Applying Elaboration Likelihood Model to Develop a Framework of Electronic Word of Mouth (eWOM): An Abstract

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Abstract Word-of-mouth studies have been extended to the online environment with the increasing engagement of consumers in sharing and gathering information. Industry report suggests that two-thirds of consumers trust consumer opinions posted online—the third-most-trusted format, higher than traditional advertising channels (Nielsen 2015). Electronic word of mouth (eWOM) has been widely adopted by consumers in purchase decision-making. Elaboration likelihood model developed by Petty and Cacioppo (1986) has been widely used in persuasion studies. Prior research on eWOM has applied the ELM model in explaining the effect of eWOM on consumer behavior. However, there is no consensus on how consumers process eWOM in different conditions with different cues. This paper seeks to develop a framework of consumers' eWOM processing based on the ELM model. The author links the factors studied in the eWOM literature, such as characteristics of review content and reviewer, involvement, and prior knowledge, with the major components in the ELM model, such as motivation and ability, together. The framework provides an overview of the current studies.

References available upon request.

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