

The Effects of Negative Electronic Word-of-Mouth and Webcare on Thai Online Consumer Behavior

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Abstract : Due to the emergence of the Internet, it has extended the traditional Word-of-Mouth (WOM) to a new form called "Electronic Word-of-Mouth (eWOM)". Unlike traditional WOM, eWOM is able to present information in various ways by applying different components. Each eWOM component generates different effects on online consumer behavior. This research investigates the effects of Webcare (responding message) from product/ service providers on negative eWOM by applying two types of products (search and experience). The proposed conceptual model was developed based on the combination of the stages in consumer decision-making process, theory of reasoned action (TRA), theory of planned behavior (TPB), the technology acceptance model (TAM), the information integration theory and the elaboration likelihood model. The methodology techniques used in this study included multivariate analysis of variance (MANOVA) and multiple regression analysis. The results suggest that Webcare does slightly increase Thai online consumer's perceptions on perceived eWOM trustworthiness, information diagnosticity and quality. For negative eWOM, we also found that perceived eWOM Trustworthiness, perceived eWOM diagnosticity and quality have a positive relationship with eWOM influence whereas perceived valence has a negative relationship with eWOM influence in Thai online consumers.

Keywords : consumer behavior, electronic word-of-mouth, online review, online word-of-mouth, Thai online consumer, webcare

Conference Title : ICIIST 2018 : International Conference on Internet Information Systems and Technologies

Conference Location : New York, United States

Conference Dates : June 03-04, 2018