**INTRODUCTION**

The emergence of e-commerce websites has enabled users to publish or share purchase experiences by posting product reviews, which usually contain useful opinions, comments and feedback towards a product. As such, a majority of customers will read online reviews before making an informed purchase decision . It has been reported about 71% of global online shoppers read online reviews before purchasing a product . Product reviews, especially the early reviews (i.e., the reviews posted in the early stage of a product), have a high impact on subsequent product sales . We call the users who posted the early reviews early reviewers. Although early reviewers contribute only a small proportion of reviews, their opinions can determine the success or failure of new products and services . It is important for companies to identify early reviewers since their feedbacks can help companies to adjust marketing strategies and improve product designs, which can eventually lead to the success of their new products. For this reason, early reviewers become the emphasis to monitor and attract at the early promotion stage of a company. The pivotal role of early reviews has attracted extensive attention from marketing practitioners to induce consumer purchase intentions . For example, Amazon, one of the largest e-commerce company in the world, has advocated the Early Reviewer Program1, which helps to acquire early reviews on products that have few or no reviews. With this program, Amazon shoppers can learn more about products and make smarter buying decisions. As another related program, Amazon Vine2 invites the most trusted reviewers on Amazon to post opinions about new and prerelease items to help their fellow customers make informed purchase decisions.