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CAMPUS LIFE

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Creation and Consumption of Mobile Word-of-Mouth: How are Mobile Reviews Different?

ABSTRACT:

Mobile users can create word-of-mouth (WOM) wherever they are and whenever they want. This real-time creation process may be associated with differences in the content and consumption value of mobile versus non-mobile word-of-mouth. We analyze 275,362 reviews from 117,827 users describing their experiences at 134,976 restaurants as well as a subsample of 21,026 reviews written by 673 users who wrote at least four mobile and four non-mobile reviews. We also examine how the introduction of the mobile platform affected WOM consumption. We find that WOM content is more affective, more concrete, and less extreme when created on mobile devices. These differences in content (more affective, more concrete, and less extreme) vary in their relationships with the perceived consumption value of mobile content. Beyond the indirect relationship between platform and consumption value through content, reviews created on mobile devices are associated with lower consumption value. This direct relationship grows stronger over time. Although consumers initially value real-time mobile content similarly to desktop content, even after controlling for a large set of content and contextual variables, over time consumers value mobile reviews less than non-mobile reviews.

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