**WEB APPENDIX FOR IN MOBILE WE TRUST: THE EFFECTS OF MOBILE VERSUS NONMOBILE REVIEWS ON CONSUMER PURCHASE INTENTIONS**

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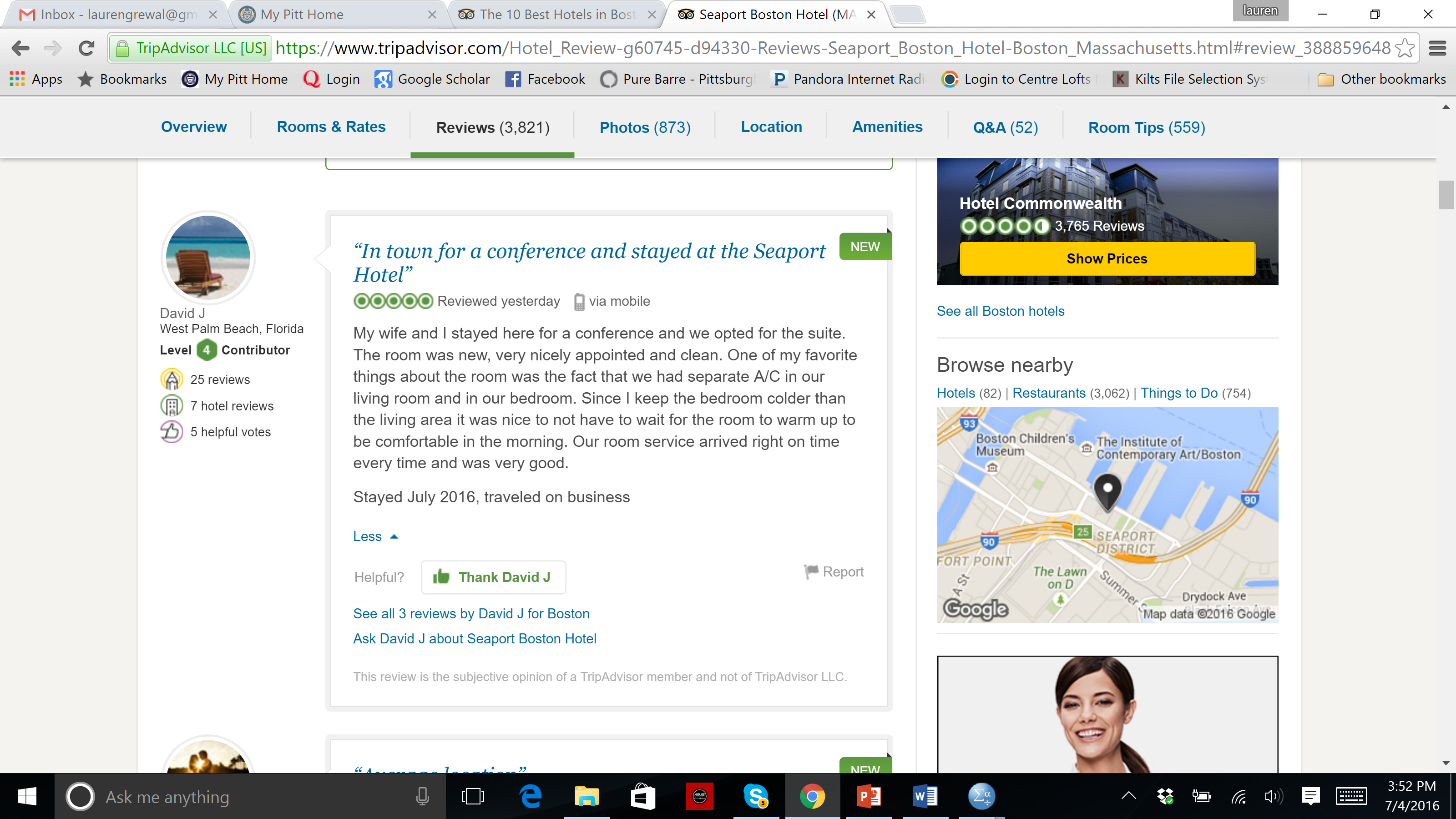
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**Web Appendix**

This document contains stimuli, manipulations, manipulation checks, dependent measures, pretests, and supplemental material referred to in the original manuscript.

**Web Appendix A: TripAdvisor Data**

(ii) Name of hotel would be listed based on search



(iv) Hotel responses would be added here

(vi)

(vii)

(viii)

(v)

(iii)

(i)

1. The rating given by the reviewer (1 to 5; with 5 the most positive)
2. Hotel name and location
3. Review date, headline, and full text
4. Whether the hotel responded to the review
5. Whether the reviewer was recognized as a “Top Contributor” by TripAdvisor
6. The number of reviews the reviewer had written at the time data collection
7. The number of helpful votes the reviewer had received across all their reviews at the time of data collection
8. Whether there was an indication of “via mobile” on the review or not

**Web Appendix B: Distribution of Participants Included and Excluded from Experimental Studies**

|  |  |  |
| --- | --- | --- |
| Study Number | Excluded Demographics/Condition | Included Demographics/Condition |
| Study 1b | Control: n = 25  Mobile: n = 27  Nonmobile: n = 30  Mage = 37.90, 52% female | Control: n =124  Mobile: n =123  Nonmobile: n =122  Mage = 36.07, 48% female |
| Study 2a | Mobile: n = 23  Nonmobile: n = 17  Mage = 33.45, 38% female | Mobile: n = 222  Nonmobile: n = 218  Mage = 31.18, 42% female |
| Study 2b | Mobile: n = 18  Nonmobile: n = 22  Mage = 20.44, 48% female | Mobile: n = 92  Nonmobile: n = 90  Mage = 20.49, 50% female |
| Study 3 | Mobile: 16  Nonmobile: 10  Mage = 34.90, 46% female | Mobile: 194  Nonmobile: 200  Mage = 35.05, 43% female |
| Study 4 | Mobile: n = 46  Nonmobile: n = 40  Mage = 45.59, 50% female | Mobile: n = 200  Nonmobile: n = 214  Mage = 43.89, 56% female |

**Web Appendix C: Items used for Manipulation Checks across Studies as Criteria for Dropping Participants**

**Device Manipulation Check:**

From what type of device did the reviewer post the review you read in today’s task?

Desktop

Mobile

I cannot remember

**Review Rating Manipulation Check:**

What rating (from 1 to 5) did the reviewer give this hotel?

https://co1.qualtrics.com/ControlPanel/Graphic.php?SR=&IM=IM_1Mv16vxI6zGxt9b

https://co1.qualtrics.com/ControlPanel/Graphic.php?SR=&IM=IM_0dpTsz6Wn6lF8SF

https://co1.qualtrics.com/ControlPanel/Graphic.php?SR=&IM=IM_0BxUlojj5TA0bl3

https://co1.qualtrics.com/ControlPanel/Graphic.php?SR=&IM=IM_dp5JRRciCWokQuN

https://co1.qualtrics.com/ControlPanel/Graphic.php?SR=&IM=IM_2nUyZwN9I7atbVj

**Web Appendix D: Instructions Used in Review Tasks**

“On the next screen you will be asked to examine a hotel review from the popular travel website Tripadvisor.com. The review is for a restaurant in hotel in New Orleans. **The review is a user-generated review (i.e., written by a regular person).**

The review is on the next screen and appears as a screenshot taken directly from TripAdvisor. **When you look at this screenshot please take your time (about 1 minute).**

In particular, please **pay attention to all aspects of the review** shown in the screenshot: the review's title, the **rating given**(1 to 5), **how the review was posted** (mobile or desktop), and, of course, the **text**of the review itself.

It is important that you focus on each of these aspects, because after viewing this screenshot of a TripAdvisor restaurant review **we will ask you questions** about some of these things.”

**Web Appendix E: Replication of Results in Different Service Context**

We use an experimental design to examine whether the impact of knowing a UGC review was written on a mobile device increases purchase consideration for a reviewed restaurant. Importantly, this study conceptually replicates the findings throughout the paper that knowing a review was from a mobile device leads to an increase in consumers’ favorable attitudes toward a review. In this case, we capture this main effect through seeing changes in purchase intention for the reviewed restaurant (vs. hotel reviews).

*Method*

Eighty Amazon Mechanical Turk members who reported owning a mobile device such as a smartphone participated in this survey for nominal payment (Mage = 35.05, 45% female). The restaurant used in the stimuli was in Boston, so we also restricted participant recruitment to people who had not been to Boston to reduce the likelihood of participants having prior knowledge of or familiarity with the restaurant. Participants were randomly assigned to one of two conditions (mobile, nonmobile) in a between-subjects design. Eight participants were dropped because they did not pass a manipulation check towards the end of the study that asked them to recall if the review they read was either “via mobile” or “via desktop.” This left us with data from 72 participants.

Participants were informed that they would engage in a task that was concerned with how mobile devices are used for online behavior. To make this task appear as realistic as possible and in support of this cover story, we first asked participants a number of general questions about owning a mobile device (i.e., if they owned a device and if so, what type of mobile device; participants who did not own a mobile device were screened out of the study), their daily behavior for engaging with social and digital media through their devices (i.e., percentage of time spent online daily is via a mobile device versus a nonmobile device like a desktop), and whether or not their mobile devices are ever used for reading or writing online reviews.

Participants then completed a “Restaurant Review Task.” We told participants that they would see a user-generated review taken from TripAdvisor.com for a restaurant located in the Boston area, be asked to read this review, and answer some questions about it. In both conditions the same review, which was moderately positive, was shown. No reviewer information was provided, and the only difference between the review stimuli across conditions was the label indicating from which type of device the review was posted. In the mobile condition the label said “via mobile,” identical to what actually appears on TripAdvisor. In the nonmobile condition, the label said “via desktop”, which we use to reduce ambiguity in the nonmobile condition (which could otherwise confound this manipulation if there was no such label in the nonmobile condition, since in the mobile condition the generation source is not ambiguous).

After reading the review, participants were asked to imagine that they were planning a visit to Boston and needed to find a breakfast restaurant. We then asked them to indicate how likely they would be to eat at this restaurant (1 = not at all consider, 5 = definitely would consider). Finally, we asked our manipulation check and standard demographic questions.

*Results and Discussion*

To test our prediction that purchase consideration should be higher in the mobile condition we regressed purchase consideration on a dummy variable for experimental condition (mobile = 1, and nonmobile = 0). Results are in line with our prediction. There was a significant positive effect of mobile (b = .44, t = 2.10, *p* = .04) such that participants who saw the “via mobile” label were more likely to consider eating at the restaurant (M = 3.60, SD = .83) than those who saw the “via desktop” label (M = 3.25, SD = .79). This finding is conceptually consistent with the main findings from the TripAdvisor data in Study 1a, and the experimental replication in Study 1b.

**Web Appendix F: Effort Pre-test**

Prior to running process studies regarding the perceived review writing effort, we ran a pre-test on the type of effort that is activated when people consider mobile-written reviews. Undergraduates in the lab (n = 198, *M*age = 20, 40% female) were told to imagine an online review that was either written via mobile or via desktop. They were asked how effortful they believed the review writing process would have been for this review across six items that represented three different types of effort: physical effort (α = .84), cognitive effort (α = .81), and emotional effort (α = .84). The study revealed that participants found mobile-written reviews to be more physically effortful to create (b = .35, t = 2.02, *p* = .045). There were no significant differences in perceived cognitive effort (b = -.07, t = -.475, *p* = .635), nor were there significant differences in perceived emotional effort (b = .19, t = 1.01, *p* = .316).

* The consumer put a lot of physical effort into writing this post (Physical Effort)
* The consumer put a lot of mental effort into writing this post (Mental Effort)
* The consumer put a lot of emotional effort into writing this post (Emotional Effort)
* Compared to the average consumer who posts on X, this consumer put more physical effort into writing this post (Physical Effort)
* Compared to the average consumer who posts on X, this consumer put more mental effort into writing this post (Mental Effort)
* Compared to the average consumer who posts on X, this consumer put more emotional effort into writing this post (Emotional Effort)

**Web Appendix G: Effort Attribution Manipulation (Studies 2a, 2b)**

Online review sites have increased the ease for readers and writers of their reviews. While it used to be more difficult for people to read and write reviews from mobile devices compared to desk top computers, with new apps for different types of mobile devices, the ease of writing and posting these reviews has gone up.  
  
In a separate study we conducted, when people who write online reviews from both nonmobile and mobile devices were asked about the amount of effort it takes them to write their reviews, the average value given for both types of reviews was a 5 out of 7 on effort. These reviewers who write for TripAdvisor found that there was absolutely no difference in their levels of effort when writing an online review, regardless of what they wrote the review on.

Please click >> to see the review (which appears as a screenshot from Tripadvisor.com).

**Web Appendix H: Items used to Measure Review Writing Effort (Studies 2a, 3, 4)**

* The reviewer put a lot of effort into writing this review.
* The reviewer took time to craft this review.
* The reviewer put a lot of thought into this review.
* The reviewer went to some trouble to write this review.
* The reviewer had to go out of his/her way to write this review.
* Compared to the average reviewer, this reviewer put more effort into writing this review.

**Web Appendix I: Alternative Explanations Items (Studies 2a and 4)**

* This review was unbiased.
* This review was trustworthy.
* This review was clear.
* This review was easy to understand.
* This review was persuasive.
* This review was convincing.
* This review was comprehensive.
* This review was highly informative.
* This review was spontaneously written.
* This review was written without a lot of thought.
* This person knows what they are talking about.
* This person knows how to evaluate hotels.
* This person is an expert on hotels.
* This person had an ulterior motive.
* This person was biased.
* This person was unreasonable.
* This person is like me.
* This person has tastes similar to mine (for hotels).
* I believe this reviewer is like me.
* This person gave thoughts that were not well formed.
* This person gave an opinion that seemed incomplete.
* This person stated views in a rushed or hurried manner.
* This reviewer does not believe what they wrote in their review.
* This review was likely written around the time of the reviewer's stay at this hotel.
* The reviewer likely wrote this review while his/her experience was still fresh in his/her mind.
* The information in this review was an accurate depiction of the reviewer's subjective stay and opinions.
* The information in this review was diagnostic of the reviewer's stay and opinions.
* The reviewer was honest in their review.
* The reviewer can be trusted.
* The review was written because the reviewer was being compensated in some way for the review.
* The review was written to help other people make an informed decision about staying at the hotel.
* The reviewer was motivated to write a review that would let people make their own conclusions about the hotel.
* The reviewer was motivated to sell people on the hotel through their review.

**Web Appendix J: Credibility Items (Study 2B)**

**Credibility Items:**

* The information in this review was an accurate depiction of the reviewer's subjective stay and opinions.
* The information in this review was diagnostic of the reviewer's stay and opinions.
* The reviewer was honest in their review.
* The reviewer can be trusted.
* The review was written to help other people make an informed decision about staying at the hotel.
* The reviewer was motivated to write a review that would let people make their own conclusions about the hotel.

**Web Appendix K: Open Response Coding Findings (Study 3)**

**Coding Open Response Instructions**

Answer the following questions below for how you think the writer of the response interpreted the online review they discussed.

This person who read the review...

* believed the review was authentic
* believed that the review was genuine
* believed that the reviewer wanted to help others
* believed that reviewer wanted to share their experience
* believed that the reviewer was paid to write the review
* believed that the review was written because the reviewer was given something from the hotel for doing so
* was uncertain as to why the reviewer wrote the review
* believed that the reviewer was a trustworthy source of information
* believed that the reviewer gave an accurate description of their stay
* believed that the review was worthwhile to read
* believed that the review contained useful information
* believed that the reviewer wrote the review because they enjoy writing reviews
* believed that the reviewer wanted to share their knowledge
* believed that the reviewer was motivated to accurately describe their stay
* believed the review was written as the reviewer had something they wanted to say

In Study 3 we wanted to address the possible motivations behind why consumers believe someone has posted a review from a mobile device. To do this, we had participants write in an open response after reading the review, why they believed the reviewer wrote their review. They were asked what the reviewer’s motivation might have been, what their goals may have been, and what were they trying to accomplish.

*Reviewer Motivations.* Considering the responses from coders regarding why they believed reviews were written, we regressed the average of each item (across the three coders) on device type (nonmobile = -1, and mobile = 1), motivation (control = -1, external = 1), and their interaction. We had no specific predictions about how these results would appear.

We found no significant main effect of device type on any of our items (all *p* > .08). The “perceived accuracy of the description” was marginally significant (*p* = .081), where coders believed that mobile reviews were more accurate (M = 5.12, SD = 1.46) than nonmobile reviews (M = 5.00, SD = 1.49). We found a main effect of motivation on every item except for uncertainty about review writer motivation (*puncertain* = .266, all other *p <* .003). Reviews that were externally motivated (vs. the control condition) were considered less authentic, genuine, trustworthy, accurate, worthwhile, and informative. As well, they were seen as not being written to help others, wanting to share experience, done because of review writing enjoyment, wanting to share knowledge, motivated to accurately describe experience, or having something to say.

We found two significant interactions; (1) how trustworthy the information was (b = .122, t = 1.66, *p* = .098), and (2) how accurate the description was believed to be (b = .15, t = 1.98, *p* = .049). In both cases, in the control condition, mobile reviews were believed as being more trustworthy and accurate than the nonmobile review (*ptrust* = .131; *paccuracy* = .078). The simple effect of device was not significant when the review was externally motivated (*ptrust* = .349; *paccuracy* = .245). We additionally found no moderated mediation (all CI95 included 0).

**Web Appendix L: Robustness Checks to Mediation Models in Studies 3 and 4**

**Study 3:** As a robustness check, we again tested the complete mechanism (i.e., mobile 🡪 effort 🡪 credibility 🡪 purchase intentions) by estimating two serial mediation models (Hayes 2017, PROCESS Model 6): one under the control condition, and another under the external motivation condition. In the control condition, we again found that the indirect effect of mobile on purchase intentions through this serial pathway was positive and significant (b=.08, SE =.03, CI95 [.03, .15]); other indirect pathways with these mediating variables were not significant when switched. In the external motivation condition, as expected, the conceptualized pathway was not significant (b= .002, SE =.003, CI95 [-.045, .001]).

**Study 4:** As a robustness check, we again tested the complete mechanism (i.e., mobile 🡪 effort 🡪 credibility 🡪 purchase intentions) by estimating two serial mediation models (Hayes 2017, PROCESS Model 6): one in the positive review condition and one in the negative review condition. In the positive review condition, we found that the indirect effect of mobile on purchase intentions through this serial pathway was positive and significant (b=.03, SE =.01, CI95 [.01, .06]); other indirect pathways with these mediating variables were not significant when switched. In the negative review condition, as predicted, the conceptualized pathway was not significant (b= -.001, SE =.007, CI95 [-.02, .01]).

**Web Appendix M: Tables for Mediation Models in Studies 3 and 4**

**Study 3: Serial Moderated Mediation (Model 91)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Consequent** | | | | | | | | | | | | | | | | | | | |
|  | | | M1 (Effort) | | | | | |  | M2 (Credibility) | | | | Y (Purchase Intentions) | | | | | |
| **Antecedent** | Coeff. | SE | | *T* | *P* | Coeff. | | SE | | | *T* | *p* | Coeff. | | | SE | *t* | | *p* | |
| X (Device) | .1617 | .0497 | | 3.2557 | .0012 | -.0734 | | .0433 | | | -1.6963 | .0906 | .0514 | | | .0359 | | 1.4324 | .1528 | |
| M1 (Effort) | --- | --- | | --- | --- | .4333 | | .0617 | | | 7.0197 | < .0001 | .2358 | | | .0400 | | 5.8890 | < .0001 | |
| M2 (Credibility) | --- | --- | | --- | --- | --- | | --- | | | --- | --- | .1777 | | | .0418 | | 4.2510 | < .0001 | |
| W (Motivation) | --- | --- | | --- | --- | -.0033 | | .4428 | | | -.0074 | .9941 | --- | | | --- | | --- | --- | |
| Effort x Motivation | --- | --- | | --- | --- | .0275 | | .0864 | | | .3186 | .7502 | --- | | | --- | | --- | --- | |
| Constant | 5.032 | .0497 | | 101.28 | < .0001 | 3.3190 | | .3246 | | | 10.223 | < .0001 | 1.7183 | | | .2290 | | 7.5051 | < .0001 | |
| Model Summary | | | R2 = .0263 | | | | R2 = .2057 | | | | | | | | R2 = .2043 | | | | |
| F(1, 392) = 10.59994, *p* = .0012 | | | | F(4,389) = 25.2564, *p* < .0001 | | | | | | | | F(3, 390) = 33.4570, *p* < .0001 | | | | |

**Study 4: Serial Mediated Moderation (Model 89)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Consequent** | | | | | | | | | | | | | | | | | | | | | | |
|  | | | M1 (Effort) | | | | | |  | M2 (Credibility) | | | | | | Y (Purchase Intentions) | | | | | | |
| **Antecedent** | Coeff. | SE | | *T* | *P* | Coeff. | | SE | | | *T* | | *p* | Coeff. | | | | SE | | *t* | | *p* | |
| X (Device) | .3906 | .0502 | | 7.5173 | < .0001 | 0339 | | .0469 | | | .7222 | .4706 | | | .2536 | | | | .0467 | | 5.428 | < .0001 | |
| M1 (Effort) | --- | --- | | --- | --- | .2729 | | .0417 | | | 6.545 | < .0001 | | | .2033 | | | | .0435 | | 4.678 | < .0001 | |
| M2 (Credibility) | --- | --- | | --- | --- | --- | | --- | | | --- | --- | | | -.1425 | | | | .0490 | | -2.911 | .0038 | |
| W (Valence) | --- | --- | | --- | --- | --- | | --- | | | --- | --- | | | -.4974 | | | | .2326 | | -2.138 | .0331 | |
| Device x Valence | --- | --- | | --- | --- | --- | | --- | | | --- | --- | | | .1778 | | | | .0467 | | 3.806 | .0002 | |
| Effort x Valence | --- | --- | | --- | --- | --- | | --- | | | --- | --- | | | .0809 | | | | .0435 | | 1.861 | .0635 | |
| Credibility x Valence | --- | --- | | --- | --- | --- | | --- | | | --- | --- | | | .1286 | | | | .0490 | | 2.626 | .0090 | |
| Constant | 4.603 | .0502 | | 88.592 | < .0001 | 2.559 | | .1969 | | | 12.995 | < .0001 | | | 2.408 | | | | .2326 | | 10.3513 | < .0001 | |
| Model Summary | | | R2 = .1206 | | | | R2 = .1143 | | | | | | | | | | R2 = .3097 | | | | | |
| F(1, 412) = 56.5101, *p* < .0001 | | | | F(2, 411) = 26.5183, *p* < .0001 | | | | | | | | | | F(7, 406) = 26.0231, *p* < .0001 | | | | | |

**Web Appendix N: Meta-Analysis**

In total, empirically this paper reported two studies using data collected from TripAdvisor and five experiments, plus one additional experiment in Web Appendix E. Collectively, these studies assessed the effects of how mobile (vs. nonmobile) reviews can influence consumers’ purchase intentions for a reviewed product or service. Following recent calls (McShane and Böckenholt 2017), we conducted a single-paper meta-analysis (SPM) of the experimental studies in this paper (specifically: Studies 1b, 2a, 2b, 3, 4, and Web Appendix E). We focused on the simple effect of mobile versus nonmobile in the experimental conditions in which we expected a significant positive effect of mobile on the dependent variable. The purpose was to see how robust our results were across studies, and both standard meta-analytic techniques (Rosenthal 1984) and SPM were used (McShane and Böckenholt 2017).

Across the six experimental studies, we showed that mobile, compared to nonmobile reviews positively influenced purchase intentions. Across our studies, we found that our average effect size of mobile on purchase intentions was .30 with a standard deviation of .16 (min = .14, max = .52). Using standard meta-analysis techniques, effect sizes were calculated where the average weighted η was 0.26, and the overall relationship was significant (z = 8.38, *p* < .001). Based on McShane and Böckenholt’s (2017) SPM methodology, the across-study estimate of the effect of mobile on purchase intentions is .47 (95% CI: [.21, .77]), indicating that mobile, compared to nonmobile reviews, positively influenced purchase intentions since the confidence interval does not contain zero. Finally, using Rosenthal and Rosnow’s (2008) file drawer technique, which provides another way to characterize the robustness and strength of an effect, it would take an additional 150 null studies to make the overall significant finding of mobile reviews positively influencing purchase intentions become non-significant at the 5% level.

As these analyses indicate, the effect is robust. Combined with the real-world data, the effect of the “via mobile” cue appears to be detectable. This occurs despite the mobile cue possibly not being noticed by some consumers (e.g., as noted in the paper, across our experiments, 5%-18% of participants failed to notice this cue based on our attention checks). We acknowledge that the cue’s inherently subtle nature may be a limitation to marketers’ abilities to make large-scale use of it in practice. However, given that the effect is robust and since it is found in our TripAdvisor studies, we are confident in its practical applicability if used in conjunction with other marketing techniques.