# A STUDY ON THE INFLUENCE OF NEGATIVE EWOM ON THE CUSTOMER PREFERENCE OF MOVIES THROUGH APPS AND REVIEW BLOGS

**Vignesh Karthik S.A.,** Assistant Professor,

SCMS School of Technology and Management.

**Abstract:** The purpose of this paper is to study the various sources of positive and negative EWOM and its influence over customer purchase intention in online movie ticket booking, their attitude formation towards that movie. The connectivity of the Web allows one-to-many and many-to-many communications among users that make information spread much faster and broader, including the spread of negative information.

**Introduction:**

The main objective of the study is to assess the impact of the online consumer review, on purchasing decision of customers in movie selection. The study also contributes to the knowledge of marketers by providing insights into consumers' attitudes and behavior, which can potentially be used by marketers to better respond to, and target, these consumers in order to overcome barriers to consumer choice.

Consumers increasingly use online tools (e.g., social media, blogs, etc.) to share their opinions about the products and services they consume (Gupta and Harris, 2010; Lee et al., 2011) and to research the companies that sell them. These tools are significantly changing everyday life and the relationship between customers and businesses (Lee et al., 2011).

The rapid growth of online communication through social media, websites, blogs, etc., has increased academic interest in word of mouth (WOM) and electronic word of mouth (eWOM) (e.g., Hennig-Thurau et al., 2004; Brown et al., 2007; Cheung and Thadani, 2012; Hussain et al., 2017; Yang, 2017). Specifically, the present paper will review the literature on how these two media have evolved, the main differences between them, and the degree to which they influence both businesses and consumers, now that they have become some of the most influential information sources for decision-making.

Due to the inherent difficulty associated with evaluating a previously untried service (Laroche et al., 2004; Murray and Schlacter, 1990; Zeithaml, 1981), consumers often rely upon word-of-mouth communication to aid such purchase decisions (e.g. Allsop et al., 2007; Reingen and Kernan, 1986). Word-of-mouth (WOM) communication refers to a non-commercial interpersonal exchange of information between consumers about their consumption experiences (Arndt, 1967; Bone, 1995). This type of interpersonal communication, when compared to advertising and other general marketing communication tools, has been found to be more influential, partly because it flows from other consumer experiences rather than the service provider or their paid associates (e.g. Allsop et al., 2007).

Such WOM can be in the form of personal word-of-mouth (pWOM) or electronic word-of-mouth (eWOM).
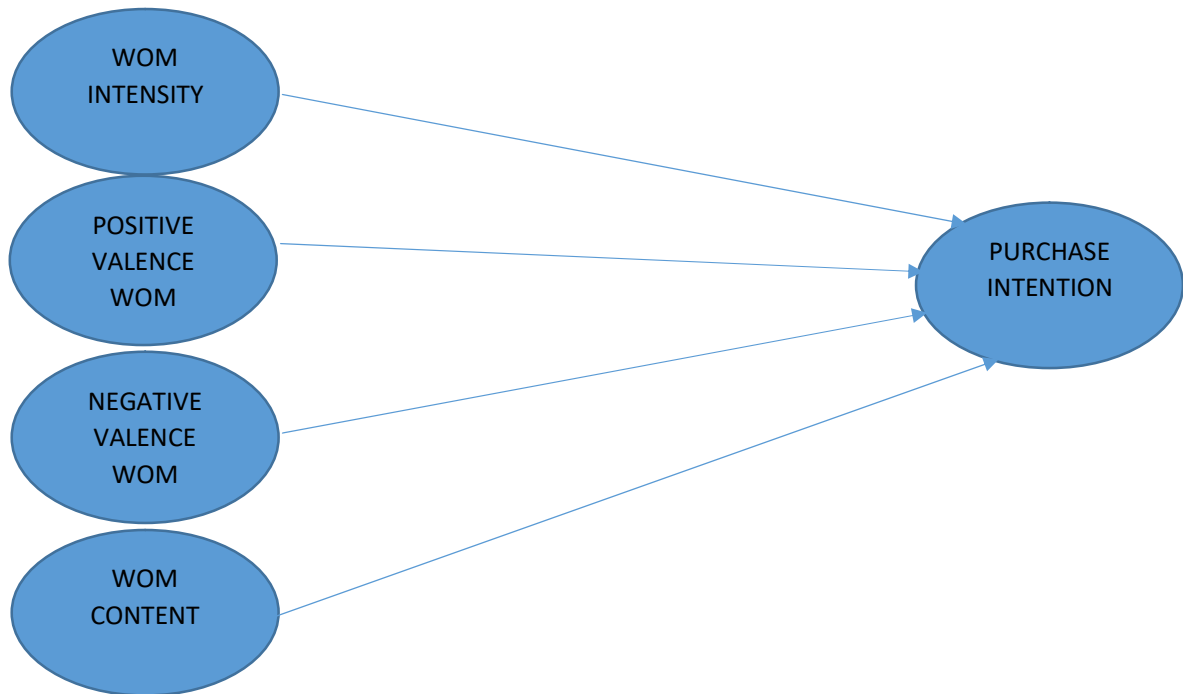
Today's new form of online WOM communication is known as electronic word-of-mouth or eWOM (Yang, 2017). This form of communication has taken on special importance with the emergence of online platforms, which have made it one of the most influential information sources on the Web (Abubakar and Ilkan, 2016), for instance, in the tourism industry (Sotiriadis and Van Zyl, 2013). As a result of technological advances, these new means of communication have led to changes in consumer behavior (Cantallops and Salvi, 2014; Gómez-Suárez et al., 2017), because of the influence they enable consumers to exert on each other (Jalilvand and Samiei, 2012) by allowing them to obtain or share information about companies, products, or brands (Gómez-Suárez et al., 2017).

One of the most comprehensive conceptions of eWOM was proposed by Litvin et al. (2008), who described it as all informal communication via the Internet addressed to consumers and related to the use or characteristics of goods or services or the sellers thereof. The advantage of this tool is that it is available to all consumers, who can use online platforms to share their opinions and reviews with other users. Where once consumers trusted WOM from friends and family, today they look to online comments (eWOM) for information about a product or service (Nieto et al., 2014).

As a result of ICT, today consumers from all over the world can leave comments that other users can use to easily obtain information about goods and services. Both active and passive consumers use this information medium (eWOM). Individuals who share their opinions with others online are active consumers; those who simply search for information in the comments or opinions posted by other customers are passive consumers (Wang and Fesenmaier, 2004).

In the field of consumer behavior, some previous studies (e.g., Park and Lee, 2009) have shown that consumers pay more attention to negative information than to positive information (Cheung and Thadani, 2012). For example, the customers most satisfied with a product or service tend to become loyal representatives thereof via positive eWOM (Royo-Vela and Casamassima, 2011), which can yield highly competitive advantages for establishments, businesses, or sellers, especially smaller ones, which tend to have fewer resources. Some studies have suggested that traditional WOM is the sales and marketing tactic most often used by small businesses.

Additionally, eWOM offers businesses a way to identify customers' needs and perceptions and even a cost-effective way to communicate with them (Nieto et al., 2014). Today, eWOM has become an important medium for companies' social-media marketing (Hussain et al., 2017).

## Research Model:



**Word-of-Mouth (WOM) dimensions Statements**

**WOM intensity**

• I spoke of this company much more frequently than about any other e-services company.

• I spoke of this company much more frequently than about companies of any other type.

• I spoke of this company to many individuals.

**Positive valence WOM**

 • I recommended this company

• I speak of this company's good sides.

• I am proud to say to others that I am this company's customer.

• I strongly recommend people buy products online from this company.

• I mostly say positive things to others.

• I have spoken favourably of this company to others.

**Negative valence WOM**

 • I mostly say negative things to others.

• I have spoken unflatteringly of this company to others.

**WOM content**

• I discuss the user-friendliness of its website.

• I discuss security of transactions and its Internet site.

• I discuss the prices of products offered.

• I discuss the variety of the products offered.

• I discuss the quality of the products offered

• I discuss ease of transactions.

• I speak of the rapid delivery.

• I speak of the company's notoriety.

The variables selected for the study are Wom Intensity, Positive valence WOM, Negative valence WOM and WOM content .The scale taken for this study is adapted from e-WOM Scale: Word-of-Mouth Measurement Scale for e-Services Context, Isabelle Goyett and Line Richard, Canadian Journal of Administrative Sciences, 5–23 (2010).

**Conclusion:**

The intense of spread of negative message regarding a product or service is more than the speed of spread of positive messages. The negative messages are spread through different media by the consumers who got adversely affected, but the positive messages are spread only through selected media by consumers that too not aggressively. More over negative message is spread even for small parameters which the consumers are finding disturbing for them. The WOM intensity for negative messages are having many parameters, each parameter should be taken care of, otherwise which will spread dissatisfaction among customers. Positive EWOM, even though they cause delightfulness among customers, the speed of reach is less when compared to that of negative EWOM.

**REFERENCES**

Abele, A. (1985) Thinking about thinking: Causal, evaluative, and finalistic cognitions about social situations, European Journal of Social Psychology, 15, 315-332.

Ahluwalia, R. and Shiv, B. (1997) The effects of negative information in the political and marketing arenas: Exceptions to the negativity effect, Advances in Consumer Research, 24, 1, 222-222.

Baumeister, R. F., Bratslavsky, E., Finkenauer, C. and Vohs, K. D. (2001) Bad is stronger than good, Review of General Psychology, 5, 4, 323-370.

**Godes, D. and Mayzlin, D. (2004).** Using Online Conversations to Study Word of Mouth Communication. Marketing Science 23 (4), 545–560.

**Hennig-Thurau, T. and Walsh, G. (2003).** Electronic word-of-mouth: Motives for and consequences of reading customer articulations on the internet. International Journal of Electronic Commerce. 8 (2), 51-74.