DISSERTATION

on

Role of online reviews in customer purchase process

Submitted by- Palak Hans (2k20/Dmba/83)

Under the guidance of- Prof. Rajan Yadav

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CERTIFICATE

This is to certify that Ms. Palak Hans (2K20/DMBA/83) has satisfactorily completed the Project Report titled **"ROLE OF ONLINE REVIEWS IN CUSTOMER PURCHASE PROCESS"** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration (MBA) from Delhi School of Management, Delhi Technological University, New Delhi during the academic year 2020-22.

Project Guide   Head of Department

Prof Rajan Yadav   Dr. Archana Singh

Date-

Place-

DECLARATION

I, Palak Hans, a student of Delhi Technological University, hereby declare that I have worked on a dissertation titled "Role of online reviews in retail marketing" in Major Research Project.

I guarantee/underwrite my research work to be authentic and original to the best of my knowledge in all respects of the process carried out during the project tenure.

I also declare that it has not been copied from any source online or offline.

Date: 05/06/2022   Palak Hans

                                                                                    (Student Name)

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Executive Summary

The purpose of this study is to see how online reviews impact purchase intentions of a consumer. The second objective of the study is to examine the role of social media reviews in retail marketing. 5 features of online reviews were identified Do try products after reading review, Trust on influencer, ease of language, platform, time of review. And done frequency analysis on it. In nominal there were questions like age, gender, Income, platform used for online review. Our target population was people with income between 5-10 lakhs. Then Factor analysis was done to check the influencing things which were Ease of understanding and platforms. Through factor analysis it was clear that mainly people look for ease of understanding and on which platform they are reading that review. One pair T Test was done to check what is the most impactful factor and platforms is the factor which impacted the most. Reliability analysis was done to check the interdependency among the variables and Data was found to be ok as the correlation was more than 0.7, also T test was done to find the hypothesis.

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1. INTRODUCTION

1.1. Background-

Consumer online reviews are progressively available with the rise of social commerce, retailing websites. When customers search online for product information and compare options, they often have access to a large number of product reviews from other customers. Online customer reviews function as a type of "sales help" that informs potential buyers and has the ability to provide them with value. The rise of contemporary technologies such as the broadband web and net 2.0 applications has increased the amount of customer media networks, resulting in verbal (Word of Mouth) communications being transformed into various forms of digital online communities. A number of opinions on products are typically articulated within the style of online shopper reviews.

The fundamental premise is that consumers tend to trust information about products and services offered/shared by other customers, demonstrating the effectiveness and persuasiveness of online product reviews. Kardon (2007) has shown that buyers tend to bank a lot of on peer reviews than information provided by professionals such as marketers or advertisers as consumer reviews are more realistic, autonomous and impartial. Furthermore, consumers are also thought to have no fundamental patterns while publishing reviews online, and there is no systematic pattern for them to post their experiences on the internet. There are 2 main styles of reviews on the Internet: review by customers and reviews by skilled editors. These 2 styles of product reviews don't offer an equivalent data online, and consumer reviews might contain crucial and vital insights that ecommerce websites, social media retailers, manufacturers etc. are reluctant to disclose to the general public.

The efficacy of online reviews has shown to influence consumers getting choices, client satisfaction and their purchase intentions. Consumers are increasingly using online reviews to assess quality standards, service excellence, and buying experiences. Nowadays, the reviews aren't solely found on e-commerce websites — they'll be across the online — from social media to blogs and forums. And after all, there are websites dedicated to client reviews, like TripAdvisor. All of these sources permit shoppers to freely provide their opinion.

regarding the product, whether or not they be positive or negative. These reviews are a valuable quality for any B2C company and may be crucial for a business. According to Bright Local, 97% of shoppers looked online for native business reviews in 2017. Now this number says a lot about the importance of online consumer reviews and its impact on purchase intentions. What matters, even more, is that 85% of shoppers trust online reviews from relatives and friends. Positive or negative reviews will considerably impact your sales as a result of shoppers can search for feedback before making a purchase. Customers wish to relate to the reviewers; they want to listen to opinions from those that seem to be them, even though they're complete strangers.

As online consumer reviews become more prevalent, this study tries to acquire a better understanding of them. The research aims at studying the consumer expectations from a brand through their social media reviews and characteristics of online reviews that impact consumer purchase intention.

To adapt to the ever-changing environment of the internet era, brands must constantly adjust their advertising and marketing tactics. As a result, brands now have their own online platforms where customers can communicate, learn about the brand, and feel like they are a part of it. These digital sites can also provide information and assist clients in comparing product characteristics and costing to save time and money. Consumers are also becoming more active in their search for information; thus, firms are more likely to update news and introduce new products on a frequent basis. Such frequent interactions will give shared values resulting in a positive impact on trust and a chance for organizations to boost customer relationships.

When analysing a review, the research also highlights crucial indicators that can indicate different aspects of reviews. While the perceived usefulness, quality/valence of a review and review comprehensiveness are important aspects to consider when evaluating a review, consumers could also consider the timeliness of the review. Consumer purchase intention may be influenced by the timeliness of the review content, as fresh information differs from older information in terms of its influence. As a result, when analyzing the elements that account for a usefulness of review, customers typically consider Ease of understanding, Platform of the review. All these aspects might give deep insights of different parts of a review.

1.2 Problem Statement

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Impact of online reviews and how they initiate purchasing of the product.

1.3 Objectives

1. To investigate about the impact of online reviews in buying of a product.

2. To correlate between income group and their buying habits.

3. To research on the factors and find out the most impactful factor of online review.

4. To analyze what role platform plays in online reviews.

1.4 Scope of the study

The research is about the impact of online reviews in retail marketing and how these reviews helps the customer in buying decision.

The research will primarily discover how online reviews impact the buying behavior and how they help the customer of various income group.

2. LITERATURE REVIEW

Recent research on online consumer evaluations has focused on two aspects of product buying and social impact, particularly the effectiveness of online reviews. A number of marketing experts believe that internet reviews can be an important tool for promoting items, collecting consumer insights, and improving sales. Zhao et al. (2015) stated that hotel online booking intention were impacted by six individual attributes of online reviews majorly the valence factor of online reviews (positive and negative reviews). Liu et al. (2018) stated that review quality plays an important role while making a purchase decision. It is also stated that perceived usefulness has a direct impact on purchase intention while review credibility indirectly impacts intention through perceived usefulness, this all in the context of group buying behavior. Lin et al. (2011) stated that consumers are particularly interested in online product reviews that are both good in quality and significant in number.. Gretzel et al. (2008) stated that online travel reviews impact travel accommodation decisions and are not much useful in making travel decisions. Cui et al. (2012) showed that the impact of negative reviews had a greater effect than that of positive reviews, confirming the negativity bias effect. Mudambi and Schuf (2010) found that review extremity, review depth, and product type directly affected the perceived helpfulness of reviews. Wang et al. (2019) works on characteristics of online reviews that really make them helpful and demonstrated that review depth plays a major role in determining the review helpfulness than timeliness. Ghosh (2017) again highlighted that impact of negative reviews is more than that of positive reviews and stated the importance of webcare that is, it is very important for a brand or company to respond to negative online reviews and manage them. He also explains the persuasive effect of such responses on consumer behaviour. Constantinides and Holleschovsky (2016) analysed four main types of online review platforms and highlighted the importance of platform on making consumer trust and hence purchase decisions. Chakraborty (2019) stated that perceived value and brand awareness that online review provide play an important role in making purchase decisions and hence marketers need to pay attention to both the factors.

Kowalczuk (2018) used netnography to identify the constructs that persuade consumers to buy smart speakers. He analysed the online comments and reviews of consumers of Amazon echo and stated apart from perceived ease of use and perceived usefulness, the quality, its enjoyment,

consumer's technology optimism and risk strongly affect the acceptance of smart speakers. Among these constructs' enjoyment contributes the most for buying smart.

speakers. Loureiro et al. (2019) demonstrated how fashion brands communicate online by using netnography.

Despite the fact that these studies have produced important insights into the impact of reviews on their usefulness, relatively little research has looked at them all at the same time. As a result, in addition to the old researchers' fatuous and valuable information on review usefulness, this study aims to provide a quantitative integration of the main constructs associated with review usefulness, and the impact of individual construct on consumers purchase intentions. Consumers can use metrics to judge the usefulness of a review and modify them using research. The research would also help the marketers about the expectations of the consumers and metrics of the review that impact the purchase intention of the consumer. This way marketers can persuade their consumers to post online reviews consisting of the most important constructs of a review in return of some perks like special discount, loyalty cards, offers etc. Studying the . thinking and intentions can never be understood completely as they are dynamic and can fail any previous research by behaving in a different manner as stated by studies. But studying more and more about such impacts will take us closer to consumers and understand them better.

3. RESEARCH METHODOLOGY

Area of study

The area of study was the people of Delhi-Ncr region of all age group. The research was conducted in Delhi as per convenience of researcher.

Research Design

The descriptive research design was followed by taking the responses from the population about what they feel.

The research is conducted in accordance with the objectives of the study to find out impact of online reviews.

Sample Size

The study was conducted for 87 people of different age group.

Sampling Technique

Simple random sampling

Data Collection

The data for the research study from two sources-

- Primary data
- Secondary data

1.Primary Data: It refers to the data when collected freshly and the information was

obtained directly, either by the researcher or by someone else specifically for the study's

purposes. It is mainly collected through structured questionnaire and personal interaction with the customers.

2. Secondary Data: It is the data already gathered for some study or purpose other than the present study. Secondary Data used in this study has been taken from the internet and through different blogs made available to us by the library and through various journal

Data Analysis Technique

Consumer thinking on online reviews impact on buying decision was taken on self-designed questionnaire.

Where the data was taken on nominal & ratio scale.

4. **Study : Impact of online reviews on purchase intention**.

This research seeks to study the individual impact of different attributes of online reviews on purchase intention of a consumer. While it is well accepted that a variety of elements exist in this context, researchers can only learn more about the effectiveness of certain components by testing them. This will make it possible to carry out realistic solutions and disseminate research.

The current study examines five aspects of online reviews and shows how they influence purchasing decisions.

Try products after reading review:

The measure to which consumers believe that online reviews will help them make a purchasing decision is referred to as the usefulness of online reviews. The usefulness of online reviews has been proposed as a good indicator of a customer's willingness to comply with a review. Several other studies have found that the usefulness of internet reviews can influence usage frequency. And if the customer tries product after reading review it means the review is useful

H0- There is no difference between male and female

H1- There is difference between male and female

Review Timeliness:

Consumers may come across a big volume of relevant information connected with a specific time stamp throughout the information search process, which leads to the research notion of timeliness. The term "timeliness" alludes to how current, timely, and up-to-date the messages are. Despite its widespread acceptance, the value of timeliness in online reviews research is frequently overlooked. Its impact could be amplified if comments are categorised as "spotlight reviews," which appear before other reviews on the comments page. In the eyes of consumers, the average usefulness of

reviews decreases as time passes (Liu, 2006). According to recent studies, in the e-commerce context, more recent product reviews attract more consumer attention.

H0- There is no difference between male and female

H1- There is difference between male and female

Trust on influencer : Nowadays with the rise in social media, every person is well aware of how to use these platforms to work.

Our study was to check whether the trust on person/ influencer giving the review impacts purchase decision or not but through our study it was shown that it does not impact majorly.

H0- There is no difference between male and female

H1- There is difference between male and female

Platform-

Platform where the review is posted plays an important role in trusting on the review so we checked whether it affects people or not and as per survey people are influenced by the platform.

H0- There is no difference between male and female

H1- There is difference between male and female

Ease of understanding-

Ease of understanding plays a vital role because language is very important while reading review and as per the survey people also look for language.

H0- There is no difference between male and female

H1- There is difference between male and female

Data Collection

Study 1: Qualitative research

Comments were collected from H&M Instagram page for netnography study. A total of 100 comments consisting of #hm were collected and analyzed . This study follows a qualitative approach.
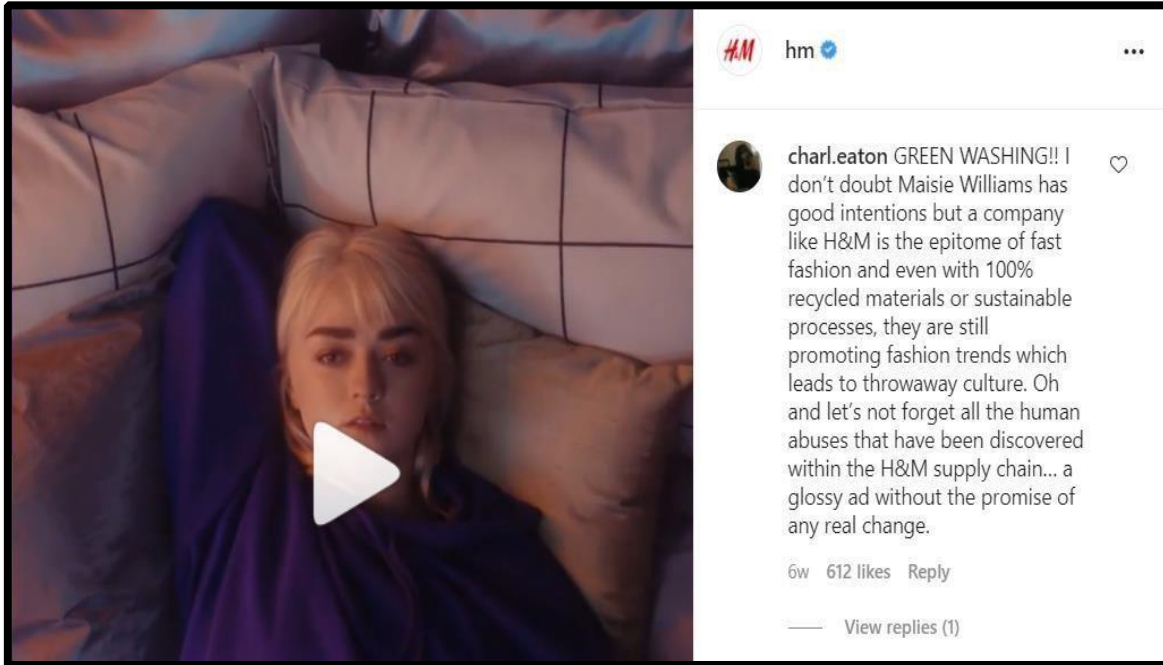
Figure 1

Figure 2

Figure 3

Study 2:

A questionnaire was formed using google forms and the link to the form was circulated to 150 respondents through WhatsApp and Instagram. A total of 94 responses were obtained. Google form was best suited to collect responses for the research due to time constraint. Forms made it easy to collect response and also has analysis capability like pie charts for the responses, easy export feature to excel format.

Data Analysis

With the availability of large data, it becomes very important to analyse or sort it according to the objectives of the business. Myriad of options of data analysis tools and measures are available to use data in a way required. This process is the most complex and time taking process in any project life cycle.

Below is the analysis of data collected in the closed questions of the questionnaire using google forms and Microsoft excel.
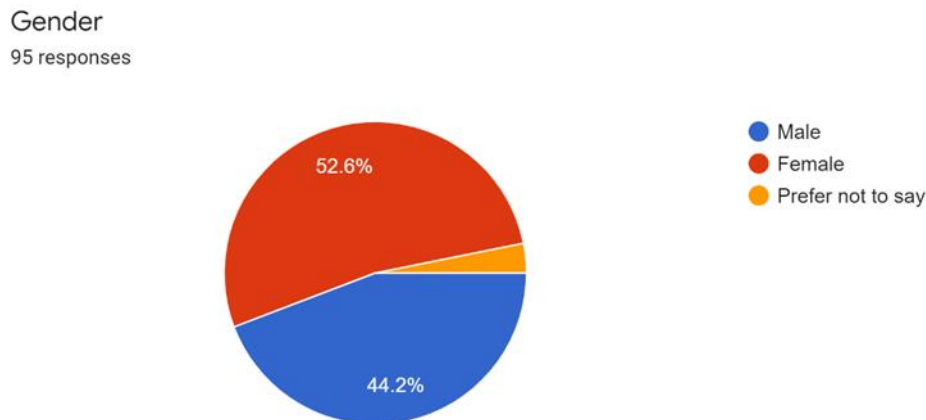

Figure 4

The very first question of the questionnaire was, their gender. From this question it was found that which part of the sample size in means of gender was using internet as a means of reading

online reviews more. From the study, it was found that there were 52.6% female,44.2% male respondents, 3.2% population prefer not to say.
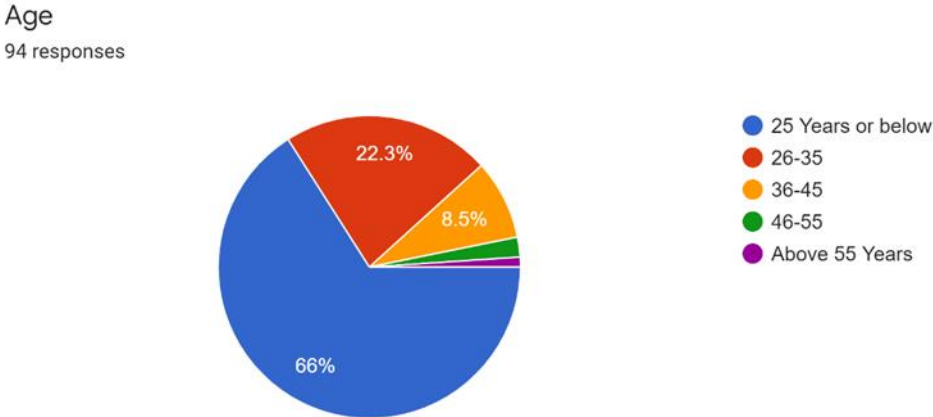

Figure 5

The second question of the questionnaire asked about the age group. From this question it was found that which part of the sample in terms of age group were using online reviews the most. From the study it was found that 66% of the respondents belonged to 25 years or below, 22.3% belonged to 26-35 years, 8.5% belongs to 36-45 years and rest 46-55 and above 55 years.

Platform use for product reviews
95 responses

Retailing Website (Amazon, Myntra) — 60 (63.2%)
Social media — 50 (52.6%)
Video platforms (YouTube) — 33 (34.7%)
Personal Blogs — 17 (17.9%)
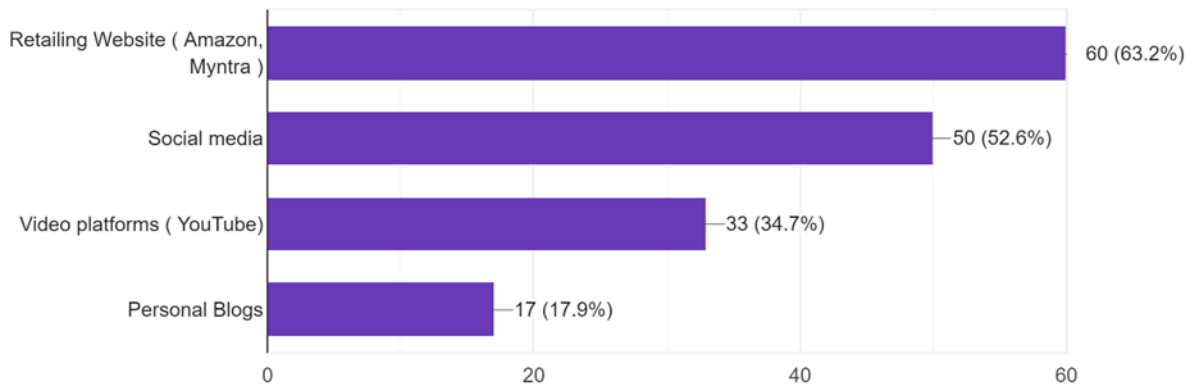
Figure 6

The third questions was which platform they use more to check online reviews and from the
study it was shown that maximum people use retailing websites to check reviews.

-2(Strongly Disagree), -1(Disagree), 0(Neutral), 1(Agree), 2(Strongly Agree) *

	-2	-1	0	1	2
I do try the prod…	○	○	○	○	○
Trust on person…	○	○	○	○	○
Ease of underst…	○	○	○	○	○
Platform for rev…	○	○	○	○	○
Time of review…	○	○	○	○	○

Figure 7

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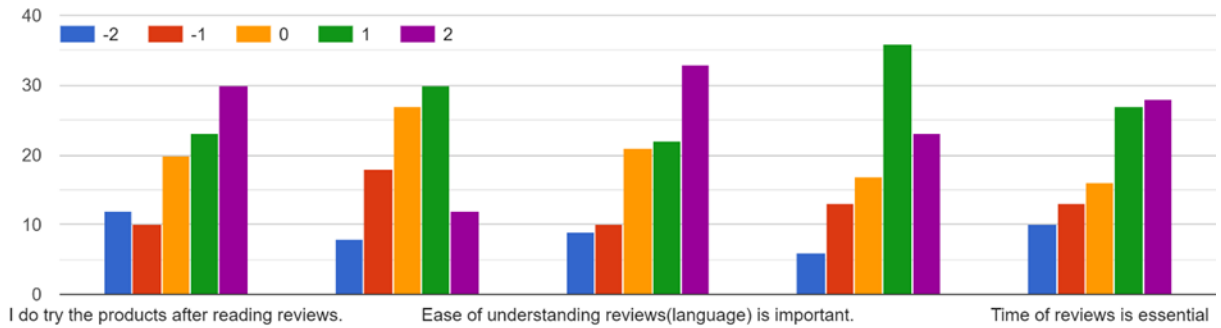
Figure 8

The 4th question was MCQ GRID where 5 parameters were checked-

- I do try products after reading review

- Trust on person reviewing plays an important role

- Ease of understanding.

- Platform for review is important

- Time of review

Figure 9

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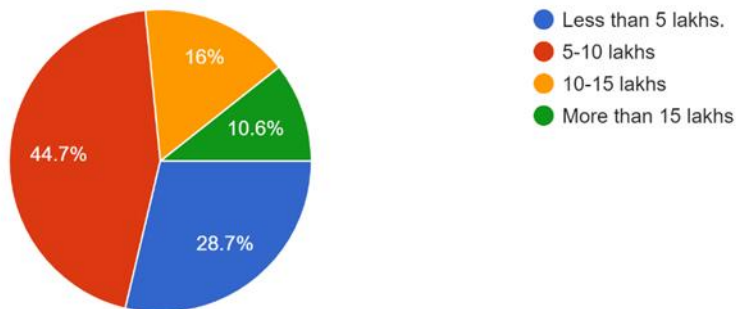
The 5th question was annual family income to relate the study to family income.

How frequently you make an online purchase?
95 responses

Less than once a month
Once a month
Twice a month
Once a week
More than once a week

22.1%
22.1%
28.4%
21.1%
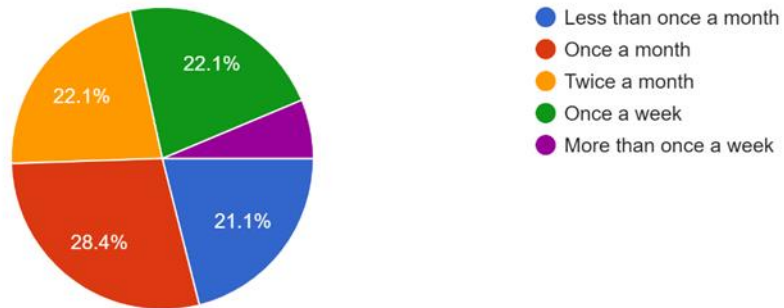
Figure 10

The last question was how frequently they make online purchase to know do they make online purchase or review it

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Frequency Analysis

Statistics

		Age	Gender	Platform	Annual_Family _Income	frequency	try_products
N	Valid	87	87	87	87	87	87
	Missing	0	0	0	0	0	0
Mean							.45
Std. Deviation							1.370

Statistics

		Trust	Ease_understa nding	Platform	Time
N	Valid	87	87	87	86
	Missing	0	0	0	1
Mean		.15	.55	.55	.45
Std. Deviation		1.147	1.327	1.198	1.352

Figure 11

Analysis was done on ratio scale variables and nominal scale and it was found that 3 variables are most important

- Try products
- Platform
- Ease of understanding

And through this analysis our target population was people with income 5-10 lakhs.

- **One sample T test**

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
try_products	87	.45	1.370	.147
Trust	87	.15	1.147	.123
Ease_understanding	87	.55	1.327	.142
Platform	87	.55	1.198	.128
Time	86	.45	1.352	.146

One-Sample Test

	Test Value = 0				95% Confidence ...
	t	df	Sig. (2-tailed)	Mean Difference	Lower
try_products	3.051	86	.003	.448	.16
Trust	1.216	86	.227	.149	-.09
Ease_understanding	3.877	86	.000	.552	.27
Platform	4.294	86	.000	.552	.30
Time	3.111	85	.003	.453	.16

One-Sample Test

	Test Value = 0
	95% Confidence Interval of the ...
	Upper
try_products	.74
Trust	.39
Ease_understanding	.83
Platform	.81
Time	.74

Figure 12

- **Reliability Test**

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Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	86	98.9
	Excluded[a]	1	1.1
	Total	87	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.902	5

Figure 13

Reliability verified.

- **Independent T-Test**

Group Statistics

	VAR00002	N	Mean	Std. Deviation	Std. Error Mean
VAR00004	1	39	.85	1.113	.178
	2	45	.20	1.455	.217
VAR00005	1	39	.21	1.056	.169
	2	45	.20	1.198	.179
VAR00006	1	39	.92	1.109	.178
	2	45	.31	1.427	.213
VAR00007	1	39	.72	1.025	.164
	2	45	.47	1.307	.195
VAR00008	1	39	.64	1.328	.213
	2	45	.27	1.372	.204

Figure 14

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Factors	Hypothesis
Factors	Hypothesis
Try products	Alternate hypothesis accepted
Trust	Null hypothesis accepted
Ease-Understanding	Alternate hypothesis accepted
Platform	Alternate hypothesis accepted
Time	Alternate hypothesis accepted

Hypothesis testing

1) H0- Age & Gender are not associated with the customer using product after reading online review
   H1- Age & gender plays a significant role with customer using product after reading online review

Between-Subjects Factors

		N
Age	1	
	25 Years or below	55
	26-35	20
	36-45	8
	46-55	2
	Above 55 Years	1
Gender	0	3
	1	39
	2	45

Figure 15

Tests of Between-Subjects Effects

Dependent Variable: Try_products

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	35.518[a]	9	3.946	2.412	.018
Intercept	5.648	1	5.648	3.451	.067
Age	17.785	5	3.557	2.174	.066
Gender	9.920	2	4.960	3.031	.054
Age * Gender	3.203	2	1.601	.979	.380
Error	125.999	77	1.636		
Total	179.000	87			
Corrected Total	161.517	86			

a. R Squared = .220 (Adjusted R Squared = .129)

Figure 16

If the sig. is more than 0.05 then we accept null hypothesis
In this case gender & age sig is more than 0.05

Null hypothesis is accepted

2) H0- Age & Gender are not associated with trust of respondents on influencer
   H1- Age & gender plays a significant role with the trust of respondents on influencer

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Between-Subjects Factors

			N
Age		1	
	25 Years or below		55
	26-35		20
	36-45		8
	46-55		2
	Above 55 Years		1
Gender	0		3
	1		39
	2		45

Figure 17

Tests of Between-Subjects Effects

Dependent Variable: Trust

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	9.560[a]	9	1.062	.790	.626
Intercept	2.157	1	2.157	1.605	.209
Age	2.509	5	.502	.373	.865
Gender	7.082	2	3.541	2.634	.078
Age * Gender	.073	2	.037	.027	.973
Error	103.498	77	1.344		
Total	115.000	87			
Corrected Total	113.057	86			

a. R Squared = .085 (Adjusted R Squared = -.022)

Figure 18

If the sig. is more than 0.05 then we accept null hypothesis
In this case gender & age sig is more than 0.05

Null hypothesis is accepted

3) HO- Age & Gender are not associated with the ease of understanding
   H1- Age & gender plays a significant role with the ease of understanding

Between-Subjects Factors

		N
Age	1	
	25 Years or below	55
	26-35	20
	36-45	8
	46-55	2
	Above 55 Years	1
Gender	0	3
	1	39
	2	45

Figure 19

Tests of Between-Subjects Effects

Dependent Variable: Ease_understanding

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	36.945[a]	9	4.105	2.759	.008
Intercept	4.040	1	4.040	2.715	.103
Age	17.571	5	3.514	2.362	.048
Gender	10.846	2	5.423	3.644	.031
Age * Gender	6.342	2	3.171	2.131	.126
Error	114.573	77	1.488		
Total	178.000	87			
Corrected Total	151.517	86			

a. R Squared = .244 (Adjusted R Squared = .155)

Figure 20

If the sig. is more than 0.05 then we accept null hypothesis which is not in this case
Alternate hypothesis is accepted

4) HO- Age & Gender are not associated with platform
   H1- Age & gender plays a significant role with platform

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Between-Subjects Factors

		N
Age		1
	25 Years or below	55
	26-35	20
	36-45	8
	46-55	2
	Above 55 Years	1
Gender	0	3
	1	39
	2	45

Figure 21

Tests of Between-Subjects Effects

Dependent Variable: Platform_adopt

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	17.009[a]	9	1.890	1.366	.218
Intercept	.403	1	.403	.291	.591
Age	10.314	5	2.063	1.491	.202
Gender	2.992	2	1.496	1.082	.344
Age * Gender	3.475	2	1.738	1.256	.291
Error	106.508	77	1.383		
Total	150.000	87			
Corrected Total	123.517	86			

a. R Squared = .138 (Adjusted R Squared = .037)

Figure 22

If the sig. is more than 0.05 then we accept null hypothesis which is not in this case
Alternate hypothesis is accepted

5) H0- Age & Gender are not associated with review time
H1- Age & gender plays a significant role with review time

Between-Subjects Factors

		N
Age	1	1
	25 Years or below	54
	26-35	20
	36-45	8
	46-55	2
	Above 55 Years	1
Gender	0	2
	1	39
	2	45

Figure 23

Tests of Between-Subjects Effects

Dependent Variable: Time

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	22.964[a]	9	2.552	1.465	.176
Intercept	1.026	1	1.026	.589	.445
Age	16.783	5	3.357	1.927	.100
Gender	1.240	2	.620	.356	.702
Age * Gender	2.633	2	1.316	.756	.473
Error	132.350	76	1.741		
Total	173.000	86			
Corrected Total	155.314	85			

a. R Squared = .148 (Adjusted R Squared = .047)

Figure 24

If the sig. is more than 0.05 then we accept null hypothesis
In this case gender & age sig is more than 0.05

Null hypothesis is accepted

Findings and recommendations-

H&M collaborated with the following four celebrities:

- Peyton List – Peyton List is an American actress and model best known for her roles on Disney Channel and in the Diary of a Wimpy Kid film franchise.
- Tyler Posey – An American actor best recognised for his role on MTV's Teen Wolf.

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- Hannah Simone – Hannah Simone is a British-Canadian television presenter, actress, and former fashion model who is best known for her role on the TV show New Girl.

- Jana Kramer – Jana Kramer is an American actress and country music singer best known for her role in the television show One Tree Hill.
- On Twitter, Facebook, and Instagram, each of the celebs shared a 10-second "teaser" footage as well as a complete one-minute commercial. There were six posts per influencer and a total of 24 posts for the campaign. #hm and a link to the H&M website were included in each post. The teaser clips were taken straight from the entire campaign and released a few days ahead of the complete videos.
- This strategy contributed to the campaign's success. H&M was also able to appeal to more people and boost the visibility of their campaign by delivering the content in two different ways. The short clip had more views and engagement than the whole video, suggesting that in some circumstances, the ideal short clip might be even more effective than the complete video.
- H&M uses well-known celebrities as endorsers, such as bloggers, actors, models, and singers, to give the brand visibility and credibility. H&M also generates potential wardrobes with the brand's products, allowing customers to envision the outfits on their own bodies and establishing an imagining feature in their brains.

Limitations of the study-

- Less no of respondents.
- Limited to Delhi-Ncr region

5. CONCLUSION-

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Annexure-

Online reviews are a useful information source for most online shoppers to generate their intentions and make purchase decisions (Gretzel and Yoo, 2008). Understanding how online reviews affect purchase intentions is vitally important for marketers to optimize e-WOM as a marketing tool. The current studies show that four characteristics of internet reviews influence purchase intentions: Ease of understanding, Trust , Try products, platform and time.

- For ease of understanding mostly people said that yes language is an important factor for a review and if the language is understandable then there might be chances of understanding review in a better manner.

- In addition to this, Trust on influencer is a factor but not the major one as many of us do not much know about the influencers.
- The study also illustrates that there is difference in thinking gender wise as we can see male and female mean did not matched

- Ease of understanding and platform plays an important role to determine the impact of online reviews

- Online reviews should be used as a marketing tool given its popularity as maximum respondents check online reviews before making a purchase.

- Marketers can   give   perks to   consumers   to   post   qualitative   reviews (image/video/description) than just giving star or scale rating.

- Brands should collaborate with not just celebrities but influencers, bloggers, and independent reviewers on YouTube as well so as to make people feel part of the brand.

- After studying few reviews following metrics can be identified from consumers that they need to get engaged with the brand:

- Environment and Fashion Sustainability. The brand should support social issues and campaigns.
- Customer service (Prompt response to queries, refund processes, delayed orders etc) Use of celebrities, influencers, models, fashion experts. Reciprocity to reviews. oPersonalisation. Content of captions and comments