

2009

A Comparative Study of Online Forums in eCommerce as a Customer Service Tool

Kaveepan Lertwachara

California Polytechnic State University - San Luis Obispo

Gregg Erickson

California Polytechnic State University - San Luis Obispo

Follow this and additional works at: <http://aisel.aisnet.org/amcis2009>

Recommended Citation

Lertwachara, Kaveepan and Erickson, Gregg, "A Comparative Study of Online Forums in eCommerce as a Customer Service Tool" (2009). *AMCIS 2009 Proceedings*. 45.

<http://aisel.aisnet.org/amcis2009/45>

This material is brought to you by the Americas Conference on Information Systems (AMCIS) at AIS Electronic Library (AISeL). It has been accepted for inclusion in AMCIS 2009 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

A Comparative Study of Online Forums in E-Commerce as a Customer Service Tool*Kaveepan Lertwachara, Gregg Erickson*

Orfalea College of Business, California Polytechnic State University, San Luis Obispo, CA, USA.

Abstract:

We investigate the communication occurring in the online forums that provide support to consumers of mobile phones and MP3 music players, products that garner a very large number of consumers worldwide. Unlike previous research, our study includes online forums that are publicly available to general consumers and include web sites owned and operated by retailers, manufacturers of the two consumer products, mobile telephone service carriers, and non-affiliated third parties. In addition, participants of the online forums in our study are from diverse geographical locations, including the U.S., European, and other countries. We developed a two-phase data collection procedure to thoroughly capture communication activities on these forums. Our comparative analysis allows us to extend the results from past studies to the realm of electronic commerce and gain additional insights into the nature and effectiveness of using online forums as a customer service tool.