

Investigating Word Of Mouth As Advertising Tool For Le

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Investigating Word Of Mouth As

Abstract This study investigates how the valence, channel, and social tie strength of a word-of-mouth (WOM) conversation about a brand relate to the purchase intentions and WOM retransmission intentions of WOM recipients. The analysis uses a nationally representative sample of 186,775 individual conversations about 804 different brands.

Investigating how Word-of-Mouth Conversations about Brands ...

Consumer research has studied the impact of word-of-mouth communication (WOMC) extensively as it relates to how people perceive, purchase, and consume products. Defined simply as interpersonal communication regarding consumer information (Godes & Mayzlin, 2004), WOMC has been applied broadly in consumer contexts, covering a range of “products” from tangible goods or services to people and ideas.

Pass-Along Effect: Investigating Word-of-Mouth Effects on ...

Abstract Word of mouth (WOM) is important for online store survival and success. By focusing on Chinese online stores, this study investigates the effect of customer satisfaction and trust (CST) on customer WOM behaviour. Online shopping experience and social value are proposed as the main moderating factors in the context of Chinese e-commerce.

Investigating consumer word-of-mouth behaviour in a ...

The significance of word-of-mouth (WOM) information and rumor diffusion through social networks has been widely recognized as fundamental in all these contexts. The leverage effect of WOM information on consumer behavior, for example, improves the effectiveness of communication activities of a firm.

Investigating Influential Factors on Word of Mouth in ...

Abstract Abstract Electronic word of mouth (eWOM) has been an important factor influencing consumer purchase decisions. Using the ABC model of attitude, this study proposes a model to explain how...

(PDF) Investigating Electronic Word-of-Mouth Effects on ...

Negative word-of-mouth refers to interpersonal communication regarding companies, products, and/or services that “denigrates the object of communication” (Laczniak et al., 2001: p. 58). While, in the offline setting, only a limited number of consumers may be exposed to negative word-of-mouth, online complaint sites provide an opportunity for a huge number of consumers to easily access to and spread negative information about companies, products, or services.

An empirical investigation of electronic word-of-mouth ...

Electronic word of mouth (eWOM) has been an important factor influencing consumer purchase decisions. Using the ABC model of attitude, this study proposes a model to explain how eWOM affects online...

Investigating Electronic Word-of-Mouth Effects on Online ...

Abstract. Empirical studies investigating the antecedents of positive word of mouth (WOM) typically focus on the direct effects of consumers’ satisfaction and dissatisfaction with previous purchasing experiences. The authors develop and test a more comprehensive model of the antecedents of positive WOM (both intentions and behaviors), including consumer identification and commitment.

Spreading the Word: Investigating Antecedents of Consumers ...

Empirical studies investigating the antecedents of positive word of mouth (WOM) typically focus on the direct effects of consumers’ satisfaction and dissatisfaction with previous purchasing experiences. The authors develop and test a more comprehensive model of the antecedents of positive.

Spreading the word: Investigating antecedents of consumers ...

Robbinsville North Carolina Word of Mouth, Robbinsville, North Carolina. 3.6K likes. “Robbinsville NC Word of Mouth” was created to be a helpful & informative community page for locals & visitors to...

Robbinsville North Carolina Word of Mouth - Posts | Facebook

We establish the pass-along effect as a form of word-of-mouth communication and draw from the literature in this area to present and test a model of factors that influence the occur-rence of this effect. The results of two studies provide empirical support for the existence and impact of the pass-along effect.

The pass-along effect: Investigating word-of-mouth effects ...

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The Pass-Along Effect: Investigating Word-of-Mouth Effects ...

This study investigates how the valence, channel, and social tie strength of a word-of-mouth (WOM) conversation about a brand relate to the purchase intentions and WOM retransmission intentions of WOM recipients. The analysis uses a nationally representative sample of 186,775 individual

Investigating How Word-of-Mouth

Research indicates that whilst WOM is a more powerful selling tool than IMC (Hk.nielsen.com, 2007), IMC fulfills a significant role in stimulating WOM (Word of Mouth Around the World, 2010). It is therefore important to consider a model of IMC and to identify the IMC tools.

Investigating Word of Mouth as Advertising Tool for Mobile ...

Earlier researcher of word-of-mouth, Arndt (1967) defined it as informal, noncommercial, oral, person-to-person communication about a brand, a product or a service between two or more consumers and also identified Word-of-Mouth (WOM) as one of the most effective marketing source for consumers.

Investigating impact of Electronic Word of Mouth on ...

This trend is called Word-of-Mouth (WOM) that is regarded as influential in determining customers’ purchasing behavior and decision-making (Richins & Root-Shaffer 1988). WOM means interpersonal communication concerning the evaluation about products or service of interest (Arndt, 1967).

Investigating Factors Affecting Electronic Word-of-Mouth ...

The current research separates the volume of consumer-generated online word of mouth (OWOM) from its valence, which has three dimensions—attribute, emotion, and recommendation oriented. Firm-initiated advertising content is also classified as attribute or emotion advertising.

Investigating the Relationship Between the Content of ...

Employing scenario-based experiments, this paper examines the effect of word of mouth (WOM) on the sender’s intention to give future WOM about the focal service provider and the self-enhancement derived from articulating WOM. Extant WOM literature considers self-enhancement as a key driver of positive WOM.

Investigating the consequences of word of mouth from a WOM ...

The present study investigated if and under what conditions word-of-mouth communication matters as a recruitment source. Results (N = 171) indicated that word of mouth had a strong impact on organizational attractiveness, and negative word of mouth interfered with recruitment advertising effects.

Social Influences on Organizational Attractiveness ...

Electronic word of mouth (eWOM) has been an important factor influencing consumer purchase decisions. Using the ABC model of attitude, this study proposes a model to explain how eWOM affects online discussion forums.