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Which Reward Program Impacts on Purchase Review?

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ABSTRACT

This study examined the changes in customers' intention to write a review after purchase and the reliability of such reviews depending on the types of rewards programs (probabilistic vs. deterministic). It also investigated the moderating effect: changed attitudes depending on customers' involvement to rewards (voucher worth of 10,000 won vs. voucher worth of 50,000 won). We also investigated the moderating effects of thinking style (holistic thinker vs. analytic thinker). To this end, the author set four types of experimental stimuli [types of rewards programs (probabilistic vs. deterministic) × reward involvement (10,000 won voucher vs. 50,000 won voucher)], which were then used to measure customers' intent to write a purchase review, the reliability of those reviews and the moderating effect by thinking style. As a result, we found the following. **First**, customers were more prone to write a purchase review when they were given a deterministic rewards program than a probabilistic rewards program, **Second**, there was a moderating effect by reward involvement (there were significant differences in customers' intent to write a purchase review depending on their reward involvement (10,000 won voucher vs. 50,000 won voucher), **Third**, customers' intent to write a purchase review influenced the reliability of those reviews, **Fourth**, Customers' psychological mechanism, i.e. their thinking style, influenced the reliability of purchase reviews. In other words, holistic thinkers believed purchase reviews more in case of higher intent to leave reviews; Analytic thinker showed no difference in reliability of reviews depending on their intent. This suggests that marketing strategists should recognize such research results when establishing rewards programs to induce reviews.

Keywords: Reward Program, Probabilistic, Deterministic, Involvement, Purchase Review, Thinking Style.

1. INTRODUCTION

Consumers living in the modern world look through various media when they have an urge to purchase goods and services. They particularly need more information to reduce risks if they have not directly or

indirectly experienced the goods and services they intend to buy. This is why there are so many reviews out there to share information about a product or a service. This is an exchange of information by people who used that particular product or service (Kim & Hwang, 1995). Researchers have reported that consumers tend to trust information shared by fellow consumers more than information provided by companies (Lee & Youn, 2009). This is why many companies offer rewards programs as a lure to strengthen relationship with their customers by providing additional benefits (Dowling & Uncles, 1997). Product reviews have a significant impact on customers' intent to buy.

This strategy is to make a program that can induce reviews and generate participation of customers in that program by offering them rewards. Such strategy can strengthen relationship with their customers and achieve corporate goals. Moreover, marketing strategies using rewards programs are likely to become an essential tool for companies as reviews play an important role in forming customers' credibility. In addition, it is expected that customers' intent to leave a review may be different depending on their reward involvement. This suggests that customers' intent to leave a review can vary depending on their involvement which can be swayed by the type of rewards programs (Probabilistic · Deterministic). Also, it is expected that customers' reviews will have a significant impact on customers' perceived credibility over a certain product or a service. This is why we expected that the reliability of a review can be changed according to customers' intent to leave reviews. It is also important to know how the customers' intention to leave reviews and their reliability can be changed depending on the type of rewards programs as well as how customers' responses are formed or changed. As a result, we assumed that customers' thinking style may have an impact on their reactions, i.e. their psychological mechanism may influence their reactions and behaviors. This led us to expect that customers' thinking style may influence the reliability of purchase reviews and holistic thinkers and analytic thinkers might feel different about the reliability of purchase reviews. Based on the research background explained above, we conducted this study considering the following.

- (i) We classified rewards programs into probabilistic and deterministic programs and expected that customers' intent to leave reviews may differ depending on the type of a rewards program.
- (ii) We expected that when customers make up their mind to leave reviews depending on the type of a rewards program, their intention to leave reviews may differ depending on their reward involvement.
- (iii) We expected that reviews' reliability may differ depending on customers' intention to leave reviews.
- (iv) It is expected that the reliability of purchase reviews may be influenced by customers' thinking style.

2. THEORETICAL BACKGROUND AND HYPOTHESIS SETUP

Reward Program and Purchase Review Intention

Rewards programs are a corporate means of promoting sales to strengthen relationships with its customers, which arise in the process of purchasing goods and services (Dowling & Uncles, 1997). In other words, it is a strategy to improve customer relationships and achieve corporate goals by offering them an additional benefit. This strategy is in the category of Customer Relationship Management (CRM). An additional benefit

given to customers when they participate in a rewards program is defined as rewards (Kivetz & Simonson, 2002). Examples of rewards programs include extra points offered by movie theaters or supermarkets, airlines' mileage systems, or department stores' vouchers; extra points and vouchers are frequently offered as additional benefits to customers in rewards programs (Dreze & Nunes, 2004). In general, points and gift certificates are a means of payment that can be used in a specific store and can be called a value-based currency (Schwarz, 1997). However, points and gift certificates can only be used within a certain period of time and cannot be accepted anytime, anywhere, which makes a clear distinction from cash in terms of fungibility (Dreze & Nunes, 2004). Park and Kim (2007) compared differences between points and gift certificates. Customers need to make an effort to accumulate points and cannot use them if they fail to accumulate to a certain point, which makes them consumption goods. This is why customers tend to choose gift certificates over points as they want to avoid loss. Gift certificates are high in fungibility, which makes them exchange goods. Thus, customers prefer to have gift certificates than points. This suggests that customers are more likely to choose rewards programs involving gift certificates than the ones involving points (Park & Kim 2007). Yi and Jeon (2003) analyzed the effects of involvement, compensation timing, and compensation types. When customers are highly involved, direct rewards are more effective than indirect rewards. Also, the level of perceived values of the reward directly and indirectly influenced brand loyalty. They asserted that when involvement is low, immediate rewards were found to be more effective than delayed rewards, and that customers' perceived value of the reward program do not have an impact on brand loyalty (Yi & Jeon 2003). In addition, Dowling and Uncles (1997) classified rewards programs into two types: the timing of giving rewards and the type of rewards. Also, they established variables: plan to give rewards and the type of rewards (Dowling & Uncles, 1997). It has been discovered that rewards programs have several important impacts such as increased frequency of purchase and repetitive purchase, which led to an increased corporate profitability, increased sales, customer retention and securement, and customer loyalty. This is why many companies are engaged in rewards programs and have conducted relevant research. Most of existing researches have focused on rewards programs' impact on increased corporate revenues or customer loyalty and have collectively concluded that rewards programs form customers' loyalty and thus increase the profitability of companies (Reichheld & Sasser, 1990). Therefore, companies that have rewards programs can understand what their customers want as well as their characteristics through trade-offs and generate advertising impacts by combining the opinions and information of the customers. To this end, we tried to study the reactions and consumers' behaviors who has exposed to rewards programs. In addition, we took a different approach depending on the type of rewards programs and looked into the consumers' behaviors. That is, we investigated how rewards programs are affected by the Probabilistic Graded Approach and the Deterministic Graded Approach. This led to the following hypothesis:

H1: Customers are more likely to leave reviews when they are given a deterministic rewards program than a probabilistic rewards program.

Moderating Effect by Reward Involvement

Involvement is the customer's interest and importance in the product or advertisement. Involvement also encompasses the customer's importance and relevance to the certain product when the consumers' decision making as well as a loss in case of a wrong decision. Involvement can be divided into two categories as follows. If customers feel that the product is important and they are highly related to the product, it means that they have high involvement in the product. On the other hand, if the customers feel that the product

is not important and is not relevant to them and there is a low level of perceived loss, it means that they are less involved in that product. People tend to make a cautious decision when deciding whether or not to buy a product that they are highly involved; people tend to feel less interested and attached to a product and feel that there is not much loss when deciding whether or not to buy a less involved product, which leads to a quicker purchase decision (Rossiter, Percy & Donovan, 1991; Ratchford, 1987). However, there can be an individual difference depending on the level of involvement, and the difference can make people feel differently about a certain product in terms of its characteristics and importance (Lutz, 1985; Howard & Sheth, 1969). Iwasaki and Havitz (1998) reported that people put a lot of time and energy to choose the most suitable and most relevant brand for their personal needs. As a result, the intention to change the products and brands of their choice is lowered, which is attributed to the benefits given to them (Iwasaki & Havitz, 1998). If customers feel highly involved in rewards of a particular advertisement, they tend to actively engage in searching information and leaving reviews for that advertisement. On the other hand, they tend to be half-hearted when searching for information and reviews about a less involved rewards (Mithcell & Olson, 1981), and thus become less interested in and less enchanted by that rewards, which makes them less nervous about the results of that rewards and feel that there is little relationship between their self-concept and the rewards. In addition, there have been researches involving different persuasion methods depending on the level of involvement. Persuasion occurs in two ways in communicating situations: central processing route and peripheral processing route. Central processing route means that the information on the attributes of the product influences the attitude of the brand while peripheral processing route means that the external information on the product (advertisement and information sources) has a significant effect on the attitude of the brand. In this regard, Petty, Cacioppo, and Schumann (1983) argued that it is effect to differentiate persuasion methods according to the level of involvement in communication situations. They suggested Elaboration Likelihood Model (ELM) for attitude change. The ability to process information differs depending on involvement; when customers are involved highly. Their attitudes are highly swayed by the central processing route whereas when they are less involved, they are more likely to be influenced by the peripheral processing route. When people are less involved, they tend to focus more on peripheral factors than the message itself. This means that the peripheral processing route dominates the central route. Based on these studies, we related involvement to rewards. That is, if the involvement of the reward is high, people feel that they are more involved in the reward and the reward is more important and thus feel that they will lose something big if they do not get the reward. Conversely, a low reward involvement makes people feel that they are less relevant to the reward, and the reward is less important and that they will lose not so much if they do not get the reward. Therefore, we investigated how the level of involvement changes customers' thoughts, interests, and reactions. We also concluded that it is important to consider the influence of the reward as its influence can vary depending on individual characteristics. This is why we used customers' involvement in rewards as a moderating variable to investigate changed attitudes of customers depending on their involvement. Based on this assumption, the following hypotheses were established:

H2: The type of rewards programs will have an impact on customers' intention to leave reviews, which will be moderated by their involvement in the reward. In other words, if customers' involvement in the reward is low, customers will be more likely to leave reviews when they are given a deterministic reward than a probabilistic reward; if customers' involvement in the reward is high, customers will show little differences in their intention to leave reviews regardless of the reward they are given.

Purchase Review Intention and Reliability of Review

In the theory of rational behavior, intent to act means an intention to act (Ajzen & Fishbein, 1980) and a review after purchase means a voluntary act or process to share positive or negative information about a particular product or a service involving direct and indirect experiences of consumers through word of mouth communication (Park, 2005). In other words, reviews mean a transmission of product information between individuals (Solomon, 1994). An increasing number of people use product reviews when making a purchase decision and thus the impact of such reviews grows more and more. This reflects the tendency to trust information experienced by other customers than the information provided by companies (Lee & Youn, 2009). If people have to decide whether to buy a product without reading reviews, they are more likely to be nervous about the product; on the other hand, they are less likely to feel anxious about the product if they refer to other people's reviews as they can make their purchase decisions based on other people's experiences (Chun & Jung, 2006). There are several previous studies related to product reviews. Lee and Lyi (2004) suggest that consumers read a lot of product reviews online when they intend to buy something (Lee & Lyi, 2004). Online reviews exert stronger influence on brand images, information on products and services, and purchase decision than other sources as the contents include direct and indirect experiences of fellow consumers (Chatterjee, 2001). Reliabilities of reviews have recently been more increased as people leave detailed information about a product they bought ranging from pros and cons to what needs to be improved (Lee & Lyi, 2004). The reliability of online reviews means how much people believe the reviews (Lim & Lee, 2007). The reliability of reviews may differ as follows: Consumers cannot entirely trust every word of information on the Internet. While some consumers who have seen a purchase review can completely trust the review, others may feel differently about the review. If the customer does not believe the review that he or she saw on the Internet, he or she tends to rely more on external information such as corporate image or brand name to make decisions (Park, 2002). Such reviews play an important role in forming reliability on the minds of consumers. Chevalier and Mayzlin (2006) found that reviews on Amazon.com and barnesandnobe.com influenced the actual offline bookstore sales. This means that reviews are more influential than the advertisement in real bookstores as consumers are more likely to believe reviews (Chevalier & Mayzlin 2006). Reviews will be perceived reliable on the minds of consumers as they can reduce risks at the final stage of a purchase decision and gain much information through reviews (Cho & Cho, 2010). Lee and Lyi (2004) argued that many consumers refer to online reviews when they purchase products (Lee & Lyi, 2004). Lee and Youn (2009) suggested that people tend to believe information provided by other consumers more than information provided by companies (Lee & Youn, 2009). As a result, a high intention to leave reviews would result in higher reliability of reviews. Based on this assumption, the following hypotheses were established:

H3: If consumers' intention to leave reviews is high, the reliability of reviews will be increased accordingly.

Moderating Effect by Thinking Style

Thinking style is a method of view things. This means that people might have different opinions about an event depending on their thinking style. People might have different attitudes, norms and values depending on their environments and cultural tendencies (Nisbett, Peng, Choi & Norenzayan, 2001). The

definition of the word 'thinking style' means an attitude that a person forms toward an event, which differs depending on one's environment and experiences. Such social and cultural differences form a cognitive process and different cognitive processes form different thinking style (Suh, 2012). Ji, Peng and Nisbett (2000) classified three types of thinking style into two categories: holistic thinking and analytic thinking (Ji, Peng & Nisbett, 2000). People from different thinking style within a cultural area depending on their information processing types. When people form comprehensive sensitivity toward all stimuli, it is safe to say that they are holistic thinker. If people form individual sensitivity toward all stimuli, they are analytic thinkers (Baumgartner, 1993). Folklorists suggest that Asians view things holistically while Westerners view things from a separate, independent and analytical point of view. The thinking style inevitably differs according to the environment in which one has grown. Nisbett, Peng, Choi and Norenzayan (2001) reported that holistic thinking is mainly seen in Asian people, and analytic thinking is more common in Westerners (Nisbett, Peng, Choi & Norenzayan, 2001). In addition, they suggested that thinking style affects individual cognitive processes through social and cultural environments and individual cognitive processes influence thinking style. Therefore, it is necessary to understand the social and cultural differences between the East and the West before trying to understand the differences in thinking style. Asians tend to value the overall background and maintain social relations while westerners tend to value attributes, be less dependent on social relations, and have a culture that values personal traits. This is why Asians tend to think holistically while Westerners think analytically. Holistic thinking style is a background-oriented thinking style based on experience, culture, and life. People who have lived in collective and social relationships pay attention to and focus more on the relationship between the background and the focal object. They tend to link the object and the overall context as they are more focused on the overall background than a single component; they are not familiar with selecting a certain part to perceive something. Analytical thinking, on the other hand, is a thinking style that focuses on what is observed. Individuals who have been living independently or individually prefer to interpret the observed object or the target behavior as they think it is important to perceive rules and properties. They tend to analyze the logical relations of the object with a focus on the parts of the object. Therefore, the analytical thinking method tends to categorize the object by focusing on a certain disposition of the object (Kim, 2008). According to Choi, Nisbett and Norenzayan (1999), the causal inference process, which explains the causes of events and behaviors, differs depending on the thinking style. In other words, holistic thinking perceives that the causes of events or behaviors interact with numerous variables whereas analytical thinking infers the cause of an event or action with an emphasis on the nature of an object (Choi, Nisbett & Norenzayan, 1999). Therefore, we expected in this study that thinking style may influence purchase reviews and that the reliability of such reviews may differ depending on holistic thinking and analytic thinking. We assumed that there is a difference in cognitive process between holistic thinkers and analytic thinkers and thus the reliability of reviews may differ depending on thinking style. This is why we used thinking style as a control variable in this study in an attempt to find out how consumers' responses are affected by the variable. Based on this assumption, the following hypotheses were established:

H4: The effect of the intention to leave reviews on the reliability of the reviews may be controlled by thinking style. That is, holistic thinkers will have higher confidence in purchase reviews when their intent to leave reviews is high whereas analytic thinkers would show no difference in purchase reviews depending on the intent to leave reviews.

3. EMPIRICAL ANALYSIS

Sample Design and Data Collection

General public, office workers, college students, and graduate school students were the respondents and a total of 315 questionnaires were used for the final analysis, except for 27 copies with incomplete or missing questions. The demographic characteristics and distribution of the respondents are as follows. 38.1% (120 people) of respondents were female while 61.9% (195) were male. As for the age distribution, those who are under 20 accounted for 7.6% (24) while those who are from 21 to 30 accounted for 69.2% (218). Those who are from 31 to 40 accounted for 6.7% (21) while 41 to 50 accounted for 6.3% (20). Those who are over 51 years old were 10.2% (32). When it comes to respondents' occupation, 69.2% (218) were students followed by office workers (22.9%, 72 people), others (3.2%, 10 people), self-employed (2.2%, 7 people), housewives (2.2%, 7 people), and public servants (0.3%, 1). 8.3% (26) of the respondents have educational attainments equal to and lower than those of high school graduates while 69.2% (218) were in college. 12.4% (39) were college graduates and 6.7% (21) were in graduate schools. Those who graduated from graduate schools accounted for 3.5% (11). The ages participating in the questionnaire were generally in the 20s and 30s, the sexes were dominantly male; as for the distribution of occupation, they was mainly composed of office workers and students. When it comes to the distribution of gender, age, and occupation in demographic characteristics and distribution, respondents were not evenly distributed, though we concluded that this does not influence the quality of the study and thus use the existing questionnaires. For an appropriate survey, we did not give out any information about the rewards programs to the participants and respondents completed their own questionnaires.

Stimuli Development and Manipulation Check

In order to design stimuli that are reminiscent of probabilistic and deterministic rewards programs, we drew up an outline of a review event and conducted Focus Group Interview (FGI) with the researchers at Global Business Consulting (GBC) to finish up the final questionnaire scenario. As for the operational control, we set up a smart phone review event and measured subjects' intention to buy smartphones. A measuring tool by Lusk & Daniel (2000), Blackwell, Miniard & Engle (2001) was used and modified to measure three items as well as Likert scale. Statistical analysis of the descriptive statistics was conducted for operational control and the results show that the average purchase intention score was ($M = 4.36$), suggesting those who showed a score higher than the average score (H) are the ones who have an intention to buy. Therefore, 342 out of the 400 respondents in the operational check were found to be the ones with intent to purchase. Also, we make up four types of questionnaire to distinguish stimuli depending on the type of rewards programs (Probabilistic vs. Deterministic) and reward involvement (10,000 won Voucher vs. 50,000 won Voucher).

Measurements of Variables

First, a study done by Lusk and Daniel (2000); Blackwell, Miniard and Engel (2001) was used to measure one item of consumers' intention to leave reviews as well as Likert scale. To measure the level of intention, those who showed a score (H) higher than the average ($M = 3.54$) were considered to have high intention whereas those who showed a score (L) lower than the average were considered to have low intention. **Second**, based on a study conducted by Zaichkowsky (1985), we used Likert scale to measure seven items of reward involvement. To measure the level of involvement, those who showed a score (H) higher than

the average ($M = 3.78$) were considered to have high reward involvement whereas those who showed a score (L) lower than the average were considered to have low involvement. *Third*, we refer to Garbarino and Johnson’s study (1999) to measure the four items of reliability of reviews as well as Likert scale. To measure the reliability, those who showed a score (H) higher than the average ($M = 3.41$) were considered to have high reliability whereas those who showed a score (L) lower than the average were considered to have low reliability. *Finally*, we used a measuring tool by Enkchimeg, Kim, and Oh (2014) who have reconstructed the holistic thinking tendency developed by Choi, Dalal, Kim and Park (2003) as well as Likert scale. In order to confirm the moderating effect of thinking style, 40% of the middle level was removed from the mean of all surveyors’ thinking style, and the lower 30% ($M < 4.50$) were classified as analytic thinkers while the higher 30% ($M > 5.50$) as holistic thinkers to generalize statistics.

4. HYPOTHESIS TESTING

Results of Hypothesis 1

Hypothesis 1 (H1) is to examine the effect of rewards programs on intention to leave reviews. Therefore, we set the type of rewards programs (Probabilistic vs. Deterministic) as an independent variable and intention to leave reviews as a dependent variable to conduct *t*-test. The results of the verification of H1 are as follows.

Table 12.1
Purchase review intention according to the reward program types

<i>Reward Program Types</i>	<i>Mean</i>	<i>n</i>	<i>S.D</i>	<i>t</i>	<i>p</i>
Probabilistic	3.14	157	1.91	-3.61	.00
Deterministic	3.94	157	1.99		

S.D. = Standard Deviation
 $n = 315$

The results suggest that deterministic reward program (3.94) was higher than the probabilistic reward program (3.14) and thus was adopted at the significance level of $p < .01$

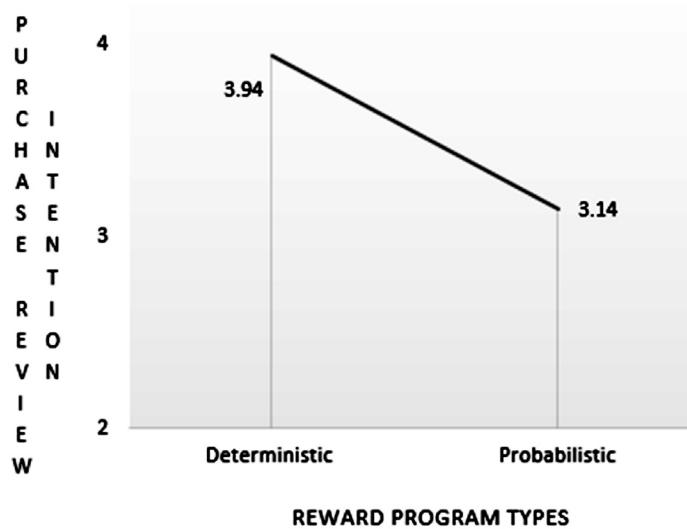


Figure 12.1: Purchase review intention according to the reward program types

Results of Hypothesis 2

Hypothesis 2 (H2) is to examine the moderating effect of reward involvement (Voucher worth of 10,000 won vs. Voucher worth of 50,000 won). In other words, it is assumed that if people's involvement in rewards was low, their intention to leave reviews would be higher when they are given a deterministic reward than a probabilistic reward. If their involvement is high, there would be no difference depending on the type of rewards programs as their desire to get rewards is likely to be high in both rewards programs. This is why we conducted ANOVA analysis using the type of rewards programs as an independent variable and reward involvement as a moderating variable. Intention to leave reviews was set to be dependent variable. In addition, the degree of reward involvement was divided into the low and high cases, and *t*-test was used to examine the purchase intention depending on the type of rewards programs. The results are shown in Tables 2, 3 and 4.

Table 12.2
Moderating effect of reward involvement according to the reward program types

	<i>Sum of squares</i>	<i>df</i>	<i>Mean square</i>	<i>f</i>	<i>p</i>
Reward Involvement (A)	16.95	1	16.95	4.84	.02
Reward Program Types (B)	24.79	1	24.79	7.08	.00
A*B	21.38	1	21.38	6.10	.01

S.D = Standard Deviation

Table 12.3
Moderating effect of reward involvement according to the reward program types

<i>Reward Involvement</i>	<i>Reward Program Types</i>	<i>Mean</i>	<i>n</i>	<i>S.D</i>	<i>t</i>	<i>p</i>
Low	Probabilistic	2.65	81	1.76	-3.67	.00
	Deterministic	3.76	74	1.95		

S.D = Standard Deviation

Table 12.4
Moderating effect of reward involvement according to the reward program types

<i>Reward Involvement</i>	<i>Reward Program Types</i>	<i>Mean</i>	<i>n</i>	<i>S.D</i>	<i>t</i>	<i>p</i>
High	Probabilistic	3.66	76	1.92	-.13	.89
	Deterministic	3.70	73	1.83		

S.D = Standard Deviation

The results of the analysis show that the type of rewards programs has a statistically significant effect on the intent to leave reviews ($F = 6.10, p < .05$). More specifically, when the involvement in reward is low, intention to leave reviews was higher in deterministic rewards program than in probabilistic one ($M_{\text{probabilistic}} = 2.65, M_{\text{deterministic}} = 3.76, t = -3.67, p < .01$). And if the reward involvement is high, there is little difference depending on the type of rewards programs ($M_{\text{probabilistic}} = 3.66, M_{\text{deterministic}} = 3.70, t = -.13, p > .05$). H2 was therefore adopted.

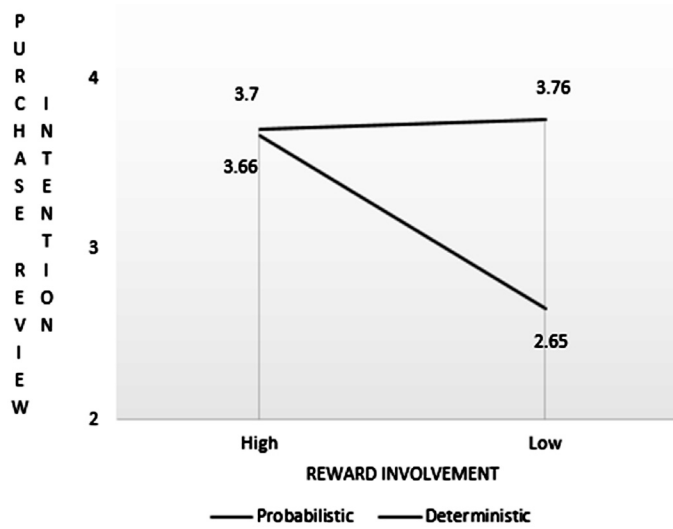


Figure 12.2: Moderating effect of reward involvement between reward program types and purchase review intention

Results of Hypothesis 3

Hypothesis 3 (H3) is to examine the effect of the purchase intention on the reliabilities of reviews. Therefore, we set the intent to leave reviews (High vs. Low) as an independent variable and the reliabilities of reviews as a dependent variable to conduct *t*-test. The results of verifying H3 based on this are as follows.

Table 12.5
Reliability of review according to the purchase review intention

Purchase Review Intention	Mean	<i>n</i>	<i>S.D</i>	<i>t</i>	<i>p</i>
High	3.98	149	1.44	7.05	.00
Low	2.88	165	1.30		

S.D = Standard Deviation

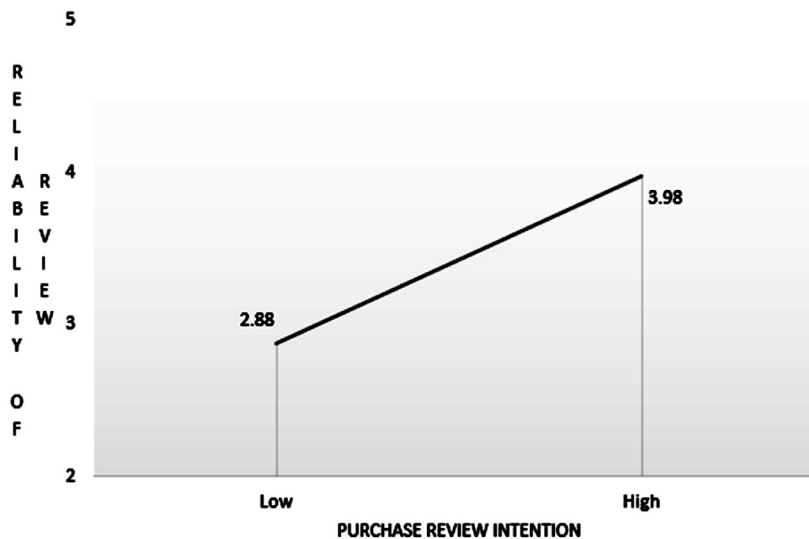


Figure 12.3: Reliability of review according to the purchase review intention

The result of the analysis suggests that the reliability of reviews was high when intention is high (3.98) than low (2.88), which was thus adopted at the level of significance $p < .01$.

Results of Hypothesis 4

Hypothesis 4 (H4) is about the moderating effect of thinking style (Holistic Thinkers vs. Analytic Thinkers). In other words, we assumed that holistic thinkers tend to interpret or predict the connections between the object and the overall contexts and are unfamiliar with selecting only a specific part in the whole context. Therefore, holistic thinkers will have higher confidence in purchase reviews when they have higher intention to leave reviews. On the other hands, analytic thinkers who tend to analyze logical relations of the object with a focus on each parts of the object will show no difference in the reliability of reviews depending on their intention. To verify these assumptions, ANOVA analysis was conducted using the purchase intention as an independent variable, the thinking style as a control variable, and the reliability of purchase reviews as a dependent variable. In addition, we divided thinking style into holistic thinkers and analytic thinkers and conducted *t*-test to see the reliability of reviews depending on the intention to leave reviews. The results are shown in the following Tables 6, 7 and 8.

Table 12.6
Moderating effect of thinking style according to the purchase review intention

	<i>Sum of squares</i>	<i>df</i>	<i>Mean square</i>	<i>f</i>	<i>p</i>
Purchase Review Intention (A)	49.14	1	49.14	34.44	.00
Thinking Style (B)	9.41	1	9.41	6.59	.01
A*B	21.53	1	21.53	15.09	.00

S.D = Standard Deviation

Table 12.7
Moderating effect of thinking style according to the purchase review intention

<i>Thinking Style</i>	<i>Purchase Review Intention</i>	<i>Mean</i>	<i>n</i>	<i>S.D</i>	<i>t</i>	<i>p</i>
Holistic Thinker	High	4.59	46	1.41	6.35	.00
	Low	2.81	44	1.25		

S.D = Standard Deviation

Table 12.8
Moderating effect of thinking style according to the purchase review intention

<i>Thinking Style</i>	<i>Purchase Review Intention</i>	<i>Mean</i>	<i>n</i>	<i>S.D</i>	<i>t</i>	<i>p</i>
Analytic Thinker	High	3.41	39	1.02	1.60	.11
	Low	3.05	42	1.00		

S.D = Standard Deviation

The results suggest that there is a statistically significant relation between the intention to leave reviews and thinking style ($F = 15.09, p < .01$). More specifically, holistic thinkers believed reviews more when they have high intention to leave reviews ($M_{\text{purchase review intention high}} = 4.59, M_{\text{purchase review intention low}} = 2.81, t = 6.35, p < .01$) whereas analytic thinkers showed no difference in reliability depending on their intention

($M_{\text{purchase review intention high}} = 3.41$, $M_{\text{purchase review intention low}} = 3.05$, $t = 1.60$, $p > .05$). H4 was therefore adopted.

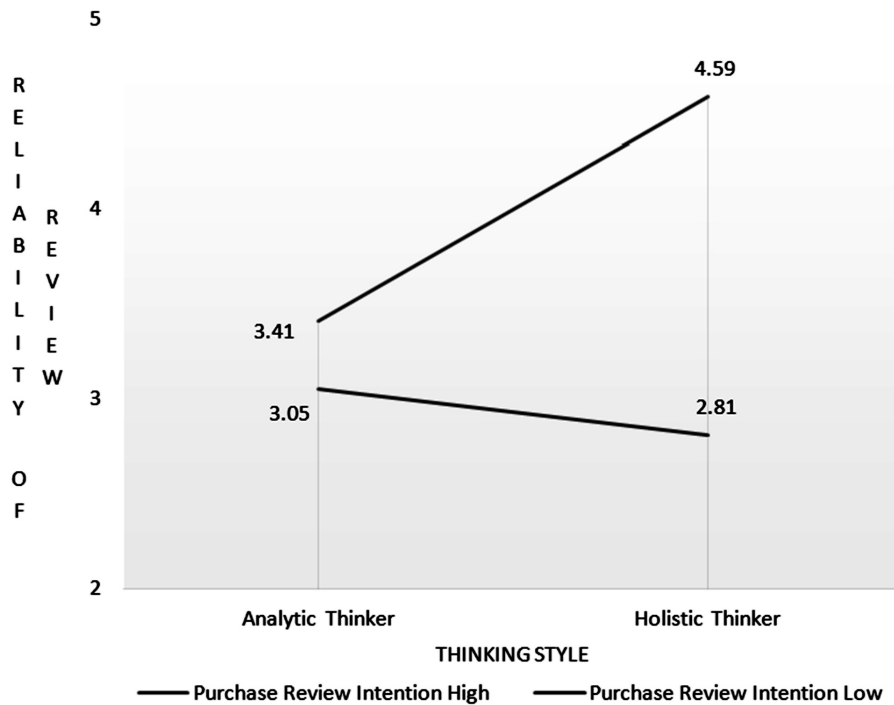


Figure 12.4: Moderating effect of thinking style between purchase review intention and reliability of review

5. CONCLUSION AND IMPLICATIONS

This study is to investigate customers’ intention to leave reviews and reliabilities of reviews depending on the type of rewards programs (Probabilistic vs. Deterministic). We examined how different types of rewards programs influence consumers’ intention to leave reviews and how their intention has an effect on the reliability of reviews through moderating variables. The results suggest that consumers’ intent to leave reviews changes depending on the type of rewards programs (H1) and their intention to leave reviews is moderated by their involvement in rewards (H2). In addition, there is a difference in the reliability of the reviews according to consumers’ intention to leave reviews (H3). In order to verify the control effect, it was confirmed that thinking style controls the reliability of reviews (H4). Above hypotheses draw up a conclusion that a deterministic reward program can boost consumers’ intention to leave reviews and the high intention will result in high reliability of such reviews. The results of this study provide the following theoretical and practical implications. *First*, previous studies on rewards programs proved the type and timing of rewards programs while this study examined consumers’ behaviors depending on two different types of rewards programs (Probabilistic vs. Deterministic) through actual questionnaires, which can be used to establish a marketing strategy and to more accurately analyze consumers’ behaviors. *Second*, previous studies have found that gift certificates are more effective than points. Therefore, we used gift certificates to induce participation for our questionnaire. In addition, we proved that consumers’ behaviors are different depending on the degree of involvement in rewards. *Third*, we tried to verify the reliability of reviews

based on consumers' psychological mechanism, i.e. thinking style. This means that one's intention to leave reviews may be different depending on the type of rewards programs and that the intention may have an impact on the reliability of purchase reviews. This study has its significance in that it verified the reliability of reviews that may differ depending on thinking style. This study has its implications in that it suggests the impact of different types of rewards programs on the reliability of reviews, which can play an important role in the purchase decision making processes of new customers. As for a practical implication, first of all, marketing strategists should consider the types of rewards programs as the reliability of reviews may change depending on consumers' intention to leave reviews. Second, product reviews can form reliability on the minds of new consumers and thus play an important role in their decision making process, which is why marketing strategists should note this implication. Third, companies can build positive corporate images and enhance profits in the long run with review-inducing rewards programs. This is why marketing strategists should note this when establishing marketing strategies.

6. LIMITATIONS AND FUTURE AGENDA

Review-inducing rewards programs can form the reliability of reviews. This is why companies should not use deceptive advertisement campaigns when implementing rewards programs for the purpose of inducing reviews. And they need to consider individual differences when implementing such strategies, as consumers feel differently toward the same rewards program. Moreover, there has not been enough research on the exact price point of the voucher that is to be given to consumers, though we used vouchers worth of 10,000 and 50,000 won in this study. Therefore, additional research needs to be conducted to determine which price point will be more effective in implementing rewards programs intended to induce reviews.

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