

IMPACT OF ELECTRONIC WORD-OF-MOUTH COMMUNICATION: A SYSTEMIC LITERATURE REVIEW

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ABSTRACT

Electronic word-of mouth(eWOM) communication is *any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet* (Thorsten et.al., 2004). Through web-based consumer opinion platforms, social networks, online discussion forums and blogs, customers can share their opinions about a product, service or company with a multitude of other consumers. While there have been extensive research in eWOM, little has been done to integrate previous studies.

Based on 47 studies published between 2000 and 2010, Cheung and Thadani (2012) built an integrative model on the impact of eWOM. As many changes took place in eWOM since 2010, we will identify more recent studies and present a comprehensive review of these studies. We plan to derive a theoretical framework to study the impact of eWOM communication. We hope theoretical model of this research will provide the foundation for future eWOM studies.

We will first identify academic and peer-reviewed journal articles published between 2011 and 2017 on the impact of eWOM. We will query the terms “electronic word-of-mouth”, “ewom” in index databases including Academic Search Premier (EBSCO) and ABI/INFORM Global (ProQuest). The search will be limited to peer-reviewed journal articles. Editorial articles in journals, news reports, conference papers, and book reviews will be excluded. Doctoral dissertations, textbooks and unpublished working papers will be excluded. Only studies where a sample was identified will be included. We will only investigate the studies in which eWOM is the main focus of publication. We will also exclude articles where eWOM is not studied in business-to-consumer settings.