

Behind the Purchase: Antecedents and Consequences of Post-Purchase Consumer Exposure to Electronic Word-Of-Mouth

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Abstract

Across two studies, we examine the motivations and impact of engaging in electronic Word-Of-Mouth (eWOM) operationalized as reading online reviews after purchase. While an increasing body of research examines exposure to eWOM before purchase, studies on post-purchase eWOM exposure are limited. Our findings show a post-purchase increase in motivation for seeking eWOM due to community belonging and enjoyment, and a decrease in the pursuit of expanding knowledge or social proof compared to pre-purchase, with these motivations varying between products and services. We further demonstrate that post-purchase negative eWOM significantly reduces customer satisfaction and loyalty, particularly when the review is seen as typical. Additionally, typicality moderates the effect between positive eWOM and satisfaction but not loyalty. These findings highlight the impact of post-purchase eWOM on consumer behavior and suggest the importance of managing negative reviews effectively to maintain customer satisfaction and loyalty.

Subject Areas: *Consumer Behaviour, Customer Satisfaction and Delight, Electronic Commerce and Internet Marketing*

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