ROLE OF ELECTRONIC WORD OF MOUTH IN PURCHASE INTENTIONS OF CONSUMERS IN HOSPITALITY INDUSTRY OF AUSTRALIA

Sree (Sunny) Vinnakota
Lecturer, Tourism, and Hospitality
Academies Australasia Polytechnic,
628 Bourke St, Melbourne VIC 3000, Australia.
s.vinnakota@aapoly.edu.au

Khalid Khan Marwat
Lecturer at AAPOLY
Academies Australasia Polytechnic,
628 Bourke St, Melbourne VIC 3000, Australia
k.marwat@aapoly.edu.au

Abstract

Marketing and its concepts are evolving with the passage of time. eWOM is one of the marketing concepts that is gaining popularity and has brought forward various benefits to the marketers. The research paper investigates the role of Electronic word of mouth (eWOM) in purchase intentions of consumers in the hospitality industry of Australia. The sample of 300 consumers is being surveyed with the questionnaire as the research instrument for collecting the data. The study is quantitative in nature and the data is analyzed via SPSS. The findings of the study indicate that eWOM is influential as it affects the purchase intentions of the consumers when they want to consider their hotel preferences. There is a significant association between eWOM and purchase intentions as prove by the statistical testing.

I.   INTRODUCTION

The exceptional interactive attribute of cyberspace has offered online consumers with the extraordinary accessibility of products and services' details, as well as, the capability to swap ideas with other users (Husnain, et al., 2016). According to Pourabedin & Migin (2015), these interactions occur through instant messages, blogs, online communities, forums, social networking sites and various other digital channels. It is not astounding that consumers swap product information online with other consumers. In the viewpoint of Bandyopadhyay (2016), by exchanging information related to personal feelings and experiences about products and services, online consumers are likely to believe and exploit online information in their buying decision-making procedure.

The conventional Word of Mouth (WOM) is a means of communication in order to share views and opinions with respect to products and services that individuals were transacting (Naz, 2014). However, as per Ishida, Slevitch & Siamionava (2013), in the current period of time, word of mouth has advanced into a completely novel communication form that makes use of technology. This can be regarded as the electronic word of mouth (eWOM). Erkan (2014) mentioned that in contrast to traditional word-of-mouth (WOM) electronic word-of-mouth (eWOM) enables to involve optimistic and unconstructive opinions by former, actual and prospective consumers on manifold products and services through the internet. As per You, Vadakkepatt & Joshi (2015), online users reviews offer potential customers imperative information on whether to use a product/service or not. This evident that eWOM has emerged as a vital information source.

The web has evolved prospects for electronic word-of-mouth (eWOM) communication by electronic mediums, like newsgroups, blogs, electronic bulletin board systems, review sites, social networking sites and online discussion forums (Teng, et al., 2014). eWOM communication through electronic mediums enables consumers to not just accumulate information with respect to goods and services from individuals they are acquainted with, but also from a vast geographically dispersed a group of individuals, who have experience related to products or services (Matute, Polo-Redondo & Utrillas, 2016). In the viewpoint of Pourabedin & Migin (2015), consumers have clinched and will keep on tapping the significance of Web 2.0 tools for the exchange of comments, reviews, opinions and analysis on the digital platform.

It is notable that sharing of consumer knowledge on the digital platforms has been a popular research subject in the current period. However, recent researchers have mostly concentrated on the factors that drive consumers to share information or on the impact of eWOM on the purchase intentions of online consumers. However, extremely little attention has been on the paid role of eWOM in buying intentions of consumers in the hospitality industry with respect to Australia.

This study is significant because it aspires to gauge the impact of eWOM on consumers' purchase intentions in Australian hospitality industry, and thus, it will deduce the significance of eWOM for the Australian hospitality industry. The reason for selecting this topic is the escalating use of online platforms by both users and marketers for sharing information and ideas.

The objective of this study is to determine the efficacy of eWOM for Australian hospitality industry and its effect on the buying intentions of customers in Australia. In this regard, this study will offer an insightful course of actions for marketers of Australian hospitality industry with practical insinuations for eWOM.

II.   REVIEW OF LITERATURE
General Overview of the Entire Topic

Consumers are more gradually utilizing different network platforms in order to exchange and share information related to products and services. Therefore, electronic word-of-mouth has emerged as the times necessitate (López & Sicilia, 2014). eWOM has the facets of swift distribution and specific positioning due to which more number of enterprises have started

utilizing it to perform their marketing activities (Ahrens, Coyle & Strahilevitz, 2013). Hence, in this context, it is tremendously essential to discuss the role of eWOM on consumer purchase intention in the hospitality industry.

From Word of Mouth (WOM) To Electronic Word of Mouth (EWOM)

According to Beneke, et al. (2016), multiple of advertisements are depicted to consumers via different mediums. Apart from print media, like magazines and newspapers, other platforms, such as radio, television, and Internet also offer a massive amount of information to consumers. Abalaesei & Sandhu (2014) mentioned that with the increasing information by various types of advertisements, decision making has become more intricate for consumers. As a result, WOM is regarded as one of the most helpful sources of information for consumers (Abalaesei & Sandhu, 2014; Ma, 2013).

Cong & Zheng (2017) observed that consumers found the opinions and suggestions of former consumers' ore trustworthy than marketers' announcements. The Internet has provided an entirely new dimension to WOM as it has allowed WOM communications by offering rising space for consumers to exchange personal ideas and experiences. This novel means of information exchange is known as electronic word of mouth (eWOM).

Electric Word of Mouth

In the standpoint of Cong & Zheng (2017), the Internet has provided consumers a chance to enhance their alternatives for sharing and exploring information prior to or subsequent to, making an online purchase. Asokan & Saravanan (2017) defines eWOM as any positive or negative comment made by prospective, actual or past customers about a product, service or a company, which is accessible to a large number of individuals and institutions through the internet. This novel typology of communication via the Internet is alike to conventional word-of-mouth (WOM), and few authors regard eWOM as the addition to conventional WOM in a virtual setting.

However, both forms of WOM have some pertinent differences. As in eWOM, reviews of online consumers' are accessible for a long time and multiple users can avail them, and hence, sustain non-simultaneous interaction between receivers and senders (Ishida, Slevitch & Siamionava, 2013). Another difference is that in eWOM information is dispersed through the virtual context, due to which information disseminates at massive speed (Fox & Longart, 2016). Certainly, eWOM has distinguished facets than WOM and determine the attitudes of consumers in a different manner (Mirsadeghi, 2013).

Purchase Intentions

According to Browning, So & Sparks (2013), purchase intention is commonly regarded as a prophet of actual purchase. Purchase intention indicates the probability that a person will buy a specific product on the basis of the interaction between customer requirements, behavior, and views towards the brand or product. As per Almana & Mirza (2013) a person's decision about buying a designated brand is one of the critical behavioral outcomes of brand equity.

The research of Ishida, Slevitch & Siamionava (2013) confirmed that purchase intention takes place as a direct upshot of eWOM. Before making a purchase, consumers typically seek external

information about products and services to diminish the probable risks included in making an erroneous decision. Online reviews of customers offer suggestions from the outlook of individuals who have bought and experienced the product, therefore the information offered may guide consumers to make more informed buying decisions.

Factors affecting Purchase Intentions of Consumers

Factors that influence the purchase intentions of consumers have been investigated by various researchers in several dissimilar research contexts. Teng, et al. (2014) determined the impact of organizational behavior on buying intention; while Browning, So & Sparks (2013) researched the effect of online store environment on buying intentions. Additionally, researchers have also regarded advertising and brand familiarity as key factors affecting purchase intention of consumers.

Matute, Polo-Redondo & Utrillas (2016) found that information quality and creditability are key factors influencing purchasing intents of consumers. Also, Almana & Mirza (2013) performed an experiment to inspect how the quality of online reviews affects the opinions of participants. It has been discovered by Ishida, Slevitch & Siamionava (2013) that high-quality analysis drives consumers to have powerful purchase intents. However, Bandyopadhyay (2016) stated that features of information, like credibility usefulness and quality, strongly influence the purchase intentions of consumers.

Attribution Theory

Attribution theory scrutinizes what information is accumulated and the way it is amalgamated to generate a causal decision. According to Mirsadeghi (2013), this theory highlights why and how people explicate certain events. Attribution theory addresses the issue of the way individuals infer, from restricted accessible evidence, unobservable facets or dispositions about the things and individuals in their environment (Mirsadeghi, 2013). As such, attribution theory is related to how individuals go ahead of the directly apparent data to deduce additional components, that is, to finish a fractional depiction of some focal item (Browning, So & Sparks, 2013). Browning, So & Sparks (2013) also stated that attribution theory is about the way individuals make attributions. They endeavor to account for the circumstances in which and the level to which individuals are capable of inferring dispositions in other individuals or objects from partially accessible facts.

Majority of the research related to attribution theory can be traced to Heider's (1958) work where he dealt with the issue of how individuals characteristics' grounds to the occurrences or situations in their environment. Heider's (1958) work was expanded by Jones and Davis' (1965) theory and Kelley's (1967) research (Mirsadeghi, 2013). Both the latter researchers are intended to detail out the circumstances under which viewers are likely to deduce unobservable attributes in the people or things they witness. These contributions had a direct effect on consumer behavior.

Impact of Electronic Word of Mouth In Purchase Intentions of Consumers

eWOM imposes positive influence on the consumers as it persuades them to buy the product by comparing products online on the basis of reviews available. In the view of Almana and Mirza

(2013), online consumer reviews are used by consumers as a basis to seek information that has an impact on their purchasing behavior.

Pourabedin & Migin (2015) mentioned that eWOM act as decision aids and recommendation method in an online buying platform. In the viewpoint of Bandyopadhya (2016) electronic word of mouth is a crucial source for consumers while making buying decisions. Consumers who look for information online about products and services will consider them purchasing in three chief stages, which are pre-purchase stage, purchase stage and post-purchase stage. Beneke, et al. (2015) stated that consumer who looks for online reviews of products and services are also involved in making personal comments and sharing personal opinions with respect to the experience of purchasing those products online.

Almana & Mirza (2013) elucidated that during the consumer decision-making process, they confront different factors that affect them, either derived by the context (reactions of others) or by the environment (online sites and mediums). These components play a crucial role in the ultimate purchase decision of consumers. As per Beneke, et al. (2016) a lot of people spent time online, prior to making an actual purchase, to read reviews, suggestions, and comments provided by experienced users or experts in a specific field. These reviews do make a distinction and affect the buying intents, which are likely to modify the ultimate decision.

On the contrary, Matute, Polo-Redondo & Utrillas (2016) explicated that these days approximately every website that is dedicated to online sales provides the likelihood for customers to review their products and services and share their experience of shopping. At the time of making purchase decisions, a lot of consumers are persuaded by these ratings, comments, and experiences, and may espouse on a constructive or unconstructive outlook towards the product.

According to the views of Teng, et al. (2014), a consumer review is a peer-developed product assessment that assists the consumer's buying decision procedure. The findings of Abalaesei and Sandhu (2014) posits that 70% of worldwide consumers have trust on online evaluations, whilst 30% consumers still have a belief in traditional marketing via printed advertisements and broadcasts. The same research also disclosed that credibility of online reviews has enhanced 15% in the previous four years.

The research of Cong and Zheng (2017) depicted that in comparison to traditional WOM, eWOM is more influential. eWOM influences the purchase intents of consumers despite the form of virtual community. Consumers, who look forward to buying products from online channels, require constructive, reliable and truthful assessment of products. eWOM and online mechanisms aid customers to take up to date decisions. Presently, novel technologies are all over the place surrounding people. These novel technologies have transformed their manner to communicate and interrelate with individuals. The communication technology, which is the most stirring for Word-of-Mouth, is the social networking platform (Asokan & Saravanan, 2017).

Research Gap

The review of the literature has made it apparent that available researchers have demonstrated the role and impact of eWOM on the purchasing intentions of online consumers. The literature has depicted about eWOM, its characteristics and value in the present environment. From the

literature review, it is apparent that different studies have provided knowledge about eWOM and purchasing intentions of consumers, but none of the research has determined the role of eWOM in purchase intentions of consumers in Australian hospitality industry. Cong & Zheng (2017) have performed review about the impact of electronic word-of-mouth on consumer purchase intention. Similarly, Matute, Polo-Redondo & Utrillas (2017) determined the impact of eWOM facets on online repurchase intents. On the contrary, Asokan & Saravanan (2017) have researched the impact of social media communication on consumers purchase intentions by considering the role of eWOM, trust features, and value co-creation. However, research gap still exists about the role of eWOM in consumers' purchase intentions of Australian hospitality industry, and this study aims to address the gap.

III.   RESEARCH METHODOLOGY

This is a quantitative research in which researcher has pursued positivism research philosophy. Consequently, the role of the researcher is simply restricted to data compilation and interpretation by depending on an objective approach. Thus, the researcher has adopted a structural and controlled outlook for performing research. The researcher will remain apart from the research participants so that the research can be done in an emotionally neutral manner. Positivist research makes use of deductive approach, and thus, the research study will investigate the theoretical aspects of eWOM and confirm their validity for Australian hospitality industry. Further, explanatory research design has been used in this study. This research design allows the researcher to explain the focussed topic in a detailed manner, instated of simply stating data and facts related to eWOM. Through explanatory research design, the researcher attempts to link ideas for the purpose of understanding cause and effect relationship.

A quantitative research was conducted through survey method and for this, a self-administered questionnaire has been designed. The questionnaire is constructed on a 5-point Likert scale and distributed to a sample population of 300 consumers from the hospitality industry. The rationale for selecting this sample population is that consumers from hospitality industry will offer best suitable information regarding the role of eWOM in their purchase intentions.

IV.   RESULTS

In total, 300 consumers are being made part of the study. The use of SPSS has been made to present the findings of the study gathered during the survey.

Response Rate

A total of 340 questionnaires were circulated in order to get good data. In return, the researcher gets 300 questionnaires back which were completed and can be used in the study. Remaining 40 questionnaires were not used because some of them were incomplete, few of the consumers did not return questionnaire back, however, the calculated response rate is:

*300/340*100=88.2%*

Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.653	11

Table 1: Reliability Test

The reliability test gives positive results because the data collected by the researcher was quite reliable as the value of Cronbach's alpha is 0.653 which is higher than 0.50 (required standard). However, this value of Cronbach's alpha allows the researcher in performing other statistical tests that will help in accomplishing the research propositions.

Correlation Test

Correlations

		eWOM	Purchase Intentions
eWOM	Pearson Correlation	1	.508**
	Sig. (2-tailed)		.000
	N	300	300
PurchaseIntentions	Pearson Correlation	.508**	1
	Sig. (2-tailed)	.000	
	N	300	300

**. Correlation is significant at the 0.01 level (2-tailed).

Table 2: Correlation Test

With the help of correlation test, the testing of the relationship among the variables is considered. As following research paper is based on assessing the Role of the Electronic word of mouth in purchase intentions of consumers in the hospitality industry of Australia, the Pearson correlation explains the relationship among the variables of study that are eWOM and purchase intentions. 0.508 is Pearson value which indicates a strong association of eWOM with purchase intentions. According to López & Sicilia (2014), consumers rely on the eWOM in order to gather the reviews of others so that they can make best purchase decisions. eWOM affects the purchase intentions of the consumers because it helps them in gaining info and also allows them to compare and contrast among the available options.

Regression Model

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.508a	.258	.256	.61989

a. Predictors: (Constant), eWOM

Table 3: Model Summary

The aforementioned table is model summary from which R-square is being interpreted. The value of R-square is 0.258 which shows the impact of eWOM is moderate on the purchase intentions of the consumers.

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.901	1	39.901	103.837	.000^a
	Residual	114.511	298	.384		
	Total	154.412	299			

a. Predictors: (Constant), eWOM

b. Dependent Variable: PurchaseIntentions

Table 4: ANOVA

From ANOVA table, the sig value is taken which is 0.000. This sig value is less than 0.05 which means the formulated hypotheses has been accepted which is described as under:

Serial No.	Hypothesis	Sig Value	Status
1	There is a relationship between eWOM and consumer purchase intentions	0.000	Accepted

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.877	.148		5.933	.000
	eWOM	.521	.051	.508	10.190	.000

a. Dependent Variable: PurchaseIntentions

Table 5: Coefficients

The table above explains the coefficient of the variables under study. With the help of above table, regression model will be formulated which is described as under:

Y= B$_0$ + B$_1$ +e

Y (Purchase intentions) = **B$_0$ + B$_{1\ (eWOM)}$ +e**

Y (Purchase intentions) = **B$_{0\ (0.877)}$ + B$_{1\ (0.521)}$ +e$_{(0.148)}$**

The equation above is the regression model that explains any change in the eWOM will directly impose an influence on the purchase intentions of the consumers. 25.8% are the variations in purchase intentions from eWOM.

Demographic Profile

Factor		Options	Frequency	Percentage
1	**Gender**	Male	197	66%
		Female	103	34%
2		18-27	63	21%
		28-37	88	29%

		Age	38-47	58	19%
			48-57	91	30%
3	Experience		0-1 year	50	17%
			2-4 years	87	29%
			5-8 years	66	22%
			More than 8 years	97	32%

Interpretation of Responses

Consumers during survey reflected the use of social media sites including Instagram, Face book, and Twitter. To this, 54% of consumers strongly agreed, 14% were neutral and remaining 32% were inclined towards disagreement side of the statement. A large number of respondents were agreed thus indicating that they follow social media pages of various hotels that offer hospitality packages to them. 16% were strongly agreeing with the statement, 28% were normally agreed, 20% were neutral, 35% were negating. 40% of consumers shared their preference towards online reviews as they came to know regarding various hotels through the reviews available online. In addition, 18% were holding moderate views and rest of the consumers disagreed. 11% consumers have strongly agreed that consumer reviews allow peer-developed product assessment to opt for any hotel. Similarly, to this statement 33% were just agreed, 14% remained neutral and remaining around 24% negated.

When it comes to investigating the online reviews and their influence on consumers, 37% were agreed, 19% were neutral and remaining 43% were negating with the statement. In addition to it, 4 or 5-star rating of hotels available online affects their purchasing and preference to the hotels, to this, 48% respondents agreed, 9% were neutral and remaining 24% were disagreed. Similar to this, a large number of respondents also supported the fact Quality of the information shared via online reviews affects their purchasing decisions towards hotel consideration, to this 23% were strongly agreed, 18% were normally agreed, 34% disagreed and 16% were holding moderate views towards the statement. 46% consumers reflected they do compare and contrast among various sites to consider their decision when it comes to hotel selection. 10% were having moderate views and number of respondents disagreeing makes a total of 43%. However, the responses have proven that consumers do consider eWOM in order to arrive at the decision and it does affect their purchase intentions towards the preference of hotels.

V. DISCUSSION

From the results, it is proven that eWOM is gaining popularity and is an emerging approach which is bringing various benefits to the marketers of the hospitality industry as well. The research paper also explained that eWOM do affect the purchase intentions of the consumers because consumer gathers information online which is shared/spread by other consumers. The review of the literature has also supported this aspect that one of the factors of eWOM is the information sharing because it allows the consumers to compare and contrast among the hotels they want to prefer and select the best one. In addition to it, the research has also proven that 4 and 5-star rating available on various social networking sites also help the consumers in making their decision more easily. However, there is an association between the research variables

because the evolving concept of eWOM does influence the purchase intentions of the consumers.

VI.   CONCLUSION

The hospitality industry in Australia is influenced greatly by the marketing concept known as eWOM because consumers share their experiences which serves as the valuable information for others in considering a particular hotel. Moreover, eWOM has resulted in a far easy way for creating ease and making decisions because consumers are quite demand-oriented and want best service quality when it comes to the hospitality industry. In order to conclude the research findings, it is indicated that the research variables are associating as correlation test has proved the relationship. eWOM shapes the consumer perception and helps them in influencing their purchase decisions in a positive and negative manner. The research hypotheses are also accepted and thus, significant at the interval of 0.000, leading to the accomplishment of the hypotheses. However, the propositions of the study are accomplished because eWOM plays an important role in affecting purchase intentions.

VII.   FUTURE RESEARCH AND RECOMMENDATIONS

Future researchers have various grounds to be fulfilled. The paper was based on examining the role of Role of the Electronic word of mouth in purchase intentions of consumers in the hospitality industry of Australia; the researcher has used a sample of 300 which is the foremost limitations. This very limitation can be catered by the future researcher as they can increase the sample size to 1000 and also conduct at least 6 interviews for making the study more in-depth and authentic depending on the topic under study. Similarly, regions, where most of the tourism activities are done, can be considered as well because the hospitality industry in those regions like Malaysia, Thailand, Turkey etc have more consumers to visit the hotels for recreational activities.

It is recommended that managers of the hospitality industry should offer high levels of services to their guests so that they will spread the positive electronic word of mouth. Moreover, the managers of the hotels in Australia should also focus on tracking the reviews of the consumers available online so their reputation will not be affected. They should also focus on devising strategies that will support and leads a more positive electronic word of mouth.

VIII.   ACKNOWLEDGEMENT

The entire research paper contributed to learning as it is the result of a lot hard work. Firstly, we would thank GOD for his countless blessings and the proficiencies he awarded us with. The research paper is dedicated to our parents (LATE) as their support was remarkable. The acknowledgement was not possible if they would not have morally and financially facilitated in the learning process. The paper is dedicated to them as their support and enthusiasm is the reason behind this

REFERENCES

[1] Abalaesei, M. & Sandhu, R.M. (2014). Electronic Word of Mouth: Factors that Influence Purchase Intention. Intercultural communication and the Future of Education. pp. 61-67.

[2] Ahrens, J., Coyle, J.R. & Strahilevitz, M.A. (2013). Electronic word of mouth. The effects of incentives on e-referrals by senders and receivers. European Journal of Marketing. 47 (7), pp. 1034-1051.

[3] Almana, A.M. & Mirza, A.A. (2013). The Impact of Electronic Word of Mouth on Consumers' Purchasing Decisions. International Journal of Computer Applications. 82 (9), pp. 23-31.

[4] Asokan, D. & Saravanan, S. (2017). Influence of Social Media Communication on Purchase Intentions: Role of Electronic Word-of-Mouth, Trust Aspects and Value Co-creation. International Journal of Applied Business and Economic Research. 15 (4), pp. 145-157.

[5] Bandyopadhyay, S. (2016). Factors Affecting the Adoption of Electronic Word-of-Mouth in the Tourism Industry. International Journal of Business and Social Science. 7 (1), pp. 10-18.

[6] Beneke, J., Mill, J., Naidoo, K. & Wickham, B. (2015). The impact of willingness to engage in negative electronic word-ofmouth on brand attitude: a study of airline passengers in South Africa. Journal of Business and Retail Management Research (JBRMR), 9 (2), pp. 68-84.

[7] Beneke, J., Sousa, S.D., Mbuyu, M. & Wickham, B. (2016). The effect of negative online customer reviews on brand equity and purchase intention of consumer electronics in South Africa. The International Review of Retail, Distribution and Consumer Research. 26 (2), pp. 171-201.

[8] Browning, V., So, K. & Sparks, B. A. (2013). The Influence of Online Reviews on Consumers' Attributions of Service Quality and Control for Service Standards in Hotels. Journal of Travel & Tourism Marketing. 30 (1-2), pp. 23-40.

[9] Chiosa, A.R. & Cuza, A.I. (2014). Word of Mouth on Social Media. SEA - Practical Application of Science, II (4), pp. 37-42.

[10] Cong, Y. & Zheng, Y.Q. (2017). A Literature Review of the Influence of Electronic Word-of-Mouth on Consumer Purchase Intention. Open Journal of Business and Management. 5, pp. 543-549.

[11] Erkan, I. (2014). Vine': Do You Miss It? Electronic Word of Mouth on The Social Networking Site, Vine. International Journal of Business and Information. 9(4), pp. 461–473.

[12] Fox, G. & Longart, P. (2016). Electronic word-of-mouth: successful communication strategies for restaurants. Tourism and Hospitality Management. 22 (2), pp. 211-223.

[13] Husnain, M., Qureshi, I., Fatima, T. & Akhtar, W. (2016). The Impact of Electronic Word-of-Mouth on Online Impulse Buying Behavior: The Moderating role of Big 5 Personality Traits. J Account Mark, 5 (4), pp. 1-9.

[14] Ishida, K., Slevitch, L. & Siamionava, K. (2013). The Effects of Traditional and Electronic Word-of-Mouth on Destination Image: A Case of Vacation Tourists Visiting Branson, Missouri. Adm. Sci. 6 (12), pp. 1-17.

[15] López, M. & Sicilia, M. (2014). Determinants of E-WOM Influence: The Role of Consumers' Internet Experience. Journal of Theoretical and Applied Electronic Commerce Research. 9 (1), pp. 28-43.

[16] Ma, L. (2013). /Electronic Word-of-Mouth on Microblogs: A Cross-cultural Content Analysis of Twitter and Weibo. Intercultural Communication Studies. XXII (3), pp. 18-42.

[17] Matute, J., Polo-Redondo, Y. & Utrillas, A. (2016). The influence of EWOM characteristics on online repurchase intention Mediating roles of trust and perceived usefulness. Online Information Review. 40 (7), pp. 1090-1110.

[18] Mirsadeghi, S. (2013). A Review on the Attribution Theory in the Social Psychology. IOSR Journal Of Humanities And Social Science (IOSR-JHSS). 8 (6), pp. 74-76.

[19] Naz, F. (2014). Word of Mouth and Its Impact on Marketing. International Journal of Scientific and Research Publications. 4 (1), pp. 1-4.

[20] Pourabedin, Z. & Migin, M.W. (2015). Hotel Experience and Positive Electronic Word of Mouth (e-WOM). International Business Management. 9 (4), pp. 596-600.

[21] Teng, S., Khong, K.W., Goh, W.W. & Chong, A.Y.L. (2014). Examining the antecedents of persuasive eWOM messages in social media. Online Information Review. 38 (6), pp.746-768.

[22] You, Y., Vadakkepatt, G.G & Joshi, A.M. (2015). A Meta-Analysis of Electronic Word-of-Mouth Elasticity. Journal of Marketing, 19 (79), pp. 19–39.