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Social

communication or
word of mouth

(hereafter, WOM)

is recognised as

one of the

oldest channel

for exchanging

opinions on

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goods and Mouth
services
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(Goyette,
Ricard, Bergeron
& Marticotte,
2010; Wetzler,
Zeelenberg &
Pieters, 2007).
Numerous
consumer
research studies
have
acknowledged the
powerful

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influence of WOM
on the
consumer's
buying decision

*Investigating
the Consequences
of Word of Mouth
from a WOM ...*

Word of Mouth
(WOM) is
produced as a
result of an
interaction

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between a dyad
of sender and
recipient.
Previous
research on WOM
has focused on
the phenomenon's
effect on the
recipient's
attitudes and
behaviour,
emphasising the
role of WOM in
customer

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*As Advertising
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*the consequences
of word of mouth
from a WOM ...*

Consumer
research has
studied the
impact of
word?of?mouth
communication
(WOMC)
extensively as

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it relates to
how people
perceive,
purchase, and
consume
products.

Defined simply
as interpersonal
communication
regarding
consumer
information (
Godes & Mayzlin,
2004), WOMC has

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been applied
broadly in
consumer
contexts,
covering a range
of "products"
from tangible
goods or
services to
people and
ideas.

*The Pass?Along
Effect:*

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*Investigating
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Effects ...*

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(2015) <http://www.w3.org/1999/xhtml>">Investigating the consequences of word of mouth from a WOM sender's ...

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recognized,
adventure as
skillfully as
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practically

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more in the
region of this
life, roughly

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Abstract.

Empirical
studies

investigating
the antecedents

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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

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Model Of the
antecedents of
positive. WOM
(both intentions
and behaviors),
including
consumer
identification
and commitment.

*Spreading the
word:*

*Investigating
antecedents of*

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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

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Intentions of
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The analysis
uses a
nationally
representative
sample of
186,775
individual
conversations
about 804

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*Investigating
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*Conversations
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Word-of-mouth
marketing (WOM
marketing) is
when a
consumer's
interest in a

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product or
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service is
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reflected in
their daily
dialogues.
Essentially, is
it is free
advertising
triggered by...

*Word-of-Mouth
Marketing (WOM
Marketing)*

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Some scientists
have researched
the usefulness
of word of mouth
communication

(Ennew,
Banerjee, & Li,
2000; Smith,
Bickart, &
Schindler, 2002;
Menon &
Sivakumar, 2005;
Mazzarol,

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Word Of Mouth
Soutar, &
Sweeney, 2007;
Trusov, Bucklin,
& Pauwels,
2009), others
have been
investigating
the
communication
word of mouth
channels
(Keller, 2003),
and the other
scientists have

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been analyzing
communication
word of mouth
factors

(Anderson, 1998;
Walker, 2001;
Maxhmar &
Netemeyer, 2002;
Mazzarol,
Soutar, &
Sweeney ...

*The Influence of
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Brand
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research has
studied the
impact of word-
of-mouth
communication
(WOMC)
extensively as
it relates to
how people
perceive,
purchase, and

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products.
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Defined simply
as interpersonal
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regarding
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information (Godes & Mayzlin,
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been applied
broadly in
consumer
contexts,

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covering a range
of "products"
from tangible
goods or
services to
people and
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*Pass-Along
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WOM recipients.

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For Le
In the
traditional word-
of-mouth

marketing
literature, the
valence
(positive,
negative, or
neutral) and the
volume (the
quantity of the
information)
have received a

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attention.
Particularly,
researchers
focused on the
impact of
extremely
positive and
extremely
negative WOM , ,
. Because of the
nature of
traditional WOM
communication,

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most of these
studies examined
the impact of
WOM messages by
manipulating WOM
messages in an
experimental
setting.

*The impact of
electronic word-
of-mouth
communication: A*

...

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As Mark Zuckerberg stated, the word-of-mouth is powerful and influences people decisively.

Furthermore, a positive word-of-mouth is the best value businesses can get from its

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customers. It is
not a new
phenomenon and
probably as old
as the human
itself because
it is human
nature to
communicate and
exchange
experiences.

*Investigating
the Significance
Page 38/45*

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Word of Mouth
Playwright
Sabrina Mahfouz
talks to
producer Tobi
Kyeremateng and
classicist
Professor
Katherine Harloe
about othering
in language:
describing

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people in ways
that exclude
As Advertising
them. Show more
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*BBC Radio 4 -
Word of Mouth,
Othering through
the ...*

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repurchase
intentions in

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Yannis, G.
Dimitris, P.
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Word-of-mouth
marketing is all
about getting
people talking
about your brand
or business. It
looks for the

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best ways to promote sharing, usually through general consumer interest or unique content. WOMM is all about spreading brand awareness to your audience, although it can be positive or negative.

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