

THE CHRONOLOGY OF ELECTRONIC WORD OF MOUTH (EWOM) DEFINITIONS

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Abstract: *The present of the Internet, have created many chances for consumers to communicate and interact with more people which increase the consumers power Modernization version of traditional WOM with its own points can be recognized as eWOM (Vilpponen, Winter, & Sundqvist, 2006). eWOM become a platform to customers to gain trustable and reliability information about products and services to allow them to make the right purchase intention or right decision making. The purpose of this article is to analyse the definition and development of Electronic word-of-mouth (eWOM) which began in 2004 together with the similarities in definitions by past researchers. This article consists three parts which are introduction, the development of the definition of electronic word of mouth (EWOM) and conclusions. This research is based upon literature study. Based on results, chronologically discovered that the eWOM has developed a definition which apply for company to develop effective two-way communication at low cost and message delivered timely and this provide customers with reliable and valuable information to make purchase decision.*

Keywords: Electronic word-of-mouth (eWOM), Definitions, Purchase Intention

Introduction

Since consumers becoming more trusted in word-of-mouth (WOM) as two way communication with buyer to make purchase decision, this cause the traditional marketing power starting to decline. The successful of WOM as marketing force can be achieve due to consumers looks for reliability and valuable information seriously. The existence of the Internet, provide consumers more chances to communicate and interact with more people which soar the consumers' power. Electronic word-of-mouth (eWOM) phenomenon can be included as customers' online peer-to-peer recommendations (Hennig-Thurau, Gwinner, Walsh, & Gremier, 2004). Modernization

version of traditional WOM with its own points can be acknowledged as eWOM (Vilpponen et al. 2006). According to eMarketer (2010) stated although worldwide economy recover slowly, online advertising spending is growing and expected to reach \$96.8 billion by 2014. Therefore, marketers that join eWOM to develop communication normally can lower costs and speed up message delivery (Trusov, Bodapati & Bucklin, 2009). Indeed, there are no detail guidelines to explain how companies involve and encourage word-of-mouth communication.

The purpose of this article is to analyse the development of the definition of electronic word of mouth (EWOM) from year 2004 to 2014. Besides, this article analyse the similarities in definition by past researchers will produced a dimensions. This article consists three parts which are introduction, the development of the definition of electronic word of mouth (EWOM) and conclusion. Therefore, this paper is provided significant insights for researchers, marketers and retailers about the development of eWOM in order to improve knowledge and ideas.

Literature review

Definitions Development of Electronic Word Of Mouth (eWOM)

2004-2006

In year 2004-2006, there were two findings from Hennig-Thurau et. al. (2014) and Goldsmith and Horowitz (2006) defined communication electronic word-of-mouth (eWOM) which enables consumer to easily differentiate the actual consumer review with commercialized information from the marketer. The consumers' doubt of a specific product would be answered by gathering and comparing all the information from eWOM in order to make comparison about the product information that provided by marketers (Hennig-Thurau et al., 2004). While Goldsmith and Horowitz (2006) appended the Internet becomes a platform for eWOM due to communication of eWOM through electronic media such as social networking, blogs, online discussion form, newsgroup as well as electronic discussion board system. This considers the fastest and easiest way for the pre-purchase consumer to get all the sorted list of either positive or negative comments from the experienced consumers (Goldsmith & Horowitz, 2006).

2007-2008

eWOM communications involve multi-way exchanges of information in asynchronous mode (Hung and Li, 2007). Based on De Bruyn and Lilien (2008), eWOM is relatively has a low synchronicity media than traditional word-of-mouth. Low level of synchronicity defines as people could easily exchange their information to each other globally without geographical constraints. In other word, location is not a big concern for people who communicate using the eWOM as long as they are connecting to the internet, which also known as the important medium to replace traditional face-to-face communication (De Bruyn & Lilien, 2008).

2009-2010

Breazeale (2009) stated that negative eWOM is more powerful in relative to positive eWOM because dissatisfied consumer usually provides more convincing information about their bad experienced which would influence the consumer in pre-purchase stage perceiving the probability of risk on the purchase of specific product. Based on Park and Lee (2009), eWOM message is a content learning and process of persuasion where sender communicates with

receiver to affect consumer purchase intention and their purchase decision. eWOM could be more prominent in influencing consumer purchase decision although it is not instant information received as face-to-face traditional communication (Jones, Aiken & Boush, 2010).

2011-2012

Most of the consumers would seek advice from online review or suggestion before they are making a new purchase and eWOM is getting more important in marketing promotion strategy (Lee & Koo, 2011). In 2012, there are two researchers (Lee & Koo, 2011; Chen, Wang and Xie, 2012) who conclude that negative eWOM is more influential than positive eWOM from the experienced consumers. Moreover, according to the researchers, eWOM is a powerful marketing tool in generating sales of the product. On the other hand, in the context of eWOM, consumer gain knowledge from the consumers' review, the quantity of the review would somehow increase the confident of the consumers (Chen et al., 2012).

2013-2014

From year 2013 to 2014, there are few researchers who have a similar opinion on the context of eWOM. eWOM acts as an essential platform for new consumer to gain knowledge about a product in e-commerce because it is difficult for consumer to compare and evaluate the advantages and disadvantages of a product (Lindgreen, Dobeles & Vanhamme 2013; Lu, Li, Zhang & Rai, 2014). Hennig-Thurau et. al. (2014) defined eWOM as customers can be create affirmative or negative statement towards products or company which capable to affect behaviour or attitude to others by Internet In this context, the potential consumer could seek for information through eWOM as a trustworthy channel than commercialized marketing information. Lu et al. (2014) also claimed that consumers would tend to consult previous consumers' review if there is lack of information available in the marketplace and this action would definitely influence their final purchase decision.

Therefore, the Table 1 summarize the definition and dimension of eWOM based on past researchers.

Table 1: Definition and Dimension of eWOM from Previous Researchers

No.	Author, Year	Definitions	Dimensions
1.	Hennig-Thurau et al. (2004)	Electronic word-of-mouth (eWOM) enables consumer to easily differentiate the actual consumer review with commercialized information from the marketer.	<ul style="list-style-type: none"> - Customer expertise - Customer involvement - Rapport - Perceived - eWOM credibility - eWOM acceptance - Intent to purchase
2.	Goldsmith and Horowitz (2006)	eWOM consider the fastest and easiest way for the pre-purchase consumer to get all the sorted list of either positive or negative comments from the experienced consumers	<ul style="list-style-type: none"> - Internet advertising - eWOM - Perceived value - Perceived risk - Intention to shop at online group buying sites
3.	Carl (2006)	eWOM communication increased rapidly and takes up 10% of all traditional word-of-mouth (WOM) contacts.	<ul style="list-style-type: none"> - eWOM - Brand image - Purchase intention

4.	De Bruyn and Lilien (2008)	eWOM is relatively a low synchronicity media than traditional word-of-mouth.	<ul style="list-style-type: none"> - Online opinions - eWOM volume - eWOM credibility - eWOM channels - Consumer's buying decision-making process
5.	Breazeale (2009)	Negative eWOM is more powerful in relative to positive eWOM because dissatisfied consumer usually provides more convincing information.	<ul style="list-style-type: none"> - Message appeal - Message source credibility - Product involvement - Purchase intention
6.	Park and Lee (2009)	eWOM message is a content learning and process of persuasion where sender communicate with receiver to affect consumer purchase intention and their purchase decision.	<ul style="list-style-type: none"> - eWOM quality - eWOM quantity - eWOM credibility - Purchase intention
7.	Jones et al (2010)	eWOM could be more prominent in influencing consumer purchase decision although it is not instant information receiving as face-to-face traditional communication	<ul style="list-style-type: none"> - Purchase intention - WOM intention - Utilitarian motivation - Hedonic Motivation
8.	Lee & Ko (2011)	Most of the consumers would seek advice from online review or suggestion before they are making a new purchase and eWOM is getting more important in marketing promotion strategy.	<ul style="list-style-type: none"> - Perceived eWOM - Corporate image - Purchase intention
9.	Chen et al. (2012)	In the context of eWOM, consumer gain knowledge from the consumers' review, the quantity of the review would somehow increase the confident of the consumers	<ul style="list-style-type: none"> - Flow - Trust - eWOM - Purchase intention
10.	Lindgreen et al. (2013)	eWOM acts as an essential platform for new consumer to gain knowledge about a product in e-commerce because it is hard for consumer to compare and evaluate the advantages and disadvantages of a product	<ul style="list-style-type: none"> - Message's trustworthiness - Expertise - eWOM effect - Sender's own Experience
11.	Lu et al. (2014)	potential consumer could seek for information through eWOM as a trustworthy channel than commercialized marketing information	<ul style="list-style-type: none"> - Message quality and credibility - Product interest and purchase intentions

Measurement

All definition eWOM based on online journals that search from variety resources from Internet and database such as Google Scholar. The researcher identify and summary all the journals based on years and definitions. Besides, the researcher justify the functionality and definitions of eWOM based on the finding of the past study. Lastly, the researcher summary all definition in Table 1. Based on literature in this study, the eWOM seen been important for marketers and consumers started on year 2004 until now.

Conclusion

Definitions of electronic word of mouth (eWOM) were evolving over time. In defining the electronic word of mouth (eWOM), various keyword can be identifies but still carries out relatively same meaning such as credibility (Hennig-Thurau et al., 2004; De Bruyn and Lilien, 2008; Breazeale, 2009; Park and Lee, 2009; Lu et al., 2014), quantity (De Bruyn and Lilien, 2008; Park and Lee, 2009), quality (Park and Lee, 2009; Lu et al., 2014) and purchase intention (Hennig-Thurau et al., 2004; Goldsmith and Horowitz, 2006; Carl, 2006; Breazeale, 2009; Park and Lee, 2009; Jones et al., 2010; Lee & Ko, 2011; Chen et al., 2012; Lu et al., 2014). Based on the development of electronic word of mouth (eWOM) definitions gathered it can be found that similar definitions between 2004 to 2014 that is eWOM become a platform to customers to gain trustable and reliability information about products and services to allow them to make the right purchase intention or right decision making. In conclusion, eWOM has become a platform for company and customers to develop two way communications between both parties. Company using eWOM as communication platform will be able to reduce cost and delivered fast message while customers, will be able to seek real and valuable information to make their purchase decision.

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