

Summary of primary quantitative data

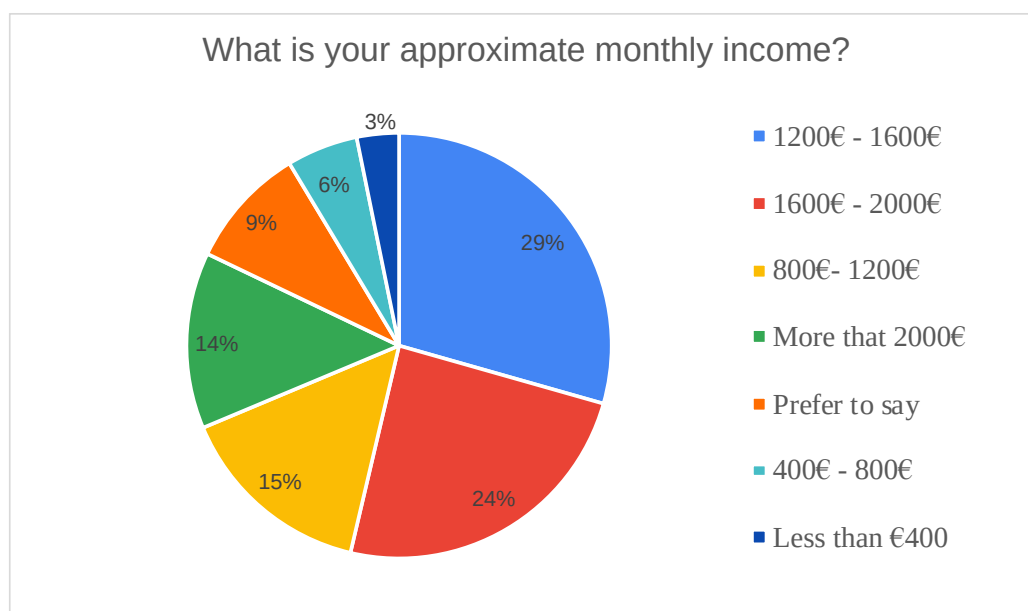


Figure 1. **Frequencies of answers for question “what is your approximate monthly income?” (%)**

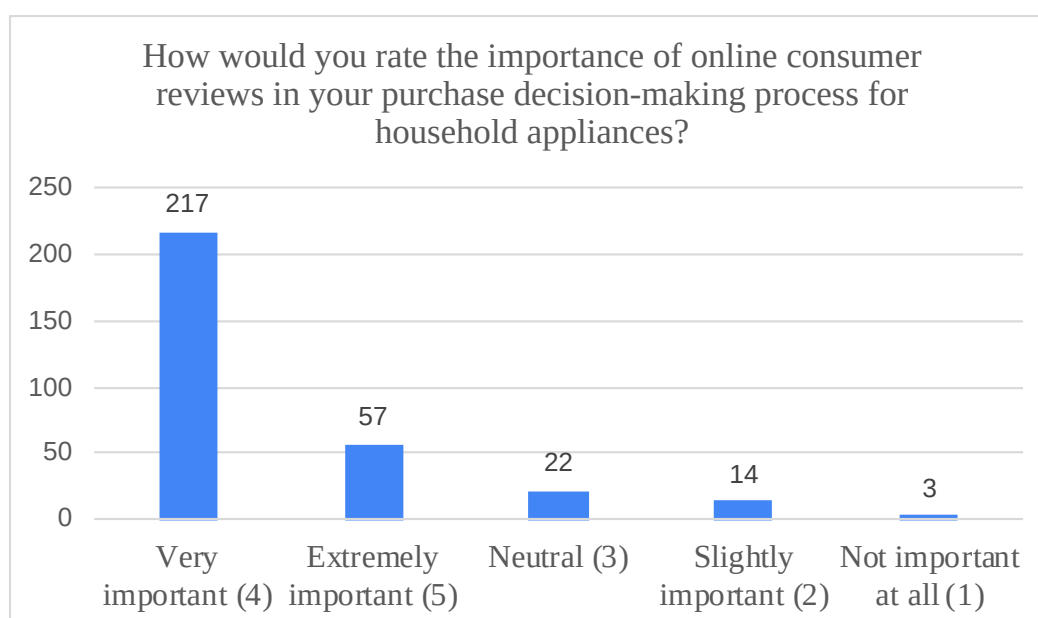


Figure 2. **Distribution of respondents answers to question “how would you rate the importance of online consumer reviews in your purchase decision-making process for household appliances?”**

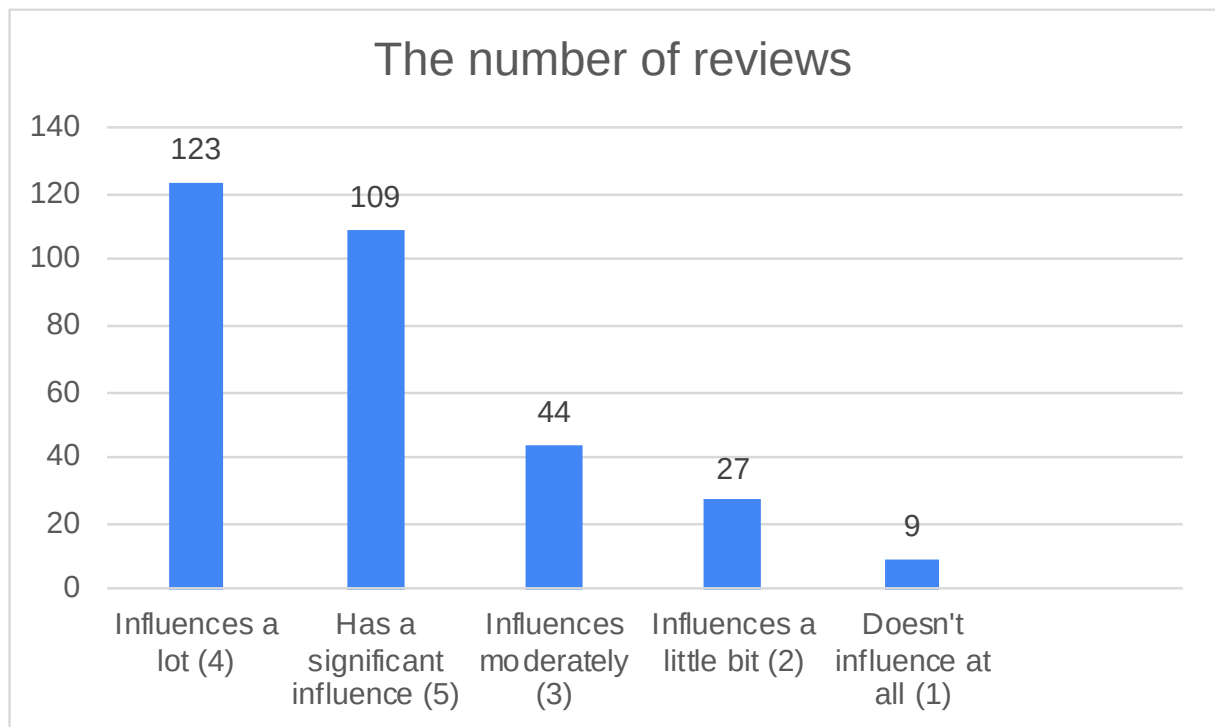


Figure 3. **Distribution of respondents answers to question “how the number of reviews influence your trust in online consumer reviews for household appliances?”**

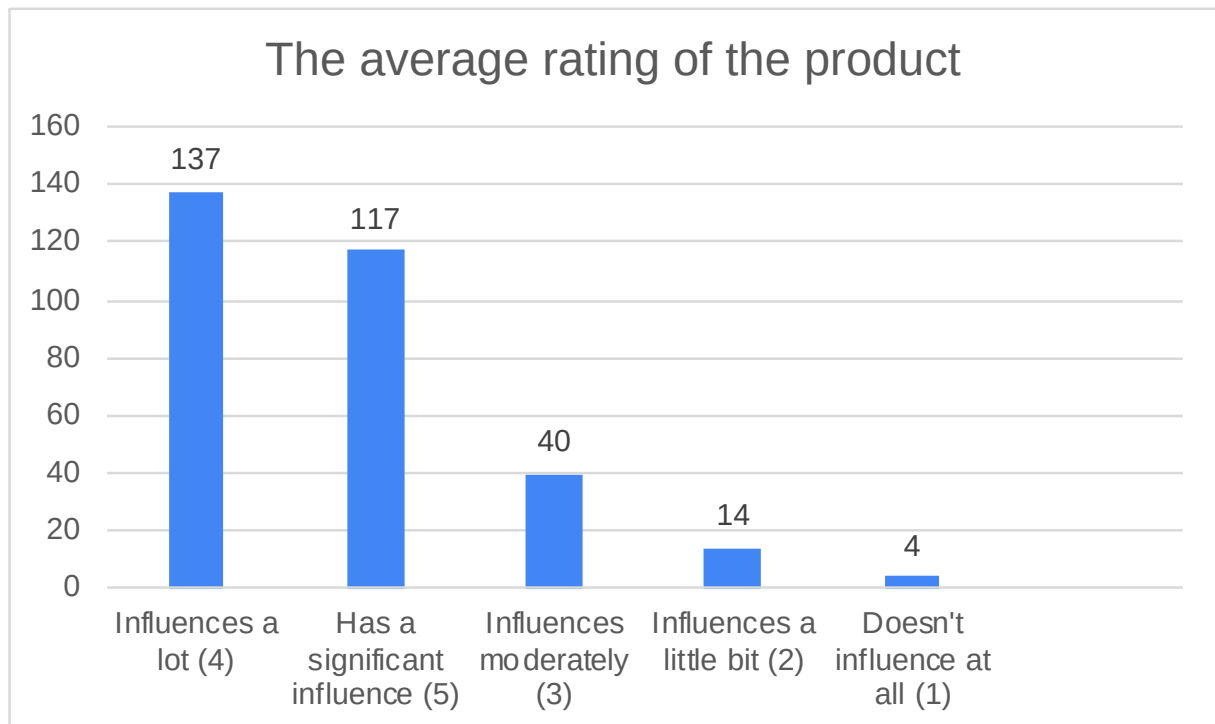


Figure 4. **Distribution of respondents answers to question “how the average rating of the product influence your trust in online consumer reviews for household appliances?”**

Annex 7 (Continuation)

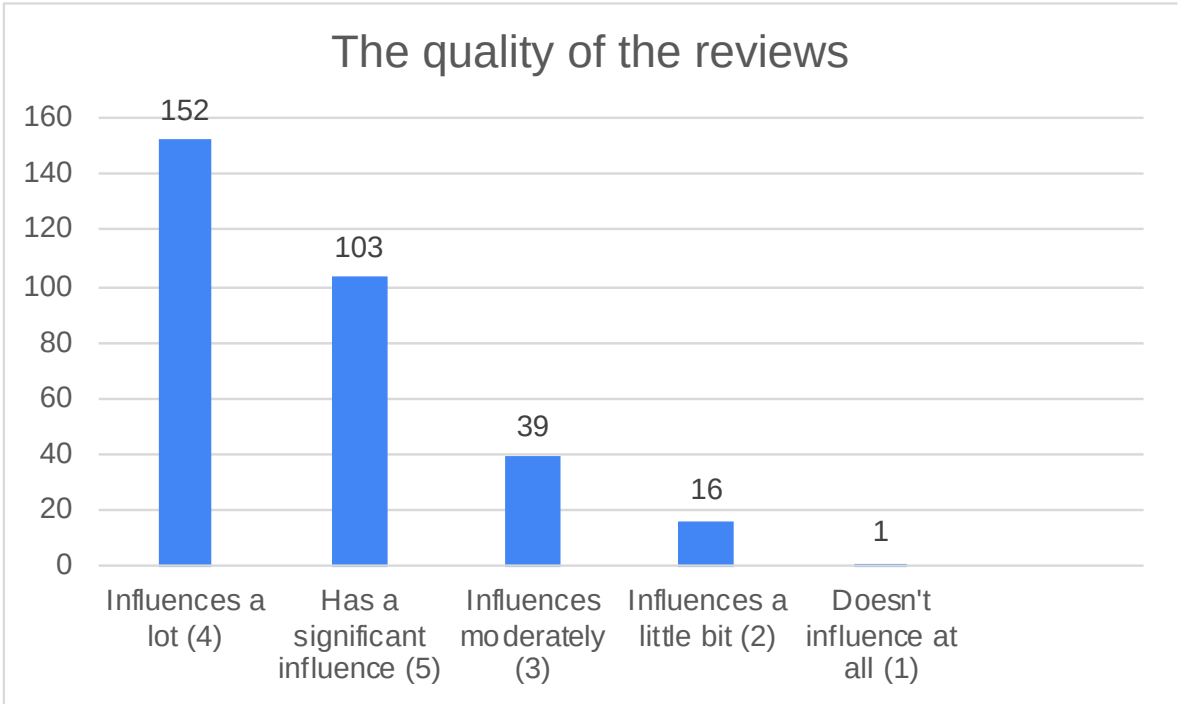


Figure 5. **Distribution of respondents answers to question “how the quality of the reviews influence your trust in online consumer reviews for household appliances?”**

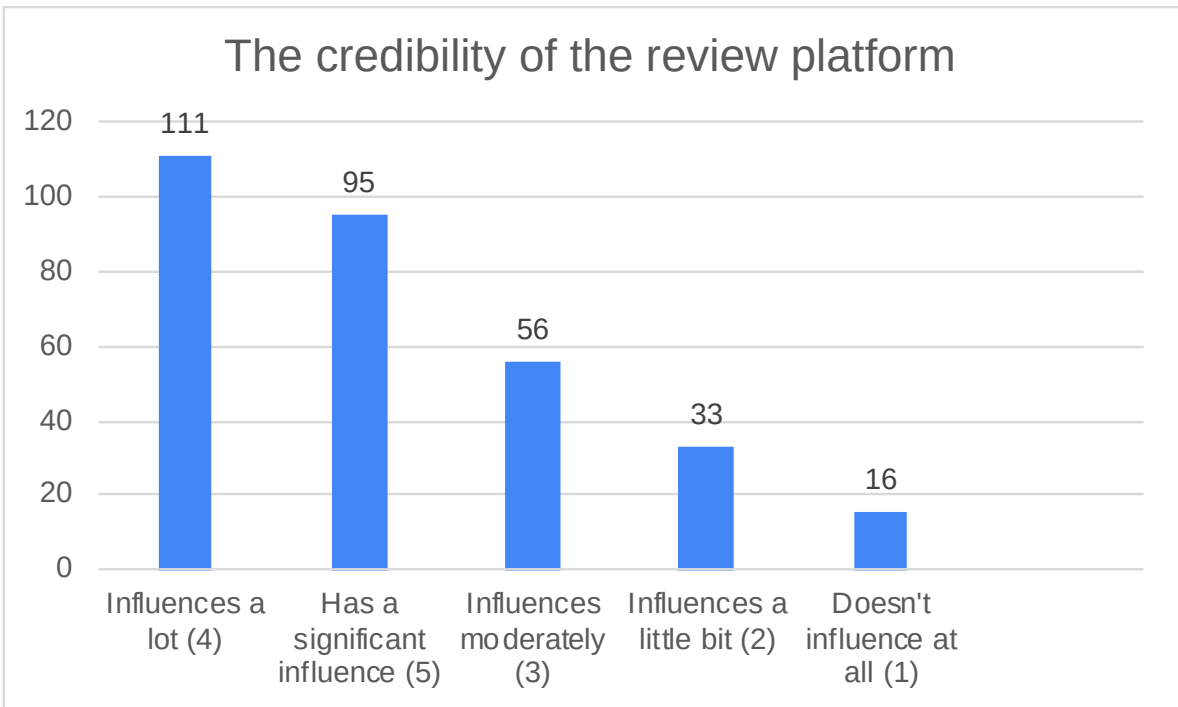


Figure 6. **Distribution of respondents answers to question “how the credibility of the review platform influence your trust in online consumer reviews for household appliances?”**

Annex 7 (Continuation)

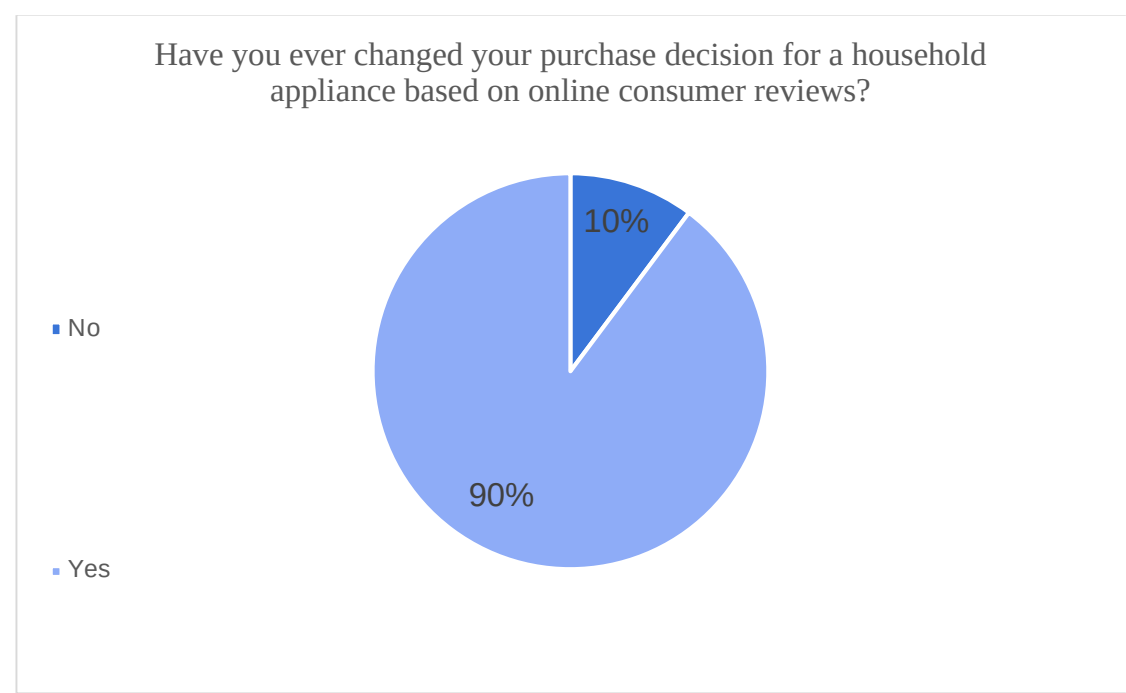


Figure 7. **Distribution of respondents answers to question “have you ever changed your purchase decision for a household appliance based on online consumer reviews?” (%)**

Frequencies of question “how do you perceive the accuracy of online consumer reviews?” Table 1

Mean	3.89
Median	4
Standard deviation	0.600

	Counts	% of Total	Cumulative %
Not accurate at all (1)	2	0.6 %	0.6 %

Not very accurate (2)	7	2.2 %	2.9 %
Neutral (3)	42	13.4 %	16.3 %
Somewhat accurate (4)	234	74.8 %	91.1 %
Very accurate (5)	28	8.9 %	100.0 %

Annex 7 (Continuation)

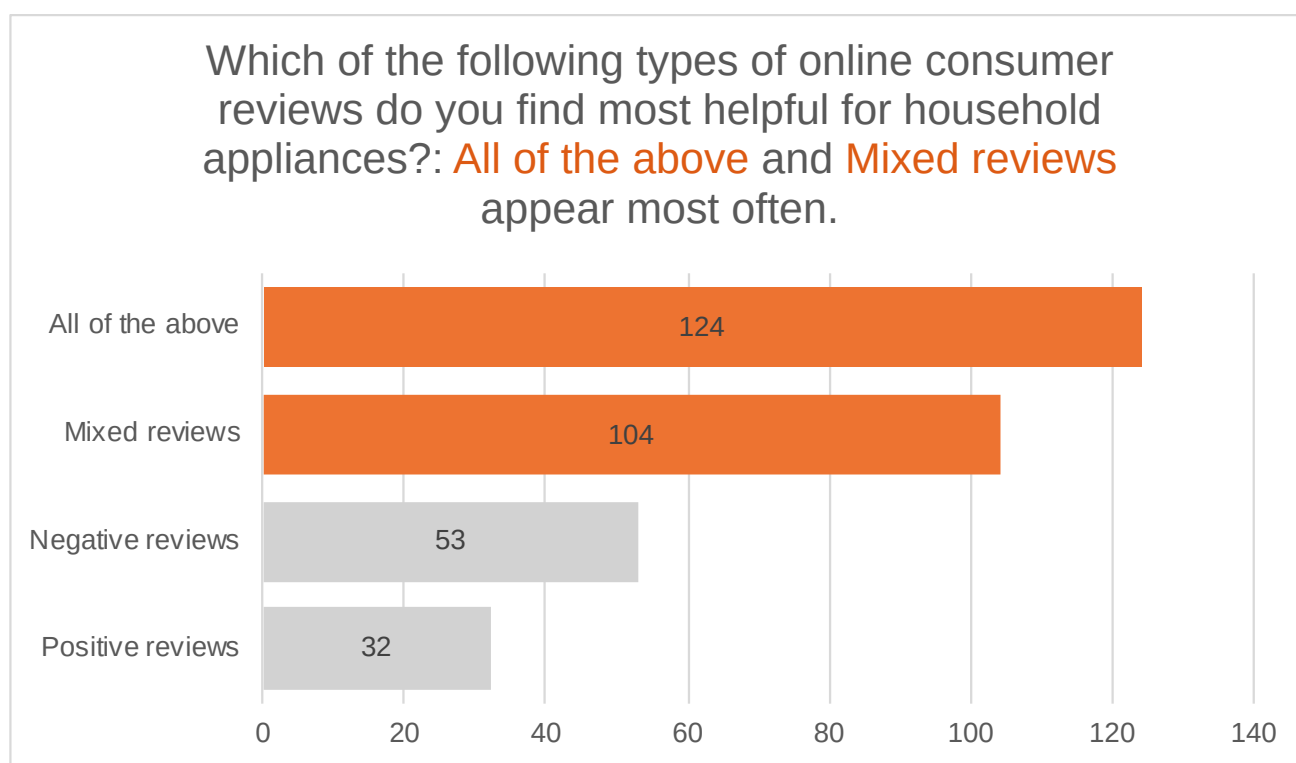


Figure 8. Frequencies of answers for question “which of the following types of online consumer reviews do you find most helpful for household appliances?”

Table 2

Frequencies of factor ranking

1. The overall rating of the product	40.9 %
2. The number of reviews for the product	40.9 %
3. The use of specific details	34.5 %
4. The length of the review	26.2 %

5. The tone of the review	36.4 %
6. The reviewer's profile information	25.6 %
7. The platform where the review was posted	35.1 %

Annex 7 (Continuation)

Table 3

How would you rate the overall impact of online consumer reviews on your purchasing behavior for household appliances?

Mean				3.96
Median				4.00
Standard deviation				0.667
	Counts	% of Total	Cumulative %	
Not significant at all (1)	3	1.0 %	1.0 %	
Not very significant (2)	9	2.9 %	3.9 %	
Neutral (3)	29	9.4 %	13.3 %	
Somewhat significant (4)	222	72.1 %	85.4 %	
Very significant (5)	45	14.6 %	100.0 %	

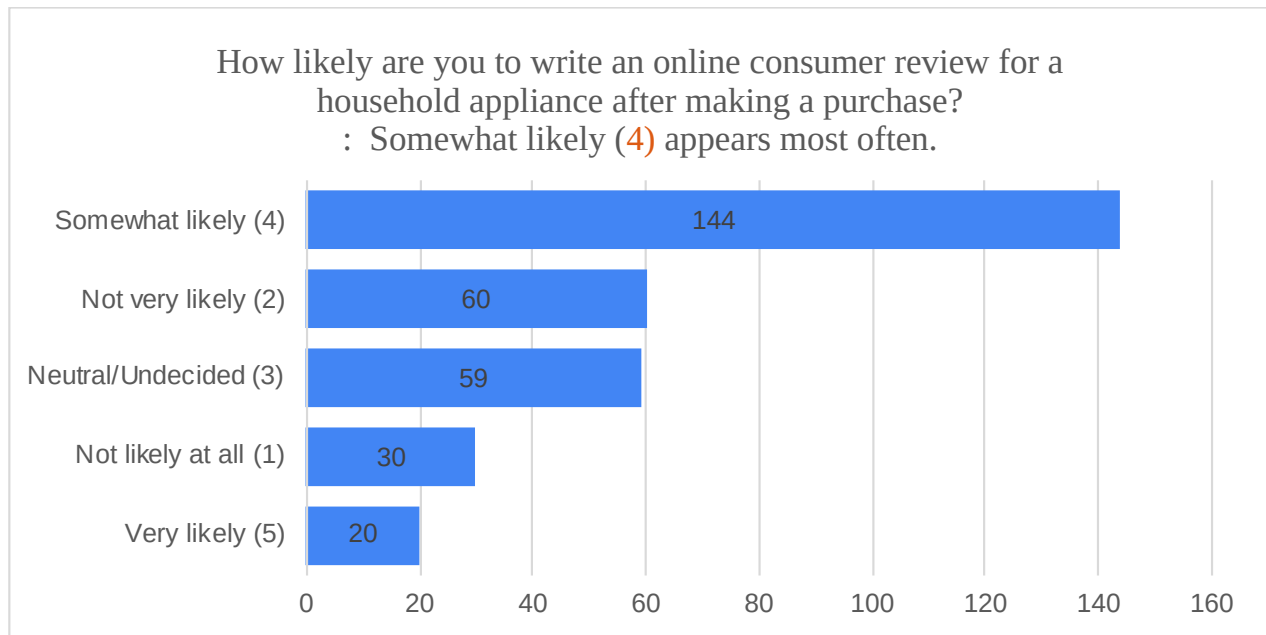


Figure 9. Frequencies of answers for question “how likely are you to write an online consumer review for a household appliance after making a purchase?”

Annex 7 (Continuation)

Table 4

How likely are you to write an online consumer review for a household appliance after making a purchase?

Mean	3.20
Median	4
Standard deviation	1.12

Table 5

Scale Reliability Statistics

	Mean	SD	Cronbach's α
scale	3.13	1.08	0.818

Table 6

How much do you trust an e-shop that does not have a review feature when purchasing household appliances online?

Mean	2.58
Median	2
Standard deviation	1.15

	Counts	% of Total	Cumulative %
Not at all (1)	61	19.5 %	19.5 %
Not very much (2)	102	32.6 %	52.1 %
Neutral/Undecided (3)	72	23.0 %	75.1 %
Moderately (4)	64	20.4 %	95.5 %
Completely/Very much (5)	14	4.5 %	100.0 %