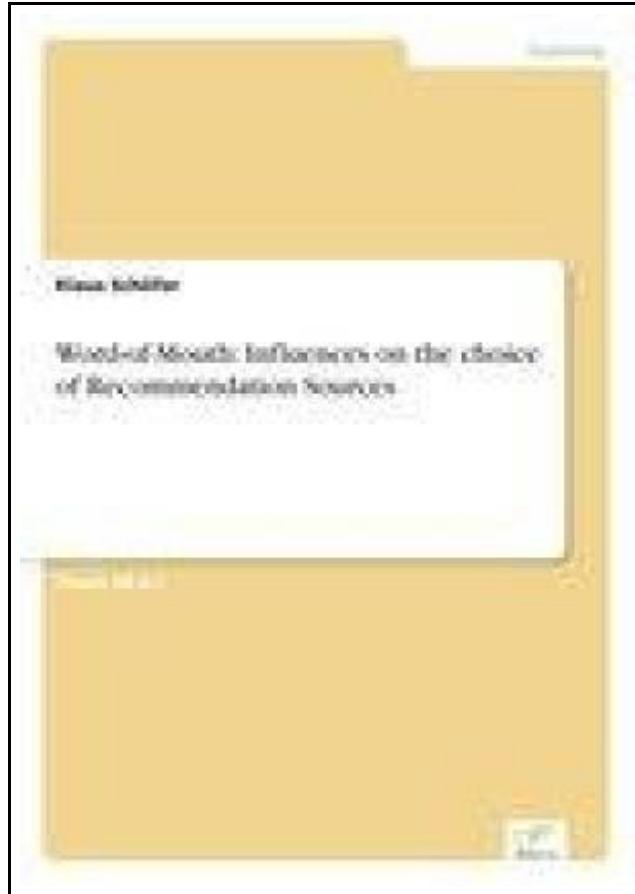


## Word-of-Mouth: Influences on the choice of Recommendation Sources



Filesize: 7.62 MB

### ***Reviews***

*An extremely wonderful pdf with lucid and perfect explanations. I could possibly comprehend every little thing out of this created e pdf. Once you begin to read the book, it is extremely difficult to leave it before concluding.*

***(Janie Wilkinson)***

## WORD-OF-MOUTH: INFLUENCES ON THE CHOICE OF RECOMMENDATION SOURCES



Diplom.De Mai 2001, 2001. Taschenbuch. Book Condition: Neu. 210x148x6 mm. This item is printed on demand - Print on Demand Titel. Neuware - Thesis (M.A.) from the year 1998 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, University of Nottingham (Business School), language: English, abstract: Inhaltsangabe:Abstract: The idea of understanding consumer behaviour as a sequential decision-making process is one that is common in marketing. The decision-making process itself is presented as a logical flow of activities, working from problem recognition to purchase to post-purchase evaluation. This decision-making process is affected by a number of other more complex influences. Some of these influences relate to the wider environment in which the decision is being made while others relate to the individual who makes the decision. In this context, *z.* [o]ne of the most widely accepted notions in consumer behavior is that word-of-mouth communication (hereafter WOM) plays an important role in shaping consumers' attitudes and behaviors.*z* More specifically, WOM communications between consumers are a topic of interest in both the pre-purchase and post-purchase decision-making literature. Research into the diffusion of innovations has focused on modelling the role of WOM in product adoption at various stages of the diffusion process. WOM has also been studied as a mechanism through which consumers convey both informational and normative influences in the product evaluation. Finally, WOM has been identified as an important post-purchase complaining option. Although WOM plays an important role in consumer pre-purchase and post-purchase decision-making, research into this phenomenon has been fragmented. Importantly, relatively little attention has been directed at understanding key issues with respect to WOM recommendation sources and the factors that influence their use. The aim of the present work is to add to this small body of empirical research. The main part of...



**Read Word-of-Mouth: Influences on the choice of Recommendation Sources Online**

**Download PDF Word-of-Mouth: Influences on the choice of Recommendation Sources**

## Related eBooks



### **Hitler's Exiles: Personal Stories of the Flight from Nazi Germany to America**

New Press. Hardcover. Book Condition: New. 1565843940 Never Read-12+ year old Hardcover book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy-...

[Read ePub »](#)



### **Now and Then: From Coney Island to Here**

Alfred A. Knopf. Hardcover. Book Condition: New. 0375400621 Never Read-12+ year old Hardcover book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good...

[Read ePub »](#)



### **On the Go with Baby A Stress Free Guide to Getting Across Town or Around the World by Ericka Lutz 2002 Paperback**

Book Condition: Brand New. Book Condition: Brand New.

[Read ePub »](#)



### **Trini Bee: You re Never to Small to Do Great Things**

Createspace Independent Publishing Platform, United States, 2013. Paperback. Book Condition: New. 216 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Children s Book: Trini Bee An Early Learning - Beginner...

[Read ePub »](#)



### **YJ] New primary school language learning counseling language book of knowledge [Genuine Specials(Chinese Edition)**

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2011-03-01 Pages: 752 Publisher: Jilin University Shop Books All the new...

[Read ePub »](#)