Understanding the Behavior of Abstaining from Contributing to Consumer Product Reviews: Motivational and Attitudinal Approaches

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Purpose of Study

Background:

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Purpose of The Study:

xxx
Theoretical Framework

This study is based on an integrating approach of an attitude – behavior theory and a motivation theory to capture potential factors (determinants) influencing the abstaining behavior.

Amotivation (Self Determination Theory, Ryan & Deci)

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Negative Attitude toward a Behavior (Theory of Planned Behavior)

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Research Model

Negative Attitude toward

Less Competent

Less Autonomy Support

Weak Sense of Belongings

Abstaining Contributing to Consumer Product Reviews
Method

Focus Group Interviews:
- Sample
- Procedures:
- Questions

Analysis Technique:
- xxx
Results

Headings xxx
Discussion & Conclusion

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Future Study or Follow up study


Thank You!

Please feel free to email us for any question.
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