

Bibliography

- Allsop, D.T., Bassett, B.R. and Hoskins, J.A. (2007). Word of mouth research. *Journal of Advertising Research*, Vol. 47(4), pp. 398-411.
- Albert Szent-Gyorgyi (1957), Academic Press. *Bioenergetics* Part II: Biological structures and functions, p. 57
- Anderson, E.W. (1998). Customer satisfaction and word of mouth. *Journal of Service Research*, Vol. 1(1), pp. 5-17.
- Abdelnour, W. and Khan, I. (2020). *Informational sources affecting purchase intent in online shopping: A qualitative approach to determine external informational sources affecting the online purchase intention of high involvement products*. (Masters' Thesis). Available from: <https://www.diva-portal.org/smash/get/diva2:1436291/FULLTEXT01.pdf>
- Aggarwal, P. & Kadyan, A. (2014). Green Washing: The Darker Side of CSR. *International Journal of Innovative Research and Practices*. Vol. 2 (5), 22-35.
- Amini, M. (2017). Consumer Engagement through Electronic Word of Mouth (EWOM): Exploring the Effect of Social Networking Sites. *Amity Journal of Marketing*, Vol. 2 (1), pp 24–35.
- Arndt, J. (1967). *Word of Mouth Advertising: A Review of the Literature*. New York, NY: Advertising Research Foundation Inc.
- Aristotle. 1934. *Rhetoric. Nichomachean ethics*. In *Aristotle in 23 volumes*. Rackman transl. Cambridge: Harvard Univ. Press
- Banerjee, A. (1992). A simple model of Herd behaviour. *Quarterly Journal of Economics*, Vol. 110, 797-781.
- Banerjee, A. (1993). The economics of rumours. *Review of Economic Studies*, Vol. 60, 309–327.
- Baldwin, R. (1989). The growth effects of 1992. *Economic Policy, October Issue*, pp. 248-281.
- Bartle, C. (2011). *Spreading the Word: A social-psychological exploration of word of mouth traveller information in the digital age*. University of the West of England, Bristol.

- Bayraktar, A. & Erdogan, E. (2015). What makes offline word of mouth more influential than online word of mouth? *Global Journal of Business Research*, Vol. 9 (2), pp 95-107.
- Bearden, W.O., Netemeyer, R.G. and Teel, J.E. (1989) Measurement of Consumer Susceptibility to Interpersonal Influence. *Journal of Consumer Research*, Vol. 15, 473-481. DOI: <http://dx.doi.org/10.1086/209186>
- Bhayani, A. (2016). Word of mouth in consumers purchase decisions: The moderating role of product type. International Academy of Management and Business: 21st IAMB Conference. International Academy of Management and Business, Canada, 1-13.
- Bouchard, T.J. (1976). Unobtrusive measures: An inventory of uses. *Sociological Methods and Research*, Vol. 4: 267-300.
- Broadcast Audience Research Council India. (2015). *BARC India's NCCS is the new SEC*. <https://www.barcindia.co.in/resources/pdf/NCCS%20is%20the%20New%20SEC-Sept%2015.pdf>
- Buhaş, R. & Bălăţescu, S. (2013). Types of Internet Usage among Higher Education Students in the Romanian-Hungarian Cross-border Area. *Sociologie românească*. Vol. XI., 99-122.
- Bansal, H.S. & Voyer, P.A. (2000). Word-of-mouth processes within a service purchase decision context. *Journal of Service Research*. Vol. 3(2), 166-177.
- Bellaby, P. (2006). *Concepts and methods in the study of trust*. TSEC Trust Symposium, Oxford, June 2006.
- Bhanot, S. (2012). Application of social media to word of mouth marketing and promotion of luxury brands. *FIIB Business Review*, Vol. 1(2), 9-15.
- Bloch, P. H., Sherrell, D. L., & Ridgway, N. M. (1986). Consumer search: An extended framework. *Journal of Consumer Research*, 13(1), 119-126.
- Berger, J. (2014). Word of mouth and interpersonal communication: A review and directions for future research. *Journal of Consumer Psychology*, Vol. 24(4), 586–607.
- Bone, P. F. (1992). Determinants of Word-of-Mouth communication during product consumption. *Advances in Consumer Research*, 19(1), 579–583.
- Brown, T.J., Barry, T.E., Dacin, P.A., & Gunst, R.F. (2005). Spreading the word: investigating antecedents of consumers' positive word-of-mouth intentions and behaviours in a retailing context. *Journal of the Academy of Marketing Science*, Vol.33 (2), 123–138.

- Bolfing, C.P. (1989). How do customers express dissatisfaction and what can service marketers do about it? *Journal of Services Marketing*, Vol. 3(2), 5–23.
- Bott, H. (1928). Observation of play activities in a nursery school. *Genet. Psychol. Monogr.* Vol. 4, 44–88.
- Boush, D.M., Friestad, M & Rose, G.M. (1994). Adolescent skepticism toward TV advertising and knowledge of advertiser tactics. *Journal of Consumer Research*, Vol. 21(1), 165-175.
- Brooks, R.C. (1957). Word-of-mouth advertising in selling new products. *Journal of Marketing*, Vol. 22(2), pp. 154–161.
- Brown J.J. & Reingen, P.H. (1987). Social ties and word-of-mouth referral behaviour. *Journal of Consumer Research*, Vol. 14 (3), 350-362.
- Bowman, D. and Naryandas, D. (2001). Managing customer-initiated contacts with manufacturers: the impact on share of category requirements and word-of-mouth behavior. *Journal of Marketing Research*, Vol. 38(3), pp. 281-97.
- Boyatzis, R. E. (1998). *Transforming qualitative information: Thematic analysis and code development*. Thousand Oaks, CA: Sage
- Bughin, J., Doogan, J. & Vetvik, O. J. (2010). A new way to measure word-of-mouth marketing. *McKinsey Quarterly*. Issue 1
- Buttle, F.A. (1998). Word of mouth: Understanding and managing referral marketing. *Journal of Strategic Marketing*, Vol. 254 (6), pp. 241–254.
- Burnkrant, R. E., and Cousineau, A. (1975). Informational and Normative Social Influence in Buyer Behaviour. *Journal of Consumer Research*, Vol. 2(3), 206-215.
- Burton, J., & Khammash, M. (2010). Why do people read reviews posted on consumer-opinion portals? *Journal of Marketing Management*, Vol. 26, Issue 3/4, 230-255.
- Braun, V. & Clarke, V. (2006). [Using thematic analysis in psychology. Qualitative Research in Psychology](#), 3(2), 77–101.
- Beatty, Sharon E., Lynn R. Kahle, Pamela M. Homer, and S. Misra (1985). Alternative Measurement Approaches to Consumer Values: The List of Values and the Rokeach Value Survey. *Psychology and Marketing*, Vol. 3, 181-200.

- Cooil, B., Timothy, L., Keiningham, L.A., & Michael, Hsu. (2007). A Longitudinal Analysis of Customer Satisfaction and Share of Wallet: Investigating the Moderating Effect of Customer Characteristics. *Journal of Marketing*, Vol. 71(January), 67-83.
- Churchill, G.A., & Iacobucci, D. (2005). *Marketing Research: Methodological Foundations (9th Ed)*. Mason, Ohio: Thomson South-Western.
- Campbell, D. T., & Fiske, D. W. (1959). Convergent and discriminant validation by the multitrait-multimethod matrix. *Psychological Bulletin*, 56(2), 81-105.
DOI: <http://dx.doi.org/10.1037/h0046016>.
- Crotty, M. (1998). *The Foundations of Social Research: Meanings and perspectives in the research process*. Sage: London.
- Chui, M., Manyika, J., Bughin, J., Dobbs, R., Roxburgh, C., Sarrazin, H., Sands, G., Westergren, M. (2012). *The Social Economy: Unlocking value and productivity through social technologies*. Retrieved from: <https://www.mckinsey.com/>
- Chan, K. K., & Misra, S. (1990). Characteristics of the opinion leader: A new dimension. *Journal of Advertising*, Vol. 19(3), 53-60.
- Chang, C. C., & Chin, Y. C. (2010). The impact of recommendation sources on online purchase intentions: the moderating effects of gender and perceived risk. *World Academy of Science, Engineering and Technology*, Vol. 66 (June Issue), 111-114.
- Chen, P. S., Wu, S. and Yoon, J. (2004). The impact of online recommendations and consumer feedback on sales, in *Proceedings of the 25th International Conference on Information Systems*, 711-724.
- Chen, Y. and Xie, J., (2008). Online Consumer Review: Word-of-Mouth as a New Element of Marketing Communication Mix. *Management Science*, Vol. 54, No. 3, pp. 477-491
- Cheung, M. Y., Chuan, L., Choon Ling, S., & Huaping, C. (2009). Credibility of Electronic Word of Mouth: Informational and Normative Determinants of On-line Consumer Recommendations. *International Journal of Electronic Commerce*, Vol. 13(4), 9-38.
- Datta, P. R., Chowdhury, D. N., & Chakraborty, B. R. (2005, Summer). Viral marketing: New form of word- of-mouth through Internet. *The Business Review, Cambridge*, Vol. 3(2), 69-75.
- De Vos, A.S. (1998). *Research at grass root*. Pretoria: J.L. Van Schaik .
- Denzin, N.K. (1978). *The research act: A theoretical introduction to sociological methods*. New York: McGraw-Hill.

- Darke, P.R., & Ritchie, R.J.B. (2007). The defensive consumer: Advertising deception, defensive processing, and distrust. *Journal of Marketing Research*, Vol. 44 (1), 114-127. DOI: <https://doi.org/10.1509/jmkr.44.1.114>
- DeCarlo, T.E., Laczniak, R.N., Motley, C.M. and Ramaswami, S. (2007). Influence of image and familiarity on consumer response to negative word-of-mouth communication about retail entities. *Journal of Marketing Theory and Practice*, Vol. 15(1), 41-51.
- Dellarocas, C. (2003). The digitization of word of mouth: Promise and challenges of online feedback mechanisms. *Management Science*. Vol. 49 (10), 1407-1424.
- Dellarocas, C., Awad, N.F. & Zhang, X. (2007). Exploring the value of online product reviews in forecasting sales: the case of motion pictures, *Journal of Interactive Marketing*, Vol. 21 (4), 23-45.
- Dellarocas, C., Farag, N.A. & Zhang, X. (2004). Using Online Ratings as a Proxy of Word-of-Mouth in Motion Picture Revenue Forecasting, [Retrieved July 8, 2009 from <http://web.mit.edu/zxq/www/mit/15575/movieforecast.pdf>].
- Desatnick, R.L. (1987) *Managing to Keep the Customer*. San Francisco, CA: Jossey-Bass.
- Deutsch, M., and Gerrard, H.B. (1955). A study of normative and informational social influence upon individual judgment. *Journal of Abnormal and Social Psychology*, Vol. 53 (3), 629-636.
- Dichter, E. (1966). How word of mouth advertising works. *Harvard Business Review*, Vol. 44 No. 6, pp. 147-160.
- Doh, S.J. and Hwang, J.S. (2009). How Consumers evaluate E-WoM messages? *Cyber Psychology & Behavior*. Vol. 12 (2), 193-197, DOI: <http://doi.org/10.1089/cpb.2008.0109>
- Dobele, A., Toleman, D., Beverland, M. (2005). Controlled infection! Spreading the brand message through Viral Marketing. *Business Horizons*, Vol. 48 (2), 143-149.
- Dobele, A., Lindgreen, A., Beverland, M.B., Vanhamme, J., and Van, W.R. (2007). Why pass on viral messages? Because they connect emotionally. *Business Horizons*, Vol. 50, No. 4, 291-304. (ISSN 0007-6813).
- Dufour, C. (2011). *An Investigation into the Use of Viral Marketing for the Companies and the Key Success Factors of a Good Viral Campaign*. Dissertation.

- Duhan D.F., Johnson S.D., Wilcox J.B., & Harrell G.D. (1997). Influences on consumer use of WoM recommendation sources. *Journal of the Academy of Marketing Science*, Vol. 25 (4), 283-295.
- Duan, W., Gu, B., & Whinston, A. B. (2008). The dynamics of online word-of-mouth and product sales-An empirical investigation of the movie industry. *Journal of Retailing*, 84(2), 233-242.
- Eagley, A.H., and Chaiken, S. (1993). *The Psychology of Attitudes*, Orlando, FL: Harcourt Brace Jovanovich.
- Eagley, A.H.; Wood, W.; & Chaiken, S. (1978). Causal inferences about communicators and their effect on opinion change. *Journal of Personality and Social Psychology*. Vol. 36(4), 424-443.
- Earle, T.C. & Siegrist, M. (2006). Morality information, performance information, and the distinction between trust and confidence. *Journal of Applied Social Psychology*, Vol. 36, 383-416.
- East, R., Hammond, K., Lomax, W. & Robinson, H. (2005). What is the effect of a recommendation? *The Marketing Review*, Vol. 5 No. 2, pp. 145–157.
- East, R., Hammond, K. and Wright, M. (2007). The relative incidence of positive and negative word of mouth: a multi-category study. *International Journal of Research in Marketing*, Vol. 24 (2), pp. 175-84.
- Emílio José Montero Arruda Filho & Alexis de Araújo Barcelos (2020) Negative Online Word-of-Mouth: Consumers' Retaliation in the Digital World, *Journal of Global Marketing*, DOI: [10.1080/08911762.2020.1775919](https://doi.org/10.1080/08911762.2020.1775919)
- Engel J.F., Blackwell R.D., and Miniard P.W. (1993) *Consumer Behavior* (8th Ed.), Fort Worth: Dryden Press.
- Islam, J.U., & Farooqi, D.R. (2014). Impact of Word-of-Mouth on Consumer Behavior in Indian Healthcare Industry. *Global Journal of Finance and Management*. Volume 6 (2), pp. 125-132
- Feick, L., Price, L.L. and Higie, R.A. (1986). People who use people: the other side of opinion leadership. *Advances in Consumer Research*, Vol. 13(3), 301-305.
- Flynn, L.R., Goldsmith, R.E. and Eastman, J.K. (1996). Opinion leaders and opinion seekers: two new measurement scales. *Journal of the Academy of Marketing Science*, Vol. 24 No. 2, 137-47.

- Fogg, B. J., Marshall, J., Laraki, O., Osipovich, A., Varma, C., Fang, N., et al. (2001). What makes a Web site credible? A report on a large quantitative study. *Proceedings of ACM CHI 2001 Conference on Human Factors in Computing Systems*. New York: ACM Press.
- Frost & Sullivan. (2013, October 17). *67 percent of Internet Shoppers in India refer to Social Media before Shopping Online*. [Press release]. Retrieved from: www.frost.com/prod/servlet/press-release-print.pag?docid=286557720
- Field, D.L. (2002). *Taking the Measure of Work: A Guide to Validated Scales for Organizational Research and Diagnosis*. SAGE Publications: London.
- Frenzen, J., & Davis, H. (1990). Purchasing Behaviour in Embedded Markets. *Journal of Consumer Research*, 17(1), 1-12. Retrieved from <http://www.jstor.org/stable/2626820>
- Frenzen, J.K. & Nakamoto, K. (1993). Structure, cooperation, and the flow of market information. *Journal of Consumer Research*, Vol. 20, 360-375.
- Gabbott, M. and Hogg, G. (2000). An empirical investigation of the impact of non-verbal communication on service evaluation. *European Journal of Marketing*, Vol. 34 No 3/4, pp. 384-90.
- Gelb, D. G. and Sundaram, S. (2002). Adapting to word of mouth. *Business Horizons*, 45(4), 21-25.
- Gladwell, M. (2000). *The Tipping Point: How Little Things Can Make a Big Difference*. New York: Little Brown and Company.
- Gopinath, S., Thomas, J. S., & Krishnamurthi, L. (2014). Investigating the relationship between the content of online word of mouth, advertising, and brand performance. *Marketing Science*, Vol. 33(2), 241–258.
- Gilly, M.C., Graham, J.L., Wolfenbarger, F.M. and Yale, L.J. (1998). A dyadic study of interpersonal information search. *Journal of the Academy of Marketing Science*, Vol. 26(2), 83-100.
- Granovetter, Mark S. (1973). The strength of weak ties. *American Journal of Sociology*, Vol. 78, 1360–1380.
- Gremler, D. (1994). Word-of-mouth about service providers: an illustration of theory development in marketing. In Park, C.W. and Smith, D. (Ed.), *AMA Winter Educators' Conference: Marketing Theory and Applications* (pp. 62-70). Chicago, IL: American Marketing Association.

- Gremler, D.D. and Brown, S.W. (1999). The loyalty ripple effect: appreciating the full value of customers. *International Journal of Service Industry Management*, Vol. 10(3), 271-291.
- Grewal, D.; Gotlieb, J; & Marmorstein, H. (1994). The moderating effects of message framing and source credibility on the price-perceived risk relationship. *Journal of Consumer Research*. Vol. 21(1), 145-153.
- Godes, D. & Mayzlin, D. (2004). Using Online Conversations to Study Word-of-Mouth Communication. *Marketing Science*, Vol. 23(4), 545–60.
- Goldsmith E R, Litvina W.S, Pana B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism management*, Vol. 29, 458-468.
- Greer, J. D. (2003). Evaluating the credibility of online information: A test of source and advertising influence. *Mass Communication and Society*, Vol. 6(1), 11-28.
- Greer, D.J. (2015). *Wind In Your Sails*. Utrecht: Inside Out Publishers.
- G. Sterling. (2015, Jan 30). Massive Exposure, Minimal Impact: Doubts about Super Bowl Ad Effectiveness. Retrieved from <http://www.marketingland.com/>
- Gruen, T.W., Osmonbekov, T., Czaplewski, A.J. (2006). eWOM: The impact of customer-to-customer online know-how exchange on customer value and loyalty. *Journal of Business Research*, Vol. 59 (4), 449-456.
- Gustavson, K., Soest, T.V., Karevold, E. & Roysamb, E. (2012). Attrition and generalizability in longitudinal studies: findings from a 15-year population-based study and a Monte Carlo simulation study. *BMC Public Health*, 12, 918. DOI: <http://dx.doi.org/10.1186/1471-2458-12-918>.
- Han, J.A., Feit, E.M. & Srinivasan, S. Can negative buzz increase awareness and purchase intent?. *Mark Lett* 31, 89–104 (2020). <https://doi.org/10.1007/s11002-019-09501-y>
- Helm, S. (2000). Viral Marketing: Establishing Customer Relationships by Word of Mouse. *Electronic Markets*, Vol. 10(3), 158-161.
- Herr, P.M., Kardes, F.R. and Kim, J. (1991) Effects of word-of-mouth and product attribute information on persuasion: an accessibility-diagnostics perspective. *Journal of Consumer Research*, Vol. 17, 454–62.
- Hawkins, D.I., R.J. Best and K.A. Coney (1992). *Consumer Behaviour: Implications for Marketing Strategy* Fifth Edition. Richard D. Irwin Inc. Boston. USA

- Han, Serene (1991). *Consumer Complaint Behaviour: A Study Based on Singapore Consumers*, Unpublished Academic Exercise, Faculty of Business Administration, National University of Singapore.
- Hartline, M. and Jones, K.C. (1996). Employee performance cues in a hotel environment: influences on perceived service quality, value and word of mouth intentions. *Journal of Business Research*, Vol. 35 No. 3, pp. 207-15.
- Hendrix, P.E. (1999). Built it, and they will come. *Marketing Management*: 31-35.
- Hennig-Thurau, T. K., Gwinner, P., Walsh, G. and Gremler, D. (2004). Electronic Word-of-Mouth Via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet? *Journal of Interactive Marketing*, Vol. 18(1), 38-52.
- Herbert, F. (2005). *Dune*. New York: Ace Books.
- Henson, S. (2001). *Food safety and the European consumer*. Centre for Food Economics Research, Department of Agricultural and Food Economics, The University of Reading, Working Paper.
- Ho-Dac, N. N., Carson, S. J., & Moore, W. L. (2013). The effects of positive and negative online customer reviews: Do brand strength and category maturity matter? *Journal of Marketing*, Vol. 77(6), 37–53
- Holloway, I., & Todres, L. (2003). The status of method: flexibility, consistency and coherence. *Qualitative Research*, 3(3), 345-357.
- Holvland, C.I. & Weiss, W. (1951). The Influence of Source Credibility on Communication Effectiveness. *Public Opinion Quarterly*, Vol. 15, 635-650.
- Hu, N., Bose, I., Koh, N.S. & Liu, L. (2011). Manipulation of online reviews: An analysis of ratings, readability, and sentiments. *Decision Support Systems*, Vol. 52(3), pp. 674-684.
- Hu, N., Liu, L. & Sambamurthy, V. (2010). Fraud detection in online consumer reviews. *Decision Support Systems*, Vol. 50(3), pp. 614-626.
- Hubbard R.M. (1929). A method of studying spontaneous group formation. In *Some New Techniques for Studying Social Behavior*, ed. DS Thomas, pp. 76–85. Child Dev. Monogr.
- Huckfeldt, R. and Sprague J. (1995). *Citizens, Politics and Social Communication: Information and Influence in an Election Campaign*. New York: Cambridge Univ. Press.

- Huston TL, Levinger G. (1978). Interpersonal attraction and relationships. *Annu. Rev. Psychol. Vol. 29*, 115–56.
- Ibarra H. (1992). Homophily and differential returns: sex differences in network structure and access in an advertising firm. *Admin. Sci. Q. Vol. 37*, 422–47.
- Insites Consulting (2011). *Social Media Around the World 2011*. [Power point slides]. Retrieved from <http://www.slideshare.net/stevenvanbelleghem/social-media-around-the-world-2011>.
- Ishida, K., Slevitch, L. & Siamionava, K. (2016). The Effects of Traditional and Electronic Word-of-Mouth on Destination Image: A Case of Vacation Tourists Visiting Branson, Missouri. *Administrative Sciences, Vol. 6* (12).
- Ivana Kursan Milaković, Ivan-Damir Anić, Mirela Mihić. (2020). Drivers and consequences of word of mouth communication from the senders' and receivers' perspectives: the evidence from the Croatian adult population. *Economic Research-Ekonomska Istraživanja Vol. 33* (1), pp 1667-1684.
- Ismagilova, E., Slade, E., Rana, N.P., Dwivedi, Y.K. (2020). The effect of characteristics of source credibility on consumer behaviour: A meta-analysis. *Journal of Retailing and Consumer Services. Vol. 53* (March). DOI: <https://doi.org/10.1016/j.jretconser.2019.01.005>
- Jaschik, S. (2016, April 27). More Educated, More Liberal. Retrieved from: <https://www.insidehighered.com/news/2016/04/27/study-finds-those-graduate-education-are-far-more-liberal-peers>
- Jacelon, C & Imperio, K. (2005). Participant diaries as a source of data in research with older adults. *Qualitative Health Research, Vol. 15*, 991-996. DOI: 10.1177/1049732305278603.
- Jussim L, Osgood DW. 1989. Influence and similarity among friends: an integrative model applied to incarcerated adolescents. *Soc. Psychol. Q. Vol.52*, 98–112.
- Insites Consulting (2011). *Social Media Around the World 2011*. [Power point slides]. Retrieved from <http://www.slideshare.net/stevenvanbelleghem/social-media-around-the-world-2011>.
- Katz, E. & Lazarsfeld, P. (1955). *Personal influence*, Glencoe, IL: Free Press.
- Kahle, Lynn R. (1983). *Social Values and Social Change: Adaptation to Life in America*, NY: Praeger.

- Kang, S., Hur, W.M., and Son, M. (2014). The moderating role of socio-demographics on smartphone adoption. *International Journal of Mobile Communications*, [Vol. 12, No.5](#), DOI: <https://doi.org/10.1504/IJMC.2014.064597>
- Keng, K. and C. Yang (1993). Value Choice, Demographics, and Life Satisfaction. *Psychology and Marketing*, 10 (5), 413-432.
- Kotler, P. and Armstrong, G. (2003). *Principles of Marketing*. New Jersey (NJ): Prentice Hall.
- Kozinets, Robert V. (2002). The Field Behind the Screen: Using Netnography for Marketing Research in Online Communities. *Journal of Marketing Research*, Vol. 39 (February), 61-72.
- Kimmel, A. J., & Kitchen, P. J. (2014). WOM and social media: Presaging future directions for research and practice. *Journal of Marketing Communications*, Vol. 20 (1-2), 5-20. DOI: <http://dx.doi.org/10.1080/13527266.2013.797730>
- Kirby, J. & Mardsen, P. (2006). *Connected Marketing, the viral, buzz, and word of mouth revolution*. Burlington, MA: Butterworth-Heinemann.
- Kala, D. and Chaubey, D.S. (2018). The effect of e-WOM communication on brand image and purchase intention towards lifestyle products in India. *International Journal of Services Economics and Management*, Vol. 9(2), DOI: <https://doi.org/10.1504/IJSEM.2018.096077>
- Kalmijn M. (1998). Inter-marriage and homogamy: causes, patterns and trends. *Annu. Rev. Sociol.* Vol. 24, 395–421.
- Kaplan, M., and Miller, C. (1987). Group Decision Making and Normative Versus Informational Influence: Effects of Type of Issue and Assigned Decision Role. *Journal of Personality and Social Psychology*, Vol. (53), 306-313.
- Karakaya, F. & Barnes, N.G. (2010). Impact of online reviews of customer care experience on brand or company selection. *Journal of Consumer Marketing*, Vol. 27(5), 447-457.
- Kelman, H. C. (1958). Compliance, identification, and internalization: Three processes of attitude change. *Journal of Conflict Resolution*, Vol. 2(1), 51-60.
- Khermouch, G. and Green, J. (2001). *Buzz Marketing*. Business Week, July 30, 50-56.
- Kiecker, P.; Cowles, D. (2001). Interpersonal communication and personal influence on the Internet: A framework for examining online word-of-mouth. *J. E. M.* Vol. 11, 71–88.

- Krejcie, R.V., & Morgan, D.W. (1970). Determining Sample Size for Research Activities. *Educational and Psychological Measurement, Vol.30*, 607-610.
- Krishnan, Ramesh and Beena, Dr Fatima. (2015). Electronic Word of Mouth: Effect of Message Characteristics on Choice. Available at SSRN: <https://ssrn.com/abstract=2593674>
- Lead Generation Marketing ROI Study (July, 2011). Retrieved from website: www.pedowitzgroup.com
- Lavidge, R.J., & Steiner, G.A. (1961). A Model for Predictive Measurements of Advertising Effectiveness. *Journal of Marketing, Vol. 25(6)*, 59-62.
- Lau, G.T. & Ng, S. (2001). Individual and Situational Factors Influencing Negative Word-of-Mouth Behaviour. *Canadian Journal of Administrative Sciences, Vol. 18(3)*, 163-178.
- Laczniak, R.N., DeCarlo, T.E., Ramaswami, S.N., 2001. Consumers' Responses to Negative Word-of-Mouth Communication: An Attribution Theory Perspective. *Journal of Consumer Psychology, Vol. 11(1)*, 57-73.
- Lazarsfeld PF, Merton RK. (1954). Friendship as a social process: a substantive and methodological analysis. In *Freedom and Control in Modern Society*, ed. M Berger, pp. 18–66. New York: Van Nostrand.
- López, Manuela, & Sicilia, María. (2014). Determinants of E-WOM Influence: The Role of Consumers' Internet Experience. *Journal of theoretical and applied electronic commerce research*, 9(1), 28-43. DOI: <https://dx.doi.org/10.4067/S0718-18762014000100004>
- Lee, M. K., Shi, N., Cheung, C. M., Lim, K. H., & Sia, C. L. (2011). Consumer's decision to shop online: The moderating role of positive informational social influence. *Information & Management, Vol. 48(6)*, 185-191.
- Lee, J.K. & W.N. Lee. (2009). Country-of-origin effects on consumer product evaluation and purchase intention: the role of objective versus subjective knowledge. *Journal of International Consumer Marketing, Vol. 21(2)*, 137-151.
- Lee, J., Park, D. H., & Han, I. (2008). The effect of negative online consumer reviews on product attitude: An information processing view. *Electronic Commerce Research and Applications, 7(3)*, 341–352.
- Lee, R. (2000), *Unobtrusive methods in social research*. Buckingham, UK: Open University Press.

- Leskovec, J., Adamic, L. A., and Huberman, B. A. (2007). The dynamics of viral marketing. *ACM Trans. Web, Vol. 1*(1), Article 5, 39 pages. DOI: 10.1145/1232722.1232727
- Lee, M. & Youn, S. (2009). Electronic word of mouth (eWOM): How eWOM platforms influence consumer product judgement. *International Journal of Advertising, Vol. 28*(3), 473.
- Lehto, X., Park, J.K., Park, O. & Lehto, M.R. (2007). Text Analysis of Consumer Reviews: the Case of Virtual Travel Firms. M.J. Smith, G. Salvendy (Eds.) *Human Interface, Part I, HCII 2007, LNCS4557*, 490-499.
- Lewis, J. D., & Weigert, A. (1985). Trust as a social reality. *Social Forces, Vol. 63*, 967-985.
- Li, F. & Timon, C.D. (2017). The effectiveness of word of mouth in offline and online social networks. *Expert Systems with Applications. Volume 88* (December Issue), pp 338-351, DOI: <https://doi.org/10.1016/j.eswa.2017.07.004>
- Li, X. & Hitt, L.M. (2008). Self-Selection and Information Role of Online Product Reviews. *Information Systems Research, Vol. 19* (4), 456-474.
- Lim, K.H.; Sia, C.L.; Lee, M.K.O.; & Benbasat, I. (2006). How do I trust you online, and if so, will I buy? An empirical study of two trust building strategies. *Journal of Management Information Systems, Vol. 23*(2), 233-266.
- Litvin, S.W., Goldsmith, R.E. & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management, Vol.29* (3), 458-468. Available through: LibHub database.
- Lomax, W., & Stokes, D (2002). Taking control of Word of Mouth marketing: the case of an entrepreneurial hotelier. *Journal of Small Business and Enterprise Development, Vol. 9*(4), pp. 349-357.
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business horizons, Vol. 52*(4), 357-365.
- Mielach, D. (2012, Apr 13). Why Word of mouth trumps traditional advertising? *Business News Daily*, Retrieved from <http://www.businessnewsdaily.com/2353-consumer-ad-trust.html>.
- Marsden, P.V. & Campbell, K.E. (1984). Measuring tie strength. *Social forces. Vol. 63*, 482-501.
- McPherson, M., Lovin, L.S. and Cook, J.M. (2001). Birds of a feather: Homophily in Social Networks. *Annual Review Sociology, Issue 27*, 415-444.

- Mason, P.R. and Davis, B.H. (2007). More than the words: using stance-shift analysis to identify crucial opinions and attitudes in online focus groups. *Journal of Advertising Research*, Vol. 47 No. 4, pp. 496-506.
- Maxham, J.G. III and Netemeyer, R.G. (2002). A longitudinal study of complaining customers' evaluations of multiple service failures and recovery efforts. *Journal of Marketing*, Vol. 66 No. 4, pp. 57-71.
- McConnell, B. & Huba, J. (2003). *Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force*. Chicago: Dearborn Trade Publishing.
- McDonnell, F. (2005), "Integrating word of mouth marketing", paper presented at the International Word-of-mouth Marketing Conference, 6-7 October, Hamburg, in Andres, N. (Ed.), *Proceedings of the 1st International Word-of-Mouth Marketing Conference*, Brand Science Institute, Hamburg, Germany.
- McCroskey, J.C., Richmond, V.P. and Daly, J.A. (1975). The development of a measure of perceived homophily in interpersonal communication. *Human Communication Research*, Vol.1: 323-332. DoI:[10.1111/j.1468-2958.1975.tb00281.x](https://doi.org/10.1111/j.1468-2958.1975.tb00281.x)
- Miles, D. (2014). Statistics Research: Developing A Taxonomy For Identifying Entrepreneurial Risk: An Empirical Study On Entrepreneurial Risk Patterns of Business Enterprises. *Journal of Developmental Entrepreneurship*. Vol. 19. 1450002-1. 10.1142/S1084946714500022.
- Murray P.J. (1997). Using virtual focus groups in qualitative research. *Qual Health Res*. 7(4):542–549. DOI: 10.1177/104973239700700408
- Metzger, M. J. (2007). Making sense of credibility on the Web: Models for evaluating online information and recommendations for future research. *Journal of the American Society for Information Science and Technology*, Vol. 58, 2078-2091.
- Money, R.B., Gill, M.C. & Graham, J.L. (1998). Explorations of national culture and WOM referral behaviour in the purchase of industrial services in the United States and Japan. *Journal of Marketing*, Vol. 62, 76-87.
- Morgan, N.J., Pritchard, A. and Piggott, R. (2003) Destination branding and the role of the stakeholders: The case of New Zealand. *Journal of Vacation Marketing*, Vol. 9(3), 285-299.
- Moore, SG, Lafreniere, KC. (2020). How online word-of-mouth impacts receivers. *Consum Psychol Rev*. Vol. 3: 34– 59. <https://doi.org/10.1002/arcp.1055>

- Morrow, J. L., Hansen, M. H., & Pearson, A. W. (2004). The cognitive and affective antecedents of general trust within cooperative organisations. *Journal of Managerial Issues*. Vol. 16(1), 48-64.
- Nils, A. and Hendrik, S. (2020). *What drives Purchase Intent in E-commerce? Brand Equity or Product Reviews*. (Masters' Thesis). Retrieved from: <https://www.diva-portal.org/smash/get/diva2:1436290/FULLTEXT01.pdf>
- Nisar, T.M., Prabhakar, G., Ilavarasan, P.V., Baabdullah, A.M. (2020). Up the ante: Electronic word of mouth and its effects on firm reputation and performance. *Journal of Retailing and Consumer Services*, Volume 53, DOI - <https://doi.org/10.1016/j.jretconser.2018.12.010>
- Norliah, K., Safiah, S., Zakiah, I., Massila, K., Mahadi, A.H., & Shahrulanuar, M. (2017). *Journal of Engineering and Applied Sciences*, Vol. 12(6), 1433-1439.
- Nielsen (2013). *Global Trust in Advertising and Brand Messages*, available at: www.nielsen.com/us/en/reports/2013/global-trust-in-advertising-and-brand-messages.html (accessed 7th June, 2017)
- Nielsen (2007). *Trust in advertising, a global Nielsen consumer report*. October, available at: www.nielsen.com/solutions/TrustinAdvertisingOct07.pdf (accessed 8th May, 2017).
- Nucifora, A. (2000). Find success with free 'word-of-net' marketing. *Orlando Business Journal*, Vol.17 (4): 27.
- Palmer, A. & Koenig-Lewis, N. (2009). An experimental social network-based approach to direct marketing. *Direct Marketing: An International Journal*, Vol. 3(3), 162-176. <http://dx.doi.org/10.1108/17505930910985116>
- Pallant, J. (2005). *SPSS Survival Guide: A Step by Step Guide to Data Analysis Using SPSS for Windows*. 3rd Edition, Open University Press, New York.
- Park, D. H., & Lee, J. (2008). E-WoM overload and its effect on consumer behavioural intention depending on consumer involvement. *Electronic Commerce Research and Applications*, 7(4), 386–398
- Park, D., Lee, J., & Han, I. (2007). The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement. *International Journal of Electronic Commerce*, 11(4), 125-148. <http://dx.doi.org/10.2753/JEC1086-4415110405>.
- Petty, R. E., Wheeler, S. C., & Tormala, Z. L. (2003). Persuasion and attitude change. In T. Millon & M. J. Lerner (Eds.), *Handbook of psychology: Volume 5: Personality and social psychology* (pp. 353-382). Hoboken, NJ: John Wiley & Sons.

- Patton, M.Q. (1990). *Qualitative Evaluation and Research Methods*. Thousand Oaks, CA: Sage Publications.
- Peak, K. (2012, Apr 10). Consumers more distrustful of paid ads than ever. Vator news. Retrieved from <http://www.vator.tv/>
- Pfeffer, J., Zorbach, T., & Carley, K. M. (2014). Understanding online firestorms: Negative word-of-mouth dynamics in social media networks. *Journal of Marketing Communications*, Vol. 20(1–2), 117–128. doi:10.1080/13527266.2013.797778
- Phelps, J.E., Lewis, R., Mobilio, L., Perry, D., and Raman, N. (2004). Viral Marketing or Electronic Word-of-Mouth Advertising: Examining Consumer Responses and Motivations to Pass Along Email. *Journal of Advertising Research*, Vol. 44(4), December Issue, DOI: 10.1017/S0021849904040371.
- Phelps, J.E., Lewis, R., Mobilio, L. Perry, D. & Raman, N. (2004). Viral marketing or electronic word-of-mouth advertising: Examining consumer responses and motivations to pass along email. *Journal of Advertising Research*, Vol. 44(4), 333-348. DOI: 10.1017/S0021849904040371.
- Piirto, R. (1992). The influentials. *American Demographics*, Vol. 14(10), 30-38.
- Pitta, D.A., Fowler, D. (2005). Internet community forums: an untapped resource for consumer marketers, *Journal of Consumer Marketing*, Vol. 22(5), 265-274.
- Plato. 1968. Laws. *Plato in Twelve Volumes*, Vol. 11. Bury translator. Cambridge: Harvard Univ. Press
- Punj, G. and Staelin, R. (1983). A model of consumer information search behavior for new automobiles. *Journal of Consumer Research*, Vol. 9 No. 3, 366-380.
- Razzaque, M. A. (1995). Demographics, Psychographics and Consumer Value Dimensions: A Study of Consumers in a Traditional Asian Society in *European Advances in Consumer Research*, Flaming Hansen (Ed.), Vol. 2, 183-91.
- Rokeach, M.J. (1968). The Role of Values in Public Opinion Research. *Public Opinion Quarterly*, (Winter Issue), 547-549.
- Rokeach, M.J. (1973). *The Nature of Human Values*. New York, NY: The Free Press.
- Roos, C.A. The differences between online and offline communication (Masters' thesis). Available:

https://www.innovatiefinwerk.nl/sites/innovatiefinwerk.nl/files/field/bijlage/carla_roos_-_masterthesis.pdf

- Roy, G., Datta, B. & Mukherjee, S. (2019). Role of electronic word-of-mouth content and valence in influencing online purchase behavior. *Journal of Marketing Communications*, Vol. 25(6), 661-684, DOI: 10.1080/13527266.2018.1497681
- Renn, O., & Levine, D. (1991). *Credibility and trust risk communication*. In R. Kasperson, & P. J. M. Stallen (Eds.), *Communicating risks to the public*. Dordrecht: Kluwer Academic.
- Richins, M.L. (1983). Negative Word-of-Mouth by Dissatisfied Consumers: A Pilot Study. *Journal of Marketing*, Vol. 47(1), 68-78.
- Rogers, Everett (1995). *Diffusion of innovations*, 4th ed. New York: Free Press.
- Rosario, A.B., Sotgiu, F., Valck, K.D. and Bijmolt, T.H.A. (2016). The Effect of Electronic Word of Mouth on Sales: A Meta-Analytic Review of Platform, Product, and Metric Factors. *Journal of Marketing Research: June 2016*, Vol. 53(3), 297-318.
- Roulston, K. (2001). Data analysis and 'theorizing as ideology'. *Qualitative Research*, 1(3), 279-302.
- Sayanei, A, Shahin, A. & Amirosadt, S.N.(2013). Evaluating the effectiveness of TV advertisement and analyzing its influence on attraction of saving deposit accounts of Ansar Bank in the city of Isfahan. *Journal of Business Administration and Management Sciences Research*. Vol. 2(2), 053-058.
- Schmidt, J.B. and Spreng, R.A. (1996). A proposed model of external consumer information search. *Journal of the Academy of Marketing Science*, Vol. 24, March Issue, 246-256.
- Schindler, R.M. and Bickart, B., 2005. Published Word of Mouth: Referable, Consumer-Generated Information on the Internet. In: Haugtvedt, C.P., Machleit, K.A. and Yalch, R.P., 2005. *Online Consumer Psychology: Understanding and Influencing Consumer Behavior in the Virtual World*. Lawrence Erlbaum Associates: Ch. 2, 35-61.
- Self, Charles C. (1996). Credibility. In M.B. Salwen & D.W. Stacks, (Eds.), *An Integrated Approach to Communication Theory and Research* (pp. 421-441). Mahwah, NJ: Lawrence Erlbaum.
- Sher, P. & Lee, S. (2009). Consumer skepticism and online reviews: an elaboration likelihood model perspective. *Social Behaviour and Personality*, Vol. 37 (1), 137-144.
- Shirky, C. The Toughest Virus of AM. *Business 2.0*, July 25, 2000.

- Sia, C.L.; Tan, B.C.Y.; and Wei, K.K. (2002). Group polarization and computer mediated communication: Effects of communication cues, social presence, and anonymity. *Information Systems Research*, Vol. 13(1), 70-90.
- Siegrist, M., Earle, T.C. & Gutcher, H. (2003). Test of a trust and confidence model in the applied context of electromagnetic field (EMF) risks. *Risk Analysis*, Vol. 23, 705-716.
- Silverman, G. (1997). Harvesting the Power of Word of mouth. *Potentials in Marketing*, Vol. 30(9), 14-16.
- Stelzner M.A. (2016). *How marketers are using social media to grow their businesses, 2016 Social Media Marketing Industry Report*, Retrieved: www.socialmediaexaminer.com/wp-content
- Subramani, M.R. & Rajagopalan, B. (2003). Knowledge-sharing and influence in online social networks via Viral Marketing. *Communications of the ACM*, Vol. 46(12), 300-307.
- Singer, G., Vengerfeldt, P.P., Norbistrath, U., & Lewandowski, D. (2012). The relationship between Internet user type and user performance when carrying out simple vs. complex search tasks. *First Monday*, Vol. 17(6). DOI:10.5210/fm.v17i6.3960
- Sundaram, D.S., Mitra, K. & Webster, C. (1998). Word-Of-Mouth Communications: A Motivational Analysis. *Advances in Consumer Research* Vol. 25, 527-531.
- Silverman, G (2001). *The secrets of Word of Mouth Marketing: How to trigger exponential sales through runaway Word of Mouth*. New York, NY: Amacom.
- Stephen, A.T. & Galak, J. (2012). The effects of traditional and social earned media on sales: A study of a micro lending marketplace. *Journal of Marketing Research*. Vol. XLIX October Issue, 624–639.
- Stern, B. (1994). A revised model for advertising: multiple dimensions of the source, the message, and the recipient. *Journal of Advertising*. Vol. 23(2), 5–16.
- Sweeney, J.C., Soutar, G.N. & Mazzarol, T. (2008). Factors influencing word of mouth effectiveness: receiver perspectives. *European Journal of Marketing*, Vol. 42(3/4), 344-364.
- Sundaram, D.S. & Webster, C. (1999). The role of brand familiarity on the impact of word of mouth communication on brand evaluations, in Arnould, E.J. and Scott, L.M. (Eds.), *Advances in Consumer Research*, Vol. 26, Association for Consumer Research, Provo, UT, pp. 664–670.

- Schwartz, S.H. (1994). Beyond individualism/collectivism: New dimensions of values in *Individualism and Collectivism: Theory Application and Methods*. U. Kim, H.C. Triandis, C. Kagitcibasi, S.C. Choi and G. Yoon, Newbury Park, CA: Sage
- Schwartz, S. and W. Bilsky (1987). Toward a Universal Psychological Structure of Human Values, *Journal of Personality and Social Psychology*, 53 (3), 550-562.
- Tai, S. H. C. & Jackie L. M. T. (1996). A Comparative Study of Chinese Consumers in Asian Markets BA Lifestyle Analysis. *Journal of International Consumer Marketing*, 9(1), 25-42.
- Trusov, M., Bucklin, R., & Pauwels, K. (2009). Effects of word-of-mouth versus traditional marketing: Finding from an Internet social networking site. *Journal of Marketing*, Vol. 73, 90-102.
- TARP (1986). *Consumer Complaint Handling in America: Summary of Findings and Recommendations*. Washington, DC: White House Office of Consumer Affairs.
- Tsang, A.S.L. & Zhou, N. (2005). Newsgroup participants as opinion leaders and seekers in online and offline communication environments. *Journal of Business Research*, Vol. 58, 1186-1193.
- Tseng, S. & Fogg, B. (1999). Credibility and Computing technology. *Communications of the ACM*. Vol. 42(5), 39-44.
- Teng, S., Khong, K.W., Chong, A.Y.L. & Lin, B. (2017). Persuasive Electronic Word of Mouth Messages in social media. *Journal of Computer Information Systems*. Vol. 57(1), 76-88.
- Tybout, A.M., Calder, B.J. & Sternthal, B. (1981). Using information processing theory to design marketing strategies. *Journal of Marketing Research* Vol. 23, 73-79.
- Van den Bulte, C. & Lilien, G.L. (2001). Medical Innovation revisited: Social contagion versus marketing effort. *American Journal of Sociology*, Vol. 106, 1409-1435.
- Verbrugge L.M. (1977). The structure of adult friendship choices. *Soc. Forces*, Vol. 56, 576-97.
- Verbrugge L.M. (1983). A research note on adult friendship contact: a dyadic perspective. *Soc. Forces*, Vol. 62, 78-83.
- Vessey, I. (1991), Cognitive Fit: A Theory-Based Analysis of the Graphs Versus Tables Literature. *Decision Sciences*, Vol. 22, 219-240. doi:[10.1111/j.1540-5915.1991.tb00344.x](https://doi.org/10.1111/j.1540-5915.1991.tb00344.x)

- Villanueva, J., Yoo, S. & Hanssens D.M. (2008). The Impact of Marketing-Induced Versus Word-of-Mouth Customer Acquisition on Customer Equity Growth. *Journal of Marketing Research*, Vol. 45 (February), 48-59.
- W. Paul Vogt (1983) Social Tolerance and Education, *The Review of Education*, 9:1, 41-52, DOI: [10.1080/0098559830090109](https://doi.org/10.1080/0098559830090109)
- Walker, M.E., Wasserman, S. & Wellman, B. (1993). Statistical models for social support networks. *Sociological Methods and Research*, Vol. 22(1), 71-98.
- Wangenheim, F.V. and Bayon, T. (2004). The effect of word of mouth on service switching. *European Journal of Marketing*, Vol. 38, No. 9/10, pp. 1173-85.
- Wellman, B. (1929). The school child's choice of companions. *J.Educ. Res.* Vol. 14, 126–32.
- Wellman, B. (1996). Are personal communities local? A Dumptarian reconsideration. *Soc. Networks*, Vol.18, 347–54.
- Willemsen, L. M., Neijens, P., Bronner, F. (2012). The ironic effect of source identification on the perceived credibility of online product reviewers. *Journal of Computer-Mediated Communication*, Vol. 18(1), 16-31.
- Wright, E.O. (1997). *Class counts: Comparative studies in class analysis*. New York: Cambridge Univ. Press.
- Westbrook, R. A. (1987). Product/consumption-based affective responses and post purchase processes. *Journal of Marketing Research*, Vol. 24(3), 258–270.
- Word of Mouth Marketing Association. (2007). *WoM 101*. Retrieved from www.womma.org
- Xavier, L.J.W. and Summer, G.Y.S. (2011). *Viral Marketing Communication: The Internet Word-of-Mouth - A study on consumer perception and consumer response*. (Masters' thesis). Retrieved from: <https://www.bth.se/eng/>
- Yeh, Y.H & Choi, S.M. (2011). Mini-lovers, maxi-mouths: An investigation of antecedents to e-WoM intention among brand community members. *Journal of Marketing Communications*, Vol. 17(3), 145–162.
- Yang, T., Kim, D., & Dhalwani, V. (2008). Social networking as a new trend in e-marketing. In: L. Xu, L., Tjoa, M. & S. Chaudhry, (Eds.), *Research and Practical Issues of Enterprise Information Systems II* (pp. 847-856). Boston: Springer. http://dx.doi.org/10.1007/978-0-387-76312-5_7

- Yasvari, T.H. Ghassemi, R.A. & Rahrovy, E. Influential Factors on Word of Mouth in Service Industries (The case of Iran Airline Company). (2012). *International Journal of Learning and Development*. Vol. 2(5), DOI: <https://doi.org/10.5296/ijld.v2i5.2366>
- Zhu, F., & Zhang, X. (2010). Impact of online consumer reviews on sales: The moderating role of product and consumer characteristics. *Journal of Marketing*, Vol. 74, 133–148. <https://doi.org/10.1509/jmkg.74.2.133>
- Zumkeller, D., & Ottmann, P. (2008). Moving from Cross-Sectional to Continuous Surveys. *8th International Conference on Survey Methods in Transport*.