

List of Abbreviations

WoM: Word of Mouth

E-WoM: Electronic Word of Mouth

P-WoM: Positive Word of Mouth

N-WoM: Negative Word of Mouth

AIDA: Awareness, Interest, Desire, Action.

WOMMA: Word of Mouth Marketing Association

ATSCI: Attention-to-Social-Comparison-Information

ELM: Elaboration Likelihood Model.

LOV: List of Values.

VALS: Values, Attitudes and Lifestyles

AIO: Activities, Interests, and Opinions.

ANOVA: Analysis of Variances

TARP: Target audience rating point

BARC: Broadcast Audience Research Council