

# The Influence of Marketing Communications in Social Networks on Electronic Word-of-Mouth

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## **Abstract**

In view of the growing interest in marketing communications in social media, the goal of this study, based on the uses and gratifications theory, is to assess the influence of marketing communications in social networks on eWOM. The results of content analysis of 1,040 Facebook posts of cosmetic brands within two European markets indicate that the level eWOM varies according to the communication form and appeal, the brand type, and the geographic market. The study shows that 27% of the variance of eWOM is explained by the geographic market and provides guidelines on content having a positive influence on eWOM.