

Differences in eWOM music cultural influence between Millennial and X generational cohorts.

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Abstract

Social networks are especially important for the new generations and are currently their main source of information. Furthermore, it is being identified different patterns of cultural consumption between generational cohorts that could affect how social communication influence differs. The goal of this research is to confirm how eWOM cultural influence differs depending on the generational cohort. A theoretical model with social variables as homophily and social identity will be used to identify significant difference between generation X and millennial cohorts. The method used to test the differences is a multigroup analysis (MGA). The results obtained shows significant differences in the coefficients of social identity and eWOM adoption influence. This research confirms eWOM influence differences between generations as millennials and generation X. The adoption and direct influence on consumption in the cultural streaming market shows how each generation has different triggers in their consumption behaviour.

Track: Digital Marketing & Social Media