Online Review Generation in the Digital Age: A Meta-Analytic Study of Online Review Behavior

— Online Appendix —

Appendix 1. Meta-Analytic Studies on Online Reviews

Table A1. Comparisons Among Meta-Analytic Studies Related to Online Reviews

Study	# of studies	Main research relationship (# of IVs)	Dependent variable (# of DVs)	Moderator	Online review theme(s) *
Floyd et al. (2014)	26	How online reviews impact product sales (2)	Product sales (1)	Theoretical variables and methodological variables	Impact of online reviews
You et al. (2015)	51	Effects of eWOM on product sales (2)	Product sales (1)	Product characteristics, industry characteristics, and platform characteristics	Impact of online reviews
Babić Rosario et al. (2016)	96	eWOM and sales (14)	Product sales (1)	Online platforms, products, and eWOM metrics	Impact of online reviews
Purnawirawan et al. (2015)	34	Effects of review valence on review helpfulness and consumer attitudes (1)	Review helpfulness and consumer attitudes (5)	Positivity degree, product type, brand familiarity, cultural background	Impact of online reviews; Evaluation and dynamics of online reviews
Hong et al. (2017)	42	Determinants of review helpfulness (7)	Review helpfulness (1)	Operationalization of online review helpfulness, review platform, and product type	Evaluation and dynamics of online reviews
Yang et al. (2018)	25	eWOM and hotel performance (2)	Hotel performance (1)	Research setting, data structure, variable measurement, model specification, and research outlet	Impact of online reviews
Our study	154	Antecedents to online review characteristics (28)	Online review characteristics (12)	Platform type, goods type, and cultural background	Generation, evaluation and dynamics of online reviews; Design of online review systems

Note. *According to the research curation at *MIS Quarterly*, studies on online reviews can be divided into four themes: generation of reviews, design of review systems, impact of reviews, as well as evaluation and dynamics of reviews.[1]

Appendix 2. Documents Covered by Our Meta-Analysis

Table A2. Studies Involved in Our Meta-Analysis

Author/s (Year)	Document type	Sample size	Review feature	Antecedent factor	Effect size
Abrardi et al. (2022)	Working paper	668,824	*Rating*	*Price*	0.087
				Product/SellerTenure	-0.130
				Product/SellerReputation	0.538
				BusinessScale	-0.039
				IsIdentityDisclosed	0.045

[1] Jabr W, Liu B, Yin D, Zhang H. "Online Word-of-Mouth," in *MIS Quarterly Research Curations*, Ashley Bush and Arun Rai, Eds., http://misq.org/research-curations, November 23, 2020.

Aghakhani (2017)	Dissertation	2,234	*Text Length*	*ReviewerReputation*	0.330
				Product/SellerReputation	0.170
				Product/SellerPopularity	0.120
				ReviewExperience	0.280
				SocialConnectedness	0.300
				ReviewerPopularity	0.210
			Rating	*ReviewerReputation*	0.070
				Product/SellerReputation	0.320
				Product/SellerPopularity	0.090
				ReviewExperience	0.030
				SocialConnectedness	0.060
				ReviewerPopularity	0.010
			RatingDeviation	*ReviewerReputation*	-0.160
				Product/SellerReputation	-0.120
				Product/SellerPopularity	-0.020
				ReviewExperience	-0.140
				SocialConnectedness	0.130
			TextSentiment	*ReviewerReputation*	0.070
				Product/SellerReputation	0.150
				Product/SellerPopularity	0.030
				ReviewExperience	0.040
Aghakhani et al. (2022)	Journal article	27,517	*Comprehensiveness*	*Product/SellerPopularity*	0.010
				Product/SellerReputation	0.020
				ReviewerReputation	0.001
			TextSentiment	*Product/SellerPopularity*	0.030
				Product/SellerReputation	0.070
				ReviewerReputation	0.001
				ReviewExperience	-0.010
			TextLength	*Product/SellerPopularity*	-0.030
				Product/SellerReputation	-0.020
				ReviewerReputation	-0.010
				SocialConnectedness	0.001
				ReviewerPopularity	0.001
				ReviewExperience	0.001
			Rating	*Product/SellerPopularity*	-0.050
				Product/SellerReputation	0.140
				ReviewerReputation	0.010
				SocialConnectedness	0.010
				ReviewerPopularity	0.001
				ReviewExperience	0.010
			RatingDeviation	*Product/SellerPopularity*	-0.010
				Product/SellerReputation	-0.080
				ReviewerReputation	0.001
				SocialConnectedness	0.001
				ReviewExperience	0.001
Aghakhani et al. (2021)	Journal article	9,817	*RatingDeviation*	*ReviewerReputation*	0.012
				SocialConnectedness	-0.012
				ReviewExperience	0.008
			TextLength	*ReviewerReputation*	0.002
				SocialConnectedness	-0.006
				ReviewerPopularity	-0.003
				ReviewExperience	-0.004
An et al. (2018)	Conference paper	2,089	*TextLength*	*SocialConnectedness*	0.018
				ReviewExperience	-0.009
				ConsumptionExperience	-0.036
			Rating	*SocialConnectedness*	0.007
				ReviewExperience	0.041
				ConsumptionExperience	-0.011
Anderson and Simester (2014)	Journal article	325,869	*TextLength*	*IsVerifiedPurchase*	-0.040
				Product/SellerTenure	0.010
				ConsumptionExperience	0.039
Ansari and Gupta (2021)	Journal article	120	*TextLength*	*IsVerifiedPurchase*	0.080
				IdentityDisclosure	0.140
Biswas et al. (2022)	Journal article	930	*AffectiveContent*	*Product/SellerPopularity*	0.111
				ReviewerReputation	0.080

			Comprehensiveness	*Product/SellerPopularity*	0.051
				ReviewerReputation	-0.132
			RatingDeviation	*Product/SellerPopularity*	-0.004
				ReviewerReputation	0.432
Borghi and Ratcharak (2025)	Journal article	21,000	*TextLength*	*IsVerifiedPurchase*	-0.105
Brandes et al. (2022)	Journal article	341,494	*Rating*	*TemporalDistance*	0.030
Chatterjee (2020)	Journal article	942	*TextLength*	*TemporalDistance*	-0.090
				ReviewerReputation	0.060
			Rating	*TemporalDistance*	0.070
				ReviewerReputation	-0.080
			TextSentiment	*ReviewerReputation*	0.060
Chatterjee and Mandal (2020)	Journal article	20,467	*Rating*	*UncertaintyAvoidance*	0.008
Chen (2021)	Dissertation	346,617	*RatingDeviation*	*SocialConnectedness*	-0.045
				ReviewExperience	-0.134
			IsImageIncluded	*SocialConnectedness*	0.162
				ReviewExperience	0.265
				SellerLevel	0.010
			TextLength	*SocialConnectedness*	0.084
				ReviewExperience	0.245
Cheng and Ho (2015)	Journal article	983	*ImageCount*	*ReviewExperience*	0.310
				ReviewerPopularity	0.230
			TextLength	*ReviewExperience*	0.250
Choi (2022)	Journal article	30,890,093	*IsExtremeRating*	*Product/SellerReputation*	0.060
				Product/SellerPopularity	0.010
			IsImageIncluded	*ReviewExperience*	-0.010
				ReviewerReputation	-0.010
				Product/SellerPopularity	0.040
			RatingDeviation	*ReviewExperience*	-0.050
				ReviewerReputation	-0.040
				Product/SellerReputation	0.010
				Product/SellerPopularity	0.110
			TextLength	*IsVerifiedPurchase*	-0.250
				ReviewExperience	0.190
				ReviewerReputation	0.210
				Product/SellerReputation	0.010
				Product/SellerPopularity	0.010
Choi and Leon (2020)	Journal article	14,051,211	*RatingDeviation*	*ReviewerReputation*	-0.071
				Product/SellerReputation	0.109
				Product/SellerPopularity	-0.253
				ReviewExperience	0.109
			TextLength	*ReviewerReputation*	-0.092
				Product/SellerReputation	0.010
				Product/SellerPopularity	0.114
				ReviewExperience	0.019
			IsExtremeRating	*Product/SellerReputation*	0.064
				Product/SellerPopularity	-0.025
Choi and Maasberg (2021)	Journal article	211,197	*Rating*	*ReviewExperience*	-0.050
				ReviewerAge	-0.050
				Product/SellerTenure	0.130
				Product/SellerReputation	0.480
				Product/SellerPopularity	0.150
Choi et al. (2022)	Journal article	169,827	*Rating*	*Product/SellerPopularity*	0.041
				ReviewerTenure	-0.006
				Product/SellerReputation	0.114
			TextSentiment	*Product/SellerPopularity*	0.018
				Product/SellerReputation	0.051
			TextLength	*Product/SellerPopularity*	0.006
				ReviewerTenure	-0.017
				Product/SellerReputation	-0.015
Choi et al. (2023)	Journal article	514,929	*TextLength*	*Product/SellerPopularity*	-0.060
			IsExtremeRating	*Product/SellerPopularity*	-0.110
Chou (2023)	Journal article	459,832	*TextSentiment*	*ReviewExperience*	0.315
				Product/SellerPopularity	0.035
			TextLength	*ReviewExperience*	0.331
				Product/SellerPopularity	0.032

			TextReadability	*ReviewExperience*	0.043
				Product/SellerPopularity	0.008
			Comprehensiveness	*Product/SellerPopularity*	0.022
Deng et al. (2021a)	Conference paper	324,783	*Rating*	*IsNonWorkingDay*	-0.018
				IsFemaleReviewer	0.011
				IsLocalReviewer	-0.004
				ReviewerPopularity	-0.063
				ReviewerTenure	-0.014
				ReviewExperience	-0.172
				ConsumptionExperience	-0.153
				Price	0.045
				Product/SellerPopularity	0.055
Deng et al. (2022)	Journal article	196,022	*Rating*	*IsFemaleReviewer*	0.007
				ReviewerPopularity	-0.063
				ConsumptionExperience	-0.147
Deng et al. (2023)	Journal article	374,037	*Rating*	*IsNonWorkingDay*	-0.017
				IsLocalReviewer	0.004
				ConsumptionExperience	-0.128
				IsFemaleReviewer	0.013
				ReviewerPopularity	-0.054
Deng et al. (2021b)	Journal article	25,258	*Rating*	*ReviewExperience*	-0.032
				Product/SellerPopularity	0.112
				Product/SellerReputation	0.288
			TextLength	*ReviewExperience*	0.120
				Product/SellerPopularity	-0.080
				Product/SellerReputation	-0.120
			TextSentiment	*ReviewExperience*	0.030
				Product/SellerPopularity	0.040
				Product/SellerReputation	0.230
Dorwat et al. (2023)	Conference paper	37,652	*Rating*	*Price*	-0.001
			TextLength	*Price*	0.001
			TextReadability	*price*	-0.001
Fan-Osuala (2016)	Conference paper	11,633	*Rating*	*SocialConnectedness*	-0.010
				ReviewExperience	-0.040
				ReviewerReputation	-0.010
			IsImageIncluded	*SocialConnectedness*	0.060
				ReviewExperience	0.110
				ReviewerReputation	0.160
Fan-Osuala (2022)	Journal article	7,626	*Rating*	*SocialConnectedness*	-0.011
				ReviewExperience	-0.035
				ReviewerReputation	-0.020
			PositiveEmotion	*ReviewExperience*	0.233
				ReviewerReputation	0.327
			NegativeEmotion	*ReviewExperience*	0.216
				ReviewerReputation	0.271
			IsImageIncluded	*SocialConnectedness*	0.069
				ReviewExperience	0.090
				ReviewerReputation	0.169
			TextLength	*SocialConnectedness*	0.151
				ReviewExperience	0.172
				ReviewerReputation	0.250
Fang et al. (2019)	Journal article	526,320	*Rating*	*ReviewerPopularity*	-0.009
				SocialConnectedness	0.021
				IsFemaleReviewer	0.009
				ReviewerReputation	-0.047
				Product/SellerPopularity	0028
				IsNonWorkingDay	-0.014
			TextLength	*ReviewerPopularity*	0.350
				SocialConnectedness	0.238
				IsFemaleReviewer	0.154
				ReviewerReputation	0.328
				Product/SellerPopularity	0.110
			ImageCount	*ReviewerReputation*	0.236
				Product/SellerPopularity	0.112
Fang et al. (2020)	Journal article	306,393	*Comprehensiveness*	*ReviewerReputation*	-0.190

Fu et al. (2017)	Journal article	32,543	*Rating*	*ReviewerReputation*	0.088
				TemporalDistance	0.063
			TextLength	*ReviewerReputation*	-0.026
				TemporalDistance	-0.101
Gao et al. (2017)	Journal article	10,220	*Rating*	*RatingTendency*	0.330
				Product/SellerReputation	0.350
				IsIdentityDisclosed	-0.001
				IsFemaleReviewer	0.030
				ReviewerAge	0.040
				ConsumptionExperience	-0.010
				ReviewExperience	0.001
				Product/SellerPopularity	-0.030
			RatingDeviation	*Product/SellerReputation*	-0.100
				IsIdentityDisclosed	0.020
				ReviewExperience	-0.010
				Product/SellerPopularity	0.020
			TextLength	*RatingTendency*	-0.080
				Product/SellerReputation	0.001
				IsIdentityDisclosed	0.080
				IsFemaleReviewer	0.080
				ConsumptionExperience	0.010
				ReviewExperience	0.070
				Product/SellerPopularity	-0.010
			TextReadability	*Product/SellerReputation*	0.020
				IsIdentityDisclosed	-0.001
				ReviewExperience	0.010
				Product/SellerPopularity	0.001
Gao et al. (2018)	Journal article	243,071	*Rating*	*Product/SellerReputation*	0.370
				Product/SellerPopularity	0.040
				IsIdentityDisclosed	0.010
				IsFemaleReviewer	0.030
				ReviewExperience	-0.001
				ConsumptionExperience	-0.020
				IsChainBrand	0.005
				PowerDistance	-0.040
Garnefeld et al. (2021)	Journal article	207,254	*Rating*	*ReviewerReputation*	0.006
				IsIncentivized	0.006
				Price	0.051
				Product/SellerPopularity	-0.022
				ReviewExperience	0.042
				Product/SellerTenure	-0.011
				Product/SellerReputation	0.332
			TextReadability	*ReviewerReputation*	0.061
				Price	0.041
				Product/SellerPopularity	0.026
				ReviewExperience	0.112
				Product/SellerReputation	-0.010
Graf-Vlachy et al. (2020)	Journal article	245	*TextLength*	*IsFemaleReviewer*	-0.110
				ReviewerAge	-0.020
			Rating	*IsFemaleReviewer*	-0.100
Guo and Zhou (2016)	Journal article	70,410	*Rating*	*Product/SellerReputation*	0.150
				Product/SellerPopularity	-0.070
				ReputationVariance	-0.120
				SocialConnectedness	0.010
				ReviewExperience	-0.020
				Product/SellerTenure	-0.050
Hlee (2020)	Journal article	1,968	*Rating*	*ReviewerReputation*	-0.075
				ReviewExperience	-0.022
				ConsumptionExperience	0.014
			TextLength	*ReviewerReputation*	0.162
				ReviewExperience	0.102
				ConsumptionExperience	0.037
Hong et al. (2018)	Conference paper	87,669	*Rating*	*IsLocalReviewer*	0.030
				IsFemaleReviewer	0.020
				ReviewerPopularity	-0.030

			IsImageIncluded	*ReviewExperience* *Product/SellerPopularity* *Product/SellerReputation* *Price* *ReviewerTenure* *ReviewExperience* *Product/SellerPopularity*	-0.150 -0.010 0.250 0.080 0.020 0.140 -0.030
Hong et al. (2016)	Journal Article	256,810	*RatingDeviation* *AffectiveContent* *PositiveEmotion* *NegativeEmotion*	*Product/SellerPopularity* *Product/SellerReputation* *Product/SellerPopularity* *Product/SellerPopularity* *Product/SellerReputation* *Product/SellerPopularity* *Product/SellerReputation*	-0.050 -0.150 -0.030 -0.030 -0.050 -0.010 -0.070
Hu et al. (2022)	Journal article	319,225	*IsImageIncluded* *Rating* *TextLength*	*ReviewerReputation* *SpatialDistance* *ReviewerReputation* *TemporalDistance* *ReviewerReputation* *TemporalDistance*	-0.010 0.020 0.010 -0.050 0.060 0.001
Hu and Zhou (2022)	Journal article	130,279	*TextLength*	*SellerLevel* *Price*	-0.005 0.080
Huang et al. (2016)	Journal article	166,215	*Rating*	*TemporalDistance* *SpatialDistance* *IsMobileDevice* *RatingTendency* *Product/SellerReputation* *Price*	0.041 0.043 -0.01 0.405 0.254 0.024
Janze and Siering (2015)	Conference paper	413,077	*AffectiveContent* *TextLength*	*ReviewExperience* *ReviewerReputation* *ReviewExperience* *ConsumptionExperience* *ReviewerReputation* *IsIdentityDisclosed*	-0.056 -0.101 0.086 0.110 0.125 0.146
Jeong (2020)	Dissertation	180,501	*Rating* *TextLength*	*Product/SellerPopularity* *Product/SellerTenure* *RatingTendency* *Product/SellerPopularity* *Product/SellerTenure* *RatingTendency*	-0.021 -0.071 0.340 -0.118 -0.132 0.083
		483,682	*Rating* *TextLength*	*Product/SellerPopularity* *Product/SellerTenure* *RatingTendency* *Product/SellerPopularity* *Product/SellerTenure* *RatingTendency*	0.131 0.112 0.314 -0.209 -0.230 -0.106
Jiang and Chen (2025)	Journal article	293,770	*Rating* *TextLength*	*Product/SellerPopularity* *Product/SellerReputation* *ReviewExperience* *Product/SellerPopularity* *Product/SellerReputation* *ReviewExperience*	0.043 0.120 -0.064 -0.012 0.074 -0.015
Karimi and Wang (2017)	Journal article	2178	*TextLength* *Rating*	*Product/SellerReputation* *Product/SellerPopularity* *IsFemaleReviewer* *IsIdentityDisclosed* *Product/SellerReputation* *Product/SellerPopularity* *IsFemaleReviewer* *IsIdentityDisclosed*	0.390 0.220 0.100 0.070 0.280 -0.060 -0.030 0.065
Kim and Han (2022)	Journal article	367,864	*TextLength*	*SellerLevel* *IsMobileDevice*	-0.015 -0.065
Kim et al. (2015)	Conference paper	19,533	*Comprehensiveness* *Rating*	*Product/SellerReputation* *Product/SellerPopularity* *Product/SellerReputation*	-0.050 0.030 0.580

			TextLength	*Product/SellerPopularity* *Price* *Product/SellerReputation* *Product/SellerPopularity* *Price*	0.120 0.020 -0.040 0.030 0.080
Kim and Srite (2021)	Conference paper	121,537	*Rating* *RatingDeviation* *TextLength* *ImageCount*	*Product/SellerPopularity* *IsIdentityDisclosed* *IsIncentivized* *ConsumptionExperience* *Product/SellerPopularity* *IsIdentityDisclosed* *Product/SellerPopularity* *IsIdentityDisclosed* *IsVerifiedPurchase* *ConsumptionExperience* *Product/SellerPopularity*	0.010 0.010 0.020 -0.010 0.001 -0.010 -0.100 0.070 -0.130 0.010 -0.020
Kim et al. (2023)	Journal article	106,222	*Rating* *RatingDeviation* *TextSentiment* *TextLength* *Comprehensiveness*	*IsIdentityDisclosed* *IsIdentityDisclosed* *Product/SellerPopularity* *IsIdentityDisclosed* *Product/SellerPopularity*	0.010 -0.010 0.001 0.070 0.030
Kovács et al. (2014)	Journal article	1,249,426	*Rating* *TextLength*	*Product/SellerPopularity* *Price* *Product/SellerTenure* *ReviewExperience* *Product/SellerPopularity* *Price* *Product/SellerTenure* *ReviewExperience*	0.077 0.020 -0.007 -0.053 0.044 0.124 -0.059 0.139
Kuan et al. (2015)	Journal article	126,369	*TextLength* *TextReadability* *PositiveEmotion* *NegativeEmotion* *RatingDeviation*	*ReviewerReputation* *Product/SellerReputation* *Product/SellerPopularity* *ReviewerReputation* *Product/SellerReputation* *Product/SellerPopularity* *ReviewerReputation* *Product/SellerReputation* *Product/SellerPopularity* *ReviewerReputation* *Product/SellerReputation* *Product/SellerPopularity*	0.190 -0.092 -0.003 -0.114 0.027 0.009 -0.040 0.067 -0.025 0.019 -0.095 0.011 -0.041 -0.374 0.021
Kübler et al. (2024)	Journal article	97,947	*TextLength* *ImageCount*	*ReviewerReputation* *ReviewerReputation*	0.120 0.001
Kwon et al. (2021)	Journal article	4,177,390	*Rating* *TextLength* *TextSentiment*	*SocialConnectedness* *ReviewExperience* *Product/SellerReputation* *SocialConnectedness* *ReviewExperience* *Product/SellerReputation* *ReviewExperience* *Product/SellerReputation*	0.021 0.021 0.416 0.173 0.173 -0.046 -0.036 0.291
Lee (2018)	Journal article	589	*Rating* *TextLength* *IsImageIncluded*	*SocialConnectedness* *ReviewExperience* *SocialConnectedness* *ReviewExperience* *SocialConnectedness* *ReviewExperience*	0.010 0.030 0.100 0.240 0.150 0.190
Lee and Park (2022)	Journal article	10,611	*TextLength* *Rating*	*ReviewerReputation* *SellerLevel* *Price* *ReviewerReputation* *SellerLevel*	0.141 0.006 -0.057 -0.139 0.136

				Price	0.116
				BusinessScale	0.049
				PowerDistance	0.084
				UncertaintyAvoidance	0.034
Lee et al. (2017)	Journal article	69,202	*Rating*	*Product/SellerReputation*	0.437
				Product/SellerPopularity	-0.145
				ReviewerReputation	0.047
			NegativeEmotion	*Product/SellerReputation*	-0.258
				Product/SellerPopularity	0.074
				ReviewerReputation	0.020
			TextLength	*Product/SellerReputation*	-0.040
				Product/SellerPopularity	0.029
				ReviewerReputation	0.107
			TextReadability	*Product/SellerReputation*	-0.087
				Product/SellerPopularity	0.019
				ReviewerReputation	0.006
Lehman et al. (2014)	Journal article	442,086	*Rating*	*ReviewExperience*	-0.080
				Product/SellerPopularity	0.085
				BusinessScale	-0.096
				Product/Sellertenure	-0.001
				Price	0.016
				IsChainBrand	0.002
			TextLength	*ReviewExperience*	0.144
				Product/SellerPopularity	0.064
				Product/SellerTenure	-0.049
				Price	0.120
Lei et al. (2021)	Journal article	301,517	*Rating*	*Product/SellerReputation*	0.380
				Product/SellerPopularity	-0.030
				Price	0.080
			TextLength	*Product/SellerReputation*	0.040
				Product/SellerPopularity	-0.060
				Price	0.110
			TextReadability	*Product/SellerReputation*	-0.050
				Product/SellerPopularity	0.050
Leung and Cho (2024)	Journal article	171,188	*TextLength*	*ReviewExperience*	0.201
				ReviewerTenure	0.116
				ConsumptionExperience	0.086
				ReviewerReputation	0.170
				Product/SellerPopularity	0.043
				Product/SellerTenure	-0.011
				IsFemaleReviewer	-0.073
			TextSentiment	*ReviewExperience*	0.065
				ReviewerReputation	0.088
				Product/SellerPopularity	0.086
			Rating	*ReviewExperience*	-0.092
				ReviewerTenure	-0.133
				ConsumptionExperience	0.129
				ReviewerReputation	-0.031
				Product/SellerPopularity	0.171
				Product/SellerTenure	-0.005
				IsFemaleReviewer	0.048
				ReviewerAge	-0.083
			RatingDeviation	*ReviewExperience*	-0.021
				ReviewerReputation	-0.013
				Product/SellerPopularity	-0.015
Li et al. (2020a)	Journal article	600,686	*TextLength*	*SocialConnectedness*	0.173
			Rating	*SocialConnectedness*	0.028
			TextReadability	*SocialConnectedness*	-0.086
Li et al. (2020b)	Journal article	130,809	*Rating*	*TemporalDistance*	0.025
				IsMobileDevice	-0.077
				RatingTendency	0.362
				ReviewExperience	-0.038
				Price	0.109
			RatingDeviation	*ReviewExperience*	-0.015
				Price	-0.008

			TextLength	*TemporalDistance*	-0.067
				IsMobileDevice	-0.175
				RatingTendency	-0.051
				ReviewExperience	0.017
				Price	-0.005
			ImageCount	*ReviewExperience*	0.044
			ImageCount	*ReviewerReputation*	0.234
				Price	0.017
			Rating	*ReviewerReputation*	-0.080
				SocialConnectedness	-0.063
				ReviewerPopularity	-0.107
				Price	0.117
Li et al. (2022a)	Journal article	105,237	*TextLength*	*ReviewerReputation*	0.417
				SocialConnectedness	0.353
				ReviewerPopularity	0.364
				Price	-0.092
			TextReadability	*ReviewerReputation*	-0.191
				SocialConnectedness	-0.184
				ReviewerPopularity	-0.242
			Rating	*ReviewExperience*	-0.001
				ReviewerPopularity	0.010
				ReviewerReputation	0.010
				ReviewerTenure	-0.010
				Product/SellerReputation	0.410
				Product/SellerPopularity	0.100
			TextLength	*ReviewExperience*	0.020
				ReviewerPopularity	-0.001
Li et al. (2016)	Conference paper	5,426		*ReviewerReputation*	0.030
				ReviewerTenure	0.030
				Product/SellerReputation	-0.010
				Product/SellerPopularity	0.060
			TextReadability	*ReviewExperience*	-0.020
				ReviewerPopularity	0.001
				ReviewerReputation	-0.020
				ReviewerTenure	-0.030
				Product/SellerReputation	0.010
				Product/SellerPopularity	-0.050
			Rating	*ReviewExperience*	-0.001
				ReviewerPopularity	0.020
				ReviewerReputation	0.020
				ReviewerTenure	-0.010
				RatingTendency	0.570
				Product/SellerReputation	0.390
				Product/SellerPopularity	0.110
				Product/SellerTenure	-0.010
			TextLength	*ReviewExperience*	0.010
				ReviewerPopularity	0.010
				ReviewerReputation	0.010
				ReviewerTenure	0.010
				RatingTendency	0.010
				Product/SellerReputation	0.010
Li et al. (2021)	Journal article	10,097		*Product/SellerPopularity*	0.070
				Product/SellerTenure	0.010
			TextReadability	*ReviewExperience*	0.001
				ReviewerPopularity	0.001
				ReviewerReputation	0.010
				ReviewerTenure	0.010
				Product/SellerReputation	0.010
				Product/SellerPopularity	-0.020
			PositiveEmotion	*ReviewExperience*	0.010
				ReviewerReputation	0.010
				Product/SellerReputation	0.190
				Product/SellerPopularity	0.110
			NegativeEmotion	*ReviewExperience*	-0.010
				ReviewerReputation	0.001
				Product/SellerReputation	-0.190

				Product/SellerPopularity	-0.060
Li et al. (2022b)	Journal article	663,033	*Rating*	*Price*	0.105
				ConsumptionExperience	-0.230
			TextLength	*Price*	-0.020
				ConsumptionExperience	-0.090
			TextReadability	*Price*	-0.005
Li et al. (2020c)	Journal article	43,496	*AffectiveContent*	*ReviewExperience*	-0.001
			Rating	*Product/SellerTenure*	-0.027
				IsLocalReviewer	-0.034
				SocialConnectedness	0.010
				ReviewExperience	-0.015
			TextLength	*Product/SellerTenure*	0.014
				IsLocalReviewer	-0.025
				SocialConnectedness	0.026
				ReviewExperience	0.050
Liang et al. (2019)	Journal article	106,498	*TextLength*	*ReviewExperience*	-0.007
				ReviewerReputation	-0.001
				IsIdentityDisclosed	-0.001
				SellerLevel	0.023
			Rating	*ReviewExperience*	0.003
				ReviewerReputation	0.027
				IsIdentityDisclosed	-0.027
				SellerLevel	0.256
				BusinessScale	-0.056
			TextReadability	*ReviewExperience*	-0.028
				ReviewerReputation	-0.0161
				IsIdentityDisclosed	-0.031
Lie et al. (2024)	Journal article	62,253	*TextLength*	*Price*	-0.001
			Rating	*Price*	0.001
Lin et al. (2019)	Journal article	120,820	*Rating*	*IsIncentivized*	0.033
				Price	0.011
				Product/SellerPopularity	0.074
Liu et al. (2021)	Journal article	160,578	*TextLength*	*ReviewExperience*	0.050
				IsLocalReviewer	0.020
				Product/SellerReputation	0.020
				Price	0.150
				Product/SellerPopularity	0.010
			Rating	*ReviewExperience*	-0.030
				IsLocalReviewer	-0.020
				Product/SellerReputation	0.400
				Price	0.010
				Product/SellerPopularity	0.080
			TextReadability	*ReviewExperience*	-0.060
				Product/SellerReputation	-0.040
				Price	-0.080
				Product/SellerPopularity	0.030
			PositiveEmotion	*ReviewExperience*	-0.040
				Product/SellerReputation	0.140
				Price	0.110
				Product/Sellerpopularity	0.040
			NegativeEmotion	*ReviewExperience*	0.010
				Product/SellerReputation	-0.150
				Product/SellerPopularity	-0.020
Liu et al. (2023)	Journal article	346,283	*Rating*	*ReputationVariance*	-0.040
				Product/SellerReputation	0.155
				Product/SellerPopularity	-0.035
				ReviewerTenure	-0.030
				ReviewExperience	-0.020
				ConsumptionExperience	0.040
			TextLength	*ReputationVariance*	-0.010
				Product/SellerReputation	0.010
				Product/SellerPopularity	-0.010
				ReviewerTenure	0.060
				ReviewExperience	0.030
				ConsumptionExperience	0.070

			TextReadability	*Product/SellerReputation*	-0.050
				Product/SellerPopularity	0.035
				ReviewerTenure	-0.120
				ReviewExperience	-0.120
Liu et al. (2019a)	Journal article	93,119	*Rating*	*IsChainBrand*	-0.020
				Product/SellerTenure	0.010
				Product/SellerReputation	-0.340
				Product/SellerPopularity	-0.020
				Price	0.030
				ReviewExperience	0.020
				IsLocalReviewer	0.020
				IsIdentityDisclosed	-0.040
			TextReadability	*Product/SellerReputation*	0.010
				Product/SellerPopularity	-0.020
				Price	0.040
				ReviewExperience	0.020
				IsIdentityDisclosed	-0.001
			TextLength	*Product/SellerTenure*	0.060
				Product/SellerReputation	-0.040
				Product/SellerPopularity	-0.020
				Price	-0.120
				ReviewExperience	-0.060
				IsLocalReviewer	-0.020
				IsIdentityDisclosed	-0.070
			AffectiveContent	*Product/SellerPopularity*	0.001
				Price	-0.030
				ReviewExperience	0.020
Liu (2017)	Dissertation	39,091	*Rating*	*SocialConnectedness*	0.049
				ReviewExperience	-0.030
				ReviewerTenure	-0.003
				ReviewerReputation	-0.020
Liu et al. (2025a)	Working paper	1,544,920	*TextReadability*	*IsIdentityDisclosed*	-0.016
				Product/SellerPopularity	-0.099
			Rating	*IsIdentityDisclosed*	-0.025
				Product/SellerPopularity	-0.072
			ImageCount	*Product/SellerPopularity*	0.177
			TextLength	*IsIdentityDisclosed*	0.033
				Product/SellerPopularity	0.013
Liu et al. (2025b)	Journal article	233,106	*TextLength*	*IsVerifiedPurchase*	-0.160
		689,250	*Rating*	*IsIncentivized*	-0.010
				ReviewerReputation	0.070
				Product/SellerReputation	0.310
				Product/SellerPopularity	-0.080
				Price	-0.010
				Product/SellerTenure	0.040
			TextLength	*IsVerifiedPurchase*	-0.330
				ReviewerReputation	0.160
				Product/SellerReputation	0.001
				Product/SellerPopularity	-0.030
				Price	0.040
				Product/SellerTenure	-0.040
Liu et al. (2020)	Journal article	349,879	*Rating*	*Price*	-0.001
				IsIdentityDisclosed	0.000
				ReviewerAge	0.010
				IsFemaleReviewer	0.010
				ReviewerReputation	-0.100
				IsBusinessTravel	-0.100
Liu et al. (2019b)	Journal article	60,652	*Rating*	*ReviewerReputation*	-0.054
				IsMobileDevice	0.027
				IsNonWorkingDay	-0.011
				IsIncentivized	0.061
				ReviewerTenure	-0.043
Liu et al. (2014)	Conference paper	16,715	*Rating*	*Price*	-0.080
Liu and Hu (2021)	Journal article	11,821	*Comprehensiveness*	*Product/SellerReputation*	-0.088
			IsExtremeRating	*Product/SellerReputation*	0.451

			TextLength	*IsMobileDevice*	-0.186
				IsIdentityDisclosed	0.015
				IsLocalReviewer	0.087
				Product/Sellerreputation	0.135
				Price	0.090
			TextReadability	*IsIdentityDisclosed*	-0.013
				Product/SellerReputation	0.033
				Price	-0.075
Liu and Park (2015)	Journal article	4,908	*TextLength*	*IsIdentityDisclosed*	0.087
				ReviewExperience	0.240
				SocialConnectedness	0.270
				ReviewerPopularity	0.280
				ReviewerReputation	0.260
			Rating	*IsIdentityDisclosed*	-0.003
				ReviewExperience	-0.110
				SocialConnectedness	-0.040
				ReviewerPopularity	-0.060
				ReviewerReputation	-0.070
			TextReadability	*IsIdentityDisclosed*	-0.018
				ReviewExperience	-0.023
				SocialConnectedness	-0.015
				ReviewerPopularity	-0.050
				ReviewerReputation	-0.023
Lutz et al. (2017)	Conference paper	3,401	*TextLength*	*ReputationVariance*	-0.070
				Product/SellerPopularity	0.005
			Rating	*ReputationVariance*	-0.420
				Product/SellerPopularity	0.095
Lynn and Brewster (2018)	Journal article	9,467	*Rating*	*Price*	0.080
Ma et al. (2014)	Journal article	61,029	*Rating*	*Price*	0.040
				Product/SellerReputation	0.560
				ReviewExperience	-0.030
				Product/SellerPopularity	0.040
				ReputationVariance	0.010
			TextLength	*Price*	0.100
				Product/SellerReputation	-0.010
				ReviewExperience	0.100
				Product/SellerPopularity	0.030
				ReputationVariance	-0.010
Maubert (2023)	Dissertation	3,659	*Rating*	*PowerDistance*	0.020
				UncertaintyAvoidance	0.020
				Product/SellerPopularity	0.088
Mogilner et al. (2020)	Journal article	6,508,574	*TextLength*	*Product/SellerPopularity*	-0.004
			Rating	*Product/SellerPopularity*	-0.024
Moradi et al. (2023)	Journal article	306,901	*Rating*	*ReviewExperience*	0.001
				Product/SellerPopularity	0.400
			PositiveEmotion	*ReviewExperience*	0.001
				Product/SellerPopularity	0.210
			TextLength	*ReviewExperience*	0.001
				Product/SellerPopularity	0.040
Namvar and Chua (2022)	Journal article	650,995	*TextSentiment*	*ReviewExperience*	0.110
				Product/SellerPopularity	-0.040
			TextLength	*ReviewExperience*	0.150
				Product/SellerPopularity	-0.050
			RatingDeviation	*ReviewExperience*	-0.060
				Product/SellerPopularity	0.040
Nguyen et al. (2022)	Working paper	435,512	*Rating*	*ReviewerReputation*	-0.045
				SocialConnectedness	-0.030
				IsLocalReviewer	0.001
				Product/SellerReputation	0.280
			RatingDeviation	*ReviewerReputation*	-0.035
				SocialConnectedness	-0.060
				Product/SellerReputation	-0.110
			TextLength	*ReviewerReputation*	0.275
				SocialConnectedness	0.360
				IsLocalReviewer	-0.020

			ImageCount	*Product/SellerReputation* *ReviewerReputation*	-0.020 0.275
Nguyen and Tripathi (2022)	Conference paper	5,190	*TextLength* *Rating* *TextSentiment*	*ReviewerReputation* *ReviewerReputation* *ReviewerReputation*	0.228 0.009 0.029
Ozdemir et al. (2021)	Conference paper	225,931	*RatingDeviation* *Rating* *TextLength* *TextSentiment* *TextReadability*	*ReviewerReputation* *Product/SellerPopularity* *ReviewerReputation* *Product/SellerPopularity* *ReviewerReputation* *Product/SellerPopularity* *ReviewerReputation* *Product/SellerPopularity* *ReviewerReputation* *Product/SellerPopularity*	-0.0120 -0.010 0.010 -0.020 0.230 0.040 -0.030 0.050 -0.090 0.010
Pan (2019)	Dissertation	443,702	*TextLength* *Rating* *RatingDeviation* *TextReadability* *PositiveEmotion*	*ReviewExperience* *SocialConnectedness* *ReviewerReputation* *ReviewExperience* *SocialConnectedness* *ReviewerReputation* *ReviewExperience* *SocialConnectedness* *ReviewerReputation* *ReviewExperience* *SocialConnectedness* *ReviewerReputation* *ReviewExperience* *ReviewerReputation*	0.160 0.130 0.168 -0.010 0.010 0.001 -0.100 -0.060 -0.066 -0.058 -0.043 -0.058 -0.070 -0.052
Parameswaran et al. (2022)	Journal article	60,906	*TextLength* *Rating*	*ConsumptionExperience* *ConsumptionExperience*	-0.037 -0.027
Park et al. (2022)	Journal article	367,861	*Rating*	*IsMobileDevice* *SellerLevel*	0.040 0.230
Peng et al. (2014)	Conference paper	7,937	*TextLength* *AffectiveContent* *PositiveEmotion* *NegativeEmotion* *TextReadability* *Rating* 	*ReviewerReputation* *ReviewExperience* *Product/SellerPopularity* *Price* *ReviewerReputation* *ReviewExperience* *Product/SellerPopularity* *Price* *ReviewerReputation* *ReviewExperience* *Product/SellerPopularity* *Price* *ReviewerReputation* *ReviewExperience* *Product/SellerPopularity* *ReviewerReputation* *ReviewExperience* *Product/SellerPopularity* *Price* *ReviewerReputation* *ReviewExperience* *Product/SellerPopularity* *Price*	0.441 0.416 -0.013 0.024 -0.111 -0.084 0.154 -0.042 -0.094 -0.074 0.181 -0.013 -0.060 -0.039 -0.008 -0.131 0.130 -0.081 -0.001 0.013 0.023 0.412 0.005
Peng et al. (2017)	Conference paper	18,933	*TextLength* *AffectiveContent* *TextReadability*	*ReviewerReputation* *ReviewExperience* *Price* *Product/SellerPopularity* *ReviewerReputation* *ReviewExperience* *Price* *Product/SellerPopularity* *ReviewerReputation*	-0.120 -0.260 0.120 -0.055 0.130 0.020 -0.090 0.160 0.060

			Rating	*ReviewExperience* *Price* *Product/SellerPopularity* *ReviewerReputation* *ReviewExperience* *Price* *Product/SellerPopularity*	0.030 -0.090 0.050 0.120 -0.280 0.050 0.240
Peng et al. (2024)	Conference paper	46,077	*TextLength* *Rating* *PositiveEmotion*	*Price* *Price* *Price*	0.090 0.240 0.010
Pham et al. (2025)	Journal article	99,441	*Rating*	*ConsumptionExperience* *Price*	-0.070 0.001
Pu et al. (2024)	Journal article	426,927	*Rating*	*ReviewerReputation* *ReviewerPopularity* *SellerLevel* *Product/SellerPopularity*	-0.015 -0.010 0.110 0.150
Qiao et al. (2022)	Journal article	19,072	*TextSentiment* *TextLength* *TextReadability*	*Product/SellerPopularity* *ReviewExperience* *ReviewerReputation* *Product/SellerPopularity* *SellerLevel* *ReviewExperience* *ReviewerReputation* *Product/SellerPopularity* *ReviewExperience* *ReviewerReputation*	0.030 0.045 -0.035 0.200 -0.150 0.090 0.060 -0.030 -0.050 -0.070
Racherla and Friske (2012)	Journal article	2,907	*TextLength* *Rating*	*IsIdentityDisclosed* *ReviewExperience* *SocialConnectedness* *IsIdentityDisclosed* *ReviewExperience* *SocialConnectedness*	0.030 -0.090 -0.060 0.040 -0.060 -0.060
Ransbotham et al. (2019)	Journal article	275,362	*AffectiveContent* *IsExtremeRating* *TextLength* *TextReadability*	*Product/SellerPopularity* *ReviewExperience* *ReviewerReputation* *Product/SellerPopularity* *Product/SellerPopularity* *ReviewExperience* *ReviewerReputation* *IsMobileDevice* *Product/SellerPopularity* *ReviewExperience* *ReviewerReputation*	-0.027 -0.075 -0.060 0.012 0.075 0.085 0.066 -0.346 -0.069 -0.054 -0.073
Ravichandran and Deng (2023)	Journal article	67,418	*Rating*	*Product/SellerReputation* *Product/SellerPopularity* *SellerLevel*	0.361 -0.073 0.305
Ravula (2022)	Journal article	942	*Rating*	*TemporalDistance* *SpatialDistance*	0.159 0.007
Ravula et al. (2023)	Journal article	1,005,244	*IsExtremeRating* *TextReadability* *PositiveEmotion* *NegativeEmotion*	*Product/SellerReputation* *Product/SellerPopularity* *ReviewExperience* *ReviewerReputation* *SocialConnectedness* *ReviewerTenure* *Product/Sellerreputation* *Product/SellerPopularity* *ReviewExperience* *ReviewerReputation* *Product/SellerReputation* *Product/SellerPopularity* *ReviewExperience* *ReviewerReputation* *Product/SellerReputation* *Product/SellerPopularity*	0.082 -0.058 -0.027 -0.021 0.033 0.017 0.053 0.014 -0.028 -0.017 0.278 0.072 -0.035 -0.019 -0.239 -0.032
Ravula et al. (2022)	Journal article	111,728	*Rating*	*IsFemaleReviewer*	0.001

				ReviewerReputation	-0.224
				SocialConnectedness	-0.094
				ReviewerTenure	-0.081
				ReviewExperience	-0.163
				Product/SellerReputation	0.148
			TextReadability	*ReviewerReputation*	0.110
				SocialConnectedness	0.086
				ReviewerTenure	0.106
				ReviewExperience	0.152
				Product/SellerReputation	-0.005
			TextLength	*IsFemaleReviewer*	0.034
				ReviewerReputation	0.361
				SocialConnectedness	0.223
				ReviewerTenure	0.166
				ReviewExperience	0.264
				Product/SellerReputation	-0.010
Rohde et al. (2022)	Journal article	37,309	*TextLength*	*ReviewExperience*	0.080
				Product/SellerPopularity	-0.040
				Product/SellerReputation	0.015
			Rating	*ReviewExperience*	-0.020
				Product/SellerPopularity	-0.030
				Product/SellerReputation	0.130
			IsImageIncluded	*ReviewExperience*	0.070
				Product/SellerPopularity	-0.060
Sheng et al. (2021)	Journal article	813,287	*Rating*	*Product/SellerReputation*	0.740
				ReputationVariance	0.082
				SellerLevel	0.397
				BusinessScale	0.216
Siering et al. (2018)	Journal article	12,330	*TextSentiment*	*ReviewerReputation*	0.080
			RatingDeviation	*ReviewerReputation*	0.310
				IsIdentityDisclosed	-0.050
			TextLength	*ReviewerReputation*	-0.330
				IsIdentityDisclosed	0.020
			TextReadability	*ReviewerReputation*	0.070
				IsIdentityDisclosed	0.010
Sridhar and Srinivasan (2012)	Journal article	7,499	*Rating*	*Product/SellerReputation*	0.400
				Product/SellerPopularity	0.090
				ReviewExperience	-0.050
				IsIdentityDisclosed	0.040
				IsBusinessTravel	-0.110
				ReviewerTenure	0.010
				SellerLevel	0.010
			TextLength	*Product/SellerReputation*	-0.010
				Product/SellerPopularity	0.020
				ReviewExperience	0.020
				IsIdentityDisclosed	0.030
				ReviewerTenure	-0.030
				SellerLevel	0.040
Stamolampros et al. (2020)	Journal article	557,208	*Rating*	*PowerDistance*	0.250
				UncertaintyAvoidance	0.130
Sun et al. (2021)	Conference paper	187,447	*Rating*	*IsBusinessTravel*	-0.043
				Product/SellerReputation	0.172
Sunder et al. (2019)	Journal article	2,218,574	*Rating*	*Product/SellerReputation*	0.444
				ReviewExperience	-0.086
				Product/SellerPopularity	-0.101
				Product/SellerTenure	0.071
				ConsumptionExperience	0.006
				SocialConnectedness	-0.082
Tripathi et al. (2021)	Journal article	250,553	*AffectiveContent*	*Product/SellerPopularity*	-0.070
			TextLength	*Product/SellerPopularity*	-0.190
			Rating	*Product/SellerPopularity*	0.001
Wang et al. (2018a)	Journal article	171,588	*Rating*	*Product/SellerTenure*	0.032
				Product/SellerPopularity	-0.003
				Product/SellerReputation	0.369
				ReputationVariance	-0.224

				SocialConnectedness	-0.036
				ReviewerTenure	-0.063
				ReviewExperience	-0.105
Wang et al. (2023a)	Journal article	124,008	*AffectiveContent*	*Price*	-0.014
				Product/SellerPopularity	-0.034
			TextLength	*IsIdentityDisclosed*	-0.048
				Price	0.060
				Product/SellerPopularity	0.034
				Product/SellerReputation	-0.074
			IsExtremeRating	*Product/SellerPopularity*	0.019
				Product/SellerReputation	0.054
			Rating	*IsIdentityDisclosed*	-0.033
				Price	-0.033
				Product/SellerPopularity	-0.077
				Product/SellerReputation	0.389
			RatingDeviation	*IsIdentityDisclosed*	0.034
				Price	0.003
				Product/SellerPopularity	0.128
				Product/SellerReputation	-0.174
Wang et al. (2018b)	Journal article	2,595	*Rating*	*Product/SellerPopularity*	0.090
				Product/SellerTenure	0.070
				RatingTendency	0.410
				Product/SellerReputation	0.150
				ReputationVariance	-0.130
				ReviewExperience	0.080
				Product/SellerPopularity	-0.040
			TextLength	*Product/SellerTenure*	-0.070
				RatingTendency	-0.170
				Product/SellerReputation	-0.140
				ReputationVariance	0.030
				ReviewExperience	0.040
Wang et al. (2021)	Journal article	127,133	*Rating*	*Product/SellerReputation*	0.460
				PowerDistance	-0.050
				UncertaintyAvoidance	-0.040
				ReputationVariance	-0.340
				Product/SellerPopularity	0.050
				SellerLevel	0.290
				Price	0.210
			TextLength	*Product/SellerReputation*	-0.080
				ReputationVariance	0.010
				Product/SellerPopularity	-0.150
				SellerLevel	-0.010
				Price	-0.020
			PositiveEmotion	*Product/SellerReputation*	0.130
				Product/SellerPopularity	0.015
				Price	0.040
			NegativeEmotion	*Product/SellerReputation*	-0.140
				Product/SellerPopularity	0.006
			TextReadability	*Product/SellerReputation*	-0.030
				Product/SellerPopularity	-0.020
				Price	-0.030
Wang et al. (2025)	Journal article	1,593,730	*TextLength*	*Price*	0.140
				ReputationVariance	-0.150
				Product/SellerPopularity	-0.070
				IsVerifiedPurchase	-0.110
				IsIdentityDisclosed	0.050
				ReviewExperience	0.110
			Rating	*Price*	-0.020
				ReputationVariance	-0.250
				Product/SellerPopularity	0.001
				IsIdentityDisclosed	0.010
				ReviewExperience	0.030
Wang et al. (2023b)	Journal article	463	*Rating*	*Price*	-0.010
			TextLength	*Price*	0.120
Wang (2019)	Dissertation	41,311	*Rating*	*IsIncentivized*	0.015

Wang et al. (2026)	Journal article	104,920	*TextLength*	*ReviewerReputation*	0.163
				ReviewExperience	0.049
				Product/SellerReputation	0.016
				Price	0.013
			RatingDeviation	*ReviewerReputation*	-0.018
				ReviewExperience	-0.044
				Product/SellerReputation	-0.204
				Price	-0.170
			PositiveEmotion	*ReviewerReputation*	-0.065
				ReviewExperience	-0.025
				Product/SellerReputation	0.220
				Price	0.156
			NegativeEmotion	*ReviewerReputation*	0.019
				ReviewExperience	0.003
				Product/SellerReputation	-0.139
			Rating	*ReviewerReputation*	-0.023
				ReviewExperience	-0.010
				Product/SellerReputation	0.454
				IsChainBrand	0.102
				Price	0.323
			IsImageIncluded	*ReviewerReputation*	0.061
				ReviewExperience	0.050
Wu et al. (2021)	Journal article	97,979	*Rating*	*ReviewerReputation*	-0.025
				Product/SellerPopularity	0.080
				Price	0.090
				Product/SellerReputation	0.370
			RatingDeviation	*ReviewerReputation*	0.035
				Product/SellerPopularity	0.000
				Price	-0.040
				Product/SellerReputation	-0.260
			Comprehensiveness	*ReviewerReputation*	0.055
				Product/SellerPopularity	-0.015
				Product/SellerReputation	0.040
			TextReadability	*ReviewerReputation*	-0.075
				Product/SellerPopularity	-0.015
				Price	-0.090
				Product/SellerReputation	-0.060
			TextLength	*ReviewerReputation*	0.095
				Product/SellerPopularity	0.005
				Price	0.230
				Product/SellerReputation	0.060
			PositiveEmotion	*ReviewerReputation*	-0.060
				Product/SellerPopularity	0.010
				Price	-0.060
				Product/SellerReputation	0.110
			NegativeEmotion	*ReviewerReputation*	-0.025
				Product/SellerPopularity	-0.015
				Product/SellerReputation	-0.140
Wu et al. (2023)	Journal article	804,989	*Comprehensiveness*	*Product/SellerReputation*	0.044
				Product/SellerPopularity	-0.025
			Rating	*ReviewExperience*	0.011
				Product/SellerReputation	0.433
				Product/SellerPopularity	0.128
				SellerLevel	0.156
				BusinessScale	0.039
				Price	0.171
			TextLength	*ReviewExperience*	0.239
				Product/SellerReputation	-0.046
				Product/SellerPopularity	-0.065
				SellerLevel	0.089
				Price	0.076
Xia (2023)	Journal article	815,083	*Comprehensiveness*	*ReviewerReputation*	0.160
				Product/SellerReputation	-0.040
				Product/SellerPopularity	0.030
			Rating	*ReviewerReputation*	0.020
				SocialConnectedness	-0.010

				ReviewExperience	-0.020
				Product/SellerReputation	0.250
				Product/SellerPopularity	0.010
			ImageCount	*ReviewerReputation*	0.220
				ReviewExperience	0.200
				Product/SellerPopularity	-0.010
			TextReadability	*ReviewerReputation*	-0.030
				SocialConnectedness	-0.040
				ReviewExperience	-0.050
				Product/SellerReputation	0.030
				Product/SellerPopularity	0.010
Xu et al. (2022)	Journal article	141,926	*Rating*	*SpatialDistance*	0.016
				ConsumptionExperience	-0.180
				Price	0.155
				ReviewExperience	-0.145
				ReviewerPopularity	-0.035
				IsFemaleReviewer	0.005
				Product/SellerPopularity	0.030
			IsImageIncluded	*ReviewExperience*	0.220
				Product/SellerPopularity	-0.001
			TextLength	*ConsumptionExperience*	0.390
				Price	-0.060
				ReviewExperience	0.430
				ReviewerPopularity	0.210
				IsFemaleReviewer	0.150
				Product/SellerPopularity	-0.010
			AffectiveContent	*Price*	0.030
				ReviewExperience	0.240
				Product/SellerPopularity	-0.010
Xu and Hong (2021)	Conference paper	87,895	*Rating*	*Product/SellerReputation*	0.339
				Product/SellerPopularity	0.129
				Price	0.050
				IsLocalReviewer	-0.006
				ReviewerReputation	-0.072
				ReviewerPopularity	-0.064
				ReviewExperience	-0.104
Xu et al. (2019a)	Journal article	330,515	*Rating*	*Product/SellerReputation*	0.280
				IsLocalReviewer	0.010
				IsChainBrand	-0.010
				Product/SellerPopularity	0.010
				ReviewerReputation	-0.100
				IsFemaleReviewer	0.010
				ReviewerPopularity	-0.060
				ReviewExperience	-0.180
				ConsumptionExperience	-0.150
Xu et al. (2018)	Conference paper	30,306	*Rating*	*UncertaintyAvoidance*	-0.030
				SellerLevel	0.160
				Price	0.190
				IsMobileDevice	-0.030
				Product/SellerPopularity	0.100
				Product/SellerReputation	0.380
				IsIdentityDisclosed	-0.010
				PowerDistance	-0.030
				ReviewExperience	-0.030
				ReviewerTenure	-0.020
				IsBusinessTravel	-0.001
Xu et al. (2019b)	Conference paper	207,229	*Rating*	*Product/SellerReputation*	0.300
				IsChainBrand	0.010
				Product/SellerPopularity	0.040
				ReviewerReputation	-0.100
				IsFemaleReviewer	0.001
				ReviewerPopularity	-0.060
				ConsumptionExperience	-0.170
				ReviewExperience	-0.170
Xu et al. (2020)	Journal article	50,307	*TextLength*	*Product/SellerPopularity*	0.130

				IsMobileDevice	0.277
				TemporalDistance	-0.042
Xue et al. (2020)	Journal article	381,462	*RatingDeviation*	*Product/SellerReputation*	-0.179
				Product/SellerPopularity	-0.056
				ReviewExperience	-0.028
				IsIdentityDisclosed	-0.031
Yan and Tan (2017)	Journal article	17,000	*Rating*	*ReputationVariance*	-0.003
				Product/SellerPopularity	-0.006
				Product/SellerReputation	0.004
				SocialConnectedness	-0.011
				ReviewerPopularity	-0.009
				IsFemaleReviewer	-0.004
				ReviewerAge	0.002
				TemporalDistance	0.002
				ReviewerTenure	-0.014
				ReviewExperience	0.687
Yang et al. (2017)	Journal article	1,776	*TextLength*	*ReviewExperience*	0.359
				SocialConnectedness	0.315
				ReviewerReputation	0.396
			TextReadability	*ReviewExperience*	-0.080
				SocialConnectedness	-0.042
				ReviewerReputation	-0.064
			Rating	*ReviewExperience*	-0.118
				SocialConnectedness	-0.075
				ReviewerReputation	-0.102
Yang et al. (2019)	Journal article	1,265	*Rating*	*IsIdentityDisclosed*	-0.190
				ReviewerReputation	0.240
			TextLength	*IsIdentityDisclosed*	0.200
				ReviewerReputation	-0.200
			TextSentiment	*ReviewerReputation*	0.180
			IsImageIncluded	*ReviewerReputation*	0.040
Yang (2022)	Journal article	140,578	*RatingDeviation*	*ReviewExperience*	0.024
				ReviewerReputation	-0.003
				Product/SellerReputation	0.025
				Price	-0.005
				Product/SellerPopularity	0.023
			TextLength	*TemporalDistance*	-0.066
				ReviewExperience	0.048
				ReviewerTenure	0.168
				ReviewerReputation	0.139
				ConsumptionExperience	0.056
				Product/SellerReputation	0.002
				Price	0.003
				Product/SellerPopularity	-0.003
			ImageCount	*ReviewExperience*	0.048
				ReviewerReputation	0.092
				Product/SellerPopularity	-0.018
Yang and Han (2022)	Journal article	121,224	*Rating*	*TemporalDistance*	-0.026
				ReviewerTenure	0.013
				ReviewerReputation	-0.022
				ConsumptionExperience	0.002
				Product/SellerPopularity	0.222
				Product/SellerReputation	0.450
				ReputationVariance	-0.401
				Price	0.323
				IsMobileDevice	-0.038
			PositiveEmotion	*ReviewerReputation*	-0.003
				Product/SellerPopularity	0.108
				Product/SellerReputation	0.198
				Price	0.116
Yi and Oh (2021)	Journal article	106,980	*Rating*	*Price*	-0.155
				Product/SellerTenure	-0.130
			TextLength	*Price*	0.010
				Product/SellerTenure	-0.070
Yin et al. (2014)	Conference paper	16,296	*TextLength*	*SocialConnectedness*	0.060

			Rating	*ReviewerReputation*	0.090
				SocialConnectedness	0.060
			TextReadability	*ReviewerReputation*	0.090
				SocialConnectedness	0.020
				ReviewerReputation	0.030
Yu et al. (2024)	Journal article	157,285	*Rating*	*ReviewExperience*	-0.160
				RatingTendency	0.340
				Product/SellerPopularity	0.052
				Product/SellerReputation	0.301
				ReputationVariance	-0.105
			TextLength	*ReviewExperience*	0.232
				RatingTendency	-0.111
				Product/SellerPopularity	-0.013
				Product/SellerReputation	-0.002
				ReputationVariance	0.009
			ImageCount	*ReviewExperience*	0.248
				Product/SellerPopularity	-0.027
			TextSentiment	*ReviewExperience*	-0.102
				Product/SellerPopularity	0.058
				Product/SellerReputation	0.140
			TextReadability	*ReviewExperience*	0.001
				Product/SellerPopularity	0.013
				Product/SellerReputation	-0.019
Yu et al. (2023)	Journal article	15,654	*Rating*	*ReviewExperience*	-0.125
				Product/SellerPopularity	0.070
				ReviewerPopularity	-0.129
				Product/SellerTenure	0.011
				Product/SellerReputation	0.136
			TextSentiment	*ReviewExperience*	0.306
				Product/SellerPopularity	-0.044
				Product/SellerReputation	-0.048
			TextLength	*ReviewExperience*	-0.111
				Product/SellerPopularity	0.051
				ReviewerPopularity	-0.128
				Product/SellerTenure	-0.032
				Product/SellerReputation	0.261
			ImageCount	*ReviewExperience*	0.291
				Product/SellerPopularity	-0.044
Zak (2010)	Dissertation	3,505	*Rating*	*ReviewExperience*	0.220
			TextLength	*ReviewExperience*	0.595
		1,484	*Rating*	*ReviewerReputation*	-0.013
			TextLength	*ReviewerReputation*	0.525
Zhang et al. (2024a)	Journal article	9,388	*TextLength*	*ReviewerTenure*	0.018
				ReviewExperience	0.267
				Price	0.242
				Product/SellerReputation	0.212
			ImageCount	*ReviewExperience*	0.477
			IsExtremeRating	*Product/SellerReputation*	0.427
Zhang et al. (2025)	Journal article	107,984	*TextLength*	*ReviewExperience*	0.080
				ReviewerReputation	0.060
				Product/SellerPopularity	0.070
				SellerLevel	0.100
			TextReadability	*ReviewExperience*	-0.050
				ReviewerReputation	-0.070
				Product/SellerPopularity	-0.070
Zhang et al. (2024b)	Journal article	22,987	*TextLength*	*ReviewExperience*	0.048
				Price	0.040
			TextReadability	*ReviewExperience*	-0.046
				Price	-0.037
			Rating	*ReviewExperience*	-0.017
				Price	0.136
Zhang et al. (2022)	Journal article	632,508	*Rating*	*SpatialDistance*	-0.043
				TemporalDistance	-0.022
				Product/SellerPopularity	-0.020
				ReviewExperience	-0.043

				IsBusinessTravel	-0.051
				IsMobileDevice	-0.034
				IsNonWorkingDay	-0.014
				SellerLevel	0.159
				BusinessScale	-0.144
				Price	0.143
Zhang et al. (2024c)	Journal article	74,900	*TextSentiment*	*Product/SellerPopularity*	0.102
				Product/SellerReputation	0.159
				ReviewerReputation	0.016
				ReviewExperience	0.118
			Rating	*Product/SellerPopularity*	0.106
				Product/SellerReputation	0.250
				TemporalDistance	-0.050
				IsNonWorkingDay	0.002
				ReviewerReputation	-0.023
				ReviewExperience	-0.041
Zhou et al. (2023)	Journal article	31,523	*PositiveEmotion*	*ReviewerReputation*	-0.180
			NegativeEmotion	*ReviewerReputation*	0.040
			TextLength	*ReviewerReputation*	0.370
				ReviewerPopularity	0.080
			TextReadability	*ReviewerReputation*	0.020
				ReviewerPopularity	0.010
Zhou and Guo (2015)	Conference paper	70,610	*TextSentiment*	*ReviewerReputation*	-0.070
				ReviewExperience	-0.120
Zhou and Guo (2017)	Journal article	70,610	*Rating*	*Product/SellerPopularity*	-0.070
				SocialConnectedness	0.010
				ReviewExperience	-0.020
				Product/SellerTenure	-0.050
				IsIdentityDisclosed	0.040
				ReviewerReputation	-0.010
			TextLength	*Product/SellerPopularity*	-0.080
				SocialConnectedness	0.110
				ReviewExperience	0.140
				Product/SellerTenure	-0.060
				IsIdentityDisclosed	0.080
				ReviewerReputation	0.170
			IsImageIncluded	*Product/SellerPopularity*	0.030
				SocialConnectedness	0.170
				ReviewExperience	0.170
				ReviewerReputation	0.180
Zhou et al. (2020)	Journal article	7,857	*TextLength*	*IsMobileDevice*	-0.003
				ReviewerTenure	-0.003
Zhu et al. (2014)	Journal article	16,265	*RatingDeviation*	*ReviewerReputation*	-0.110
				SocialConnectedness	-0.060
				Price	-0.090
				Product/SellerPopularity	-0.090
				Product/SellerReputation	-0.140
			TextLength	*ReviewerReputation*	0.070
				SocialConnectedness	0.060
				Price	-0.050
				Product/SellerTenure	-0.010
				Product/SellerPopularity	0.001
				Product/SellerReputation	-0.050
			TextReadability	*ReviewerReputation*	0.020
				SocialConnectedness	0.020
				Price	0.010
				Product/SellerPopularity	0.050
				Product/SellerReputation	-0.050
			Rating	*ReviewerReputation*	0.090
				SocialConnectedness	0.060
				Price	0.170
				Product/SellerTenure	0.010
				Product/SellerPopularity	0.090
				Product/SellerReputation	0.430
Zhu et al. (2020)	Journal article	2,877	*TextLength*	*Product/SellerTenure*	-0.136

				Product/SellerPopularity	-0.233
				Product/SellerReputation	-0.095
				ReputationVariance	-0.035
				IsVerifiedPurchase	-0.369

Appendix 3. Online Review Features

Table A3. Definitions of Online Review Features

Dimension	Feature	Definition and/or Measurement
Rating attribute	*Rating*	The overall rating given by the reviewer, which usually ranges from 1 star to 5 stars. Reviews with higher ratings indicate more positive evaluations.
	RatingDeviation	The difference between the review's rating and the average rating of the reviewed product.
	IsExtremeRating	Whether the review is an extreme one with an either extremely high or extremely low rating (e.g., one star or five stars in 5-star rating systems).
Non-rating attribute	*TextLength*	The total number of words or characters used in the review.
	TextReadability	Easiness of reading the review.
	TextSentiment	The reviewer's attitude towards the reviewed product, which is usually obtained through natural language processing.
	Comprehensiveness	The variety of topics covered by the review, also called topic diversity or review diversity.
	AffectiveContent	The proportion of affective words in the review.
	PositiveEmotion	The ratio of positive emotional words to the total number of words in the review.
	NegativeEmotion	The ratio of negative emotional words to the total number of words in the review.
	IsImageIncluded	Whether the review includes images.
	ImageCount	The number of images included in the review.

Appendix 4. Antecedents to Review Features

Table A4. Definitions of Antecedent Factors

Category	Factor	Definition and/or measurement
Customer/ Reviewer-related factor	*IsIdentityDisclosed*	Whether the reviewer discloses his/her personal information (e.g., address, real name, and profile photo) on the review platform.
	IsFemaleReviewer	Whether the reviewer's gender is female or not.
	ReviewerAge	How old the reviewer is.
	IsLocalReviewer	Whether the reviewer is a local, whose usual place of residence is the place where the product is consumed.
	IsBusinessTravel	For a traveler reviewer, whether the travel is for business goal (vs. other goals).
	ConsumptionExperience	The reviewer's historical experience in consuming the product.
	ReviewerTenure	The time interval between the reviewer's registration on the review platform and the focal review's publication.
	ReviewExperience	The number of reviews for relevant products the reviewer has published prior to the focal review.
	ReviewerPopularity	The number of followers the reviewer has in the review community.
	ReviewerReputation	The credibility of the reviewer.
	SocialConnectedness	The number of friends the reviewer has in the review community.
	RatingTendency	The average rating of a reviewer's historical review ratings.
	PowerDistance	The extent to which the society the reviewer comes from accepts the fact that power in institutions and organizations is distributed unequally.
	UncertaintyAvoidance	The tolerance for uncertainty of the society the reviewer comes from.
Product/Seller-related factor	*IsChainBrand*	Whether the reviewed retailer belongs to a chain brand.
	Price	The price level of the reviewed product.
	SellerLevel	The quality level of the product provider, such as star ratings of hotels or title levels of physicians.
	BusinessScale	The scale of the provider, measured by the number of rooms a hotel has for instance.
	Product/SellerTenure	The time interval between the day when the seller launched the product and the day when the focal review is posted.

	Product/SellerPopularity	The total number of reviews to the product/seller before the focal review.
	Product/SellerReputation	The average rating of all reviews for the product/seller.
	ReputationVariance	The variance of all ratings for the product/seller.
Context-related factor	*IsNonWorkingDay*	Whether the review is published on a non-working day, i.e., holidays or weekends.
	IsIncentivized	Whether a monetary incentive is provided by the review platform or the retailer to encourage reviewers to provide reviews, such as free product sampling engagement.
	SpatialDistance	The geographic distance between the location of the visited shop and the reviewer's usual place of residence.
	TemporalDistance	The time interval between the reviewer's consumption and the submission of the review.
	IsVerifiedPurchase	Whether the review has a "*Verified Purchase*" or similar label.
	IsMobileDevice	Whether the review is posted through a mobile device or not.

Appendix 5. Moderators for Online Review Behavior

Table A5. Moderator Definitions

Moderator		Definition and/or measurement
Platform Type	Business-Hosted	Review platforms hosted by the businesses who directly sell goods to consumers.
	Third-Party	Review platforms operated by a third party who does not play the role of a seller.
GoodsType	Service Goods	Products highly related to service, such as caterings and hotels.
	Tangible Goods	Products can be seen, felt, and touched by consumers, such as groceries and skincare goods.
Cultural Background	Asia	Review platforms that are mainly operated in Asia and thus dominated by Asian customers/reviewers, e.g., Taobao and Dianping in China.
	North America	Review platforms that are operated in North America and thus dominated by North American customers/reviewers, e.g., Amazon and Yelp in the USA.

Appendix 6. Rationale for Moderators Selection

A6.1 Platform Type

We include *PlatformType* as a moderator due to its potential influence on the relationships between antecedent factors and review features. Retailers may attempt to influence online reviews through manipulation (Mayzlin et al. 2014), which is a common and often illegal method used to affect reviewer ratings (Dellarocas 2006). Prior literature suggests that retailers have strong motivation to manipulate consumer reviews to enhance product sales by improving their public reputation (Mayzlin et al. 2014). This manipulation typically occurs in two ways: posting positive reviews for their own products or services, and posting negative reviews for competitors (Mayzlin et al. 2014). Fake reviews are likely to be systematically different from authentic ones, which can subsequently influence consumers' future review generation behavior. Therefore, it is reasonable to argue that review manipulation may affect consumers' own review behavior.

Platforms can be categorized into two types based on whether they are hosted by the business directly selling the goods to consumers: business-hosted platforms (e.g., Amazon.com and JD.com) and third-party platforms (e.g., Yelp.com and Tripadvisor.com). It is significantly easier for businesses to manipulate reviews on their self-hosted platforms than on those managed by an independent third party.

Therefore, the type of review platform can influence consumers' review behavior, at least by affecting how easily inauthentic reviews can be posted. Reviewers may also be aware of this distinction, which further impacts their review behavior. Consequently, we infer that whether the review platform is operated and managed by the business or a third party will affect how an antecedent factor influences a review feature.

A6.2 Goods Type

We include *GoodsType* as a moderator because variations in product type may influence how consumers generate online reviews. The type of goods is critical for assessing consumer behavior and designing marketing strategies (Chen et al. 2021). According to the existing literature, the nature of products may moderate many aspects of customers' online review behavior, including the relationships between antecedent factors and review features. Existing studies demonstrate different findings regarding the dynamic trends in online ratings when using different types of products. Specifically, Li and Hitt (2008) find that review ratings show a predominant declining trend when analyzing book reviews, whereas Wang et al. (2018b) find a predominant increasing trend for review ratings using apparel reviews. Therefore, we infer that product type may significantly impact consumers' review provision behavior.

Product tangibility is an important attribute related to the physical quality or "feel" of a product, and it is inherently difficult to evaluate in online environments (Kim and Kim 2023). Product tangibility inevitably affects how a consumer evaluates the product, which, in our research context, shapes the content and characteristics of the review. More specifically, it influences not only the content of consumers' reviews but also the level of detail, emotional expression, and effort involved in writing them.

Products can be classified into two types based on tangibility: service (or intangible) goods and tangible goods. Service goods are highly associated with service consumption, such as catering and hospitality, while tangible goods are those consumers can see, feel, and touch, such as groceries and skincare products. Prior empirical studies on online reviews typically focus on a single type of product, which limits the ability to examine the potential moderating effects of product type. Our study, which encompasses goods from nearly 30 categories, enables us to investigate the moderating role of goods type between antecedent factors and review features.

A6.3 Cultural Background

We also include *CulturalBackground* as a moderator because cultural norms shape how consumers evaluate products and express opinions via online reviews. Drawing on cultural dimension theory, prior studies show that dimensions such as individualism-collectivism (Hong et al. 2016), power distance (Gao et al. 2018), and uncertainty avoidance (Xu et al. 2018) influence review behavior. Specifically, Gao et al. (2018) find that reviewers from countries with higher power distance are more likely to provide lower hotel ratings; Hong et al. (2016) confirm that reviewers from countries with individualist cultures tend to

deviate from prior ratings and use more emotional words in reviews; Xu et al. (2018) find that consumers from countries with higher uncertainty avoidance values are more likely to provide lower review ratings.

For our study, we operationalize *CulturalBackground* using the dominant cultural setting of the platform/sample reported in the primary studies. Specifically, we distinguish between samples collected from platforms primarily serving Asian markets (e.g., Taobao and Douban in China) and those primarily serving North American markets (e.g., Yelp and TripAdvisor). We treat this classification as a proxy for systematic cross-cultural differences, most notably variation in individualism-collectivism and related cultural dimensions. This approach allows us to test whether antecedent effects on review features differ across cultural contexts, while acknowledging that within-region cultural variation remains.

Appendix 7. Major Journals Specially Searched for Relevant Papers

Table A6. List of Major Journals Specially Searched

MIS Quarterly	*Journal of the Association for Information Systems*	*Journal of Information Technology*
Information Systems Research	*International Journal of Human-Computer Studies*	*Journal of Consumer Psychology*
Information Systems Journal	*Journal of the Academy of Marketing Science*	*Journal of Interactive Marketing*
Information & Management	*International Journal of Research in Marketing*	*Journal of International Marketing*
Decision Support Systems	*Journal of Public Policy & Marketing*	*Quantitative Marketing and Economics*
Information and Organization	*Journal of the Operational Research Society*	*Journal of Marketing Management*
Information Systems Frontiers	*Journal of Purchasing and Supply Management*	*Journal of Operations Management*
Information Society	*Journal of Management Information Systems*	*INFORMS Journal on Computing*
Internet Research	*Journal of Computer-Mediated Communication*	*Transportation Research Part A-E*
Journal of Marketing	*International Journal of Electronic Commerce*	*Journal of Supply Chain Management*
Marketing Science	*European Journal of Operational Research*	*International Journal of Forecasting*
Journal of Retailing	*International Journal of Production Economics*	*Production Planning & Control*
Journal of Advertising	*International Journal of Production Research*	*Computers & Operations Research*
Industrial Marketing Management	*IEEE Transactions on Engineering Management*	*Communications of the ACM*
International Marketing Review	*Manufacturing & Service Operations Management*	*Computers in Human Behavior*
Psychology & Marketing	*Journal of Strategic Information Systems*	*Journal of Business Research*
Marketing Theory	*European Journal of Information Systems*	*Journal of Forecasting*
Marketing Letters	*Information Processing and Management*	*Journal of Business Logistics*
Management Science	*Production and Operations Management*	*Information Technology & People*
Operations Research	*Naval Research Logistics*	*Journal of Consumer Research*
Omega	*Supply Chain Management: An International Journal*	*Journal of Marketing Research*
Decision Sciences	*International Journal of Operations & Production Management*	*Journal of Advertising Research*
Annals of Operations Research	*Journal of the Association for Information Science and Technology*	*European Journal of Marketing*

Appendix 8. Number of Papers with an Example Excluded per Criterion

Table A7. Number of Papers with an Example Excluded per Criterion

Criterion	Number of papers excluded *	Example paper
Criterion 1 (empirical focus): Studies included should be empirical studies with online reviews as the unit of analysis.	2,108	Berger (2025)
Criterion 2 (thematic relevance): Papers included must examine at least one relationship between an online consumer review feature and its antecedent factor..	2,275	Chen et al. (2022)
Criterion 3 (data sufficiency): Included studies are required to report sufficient data to compute a combined effect size.	432	Borghi and Mariani (2023)
Criterion 4 (variable mapping): Each study involves at least two variables that can be grouped into a coded antecedent factor and a coded review feature, respectively.	216	Rasty and Filieri (2023)

Note. * The number of papers excluded due to each criterion disclosed here is just an approximate number smaller than the exact one, as a significant proportion of the excluded papers were eliminated based on only one criterion, even though they could be also excluded due to another one or more of the four criteria, to improve the efficiency of literature screening.

Appendix 9. Results of Publication Bias Check with Fail-Safe *N* Criterion

Table A8. Publication Bias Check with Fail-Safe *N* Criterion

Review feature	Antecedent factor	# of samples	Fail-safe *N*
Rating	*IsFemaleReviewer*	16	2,252
	IsBusinessTravel	5	6,080
	ConsumptionExperience	18	138,691
	ReviewerTenure	15	7,613
	ReviewExperience	60	279,970
	ReviewerPopularity	18	18,405
	RatingTendency	8	334,338
	Price	42	457,515
	SellerLevel	11	513,278
	Product/SellerPopularity	66	268,014
	Product/SellerReputation	51	23,183,965
	ReputationVariance	12	205,075
	IsNonWorkingDay	6	714
	IsIncentivized	6	349
RatingDeviation	*SocialConnectedness*	7	4,359
	Product/SellerReputation	14	12,652
	Price	6	2,562
IsExtremeRating	*Product/SellerPopularity*	6	9,771
	Product/SellerReputation	6	220,600
TextLength	*IsIdentityDisclosed*	18	25,539
	ReviewerTenure	10	14,517
	ReviewExperience	55	4,808,567
	ReviewerPopularity	12	66,550
	ReviewerReputation	44	2,633,063
	SocialConnectedness	21	683,837
	RatingTendency	7	3,567
	Price	32	242,348
	Product/SellerTenure	16	54,148
	Product/SellerReputation	38	191
	TemporalDistance	6	2,299
	IsVerifiedPurchase	9	1,515,800
TextReadability	*IsIdentityDisclosed*	7	371
	ReviewerReputation	24	34,361
	Price	14	5,936

TextSentiment	*Product/SellerPopularity*	13	5,407
	Product/SellerReputation	8	226,741
AffectiveContent	*Price*	5	128
	Product/SellerPopularity	9	597
NegativeEmotion	*ReviewerReputation*	9	104
	Product/SellerReputation	9	134,277
PositiveEmotion	*Price*	7	6,456
	Product/SellerPopularity	10	24,209
	Product/SellerReputation	9	126,067
IsImageIncluded	*ReviewExperience*	10	40,252
	ReviewerReputation	7	423
	SocialConnectedness	5	9,224
ImageCount	*ReviewExperience*	7	63,720
	ReviewerReputation	6	118,582

Appendix 10. Summary of Main Research Findings

Table A9. Main Research Findings

Review feature (Dependent variable)	Antecedent factor (independent variable) & moderator(s)			
	Significant antecedent	Moderator(s)	Insignificant antecedent	Moderator(s)
Rating	*IsFemaleReviewer* (+)		*IsIdentityDisclosed*	
	IsBusinessTravel (-)		*ReviewerAge*	
	ConsumptionExperience (-)		*IsLocalReviewer*	
	ReviewerTenure (-)		*IsChainBrand*	
	ReviewExperience (-)	*CulturalBackground*	*SocialConnectedness*	
	ReviewerPopularity (-)	*CulturalBackground*	*PowerDistance*	
	RatingTendency (+)		*UncertaintyAvoidance*	
	Price (+)	*PlatformType*; *CulturalBackground*	*ReviewerReputation*	*PlatformType*; *GoodsType*
	SellerLevel (+)		*BusinessScale*	
	Product/SellerPopularity (+)	*GoodsType*	*Product/SellerTenure*	
	Product/SellerReputation (+)		*SpatialDistance*	
	ReputationVariance (-)		*IsMobileDevice*	
	IsNonWorkingDay (-)		*TemporalDistance*	
	IsIncentivized (+)			
RatingDeviation	*SocialConnectedness* (-)		*IsIdentityDisclosed*	
	Product/SellerReputation (-)		*ReviewExperience*	
	Price (-)		*ReviewerReputation*	*PlatformType*
			Product/SellerPopularity	
IsExtremeRating	*Product/SellerReputation* (+)			
	Product/SellerPopularity (-)			
TextLength	*IsIdentityDisclosed* (+)		*IsFemaleReviewer*	
	ReviewerTenure (+)		*IsLocalReviewer*	
	ReviewExperience (+)	*PlatformType*; *GoodsType*	*Product/SellerPopularity*	*PlatformType*; *GoodsType*
	ReviewerPopularity (+)		*IsMobileDevice*	
	ReviewerReputation (+)	*PlatformType*; *GoodsType*	*SellerLevel*	
	SocialConnectedness (+)		*ConsumptionExperience*	
	RatingTendency (-)		*ReputationVariance*	
	Price (+)			
	Product/SellerTenure (-)	*PlatformType*		
	Product/SellerReputation (+)	*GoodsType*; *CulturalBackground*		
	TemporalDistance (-)			
	IsVerifiedPurchase (-)			

TextReadability	*IsIdentityDisclosed* (-)		*ReviewerTenure*	
	ReviewerReputation (-)		*ReviewExperience*	
	Price (-)		*ReviewerPopularity*	
			SocialConnectedness	
			Product/SellerPopularity	
			Product/SellerReputation	
TextSentiment	*Product/SellerPopularity* (+)		*ReviewExperience*	
	Product/SellerReputation (+)		*ReviewerReputation*	
AffectiveContent	*Price* (-)		*ReviewExperience*	
	Product/SellerPopularity (+)		*ReviewerReputation*	
Comprehensiveness			*ReviewerReputation*	
			Product/SellerPopularity	
			Product/SellerReputation	
NegativeEmotion	*ReviewerReputation* (+)		*ReviewExperience*	
	Product/SellerReputation (-)		*Product/SellerPopularity*	
PositiveEmotion	*Price* (+)		*ReviewExperience*	
	Product/SellerPopularity (+)		*ReviewerReputation*	
	Product/SellerReputation (+)			
IsImageIncluded	*ReviewExperience* (+)		*Product/SellerPopularity*	
	ReviewerReputation (+)			
	SocialConnectedness (+)			
ImageCount	*ReviewExperience* (+)		*Product/SellerPopularity*	
	ReviewerReputation (+)			

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