





Observation: Inconsistency of Online Reviews

Product	Average rating		Number of reviews		Price	
	Amazon	Walmart	Amazon	Walmart	Amazon	Walmart
A 	4.0	> 2.2	303	> 4	79.00	= 79.00
B 	2.5	< 4.0	8	< 81	36.68	< 39.80
C 	4.2	> 3.0	328	> 2	80.99	< 89.99

What makes the sentiment different?



Data

- All the vacuum cleaners with at least one review from both Amazon and Best Buy at the time of data collection (January 6, 2015).
 - This results in a total of 177 vacuum cleaner models in our data set.
 - For each of these products, the authors collect the number of reviews, the order of each review, the date each review was posted, the rating of each review, the review texts, and the price of the product from both platforms.
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Initial Evidence: The First Review Matters

First Review		Average rating			Number of reviews			
Amazon	Best Buy	Amazon	Best Buy	Difference	Amazon	Best Buy	Difference	Sample size
(+)	(-)	3.974	2.835	1.138***	66.143	14.952	51.190**	21
(-)	(+)	3.046	4.264	-1.218***	41.147	18.970	22.176*	34
(+)	(+)	4.099	4.386	-0.286***	92.216	35.108	57.108***	111
(-)	(-)	3.151	2.857	0.293	55.182	17.545	37.636**	11
All samples		3.823	4.083	-0.260***	77.011	28.525	48.486***	177