Motivations for and Valence of Recycled Word-of-Mouth

By

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All interested are welcome
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Abstract

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Secondhand word-of-mouth (SWOM) is word-of-mouth (WOM) transmitted by individuals who have neither owned nor experienced the products and services discussed. It is ubiquitous and influential. Yet, research on SWOM is almost non-existent. We conducted an exploratory study to examine the nature of SWOM. Our findings reveal that SWOM is, by nature, different from firsthand WOM. First, SWOM contained predominantly neutral and positive details. Second, individuals transmit SWOM more for social motives than for self-oriented reasons. Finally, SWOM receivers tended to show intention to further pass on informative SWOM. Collectively, these results provide clues for organizations to manage SWOM to their advantage.

Prof. Cindy Chung obtained her PhD degree from the University of British Columbia, Vancouver, Canada where she also taught various marketing courses. Previous to joining the Goethe University, Frankfurt, in 2010, Prof. Chung was Assistant Professor at the Nanyang Business School in the Nanyang Technological University in Singapore. Her research interests include Consumer Behaviour specifically relating to word-of-mouth behaviour, psychological factors affecting the adoption of self-serving technology, and cross-cultural consumer behaviour. She has published in Journal of Retailing, Marketing Letters, Journal of Business Research, and Asia Pacific Journal of Marketing and Logistics.