Online Consumer Reviews of Smoking Cessation Products: Implications for Public Health Petya Eckler, PhD

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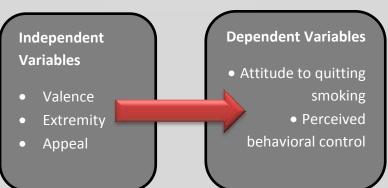
Background

- 25% of Internet users have read online reviews of drugs or medical treatments
- 16% of Internet users have read ranking or reviews of doctors
- 15% of Internet users have read rankings/reviews of hospitals
- Advice from peers is becoming "a significant source of health information in the U.S." (Fox, 2011).
- Consumer reviews are a type of electronic word of mouth (eWOM)

Hypotheses/RQs

- H1 Positive messages → positive A_{qs} and negative messages → negative A_{qs}.
- RQ1a How does extremity influence A_{qs}?
- RQ1b How does message appeal influence A_{as}?
- H2 Positive messages → high PBC and negative messages → low PBC.
- RQ2a How does extremity influence PBC toward quitting smoking?
- RQ2b How does appeal influence PBC toward quitting smoking?

Method



Design: 2 (valence) x 2 (extremity) x 2 (appeal) mixed design

Participants: smokers who were thinking of quitting (contemplation), preparing to quit (preparation), or had quit recently (action)

Stimuli: 16 total messages, each participant read 8.

116 current smokers (81.7%)

26 who quit in past 6 months (18.3%) *N* = 142

Majority of people were b/n 25 and 44 years old, M = 33.79, SD = 11.52 (19 - 69)

Contemplation: 70

Preparation: 46

Action: 26

Results

H1 Main effect of valence on A_{qs} (F(1, 117) = 10.007, p = .002, $A_{qs+} = 5.444$, $A_{qs-} = 5.221$ (p = .002) \rightarrow supported partially **H2** Main effect of valence on PBC (F(1, 134) = 11.764, p = .001, PBC₊ = 5.601, PBC₋ = 5.417 (p = .001) \rightarrow supported

Implications

Findings show potential for the promotion of smoking cessation through eWOM, because

- health eWOM can empower smokers to quit
- eWOM has low cost of implementation
- eWOM is easy to maintain
- health eWOM is effective for wide audiences