaal mee eens), hoe zou je de volgende stellingen beoordelen?

- Het Facebookbericht is nauwkeurig geschreven
- Het Facebookbericht is oprecht geschreven
- Het Facebookbericht is overtuigend geschreven
- Het Facebookbericht is betrouwbaar geschreven
- Het Facebookbericht is geloofwaardig geschreven

Op een schaal van 1 (helemaal mee oneens) – 7 (helemaal mee eens), na het lezen van het Facebookbericht

- vertrouw ik *L'Oréal/Kruidvat* meer
- zou ik *L'Oréal/Kruidvat* positiever beoordelen
- zou ik het product van *L'Oréal/Kruidvat* positiever beoordelen
- kan ik me beter identificeren met *L'Oréal/Kruidvat*
- heeft *L'Oréal/Kruidvat* een hogere reputatie
- zou ik dit product van *L'Oréal/Kruidvat* aanschaffen van in de toekomst
- zou ik vaker aankopen kopen doen bij *L'Oréal/Kruidvat* dan voorheen
- zou ik *L'Oréal/Kruidvat* aanbevelen aan anderen
- zou ik dit product van *L'Oréal/Kruidvat* aanbevelen aan anderen

- Volgende pagina -

Facebook bericht 4/6

Stel je voor, je ziet het volgende Facebookbericht op je Facebookpagina langskomen. Lees het bericht en beantwoord de volgende vragen:



Op een schaal van 1 (heel erg negatief) – 7 (heel erg positief), wat was het oordeel van de consument in het Facebookbericht?

1 2 3 4 5 6 7

Op een schaal van 1 (helemaal mee oneens) – 7 (helemaal mee eens), hoe zou je de volgende stellingen beoordelen?

- Het Facebookbericht is nauwkeurig geschreven
- Het Facebookbericht is oprecht geschreven
- Het Facebookbericht is overtuigend geschreven
- Het Facebookbericht is betrouwbaar geschreven
- Het Facebookbericht is geloofwaardig geschreven

Op een schaal van 1 (helemaal mee oneens) – 7 (helemaal mee eens), na het lezen van het Facebookbericht

- vertrouw ik *DPD pakketservice* meer
- zou ik *DPD pakketservice* positiever beoordelen
- zou ik de bezorgservice van *DPD pakketservice* positiever beoordelen
- kan ik me beter identificeren met *DPD pakketservice*
- heeft *DPD pakketservice* een hogere reputatie
- zou ik de service aanschaffen van *DPD pakketservice* in de toekomst
- zou ik vaker aankopen kopen doen van *DPD pakketservice* dan voorheen
- zou ik *DPD pakketservice* aanbevelen aan anderen
- zou ik deze bezorgservice van *DPD pakketservice* aanbevelen aan anderen

- Volgende pagina -

Facebook bericht 5/6

Stel je voor, je ziet het volgende Facebookbericht op je Facebookpagina langskomen. Lees het bericht en beantwoord de volgende vragen:



Op een schaal van 1 (heel erg negatief) – 7 (heel erg positief), wat was het oordeel van de consument in het Facebookbericht?

1 2 3 4 5 6 7

Op een schaal van 1 (helemaal mee oneens) – 7 (helemaal mee eens), hoe zou je de volgende stellingen beoordelen?

- Het Facebookbericht is nauwkeurig geschreven
- Het Facebookbericht is oprecht geschreven
- Het Facebookbericht is overtuigend geschreven
- Het Facebookbericht is betrouwbaar geschreven
- Het Facebookbericht is geloofwaardig geschreven

Op een schaal van 1 (helemaal mee oneens) – 7 (helemaal mee eens), na het lezen van het Facebookbericht

- vertrouw ik *Lidl* meer
- zou ik *Lidl* positiever beoordelen
- zou ik het product van *Lidl* positiever beoordelen
- kan ik me beter identificeren met *Lidl*
- heeft *Lidl* een hogere reputatie
- zou ik dit product van *Lidl* aanschaffen van in de toekomst
- zou ik vaker aankopen kopen doen bij *Lidl* dan voorheen
- zou ik *Lidl* aanbevelen aan anderen

- Volgende pagina -

Facebook bericht 6/6

Stel je voor, je ziet het volgende Facebookbericht op je Facebookpagina langskomen. Lees het bericht en beantwoorde de volgende vragen:



Op een schaal van 1 (heel erg negatief) – 7 (heel erg positief), wat was het oordeel van de consument in het Facebookbericht?

1 2 3 4 5 6 7

Op een schaal van 1 (helemaal mee oneens) – 7 (helemaal mee eens), hoe zou je de volgende stellingen beoordelen?

- Het Facebookbericht is nauwkeurig geschreven
- Het Facebookbericht is oprecht geschreven
- Het Facebookbericht is overtuigend geschreven
- Het Facebookbericht is betrouwbaar geschreven
- Het Facebookbericht is geloofwaardig geschreven

Op een schaal van 1 (helemaal mee oneens) – 7 (helemaal mee eens), na het lezen van het Facebookbericht

- vertrouw ik *Albert Heijn* meer
- zou ik *Albert Heijn* positiever beoordelen
- zou ik het product van *Albert Heijn* positiever beoordelen
- kan ik me beter identificeren met *Albert Heijn*
- heeft *Albert Heijn* een hogere reputatie
- zou ik dit product van *Albert Heijn* aanschaffen van in de toekomst
- zou ik vaker aankopen kopen doen bij *Albert Heijn* dan voorheen
- zou ik *Albert Heijn* aanbevelen aan anderen
- zou ik dit product van *Albert Heijn* aanbevelen aan anderen

- Volgende pagina -

Bij hoeveel van de Facebookberichten die je zojuist hebt beoordeeld zat er een foto?

- Bij geen van de Facebookberichten
- Bij 1 van de 6 Facebookberichten
- Bij 2 van de 6 Facebookberichten
- Bij 3 van de 6 Facebookberichten
- Bij 4 van de 6 Facebookberichten
- Bij 5 van de 6 Facebookberichten
- Bij alle Facebookberichten

- Volgende pagina -

Wat is je geslacht?

- Man
- Vrouw

Wat is je leeftijd?

.....

Wat is je hoogst genoten opleidingsniveau?

- Geen opleiding
- Lagere school/Basisschool
- LBO, VMBO/MAVO

- HAVO, VWO, Gymnasium
- MBO
- HBO
- Universiteit
- Anders, namelijk

- Volgende pagina -

Afsluiting

Dit is het einde van de vragenlijst.

Ontzettend bedankt voor je deelname en je mening. Dit stel ik erg op prijs! **Klik op het pijltje om de vragenlijst te beëindigen**

P.S. Alle Facebook berichten in deze vragenlijst zijn allemaal verzonnen voor deze vragenlijst en zijn niet echt gebeurd. De bedrijven in kwestie zijn hier niet bij betrokken geweest.

Appendix E: Elaborated report of factor analysis

A principal axis factor analysis was conducted on nine items with oblique rotation (direct oblimin). It was chosen to use the oblique rotation due to the correlated factors. It was expected that two factors would come out of the analysis, therefore the fixed number of factors was 2. The Kaiser-Meyer-Olkin measure verified the sampling adequacy for the analysis, KMO = .93, and all KMO values for individual items were all below .242, which means they all should be excluded from the analysis because it is not above the acceptable limit of .5 (Field, 2013). This means that the factor analysis cannot be interpreted and therefore it is assumed that all 9 items measure customer response as one construct.

An initial analysis was run to obtain eigenvalues for each factor in the data. Only 1 factor had eigenvalues over Kaiser's criterion of 1 and in combination explained 84.73% of the variance. The scree plot showed inflections that would justify retaining only 1 factor. The items that cluster on the same factor suggest that factor 1 represents customer response as one variable. The factor structure was assessed by performing a principal component analysis with direct oblimin rotation. The results of this analysis are specified in table 1 and 2 and figure 1.

Table 1.

Eigenvalues factor analysys

Factor	Total	Initial Eigenvalues	
		% of Variance	Cumulative %
1	7,626	84,729	84,729
2	,457	5,072	89,801
3	,249	2,765	92,566
4	,188	2,088	94,655
5	,158	1,753	96,408
6	,112	1,239	97,647
7	,090	1,000	98,646
8	,075	,836	99,483
9	,047	,517	100,000

Table X.

Results of the principal component analysis with Direct Oblime rotation

Items	Factor 1	Factor 2
A_vertouwen	,913	-,204
A_evaluatiebedrijf	,945	-,232
A_evaluatieproduct	,934	-,197
A_identificatie	,869	-,013
A_reputatie	,927	-,162

B_product	,897	,116
B_bedrijf	,901	,244
B_aanbevelenbedrijf	,901	,282
B_aanbevelenproduct	,928	,185

* Extraction method: Principal Axis Factoring

Note: Factor loadings > .50 have been boldfaced

A = attitude, B = behaviour

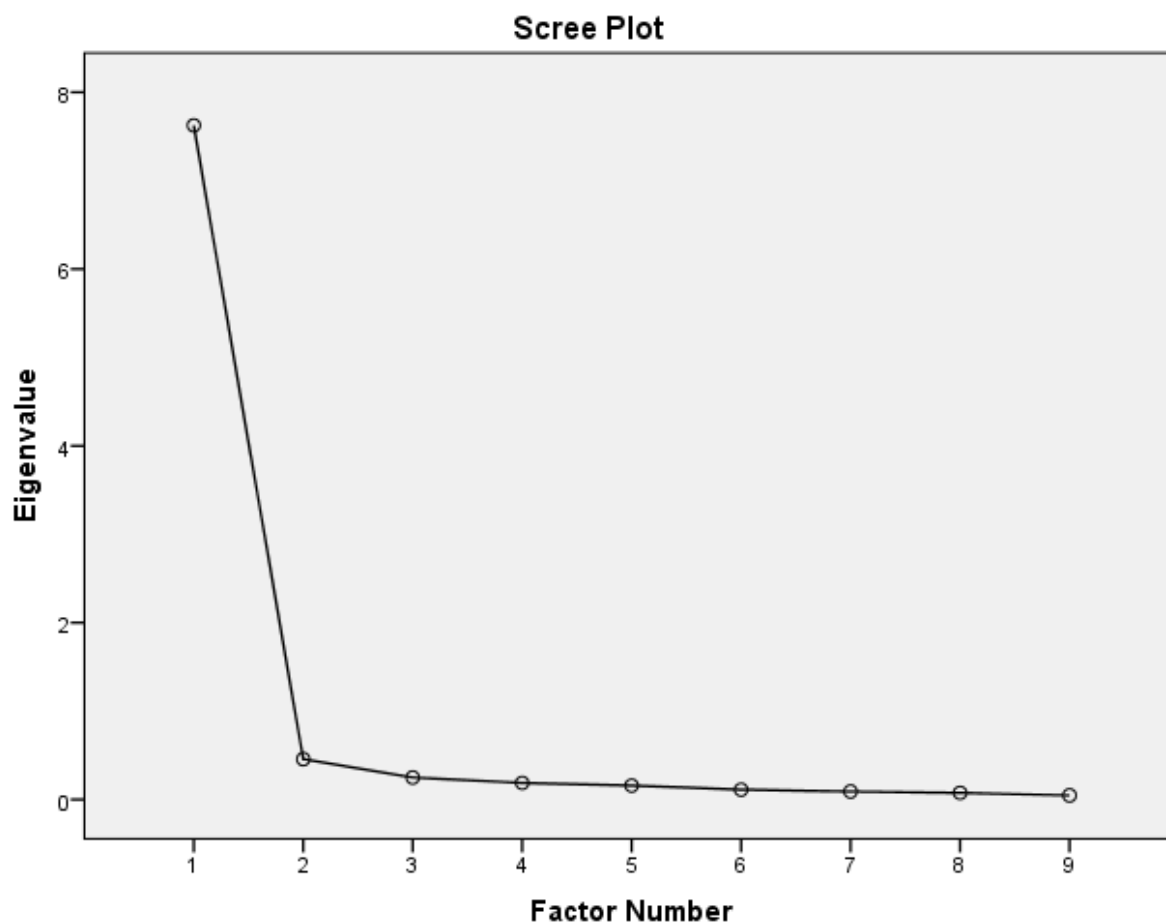


Figure 1. Screeplot

Appendix F: Reliability measure of sub-scales attitude, behaviour, customer response and credibility

Table 1.

Totals, Means, significance levels and Cronbach's Alpha's

<i>Constructs</i>	<i>Items</i>	<i>M</i>	<i>p</i>	<i>α</i>
Credibility all messages	20	4.516	< .001	.883
Credibility message 1	5	5.075	< .001	.843
Credibility message 2	5	4.477	< .001	.906
Credibility message 3	5	4.752	< .001	.891
Credibility message 4	5	3.759	< .001	.902
Attitude all messages	20	3.349	< .001	.953
Attitude message 1	5	3.759	< .001	.936
Attitude message 2	5	3.474	< .001	.948
Attitude message 3	5	3.027	.510	.949
Attitude message 4	5	3.130	.003	.945
Behaviour all messages	16	3.153	< .001	.938
Behaviour message 1	4	3.338	.86	.901
Behaviour message 2	4	3.175	.001	.893
Behaviour message 3	4	2.959	.007	.949
Behaviour message 4	4	3.141	< .001	.924
Consumer response all messages	36	3.262	< .001	.971
Consumer response message 1	9	3.574	< .001	.947
Consumer response message 2	9	3.341	< .001	.951
Consumer response message 3	9	2.996	.034	.968
Consumer response message 4	9	3.138	< .001	.960

* *Sufficient internal consistency above .6*

Appendix G: Additional results repeated measures

Mauchly's test of sphericity for credibility and customer response (.994, respectively .901) indicated that the assumption of sphericity was not violated for credibility but was for consumer response, $\chi^2(5) = 1.032$, $p = .960$, respectively $\chi^2(5) = 18.355$, $p = .003$. Therefore, we can conclude that the variances between the conditions are roughly equal for credibility and less equal for customer response.

Appendix H: Pairwise comparisons outcome SPSS

Condition	Message (I)	Message (J)	Credibility			Consumer response		
			Mean Difference (I-J)	SE	<i>p</i>	Mean Difference (I-J)	SE	<i>p</i>
Negative * Image	1	2	,306	,194	,117	-,156	,141	,271
		3	-,179	,199	,371	-,064	,164	,695
		4	-,281	,191	,142	-,228	,174	,191
	2	1	-,306	,194	,117	,156	,141	,271
		3	-,485*	,193	,013	,091	,146	,531
		4	-,587*	,198	,004	-,072	,157	,645
	3	1	,179	,199	,371	,064	,164	,695
		2	,485*	,193	,013	-,091	,146	,531
		4	-,102	,197	,605	-,164	,142	,251
	4	1	,281	,191	,142	,228	,174	,191
		2	,587*	,198	,004	,072	,157	,645
		3	,102	,197	,605	,164	,142	,251
Negative * No image	1	2	1,010*	,208	,000	-,145	,151	,338
		3	-,005	,213	,982	,080	,175	,647
		4	,668*	,204	,001	-,410*	,186	,029
	2	1	-1,010*	,208	,000	,145	,151	,338
		3	-1,015*	,206	,000	,226	,156	,150
		4	-,341	,212	,110	-,265	,168	,116
	3	1	,005	,213	,982	-,080	,175	,647
		2	1,015*	,206	,000	-,226	,156	,150
		4	,673*	,211	,002	-,491*	,152	,002
	4	1	-,668*	,204	,001	,410*	,186	,029
		2	,341	,212	,110	,265	,168	,116
		3	-,673*	,211	,002	,491*	,152	,002
Positive * Image	1	2	,618*	,199	,002	,657*	,144	,000
		3	,853*	,204	,000	1,174*	,167	,000
		4	2,249*	,195	,000	1,108*	,178	,000
	2	1	-,618*	,199	,002	-,657*	,144	,000
		3	,236	,197	,233	,517*	,149	,001
		4	1,631*	,203	,000	,451*	,160	,005
	3	1	-,853*	,204	,000	-1,174*	,167	,000
		2	-,236	,197	,233	-,517*	,149	,001
		4	1,396*	,201	,000	-,066	,146	,650
	4	1	-2,249*	,195	,000	-1,108*	,178	,000
		2	-1,631*	,203	,000	-,451*	,160	,005
		3	-1,396*	,201	,000	,066	,146	,650
Positive *	1	2	,513*	,192	,008	,505*	,140	,000

No image		3	,596*	,197	,003	,991*	,162	,000
		4	2,558*	,189	,000	1,082*	,172	,000
	2	1	-,513*	,192	,008	-,505*	,140	,000
		3	,083	,191	,662	,485*	,144	,001
		4	2,046*	,196	,000	,577*	,155	,000
	3	1	-,596*	,197	,003	-,991*	,162	,000
		2	-,083	,191	,662	-,485*	,144	,001
		4	1,962*	,195	,000	,092	,141	,516
	4	1	-2,558*	,189	,000	-1,082*	,172	,000
		2	-2,046*	,196	,000	-,577*	,155	,000
		3	-1,962*	,195	,000	-,092	,141	,516

* Mean difference is significant at the .05 level

Appendix I: Outcomes Moderation-Mediation analysis (model 8)*H.1. Outcomes for message 1 (high credibility)*

Image → Credibility: $b = -.0394$, $SE = .3479$, $t = -0.0796$, $p = .9367$

Ewom → Credibility: $b = -.7806$, $SE = .2254$, $t = -3.627$, $p = .0007$

Interaction 1 → credibility: $b = .1352$, $SE = .3157$, $t = 0.4282$, $p = .6690$

Credibility → Customer response: $b = .2870$, $SE = .0646$, $t = 4.4418$, $p = .000$

Image → Customer response: $b = .6126$, $SE = .4254$, $t = 1.44000$, $p = .1516$

Ewom → customer response: $b = -1.4331$, $SE = .2003$, $t = -7.1563$, $p = .000$

Interaction 2 → customer response: $b = -.5300$, $SE = .2716$, $t = -1.9515$, $p = .0526$

eWOM moderator for credibility:

- Positive: $b = .0275$, $SE = .0663$, 95% BCa CI [-0.0839, 0.1915]
- Negative: $b = .0663$, $SE = .0725$, 95% BCa CI [-0.0568, 0.2529]

eWOM moderator for customer response

- Positive: $b = .0826$, $SE = .1892$, $t = .4364$, $p = .6631$
- Negative: $b = -.4474$, $SE = .1953$, $t = -2.2909$, $p = .0232$

Index of moderated mediation:

$B = .0388$, $SE = .0924$, 95% BCa CI [-0.1594, 0.2204]

H.2 Outcomes for message 4 (low credibility)

Image → Credibility: $b = -.3696$, $SE = .5670$, $t = -0.6519$, $p = .5153$

Ewom → Credibility: $b = 1.1095$, $SE = .2583$, $t = 4.2953$, $p = .000$

Interaction 1 → credibility: $b = .7749$, $SE = .3618$, $t = 2.1419$, $p = .0336$

Credibility → Customer response: $b = .0964$, $SE = .0652$, $t = 1.4783$, $p = .1411$

Image → Customer response: $b = .7670$, $SE = .4923$, $t = 1.5580$, $p = .1210$

Ewom → customer response: $b = -.2714$, $SE = .2354$, $t = -1.1529$, $p = .2505$

Interaction 2 → customer response: $b = -.7220$, $SE = .3178$, $t = -2.2719$, $p = .0243$

eWOM moderator for credibility:d

- Positive: $b = .0391$, $SE = .0496$, 95% BCa CI [-0.0118, 0.1977]

- Negative: $b = .1137$, $SE = .0989$, 95% BCa CI [-0.0555, 0.3534]

eWOM moderator for customer response

- Positive: $b = .0450$, $SE = .2202$, $t = .2043$, $p = .8384$
- Negative: $b = -.6770$, $SE = .2379$, $t = -2.8460$, $p = .0050$

Index of moderated mediation:

$B = .0747$, $SE = .0693$, 95% BCa CI [-0.0194, 0.2826]

H.2 Outcomes for all messages

Image → Credibility: $b = -.5226$, $SE = .3854$, $t = -1.3560$, $p = .1768$

Ewom → Credibility: $b = -.2822$, $SE = .1756$, $t = -1.6072$, $p = .1098$

Interaction 1 → credibility: $b = .6051$, $SE = .2459$, $t = 2.4604$, $p = .0148$

Credibility → Customer response: $b = .2236$, $SE = .0729$, $t = 1.4470$, $p = .0025$

Image → Customer response: $b = .5438$, $SE = .3759$, $t = 1.4470$, $p = .1497$

Ewom → customer response: $b = -.8307$, $SE = .1716$, $t = -4.8415$, $p = .000$

Interaction 2 → customer response: $b = -.5427$, $SE = .2426$, $t = -2.2366$, $p = .0266$

Moderation for credibility:

- Positive: $b = .0184$, $SE = .0421$, 95% BCa CI [-0.0341, 0.1395]
- Negative: $b = .1538$, $SE = .0798$, 95% BCa CI [0.0383, 0.3516]

Moderation for customer response

- Positive: $b = .0012$, $SE = .1665$, $t = .0069$, $p = .9945$
- Negative: $b = -.5416$, $SE = .1784$, $t = -3.0360$, $p = .0028$

Index of Moderated Mediation

$B = .1353$, $SE = .0749$, 95% BCa CI [0.0269, 0.3251]