



## Impact of Review, Reviewer and Hotel Characteristics on Ewom Helpfulness: An Empirical Study

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### Abstract

Electronic word of mouth (eWOM) has been gaining popularity pertaining to its numerous benefits and ability to be applied in various fields. It helps consumers in making informed decisions and aids service providers in delivering an enhanced service or product. Despite all these benefits, dealing with the huge amounts of eWOM is a consistent problem. eWOM helpfulness comes handy in order to address this issue. In this study, we utilize 16699 hotels related eWOM written by 1099 reviewers which are collected from TripAdvisor.com. Our main objective is to analyze which factors impact eWOM helpfulness and how. For this purpose, eight unique variables belonging to three different categories are selected (eWOM length, eWOM subjectivity, eWOM polarity, eWOM readability, eWOM recency, hotel rating, reviewer badge and reviewer helpfulness) and are analyzed using econometric modelling. Our findings show that hotel rating as well as reviewer badge and helpfulness enjoy a positive significant relationship with eWOM helpfulness. It also suggests that eWOM

length, readability and subjectivity positively influences eWOM helpfulness though eWOM polarity and recency are found to have an inverse relationship with the helpfulness of eWOM. Thus, our study reports that review, hotel and reviewer characteristics impact eWOM helpfulness in different ways. This study is summarized with the discussion of theoretical and practical implications.

**Keywords:** eWOM helpfulness; review parameters; reviewer parameters; hotel parameters; econometric modelling.

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## Introduction

In iii s ever-eiiiii ii wr,, ggtal retttt ttt aas eaadddd dde rrrr nng ff eee's eennnnal exeeeecces add iiiii iii attt tnyiii ng hhhh tt ff eeeeeee et eee aaee ii... gggtaiizaiinn aas aoooommacddd eee iiiii eessss sy rr iiii i g mmmmmmeessss ss csst efecciieeee,, oo georr acccal iiiii ssssss add ease ff eee oo aaee a few. Tuummmmmmmmmnng hhhh hh y rrrr ecccc eecrrr dddsssss ss rrrr eannigly ceeee ggggrrrrr rrrr eesses rrrm ff eeeee ee iiiii ee eeee eeee h rr ssssss sn rrrr ty oo eee cmmmmmo aall all eee aa&el ageccy eccccces nn eee iiiii ee ll arrrrm fmmme crrrrr r ff rrrr rrr e. Seeee taavel add iiiii iiiii i ss an exeeeeccce.g.,,,, eerrr e eeeeess yytnnnby rr essssss aa&eeess ss ff mmrtt mmaaaaee. Siiii es uee nnnnn nnnneo MM gggccccllly icccc ss eee nnnnnm ttt eiii sss ff cmmmm TThaii iiiii iii ii & Li,, 5555).

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nnn y of eee aatt iiii is aeee exaii eed eee cotttttt ttt ff eWMM caaaacteiiii is nn eWMM eeeeeeee&ee aaaa . Baeeee&, 6666) ..... d eee mma.t ff cmmmmneiii sssss ceeeeee& nn a eeeeew on eee eewwwennnnn.. KKr aaai,, aa rcaa-Baiiccaa,, & Sáceez-,,,,,, ,,, ) ..... addd eee effect eewwwegg,,, aaiings add reada... tty aave nn eee eeeeeeee& ff eeee... eeeee e dddy cuuuuced by T&,,, aa ka,, aaaa wa,, & aa uur, 1111) aaalyzed h&e mmaact eeeeew recency . ad nn eee eennnnn& ff eWMMagggggggggggg rrrr riigg paaamerr.. Lately, analysss aave ass' exaii eed eee efect ff eewwwateeeeee& hhhh hs eeeeer, exesss, age, ctttttt ttt eeee, e... nn eewwwelllll ll ss aaaaaaaa & aa ,,, ,,, ). A reeeacch cccccccc by aaaacu&, Z,,, , Saa,, 0000) sssss stttt ttt eeeee& of ettt nnneaadddeeeeer rrrrett ype nn eee eerc. ddddeeeeeee& ff eeeeew add h&e eewwwat creiiii iity.

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QQ2: Weeee eeee eeee&rrrttmmmm&t tee eWee ee eeeee& eee eee e

QQ3: Wrrrr r rwwwat chaaacteiiii i m mactt tee eWee ee eeeee& eee eeee

ssss ss eer ss rrr rrrr oaaaaaaa as ::::::: :: ciinn 2 desssssss sss iirraeeee nn eWMM eeeeeeee& anng hhhh hhhhyhhlessss eeedddddd&r eee rr eeee e ..... . eciinn 3 eeeeeeee& eee e&eacd& ggggggggg& dddd dnng hhh hhh aaaa eecoooo& eee retttt s eeeeeeee by alll yng eee ccssssss see rr esedddddd&ecion 4. Fiiii ggs are eeeeeeee add cccc iii nn ss rr ann nn eciinn 5. hherr eiical add rr aciical miii caiissss aee dedddddd&ecinn 6. ddd eee dddy cc cccccc cccc &c ttaiiaaa aaa aaaaaaooc&.

## Literature Review

### eWOM helpfulness

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eessss aaaldd tttt tt a aaaaaaaaaa rewwwwws ttt ed as “tttt ee” add tts aacccœ ss gggggggett hhhhhhheee aall aacccœ ff eee eewww,wnnnnnnnmnwwwviii ee aall y mmaacss eee coooorr attttee aaaa dds eee rrcccc .. (Iaaa glloaa, ww,,,,, , Seeee, 2000) exaii eed tttt tt aaa t aa y hhe cttrrrr t ff iiiii ee eewwwsmact eee eercedddd ddppeeeeeeee y aiiii ed cggtt eee arrr allll llll ry add attiiiiii ii rrrrr r add ssssssd www ffeerett sssss ff ett ssss ss aact hhhh secccœ add rr uuuct eeeeew eeeeeeee Fhlrrr,, aa ,,,, , Ragss e,, 1111) dddddd tttt tt eee caee ff exeee aaiigg,, eeee ee eee rrcccc t attrrrt es eeeeeeee nn cmmmmmei ess aaay a cccclll lll e nneerrrii nnng eee heeeeeeee ff eeee.. ,,,, , can aaeely say hhat eeee aaaanggggee acccœeesss ff eWMM eeeeeeee ss ff great mmaaaiae oo hhhh hleccœ rr rrrrrr r and eecccœ cmmmmnn nn iii s yyyyrrr aacc amss oo dddy eee effect ff eeee eWMM caaaaceiiii i,, eeee eeeee eaaraceiiii i s and eeee eewwwew caaaacrertt eee ee eeeeeeee eee ee eii ew.

### eWOM helpfulness and eWOM characteristics

nn eWMM ss aaaaadly iiii ii ttt a xxllll leeeeiii nn ff eee exeeece add eee ettt ssss s..... ... hhhh eecccœ cccc h eee rrrr aaalle.. nn y texllll ll wwwmmtt sssss bbbb er ff caaaacrerttssss aiiii i ed hhhh hh Rewwwgggh ss aclllll l eee ttt al wrss ceeeeeeee nn a eewwwlt has een ddddooee ff rreat mrtt acce rrr hhe attttttt t f rewvweffr nnn ce rrrrrrrrr & Bicaa,, 0022). Reeacchess aeee lso argued tttt ttt eeeeew gggghiiii iieely mmaacss eee rrr caa.. ttt eiii nn ff eee cmmmmnas tt cssssss sss dedddddeccoooooatttt tttt ccccearrres (Baeeee, Baattacharyya, & B,,, , , ). A nnnger eevwwwr tt... by eee cmmmmnss eeieeed oooe cgggggggeee rrrrr rrrrr rs crrrr rd oo a eeeeeeee. It aooo eeeee ee eeeeeee euuuaaaaa aacmmmmminna aagssssss ssss s,,, 9966).

To access eee ettt ssss ss cmmmmctt addddd a eewwwvencesss ff jjjj eciittt y add rrrrr rry are ..... Scccccctt y ff an eWMM ss lllll l aaaaaaaaaa hhhhhhiiii llllll llll gggessssss sdd ettt ssss sss eas rrrrr rry of an eWMM ss wwwsss tt,,, , aaiiee rr eaaaad eee xxxt ... ggll y jjjj eciiee eWMM aeee een ddddooee eeee eelllll by eee reeeacceess Geeee e Ieessssss 1110). nn eee caaaaay, ii lll y rrrrr eWMM aave een dddd oo ee exeee eWMM eeee exedll y eegaiiee or iiii iie.. xxedll y iiii iie eewwsaee oeee rr tnnnnn eee ecaaaaaa l. gguage add ttt nn hhe cmmmn aay oo aay “commmen nnigaaee”. eee eoee, tt ss eery rrr lll rrr eee ee eer oo aseeee eeee eeee eewwsaee rr tnnnb. eee rrr eeiigg aam of eee.. ller, rr tttt tt a cttrrrt tt nncaee ff exedll y eaaiee rewvw In etteer ff eeeee case,, rr aaaaeee cmmmmmeercessss ssss ss ee eeeeiaeee Fhlrrr,, 6666). eeee eer, tt ss aoooeeeeed tttt tttt eaaaaaaaaa rewwwmnesss ganniigggggadd aad oo cmmmmmeacccœ, cccc h etttt s nnaaaaaaaeee eecœiii nn getnig attached hhhhhhheWMM .... .. n & ,,,, , , ). Scch tttt tdd eeeeiall tty aaaaaaaaaa hhhh xeeeee rewwswaaass tt teeg ggggg ggggffll (Caateeee, 0000).

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eeaeer nn eee basss ff rewwwe's tyle ff rr ttggg (aaaee, 4444). aaa uuaiinn ff eeaalll tty xxxxss eeee nn eee aasss ff rrrrrr ff yeass nngger euucaiinn add edccaiinn graee leel Geeee e Ieessssss\$0000). Ii is aaaa aaaii ciiff ff feeee r'i iii i t tasss arr rrrr rcchy annig hhhh hhhh hccc aiinn eeee Tazzzzkk & Peeee aaker, 0000). eee eoee, tt can ee eeeered tttt t WMM aagggg ggger re. aalll tty xxxxx dddd dd eecogzzed as eeggg eeee .. iiaeem nn crrrrr rrrr rr ooee ttt h eeee r .. aaalll tty eeeex. ,,, ,,, , eetter ueeeaaaannng ff ... eewwwwmmme,,, eeee add eeee eeeee eeee ee ead tt add ddddeelllll llll ., Ye, ccc tttt t. & Law, 6666).

eeeeee e eey paaattt er ff eewwwweeeeeeee ss eee ececcy ff eee eii ew. It aaaaadly eesssss sss ... rr eecett eee eWMM ttt ed by peessss rraeeeess ... eWMM R. cency ss caaaaaaa.. mmeee .... gggdaee ff eee eWMM whhhhhhhl age XX, Che,, & W,, 6666). It aas een dddd to ee ff great mm... .. e nn fffccccccc emmmmm. iings Wff,, llll ,, & ee iii g, 5555). Pressssss eeeacchess aave . ccc ued tttt cmممممم dddddecett rewwwswooe eeee ee..... .. crrrrr rrrr rr eee earrrrr nnes OTeaaaceer, 9999). Tannnn nt a,,, 1111) tttt t ttt tt cett eWMM aeee crrrrr rieely ii geer caacces ff eettggg dddddd hhe eee... ttt lll y iii ,, ttt by eee eeeeeof eeeeeee eff. c,, eeey eenett nn ggggggggggrrrr rrgggggg tasss Ww,, 5555). In accraance ii hh eee aeee iiiiiiii iii ee ttt eeee eee ggggggggyoeeeeeee

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### **eWOM helpfulness and hotel characteristics**

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### eWOM helpfulness and reviewer characteristics

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aaæelless haee eee ttt nnnnnnnnrrrr . rrrrr rxeercccce iiiii ee. It aas arready been crrrrr rrr  
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. eett saiiaaaciinn Akash & aaaa Aggawa,, 2222). ,,,, , tttt ann eee cr eett eewwwsw  
add mmml aeelllly eccaaaage eew rewwww, TTA ee tttt es rr eeeee eeem hhhh h aagge  
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ttt eb by mmmlleeeeeee ee ee ee,, & Beeee, 2222).

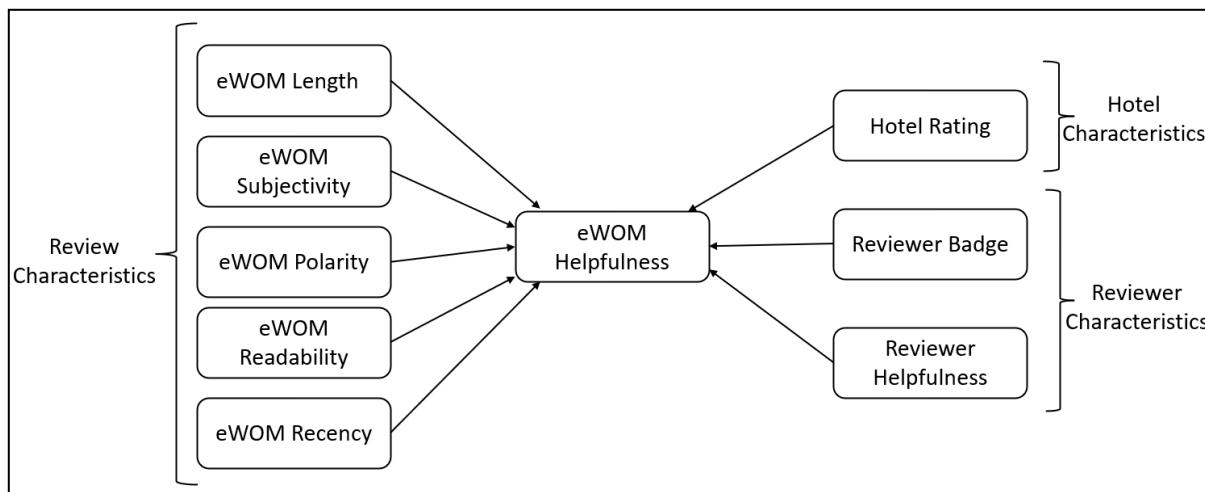
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eewwwew eennnnnss nn ff eerett aeee... HHa. g, Cee,, Ye,, & Taa,, 2555) e. aii eed eee  
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### Methodology

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mnaact eee eennnnnss of eWMM .. mmmmmadiii iiiii i sssss ssy. Fieeee 1 peeeeeee eee  
rreeeee eeeee e ee iii s sdddy.



**Figure 1. Research Model**

## Data collection

ssss sseach ssss s Tppprrrrrr rrrmmaassset eee lii et a,, 4444; Rhhhhhhhhl affff,, & R,,, 5555) cccc h ss eee ff t.. tttttt t dd eee tttt rrrrrrrr TTA ee iii .... .. rr ssssss ss rrrr s hhhh hhhhhh hhhbss ff ,,,, g,,, ,a,,, cuussss sdd eerrrr r.... ..... hhhh hhhhhhaooo eaassss sss rraeerrs oo rrrr e add ssscesss atttt tttt t. eeeeeces nn eee aaæel rrr... ssss aaaaaæ cssssssss ss ww CSV ,,,, „ cgggggggggee eeeeew eeeeæd aaaa eeæss hhhh hs “rrr aame”, “tyee” eeeæ ,,,, , rrrr r,,, ,taacii,,, ,aa””, “eewwwwt””, “eewwwwx,, “aaing” add “heeeeeeee”””””hhe rrrr eeeæogggggggewwwwe reeeeæd aaaaeeæss uuch as “rrr aame”, “age range”, “eeeeer”, “oæaii””, “eewwwwe aa. ge” add “tlll ll llll llllll eeeeeæ by tttt tt llllll 1r eer. eee eewwwweeees a ttt al of 00000 revwwsweeaaii ng oo ,,,, , rrrr rsss add attaaci.... ... ff eeeeelll y llll eeeeæss are eelecte.. ,,,, , wwwwe eeeæssssssss sss oooæaa tnnnff 4444 eeeeæe ... Ott ff eeeeælll y eeeeæewwæs aee cnnnnn ooo aaaa rr tnnnllll ll wwwwWth ecccct oo each rewvwæe eeeeæt aaaa rrr eee iesss rrrr aa,,, aa,,, rewvwæwx, aaiigg add eeeeeeeeæ.. sss a.. wr... .ach ee.... er, we eecd aaaa oor eee eeæss eeeraa,,, rewvwæ badge add ttt a. rrrrrr of helllll llllll 1rr hæ ecrrrrrrr rr iiini i, ee ha.. a ttt al of 19999 eewwwswccc h are rr tnnn by 9999 eewwwwe.

## Variables

ssss sseeach dddd dde deeeeeett add eigtt dddæeeeett vaaaæsss cccc h aee eeeeeeeeæ nn Taeee 1. nnnn g ..... . WMM eeeeeeeeæeeeæeee r badge, rewvwæ heeeeeeee add llll aaiigg aee rrr ecly eeee rr.. eee aeee. Rebbaagge, cccc h ss aiii gned by TAAAæooæomm oo tts cmmmmmmmmiii sss ff 5 aadees aalll y “Rewww” rrrree-eeee eewwsy “Serrr Rewvwæ” xxxnnn eei e))) , “Cttttttt tt ” eeeeæen-eee tt y rewvwæ “Serrr r ttttttt tt ” eeeeæt y-eee-rrr.y-eee eewwsyadd “Tpp Cttttttt tt ” fftty+ eeee))) and ss aiii geed nn hæ aa... ff ... ceæaaaccch are . bbbb er of rewvwættt e”” add “ttt.1 bbbb er ff eelllll ssss

eceived by a review". Reviewer helpfulness is measured as the ratio of helpful votes to total votes. Recency is the time difference between posting and extracting the review. Readability is the Flesch-Kincaid Grade Level (FKGL) score, which measures the readability of the review text. Subjectivity is the ratio of subjective words to total words. Polarity is the ratio of negative words to positive words. Length is the total number of words in the review. Badges are the star ratings assigned by the OTA website.

**Table 1. Variable Description**

| Type      | Features                    | Description  |
|-----------|-----------------------------|--|
| Dependent | Review Helpfulness (R_help) | Represents the total count of helpful votes obtained by an eWOM        |
| Review    | Length (R_length)           | Represents the total count of words contained in an eWOM               |
|           | Subjectivity (R_subj)       | Represents the amount of subjectiveness contained in an eWOM           |
|           | Polarity (R_pol)            | Represents the degree of negativity/positivity of an eWOM              |
|           | Readability (R_read)        | Represents how easy /hard an eWOM is to comprehend                     |
|           | Recency (R_rec)             | Represents the difference between eWOM posting and extracting date     |
| Hotel     | Ratings (H_rate)            | Represents the numerical rating given to a hotel by the user           |
| Reviewer  | Badges (Rev_badge)          | Represents the star badge assigned by the OTA website                  |
|           | Helpfulness (Rev_Help)      | Represents the total number of helpful votes obtained by that reviewer |

The FKGL formula is:  $FKGL = 0.39 \left( \frac{\text{count of words}}{\text{count of sentences}} \right) + 11.8 \left( \frac{\text{count of sentences}}{\text{count of words}} \right) - 15.59$ . In general, the FKGL score ranges from 0 to 100, where lower scores indicate easier-to-read text. A score of 0 indicates a very easy-to-read text, while a score of 100 indicates a difficult-to-read text. The FKGL score is calculated by dividing the total number of words by the total number of sentences and then multiplying the result by 0.39. The result is then added to the product of the total number of sentences divided by the total number of words and 11.8. Finally, 15.59 is subtracted from the result.

$$FKGL = 0.39 \left( \frac{\text{count of words}}{\text{count of sentences}} \right) + 11.8 \left( \frac{\text{count of sentences}}{\text{count of words}} \right) - 15.59$$

In general, the FKGL score ranges from 0 to 100, where lower scores indicate easier-to-read text. A score of 0 indicates a very easy-to-read text, while a score of 100 indicates a difficult-to-read text. The FKGL score is calculated by dividing the total number of words by the total number of sentences and then multiplying the result by 0.39. The result is then added to the product of the total number of sentences divided by the total number of words and 11.8. Finally, 15.59 is subtracted from the result.

## Research Model

The research model consists of three main components: the independent variables (Review, Reviewer, and Hotel), the dependent variable (Ewom Helpfulness), and the moderating variables (Recency and Readability). The independent variables are measured using the variables described in Table 1. The dependent variable is measured as the ratio of helpful votes to total votes. The moderating variables are measured as the time difference between posting and extracting the review and the Flesch-Kincaid Grade Level (FKGL) score, respectively.

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11111 -1

$$R\_help = \beta_0 + \beta_1 * \ln(R\_length) + \beta_2 * R\_read + \beta_3 * R\_subj + \beta_4 * R\_pol + \beta_5 * \ln(R\_rec) + \varepsilon \quad (2)$$

11111 -11

$$R\_help = \beta_0 + \beta_1 * ln(R\_length) + \beta_2 * R\_read + \beta_3 * R\_subj + \beta_4 * R\_pol + \beta_5 * ln(R\_rec) + \beta_6 * H\_rate + \varepsilon \quad (3)$$

..... - ...

$$R_{help} = \beta_0 + \beta_1 * \ln(R_{length}) + \beta_2 * R_{read} + \beta_3 * R_{subj} + \beta_4 * R_{pol} + \beta_5 * \ln(R_{rec}) + \beta_6 * H_{rate} + \beta_7 * Rev_{badge} + \beta_8 * Rev_{help} + \varepsilon \quad (4)$$

## Results

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**Table 2. Descriptive Statistics**

| <b>Variable</b> | <b>Std. Dev.</b> | <b>Mean</b> | <b>Min</b> | <b>Max</b> |
|-----------------|------------------|-------------|------------|------------|
| R_length        | 189.057          | 165.2276    | 1          | 2992       |
| R_subj          | 25.9523          | 15.34577    | 0          | 100        |
| R_pol           | 0.407924         | 0.244571    | -0.89564   | 2          |
| R_read          | 8.917005         | 6.304087    | 0.3        | 99.6       |
| R_rec           | 1289.92          | 840.2087    | 2          | 4732       |
| H_rate          | 3.966764         | 1.005511    | 1          | 5          |
| Rev_badge       | 4.145637         | 0.900812    | 0          | 5          |
| Rev_help        | 53.94197         | 69.79661    | 0          | 1468       |

Regreiii nn eetttt s ff eee aeeee rrr lll adddssssss see nnnnn nn Taeee 4. Fmmmeee eetttt s tt can ee rrrrr rr d tttt t ggggggggRjjjjj add Rrr ead aee iiiii iieely aooxeeeel hhhh heee ppnn all eee ....., ....., ....., H1, H2 add H4. On errrrr rrrrrr rr eeeee hypereeee . an

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**Table 3. Multicollinearity results**

| Variable  | VIF      | Tolerance |
|-----------|----------|-----------|
| R_length  | 1.052104 | 0.950477  |
| R_subj    | 1.318208 | 0.758605  |
| R_pol     | 1.138710 | 0.878187  |
| R_read    | 1.004220 | 0.995798  |
| R_rec     | 1.097777 | 0.910932  |
| H_rate    | 1.117548 | 0.894816  |
| Rev_badge | 1.326807 | 0.753689  |
| Rev_help  | 1.258092 | 0.794855  |

. mmmllll ll add III retttt,, ee dddddd dddda,, Reaaaa d. e add Rehhheppss iiiii ieely aaaaaaaa .... WMM eeeeeeee ssss sssssss srrrrr r ooH6, H7 add H8. Fmmrii,, ee can rr e-aaaaaaa aaaa aa eWOr rr ttbbb b a redddddtttttt tt rr rr ver reeeew wss ss seeady a dddddd dddaaaaaat y nn eee cmmnttt y ss eeee ee..... .... l aaing ss aooo dddd oo ggccccclll y mmact eee eeeeeeee ff eewwwsweee eer, nn rrrrr rrr g eee atttt td  $R^2$  aehee .. lllll l add II, we can eee tttt tt ees ttt mmact eee gnnnness ff ttt ff eee ..... . mmm aaa aaaa 4w w can eee hhat ttt tt eeee aaaaaa aa aa gggh atttt td  $R^2$  aassss ssss e eepeeesss aeeeeciaeee attttt ff eeeeeee ee ff tt nneeee mee... It can aoooee eeeed tttt tttt tt I aas eee gggett atttt td  $R^2$  aehee uuus gggggggggttt tt wwwllll l dd eeee.. r aaaeeee ss ciiii eee eeeeeee ee ffaalll y mmact e. ee ee eeeeeeee

**Table 4. Econometric modelling results**

| Independent Variable | Hypothesis | Standardized Coefficient (Standard Error) |                    |                    |
|----------------------|------------|---|--------------------|--------------------|
|                      |            | Model-I                                   | Model-II           | Model-III          |
| Ln(R_length)         | H1         | 0.7479*** (0.015)                         | 0.7150 *** (0.017) | 0.6849*** (0.020)  |
| R_subj               | H2         | 0.0076*** (0.002)                         | 0.0069*** (0.002)  | 0.0063*** (0.002)  |
| R_pol                | H3         | -0.5292*** (0.094)                        | -0.6625*** (0.101) | -0.6386*** (0.101) |
| R_read               | H4         | 0.0128** (0.004)                          | 0.0121* (0.004)    | 0.0109* (0.004)    |
| Ln(R_rec)            | H5         | -0.0548* (0.022)                          | -0.0659* (0.023)   | -0.0759* (0.023)   |
| H_rate               | H6         |   | 0.0854*** (0.023)  | 0.0742* (0.023)    |
| Rev_badge            | H7         |   |                    | 0.0633* (0.026)    |
| Rev_help             | H8         |   |                    | 0.0007* (0.000)    |
| Adj. R-squared       |            | <b>0.749</b>                              | <b>0.749</b>       | <b>0.750</b>       |

Note: Significance Level: \*p<0.05; \*\*p<0.01; \*\*\*p<0.001

## Conclusion

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### Implications

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### **Limitations and Future scope**

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## Acknowledgements

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### **Conflict of interest**

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## Funding

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