

Electronic Word of Mouth as A Motivation Tool in Searching, Using Information and Travel Decision: An Empirical Study in Shiraz

Roya Sadat Alavi Pour¹, Hadi Rafiei Darani², Ali Rahnama³

Institute of Tourism Research - Iranian Academic Center for Education, Culture, and
Research (ACECR)^{1,2,3}

Iran, Khorasan Razavi, Mashhad, 1455-4364

Correspondence Email: royaalavee@gmail.com

ABSTRACT

This paper conducts an overview of electronic word-of-mouth (eWOM), and will argue about eWOM function to form attitudes about a destination, and purchasing inclinations, and the decision-making process as a whole. Data were collected by an electronic questionnaire. For testing hypothesizes, modeling of structural equations and correlation coefficient, which conducted by AMOS and SPSS is used. The sample is chosen based on three factors. Among hypothesises, three hypotheses are approved. That means the eWOM has noticeable effects on customers' attitudes and experience. Also, the disapproval of other hypotheses showed that the eWOM effect on the customers' satisfaction and purchase intentions is low and should be evaluated in the contribution of other factors.

Keywords: Customer Attitude, eWOM, Formation of Motivation, WOM

INTRODUCTION

The tourism industry is one of the crucial resources of the global economic system and is quickly developing (Klaus & Maklan, 2011; Koc, 2004). In 2014, the gross domestic product (GDP) increasing the journey and tourism segment was anticipated to attain 4.3% (world travel & Tourism Council, 2014).

The tourism enterprise and its markets have been influenced dramatically by the adverting of the digital era and the rise of online channels (Buhalis, 2003; Tham, Croy, & Mair, 2013). Using communication technology, which includes smartphones, social networks, and further emerging equipment, has modified customers buying decision methods (Klaus, 2013; Leung, regulation, Van Hoof, & Buhalis, 2013). In the customer decision-making procedure, researchers highlight the critical function of WOM (see, for example, Arndt, 1967; Cheung et al., 2008; Wen, 2012). In the first years, WOM described as a face-to-face conversation about products or organizations among the ones who were not business entities (Arndt, 1967; Carl, 2006). Besides, Westbrook (1987, p. 261) defined WOM extra extensively, consist of "all casual communications directed at other customers approximately the possession, utilization, or characteristics of specific items and offerings or their sellers." Consistent with Swarbrooke and Horner (2007, p. 416), WOM is "the technique on which purchasers who have experienced products or services pass on their perspectives, about the services or products to others, both good and bad experiences."

Usually, word-of-mouth (WOM) communication is stated to play a significant function for having an impact and forming customer attitudes and behavioral intentions (e.g.

Chatterjee, 2001; Chevalier and Mayzlin, 2006; Herr et al., 1991; Kiecker and Cowles, 2002; Sen and Lerman, 2007; Smith and Vogt, 1995; Weinberger and Dillon, 1980; Xia and Bechwati, 2008). It is considered that WOM to be enormously reliable and more credible than different kinds of managed advertising and marketing communication, including marketing (Breazeale, 2009) and promoting (Dye, 2000). Murray (1991) discovered that service customers have been extra confident on non-public resources of data, and personal records had a significant effect on service purchase choices. Through high perceived reliability and trustworthiness, this form of communication takes into consideration as having a significant persuasiveness (e.g., Chatterjee, 2001; Godes and Mayzlin, 2004; Mayzlin, 2006). Hence, WOM has a huge function on the one's offerings, which have excessive-credence features, consisting of tourism enterprise. The latest studies in the tourism field have confirmed the impact of each positive and negative WOM upon the tourism market in research throughout an extensive range of countries (Jalilvand and Samiei, 2012). In total, literature demonstrated that accepting WOM affects the receiver's mindfulness (Sheth, 1971), consideration (Mikkelsen et al., 2003), thought (Grewal et al., 2003), slogan attitudes (Herr et al., 1991; Laczniak et al., 2001), goals (Grewal et al., 2003), and expectancies (Webster, 1991).

Despite the growing significance of online communications in the tourism industry, a few examine addressed the function of eWOM in a tourism vacation spot choice (Litvin et al., 2008; Park and Gretzel, 2007; Zhu and Li, 2009). In this study, we pursue Litvin et al. attitudes about eWOM. They described eWOM "as all casual communications directed at customers via net-primarily based technology associated with the utilization or traits of specific items and offerings, or their sellers."

Outcomes of current researches within the tourism field have proven that positive or negative WOM has an effect on tourism merchandise in research amongst a huge variety of countries. Among these, Morgan, Pritchard, and Piggott's (2003) New Zealand primarily based studies cited that poor WOM ought to have an enormous influence on a vacation spot's image. Indeed, dissatisfied people based on their experiences unfold unflattering feedback (Litvin et al. 2008). Litvin et al. (2008) defined on-line interpersonal effect, or eWOM, as a probably fee effective means for advertising hospitality and tourism, and mentioned a number of the nascent technological and moral issues dealing with entrepreneurs as they are trying to find to harness emerging eWOM technologies.

Due to the development of web 2.0, conventional word-of-mouth (WOM) has had to improve to eWOM (Chatterjee, 2001; Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004), by which is more influential because of its velocity, comfort, broadcast attraction, and shortage of the pressures of face-to-face interplay (Sun, Youn, Wu, & Kuntaraporn, 2006). In terms of intake, clients are now not passive recipients of data; instead, they actively have interaction in electronic word-of-mouth (eWOM) and peer-to-peer product suggestions (Chu & Kim, 2011). Electronic word-of-mouth (eWOM) might emerge as a first-rate supply of data and has an impact on customers of hospitality and tourism enterprise.

When WOM turns into virtual, huge-scale, anonymous, ephemeral nature of the internet induces new ways for capturing, reading, deciphering, and dealing with the influence that one consumer might have on another (Litvin et al., 2008). Because travelers depend increasingly more on search engines to find travel statistics (eMarketer, 2006), the structure of tour records, the accessibility of tour records, and

sooner or later vacationers' information and perception of various travel products, will be alternated by eWOM (Brin & Page, 1998). eWOM can create virtual relationships and groups, with influence for past the readers and producers of WOM; it creates a brand-new sort of fact using influencing readers throughout their on-line records searches (Litvin et al. 2008).

eWOM, opposite to WOM, is seen as data that does not "disappear as quickly as it is emitted" (Stern, 1994, p. 7). Quickly, through eWOM, consumers can share reviews with others (Akehurst, 2009). Another aspect of such impact is that any verbal exchange and conversation amongst communicators and receivers would probably adjust the recipient's mind-set, particularly regarding purchase choices (Cheung, Lee, & Thadani, 2009; Kiecker & Cowles, 2002; Park & Kim, 2008; Park & Lee, 2008). Litvin, Goldsmith, and Pan (2008) notice that interpersonal effect and WOM had ranked the essential resources of records for purchase choices.

As it is explained by Lee, Rodgers, and Kim (2009), there are conflicting perspectives about EWOM's function in the tourism decision-making procedure. Black and Kelley (2009) acclaim that eWOM is the primary supply of data, while Papathanassis and Knolle (2011) suggest that it is only a secondary and complimentary supply. However, each research highlights the significance of eWOM as a customer source for data collecting, and finally, decision making within the tourism industry.

On the one hand, most research has taken into account social networking sites to be one type of social media in phrases of their use for travel-associated statistics searches. The use of Google as a search instrument, Xiang and Gretzel (2010) investigated the function of social media in online searches for journey-associated data. The consequences confirmed that social networking sites were no longer the principal sources for customers who are seeking tour-associated data. In the meantime, it is advised through different studies that a person's trust of tour web sites varies significantly; there are 3 types of websites that are considered most reliable. The official web sites of a tourism office, web sites of travel organizations, and third-party websites (Burgess, Sellitto, Cox, & Buultjens, 2011; Yoo, Lee, & Gretzel, 2009). Jalilvand and Samiei (2012) studied how the web records impacts on the tourism vacation spot choice. They discovered that eWOM communications have a significant effect on attitudes in the direction of traveling destination and purpose to travel.

According to researchers on attitudes, the influence of eWOM on shopping may also range in (1) phrases of low effects opposed to excessive effect purchases (Doh & Hwang, 2009); (2) experiential as opposed to application products (Murphy, Pritchard, & Smith, 2000); (3) customers' inclinations to seek advice from eWOM (Senecal & Nantel, 2004); (4) the number of opinions related to an imparting (Chevalier & Mayzlin, 2006); and (5) among segment traits (Ramkissoon & Nunkoo, 2008). By the fact that through electronic word-of-mouth, a destination and even a marketer can better analyze customers for providing services, and due to the growing use of social media and the remarkable role of e-reviews that exist in internet-based platforms for destinations, this paper prepares a conceptual model that evaluates the influence of eWOM on the decision-making process and buying inclinations through different criteria which assess influential factors that can affect the decision making process and purchase intentions. Then this study tries to add a new framework through five hypotheses to investigate whether eWOM has an impact on customers' formation of motivation and purchase intentions.

RESEARCH METHOD

Hypothesis

Customer attitudes: Attitudes, which might be particularly everlasting and stable evaluative summaries about an item, are a crucial mental construct since they were observed to influence and predict many behaviors (Kraus, 1995). Attitudes toward a behavior described as "the degree that someone has a positive or negative assessment or appraisal of the behavior in question" (Azjen1991, p.188). Generally, the more significant favorable the attitude to a behavior, the stronger could be people's purpose to do the behavior (Azjen, 2001). In our case, the target customer attitude is to travel to one destination. Hence, we propose the following hypothesis.

H1: eWOM has a significant role in the Formation of customer attitudes

H2: Positive/negative viewpoints influence purchase

H3 (Experience): Formation of attitudes from destination has an impact on matching experiences with those attitudes

H4 (Customer satisfaction): Matching customer's experiences with viewpoints has a significant impact on customer satisfaction. The experience that customers obtain from doing business with an organization can be defined as customer satisfaction. Simply, it's how pleasant the customers transaction and overall experience with the firm was (Nazri et al., 2020).

H5 (Purchase): Customer satisfaction has a significant role in purchase intentions

Formation of motivation

The literature suggests that distinctive motivations empower customers to be explicit themselves through online consumer opinion principles (Hennig-Thurau et al., 2004). For example, self-expression motivation can result in interplay-oriented blogging behavior (Huang et al., 2007). Further, the two mental developments of innovativeness and voluntary self-disclosure can inspire individuals to engage in eWOM on social networks.

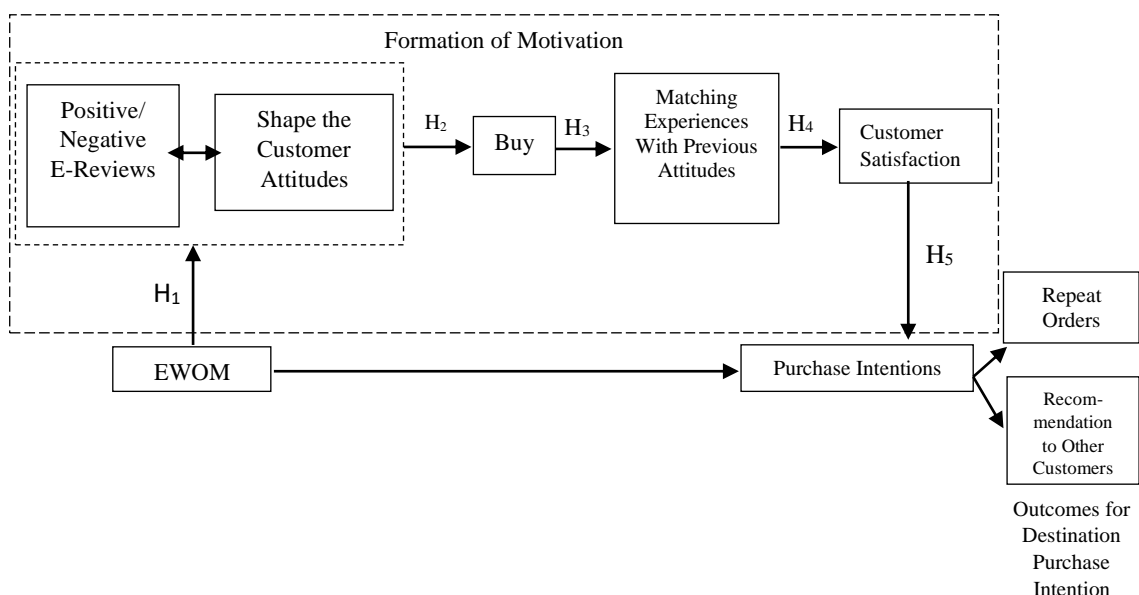


Fig.1 research model (source, a conceptual model of word-of-mouth, Pan, Litvin, Goldsmith, 2008)

Method

This study wants to develop a conceptual framework for understanding eWOM as a motivational tool for searching and using the information in the decision-making process inbound and outbound tourists in Iran in Shiraz as a popular destination - a historical and cultural destination. We used an ethnographic technique (Bell, 2010). Because correct information as to the scale and region of this population have been not available, probabilistic sampling strategies cannot be used. We choose our sample based on three factors, 1) individuals who know eWOM, 2) individuals who use electronic word of mouth at least in one travel, and 3) individuals who are not residents of our specified destination. We define some questions to identify which response paper is qualified for fulfilling our research purpose. We distributed an electronic questionnaire among people and used only the ones which meet our needs and discard others.

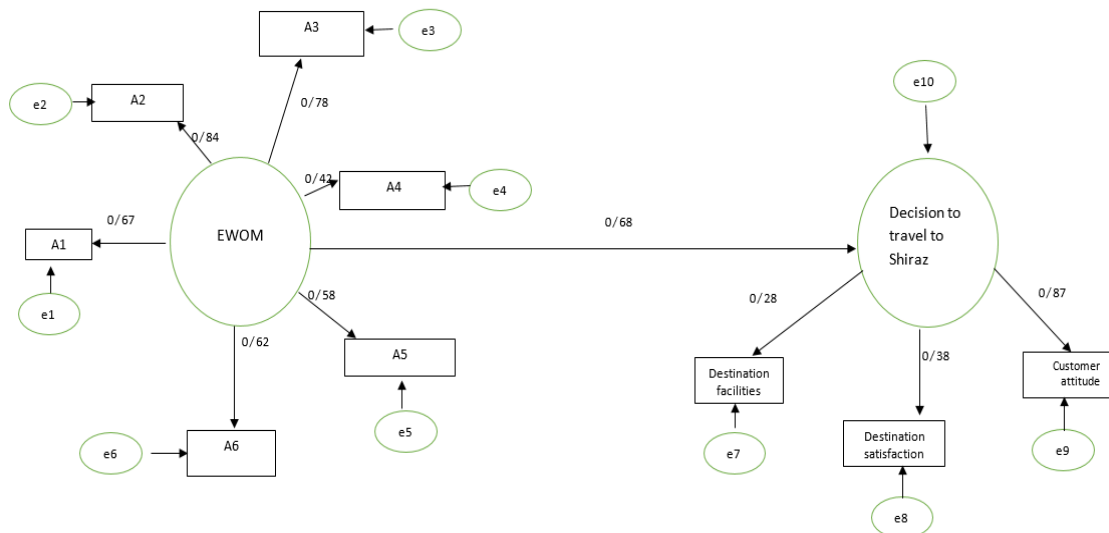
RESULT AND DISCUSSION

eWOM has a high impact on the formation of customer attitudes (H1). Positive or negative attitudes can lead a customer to buy a destination or not (H2). Additionally, eWOM can adapt experiences with the previous background and attitude about a specific destination (H3). The eWOM has a low effect on customer's satisfaction from the destination (H4). The satisfaction from a destination has no noticeable effect on the customer's purchase intentions, which implies other factors should be considered for evaluating this hypothesis (H5).

For testing hypotheses, we use modeling of structural equations and correlation coefficient, conducted by AMOS and SPSS. Indicating the significance of each path, the significant value calculated as P. If "P" is less than 0.05, the relation will be significant. The fitting of each variable's model and the fitting of the conceptual model of research were measured based on the indices presented in AMOS. In our questionnaire for all questions, the significance of "P" is lower than the calculated one, so all the questions of the questionnaire are approved. Indicators for evaluating the fitness of the model include GFI (goodness-of-fit index), AGFI (Adjusted Goodness-of-fit index), and RMSEA (Root Mean Squared Error of Approximation). The result shows the index of GFI and AGFI are 0.92 and 0.91, which is upper than 0.9. Consequently, the model has functional fitness (table 1). The RMSEA index should be between 0 – 1 is 0.071. Since the significant level of the model is upper than 0.05 (0.08461), it indicated that the research model is sufficiently acceptable. By a final review of the research model, the effects of variables on each other were investigated. The influence of each variable on the other one, based on standard coefficients, is showed on arrows. These numbers indicate a direct effect of variables on each other (Figure 2).

Table 1: Indicators for evaluating the fitness of the model

AGFI	PNFI	PCFI	RMSEA
0/91	0/512	0/594	0/071



Source: research findings

Figure 2: AMOS results for the model of structural equations

It is necessary to identify that A1 to A6 variables are referring to specified questions in the questionnaire (Figure 3). Based on the results, the impact of each of the eWOM components on travel decision making indicators to travel to Shiraz is discussed. We separated the impact of variables on each other into three sections: direct, indirect, and the total impact. Accordingly, the eWOM impact factor on travel decision making is 0.68. The direct impact of eWOM on components A1 to A6 are 0.67, 0.84, 0.78, 0.42, 0.58, and 0.62. For a unit change in eWOM, assuming control over the other variables, the components A1 to A6 change as much as their impact number. Also, the direct effects of decision making for traveling on customer attitude, satisfaction, and the facilities of the destination are 0.87, 0.38, and 0.28. After examining the direct effects on the model, the indirect effects are examined. Indirect effects arise because one variable, as a mediating variable, can moderate the relationship between other variables. For example, the coefficient of an indirect effect of eWOM on customer attitude is 0.59, which is obtained by the eWOM coefficient of the direct impact on travel decision making (0.68) and coefficient of the direct effect of travel decision making on customer attitude (0.87). In another word, by the one-unit change in eWOM, supposing other variables fixed, customers' attitudes change by 0.59 which indicate the high impact of eWOM on the formation of customer attitudes (confirmation of H1 hypothesis). The indirect effect of eWOM on customer satisfaction is 0.25, which indicates that eWOM has little effect on destination satisfaction. In other words, the destination satisfaction is not emanated from eWOM, and other factors which are responsible for it arise out (disapproval of H4 hypothesis) (Table 2).

- A1: How much do you use websites which are about tourism?
A2: Generally, for choosing a destination, how much information do you use from tourism websites or social media?
A3: How effective were these websites on your decision for choosing a destination?
A4: If you do not read reviews about a destination you suppose to go, you feel doubt about your decision?
A5: Have you ever change your attitude about a specified destination based on reviews (positively/negatively)?
A6: Is it possible that you decide to go to a specific destination based on reviews about it?

Figure 3: A1 – A6 questions of the questionnaire to measure effective variables on eWOM

Table 2: The results of direct, indirect and total effects

	EWOM			Travel Decision Making		
	Total Effect	Direct Effect	Indirect Effect	Total Effect	Direct Effect	Indirect Effect
Travel Decision Making	0/678	0/678	0/000	0/000	0/000	0/000
Destination Facilities	0/192	0/000	0/192	0/284	0/284	0/000
Destination Satisfaction	0/255	0/000	2550/	0/376	0/376	0/000
Customer Attitudes	0/592	0/000	0/592	0/874	0/874	0/000
A1	0/668	0/668	0/000	0/000	0/000	0/000
A2	0/835	0/835	0/000	0/000	0/000	0/000
A3	0/778	0/778	0/000	0/000	0/000	0/000
A4	0/417	0/417	0/000	0/000	0/000	0/000
A5	0/578	0/578	0/000	0/000	0/000	0/000
A6	0/623	0/623	0/000	0/000	0/000	0/000

Correlation is used to investigate the hypotheses, H2, H3, and H5. As the results, as the table 3 shows, positive attitudes or negative attitudes can lead to or block travel to Shiraz (confirmation of H2 hypothesis). In addition, eWOM also adjusts these experiences with pre-formed attitudes (confirmation of H3 hypothesis). Finally, customer satisfaction from travelling to Shiraz does not influence purchase intentions. People deciding to travel to Shiraz did not depend on satisfaction, other variables should be examined (disapproval of H5 hypothesis).

Table 3: Testing research hypotheses based on correlation coefficient

	Purchase	Pre-formed Attitudes
Attitude	(0/000) 0/499	-
eWOM	-	(0/000) 0/413
Satisfaction	(0/785) 0/026	-

CONCLUSIONS

Regarding the results above, eWOM has a significant role in forming customer's attitudes. The better eWOM about a destination existed, the better the customer's attitudes were formed. Also, this positive attitude will lead to the purchase of a destination. In other words, eWOM, by influencing customer's attitudes, raises purchase intentions (The indirect effect of eWOM on purchasing). eWOM has a direct and significant impact on the coordination and matching of experiences with pre-formed attitudes, in addition to having a direct impact on customer attitudes and indirectly on purchasing travel and tourism packages. The results of the study showed that eWOM does not have a significant impact on customer satisfaction and evaluate satisfaction thoroughly. Other variables that affect satisfaction should also have been considered, as well as eWOM. Furthermore, the results of the correlation analysis showed that customer satisfaction does not play a significant role in consumer purchase intentions, and other influential factors should have been considered.

Because of the current situation in Iran, some international platforms giving valuable data for observation and evaluation provision are not available. Also, the use of social media is not recorded in any way, so although the influence of eWOM is noticeable and people consider it in their decisions, its usage amount is undetermined, and there is no direct evidence or database to evaluate its usage. Besides, especially among middle-age people, the use of e-reviews is limited. So, the accessibility to a better and broader sample becomes limited, and the researchers have to use the available data gathered by their online questionnaires.

There are some suggestions for future researches. Researchers can focus on just one more useable platform and, through observation and evaluation of comments, assess the influence of eWOM. Researchers can focus on other dimensions of eWOM, such as: can eWOM change a negative attitude which previously formed into a positive attitude and make a tourist visit a destination again? Can eWOM cause inappropriate or unrealistic attitude formation about a specific destination? In what way, the factors influencing customer satisfaction can be considered in eWOM evaluations

REFERENCES

- Akehurst, G. (2009). User generated content: The use of blogs for tourism organizations and tourism consumers. *Service Business*, 3(1), 51–61. doi:10.1007/s11628-008-0054-2
- Arndt, J. (1967). Role of product-related conversations in the diffusion of a new product. *Journal of Marketing Research*, 4, 291–295.
- Bell, J. (2010). *Doing your research project: A guide for first-time researchers in education, health and social sciences* (5th ed.). Berkshire: McGraw Hill.

- Black, H. G., & Kelley, S. W. (2009). A storytelling perspective on online customer reviews reporting service failure and recovery. *Journal of Travel & Tourism Marketing*, 26(2), 169–179. doi:10.1080/10548400902864768
- Breazeale, M. (2009). FORUM – Word of mouse – An assessment of electronic word-of-mouth research. *International Journal of Market Research*, 51(3), 297–318. doi:10.2501/S1470785309200566.
- Brin, S., & Page, L. (1998). The anatomy of a large-scale hyper textual web search engine. *Computer Networks and ISDN Systems*, 30(1-7), 101–117.
- Buhalis, D. (2003). eTourism: Information technology for strategic tourism management. Essex: Pearson Education Limited.
- Burgess, S., Sellitto, C., Cox, C., & Buultjens, J. (2011). Trust perceptions of online travel information by different content creators: some social and legal implications. *Information System Front*, 13, 221e235.
- Carl, W. J. (2006). What's all the buzz about? Everyday communication and the relational basis of word-of-mouth and buzz marketing practices. *Management Communication Quarterly*, 19(4), 601–634.
- Chatterjee, P. (2001), "Online reviews: do consumers use them?", *Advances in Consumer Research*, (Vol. 28 No. 1, pp. 129-33)
- Cheung, C. M. K., Lee, M. K. O., & Rabjohn, N. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in the online customer communities. *Internet Research*, 18(3), 229–247. doi:10.1108/10662240810883290
- Cheung, C. M. K., Lee, M. K. O., & Thadani, D. R. (2009). The impact of positive electronic word-of-mouth on consumer online purchasing decision. In *Proceedings of the 2nd world summit on the knowledge society: Visioning and engineering the knowledge society. A web science perspective*. Chania, Crete, Greece.
- Chevalier, J.A. and Mayzlin, D. (2006), "The effect of word of mouth on sales: online book reviews", *Journal of Marketing Research*, (Vol. 43 No. 3, pp. 345-54).
- Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International Journal of Advertising*, 30(1), 47e75.
- Dye, R. (2000). The buzz on buzz. *Harvard Business Review*, 88(November/December), 139–146.
- Doh, S.-J., & Hwang, J.-S. (2009). How consumers evaluate eWOM (electronic word-of-mouth) messages. *Cyber Psychology & Behaviour*, 12(2), 193–197. doi:10.1089/cpb.2008.0109.
- eMarketer. (2006). Online Travel Worldwide. Accessed February 15, 2006, /http://www.emarketer.com/Report.aspx?travel_dec05&tab=TocS.
- Godes, D. and Mayzlin, D. (2004), "Using online conversations to study word-of-mouth communication", *Marketing Science*, (Vol. 23 No. 4, pp. 545-60).
- Goldsmith, R. E. (2006). Electronic word-of-mouth. In K.-P. Mehdi (Ed.), *Encyclopedia of e-commerce, e-government and mobile commerce* (pp. 408–412). Hershey, PA: Idea Group Publishing.
- Grewal, R., Cline, T.W. and Davies, A. (2003), "Early-entrant advantages, word of mouth communication, brand similarity, and the consumer's decision-making process", *Journal of Consumer Psychology*, (Vol. 13 No. 3, pp. 187-97).
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38e52.

- 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 No. 4, pp. 454-62).
- Huang, C.Y., Shen, Y.Z., Lin, H.X., Chang, S.S., (2007). Bloggers' motivations and behaviors: a model. *J. Advert. Res.* 47 (4), 472-484.
- Jalilvand, M.R., Samiei, N., (2012), "The impact of electronic word of mouth on a tourism destination choice", Testing the theory of planned behavior (TPB)", *Internet Research*, Vol. (22 Issue: 5, pp.591-612). doi.org/10.1108/10662241211271563.
- Kiecker, P., & Cowles, D. (2002). Interpersonal communication and personal influence on the Internet: a framework for examining online word-of-mouth. *Journal of Euromarketing*, 11(2), 310-325.
- Klaus, P. (2013). The case of Amazon.com: Towards a conceptual framework of online customer service experience (OCSE) using the emerging consensus technique (ECT). *Journal of Services Marketing*, 27, 443- 457. doi:10.1108/JSM-02-2012-0030
- Klaus, P., & Maklan, S. (2011). Bridging the gap for destination extreme sports: A model of sports tourism customer experience. *Journal of Marketing Management*, 27(13-14), 1341-1365. doi:10.1080/0267257X.2011.624534.
- Koc, E. (2004). The role of family members in the family holiday purchase decision-making process.
- Laczniak, R.N., DeCarlo, T.E. and Ramaawani, S.N. (2001), "Consumers' responses to negative word-of-mouth communication: an attribution theory perspective", *Journal of Consumer Psychology*, (Vol. 11 No. 1, pp. 57-73).
- Lee, M., Rodgers, S., & Kim, M. (2009). Effects of valence and extremity of eWOM on attitude toward the brand and website. *Journal of Current Issues & Research in Advertising*, 31(2), 1-11. doi:10.1080/10641734.2009.10505262
- Leung, D., Law, R., Van Hoof, H., & Buhalis, D. (2013). Social media in tourism and hospitality: A literature review. *Journal of Travel & Tourism Marketing*, 30 (1-2), 3-22. doi:10.1080/10548408.2013.750919
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, 29(3), 458-468.
- Mayzlin, D. (2006), "Promotional chat on the internet", *Journal of Marketing Science*, (Vol. 25 No. 2, pp. 155-63).
- Mikkelsen, M., Van Durme, J. and Carrie, D.G. (2003), "Viewers talking about television advertising: a supplementary measure of advertising effectiveness", paper presented at the 32nd EMAC, Glasgow, May 20-23.
- Morgan, N. J., Pritchard, A., & Piggott, R. (2003). Destination branding and the role of the stakeholders: The case of New Zealand. *Journal of Vacation Marketing*, 9(3), 285-299.
- Muhammad Hafiz Bin Mohd Nazri, Daisy Mui Hung Kee, Muhammad Azamuddin Bin Abd Wahab, Aiman Bin Subli, Mohamad Afreza bin Mohd Azmi, Suvin Varghese, Tanya Sinha. (2020). Customer Satisfaction with the Goods and Services Offered By MYDIN, *International Journal of Tourism and Hospitality in Asia Pacific*, (Vol. 3 No.1, 31-45).
- Murray, K.B. (1991), "A test of services marketing theory: consumer information acquisition activities", *Journal of Marketing*, (Vol. 55 No. 1, pp. 10-25).
- Murphy, P., Pritchard, M. P., & Smith, B. (2000). The destination product and its impact on traveller perceptions. *Journal of Tourism Management*, 21(1), 43-52. doi:10.1016/S0261-5177(99)00080-1

- Papathanassis, A., & Knolle, F. (2011). Exploring the adoption and processing of online holiday reviews: A grounded theory approach. *Tourism Management*, 32(2), 215–224. doi:10.1016/j.tourman.2009.12.005
- Park, D. H., & Kim, S. (2008). The effects of consumer knowledge on message processing of electronic word-of-mouth via online consumer reviews. *Journal of Electronic Commerce Research and Applications*, 7(4), 399e410. doi:10.1016/j.elerap.2007.12.001
- Park, D. H., & Lee, J. (2008). EWOM overload and its effect on consumer behavioral intention depending on consumer involvement. *Electronic Commerce Research and Applications*, 7(4), 386e398.
- Park, Y.A. and Gretzel, U. (2007), "Success factors for destination marketing web sites: a qualitative meta-analysis", *Journal of Travel Research*, Vol. 46 No. 1, pp. 46-63.
- Ramkissoon, H., & Nunkoo, R. (2008). Information search behavior of European tourists visiting Mauritius. *Tourism Original Scientific Paper*, 56(1), 7–21.
- Sen, S. and Lerman, D. (2007), "Why are you telling me this? An examination into negative consumer reviews on the web", *Journal of Interactive Marketing*, (Vol. 21 No. 4, pp. 76-94). doi.org/10.1002/dir.20090.
- Senecal, S., & Nantel, J. (2004). The influence of online product recommendations on consumers' online choices. *Journal of Retailing*, 80, 159–169. doi: 10.1016/j.jretai.2004.04.001
- Sheth, J.N. (1971), "Word-of-mouth in low-risk innovations", (Journal of Advertising Research, Vol. 11 No. 3, pp. 15-8).
- Stern, B. (1994). A revised communication model for advertising: Multiple dimensions of the source, the message, and the recipient. *Journal of Advertising*, 23(2), 5–15. doi:10.1080/00913367.1994.10673438
- Sun, T., Youn, S., Wu, G., & Kuntaraporn, M. (2006). Online word-of-mouth (or mouse): an exploration of its antecedents and consequences. *Journal of Computer-Mediated Communication*, 11(4), 1104e1127.
- Swarbrooke, J., & Horner, S. (2007). Consumer behavior in tourism (2nd ed.). Oxford: Butterworth-Heinemann.
- Tham, A., Croy, G., & Mair, J. (2013). Social media in destination choice: Distinctive electronic word-of-mouth dimensions. *Journal of Travel & Tourism Marketing*, 30(1–2), 144–155. doi:10.1080/10548408.2013.751272.
- The World Travel and Tourism Council. (2014). Travel & Tourism Economic Impact 2014 World, June 24, 2014. Retrieved from http://www.wttc.org/site_media/uploads/downloads/world2014.pdf
- Webster, C. (1991), "Influences upon consumer expectations of services", *The Journal of Services Marketing*, (Vol. 5 No. 1, pp. 5-17).
- Weinberger, M.G. and Dillon, W.R. (1980), "The effect of unfavorable product rating information", *Advances in Consumer Research*, (Vol. 7 No. 1, pp. 528-32).
- Wen, I. (2012). An empirical study of an online travel purchase intention model. *Journal of Travel & Tourism Marketing*, 29(1), 18–39. doi:10.1080/10548408.2012.638558
- Westbrook, R. A. (1987). Product/consumption-based affective responses and post purchase processes. *Journal of Marketing Research*, 24(3), 258–270.
- Xia, L. and Bechwati, N.N. (2008), "Word of mouth: the role of cognitive personalization in online consumer reviews", *Journal of Interactive Advertising*, (Vol. 9 No. 1, pp. 108-28)
- Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management*, 31, 179e188.
- Yoo, K. H., Lee, Y., Gretzel, U., & Fesenmaier, D. R. (2009). Trust in travel-related consumer generated media. In W. Hopken, U. Gretzel, & R. Law (Eds.), *Information*

and communication technologies in tourism 2009 (pp. 49e60). New York: Springer.

Zhu, M. and Lai, S. (2009), "A study about the WOM influence on tourism destination choice", paper presented at the International Conference on Electronic Commerce and Business Intelligence (ECBI), Beijing, 6-7 June, available <http://ieeexplore.ieee.org/stamp/stamp.jsp?arnumber%405189500> (accessed October 5, 2011).