

Contents

Foreword	V
Acknowledgements	VII
List of Figures	XV
List of Tables	XVII
1 Introduction	1
1.1 Consumer Marketing Faces New Challenges	1
1.1.1 Advertising Under Pressure	1
1.1.2 The Decline of Mass Advertising Effectiveness	2
1.1.3 Consumer Empowerment on the World Wide Web	5
1.1.4 The Evolving Field of Consumer Marketing	6
1.1.5 Renewed Interest in Word of Mouth	7
1.1.5.1 The Need for New Approaches	7
1.1.5.2 Online Word of Mouth on the Rise	8
1.1.5.3 Collaborative Marketing	8
1.1.5.4 Word-of-Mouth Marketing as a Response to the Challenges	9
1.2 Word-of-Mouth Marketing Practice	10
1.2.1 Introduction	10
1.2.2 Terminological Diversity	11
1.2.3 “Awareness Word of Mouth” vs. “Evaluation Word of Mouth”	12
1.2.4 The Practice of Stimulating Word of Mouth	14
1.2.4.1 Product-based Word-of-mouth Stimulation	14
1.2.4.2 Advertising-based Word-of-mouth Stimulation	17
1.2.4.3 Relationship-based Word-of-mouth Stimulation	18
1.2.5 Overview: The Awareness Word-of-Mouth Marketing Framework ..	20
1.3 Word of Mouth as a Field of Academic Study in Marketing	22
1.3.1 Value of Word of Mouth Communication to the Firm	22
1.3.2 Online Word of Mouth	24
1.3.3 Influentials and Their Role in Spreading Messages	25
1.4 Goal of this Research	26
1.4.1 How Can Marketing Stimulate Word of Mouth?	26
1.4.1.1 “Why Do People Listen?”	28
1.4.1.2 “What Effects Does Word of Mouth Create?”	28
1.4.1.3 “What Makes People Talk?”	28

1.4.1.4	“What Happens to the Communicator after the Word of Mouth Event?”	29
1.4.2	The Word-of-Mouth Marketing Model	29
1.4.3	A Neo-Behaviourist Perspective	31
1.4.4	Study Overview	33
2	Word of Mouth Research Traditions	35
2.1	Opinion Leaders and Early Marketing Studies	35
2.1.1	Roots in Opinion Leader Research	35
2.1.2	Early Word-of-Mouth Research in Marketing	35
2.2	Three Strands of Literature	36
2.2.1	Focus on Personal Influence: Opinion Leader Research	36
2.2.2	Focus on Networks: Tie-strength	37
2.2.3	Focus on Personal Experience: Satisfaction and Dissatisfaction	38
2.3	Definition	40
3	Drivers for Word of Mouth	43
3.1	Four groups of Word-of-Mouth Drivers	43
3.1.1	Pre-Purchase Trigger for Word of Mouth	44
3.1.2	Triggers for Word of Mouth During Purchase	44
3.1.2.1	Participation	44
3.1.2.2	Personal Relationships	45
3.1.3	Post-Purchase Triggers for Word of Mouth	45
3.1.3.1	Product Involvement	46
3.1.3.2	Satisfaction/Dissatisfaction	46
3.1.3.3	Emotions	46
3.1.3.4	Network Externalities	47
3.1.4	Undetermined Triggers for Word of Mouth	48
3.1.4.1	Involvement	48
3.1.4.2	Self-involvement	49
3.1.4.3	Other-involvement	49
3.1.4.4	Message Involvement	50
3.1.4.5	Category Involvement	50
3.1.4.6	Purchase Involvement	51
3.1.4.7	Firm-stimulated Word of Mouth	52
3.2	Summary	54
4	Involvement	57
4.1	Introduction	57
4.1.1	Different Levels of Cognitive Processing	57
4.1.2	Definition	58
4.2	Dimensions	59
4.2.1	High vs. Low Involvement	59
4.2.2	Situational vs. Enduring Involvement	59

4.3	Objects of Involvement	60
4.3.1	Product	60
4.3.2	Message	60
4.3.3	Media	61
4.4	Involvement Effects	62
4.4.1	Overview	62
4.4.2	Involvement and Word of Mouth	63
4.4.2.1	Few Explicit Links Between Involvement and Word of Mouth	63
4.4.2.2	Richins & Root-Shaffer (1988)	63
4.4.2.3	Venkatraman (1990)	64
4.4.2.4	Wangenheim & Bayón (2007)	66
4.5	Stimulating Involvement	67
4.5.1	Involvement as Internal and Individual-specific	67
4.5.2	Implicit Stimulation of Involvement	68
4.5.2.1	File, Judd & Prince (1992)	68
4.5.2.2	Mancuso (1969)	69
4.6	Summary: Involvement	70
5	Empowered Involvement	73
5.1	Introduction	73
5.2	Empowerment in Various Fields of Business Research	73
5.2.1	Empowerment in Marketing	73
5.2.2	Empowerment in Healthcare	73
5.2.3	Empowerment in Human Resources Management	74
5.3	Implicit: Involvement	75
5.4	Empowerment as a Motivational Construct	75
5.4.1	Conceptual Considerations, Dimensions of Empowerment	75
5.4.2	Measuring Empowerment	77
5.5	Empowered Involvement as a Word-of-Mouth Marketing Paradigm	78
5.5.1	A Soft Constructionist Paradigm	78
5.5.2	Empowered Involvement Defined	78
5.6	Summary	80
6	Testing Empowered Involvement	83
6.1	Introduction and Overview	83
6.1.1	A Deductive Approach	83
6.1.2	Two Stages of Empirical Analysis	83
6.2	First Preliminary Research	84
6.2.1	Introduction	84
6.2.2	Sample Selection	84
6.2.3	Experimental Treatment and Data Collection	85
6.2.4	Scales/Measurement	87
6.2.5	Hypotheses	87
6.2.6	Results	87
6.2.7	Limitations	89

6.3	Second Research Study	90
6.3.1	Introduction	90
6.3.2	Hypotheses	90
6.3.3	Methodical Considerations, Project Description and Sample Selection	92
6.3.3.1	Collaboration with Word-of-Mouth Marketing Company	92
6.3.3.2	Blog Launch Project Description	93
6.3.3.3	Sample Selection	94
6.3.3.4	Test Group	94
6.3.3.5	Control Group	94
6.3.4	Questionnaire Development	95
6.3.4.1	Measuring Empowered Involvement	95
6.3.4.2	Measuring Word of Mouth	96
6.3.4.3	Questionnaire Introduction and Wording	97
6.3.5	Data Analysis: Structural Path Modelling	99
6.3.5.1	Empowered Involvement as a Formative Construct	99
6.3.5.2	Four Dimensions of EmI Measured Reflectively	101
6.3.5.3	Reflective Measurement of Word-of-Mouth Behaviour	102
6.3.5.4	The Structural Path Model of Empowered Involvement and Word of Mouth (Measurement and Structural Model)	102
6.3.6	Choice of an Algorithm	104
6.3.6.1	Variance- and Covariance-based Algorithms	104
6.3.6.2	Selection Criteria	105
6.3.6.3	Assessing the Reflective Measurement Models	106
6.3.6.4	Assessing the Formative Structural Model	112
6.3.7	Results	112
6.3.7.1	Descriptive Statistics	112
6.3.7.2	PLS Analysis	115
6.4	Discussion of the Results	118
6.4.1	A Word-of-Mouth Marketing Paradigm	118
6.4.2	Insight for Community Marketing	118
6.4.3	Four Drivers of Empowered Involvement	119
6.4.3.1	Meaning	119
6.4.3.2	Impact	119
6.4.3.3	Choice	120
6.4.3.4	Competence	120
6.4.4	Performance Measure	121
7	Outlook	123
7.1	EmI as a Component of a Word-of-Mouth Marketing Strategy	123
7.1.1	Linking Engagement Marketing and Word of Mouth	123
7.1.2	Dialogue and Engagement as a Response to Media Fragmentation	124
7.1.3	Stimulating Empowered Involvement	124
7.1.3.1	Nike Armstrong Bands: Meaning	126
7.1.3.2	Kettle Chips: Impact, Choice and Competence	126

7.1.3.3	Tremor: Impact	126
7.1.3.4	Saftblog: Meaning	127
7.1.3.5	A Basic Empowered Involvement System	127
7.2	Empowered Involvement in the Current Marketing context	129
7.2.1	From Transaction-Orientation to Interaction-Orientation	129
7.2.2	Interaction With a Ripple Effect	130
7.2.3	The Customer As A Co-Worker	131
7.3	Limitations and Further Research	133
7.3.1	Limitations	133
7.3.1.1	Limited Generalisability	133
7.3.1.2	Complete Set of Cognitions, Ways to Stimulate Them	133
7.3.1.3	Complete Analysis of WOM Behaviour	134
7.3.1.4	Difference Awareness-WOM vs. Experience-WOM	134
7.3.1.5	Cross-Cultural Applicability	134
7.3.1.6	Integrating SOR- and Interaction Approaches	135
7.3.2	Further Research: Selection of Participants	135
References	137