THE IMPACT OF ONLINE CONSUMER REVIEWS ON BUYING DECISION: AN ONLINE BABY CLOTHING STORE

SUPANAN SUKPRASONG

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…………………………..……………
Miss Supanan Sukprasong
Candidate

…………………………..……………   …………………………..……………
Asst. Prof. Randall Shannon,   Dr. Poomporn Thamsatitdej,
Ph.D.   Ph.D.
Advisor   Chairperson

…………………………..…………   …………………………..…………
Assoc. Prof. Annop Tanlamai,   Assoc. Prof. Vichita Ractham,
Ph.D.   Ph.D.
Dean   Committee member
College of Management
Mahidol University

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SUPANAN SUKPRASONG 5649141

M.M. (MARKETING MANAGEMENT)

THESIS ADVISORY COMMITTEE :ASST. PROF. RANDALL SHANNON, Ph.D., DR. POOMPORN THAMSATITDEJ, Ph.D., ASSOC. PROF. VICHITA RACTHAM, Ph.D.

ABSTRACT

Nowadays, many parents prefer to buy their baby clothing on online store because of convenience, quality and variety of product. Moreover, those parents search information before purchase decision from online in form of other parent reviews, product information from brand and others. Therefore, the purpose of this research is to examine what factor of consumer review is the important keyword to make parents who are online shoppers purchase decision.

This paper collects data by using in-depth interview that method helps the author deeply understand consumers. In addition, the research questions based on theory of eWOM and Marketing Mix that is the important characteristic of consumer reviews. The result of this study can help online retailers adjust their strategy to make an impact reviews or new marketing campaign influence customer to purchase through online store.

KEY WORDS: Online consumer reviews, Online store, Baby clothing store, eWOM and Buying decision

23 pages

CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER I

INTRODUCTION

1.1 Background Research

At present, online stores in Thailand has value about 90 billion baht or three percentage of retail sales (both online and offline) in each year. It grows more than 20% from the past. Moreover, Thai retailer Association forecasts online market value will be 100 billion baht in three to five years. That makes online store market as interesting one for traders. (Thai retailer association, 2014) That means Thai people tend to buy merchandise on online store more and more in the future. In the same way, baby product grows 10 to 20 percentages of sales while birth rate is only 800 to 900 thousands per year. The sale is increasing because life style of parents has change. Those parents are willing to buy a quality one at high price. (Than Online, 2013)

Many parents prefer to buy their baby clothing on online store because of convenience, quality and variety of product. Moreover, those parents search information before purchase decision from online in form of other parent reviews, product information from brand and others. Consumer reviews is popular tool to support purchasing decisions of consumers. These tools are also valuable for brand what uses rating systems in order to build trust and reputation in the market. On the other hand, online retailers use consumer review for their product to get more sales as marketing campaign. A product review is a textual review of a customer, who describes the characteristics (e.g. advantages and disadvantages) of a product. (Lackermair, Kailer, Kanmaz, 2013) In this study, the author will call product review as consumer review.

A new product needs to promote into the online market. And it will be more successful if it is talk of the town. Now, talk of the town is used as a marketing strategy by makes it as a viral marketing or WOM. Word of mouth (WOM) has been acknowledged for many years as a major influence on what people know, feel and do. Work on interpersonal influence has ancient origins. (A. Buttle, 1998) When e-

commerce has become a part of distribution, WOM changes form of them as eWOM(Electronic-word-of-mouth). That is generally source information for customer at present. In term of information, online store provide various form to serve customer such as video sharing, photo, text, individually or in any combination.

According to Thai online baby clothing stores, it has a new product to launch every month and need to promote. For marketing strategy, it does not post a new media or make a discount campaign only but it should have consumer review to support online store rating and credibility of online store. This study focuses on Thai consumer review that mostly online store owner uses it.

1.2 Problem Statement

Many online baby clothing stores allow their consumer to share comment after that consumer bought their product. Those comment included both negative and positive comment so it will affect to sales. However, the online store will consider to keeping only positive comment that makes a good perception for their online store. Moreover, many online stores persuade a new consumer to making consumer review exchange a discount for next buying. These wildly happen for this strategy on online marketing. The author sees it as a problem because some consumers look at both negative and positive review to evaluate to compare with their information.
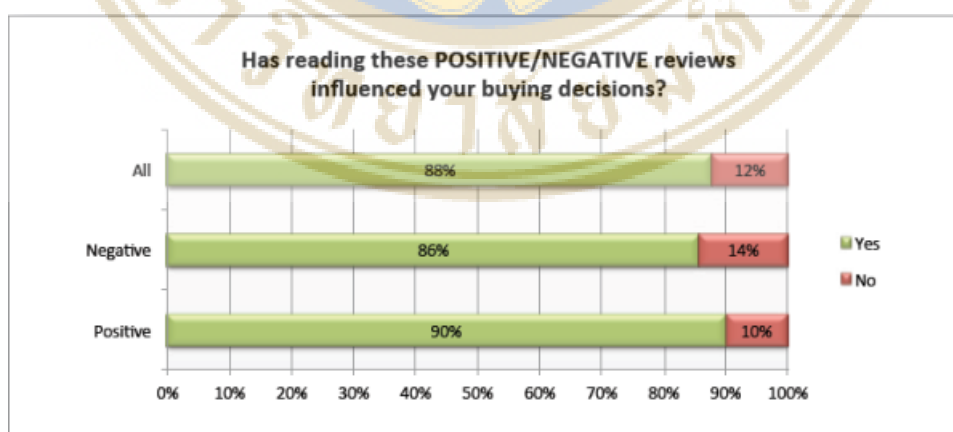

Figure 1.1 The level of positive and negative reviews influenced consumer to buying decisions

According to a new survey conducted by Dimensional Research, an overwhelming 90 percent of respondents who recalled reading online reviews claimed that positive online reviews influenced buying decisions, while 86 percent said buying decisions were influenced by negative online reviews. (Gessenhues, 2013)

On the other hand, the online stores owner uses the online review as a main strategy but they do not understand psychology of this tactic. This study will help them to develop their strategy as a quality one.

1.3 The Objective

The main objective of this study is to identify which factor of consumer review is the important keyword to make parents who are online shoppers purchase decision. Moreover, the other objective of this study is to understand that parents how they consider consumer review before purchasing baby clothing on online store. On the other hand, this study identifies which factors of consumer review are barriers that make those online shoppers do not buy the product. It is helpfulness for online baby clothing to develop their strategy. The scope of this study focus on an online baby clothing store that allows consumers to review their comment in negative and positive comment.

1.4 Research Questions

To achieve the objective of this study, the author has formulated the research questions by relying on the background and problem statement as the following:

1. How do you think consumers' review impact your buying decision?

2. What factors do you think consumers' review that is good information to support your purchasing decision?

3. What factors do you think it makes you do not purchase decision that product when you get information from consumers' review?

CHAPTER II
LITERATURE REVIEW

2.1 Theoretical Foundation

2.1.1 eWOM

Two types of product information are available to an online consumer in contrast to an offline consumer. One is seller-created information via a traditional communication channel, such as advertisements, and the other consists of online consumer reviews created by prior buyers based on their experiences, evaluations, and opinions of products. An online consumer review has a dual role, functioning both as informant and as recommender. As informant, it provides user-oriented product information, while as recommender, it provides recommendations by previous consumers in the form of electronic word-of-mouth (eWOM). (Park, Lee, and Han, 2007)

The electronic word-of-mouth is network user's information exchange and discussions on some products or services by network media (Sun et. al., 2006). Hennig-Thurau et al.,(2004) refer to eWOM as any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet.

2.1.2 Source credibility

The source credibility theory as proposed by Hovland, Janis and Kelly (1963) stated that people or receivers are more likely to be persuaded when the source presents itself as creditable. Furthermore, Hovland (1963) and Weiss (1974) later studied the influence of sources in persuasion. The study was done by comparing credible and non-credible sources using same persuasive message to test if the sources seen as credible could influence opinions change in the message receivers more than the non-credible source. That study confirmed the assumption that credible sources

tend to create the desired impact on the audience. (Bettina, 2013) On a similar note, McCroskey et al. (1974), submitted that communicators with high credibility in the eyes of message receivers tend to have respect and their words are accepted more readily.

On the other hand, middle Brook's findings (1974) showed that differences in receivers attitudes have a bearing to source credibility. There is obvious uniformity in communication theories that message receivers relate source credibility to the communicator's favorable character or ethos that emits knowledge, moral standards and goodwill towards the message receivers. That is favorable senders ethos equals credibility and believability. (Bettina, 2013)

Be that as it may, there are two most commonly visible elements which positively influence source credibility and they are: perceived expertise and trustworthiness of the source. Commenting on this is Cornan et al. (2006), who submitted that

...three key dimensions of credibility: trustworthiness, competence, and goodwill. These three dimensions are not empirical realities but perceptions that can be created, managed, and cultivated. This requires a coordinated approach to message design, delivery, and—most importantly—adaptation to the given audience and current media situation.

2.1.3 Social Homophily

According to source credibility theories: social homophily of Miller and Hoppe in 1973. Social homophily or similarity between sender and receiver emerges as a central component from the source-attractiveness model (McGuire, 1985). The construct describes the similarity of two individuals concerning particular attributes (Rogers, 1983). Social homophily can be differentiated according to demographic (age, gender, education, occupation) and/or perceived attributes (values, preferences) (Lazarsfeld and Merton 1964; Gilly et al., 1998). Concerning the emergence of homophily there are significant differences between an online and offline context. Due to reduced information the rating in an online context basically results from the contents of the website. (Bettina, 2013) The demographic determinants such as gender or socio-economic status are of less importance than the perceived attributes such as

similar values (Blanton, 2001) or preferences (Brewer and Webber, 1994). In the text of reviews consumers look for values and experiences matching their own character and ideas. If a recommendation contains such information and the reader senses similar values and preferences, this leads to an increased perceived homophily (Blanton, 2001). Receiving and viewing a viral message causes an emotional reaction on the recipient's side (Gilly et al., 1998). Homophile sources are more frequently used in a consumer decision (von Wangenheim and Bayón, 2004). The so- called "like-me" principle is a fundamental concept of human communication. Thus individuals tend to interact with other individuals who are similar to them (Laumann, 1966,). Therefore a transmission of ideas and information happens more often between individuals of high homophily (Rogers, 1983).

2.1.4 Source Expertise

Following the source credibility model, the perceived expertise of the sender is a significant determinant of credibility (Hovland and Weiss, 1951). This expertise can be defined "as the extent to which a person is perceived to possess knowledge, skills or experience and thereby is considered to provide accurate information" (Ohanian, 1990). That refers to the knowledge of a sender on a product or a service. A receiver will probably turn directly to a sender whom he considers knowledgeable and experienced (Yale and Gilly, 1995). He presumes that the sender has substantial and especially useful information due to his high expertise (Bansal and Voyer, 2000).

Receivers choose senders of high expertise as they expect them to provide highly qualified information. A sender with high expertise appears more credible, since the receiver has little cause to doubt the correctness of this information due to the knowledge and the competence of the communicator (Kroeber-Riel and Weinberg, 2003). In addition, experts often possess more power of persuasion. Due to their extensive knowledge and experience, experts should be better able to convince other consumers and thus appear more credible (von Wangenheim and Bayón, 2004).

2.1.5 Price

A price is the amount of money that a buyer gives to a seller in exchange for a good or a service. (Asmudson, 2013) Price could be one factor that often used as evidence for judging quality, status-conscious consumers tend to use a price cue also as an alternate indicator of prestige (Berkowitz et al. 1992, Groth and McDaniel 1993) Thus, prestige pricing – setting a rather high price to suggest high quality and/or high status (McCarthy and Perreault 1987) – may even make certain products or services more desirable (Groth and McDaniel 1993).

2.1.6 Promotion

Promotion is only one of four standard elements found in the traditional "marketing mix" (the others are product, price, and place). All four elements are analyzed and incorporated into a strategic marketing plan. (Shimpock-Vieweg, 1993) Promotion can offer consumers an immediate inducement to buy a product, often by making the product more valuable. Promotion can cause consumers who know nothing about your product to try it, and persuade them to buy again. Promotion can keep your current users loyal to your brand and get them to use more of it, and can line up the trade or sales force behind your product, which usually is critical to making the sale. (Robinson, 1993)

Based on the literature on eWOM, Source credibility, Social homophily, Source expertise, Price and Promotion the author has showed the review summary in *table 2.1* as following:

Table 2.1 Literature Review Summary

Theory and concept	Logic	Main Aspect	Example of Studies
eWOM	Understand Thai characteristic of eWOM.	Word-of –mouth on online impact consumer behavior mostly but it transform as sharing post via media.	Do-Hyung Park, Jumin Lee, and Ingoo Han, 2007; Sun, 2006; Hennig-Thurau, 2004
Source Credibility	Relationship between sender characteristic and credibility of message.	Characteristic of source related to purchasing decision.	Hovland, Janis and Kelly, 1963; Weiss, 1974; McCroskey,1974; Brook, 1974; Cornan, 2006
Social Homophily	Mostly people, they are looking for something that is similarly with their perception.	Similarly between senders and receivers character affect to understanding of message.	Miller and Hoppe, 1973; McGuire, 1985; Rogers, 1983; Lazarsfeld and Merton, 1964
Source Expertise	Experience is strongly credibility.	Experience from people who has directly task that is highly qualified information.	Hovland and Weiss, 1951; Ohanian, 1990; Yale and Gilly, 1995; Bansal and Voyer, 2000
Price	Relationship between price and value of product itself	Price can determine the value of product than it should be.	Groth and McDaniel, 1993; McCarthy and Perreault, 1987)
Promotion	An important factor pursued customer to buy	Promotion can make customer to immediately buy product.	Shimpock-Vieweg, 1993; Robinson, 1993

2.2 Hypotheses Development

2.2.1 Conceptual framework

Based on the theoretical foundation that can show as a relationship of all variables following these:
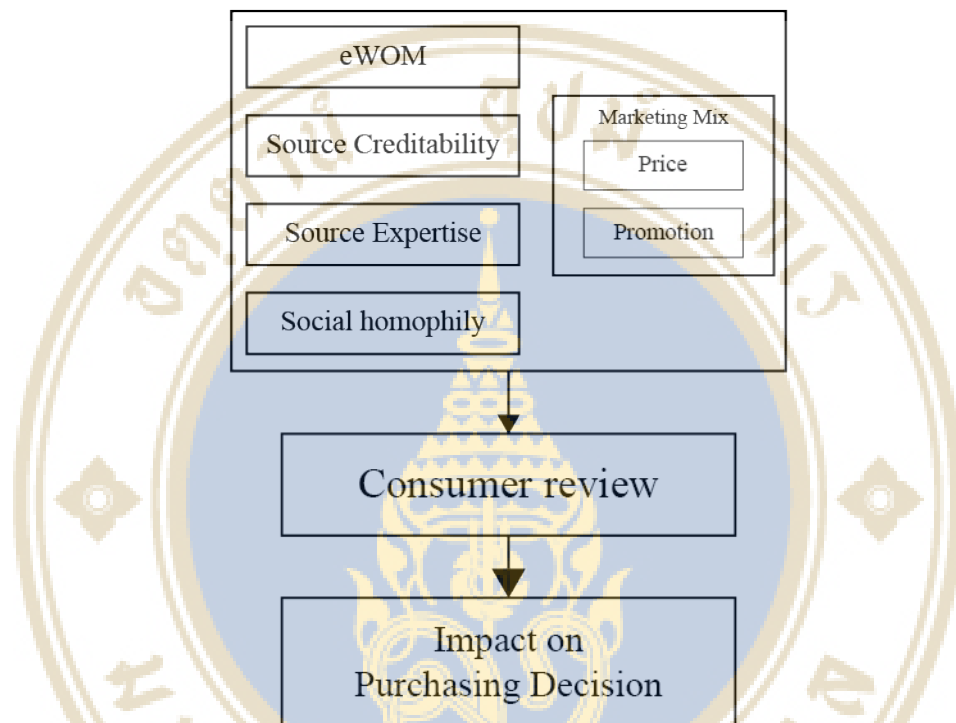

Figure 2.1 The Conceptual Framework Model: The Relationships of All Variables

There are six variables in the conceptual framework. The first step shows when new baby clothing launches at first it will come with price and promotion. That is base of marketing mix but also it make story of product for customer to talk and exchange. Price and Promotion is powerful purchasing decision for consumer at first time but customers have another factor to consider before buy produc. So that consumer will look at information from other customer who bought it in addition. After look at consumer review, consumer who is considering purchase that baby cloth they will reconsider from that consumer review base on these variables again. Those variables are eWOM, Source credibility, Social homophily and source expertise. Those impact on purchasing decision of parents who is an online shopper. In terms of

exploratory study, this model demonstrates the impact of consumer review of a new product on purchasing decision in Thailand online baby clothing store for the development of market strategy.

    This research will focus on subjective measures as conducted by qualitative methods. Moreover, objective measurement has also been studied by secondary data such as theories.

CHAPTER III
METHODOLOGY

The first process of this study is topic selection. The author has experience in this industry and it should be informative for the reader who is interested in consumer review. After choosing topic, the author came up with the problem statement and objective to scope this study narrow. Then is searching base on theories and literature review to support the research. Next, the author analyzed all literature review and theories into framework development in term of consumer behavior and psychology. That helps the author design research question for in-depth interview next stage. Subsequently, the author collects data by interview parents who are online shoppers. Then all data was analyzed that gathered according to variables in the framework. The last step is to draw conclusion and recommendation in relation with what have been found.
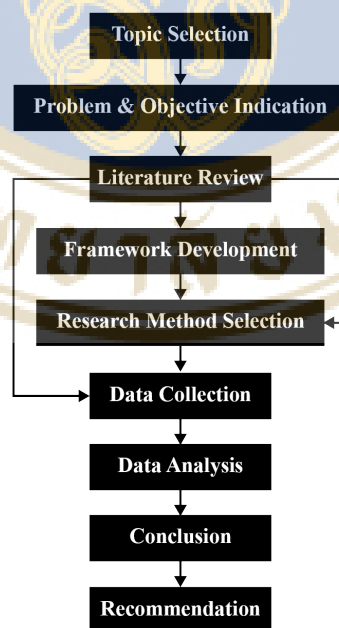

Figure 3.1 The Research Process

3.1 Topic Selection

The author is interested in online consumer review that is helpfulness for author's business. An online baby clothing store is popular online store for new parent in this era. That parent prefers to buy on online store because of price and variety of product. Moreover, that parent tend to be a part of decision for others parent to shop online. They post a review on blog and the online store that they bought product. The purpose of that task is to share their opinion and exchange experience with other parent. Consumer review is popular tool and interesting to study for an online baby clothing store owner. And it has become successful factor for most online business because many consumers consider those review before buying decision.

3.2 Data Collection

3.2.1 Primary Data

Depth Interview

Why is in-depth interview? In-depth interviewing is a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program, or situation. (Carolyn Boyce, 2006) This qualitative method helps the author to deeply understand consumer about what factor of consumer review influence them to buy baby clothing and why it impact on purchasing decision.

In-depth qualitative interviews, on the other hand, are flexible and continuous. They are not locked in stone and are often not prepared in advance. (Babbie, 2001, Kvale, 1996) so for the short-period of time, in-depth interview will provide short but strong insights of factors that this study need to focus, in-depth interviews provide the structure to ensure that these conversations are both well-organized and well-suited to the purpose. While time-consuming and labor-intensive, in-depth interviews can provide rich data to inform extension programming. The respondent of this research is Thai parent who is an online shopper concentrated to online baby clothing store. Sample size is 10 respondents.

Why is not focus group? Focus group has to set environment or place

where provide for respondents sit and talk together. That is difficult to set the convenience place for discussing. Furthermore, it is not convenience to make appointment every respondent in the same time. Those parents have to take care their family in different time and place. It will be easily if the researcher make appointment individual in convenience place of each person. On the other hand, in-depth interview is flexible to ask some question later via e-mail or telephone if the researcher would like to know in addition.

3.2.2 Secondary Data

The secondary data is very useful and helpful because of less time consumed and cost efficiency. From the theoretical foundation of literature review, the author make it as hypotheses that help the author analyze which variable impact consumer review on purchasing decision in an online baby clothing store. Moreover, I apply those theories toward design research questions for in-depth interview. It is to understand target group before ask any question. That leads the researcher to interview respondents to the appropriately way. Then the answer from respondents will prove hypotheses of this study that is harmonious or conflict with theories.

CHAPTER IV

RESEARCH FINDINGS AND DATA ANALYSIS

According to the methodology, the researcher interviewed 10 respondents who buy baby cloths on online store for their baby. The questions are focused on six variables; eWOM, Source Credibility, Social Homophily, Source expertise, Price and Promotion. This chapter will explain and analyze each variable that will affect consumer review and purchasing decision.

4.1 eWOM

Regard to the interview's question six to seven, the questions has focused on important of eWOM in perspective of consumer. Every respondent, they think eWOM is important because it is fact from people who got experience directly. And attitude of most respondent, they think it is the good resource of information for them. Moreover, it should have negative and positive comment that combine together because they will measure it by themselves. In the same time, the source of information should come from people who close relationship or who they know. It will make respondent ensure that information can be reliable.

Some respondent give interesting reason of eWOM that is *"eWOM is so important because you never touch product before so you should get comment from people who bought it and share it. That will help you make decision to buy easier."* *Montida Tipnavachinda, Business owner*

On the other hand, some respondent act as reviewer who reviewed product for an online store that is for exchange with discount for next buying. It likes an activity that an online store persuades their customer to make a review to increase their sales. However, some respondent make a review because they would like to share information with their online community and suggest their friend to use it.

Moreover, the general behavior of eWOM, the respondent believe eWOM impact their on purchasing decision because they are likely to accept comment from other that is both positive and negative comment. If it is a positive comment, they tend to buy it easily. While, if it is a negative comment, they will not buy it. Finally, it depends on their consideration and consumer review from another source.

4.2 Source Credibility

From the interview's question eight, this question is focused on source credibility that is important for making consumer review more attractive. Consumer review, reviewer is an influencer who persuade customer to buy the product. They should be people who are creditable. For example, a celebrity who is well-known as a baby product expert, people who is a famous parents and etc. For sampling, the result is following these:

Do you think creditability of consumer who reviews product impact on your purchasing decision?

no 20%

yes 80%

Figure 4.1 The result of source credibility from all interviewees

The result represent 80% of respondents they think credibility of consumer who reviews product impact on purchasing decision. Furthermore, the reason is people who reviews product they can increase interesting of product if they know people who present that product.

" Yes, I think like that because if people who reviews product is the famous person about baby product, it will make product more interesting. And it will make me buy it easily." Worawan Leelaporn, Doctor

On the other hand, for respondent who is 20% of respondents they think credibility of reviewer do not impact their decision. The reason is they focus on product that they know brand and quality as well. That reflects some customer think baby cloths is not necessity to use people who are credibility to review but it should focus on product.

4.3 Social Homophily

From the interview's question nine, the question is focused on social homophily that is about similarly characteristic between senders and receivers. Characteristic of reviewer reflect credibility of information. Many people tend to believe people who have similarly character and idea with them more than people who are different characteristic. Based on social homophily theory, the receivers will focus on similar values and preference more than demographic such as gender or socio-economic status.
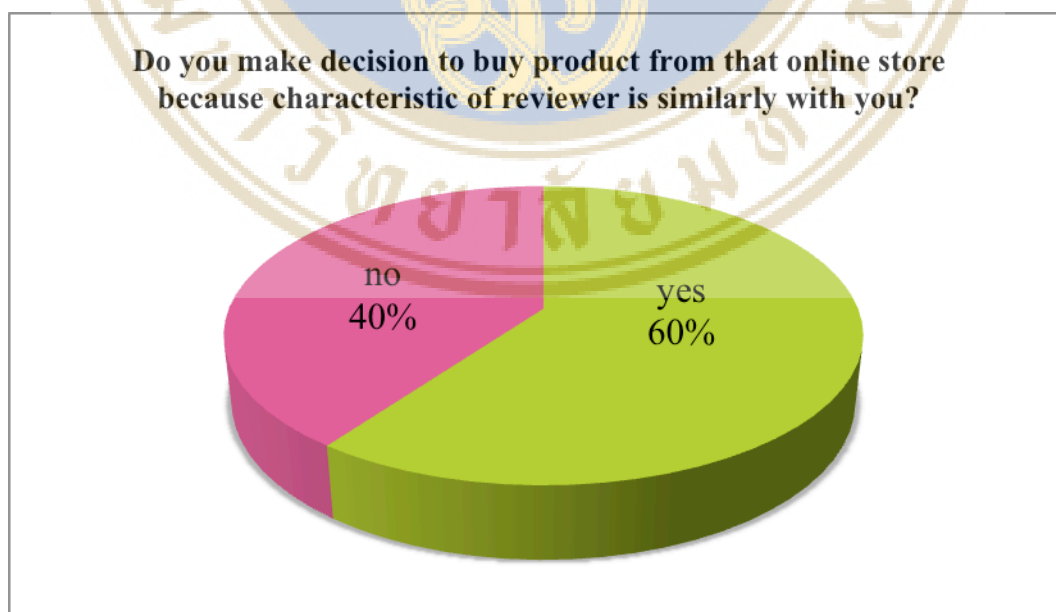

Figure 4.2 The result of social homophily from all interviewees

Refer to the research of this study, 60% of interviewees that they think the similarly characteristic of reviewer can impact they on purchasing decision. That reflects character's reviewer affect customer perception. Moreover, it related to individual value and preference customer will measure it by their intuition. Some respondent think similarly characteristic of reviewer force them to believe information and make decision easier than people who are different character because it is harmonious of society. The senders (reviewers) have to have similar value and preference with receivers such as consuming the same brand, consuming similar product.

"Yes, I do because it will easy to believe reviewer who has same idea or lifestyle and make decision to buy item like them." Rosarin Saisang, Business owner

While 40% of respondents they think similarly character cannot persuade them to make decision to buy because it is necessity for baby cloths. They only focus on aesthetic and functional.

" No, I don't because it's only baby cloths that it is not necessity. A reviewer only presents aesthetic, size and quality so characteristic of reviewer cannot affect purchasing decision. They only show how cute when your baby wear it." Sudkanung Kijcharabumi, Bank officer

The result between yes and no, it is quite similar and hard to judge which one is the most efficiency. However, in this study focuses on the reason that they provided. In addition, if look at differentiation between two groups: respondents who answer "yes" they tend to interact with other individual who are similar to them so the reviews can persuade them easily. But the respondents who answer "no" they focus on product and their preference so they think they the reviewers cannot attract them and change their perception.

4.4 Source Expertise

Figure 4.3 The result of source expertise from all interviewees

Source expertise related with source credibility but it is focused on experience of person. From interview's question 10, the result is 70% of sampling that the respondent think it is not necessity for using expertise to review the product because it is only baby cloths they focus on product more experience of reviewer. Furthermore, it should focus on styling and aesthetic of cloths more than experience of reviewer.

"No, I don't because baby cloths is only cloth that is not necessity to confirm by reviewer experience. It only show perspective when your child wear it." Worawan Leelaporn, Doctor

For 30% of respondents, they think different, they focus on people who test many product and they would like to share their experience on online store. It make them believe in information and persuade them to buy easily because that reviewer like a guru who know which brand or which product is better.

4.5 Price

Price is the important factor when buy some product because it reflects value and potential that the customer will get. In this case will focus on the customer get consumer review before they know price. Most of customer said price is the most important. If consumer review represent that product is good but the price is not reasonable when compare with benefit. In the last decision, they do not buy because they can wait for a new collection or discount from this online store or other online store. Consumer reviews only make them to interested product and increase their need. So price is the most important factor that they concern and they can skip another reason to buy it if price is not reasonable.

4.6 Promotion

This interview question is focused on promotion that an online baby clothing store offer customer. It is general promotion such as discount, buy more get more or depending on season. Many online baby clothing store provide promotion to offer their customer to increase their sales. In this study, the researcher will focus on customer know promotion before they get information from consumers' review as some negative comment.
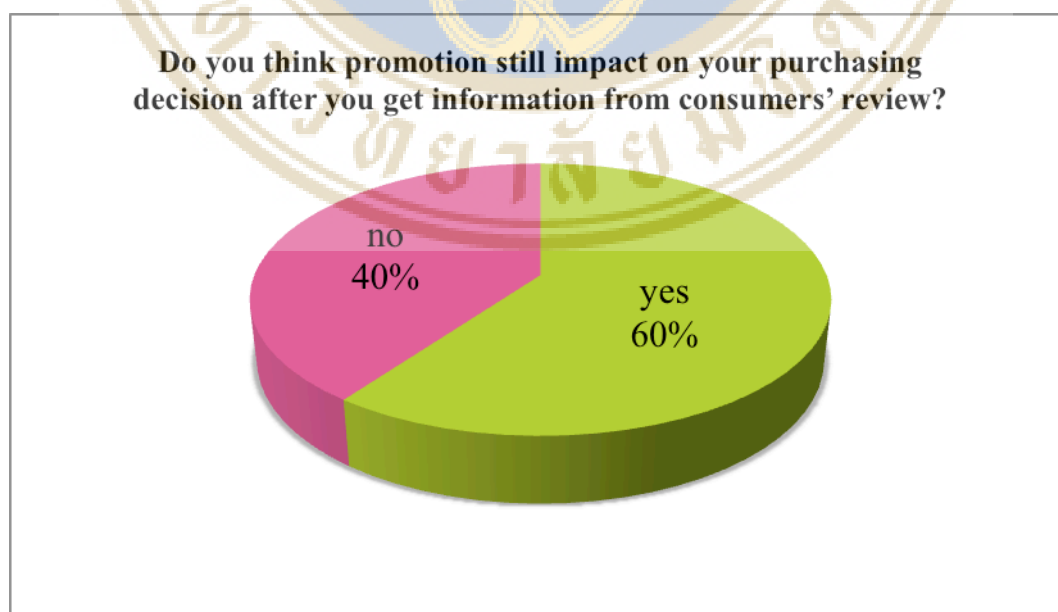

Figure 4.4 The result of promotion from all interviewees

From the research, the result is 60% of respondents they think it still impact on purchasing decision after they get information from consumer review because consumer review increase their confident to purchase when compare overall of comment (negative and positive). Moreover, consumer review encourage customer to buy more if that promotion can replace disadvantage of product.

"Yes, I do. If it has some negative comment compare with value and promotion, you can skip that. Because baby cloths is trendy and not complicate, you should concern value of money that come up with promotion more than focusing on negative comment from consumer review." Sunanta Sukprasong, Business owner

On the other hand, 40% of respondent they think promotion do not impact on purchasing decision because it is not value. Promotion cannot replace some negative comment that they can choose another product in the same category. In generally, people in this group they concern individual preference and value of money more than promotion.

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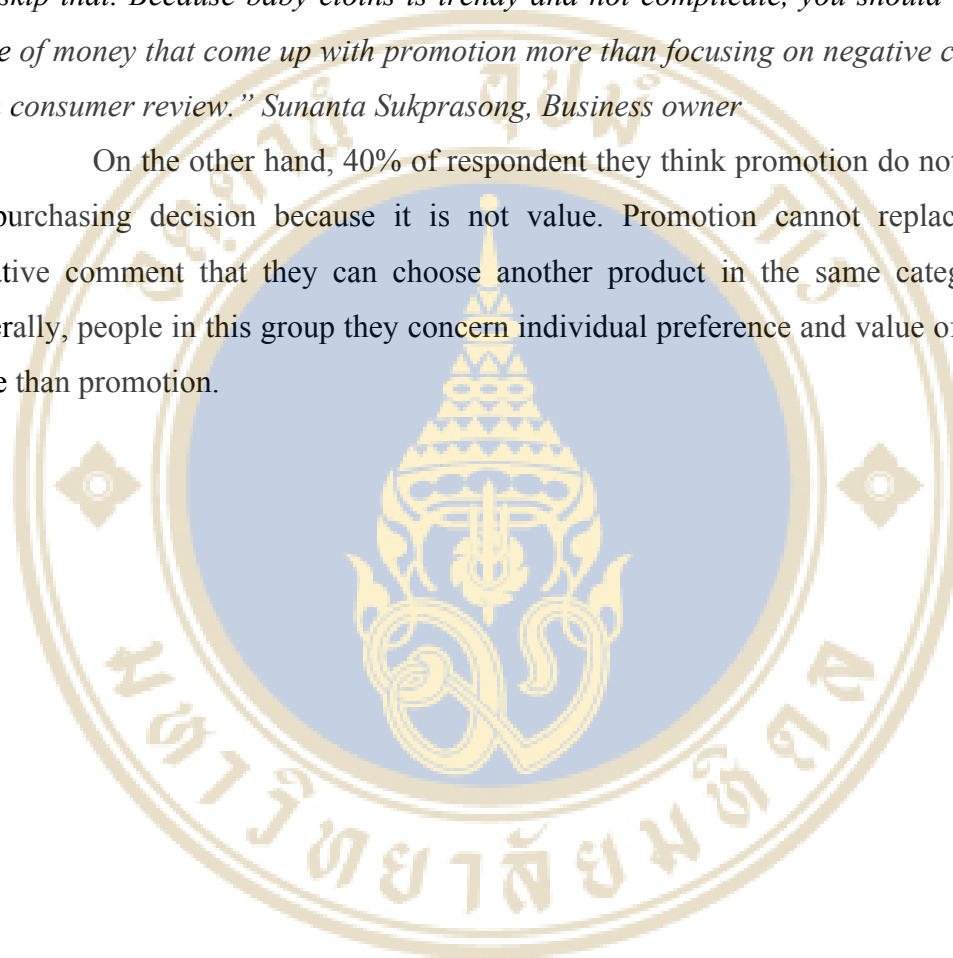
CHAPTER V
LIMITATIONS AND CONCLUSION

5.1 Limitations

There are some limitations. The author has no experience to conduct the interview so it needed a bit time to prepare before conducted interview with each interviewees. The linkage of each questions needed to concise and adapted to interviewees' background. Also they are a few limitations of this research that are place and time of interviewees. Some interviewees are office workers so the author cannot make appointment to in-depth interview on weekday. In the contrast, some interviewees are housewife but she have to take time to look after their child. However, the researcher has to apply technique to interview each interviewee such as via e-mail, telephone or meeting that depend on time and convenience place of each interviewee.

5.2 Further Research

To develop the research, the author would design to do both qualitative method and quantitative method by completing the questionnaire to study more relevance of each variable. Because the quantitative method will help the researcher analyze relevance of each variable such as age with social homophily, source credibility with source expertise. That will make this study be stronger. However, the qualitative method will remain practice to study customer's perception which could be done be focus group or in-depth interview.

5.3 Conclusion and Recommendation

Refer to the result of the research and theory foundation, it can conclude following this term:

eWOM, it is very necessity for many people who would like to buy something on online store in this era. The customer concern confidence of product and service but that information should come from people who they know background of source. The customer will read comment that provide on online store and online community before they make decision to purchase product.

Source credibility, this is focused on creditable of source and that it makes customer to be confident in product & service. Many customer require to see people who they know like a celebrity or their friends review that product because it makes they trust in product and that online store more than people who they do not know. On the other hand, it encourages them to purchase decision easily.

Social homophily, this factor related with customer perception that reflects the value of customer. Many customers consider reviewer's characteristic that should be similarity with them such as demographic (age / gender / location), lifestyle, values and preference. There make customer more interested in product and consumer review. In the contrast, some customer think reviewer has not similarly characteristic with them because it is only review product that is not review the reviewer. However, it is good to have it to persuade them.

Source expertise is not necessity for consumer review because many customers think baby cloths depend on individual style that can change always. Moreover, baby cloths for their baby should focus on aesthetic that their child will get.

Price, many customers said price should consider before and after get any consumer review. If the consumer review that product is good but price is not reasonable, they do not buy it. So quality of product should be appropriate with price.

Promotion encourage customer to buy more and more. Many customers said promotion make them to purchase easier because it can encourage them to buy more in term of volume and next buying. When compare with an online store that is without promotion but it provides the same product and the same price, the customer will shift to buy on other online store that has a good promotion. On the other hand, a good promotion can make them skip a negative comment from consumer review.

In additional, shipping and confidence of service, consumer review present more quality of product that represents shipping guarantee, too. Many customers consider consumer review because they would like to ensure they will get product

after they pay their money. Moreover, the customer would like to see update of service that this online shop is available now and the online store has a good service that responses customer on time.

Finally, all of variables are important for consumer review and it can help consumer review impact on purchasing decision. Nevertheless, each factor should combine in different proportion for consumer review on online baby clothing store because baby cloths are not complicate product. Baby cloth should reviewed base on aesthetic, trendy, quality, brand and price more than focusing on experience of reviewer because reviewer can be anyone who represent product as well in term of aesthetic and quality. Moreover, consumer review for online baby clothing store, it support customer to trust in term of good service and shipping guarantee.

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APPENDICES
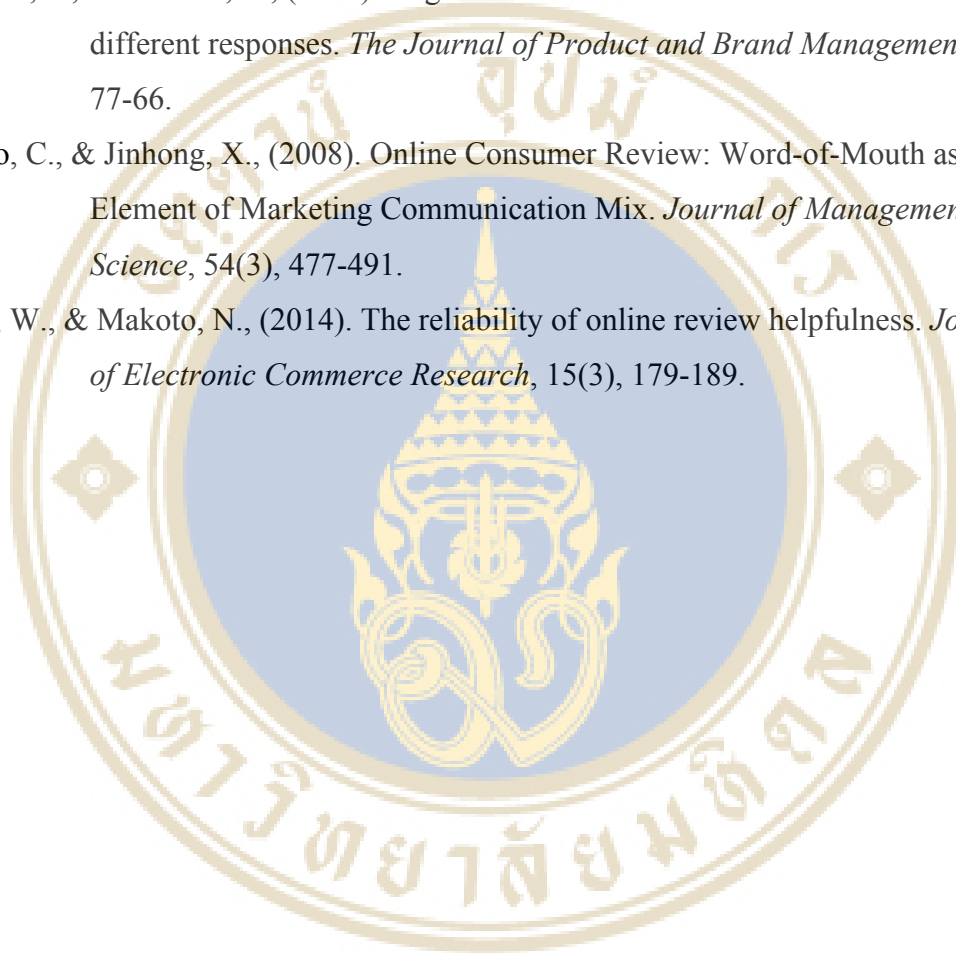
APPENDIX A: INTERVIEW QUESTIONS

The impact of online consumer reviews on buying decision (an online baby clothing store) interview Questions

*This interview questions will focus only an online baby clothing store that sell baby clothing as main product.

**An interviewee is parents who buy baby clothing on an online baby clothing store.

***Product is baby clothing.

Demographic questions:

Name / age / gender / education / occupation

Interview questions:

1. Why do you choose to shop an online baby clothing store?

2. What factor do you think that impact on your purchasing decision?

3. Do you search information from consumers' review before buy any baby clothing? And why?

4. Do you think consumers' review of the online baby clothing store impact on your purchasing decision? And how?

5. What factor do you think consumers' review that is good information to support your purchasing decision?

6. Do you think negative and positive comment from eWOM is important? And why?

7. Have you ever reviewed product for any online baby clothing store? If yes why you do like that?

8. Do you think credibility of consumer who reviews product impact on your purchasing decision? And how?

9. Do you make decision to buy product from that online store because characteristic of reviewer is similarly with you? If yes, how?

10. Do you think reviewer should be expertise about a baby product? If yes, how?

11. Do you think price still impact on your purchasing decision after you get information from consumers' review? And how?

12. Do you think promotion still impact on your purchasing decision after you get information from consumers' review? And how?

13. What factor do you think it makes you do not purchase decision that product when you get information from consumers' review?