

DETERMINANTS OF ELECTRONIC WORD OF MOUTH PERSUASIVENESS A CONCEPTUAL MODEL AND RESEARCH PROPOSITIONS

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ABSTRACT

Purpose

Electronic word of mouth communication is an integral part of World Wide Web (WWW) and e-commerce. With high growth rate of Internet users and their adoption of eWOM for product information in India, it has become important to study the factors responsible for effectiveness of electronic word of mouth communication in India.

Research Design/Methodology

The study investigates literature to explore the status of eWOM. A summary of eWOM communication has been presented to summarize prior study aligned with basic communication process. The research papers have been segregated into seven categories namely - WOM, eWOM, eWOM impact, source credibility, message characteristics, receiver characteristics, eWOM platform and response after eWOM adoption. The factors then are concluded by summarizing the analysis.

Findings

The systematic review gives a comprehensive model of eWOM communication. Various propositions are discussed which can be examined with further studies.

Research limitation/implication

The biggest limitation of study is that it has not briefed any moderating relationship, which may exist between variables. The future research opportunities have been discussed.

Practical Implications

Marketers could understand where and how they can direct their resources to create word of mouth communication and derive significant advantage out of that. Firms that can afford to build a customer base through WOM & eWOM, will be able to have a better long-term profitability and they would be required to spend less on customer retention.

Originality/Value

The findings will provide the base for several empirical studies. The systematic review gives a comprehensive model of eWOM communication which is not discussed so far.

Key Words: *Electronic word-of-mouth, eWOM, eWOM Model, Literature review, Research proposition*