



Word-of-Mouth: Influences on the choice of Recommendation Sources

By Klaus Schöfer

Diplom.De Mai 2001, 2001. Taschenbuch. Book Condition: Neu. 210x148x6 mm. This item is printed on demand - Print on Demand Titel. Neuware - Thesis (M.A.) from the year 1998 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, University of Nottingham (Business School), language: English, abstract: Inhaltsangabe:Abstract: The idea of understanding consumer behaviour as a sequential decision-making process is one that is common in marketing. The decision-making process itself is presented as a logical flow of activities, working from problem recognition to purchase to post-purchase evaluation. This decision-making process is affected by a number of other more complex influences. Some of these influences relate to the wider environment in which the decision is being made while others relate to the individual who makes the decision. In this context, *z.* [o]ne of the most widely accepted notions in consumer behavior is that word-of-mouth communication (hereafter WOM) plays an important role in shaping consumers' attitudes and behaviors.*z* More specifically, WOM communications between consumers are a topic of interest in both the pre-purchase and post-purchase decision-making literature. Research into the diffusion of innovations has focused on modelling the role of WOM in product adoption at various...

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