

Differential effect of e-WOM on consumer adoption decisions

Camille Lacan

IAE - University of Perpignan Via Domitia

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Abstract

This research examines the differential effect of two e-WOM expression modes (sharing and liking) on consumer adoption decisions. If sharing and liking are widely used by consumers on online social networks, results from a large field study using behavioural data found that liking has a near two times stronger effect than sharing on adoption decisions. This effect is even 2.5 more pronounced among laggards relative to early adopters consistent with the view that liking acts as a social proof. Thus, this study highlights the specific value of sharing and liking to influence real world consumer decisions.