

Mobile word of mouth (MWOM) in messaging applications: An integrative framework of the impact of MWOM communication

Ismail Erkan¹
AbdulazizElwalda²
Mushfiqur Rahman³
Serap Sap⁴
SedenDoğan⁵

Received: 22/05/2017

Accepted: 18/06/2017

Online Published: 30/06/2017

Abstract

Electronic word of mouth simply refers to brand-related conversations between consumers, and it has been considered as one of the most helpful information sources. The advent of mobile messaging applications (e.g. WhatsApp, Viber, Line) has freely and easily allowed customers to do brand-related conversations using their smartphones, which is called mobile word of mouth (MWOM). The aim of this research is to develop an integrative framework of the impact of MWOM communication among consumers. To do this, we applied five well-established robust marketing and information systems theories: Theory of Reasoned Action, Theory of Planned Behaviour, Technology Acceptance Model, Information Adoption Model, and Information Acceptance Model. The framework developed in this study provides an important foundation for future MWOM research work.

Key words: mobile word of mouth (MWOM), electronic word of mouth (eWOM), messaging applications, mobile purchase intention, mobile purchase, whatsapp, viber, line

1. Introduction

Consumers who need information about the products or services of brands have two main sources: 1) marketer-generated information, 2) user-generated information. The first one usually refers to advertisements, while the latter one refers to word of mouth (WOM) communications. WOM conversations consist of former customers' opinions and experiences about brands and their products or services. Since they do not have selling intent, WOM conversations are considered as one of the most powerful information sources for consumers

¹Research Assistant, Izmir Katip Celebi University, ismail.erkan@ikc.edu.tr

²Lecturer, Misurata University, elwaldaa@eps.misuratau.edu.ly

³Lecturer, Brunel University, mushfiqur.rahman@brunel.ac.uk

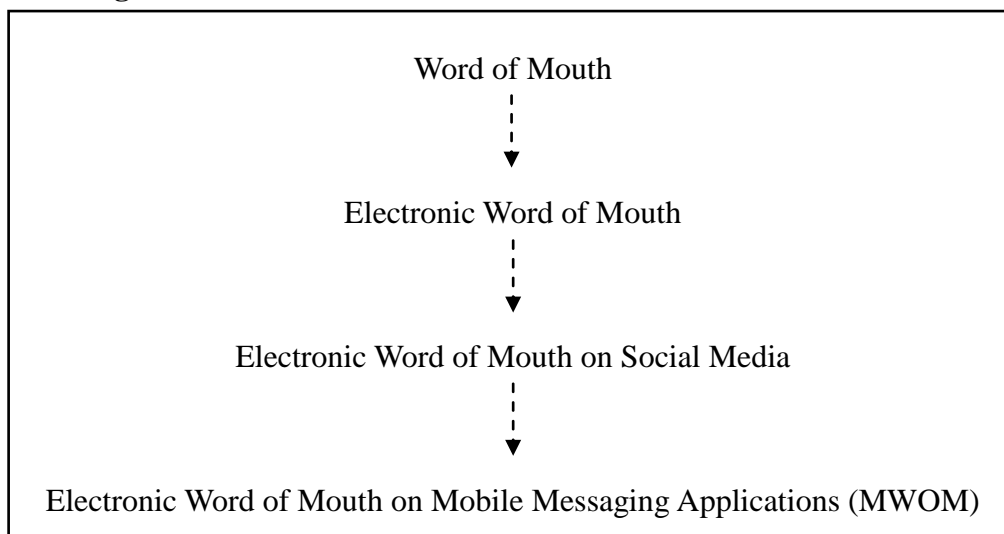
⁴PhD Student, Brunel University, serap.sap@brunel.ac.uk

⁵Assistant Professor, Ondokuz Mayıs University, sedendgn@gmail.com

(Arndt, 1967). In fact, in both early and recent studies, WOM has been found more influential on consumers than traditional form of advertisements (Engel, Blackwell, & Kegerreis, 1969; Trusov, Bucklin, & Pauwels, 2009).

The advent of the Internet and mobile technologies brought new aspects to WOM. In the past, WOM was only referring to information exchange in personal conversations of consumers'. Then the Internet brought discussion forums, and provided an opportunity for consumers to learn more peoples' opinions and experiences (Bickart & Schindler, 2001). These online conversations have been called electronic word of mouth (eWOM) (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). However, although eWOM has been found influential on consumers (Bickart & Schindler, 2001; Kumar & Benbasat, 2006; Park, Lee, & Han, 2007; Zhang, Craciun, & Shin, 2010), the conversations used to occur between anonymous people on the Internet. Yet the advent of social media websites has brought a new, pioneering perspective to eWOM by letting users to chat with their real identities (Chu & Choi, 2011; Erkan & Evans, 2016a). Finally, the advent of mobile applications gave people opportunity to send visually enriched instant messages to their friends. Figure 1 demonstrates the diversification of WOM (Erkan, 2014).

Figure 1 The diversification of word of mouth communication.



Mobile word of mouth has been considered worth studying by previous researchers. The motivations for MWOM (Palka, Pousttchi, & Wiedemann, 2009), the influence of MWOM on decision making (Shen, Wang, Sun, & Xiang, 2013), the role of trust in adoption of MWOM services (Wang, Shen, & Sun, 2013), determinants of mobile purchase intention (Zhou, 2013) have been examined. However, although the messaging applications such as WhatsApp, Viber, and Line became so popular in recent years, the possible influence of MWOM in messaging applications is relatively ignored. The messaging application platforms are not only different context for MWOM, but also new aspect for MWOM since they allow

consumers to send visually enriched messages to each other. Before these applications, the MWOM conversations were limited to short message services (SMS) and phone calls. However, people now can instantly send pictures, videos, or even their locations to each other thanks to the messaging applications. We therefore think that the MWOM on messaging applications is worth studying. Thus, the aim of this research is to develop an integrative framework of the impact of MWOM communication on messaging applications. To do so, we applied five well-known marketing and information systems theories: Theory of Reasoned Action, Theory of Planned Behaviour, Technology Acceptance Model, Information Adoption Model, and Information Acceptance Model. The framework we developed in this study provides theoretical insights regarding MWOM and contributes to the related literature. On the managerial side, understanding the possible determinants of MWOM communication on messaging applications could help marketers to apply MWOM in their digital marketing activities.

2. Literature review

Mobile word-of-mouth communication

Nowadays, it is not unexpected to use smart phones and mobile applications to spread and/or reach the information about a product or service. Because of developing internet technologies and rapid growth of smart phone ownership, it is possible to access global information in any place and any time. So the mobile and smart devices are suitable for consumers to connect to other people to get recommendation and give advice about anything (Shintaro, 2008).

Viral is one of three strategies that is offered by marketing instrument, helps people to exchange information between each other. The latter strategy is one of the most important innovations right after word of mouth marketing and known as mobile viral marketing or mobile word of mouth (MWOM) (Palka et al., 2009). MWOM is a marketing strategy that is used to deliver information about products, services and ideas to potential customers through digital media of internet such as short video clips and messages distributed by mobile phones (Klopper, 2002; Wiedemann, 2007). According to Barutçu (2011), the main aim of mobile word of mouth is to make a customer to be a volunteer sales person of the company.

Qiu (2016) found that user's dependency on mobile application, the relationship between the users, perceived ease of use of mobile device are effective on credibility of MWOM. Burtch and Hong (2014) found that mobile device users are likely to post short, quick and emotional messages. Yang and Zhou (2011) found that young people have positive attitude towards MWOM and think that mobile messages are funny, useful, relevant and easy to spread when the message offers personal benefit. Palka et al. (2009) stated that mobile devices were new tools for WOM. Bibby (2008) and Coyle and Vaughn (2008) suggested that "to keep in touch with friends" is the most common and important reason to use mobile devices and

applications. Wiedemann (2007) found that MWOM has an important potential to build an effective relationship with targeted customer groups and spread marketing messages.

People carry their mobile devices everywhere and they are online almost every time. In this way, it is possible to connect to each other face to face audibly and visually. Additionally, they are able to send voice message, photo or video, may record them and reply them later. Because of all these possibilities, MWOM is a new and popular research area. In this study we therefore focused on MWOM and developed an integrative framework of the impact of MWOM communication on messaging applications.

3. An integrative framework of the impact of MWOM communication

In order to build our framework, we applied five well-known marketing and information systems theories: Theory of Reasoned Action, Theory of Planned Behaviour, Technology Acceptance Model, Information Adoption Model, and Information Acceptance Model.

We therefore have 15 propositions which are as follows:

Information quality

Localization, immediacy, and customization are considered as possible antecedents of mobile information quality (Shen et al., 2013). Localization defined as perception of user when the information is specific to their location; localization helps the customers to meet their requests for that local area. Immediacy refers to the perception of users about how information is renewed quickly in actual time and sensitive to time. Customization refers to perception of users about how information is differentiated according to customer's authentic identity and profile; customisation will be able to help customers get the information immediately (Shen et al., 2013). Thus, this study proposes that, the localization, immediacy and customization of information that obtained from mobile messaging applications would positively affect the MWOM quality.

P1. The localization of the information obtained from mobile messaging applications is positively associated with MWOM quality.

P2. The immediacy of the information obtained from mobile messaging applications is positively associated with MWOM quality.

P3. The customization of the information obtained from mobile messaging applications is positively associated with MWOM quality.

Information credibility

When the other factors are same, highly credible information sources, which affect the perception of user, are more effective than less credible sources (Cheung, Lee, & Rabjohn, 2008; Hovland, Janis, & Kelley, 1953; McGinnies & Ward, 1980). Users perceive the information as more useful and reliable when the information credibility is high (Ko, Kirsch, & King, 2005). In previous studies, source expertise and source trustworthiness are considered as sub-dimensions of information credibility (Cheung et al., 2008; Cheung & Thadani, 2012). Source expertise refers to “competency and knowledge” while source trustworthiness refers to “honesty and integrity of source” (McGinnies & Ward, 1980). Based on the mentioned prior studies, in this study we considered source expertise and source trustworthiness as possible antecedents of MWOM credibility and hypothesised the followings:

P4. Source expertise is positively associated with MWOM credibility.

P5. Source trustworthiness is positively associated with MWOM credibility.

Information usefulness

Information quality, information credibility, and needs of information are proposed as antecedents of information usefulness (Erkan & Evans, 2016b; Shen et al., 2013; Sussman & Siegal, 2003). Information quality refers to the perception of consumer related to specific product or service related information when it is localized, immediate and customized to satisfy consumer's needs. When information satisfy consumer's need, they are more likely to be disposed about that product or service (Olshavsky, 1985). Previous researchers found that the quality of online reviews (Lee & Shin, 2014; Park et al., 2007) and website quality (Bai, Law, & Wen, 2008) have positive effects on consumers' purchase intentions. Therefore, we propose that quality of the mobile information is positively associated with MWOM usefulness. Besides, information credibility is a significant value for information usefulness (Cheung et al., 2008). Prior studies prove that there is a positive relationship between information source credibility and usefulness of information (Hajli, 2016; Ko et al., 2005). Information credibility is thus considered as another determinant of MWOM usefulness. Moreover, in this study, we also regarded needs of information as a potential antecedent of MWOM usefulness. This construct (needs of information) has previously been proposed as a key factor which effect WOM involvement (Sundaram, Kaushik, & Webster, 1998). Researchers also used the terms “advice seeking” (Hennig-Thurau et al., 2004; Wolny & Mueller, 2013) and “opinion seeking” (Chu & Kim, 2011) to define needs of information which is a consumer behaviour regarding to eWOM information (Chu & Kim, 2011; Wolny & Mueller, 2013). We therefore hypothesised the followings:

P6. The quality of the mobile information is positively associated with MWOM usefulness.

P7. The credibility of the mobile information is positively associated with MWOM usefulness.

P8. The needs of mobile information are positively associated with MWOM usefulness.

Information adoption

The integrative framework we developed in this study proposes two antecedents for information adoption, which are information usefulness (Cheung et al., 2008; Shen et al., 2013; Sussman&Siegal, 2003), and platform (Cheung &Thadani, 2012). Information usefulness refers to users` perceptions about new information which increases their performance (Bailey & Pearson, 1983; Cheung et al., 2008; Erkan& Evans, 2016b). When users found information useful, they will more likely to adopt it (Erkan& Evans, 2016b). For MWOM context, users share information with the other people on their mobile phones, therefore the useful information might have positive influence on MWOM adoption. Moreover, when it is difficult to understand the quality and credibility of information provided, users focus on the platforms where information is posted, in order to understand the purpose of communicators (Lee &Youn, 2009). According to Chatterjee (2001), the environment (e.g., website, platform) people come across with the information plays important role on their decisions regarding the quality of information. The type of mobile applications is therefore considered as another determinant of MWOM adoption. Following hypotheses are proposed:

P9. The usefulness of mobile information is positively associated with MWOM adoption.

P10. The type of mobile application is positively associated with MWOM adoption.

Mobile purchase intention

Information adoption refers to a process which engages users purposefully in using information (Cheung et al., 2008). The relationship between information adoption and purchase intention has been initially proposed by Cheung and Thadani (2012). Although it had not been empirically tested, the authors proposed an integrative framework of the impact of eWOM communication. After that, in 2016, this relationship has been tested by Information Acceptance Model; and information adoption has been found influential on consumers` purchase intentions (Erkan& Evans, 2016b). In this study, however, we focus on mobile purchase intention. Based on the mentioned prior studies, we predict that consumers who adopt the information obtained from mobile messaging applications are more likely to have mobile purchase intentions.

P11. The adoption of the mobile information is positively associated with mobile purchase intention.

Furthermore, attitude towards information, subjective norm, and perceived behavioural control are other constructs we proposed as antecedents of mobile purchase intention. Attitude towards information refers to the what extent the user`s evaluation on information is favourable or unfavourable or evaluation of information in question. Subjective norm is a social factor which refers to perceived social pressure by individuals which affect their decision about to perform or not to perform behaviour. The other antecedent of intention is perceived behavioural control which refers to perceived easiness or difficulty while performing the behaviour, it is also supposed to reflect the previous experiences, expected impediments and obstacles (Ajzen, 1991). The Theory of Planned Behaviour (TPB), which is one of the most famous theory among information systems researchers, suggested the mentioned three constructs as determinants of behavioural intention (Ajzen, 1991). It is expected to have stronger behavioural intention with more favourable attitude, subjective control and perceived behavioural control. Therefore, in this study, we propose them as antecedents of mobile purchase intention.

P12. Attitude towards information is positively associated with mobile purchase intention.

P13. Subjective norm is positively associated with mobile purchase intention.

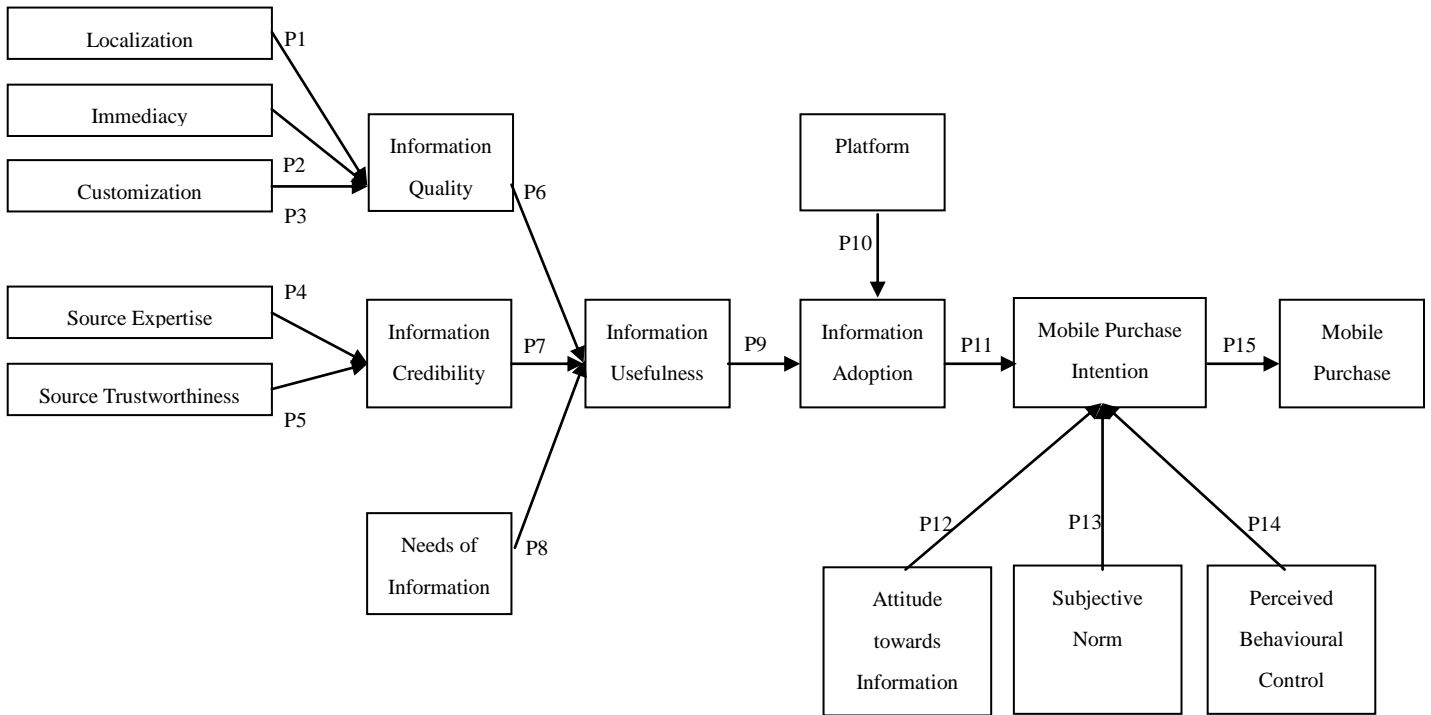
P14. Perceived behavioural control is positively associated with mobile purchase intention.

Mobile purchase

Mobile purchase has been defined as “any purchase-related activity conducted by smartphones or tablets through mobile Internet” (Gao et al., 2015 p.250). Mobile purchase provides time and location free shopping experience to the customers by using mobile devices and networks (Wong, Tan, Ooi, & Lin, 2014). Mobile purchase intention however refers to the willingness of customers to buy a product or service via mobile devices and networks. The Technology Acceptance Model (TAM) proposed that consumers’ behavioural intention is the biggest determinant of actual behaviour (Davis, 1989). TAM is a widely accepted theory among researchers, which has been tested in many different contexts (Alenezi, Tarhini, & Sharma, 2015; Porter & Donthu, 2006; Rauniar, Rawski, Yang, & Johnson, 2014; Tarhini, Hone, & Liu, 2013). Based on TAM, we predict that consumers who have mobile purchase intentions are more likely to make mobile purchase.

P15. Mobile purchase intention is positively associated with mobile purchase.

Figure 2 An integrative framework of the impact of MWOM communication.



4. Discussion

The objective of this study is to develop an integrative framework of the impact of MWOM communication on messaging applications. To do so, five robust marketing and information systems theories were applied, namely Theory of Reasoned Action, Theory of Planned Behaviour, Technology Acceptance Model, Information Adoption Model, and Information Acceptance Model. The framework we developed in this study has 16 variables and 15 propositions.

Customers have showed an enormous interest in MWOM. Furthermore, MWOM has been considered worth studying by previous researchers (Palka et al., 2009; Shen et al., 2013; Wang et al., 2013; Zhou, 2013). The influence of MWOM on decision making (Shen et al., 2013), the role of trust in adoption of MWOM services (Wang et al., 2013), the motivations for MWOM (Palka et al., 2009), and determinants of mobile purchase intention (Zhou, 2013) have already been established. However, although the messaging applications such as WhatsApp, Viber, and Line became so popular in recent years, the possible influence of MWOM in messaging applications is relatively disregarded. Whereas, the messaging application platforms are not only different context for MWOM, but also new aspect for

MWOM since they allow consumers to send visually enriched messages to each other. People now can instantly send pictures, videos, or even their locations to each other thanks to the messaging applications. In this study we therefore focused on the impact of MWOM communication in messaging applications. As a result of our detailed literature review, we came across 15 factors which are likely to have positive influence on consumers' mobile purchase behaviour: localization, immediacy, customization, source expertise, source trustworthiness, information quality, information credibility, needs of information, information usefulness, platform, information adoption, attitude towards information, subjective norm, perceived behavioural control, and mobile purchase intention.

5. Conclusion and Recommendation

The framework we developed in this study provides theoretical insights regarding MWOM and contributes to the related literature. It provides an overview of the current status of knowledge on MWOM communication research. Moreover, the conceptual framework of this study identifies the possible key factors which may affect consumers' mobile purchase behaviour. We believe that this study will stimulate future research on MWOM. Future studies can empirically test the framework and propositions suggested in this study. On the managerial side, understanding the possible determinants of MWOM communication on messaging applications could help marketers to apply MWOM in their digital marketing activities.

References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [http://doi.org/10.1016/0749-5978\(91\)90020-T](http://doi.org/10.1016/0749-5978(91)90020-T)
- Alenezi, H., Tarhini, A., & Sharma, S. K. (2015). Development of quantitative model to investigate the strategic relationship between information quality and e-government benefits. *Transforming Government: People, Process and Policy*, 9(3), 324–351. <http://doi.org/doi:10.1108/TG-08-2013-0026>
- Arndt, J. (1967). Role of Product Related Conversations in the Diffusion of a new Product. *Journal of Marketing Research*, 4(3), 291–295.
- Bai, B., Law, R., & Wen, I. (2008). The impact of website quality on customer satisfaction and purchase intentions: Evidence from Chinese online visitors. *International Journal of Hospitality Management*, 27(3), 391–402. Retrieved from <http://www.sciencedirect.com/science/article/pii/S0278431907001028>
- Bailey, J. E., & Pearson, S. W. (1983). Development of a Tool for Measuring and Analyzing Computer User Satisfaction. *Management Science*, 29(5), 530–545. <http://doi.org/10.1287/mnsc.29.5.530>

- Barutçu, S. (2011). Mobil Viral Pazarlama. *İnternet Uygulamaları ve Yönetimi Dergisi*, 2(1), 5–14. Retrieved from <http://www.journalagent.com/z4/vi.asp?pdır=iuyd&plng=tur&un=IUYD-87587&look4=>
- Bibby, P. A. (2008). Dispositional factors in the use of social networking sites: Findings and implications for social computing research. In *International Conference on Intelligence and Security Informatics* (pp. 392–400). Retrieved from http://link.springer.com/chapter/10.1007/978-3-540-69304-8_40
- Bickart, B., & Schindler, R. M. (2001). Internet forums as influential sources of consumer information. *Journal of Interactive Marketing*, 15(3), 31–40. <http://doi.org/10.1002/dir.1014>
- Burtch, G., & Hong, Y. (2014). What happens when word of mouth goes mobile? In *35th International Conference on Information Systems*. Auckland, New Zealand. Retrieved from https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2519931
- Chatterjee, P. (2001). Online Reviews: Do Consumers Use Them? *Advances in Consumer Research*, 28(1), 129–134. <http://doi.org/10.2139/ssrn.900158>
- Cheung, C. M. K., Lee, M. K. O., & Rabjohn, N. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. *Internet Research*, 18(3), 229–247. <http://doi.org/10.1108/10662240810883290>
- Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470. <http://doi.org/10.1016/j.dss.2012.06.008>
- Chu, S. C., & Choi, S. M. (2011). Electronic Word-of-Mouth in Social Networking Sites: A Cross-Cultural Study of the United States and China. *Journal of Global Marketing*, 24(3), 263–281. <http://doi.org/10.1080/08911762.2011.592461>
- 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), 47–75. <http://doi.org/10.2501/IJA-30-1-047-075>
- Coyle, C. L., & Vaughn, H. (2008). Social networking: Communication revolution or evolution? *Bell Labs Technical Journal*, 13(2), 13–17. <http://doi.org/10.1002/bltj.20298>
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340. <http://doi.org/10.2307/249008>
- Engel, J. E., Blackwell, R. D., & Kegerreis, R. J. (1969). How information is used to adopt an innovation. *Journal of Advertising Research*, 9(4), 3–8. <http://doi.org/10.1002/asi>
- Erkan, I. (2014). “Vine”: Do You Miss It? Electronic Word of Mouth on The Social

-
- Networking Site, Vine. *International Journal of Business and Information*, 9(4), 461–473. Retrieved from <http://knowledgetaiwan.org/ojs/index.php/ijbi/article/viewFile/511/141>
- Erkan, I., & Evans, C. (2016a). Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions. *Journal of Marketing Communications*, (May), 1–17. <http://doi.org/10.1080/13527266.2016.1184706>
- Erkan, I., & Evans, C. (2016b). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47–55. <http://doi.org/10.1016/j.chb.2016.03.003>
- Gao, L., Waechter, K. A., & Bai, X. (2015). Understanding consumers' continuance intention towards mobile purchase: A theoretical framework and empirical study - A case of China. *Computers in Human Behavior*, 53, 249–262. <http://doi.org/10.1016/j.chb.2015.07.014>
- Hajli, N. (2016). Ethical Environment in the Online Communities by Information Credibility: A Social Media Perspective. *Journal of Business Ethics*, pp. 1–12. <http://doi.org/10.1007/s10551-016-3036-7>
- 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), 38–52. <http://doi.org/10.1002/dir.10073>
- Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Communication and Persuasion: Psychological Studies of Opinion Change*. New Haven, CT, US. <http://doi.org/10.2307/2087772>
- Klopper, H. (2002). Viral marketing: a powerful, but dangerous marketing tool. *South African Journal of Information Management*, 4(2). Retrieved from https://journals.co.za/content/info/4/2/AJA1560683X_312
- Ko, D.-G., Kirsch, L. J., & King, W. R. (2005). Antecedents of knowledge transfer from consultants to clients in enterprise system implementations. *MIS Quarterly*, 29(1), 59–85. <http://doi.org/10.2307/25148668>
- Kumar, N., & Benbasat, I. (2006). The influence of recommendations and consumer reviews on evaluations of websites. *Information Systems Research*, 17(4), 425–439. <http://doi.org/10.1287/isre.1060.0107>
- Lee, E.-J., & Shin, S. Y. (2014). When do consumers buy online product reviews? Effects of review quality, product type, and reviewer's photo. *Computers in Human Behavior*, 31(1), 356–366. <http://doi.org/10.1016/j.chb.2013.10.050>
- Lee, M., & Youn, S. (2009). Electronic word of mouth (eWOM): How eWOM platforms influence consumer product judgement. *International Journal of Advertising*, 28(3),

473–499. <http://doi.org/10.2501/S0265048709200709>

- McGinnies, E., & Ward, C. D. (1980). Better Liked Than Right: Trustworthiness and Expertise as Factors in Credibility. *Personality and Social Psychology Bulletin*, 6(3), 467–472. <http://doi.org/0803973233>
- Olshavsky, R. W. (1985). Perceived quality in consumer decision making: an integrated theoretical perspective. In J. Jacoby & J. C. Olson (Eds.), *Perceived Quality: How Consumers View Stores and Merchandise* (pp. 3–29). Lexington Books, Lexington, MA.
- Palka, W., Pousttchi, K., & Wiedemann, D. G. (2009). Mobile word-of-mouth - A grounded theory of mobile viral marketing. *Journal of Information Technology*, 24(2), 172–185. <http://doi.org/10.1057/jit.2008.37>
- Park, D.-H., Lee, J., & Han, I. (2007). The Effect of On-Line Consumer Reviews on Consumer Purchasing Intention: The Moderating Role of Involvement. *International Journal of Electronic Commerce*, 11(4), 125–148. <http://doi.org/10.2753/JEC1086-4415110405>
- Porter, C. E., & Donthu, N. (2006). Using the Technology Acceptance Model to Explain how Attitudes Determine Internet Usage: The Role of Perceived Access Barriers and Demographics. *Journal of Business Research*, 59(9), 999–1007. <http://doi.org/10.1016/j.jbusres.2006.06.003>
- Qiu, Q. (2016). Credibility of Word-of-Mouth in Mobile Services: An Empirical Analysis. In *e-Business Engineering (ICEBE), 13th IEEE International Conference on e-Business Engineering* (pp. 202–207). Macau, China. Retrieved from <http://ieeexplore.ieee.org/abstract/document/7809923/>
- Rauniar, R., Rawski, G., Yang, J., & Johnson, B. (2014). Technology acceptance model (TAM) and social media usage: an empirical study on Facebook. *Journal of Enterprise Information Management*, 27(1), 6–30. <http://doi.org/10.1108/JEIM-04-2012-0011>
- Shen, X.-L., Wang, N., Sun, Y., & Xiang, L. (2013). Unleash the power of mobile word-of-mouth An empirical study of system and information characteristics in ubiquitous decision making. *Online Information Review*, 37(1), 42–60. <http://doi.org/10.1108/14684521311311621>
- Shintaro, O. (2008). Determinant Factors of Mobile-Based Word-of-Mouth Campaign Referral among Japanese Adolescents. *Psychology & Marketing*, 25(8), 714–731. <http://doi.org/10.1002/mar.20235>
- Sundaram, D. S., Kaushik, M., & Webster, C. (1998). Word of Mouth Communications: A motivational Analysis. *Advances in Consumer Research*, 25, 527–532.
- Sussman, S. W., & Siegal, W. S. (2003). Informational influence in organizations: An integrated approach to knowledge adoption. *Information Systems Research*, 14(1), 47–65.

<http://doi.org/10.1287/isre.14.1.47.14767>

- Tarhini, A., Hone, K., & Liu, X. (2013). Factors Affecting Students' Acceptance of e-Learning Environments in Developing Countries: A Structural Equation Modeling Approach. *International Journal of Information and Education Technology*, 3(1), 54–59. <http://doi.org/10.7763/IJET.2013.V3.233>
- Trusov, M., Bucklin, R. E., & Pauwels, K. (2009). Effects of Word-of-Mouth Versus Traditional Marketing: Findings from an Internet Social Networking Site. *Journal of Marketing*, 73(5), 90–102. <http://doi.org/10.1509/jmkg.73.5.90>
- Wang, N., Shen, X.-L., & Sun, Y. (2013). Transition of electronic word-of-mouth services from web to mobile context: A trust transfer perspective. *Decision Support Systems*, 54(3), 1394–1403. <http://doi.org/10.1016/j.dss.2012.12.015>
- Wiedemann, D. G. (2007). Exploring the Concept of Mobile Viral Marketing through Case Study Research. In *Proceedings of the 2nd Conference on Mobility and Mobile Information Systems* (pp. 49–60). Aachen, Germany. Retrieved from <https://pdfs.semanticscholar.org/09aa/05a7b067751b854325f8f4876486a00a937e.pdf>
- Wolny, J., & Mueller, C. (2013). Analysis of fashion consumers' motives to engage in electronic word-of-mouth communication through social media platforms. *Journal of Marketing Management*, 29(5–6), 562–583. <http://doi.org/10.1080/0267257X.2013.778324>
- Wong, C. H., Tan, G. W. H., Ooi, K. B., & Lin, B. (2014). Mobile shopping: the next frontier of the shopping industry? An emerging market perspective. *International Journal of Mobile Communications*, 13(1), 92–112. <http://doi.org/10.1504/IJMC.2015.065892>
- Yang, H. C., & Zhou, L. (2011). Extending TPB and TAM to mobile viral marketing: An exploratory study on American young consumers' mobile viral marketing attitude, intent and behavior. *Journal of Targeting, Measurement and Analysis for Marketing*, 19(2), 85–98. Retrieved from <http://link.springer.com/article/10.1057/jt.2011.11>
- Zhang, J. Q., Craciun, G., & Shin, D. (2010). When does electronic word-of-mouth matter? A study of consumer product reviews. *Journal of Business Research*, 63(12), 1336–1341. <http://doi.org/10.1016/j.jbusres.2009.12.011>
- Zhou, T. (2013). An empirical examination of the determinants of mobile purchase. *Personal and Ubiquitous Computing*, 17(1), 187–195. <http://doi.org/10.1007/s00779-011-0485-y>