Cross-Cultural Differences in electronic Word-of-Mouth Marketing
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Sprache/Language: German/ English

Electronic Word-of-Mouth Marketing has become an important instruments to influence the decision-making process of consumers. Because of its positive impact, companies invest a high amount of money in their referral programs to improve their eWOM. Previous research has shown that there are intercultural differences that should be kept in mind to invest properly.

The aim of this thesis is to re-conduct the research of Lin and Kalwani (2017) in additional countries for 2018, to examine cross-national differences in eWOM. In addition, the thesis should provide a research overview on the role of culture in eWOM and examine the possible transferability of non-electronic (WOM) research findings to eWOM.

Introductory Literature:

