International Conference on Rural Development and Enterpreneurship 2019: Enhancing Small Busniness and Rural Development Toward Industrial Revolution 4.0

Vol. 5 No.1
ISBN: 978-623-7144-28-1

The Influence of Consumer Motivation to Spreading e-WOM. Moderated role of Locus of Control: A Conceptual Paper

Andika Robintang Purba[1], Rahab[2], Dwita Darmawati[3]

[123]Faculty of Economics and Business, Jenderal Soedirman University, Indonesia

Abstract. This study aims to gather and analyze published articles regarding the influence of electronic word-of-mouth (e-WOM) motivation to electronic word-of- mouth (e-WOM) Behavior. In the paper methodology of the research is literature review. The paper proposes that motivation self-enhancement and enjoyment, altruism, and economic incentives positively associated to e-WOM behavior based on positive experience and motivation venting negative feelings, altruism (negative) and economic incentives associated to e-WOM behavior based on negative experience. The study also proposes that individuals personality locus of control moderate the relationship between motivation and electronic word-of-mouth (e-WOM) Behavior. This study found interaction between motivation and individuals personality to articulate electronic word-of-mouth (e-WOM) behavior

Keywords: 1 e-WOM · 2 e-WOM Behavior · 3 Locus of Control.

1. INTRODUCTION

Word of mouth (WOM) has been widespread concern for marketing researchers. The rise of information and communication technology has introduced a new form of WOM called the electronic word of mouth (e-WOM) (Buhalis dan Law, 2008). Although e-WOM is less intimate than traditional WOM, e-WOM is seen as stronger because it has a significant reach and is widely available to the public. (Hennig-Thurau et al. 2004). E-WOM is a form of expansion of WOM, Previous research has found that the main motivation for sharing information is to engage in communication about products or services (Hennig-Thurau et al. 2004). Motivation is defined as the power that drives individuals to take action (Neumann 2015). Based on previous research they have identified the main motivation to engaged in spreading eWOM are platform assistance, venting feelings, concern for others, extraversion, social benefits, economic incentives, helping the

1 Corresponding Author, Email: arbintangp@gmail.com

Vol. 5 No.1
ISBN: 978-623-7144-28-1

company, advice seeking. (Hennig-Thurau et al. 2004). In the study, the determinant of e-WOM has not been classified. The next study conducted by Hu Yaou, 2018 seeks to expand the concept by classifying the determinants of e- WOM into positive and negative using the Big Five Personality personality theory as a moderating variable. Because eWOM customers' motivation depends on the nature of their consumption experience (positive vs. negative) (Jeong and Jang, 2011; Yang, 2017; Zhang et al., 2017). Thus, the motive for spreading eWOM positive tends to be different from the motive for spreading eWOM negative. (Hu Yaou, 2018). In this study using personality theory the Big Five Personality as a moderating variable.

Although personality researchers have reached a consensus that individual personalities can be explained in the Big-Five personality framework (Costa and McCrae, 1992; Digman, 1990; Goldberg, 1993), the application of other personality frameworks can enrich the e-WOM literature in the marketing and personality context. For example, Rotter (1966) characterizes individuals according to the locus of control. According to the theory, individuals with high levels of internal locus of control believe that they have control over their results and have a desire to participate in decision making, while individuals with high levels of external locus of control believe that they have little influence on the environment. Using the locus of control personality theory in the context of the online shopping environment how individuals can influence their intention to provide online reviews. (Picazo-Vela 2010), thus the disposition of locus of control personality and e-WOM motivation will have a joint effect on e-WOM behavior. This conceptual model is useful for academics and practitioners by advancing the understanding of the e-WOM behavior process and explaining which motivations are strengthened or weakened by the locus of control for e-WOM behavior.

2. LITERATURE REVIEW

Electronic WOM

WOM is the process of conveying information from person to person and plays a major role in customer purchasing decisions (Richins and Root-Shaffer, 1988 in Jansen, Zhang, Sobel and Chowdury, 2009). Besides, in the journal also stated that in commercial situations, WOM involves customers to share attitudes, opinions or reactions about business, products or services with others. WOM can have a very strong influence on consumer perceptions of a product (Jalilvand, 2012). The function of WOM based on social networking and trust is that people rely on family, friends and others in their social networks. This research also shows that people are more interested in the opinions of people outside of the social networks they have, such as online reviews (Duana, Gub and Whinston, 2008). This form is known as online WOM (oWOM) or electronic WOM (e-WOM).

Every consumer who has consumed a product will give his own assessment of the product, and it cannot be denied because it comes from himself, after that if the consumer is satisfied or dissatisfied with the consumption of the product then the consumer will tell the same product reviews to other people has accounts on social media, e-mail, blogs and websites that have previously been created (Lee, Park and Han, 2011). e-WOM is a means of negative and positive communication that occurs through electronic / internet media. The difference between WOM and

Vol. 5 No.1
ISBN: 978-623-7144-28-1

e-WOM can be seen from two significant things, namely:

a. They are electronic by nature; there is no face to face communication.

b. Those referrals are usually unsolicited, that is, they are sent to recipients who are not looking for information and are not necessarily willing to pay attention to them. The use of WOM and e-WOM can also be distinguished from the media used, WOM is traditional in nature, having to do face to face directly, while e-WOM is online using internet media. Although WOM and e-WOM have different differences based on physical communication tools, their fundamental role in interpersonal influence remains the same. Because of the conceptual similarities of both and the relative scarcity of the e-WOM motivational literature (Jeong 2011).

Customer Motivation of eWOM

Previous research found that the main motivations of consumers to be involved in spreading e-WOM are altruism, self-enhancement, venting feeling, social benefits, and economic incentives (Cheung and Lee 2012; Bronner and de Hoog 2011; Gheorghe and Liao 2012; Ahrens et al. 2013). Based on a previous study conducted by Yoo and Gretzel (2009) identifying 7 different motivations for consumers to articulate e-WOM: enjoyment or hedonic motivation, the expression of collective power over the company, negative feelings, concern for others, helping the company, expressing positive feelings and self- enhancement. This study reveals that helping the company, concern for other, and enjoyment or self-enhancement are the main factors that lead to reviews of online travel. Research conducted by Jeonga and Jang (2011) which focuses on e-WOM positively found that helping the company, expressing positive feeling, concern for others are some things that can trigger e-WOM positive. Previous research conducted by Hu Yaou (2018) divided motivation into positive and negative, among others: Positive motivation, namely; self-enhancement and enjoyment, altruism (positive) and economic incentives (positive). Negative motivation is: venting feelings, altruism (negative), economic incentives (negative). The results of the study in the study found only significant self- enhancement or enjoyment motivation as a positive motivation for spreading e-WOM from positive service. On the other hand, venting motivation and economic incentives are the main predictors of negative e-WOM behavior.

Thus, a review of the literature on WOM and e-WOM motivation reveals three e-WOM positive motivations that can be triggered by positive experiences that self-enhancement, positive altruism, economic incentives and venting negative feelings, altruism (negative), economic incentives is e-WOM's negative motivation.

H1: Motivation of e-WOM positive self-enhancement and enjoyment (H1a), altruism (positive) (H1b), and economic incentives (positive) (H1c) have a significant positive relationship with e-WOM behavior based on positive experiences.

H2: The e-WOM motivation of negative venting negative feelings (H2a), altruism (negative) (H2b), and economic incentives (negative) (H2c) has a significant positive relationship with e-WOM behavior based on negative experience.

e-WOM Behavior

e-WOM is a new source of information to customers because it offers non-commercial information, detailed, based on actual and current experience through online (Hennig- Thurau et al., 2004; Yoo

Vol. 5 No.1
ISBN: 978-623-7144-28-1

and Gretzel, 2011). Apart from the common ground with traditional WOM, e-WOM has several unique features. First, e-WOM enlarges the domain of influence because the nature of e-WOM is easily referenced and not durable (Schindler and Bickart, 2005). Traditional WOM comes from face-to-face exchanges of verbal or verbal messages between source consumers and recipients who communicate directly in real life (Sundaram et al., 1998). This communication disappears once face-to- face exchanges are completed (Stern, 1994). In contrast, e-WOM, which adopts various forms, such as online forums, online communities, social media (eg Facebook, Twitter and Blogs), and online reviews can be revised and stored on the Internet; basically, e-WOM transcends the boundaries of spatial, temporal, and personal social networks from traditional WOM, and provides a continuous influence on various customers who are foreign than friends, relatives, or acquaintances in traditional contexts (Dellarocas, 2006; Schindler and Bickart, 2005). The second facilitates customers to find and share information and conduct online transactions; It has been found that e-WOM has a large influence on customer decision-making and purchasing behavior (Vermeulen and Seeger, 2009; Wen, 2009; Ye et al., 2009). In the context of online shopping, e-WOM can take many forms (Phillips et al., 2017). Among other things, product reviews or comments online shopping on consumer opinion sites. Product reviews include product ratings and descriptions (Yoo and Gretzel, 2011), and the creation of these reviews is usually driven by online shopping marketers. e-WOM also takes the form of blogs, comments, images and / or videos on the customer's personal social media network (eg Blog, Facebook and Twitter) (Yoo and Gretzel, 2011).

Locus of Control

Individual personality is associated with various behaviors in offline and online contexts (e.g., Jani and Han, 2014; Picazo-Vela et al., 2010; Tan and Yang, 2014). Locus of control is an important construction that describes individual differences. Locus of control is one of the most studied personality concepts (Matsumoto, 2000). In this study using internal personality and external locus of control. Which was initially

Vol. 5 No.1
ISBN: 978-623-7144-28-1

operationalized by Rotter (1954, 1966) and with many subsequent studies adopting its use (Lefcourt, 1981), the construction was initially conceptualized as unidimensional, with internal and external locus of control at both ends of its axis.

In fact, previous research has found internal and external loci of control to be mutually exclusive (Rotter, 1966). Since its initial development, Rotus's (1966) locus of control scale has undergone several changes. For example, Levenson (1974) developed a multi-dimensional scale as an alternative to the Rotter scale (1966). In general, people differ in the amount of control they believe in their own behavior and environment (Lefcourt, 1966; Rotter, 1966; Levenson, 1974). Those who have high internal or internal locus of control believe that they have control over their own behavior and environment. These people believe that they have a big influence on the results in their lives. Those who have high or external external locus of control believe they are dominated by external forces such as luck, luck or other strong people, factors that are beyond their control.

Hoffman et al. (2003) state that internal is more action oriented than external. In line with this statement, Brockhaus's (1975) study found that internal became more activity oriented and more likely to have entrepreneurial qualities such as risk taking. Internal tend to start new activities and make efforts or actions to manage events around them actively and, therefore, are more action oriented. In internal workplaces often perform outside of their basic job requirements such as by actively taking initiatives to control outcomes (Spector, 1982; Blau, 1993). Internals tend to take greater risks in business (Miller et al., 1982; Howell and Avolio, 1993) and are involved in greater levels of information seeking than external (Srinivasan and Tikoo, 1992), which they use to make decisions. (Lefcourt, 1982). results can affect the way they communicate with others.
The study conducted by Desmon Lam (2005) found that individuals with high internal locus of control were more likely to be involved in communication than word of mouth with groups outside of them. Those who have high external locus of control are more likely to be involved in communication from word of mouth with their ingroups. At the same time, people who have high external locus of control are exacerbated by their risk-averse nature, they will feel uncomfortable with unknown and unknown things related to their outside group members. Thus, they also tend to be less involved in communication than word of mouth with groups outside of them. Therefore, the hypothesis is formulated as follows.

H3: Locus of Control moderates the relationship between Motivation e- WOM positive self-enhancement and enjoyment (H3a), altruism (positive) (H3b), and economic incentives (positive) (H3c) with e-WOM behavior based on positive experiences.

H4: Locus of Control moderates the relationship between e-WOM Motivation negative venting negative feelings (H4a), altruism (negative) (H4b), and economic incentives (negative) (H4c) with e-WOM behavior based on negative experience.

Vol. 5 No.1
ISBN: 978-623-7144-28-1

3. PROPOSED CONCEPTUAL FRAMEWORK

The model in this paper is developed in the context of e-commerce by mapping the relationship between motivation, locus of control and e-WOM. The model represent an investigation mechanism in which these motivation might potentially affect individuals to articulate e-WOM related with products-information through online environment, specifically users communication in ecommerce. Figure 1 show the proposed model.

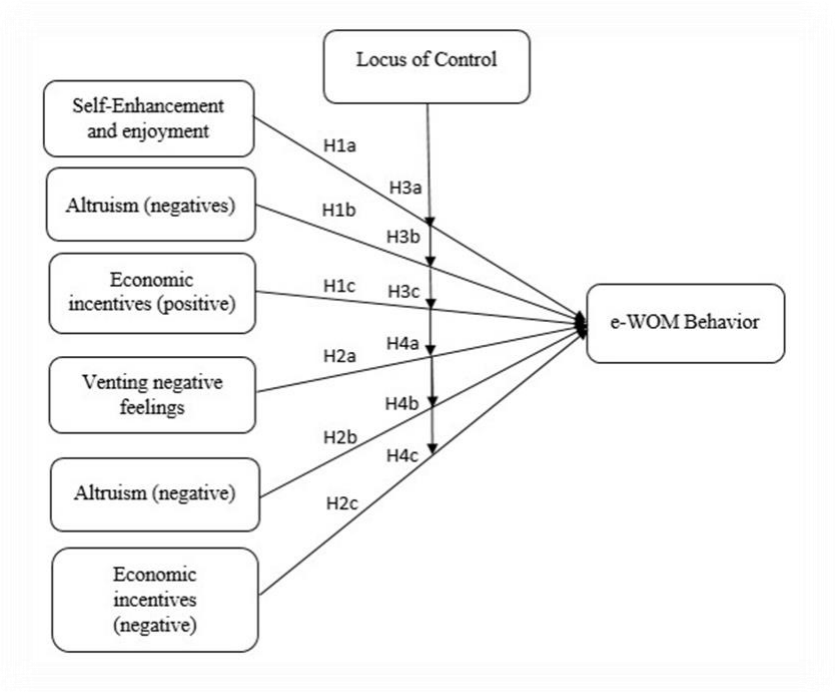

Figure 1. Conceptual Framework.

4. CONCLUSION

Previous research has emphasized the importance of e-WOM motivation to engagement behavior such as communication of e-WOM (Hennig, 2004; Hu Yaou, 2018). The focus of this research is on the factors that motivate individuals to engage in e- WOM communication in the e-commerce environment. Previous studies have shown a strong relationship between e-WOM motivation and individual types of users in e- WOM communication based on previous experience. In addition, other researchers have recognized that personality traits are important determinants of individual actions in different contexts (Barrick and Mount, 1991; Teng et al., 2007). However, the relationship between the personality traits and behavior of e-WOM through e-commerce has received little attention. The study about potentially affect individual as affect to share information in their online environment will increasing our understood the phenomena. Thus, this paper provides the model and contribute to describe how motivation, individuals characteristic plays role toward e-WOM behavior in light of past experience.

Vol. 5 No.1
ISBN: 978-623-7144-28-1

5. RECOMMENDATIONS FOR FUTURE RESEARCH

Based on the literature the following recommendations for future research are below: Recommendation 1: Further research should be conducted to test customer motivation to e-WOM Behavior moderated by locus of control.

REFERENCES

Buhalis, D., Law, R., 2008. Progress in information technology and tourism management: 20 years on and 10 years after the internet-the state of eTourism research. Tourism Manage. 29 (4), 609623.

Duana, W., Gub, B., and Whinston, A. (2008). Do Online reviews Matter? an Empirical Investigation of Panel Data. Decision Support System .

Fang, B., Ye, Q., Kucukusta, D., Law, R., 2016. Analysis of the perceived value of online tourism reviews: influence of readability and reviewer characteristics. Tourism Manage. 52, 498506.

Filieri, R., Hofacker, C.F., Alguezaui, S., 2018. What makes information in online consumer reviews diagnostic over time? The role of review relevancy, factuality, currency, source credibility and ranking score. Comput. Human Behav. 80, 122131.

Filieri, R., 2015. What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM. J. Bus. Res. 68 (6), 12611270.

Fournier, Susan (1998). Consumers and Their Brands: Developing Relationship Theory in [7]Consumer Research. Journal of Consumer Research, pp. 343-373

Gonzlez-Rodrguez, M.R., Martnez-Torres, R., Toral, S., 2016. Post-visit and pre-visit tourist destination image through eWOM sentiment analysis and perceived helpfulness. Int. J. Contemp. Hosp. Manage. 28 (11), 26092627.

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., and Gremler, D. , 2004. Electronic Word of Mouth via Consumer-Opinion Platforms: What Motivates Consumer to Articulate Themselves on the Internet? Journal of Interactive Marketing , 38-52.

Hu, Yaou., Kim H. J., 2018. Positive and negative eWOM motivations and hotel customers eWOM behavior: Does personality matter? International Journal of Hospitality Management. 75, 27-37.

Ismagilova,E., Dwivedi, Y. K., Slade, E., Williams, M. D., 2017 Electronic Word of Mouth (eWOM) in the Marketing Context A State of the Art Analysis and Future Directions . SPRINGERBRIEFSINBUSINESS.

Jansen, B., Zhang, M., Sobel, K., and Chowdury, A. (2009). Twitter Power: Tweets as Electronic Word of Mouth. Journal of the American Society for Information Science and Technology , 2169-2188.

Jeong E, Jang SS (2011) Restaurant experiences triggering positive electronic word-of-

Vol. 5 No.1
ISBN: 978-623-7144-28-1

mouth (eWOM) motivations. Int J Hosp Manag 30(2):356366.

Lacoeuilhe, J.and S. Belaid,2007. Quelle(s) Mesure(s) Pour LAttachement a La Marque? Revenue Fancaise Du Marketing, 3, 7-25.

Lee, J., Park, D.-H., and Han, I. (2011). The Different Effects of Online Consumer Reviews on Consumers' Purchase Intentions Depending on Trust in Online Shopping Malls: an Advertising Perspective. Internet Research , 187-206.

Nonnecke, B., Preece, J., 2001. Why lurkers lurk. In: In Proceeding of Seventh Americas Conference on Information Systems. Boston, USA.

Vol. 5 No.1
ISBN: 978-623-7144-28-1

Sundaram, D., Mitra, K., and Webster, C. (1998). Word-of-Mouth Communications: A Motivational Analysis. Advances in Consumer Research , 531-537.

Thomson, M., MacInnis, D., and Park, C. (2005). Theties that Blind: Measuring the Strength of [21]Consumers 'emotional Attachments to Brands. Journal of Consumer Psychology , 77-91. [22]Viglia, G., Furlan, R., Ladrn-de-guevara, A., 2014. Please: talk about it! When hotel popularity boosts preferences. Int. J. Hosp. Manage. 42, 155164.

Yang, W., Mattila, A.S., 2017. The impact of status seeking on consumers word of mouth and product preferencea comparison between luxury hospitality services and luxury goods. J. Hosp. Tourism Res. 41 (1), 322.

Yoo, K.H., Gretzel, U., 2011. Influence of personality on travel-related consumer-generated media creation. Comput. Hum. Behav. 27 (2), 609621.

Zhang, T., Abound Omran, B., Cobanoglu, C., 2017. Generation Ys positive and negative eWOM: Use of social media and mobile technology. Int. J. Contemp. Hosp. Manage. 29 (2), 732761.