

The Influences of Motives and Personified Quality on Electronic Word of Mouth Adoption

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Electronic word of mouth (eWOM) will be meaningless unless people adopt it. The research purposes are to: 1) analyze the influences of users' search motives and social media's personified quality on eWOM adoption; 2) explore the relationships between users' search motives and social media's personified quality. Eighty-seven responses were collected via the questionnaire including 26 items measuring the 8 variables (eWOM adoption, personified quality, social comparison, social bonding, self-enhancement, self-affirmation, age, and gender). Four multiple regression models with the same dependent variable eWOM adoption were created. The findings are: 1) Social motives (social comparison and social bonding) have significantly positive influences on eWOM adoption. 2) Self-motives (self-enhancement and self-affirmation) do not have significant influences on eWOM adoption. 3) Social media's personified quality has a significant influence on eWOM adoption. 4) Personified quality significantly moderates the relationships between social motives and eWOM adoption. 5) Personified quality doesn't moderate their relationship because self-motives don't have significant influence on eWOM adoption. This study solved the gap among social, self-motives, personified quality and eWOM adoption. The findings provided a theory about the drivers of eWOM adoption as well as the interactions between users' search motives and social media's personified quality. In addition, applying the research findings, social media managers/operators can target right people (users' search motives) and use right brand strategy (personified quality) to increase eWOM adoption, involvement, and long-term relationships with customers.