'Evaluation on Role of Electronic Word of Mouth (EWOM) Ads in Customers' Emotions and Choices in E-Shops' [Case study: Digi-Kala Company]

The subject titled evaluation on role of Electronic Word of Mouth (EWOM) in feelings and behavior of customers in E-shops was expressed in Digi-Kala Company. Then, research hypotheses and objectives were proposed and methodology, statistical population and needed sample of analysis technique were introduced to achieve goals and results of hypotheses. The findings suggest significant positive effect of (EWOM) on attitude of consumers and their positive emotions. Similarly, social positive and normal emotions may also have significant impact on attitude of consumers. At the same time, negative emotions of consumers have positively affected consumers' attitudes as well. Finally social norms and attitudes of consumer may have significant positive effect on behavior of consumers.

Keywords: *Electronic Word of Mouth (EWOM), Behavior of consumer, Social norms, Digi-Kala*

Interpretation of Problem

As one of the foremost and oldest informal communication tools, Electronic Word of Mouth (EWOM) advertisements play an efficient role in marketing processes e.g. encouragement of individual to buy the products and using services. Many consumers mainly rely on EWOM they have obtained from their friends and relatives because such information is more reliable than commercial ads and remarks of marketers (Davari et al. 2015). Thus, EWOM ads may serve as a path to achieve competitive advantages within an environment where trusting in promotional organizations and advertises has been reduced. Having impact on ideas of other individuals may be followed with noticeable benefits for goods and services supplier companies (Jalilvand & Ibrahimi, 2011). EWOM refers to interpersonal communication between consumers regarding their assessments and experiences of a certain enterprise or product (Jason et al. 2010). The studies have shown that EWOM might act more effective than communication by other sources e.g. recommendations of important contents in newspapers or advertisements (Jalilvand & Samiei, 2012).

Marketing by EWOM is more credible than other marketing techniques since only fourteen percent of those persons who watch, read or hear commercial ads may trust in them. More interestingly, ninety percent of individuals trust in their families, friends or colleagues if they confirm a certain product or service because they know there is no benefit in approving for them (Jalilian et al. 2012).

1 **Necessity and Importance of Research**
2
3   EWOM is the communications about goods and services between
4 individuals that seem not to be dependent on goods or service producer
5 enterprise. Such communications may be bilateral dialogues that are done face-
6 to-face or via phone, email, cellular or other communicational canals (Forati et
7 al. 2014). Independency of EWOM from the company is one of the factors that
8 empower EWOM. Another factor that seems to be more important that the first
9 one is that EWOM conveys experiences of the individuals and provides
10 indirect experiences for individuals about the product or service
11 (Hassangholipour et al. 2013). EWOM may be in positive (praising of trade
12 name and product) and or negative (gossip about trade name and product)
13 form. Both types of such communications are spread very quickly and they
14 may play major role in customer's attitude about newly introduced product in
15 the market or the products with riskability in their purchase (Martensen &
16 Mouritsen, 2014).
17   The importance of EWOM has been addressed regarding making decision
18 for purchase as well as reducing purchase decision related risks in several
19 studies (Wangenheim et al. 2014). The significant role of EWOM is tangible in
20 ideas of customers in the marketing literature and EWOM has been recognized
21 as one of the most powerful forces existing in the market (Prendergast et al.
22 2010). The importance of EWOM is due to this fact that under such
23 circumstances, customers preferably trust in informal sources in making
24 decisions for their purchase instead of formal sources e.g. marketing journals
25 (Abdalvand & Ghaffari Ashtiani, 2009). In fact, EWOM is important because it
26 can provide very important and vital information about a certain organization
27 for the consumers and in many cases it may help them to make decision to act
28 as supporter and motivator for an organization and or not. As a result, the oral
29 promotions contribute to organizations to attract new customers (Zhang et al.
30 2010).
31
32
33 **Research objectives**
34
35   The present research takes step by aiming to determine effect of EWOM
36 on emotions and attitudes of customers and to specify their impact on behavior
37 of consumers.
38 ➤ Analysis on relationship between EWOM and positive emotions in consumers
39 ➤ Analysis on relationship between EWOM and negative emotions in consumers
40 ➤ Review on relationship between positive feelings of consumers and their
41 attitude
42 ➤ Review on relationship between negative feelings of consumers and their
43 attitude
44 ➤ Analysis on relationship among social norm and positive emotions of
45 consumers

1 ➢ Analysis on relationship among social norm and negative emotions of
2 consumers
3 ➢ Determination of relationship among social norm and attitude of consumers
4 ➢ Determination of relationship among social norm and behavior of consumers
5 ➢ Analysis on relationship among attitude of consumers and their behavior
6

7 **Figure 1.** *Research conceptual model excerpted from Martensen & Granhault*
8 *(2016)*
9
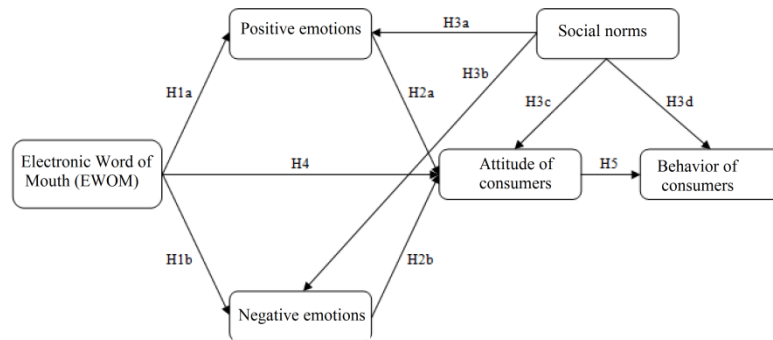
10
11
12   **Electronic Word of Mouth (EWOM) advertisements**: EWOM is a
13 novel forum where the consumers are shared in their experiences and
14 assessments about various brands and products via online communication
15 canals (Pikas & Sorrentino, 2014). EWOM is defined as all informal
16 communications between consumers by internet-based technology relating to
17 application or features of certain goods or services and or their vendors
18 (Stephen & Ronald, 2008). In order to evaluate this variable and by
19 exploitation from paper of Martensen & Granhault (2016), 6 questions have
20 been considered using Likert 5-scale spectrum.
21   **Emotions**: Emotions are the first part of a logical decision caused by
22 neural communications that is conveyed from emotional unit of brain to
23 rational part of it (Martensen & Granhault, 2016).
24 ➢ Positive emotions: The positive emotions are created relating to buying a
25 product when this purchase is favorable for the individual. Using paper from
26 Martensen and Granhault (2016) in this study, 6 questions have been
27 considered to assess this variable by Likert 5-scale spectrum.
28 ➢ Negative emotions: Negative emotions emerge regarding purchase of a product
29 if buying of the given product is unpleasant to the individual. In this study, 6
30 questions have been considered to assess this variable by Likert 5-scale
31 spectrum by means of paper from Martensen and Granhault (2016).
32   **Social norms**: In terminology of sociology science, norm denotes a
33 behavioral pattern that regulates relations of social reactions (Yousefi et al.
34 2012). To assess this factor in this survey, 2 questions have been designated by
35 Likert 5-scale spectrum using paper from Martensen and Granhault (2016).
36   **Attitude of consumer**: Attitude expresses internal emotions that reflect
37 someone's favorable or unfavorable idea about certain subjects (Chakravarty et
38 al. 2010). Attitude of customer has been addressed as a factor which

1 determines form and direction for his/ her behavior to buy a certain commodity
2 (Chu & Kim, 2011). In order to evaluate this variable in this investigation, 4
3 questions have been considered using Likert 5-scale spectrum and by means of
4 paper from Martensen and Granhault (2016).
5   **Behavior of consumers**: Behavior of consumers denotes tendency of
6 consumer to buy a specific products and or receive a certain service in the
7 future (Wu et al. 2011). Using Likert 5-scale spectrum in this study, 3
8 questions were designated by using paper from Martensen and Granhault
9 (2016).
10
11
12 **Research Literature and Background**
13
14   The cyberspace has provided new tools for marketers to improve
15 efficiency and effectiveness of marketing communications and new approaches
16 toward acquisition and maintenance of customers. The online interpersonal
17 effects are assumed as one dimension in cyberspace (Litivin et al. 2008). The
18 interpersonal influence and impacts of individuals in online environments
19 affect customers' assessments and decisions in buying a certain product or
20 brand. EWOM ads include variety of media forms and types of websites in
21 which there is the maximum access to ideas and revisions of online consumers
22 and statistics (Zhang et al. 2010).
23   Online revisions done by consumers of product have extensively drawn
24 attention by the researchers. Study on EWOM is relatively new and it has been
25 evolved during ten recent years. Some of researchers have combined the given
26 theories in order to describe EWOM phenomenon. Given the cost consuming
27 nature of TV ads in the field of E-services, one of the most original
28 promotional media for these products is the mouth of word advertisement
29 including EWOM (Fallah, 2017).
30
31 **Difference between E-business and E-commerce**
32
33   E-business denotes a group of business related activities such as
34 marketing, financial subjects, buying and sale, customers' relationship, after
35 sale services and cooperation with investors etc. via internet network while E-
36 commerce only comprises of buying and sale related subjects via internet and it
37 is assumed as a subordinate for internet business system per se. Overall, many
38 benefits and advantages can be considered for E-business. The E-business cut
39 the hands of dealers and brokers and at the same time causes reducing
40 advertisement costs, increases marketing opportunity, improves knowledge
41 about market and strategic planning and finally develops range of participation
42 by customers in giving the services in new system. Accordingly, both
43 producers and consumers will be benefitted from this system.
44   As one of the subsets of ICT groups, E-business has experienced high
45 growth in the past decade so that the approach taken in this policy is efficient
46 and effective in most of commercial institute in acceptance and employing E-

business to enter world markets and to attract new customers and in this regard. Although using E-business in commercial activities needs to a series of influential exogenous and endogenous factor so that if commercial enterprises pay attention to these factors and planning for favorable utilization from technology of E-business may prepare the ground for growth of user enterprises rather than a guarantee for successful exploitation from this process (Movahedi, 2015).

Definition of Traditional and Cyber Social Network

In traditional social network theory, a social network is defined as follows: It is a group of social institutions including people and organizations which are linked to each other by means of a group of significant social relations and they interact together by sharing of their values (Arami, 2014). Generally, social networks are assumed as social structures made of several groups in which individuals or organizations are connected together by one or more specific types of relation e.g. financial transactions, friendship, trade, emotions, dogmas, entertainments and habits (Swamynathan et al. 2008). Social networks date back to age of human life and are obviously linked to social symbiosis of humans with each other. Traditional marketing moves toward extinction because of rising tendency of customer to TV ads and direct letters and plans (Domingos, 2005). What makes social network of current age as distinctive from the past is a platform for emerging of social networks and mechanisms of their internal relations. These potentials have enabled these networks to change the traditional equations (Babaei, 2011). The cyber social networks are types of social media similar to the human community at the highest level and enable the individual to communicate with a great number of other persons. The virtual social networks include a new generation of internet websites. Internet users gather virtually around a common axis in these websites and form online communities (Arami, 2014). Castells implies the major characteristics of virtual social networks in flexibility (reconstruction and reactive potential versus environmental changes), scalability (small and great size) and ability for survival without dependency on the center of given unit. The important capability of these networks is related to the possible login by new users and presence of wide space for interaction with the others, free content-generation and sharing of knowledge and information (Babaei, 2011).

Internet Ads Dimensions

Internet advertisements include various dimensions which are briefly mentioned in the followings (Gao et al. 2002). Dimensions of internet ads are shown in Fig (1-2).

1   **Figure 2.** *Various dimensions of internet ads (Gao et al. 2002)*
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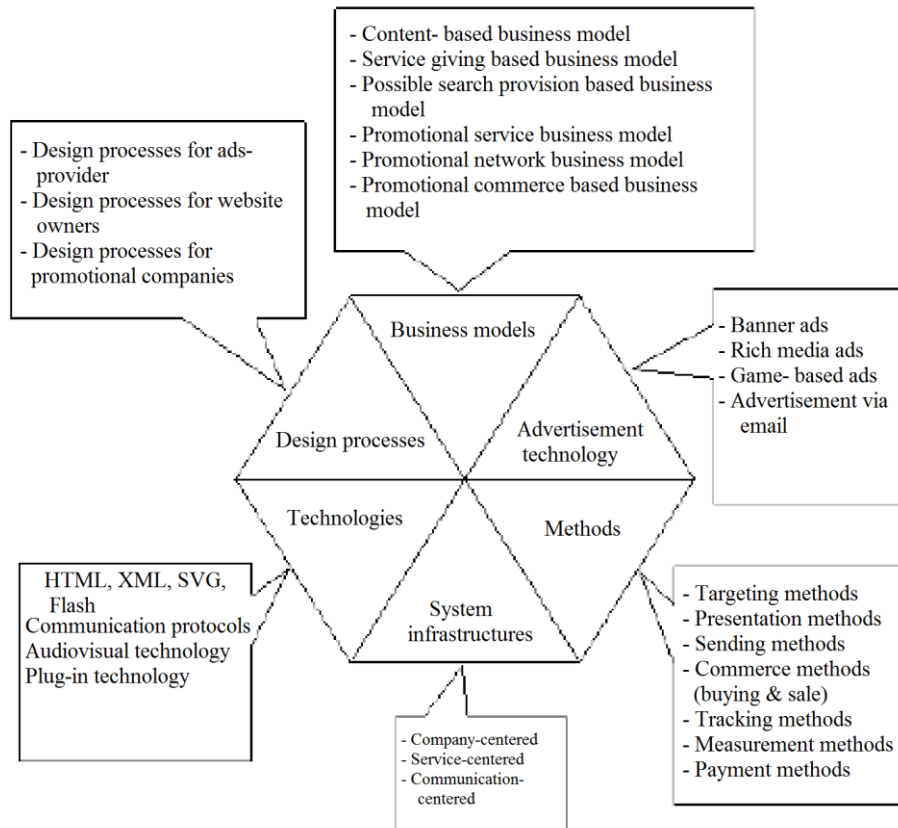
3
4
5   **Table 1.** *Comparison of Different Forms of Internet Promotions (Gao et al.*
6   *2002: 18)*

Game- based ads	Commercial letter	Rich-media banners	Banners
Ads as game	Sending letter together- messages- newsletter - news groups	Rich-media banner	-Fixed banners- Animated banners- interactive banners	Form of ads presentation
Payment based on ads presentation - click based payment	Pay as you see- payment based on number of letter	Click- based payment	Click- based payment- pay as you see	Payment method
Variable	Very low	High	Low	Ads design and sending costs

6

Goods marketing and sale-creating trade name	Goods promotion	Goods and sale marketing-creating trade name	Goods and sale marketing-creating trade name	Advertisement uses
Variable	Low	High	Low	Downloading speed
Game related technologies	Internet letters	Rich0media technology e.g. Flash,SVG, IntrVU,RealAudio, RealVideo	JavaScript and JavaApplet, and Animated GIF	Used technology
Limited to ones play	Ones with email addresses	Limited to users that have access to that page	Limited to users that have access to ads page	Advertisement audiences
Low rate visibility- high rate click	Low rate visibility- low rate click	High rate visibility- High rate click	High rate visibility- low rate click	Performance
Low	Low	High	Very high	Low	Attractive for observer

Electronic Word of Mouth (EWOM) Ads

Since time of advent of information technologies and internet, EWOM has been renamed for several times: Viral marketing, marketing via email, internet EWOM, EWOM marketing and EWOM advertisement (Goyette et al. 2010). EWOM is defined as all informal communication between consumers via internet-based technology relating to uses or characteristics of certain goods or services and or their vendors (Stephen & Ronald, 2008). This type of advertisement has become as an important forum for consumers and it seems to be even more efficient than EWOM in offline world because of more access to it (Jalilvand & Samiei, 2012). EWOM ads may be considered as traditional interpersonal communication within new generation of cyberspace (Christy et al. 2008). Typology of EWOM advertisement media is given in Table (1).

EWOM marketing is done in various forms including buzz marketing (using news and amusement), viral marketing (publishing messages especially via email), and community marketing (Creation and supporting from some communities such as followership associations and clubs and user groups), product seeding (to put suitable product at disposal of influential subjects at right time), influencer marketing (to find influential individuals and communities) and brand- blogging (creation and participation in weblog through valuable information (Goyette et al. 2010).

1

2 **Table 2.** *Typology of EWOM Communication Canals (Radmehr et al. 2011)*

Type of canal	Interaction level	Communication domain
Electronic letters (emails)	Asynchronous	One by one & one by multiple
Instant messages	Synchronous	One by one
Websites, visiting product and other websites	Asynchronous	One by multiple & multiple by multiple
Thinking rooms	Synchronous	One by multiple
Weblogs and virtual communities	Asynchronous	One by multiple
News groups e.g. Google news group	Synchronous	One by multiple & multiple by one

3
4
5 **Domestic Researches Backgrounds**
6
7 ● In a study titled 'Analysis of effects of EWOM marketing on buying
8 intention' Fallah (2017) has implied that EWOM is a novel forum in which
9 consumers are shared in their experiences and assessments of different brands
10 and products e.g. via laptop through online communication canals. In today
11 world, an ordinary person may be exposed to a mass of marketing messages
12 which are produced by traditional marketing methods such as commercial and
13 promotional ads and consumer is destined to select among a mass of
14 promotional offers. EWOM marketing includes informal communications
15 about a certain product or services that could be utilized as a valid filter for the
16 users because independence and lack of reliance of EWOM on producers may
17 draw consumer's trust. Alternately, controlling EWOM marketing by
18 enterprises can create a competitive advantage in today market. The current
19 research has been conducted in order to analyze effect of EWOM marketing on
20 decision for purchase.
21 ● In their investigation under title of 'Interpretation of tendency of customers
22 to use BMI banks of services in Guilan Province focusing on EWOM
23 promotion', Roohbakhsh and Fadaei (2017) have declared that entry of IT into
24 various industries has exerted a lot of changes in their different processes.
25 Banking industry is one of the foremost industries which have been subject to
26 many changes by entry of IT. In this sense, the main objective of aforesaid
27 study was to interpret tendency of customers to use BMI banks of services in
28 Guilan Province focusing on EWOM promotion. This study is applied type
29 based on objective and it is a type of descriptive researches in terms of data
30 collection. The research statistical population was customers of Melli Bank
31 (BMI) in Guilan Province. Given the studied population is unlimited thus
32 Cochran's formula for unlimited population was employed for selection of
33 sample. The sampling technique that has been used for this study is of clustered
34 and non-probabilistic available sampling type. The data collection method was
35 used in this survey was field study and questionnaire was utilized as tool for

data collection. The content validity has been used for measurement of validity rate and also Cronbach alpha coefficient was employed to measure reliability for which reliability rate was derived higher than 0.7 for all variables in this model. All of collected data were analyzed by SPSS and PLS software. Confirmatory factor analysis was utilized to test research hypotheses and structured equation modeling was adapted by taking ordinary least square (OLS) approach. The result of research hypotheses suggested approval for all hypotheses in this study.

● In a study under title of 'EWOM and its impacts on customer's intention for purchase', Nasiri Sarvi and Haffari (2017) have mentioned that after Industrial Revolution and automation of products and thus rising rate of supply, factory owners concluded that they should introduce and promote for their commodities if they intended to be able to sell their goods and after a short period of time marketing science was founded. Today, modern marketing techniques have been introduced to the world and they are more efficient, cheaper and effective than old methods out of which one can refer to types of one-by-one marketing, phone marketing, remote marketing, partisan marketing, viral marketing and word of mouth marketing etc. The librarian method has been utilized in aforesaid study. It has been tried in aforementioned study to introduce generally EWOM marketing, methods of use and the given effect on intention to purchase in customers.

● In an investigation with the title of 'EWOM advertisements and its impact on behavior of consumer', Beigi and Ibrahimi (2015) have implied that in today excessively competitive markets, directors of enterprises look for new techniques to inform the people about their products and to improve their trade names. They adapt various marketing techniques to attract more customers to achieve their goal. One of the most effective types of these methods that have formed according to relationship between individuals is Electronic Word of Mouth (EWOM) marketing. Following to rising number of internet users in Iran during recent years, a suitable opportunity has been provided for the enterprises to increase knowledge of customers about their products by benefitting from this modern method along with traditional marketing methods rather than increase in their market share and thereby to improve trade name for the company. In this regard, subject of EWOM marketing has been analyzed by the given reviews and studies in this paper. It has been focused on importance of EWOM marketing in the reviewing studies.

● Khalilzadeh and Asgari Sabzkoohi (2015) have explored relations among EWOM advertisement and making decision to buy Huawei mobile phones. They expressed in this investigation that EWOM advertisements are implemented in line with the same comments and positive and negative experiences of consumers versus other consumers or individuals who intended to buy a product such as mobile phone in order to reduce buying risk and to release from confusion in buying among similar products in internet environment. This survey aims to review relations among EWOM ads and decision for buying Huawei mobile phone. This study has been an applied-researching research in terms of goal and a survey in terms of data collection

method. Questionnaire was utilized as a tool to collect data and data analysis was done using some parameters e.g. mean and standard deviation and level of effect exerted by EWOM advertisement to intention of customers for purchase and related standard deviation have been measured 4.90 (of total 5 score) and 0.56 by means of the results from SPSS software application respectively and these rates indicated positive effect of EWOM advertisement on intention of purchase in consumers of Huawei mobile phones.

● In a study that was conducted by Boroomand and Aberoomandi (2015) with title of 'Analysis of effect of EWOM ads on intention for repurchase by online customers', they mentioned that today extensive competition has been increased within various commercial fields especially E-commerce throughout the world compared to the past and maintenance of customers and rising their loyalty became more difficult and providing for their requirements could contribute to improving loyalty of customers. The main objective designated for this study was to find the foremost factors for continuous use of Digi-Kala website by internet buyers and also effective factors on EWOM ads among customers of Digi-Kala Company that is today assumed as the leader of this market in sale of electronic commodities in the country based on the published statistics. In order to collect data in this study and for analysis on 9 major hypotheses, 385 questionnaire forms were collected after distribution of them among respondents. The results of data analysis were derived using SPSS and LISREL software that indicated approval for all research hypotheses.

● In their paper titled 'Review of the impact of relational marketing on intention for buying among customers mediated by oral advertisement', Shekari et al. (2015) have implied that today maintenance and training of customers might be deemed as a very important factor in achievement of leading companies in present competitive environment. Customers enjoy a lot of advantages; they could use goods and services given by the enterprises and if that commodity and services becomes proportional to their taste and viewpoint they may recommend it to their friends to use the same good or service of companies as a positive promotional tool. The current research intends to determine effect of relational marketing on making decision for purchase by customers with mediation of oral advertisement. The statistical population of this study was considered as the customers who might use products of agencies for sale of cosmetic and sanitary products in Bushehr Province and questionnaire was employed as a tool for data collection. The available sampling method has been utilized for selection of statistical sample in which 284 customers provided data for this investigation. SPSS and LISREL software has been used for data analysis. Initially, utility level was tested for the variables and their parameters using single t-test and also positive relationship was confirmed between variables using correlation coefficient and t-test path coefficient. Then this model was tested by means of LISREL software and confirmatory factor analysis and structured equation modeling. Finally, values of fitness parameters indicated that the model was well fitted and eventually a modified and complementary model was proposed by LISREL software.

● In a study under title of 'Effect of oral advertisements on tendency to use from insurance services among customers of insurance companies in Rasht city', Davari et al. (2015) have expressed that the oral advertisements might play efficient role as one of the paramount and oldest informal tools for communications in marketing processes such as encouragement of persons to buy products and to use services. Many consumers mainly rely on EWOM information they received from their friends and relatives because they considered such information as more reliable than commercial ads and statements by marketers. Therefore, in an environment where the consumer trusts lesser in organizations and their advertisements, the oral ads may provide a way to acquire competitive advantage and enable the commercial organizations and enterprises thereby to affect customers' intention for purchase. With respect to importance of the subject, the present research has tried to analyze effect of oral advertisements on using services between customers of insurance industry. This study is one of descriptive- correlational researchers in terms of method and nature and it is of applied type in terms of objective. The statistical population of current study includes active insurance companies in Rasht city and 300 questionnaire forms were distributed among them to select sample using simple randomized sampling technique. The structured equation modeling has been utilized for data analysis and testing research hypotheses. The findings resulted from this study suggest that dimensions of oral advertisements i.e. intensity, positive potential, negative potential, content of oral advertisements as well as image of company may affect tendency of customers to use insurance services.

● In his paper with title of 'review on effect of customers' emotions on intention to repurchase by mediation role of oral advertisement (case study: Alborz insurance in Shiraz city', Lotfi (2015) has stated that the individual might have more easily interacted using perceived emotions. The emotions facilitate in interactions and relations between parties. On the other hand, today positive oral advertisements are called as a very strong tool in advancement for sale of products so that it may quickly lead unknown and anonymous products into path of unbridled commercial fame and repute. In this regard, this study has been carried out to determine impact of customers' emotions for intention to repurchase mediated by the role of oral advertisements in insurance industry. This investigation is assumed as applied type in terms of goal and classified as one of descriptive and surveying researches in terms of method. Customers of Alborz Insurance Company in Shiraz city were statistical population of the current study. Cochran's formula was used for determination of sample size and with respect to the unlimited numbers of this population the necessary sample size for this study comprise of 196 respondents. The non-probabilistic available sampling technique has been adapted for selection of sample. Questionnaire was employed as data collection tool in this survey and reliability of questionnaire was determined 0.836 using Cronbach alpha coefficient. Smart-PLS software was utilized for structured equation modeling to analyze collected data. The results of study indicated that emotions of customer might significantly affect intention for purchase. Likewise, results of

study showed that oral advertisements might play mediatory role in impact of customer's emotion for intention to purchase.

● In their survey, Golshahi and Sadeghi (2014) explored impact of EWOM advertisements on consumer's buying behavior in the case study for consumers of tablets and smartphones. This study was conducted under title of analysis on effect of EWOM advertisements on buying behavior of consumer (case study: consumers of tablets and smartphones). The statistical population of this study included MA students from a faculty in University of Firdausi and simple sampling method was employed for selection of sample. This survey was of applied type in terms of objective and also of descriptive- correlational type. The standardized questionnaire has been employed as a tool for data collection in this study and it has been built based on literature and researching bases. The results of this study show that the research conceptual model enjoys goodness of fit. The results of fitness parameters were near to unit and error parameter approached to zero. Thus, it can be implied that EWOM advertisements have positive and efficient impact on buying behavior of consumer. Similarly, the findings show that there is direct and significant relationship among variables of awareness of product, awareness of product price, awareness of promotional aspects, awareness of distribution canals and awareness of after-sale services with buying behavior of consumer.

Foreign Researches Background

● In a paper titled 'the antecedents of purchase and re-purchase intentions of online auction consumers', Jengchung et al. (2016) implied that they have used two PChome and eBay Auction Sites for data collection. In this paper, 120 veteran customers have participated from both of these sites so that to measure effect of past experiences on intention for repurchase. The results of study have indicated that all designated variables were confirmed by the researchers and effect of perceived trust and risk has been expressed by the customers at different level. These findings have clearly specified complexity of decision-making process in online auctions. Likewise, this investigation has indicated that there was the attitude of interest and enjoyment among buyers and sellers in online purchase process.

● In a study under title of 'a research on effectiveness of Facebook advertising on enhancing purchase intention of consumers', Dehghani and Tumer (2015) explored effect of FaceBook as a social network on rising purchase between consumers in 2013. The findings signified that FaceBook ads might remarkably affect image and special value of the brand and both of these variables might contribute to noticeable change in intention for purchase in consumers.

● In their survey under title of 'effective marketing communication via social networking site: The moderating role of the social tie', Shen et al. (2015) expressed the FaceBook has provided a path for communication with online friends that could increase effect of internet ads. In this investigation,

1 researchers have utilized conceptual framework based on social capital and
2 theory of communications including dependence intensity, type of message and
3 promotional literacy level. The findings resulted from analysis on 346 collected
4 questionnaires have indicated that the interactive promotion might give wider
5 attitude to the consumers about advertisement and sharing of messages
6 compared to non-interactive promotion. The social dependence is an important
7 factor for moderating effects of message type and promotional literacy level on
8 efficient communications.
9 ● In their study titled 'viral effects of social network and media on consumers'
10 purchase intention', Gunawan, D. D and Huarng, K. H. (2015) analyzed
11 importance of viral marketing in social networks. The results showed that
12 social integration has no effect on subjective norms among consumers in social
13 networks. Similarly, their findings indicated that social influence along with
14 perceived risk in social networks might affect purchase intention in consumers.
15 ● In a study, Hudson et al. (2015) explored effects of social media on
16 emotions, quality of brand relations and EWOM marketing by conducting
17 experimental survey on participants in music festival and concluded that on the
18 one hand, interaction of social media might noticeably affect emotion and at
19 the same time in EWOM marketing and also perceived emotions with quality
20 of brand relations might influence in EWOM marketing that has led to the
21 given findings.
22 ● In a survey, Amonrat (2014) examined impact of social media on EWOM
23 marketing. In this investigation in which he has analyzed users of various types
24 of social media, he indicates that EWOM has positive and significant impact
25 on consumers as well as intensity of utilization from social networks by the
26 users. Thus, social media may create efficient tools for attraction of demand for
27 various goods and services and he shows innovative marketing tools enable the
28 enterprises to prepare their own for adaptation to new virtual lifestyle by
29 investment in advanced communication technologies.
30
31
32 **Research Conceptual Model**
33
34 **Figure 3.** *Research conceptual model excerpted from study of Martensen and*
35 *Granhult (2016)*
36

37
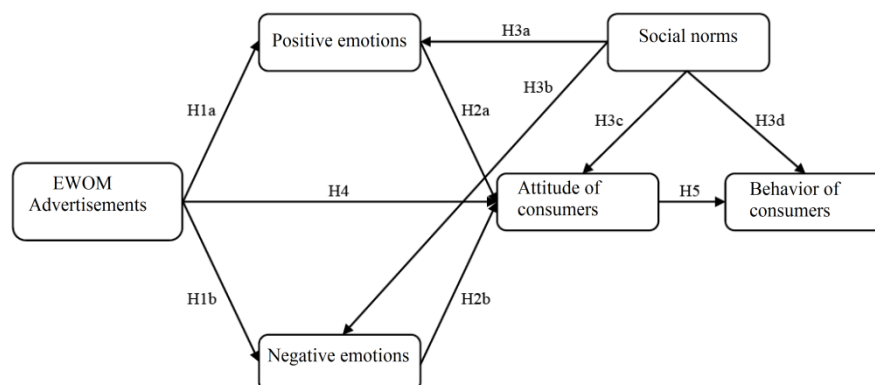
1 **Methodology and Research Implementation Processes**
2
3   This study is a deceptive- analytical research in terms of type and nature
4 because researcher looks for analysis and description of relationship among
5 behavior of consumers, EWOM, customer's emotions and social norms.
6 Alternately, whereas method and level of effects of variables and their
7 correlation are studied it is typically assumed as a correlational research as
8 well. A statistical population includes a group of individuals or units with one
9 common attribute at least. The studied population in survey is usually the
10 statistical population for which researcher intends to study about variable
11 attribute (attributes) of the given units (Sarmad et al. 2011). In this study,
12 statistical population comprises of all customers of Digi-Kala Company in
13 Tehran city and their quantity is indefinite. The Simple Random Sampling
14 (SRS) method has been employed for this study. With respect to Cochran's
15 sampling formula and given this rule that statistical population of this study (all
16 customers of Digi-Kala website) is the unlimited number thus the minimum
17 quantity necessary sample size is 384 samples for this investigation.
18   Whereas some of collected questionnaires may probably include
19 heterogeneous and unreliable data and some of respondents may avoid from
20 completion of questionnaire, the questionnaire forms were distributed among
21 420 respondents among them 395 questionnaires were collected but there were
22 some questionnaires with many heterogeneous and lost data in 395
23 questionnaire form but finally 385 proper questionnaire forms were analyzed.
24
25 *Structure of Questionnaire*
26
27   The questionnaire has been utilized for data collection in major part of this
28 study and for measurement of research variables. The given questionnaire was
29 standardized and it has been extracted from paper of Martensen and Granhult
30 (2016). Nonetheless, before their measurement in this questionnaire, the
31 measured parameters in this study were subject to judgment by several experts
32 and finally the agreed questionnaire was employed as a tool for data collection.
33 This questionnaire comprises of two sections. The first section is concerned
34 with demographic traits and the second part analyzes research variables and
35 includes 24 questions with Likert five-scale spectrum. The aforesaid
36 questionnaire is visible in Appendix 1. Orders and quantity of questions can be
37 seen in the following table:
38
39

1 **Table 3.** *Number of Questions in Questionnaire*

Variable	Number of questions	Order	Source
Social norms	3	1-3 Qs	Martensen and Granhult (2016)
Behavior of consumers	3	4-6 Qs	
Attitude of consumers	4	7-10 Qs	
EWOM marketing	4	11-14 Qs	
Positive emotions	5	15-19 Qs	
Negative emotions	5	20-24 Qs	

2
3 **Content validity**: The comments of experts and relevant masters are used in
4 content validity method. For this purpose, the questionnaire has been initially
5 extracted, translated and designed using similar papers and then put at disposal
6 of several experts and scholars to examine transparency and relevance of
7 questions with the research content.
8
9
10 **Combined Reliability**
11
12 Since Cronbach alpha coefficient is a traditional criterion for determining
13 reliability of constructs, PLS technique is employed as more modern criterion
14 than alpha coefficient under title of combined reliability. This criterion was
15 introduced by Werts (1974) and it is prior to Cronbach alpha in that the
16 reliability of constructs is not computed absolutely but with respect to
17 correlation between their parameters with each other. If the value of Combined
18 Reliability (CR) becomes higher than 0.7 for any construct (Houshangi et al.
19 2017) it reflects suitable internal consistency for the measurement models
20 while value of reliability less than 0.6 shows lack of reliability. It necessitates
21 noting this point that CR is assumed as a better criterion than Cronbach alpha
22 in structured equation modeling (Vinzi, 2010). Whereas all parameters are
23 calculated with the same importance for each of constructs in computation of
24 Cronbach alpha, the parameters with higher factorial loadings are more
25 important for CR calculation. This causes CR values of constructs to be more
26 real and accurate criteria than Cronbach alpha (Houshangi et al. 2016). Both
27 criteria of Cronbach alpha and combined reliability have been utilized in this
28 study to ensure from reliability of questionnaire and the given measurement.
29

1 **Table 4.** *Reliability and Average Variance Extracted from Research Variable*

Constructs	Cronbach alpha	Combined Reliability (CR) coefficient	AVE
Attitude of consumer	0.792952	0.864449	0.614722
Behavior of consumer	0.853648	0.911000	0.773357
EWOM advertisement	0.829238	0.897798	0.745445
Negative emotions	0.907438	0.930837	0.729466
Positive emotions	0.802977	0.865869	0.567828
Social norms	0.878805	0.925237	0.804889

2
3
4 **Measurement Model Test**
5
6 Initially, measurement models of research variables were analyzed. This
7 test includes two main processes and several parameters:
8 ● **Reliability test**: Test reliability is related to measurement accuracy and
9 stability. Reliability has two different meanings: one meaning of term
10 'reliability' is the stability and persistence of scores over the time; namely, if a
11 test is administered for a single respondent for several times, the score will be
12 the same in all cases. The second meaning of reliability refers to parity of items
13 and this means how much testing questions are correlated. For this purpose,
14 three parameters are used for analysis of reliability using software application:
15 ❖ Reliability for each of tangible variables (reliability of referents)
16 ❖ Combined reliability or Delvin- Goldestain- p
17 ❖ Cronbach alpha coefficient
18 Both of Cronbach alpha and CR coefficients have been utilized to verify
19 reliability of variables in this study. If Cronbach alpha and CR coefficient are
20 higher than 0.7, the variables have reliability at favorable level. As it
21 characterized in Table 5, the values of Cronbach alpha coefficients range from
22 0.792 to 0.907. Likewise, values of CR coefficients are between 0.864 and
23 0.930 that indicates suitable reliability for the constructs.
24
25
26
27

1   **Table 5.** *Reliability and Average Variance Extracted from Research Variable*

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2

3   In order to determine reliability of referents in partial least square
4   technique, factorial loadings test is employed. The values of referents should
5   be higher than 0.6 in factorial loading test. The coefficients of factorial
6   loadings can be observed for questions of research questionnaire in Fig 5.
7   As it visible in Fig 5, majority of variables has factorial loadings higher
8   than minimum value 0.6 and only one of referents includes factorial loading
9   less than 0.6 and with respect to Baidu's rule[1] and the given average variance
10   extracted (AVE) (>0.5) this referent can be maintained (It should be noted
11   these factorial loadings can be also seen in Table 6 (transverse loadings).
12   ● *Validity test*: The validity of variables and referents should be determined to
13   analyze validity of model. Parameter of Average Variance Extracted (AVE) is
14   used for determining validity of variables for which the values higher than 0.5
15   indicate favorable validity. As you observe in Table 5, AVE values range
16   between 0.567 and 0.804 for constructs in this study so these values are greater
17   than the minimum level which indicates favorable validity of constructs.
18   Transversal loadings test is utilized to determine validity of referents in which
19   factorial loadings of each of referents should be higher that factorial loadings
20   the given referent for other constructs. The results of this analysis are given in
21   Table 6. The results of this investigation denote high validity of referents
22   because all referents have factorial loadings higher in their constructs than their
23   factorial loadings for the constructs.
24
25
26

---

[1] - Baidu's rule expresses that if a construct includes a referent with factorial loading less than 0.6 but the given average extracted variance is higher than 0.5, the referent could be kept. For more information see also the related book, Dr. Adel Azar et al. (2012).

1 **Table 6:** Transversal Loadings for Research Referents

SN	PE	NE	EWOM	CB	CA	
0.312549	0.430001	-0.102541	0.390690	0.436402	**0.801604**	CA 1
0.209375	0.218798	-0.074881	0.248888	0.314842	**0.751141**	CA 2
0.346861	0.307889	-0.213530	0.340032	0.428440	**0.804577**	CA 3
0.296199	0.231492	-0.213972	0.349950	0.388783	**0.777663**	CA 4
0.500700	0.511816	-0.135112	0.622616	**0.883247**	0.412986	CB 1
0.538211	0.526627	-0.115886	0.522280	**0.869080**	0.469208	CB 2
0.575859	0.591068	-0.172249	0.649265	**0.885803**	0.453114	CB 3
0.563921	0.597744	-0.178211	**0.874178**	0.599200	0.332658	EWOM 1
0.553269	0.535970	-0.183507	**0.857651**	0.586920	0.368346	EWOM 2
0.557675	0.509405	-0.215453	**0.858244**	0.574922	0.418027	EWOM 3
-0.218456	-0.071629	**0.904873**	-0.233609	-0.146845	-0.199694	NE 1
-0.212711	-0.105557	**0.832685**	-0.202719	-0.143531	-0.109290	NE 2
-0.162799	0.025587	**0.828833**	-0.118780	-0.083857	-0.130667	NE 3
-0.238511	-0.077654	**0.886403**	-0.177234	-0.152276	-0.179130	NE 4
-0.208040	-0.110309	**0.813941**	-0.198527	-0.146750	-0.202280	NE 5
0.361750	**0.568846**	-0.082935	0.438873	0.281273	0.194304	PE 1
0.397628	**0.710929**	-0.135801	0.502076	0.398087	0.283866	PE 2
0.471472	**0.820557**	-0.038659	0.496928	0.601371	0.238141	PE 3
0.460792	**0.839326**	-0.077460	0.498379	0.578118	0.450821	PE 4
0.344177	**0.795206**	0.022268	0.446921	0.425754	0.257885	PE 5
0.900637	0.457865	-0.254960	0.607570	0.545249	0.317340	SN 1
0.890696	0.527326	-0.233247	0.588689	0.533094	0.328107	SN 2
0.900101	0.481921	-0.176578	0.545224	0.573463	0.373528	SN 3

2
3

Structured Model Quality Test and Assessment

5

6 There are three main criteria for testing structured models in analysis of
7 structured models by the aid of partial least square approach: 1) AVE
8 parameter (R^2); Q^2 index; and Goodness of Fit (GOF) as overall fitness.

9 ✓ **R^2 criterion**

10 Average Variance Extracted is the main criterion for evaluation of endogenous
11 hidden variables of path in model. This index indicates how many percent of
12 variance of endogenous variable is exerted by exogenous variable. Values of
13 0.67, 0.33 and 0.19 have been described respectively as noticeable, medium
14 and low for the endogenous hidden variables (dependent) in structured path
15 model (internal), but if endogenous hidden variable is affected by some of (one
16 or two) exogenous variables, the lower values of AVE could be accepted as
17 well (Mohsenin & Esfidani, 2014). The results of this test are visible in Table
18 8.

19 ✓ **Q^2 criterion**

1 Q^2 criterion is calculated only for endogenous constructs of the model in
2 which indices are of reflexive type and if this value sets zero or less than zero
3 for an endogenous construct, it indicates the relationships have not been well
4 defined between other constructs of the model and the given endogenous
5 construct and consequently, the model needs to correction. Henseler et al.
6 (2009) have determined three values (0.02, 0.15 and 0.35) for intensity of
7 potential of prediction in endogenous constructs of the model in which these
8 values indicate the prediction potential at low, medium and high levels in a
9 construct versus indices of the given construct. The following table shows Q^2
10 values for each of endogenous variables in the model.

11

12 **Table 7.** *Q^2 values*

Variable	Q^2 criterion
Attitude of consumer	0.134729
Behavior of consumer	0.341898
Negative emotions	0.044159
Positive emotions	0.238684

13
14
15 ✓ **Analysis on Goodness of Fit (GOF) of section**
16 Unlike (CB-SEM) covariance-based method, there is no index for general
17 measurement of the model in structured equation modeling but an index, called
18 Goodness of Fit (GOF) was offered by Tenenhaus et al. (2005) for this
19 purpose. This index considers both measurement and structured models and is
20 used as a criterion for measurement of general performance of the model. This
21 index ranges within limit between zero and one. Weltz et al. (2009) introduced
22 three values of 0.01, 0.25 and 0.36 respectively as low, medium and high
23 quantities for GOF.

24

25 $$GOF = \sqrt{\overline{communalities} \times \overline{R^2}}$$

26
27
28 **Table 8.** *GOF*

Variable	Commonality	R-Square	GOF
Attitude of consumer	0.614722	0.228964	
Behavior of consumer	0.773357	0.464965	
EWOM advertisement	0.745445	-	**0.458**
Negative emotions	0.729466	0.067659	
Positive emotions	0.567828	0.434306	
Social norms	0.804889	-	
Mean	**0.705**	**0.298**	

29
30 With respect to three values i.e. 0.01, 0.25 and 0.36 that have been introduced
31 as low, medium and high values for GOF (Wetz et al. 2009) 0.458 is verified as
32 high quantity for GOF.

1 **Testing Hypotheses**
2
3 *T-significance Coefficient*
4
5 Using significant coefficient algorithm in this section we calculate T-statistic.
6 If value of T-statistic is greater than 1.96, it indicates precision of relationship
7 between constructs and as a result confirms research hypotheses at confidence
8 level 95% (Significance numbers at significance levels 99% and 99.9% are
9 2.58 and 3.27 respectively). The results of this algorithm are shown in Fig 4.
10
11 *Path Coefficients*
12
13 PLS algorithm should be used for calculation of standard path coefficients
14 between constructs. The standardized coefficients between independent and
15 dependent variables indicate that the independent variable interprets variance
16 of dependent variable at this percentage. Fig 5 displays standardized
17 coefficients of paths relating to each of hypotheses.
18
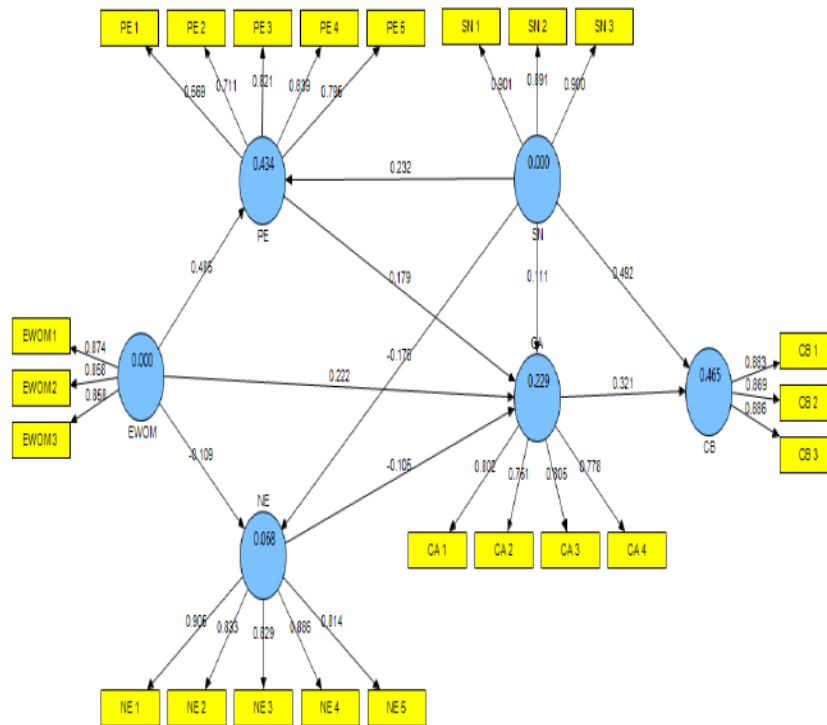19 **Figure 4.** *T-statistic Between Research Main Variables*
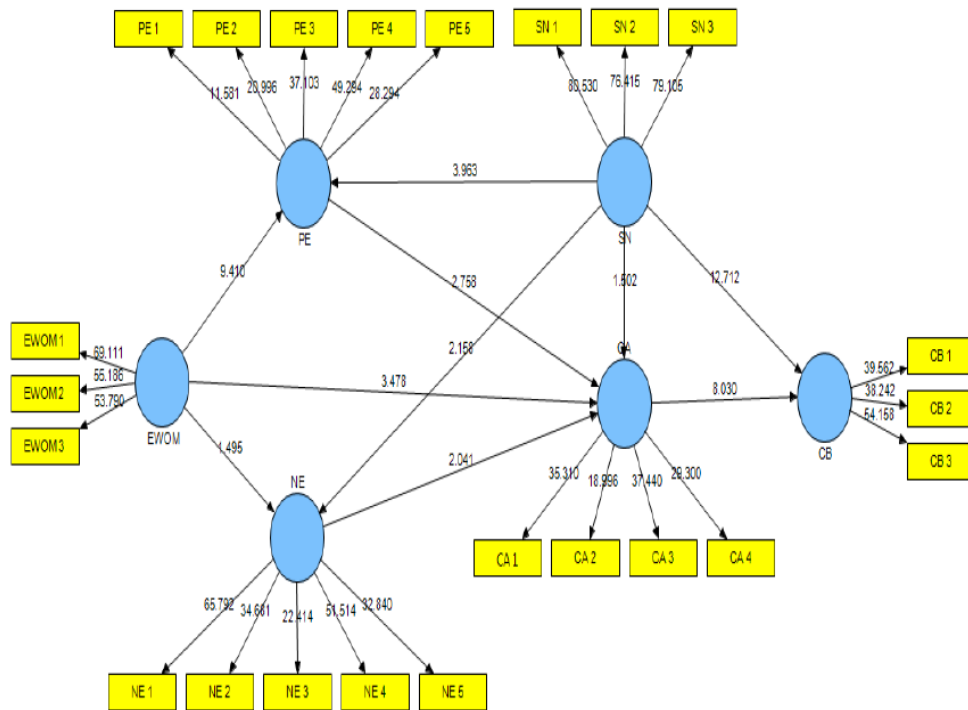
20
21

22

23

1   **Figure 5.** *Path Coefficients between Research Main Variables*

2
3
4   Given the results derived from analysis on the collected data, the results of
5   research hypotheses are generally presented in Table 9. It should be noted that
6   those relations in which value of T-statistic is higher than 1.96 will be
7   confirmed while relations with t-statistic less than 1.96 are rejected.
8
9   **Table 9.** *Approval or Rejection of Hypotheses*
10

Approval or rejection of hypotheses			
Research hypotheses	Path coefficient	Significance	Approval/ rejection
H1a: EWOM advertisement has positive and significant effect on positive emotions of consumers.	0.485	9.410	Approved
H1b: EWOM advertisement has reverse and significant effect on negative emotions of consumers.	-0.109	1.495	Rejected
H2a: EWOM advertisement has positive and significant effect on attitudes of consumers.	0.179	2.758	Approved
H2b: EWOM advertisement has reverse and significant effect on negative emotions of consumers.	-0.105	2.041	Approved
H3a: Social norm has positive and significant effect on positive emotions of consumers.	0.232	3.963	Approved

H3b: Social norm has negative and significant effect on positive emotions of consumers.	-0.178	2.158	Approved
H3c: Social norm has positive and significant effect on attitudes of consumers.	0.111	1.502	Rejected
H3d: Social norm has positive and significant effect on behavior of consumers.	0.492	12.712	Approved
H4: EWOM advertisement has positive and significant effect on attitudes of consumers.	0.222	3.478	Approved
H5: Attitude of consumers has positive and significant effect on behavior of consumers.	0.321	8.030	Approved

1
2
3 **Conclusion and Suggestions**
4
5 *Suggestions Relating to Research Hypotheses*
6
7   According to the statistical results derived from statistical analysis in the
8 current research, the relationship was obviously revealed among EWOM
9 advertisement and positive and negative emotions and attitudes of consumers,
10 social norms and behavior of consumers. Therefore, it is obvious that Digi-
11 Kala Company in Tehran city should make effort to enhance EWOM ads,
12 positive and negative emotions, attitudes of consumers, social norms and
13 behavior of the consumers in their organization so that to improve in the
14 performance. Some strategies and solutions are given for improvement of each
15 of influential factors on research variables in the followings.
16   By focusing on relationship among EWOM advertisement and positive
17 and negative emotions and attitudes of consumers, social norms and behavior
18 of consumers, organizational directors and officials in Digi-Kala Company in
19 Tehran should identify needs and requirements of customers so that their
20 personnel to take step toward improving variables of EWOM advertisement
21 and positive and negative emotions and attitudes of consumers, social norms
22 and behavior of consumers. It seems necessary to formulate a suitable
23 operational framework for appropriate planning in order to improve EWOM
24 advertisement and positive and negative emotions and attitudes of consumers,
25 social norms and behavior of consumers. The access to information is
26 facilitated for personnel about EWOM advertisement and positive and negative
27 emotions and attitudes of consumers, social norms and behavior of consumers
28 to improve their relationship with consumers. Thus, codification of training
29 programs and improving conditions for EWOM advertisement and positive and
30 negative emotions and attitudes of consumers, social norms and behavior of
31 consumers based on organizational marketing and promotion and employment
32 of experts in the fields of internet and content generation marketing may be

1 implemented to enable them to enhance EWOM advertisement and positive
2 and negative emotions and attitudes of consumers, social norms and behavior
3 of consumers in the organization.
4
5
6 **Research Uses**
7
8 It is discussed about some of uses of research for researchers in this field
9 as well as directors of organizations with respect to the results of hypotheses
10 after review on research hypotheses and findings and comparison of the given
11 results with the previous studies in this regard. Some examples of them are
12 mentioned in the following.
13 1. Review on different relationships which have been designated in this
14 study will give extensive percept to the readers about quality of effect of these
15 variables on each other especially about way of impact by EWOM
16 advertisement and positive and negative emotions and attitudes of consumers,
17 social norms and behavior of consumers. Given the final objective for many
18 organizations in market is to acquire profit and more market share as well as
19 competitive advantage and eventually improved performance of organization
20 and variables of EWOM advertisement and positive and negative emotions and
21 attitudes of consumers, social norms and behavior of consumers may increase
22 organizational performance so that the results of the current study will help the
23 directors to take step toward improvement of their organizational performance
24 and EWOM advertisement and positive and negative emotions and attitudes of
25 consumers, social norms and behavior of consumers and thereby to acquire
26 competitive advantage versus rivals and satisfaction for the customer.
27 2. Based on the conducted studies, modern directors should properly
28 perceive effective factors in organizational performance. Findings of this study
29 will lead to better perception in directors of effective factors on their marketing
30 and promotional performance and EWOM advertisement and positive and
31 negative emotions and attitudes of consumers, social norms and behavior of
32 consumers and help them to make better and more comprehensive decisions.
33 3. With respect to current business environment, directors should look for
34 finding of solutions for improving their organizational performance. Findings
35 of this study indicate directors what variables should be addressed for
36 improving their organizational performance regarding EWOM advertisement
37 and positive and negative emotions and attitudes of consumers, social norms
38 and behavior of consumers.
39 4. Given that the rate of influence has been determined for each of
40 variables, by considering the sources at their disposal, directors can allocate the
41 resources for improving performance in EWOM advertisement and positive
42 and negative emotions and attitudes of consumers, social norms and behavior
43 of consumers and avoid from allocation of resources to the subjects with less
44 effect.
45 5. This is one of the few studies conducted in Iran that has analyzed effect
46 of EWOM advertisement and positive and negative emotions and attitudes of

consumers, social norms and behavior of consumers. Therefore, the given results could be assumed as a moderating path and shortcut to be continued in other investigations.

Research Limitations

The presence of many problems and constraints always makes this path difficult and uneven for conducting study. Presence of these limitations certainly has high effect on research trend and the given results with derived interpretations and requires researcher to observe more care and precision in this regard. There were also many limitations in this study some of which will be implied in the followings.

1. Given this study has been carried out within a limited time interval; thus, the effect of research variables on each other has been evaluated in the same time range, but for better assessment of quality of effect of these variables on each other, it would be better to conduct this assessment for several periods and within longer time interval in order to consider further different environmental impacts and conditions. Although lack of additional time for this study and restriction in receiving information caused this objective not to be realized.

2. The limited access to English information references, particularly theses of leading universities in the world and latest information sources caused writing of theoretical literature to encounter some problems.

3. Absence of domestic related studies and investigations with which findings of current study to be compared is one of the limitations to which researcher was exposed.

4. Poor cooperation of statistical population with researcher and lack of adequate care and paying attention to questions in the questionnaire caused some problem in data analysis process.

Suggestions for Future Studies

In the last part of this study, some suggestions are proposed to the interested researchers for conducting studies in the future in this regard so that to clarify path of studies about EWOM advertisement and positive and negative emotions and attitudes of consumers, social norms and behavior of consumers.

It is suggested for considering time period of conducting study for several years thereby to examine better the effect of research variables on each other and to be followed with more stable findings. Surely, researcher could not identify all effective factors on EWOM advertisement and positive and negative emotions and attitudes of consumers, social norms and behavior of consumers and there were some factors which have been overlooked by the researcher. Conducting studies about the unidentified factors may be favorable for improvement of organizational performance. At the same time, the effect of

more numbers of variables e.g. ease of use can be measured in the forthcoming studies thereby we could achieve a more comprehensive model in this regard. One can test these relations in other organizations and even in other production industries as well to ensure from precision of the derived results.

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