

# Robotic word-of-mouth (rWOM)

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## **Abstract**

The evolutionary and adaptive nature of word-of-mouth (WOM) on the light of new consumers' practices needs to be reviewed. The frequent oral interactions between consumers and conversational agents (built-in software installed into smart speakers) leave the room to discuss how new technologies influence consumers. For this reason, we introduce "robotic word-of-mouth" (rWOM) as an important and futuristic condition of consumers' behaviour which expand the vision of WOM. In this paper we conceptualize rWOM, define the theoretical boundaries conditions and support argument based on assemblage theory and anthropomorphism. Theoretical and marketing implications are suggested.

**Keywords:** *robotic word-of-mouth; consumers-robot interactions; conversational-agents*

**Track:** Marketing Strategy & Theory