The Relationship between Electronic Word of Mouth Advertising and Electronic Loyalty among the Customers of the Chareh Shopping Website

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Abstract

Electronic word of mouth advertising is an emerging area in which consumers share their experiences and their evaluations from brands and different products such as sound enhancements and entertainment through the communication channels. Present research is applied and surveying one. Statistical population is the online customers of Chareh website that questionnaire was distributed between them. The aim of the study was to investigate the relationship between customer loyalty and electronic word of mouth advertising. To collect data a questionnaire which, its validity was confirmed by professors and experts and its reliability was confirmed by Cronbach’s alpha has been used. To determining the sample size according to Cochran’s finite population formula, the sample size was considered 273 individuals. To analyze the data collected, structural equation modeling of smartpls Software was used. Results indicate that intrinsic and extrinsic motivation of an individual have significant and positive relationship with word of mouth advertising. Also there is a positive and significant relation between electronic word of mouth advertising and personal and social identity of websites. However, there was no significant relationship among personal identity of website based on output of software and electronic loyalty but there was significant relation between website’s social identity and electronic loyalty. Finally, the main hypothesis which is the relationship between electronic word of mouth advertising and electronic loyalty was approved.

Keywords: Electronic Word of Mouth Advertising, Electronic Loyalty, Individual Intrinsic and Extrinsic Motivations, Social and Personal Identity

Reference


