

Basseter imported battery word of mouth recommendation

We find that the word-of-mouth recommendation of consumers with strategic return behavior is significantly higher than that of consumers without strategic return behavior. More specifically, ...

Little is known about the impact of ambience on customers' emotions, satisfaction, and word of mouth recommendation within the context of coffee shops. This study examined the relationships among ambience, emotions, customer satisfaction, and word of mouth recommendation in a coffee shop setting. A total of 303 visitors at 5 coffee shops in a ...

It is argued that strong ties bear a more significant influence on the receiver's behavior than weaker ties due to the frequency and perceived importance of social contact among strong-tie ...

Researchers and practitioners alike rely extensively on recommendation likelihood measures to understand customer loyalty and, more explicitly, expected positive word-of-mouth (PWOM).

perceived influence of word-of-mouth (WOM) recommendation and its antecedents. We conducted a survey with sports consumers who had received a WOM recommendation to watch a sporting event and actually

The results showed three types of rationalities: word-of-mouth, expert recommendation and independent online evaluation. We also found that social, technological, generational and cultural ...

Consumer word of mouth (WOM) about brands is an important concern for marketing managers. Extant research reports that consumers prefer and trust WOM recommendations more than traditional marketing communications (Nielsen, 2015) and that WOM can be more effective at persuasion than can traditional marketing communication channels ...

The problem of word-of-mouth recommendation is brand new but important, with the following three challenges: Ternary Relation Modelling: Different from traditional recommendation problem with only user-item binary relation, word-of-mouth recommendation is based on ternary relation composed of sharer, item and receiver. As a result, existing ...

The popularity and development of mobile devices and mobile apps have dramatically changed human life. Due to the tremendous and still rapidly growing number of mobile apps, helping users find apps that satisfy their demands remains a difficult task. To address this problem, we propose a personalized mobile app recommender system based on the textual data of user reviews on ...

In the era of Internet business, online word-of-mouth recommendation has become a key factor affecting

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consumers" decision-making. Enterprises increase consumers" willingness to recommend ...

Word of mouth is an effective method of marketing since the recommendations are coming from someone familiar--possibly who has had good experiences--and therefore gain a greater element of trust. The origins ...

MORE Based on social cognitive theory and relationship marketing theory,this paper explores the influence of innovating customer"s psychological ownership and relationship quality on word-of-mouth recommendation behavior.Based on the analysis of 364 valid questionnaires by SPSS 21.0 and Amos 22.0,the results show that:innovating customer"s psychological ownership has a ...

and choice got a ected by word-of-mouth with reference to the service industry. is study aimed to extent the theory of reasoned action (TRA) model by including positive ...

Researchers and practitioners alike rely extensively on recommendation likelihood measures to understand customer loyalty and, more explicitly, expected positive ...

word of mouth?????. ?????????????????? We get most of our work through word-of-mouth recommendations. ->???????????????????????????????????? ? ...

Social commerce, which is different from traditional e-commerce where people purchase products via initiative searching or recommendations from the platform, transforms a social community into an inclusive place to do business by enabling people to share products with their friends. A user (<i>sharer</i>), can share a link of a product to their social-connected ...

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