

Breaking the taboo: The role of online reviews for adoption of online mental health services.

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Abstract

E-mental health services, such as psychological online counseling, are seen as a promising offering in digital healthcare. However, usage rates are rather low and potential users might have concerns with regard to data security or fear of stigmatization. Against this backdrop, our multi-stage research project aims to address this gap from an online service marketing perspective. As a first step, the underlying study addresses the influence of electronic word-of-mouth on usage intention based on the information adoption model (IAM). Our results highlight the role of perceived usefulness and information acceptance of online reviews as significant influencing factors on usage intention. Our findings contribute to addressing current gaps in e-health marketing and thus provide a basis for subsequent studies. We deliver valuable insights for providers of psychological online counseling to leverage and target eWOM as a trustworthy information source for potential users.

Subject Areas: *Consumer Behaviour, Consumer Services, Electronic Commerce and Internet Marketing, Promotion, Service Marketing*

Track: Public Sector and Non-Profit Marketing