



## Off the wall. A content analysis of eWOM (Word-of-mouth) on Vans' Facebook community

By Chris Huebner

GRIN Verlag Jul 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. Neuware - Master's Thesis from the year 2014 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, University of South Carolina, course: Word-of-mouth, language: English, abstract: Word-of-mouth (WOM) communication is ubiquitous. Consumers discuss favorite restaurants, where to buy a car and complain when a brand's customer service falls flat. These conversations, both positive and negative, have an impact on consumer behavior. In fact, WOM conversations generate more than 3.3 billion brand impressions each day (Keller & Libai, 2009). WOM has been shown to increase movie sales (Liu, 2006), the adoption of social platforms (Trusov, Bucklin and Pauwels, 2009) and the success of television programs (Godes and Mayzlin, 2004). While much of the current literature focuses on the consequences and behavioral mechanisms of WOM, little research has explored why people share their experiences with products or services (Berger, 2013). The purpose of this study was to gain an understanding of what consumers are posting on Facebook as it pertains to the performance of eWOM. To do so, the researcher performed a systematic content analysis based on...



**READ ONLINE**  
[ 8.72 MB ]

### Reviews

*This published book is wonderful. It is really simplified but unexpected situations within the fifty percent of the ebook. Once you begin to read the book, it is extremely difficult to leave it before concluding.*

-- **Dr. Janis Reilly**

*This created publication is excellent. It generally does not price a lot of. You may like just how the writer create this pdf.*

-- **Jo Kuhlman**