"On medium and message – multichannel word of mouth"

14:00-15:30, 29.10.12
יום שני, 29.10.12, בשעה 14:00-15:30
חדר A326, בניין אריסון-לארודר
קמפוס המרכז הבינתחומי הרציליה

ABSTRACT

Renana Peres, The Hebrew University
Mitch Lovett, Simon Graduate School of Business, University of Rochester
Ron Shachar, The Interdisciplinary Center, Herzliya

When consumers spread word of mouth, they choose both the content of the message, as well as the channel through which the message is going through. In this work we focus on the content-channel coupling, where content relates to the brands and the sentiment discussed in the conversation, and the channel is face-to-face, telephone, blogs, user forums and Twitter.

We present a theoretical framework which argues that the message-channel match is created due to the combined influence of three factors: the people involved in the conversation; the appropriateness and effectiveness of the channel in conveying the message; and contextual constraints.

We conducted a massive data search on 700 US brands from 16 different categories. For each of these brands we collected data on the perceived brand characteristics (collaborating with Decipher Inc. and the Brand Asset Valuator of Young and Rubicam), the offline word of mouth through face-to-face and phone conversations (from the Keller Fay Group), and the online word of mouth through blogs, user forums, and Twitter messages (using the Buzzmetrics tool of Nielsen online).

Our preliminary analysis finds a tight medium-message matching, word-of-mouth differs greatly between channels, in both the brands which are discussed and the valence. We use these differences explore various aspects of the influencing factors of our theoretical framework.