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**The Cause and Effects of Word of Mouth from
Consumer Intention and Behavior Perspectives: A SEM
Model Approach**

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Abstract. As word-of-mouth (WOM) has been a major issue in the Consumer research, a lot of independent variables as WOM's causes and effects have been accumulated. However, they have not been considered systematically in one identical model, in order to compare across their relative effects. This paper adopted a structural equation modeling method to incorporate significant variables with an integrative framework of consumer intention and behavior. Theoretical and practical insights were offered via the results of analyses.

Keywords: Word-of-Mouth, Structural equation modeling, Cause-effects, Consumer intention and behavior.

JEL. M10, L33, L52.

1. Introduction

As a consumer we value what people say, either good or bad comments because it will affect the consumption of product. This kind of marketing strategy will influence the competitive landscape of businesses which is simple but also free. People nowadays want to assure the quality of the product they purchase and the benefits or services they will get from it. Everything is becoming electronically connected to everything else: products, people, companies, and countries, everything, because of this, Word of Mouth became a very important instrument in the process of communication that influences all the relating factors that affects the consumer's buying perception.

To be able to connect through the consumers, companies must provide a good consumer relationship which influences consumers purchase decision in terms of how the consumers are related to one another, studies show that the information about product reviews are greater when the information comes from your family and friends. Marketers in retailing industries must know their consumer's behavior to identify the needs of their consumers and to know the changes in their behavior to provide a solution to the problem. Therefore, Word of Mouth became a very important instrument in the process of communication that influences all the relating factors that affects the consumer's buying perception. Indeed, word of mouth is the primary factor behind 20% to 50% of all purchasing decisions.

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In order to provide a complete comprehensive model of this study and to identify the goals that needed to be done therefore the objective of this study are the following: 1. To know the different types of Word of Mouth. 2. To determine the effects of the various types of Word of Mouth and the factors from each type. 3. To further prove the influence of each factor and analyze the data of each factor efficiently. 4. To distinguish which antecedent and consequence will influence each type of word of mouth the most. 5. To explore the relationship between word of mouth and consumer behavior.

2.Literature Review and Research Hypothesis

2.1. Types of Word of Mouth

Personal Word of Mouth is the exchange of information between people who know each other (Maxham, 1999). pWOM is obtained through direct personal communication with the sender, the recipient knows the identity of the sender and often has some knowledge of the sender's tastes and preferences arising from regular interaction with the sender (Kawakami & Parry, 2013).

Electronic Word of Mouth or Virtual Word of Mouth (vWOM) refers to virtual communication between individuals who have never met in real life (Kawakami & Parry, 2013) by using different electronic channels of communication. Marketers and market researchers long have recognized word of mouth communications as an important vehicle for message delivery and because of that in digital era, some marketing practitioners have used eWOM publicly and anonymously on a variety of interactive media platforms including social media, e-mails, web forums, blogs and digital virtual worlds (Dobele, Toleman, & Beverland, 2005). Written Word of Mouth involves communication between people who have never met by means of printed publications.

2.2. Antecedents of Word of Mouth

2.2.1. Social Influence

Social Influence or the strength of the relationship of the consumers plays an important role on the effectiveness of word of mouth. The tie strength of a relationship depends on personal familiarity with the source (Duhan, Johnson, Wilcox, & Harrell, 1997). More WOM was found to be generated within groups with strong tie relations than within groups with weak tie relations (Bone, 1995). Influential people known as market mavens are the consumers who have up to date information about the products, places to shop and different markets (Higie, Feick & Price, 1987).

Hypothesis 1: Consumers who have higher Social Influence will have bigger involvement on Word of Mouth behavior.

2.2.2. Message Valence

Message Valence is the importance of the information the receivers believed in. Research has shown that highly satisfied customers have a desire to tell others about their positive experience (Brown, Barry, Dacin, & Gunst, 2005). Thus, it is expected that customers spreading positive WOM are those customers who have highly believe of the message and, hence, when WOM assumes a positive valence, there will be a direct relationship between message valence and WOM. Message valence can be positive, negative or neutral (Casielles, Alvarez, & Lanza, 2013).

Hypothesis 2: Consumers who receive Message Valence (Positive and Negative Information) will have bigger involvement on Word of Mouth behavior.

2.2.3. Product Characteristics

Product Characteristics includes durability, trial ability and usage situations, it influence word of mouth elasticity through the extent of information sought through various eWOM platforms specifically (You, Vadakkepatt, & Joshi, 2015). Products that are publicly visible or cued more by the environment should be talked about more because they are top of mind (Berger & Schwartz, 2011).

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Hypothesis 3: Higher Quality Product Characteristics will have bigger involvement on Word of Mouth behavior.

2.2.4. Consumer Attitude

Many studies show that if a consumer experience generates high levels of satisfaction, consumers will tell others about it through WOM communication. The relationship between satisfaction and WOM transmission is not linear. Low levels of satisfaction, that is, dissatisfaction, also lead to WOM communication (Wien & Olsen, 2014). Customers evaluate a product or service performance and compare their evaluation with their expectations prior to purchase or consumption. Consumers use referrals as a tool to reduce the amount of information to be processed (Duhan, et al., 1997). They also provide WOM to justify their decisions, generate approval and achieve social status (Gatignon & Robertson, 1986).

Hypothesis 4: Consumer Attitude will have bigger involvement on Word of Mouth behavior.

2.2.5. Information Adoption

The information which should be send to the customers must be trustworthy, timeliness and comprehensive, quality information and relevant to the product or services. Because of the fact that information usefulness has a significant positive effect on purchase intention, it is necessary for companies to emphasize on aspects that influence information usefulness and adoption in online customer communities (Cheung, 2014). Increased exposure to information is expected to increase awareness and knowledge, resulting in changes in consumption (Sweeny, et al., 2014). WOM as a significant social force, influencing early marketing thought and practice. For example, Gross's (2014) diffusion study suggested that conversations among buyers were more important than marketing communications in influencing adoption.

Hypothesis 5: Information Adoption will have bigger involvement on Word of Mouth behavior.

2.2.6. Consumer Uncertainty

Hwang, Lee & Kim (2014), defined as a condition that is difficult to predict about a successful contract outcome due to lack of information, or a condition where the parties to a transaction do not feel mutual trust due to opportunism. In particular, consumers feel relatively less uncertainty when they have the opportunity to meet and observe their counterparts in the physical marketplace. However, compared to a face-to-face offline transaction, a transaction in the cyber marketplace strengthens customer uncertainty due to the asymmetry of transaction information that is intentionally hidden by sellers (Hwang, Lee, & Kim, 2014; Jin & Phua, 2014).

Hypothesis 6: Consumer Uncertainty will have bigger involvement on Word of Mouth behavior.

2.2.7. Consumer Complaints

Consumer Complaints is an expression of dissatisfaction with a product or service. When consumers feel dissatisfied or sad with the remedy for a service failure, they tend to develop complaints or revenge behaviors (Lee & Wu, 2015). Gilly & Gelb (1982). In addition to that is from Tax, Brown & Chandrashekar (1998) who found that consumers shared higher negative WOM when their complaint was not responded well.

Hypothesis 7: Consumer Complaints will have bigger involvement on Word of Mouth behavior.

2.3. Consequences of Word of Mouth

2.3.1 Purchase Intention

The persuasiveness of WOM, in terms of convincing others to buy the product, also may depend on WOM content. Specifically, WOM that includes positive product reviews and purchase recommendations is more likely to lead to product purchase than WOM that only contains product details (Cheema & Kaikati, 2010).

Hypothesis 8: Consumers who receive Word of Mouth will influence Purchase Intention.

2.3.2. Product Recommendation

Product Recommendation across consumers serves as an excellent opportunity to cross sell, this will boost conversations and customer loyalty. These recommendations can also save time and valuable resources. Research on the use and influence of recommendations on consumers has typically been subsumed under personal influence or word-of-mouth (WOM) research (Senecal & Nantel, 2004). In other words, for it to be credible, a WOM recommendation must spring from a natural dialogue between the two people, and it should be the product of the sender's knowledge and the receiver's need to know (Casielles, Alvarez, & Lanza, 2013).

Hypothesis 9: Consumers who receive Word of Mouth will influence Product Recommendation.

2.3.3. Service Quality Perceptions

The effect of received WOM should not be restricted to the evaluation of products but also applies to service quality perceptions of customers in service relationships who have a history of prior consumption experiences with a service (Schumann, et al., 2010).

Hypothesis 10: Consumers who receive Personal Word of Mouth will influence Service Quality Perception.

2.3.4. Purchase Probability

It is the prediction of who's more likely to buy the product and thinking about the probabilities of purchasing your products or your brand. WOM contributes to the shift in the probability of choosing a brand or a product (Casielles, Alvarez, & Lanza, 2013).

Hypothesis 11: Consumers who receive Word of Mouth will influence Purchase Probability.

2.3.5. Brand Equity

With the use of word of mouth via the social media context, companies can create and enhance brand equity of products and services and subsequently lead to attract customers. However, marketers must keep in mind that the electronic word of mouth is a great tool that influences brand equity of product and service in the social media. (Severi, Ling, & Nasermoadei, 2014).

Hypothesis 12: Consumers who receive Personal Word of Mouth will influence Brand Equity.

2.3.6. Purchase Discouragement

Some consumers give such negative feedbacks because they had experienced using the product before or they are not satisfied with the product or service offered to them. Consumers who have bad experiences with product usage or services will decrease purchasing decisions but will increase word of mouth via negative communication.

Hypothesis 13: Consumers who receive Word of Mouth will influence Purchase Discouragement.

The hypothesis proposed are the following (Table 1):

Table 1. Research Hypothesis

	Hypothesis	References
H1	Consumers who have higher Social Influence will have bigger involvement on Word of Mouth behavior.	Duhan, Johnson, Wilcox, & Harrell, 1997; Bone 1995; Brown & Reingen, 1987; Higie, Feick & Price, 1987; Fang, 2014; Phillips, Wolfe, Hodur, & Leistriz, 2013; Seung-A & Phua, 2014; Lau & Ng, 2001; de Matos & Rossi, 2008.
H2	Consumers who receive Message Valence (Positive and Negative Information) will have bigger involvement on Word of Mouth behavior.	Cheung, 2014; Brown, Barry, Dacin, & Gunst, 2005; Casielles, Alvarez, & Lanza, 2013.
H3	Higher Quality Product Characteristics will have bigger involvement on Word of Mouth behavior.	You, Vadakkepatt, & Joshi, 2015; Berger & Schwartz, 2011; Brown et al., 2003; Gatautis et al., 2014; Park,

		2002; Vijayasathy, 2002; Clemes <i>et al.</i> , 2014; Gatautis <i>et al.</i> , 2014.
H4	Consumer Attitude will have bigger involvement on Word of Mouth behavior.	Wien & Olsen, 2014; Hajli, Lin, Featherman, & Wang, 2013.
H5	Information Adoption will have bigger involvement on Word of Mouth behavior.	Cheung, 2014; Alexandrov, Lilly, & Babakus, 2013; Okazaki, 2009; Sweeny, Webb, Mazzarol, & Soutar, 2014; Gross, 2014.
H6	Consumer Uncertainty will have bigger involvement on Word of Mouth behavior.	Hwang, Lee & Kim, 2014; Berger, 2014.
H7	Consumer Complaints will have bigger involvement on Word of Mouth behavior.	Lee & Wu, 2015; Blodgett, Grandbois, & Walters, 1993; Gilly & Gelb, 1982; Tax, Brown & Chandrashekar, 1998.
H8	Consumers who receive Word of Mouth will influence Purchase Intention.	Ahmad, Vveinhardt, & Ahmed, 2014; de Matos & Rossi, 2008; Bond & He, 2015; Bayus, 1985; Cheema & Kaikati, 2010.
H9	Consumers who receive Word of Mouth will influence Product Recommendation.	Senecal & Nantel, 2004; Kawakami, Kishiya, & Parry, 2013; Casielles, Alvarez, & Lanza, 2013.
H10	Consumers who receive Word of Mouth will influence Service Quality Perception.	Schumann, <i>et al.</i> , 2010.
H11	Consumers who receive Word of Mouth will influence Purchase Probability.	Casielles, Alvarez, & Lanza, 2013.
H12	Consumers who receive Word of Mouth will influence Brand Equity.	Rezvani, Hoseini, & Samadzadeh, 2012; Severi, Ling, & Nasermodeli, 2014.
H13	Consumers who receive Word of Mouth will influence Purchase Discouragement.	Casielles, Alvarez, & Lanza, 2013.

3. Methodology

3.1 Research Framework

To provide a better understanding on the antecedents and consequences of WOM based on the figure 1.

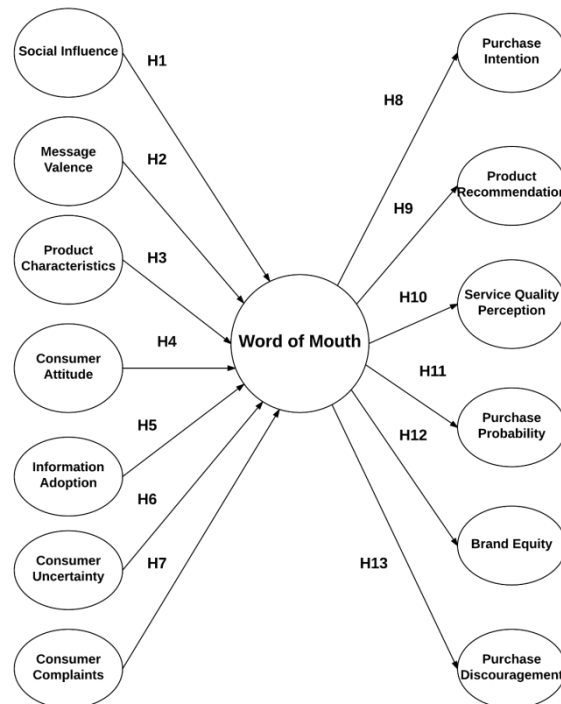


Figure 1. Research Framework

3.2. Sample and Procedure

A total of 284 official survey were disseminated wherein 226 questionnaires are from the internet and 34 paper questionnaires, which result to a total of 260 valid questionnaires. 24 questionnaires were not returned and was disregarded resulting

to a total of 260 valid returned questionnaires which produce a valid effective collection rate of 91.55%. Because of the instance that the questionnaires must be translated into Chinese, the researcher was unable to wait for the Chinese to be translated due to the span of time that were given and because of that only few people from Taiwan was able to answer the questionnaire.

3.3 Research Design and Measures

The Questionnaire design and measures are shown by the use of the Seven point Likert scale to be able to determine the reliability and consistency of the answers of the respondents.

3.4. Measurement Model

The analysis followed the two-step approach for structural equation modeling recommended by Anderson & Gerbing (1988). Table 2 to 5 shows the questionnaires which was adopted on the study of organizational identification from Guevarra, Natalie, 2010 by using a seven-point Likert scale ranging from (1) strongly disagree to (7) strongly agree and other Likert type scale items such as (1) never to (2) always; (1) nonexistent to (2) excellent. The table below illustrates the complete statements used in the questionnaire on each antecedents and consequences of Word of Mouth. The questionnaire was design to separate the received WOM and sent WOM. The received WOM which is the consumer’s product/service experience that you receive either positive or negative information while the influence WOM is how you as a consumer influence or send information to others to be able to make a purchase decision.

Table 2. WOM Experience Questionnaire Design

Variable	Items	Source
Personal Word of Mouth (pWOM)	1. I hear good things about products in this category from the people around me, including friends, family, and colleagues.	Kawakami, Kishiya, & Parry (2013)
	2. When I look at products in this category, people around me often suggest products that they recommend.	
	3. People around me have recommended products in this category before.	
Electronic Word of Mouth (eWOM)	4. I learn about positive aspects of products from user blogs and user web sites.	Kawakami, Kishiya, & Parry (2013)
	5. I learn about positive aspects of products from Web sites of people who use these products.	
	6. I learn about positive aspects of products from visiting community web sites and review online postings.	
Written Word of Mouth (wWOM)	(Doesn't include information from the internet)	Kawakami, Kishiya, & Parry (2013)
	7. I learn about positive aspects of products from the recommendations in magazines and similar sources written by other users.	
	8. I learn about positive aspects of products from other users' opinions on products published in magazines and similar sources.	
	9. I learn about positive aspects of products from users' reviews and rankings published in magazines and similar sources.	

Table 3. WOM Influence Questionnaire Design

Variable	Items	Source
Personal Word of Mouth (pWOM)	<i>Whenever I buy some product, I will always...</i>	Kawakami, Kishiya, & Parry (2013)
	1. refer to the people around me including my friends, family and colleagues.	
	2. look at other peoples' suggestion on what they recommend.	
Electronic Word of Mouth (eWOM)	<i>Whenever I buy some product, I will always...</i>	Kawakami, Kishiya, & Parry (2013)
	4. learn about positive aspects of products from user blogs and user web sites.	
	5. consult the Web sites of people who use these products.	
Written Word of Mouth (wWOM)	6. visit community web sites and review online postings.	Kawakami, Kishiya, & Parry (2013)
	(Doesn't include information obtain from the Internet)	
	7. <i>Whenever I buy a product, I always refer to...</i> to the recommendations in magazines and similar sources written by other users.	
	8. to other users' opinions on products published in magazines	

- and similar sources.
 9. to the user reviews and rankings published in magazines and similar sources.

Table 4. Antecedents of WOM Questionnaire Design

Constructs	Items	Source
Social Influence	<i>By distributing product/service related information, I want...</i> 1. to impress others. 2. others to recognize me as an important information source. 3. to exchange information with the group of people with whom I am always engaged in word-of-mouth (friends, family, network groups etc.) either this week or next week. 4. to start some kind of information exchange quite soon (friends, family, network groups etc.) with the word of mouth network I belong to.	Okazaki (2009)
Message Valence	<i>The information I get about a product/service is...</i> 5. Objective. 6. Credible. 7. Accurate.	Alexandrov, Babakus, & Bryan (2013)
Product Characteristics	<i>I will buy a product that would...</i> 8. Improve my enjoyment. 9. Increase the productivity of my life. 10. Enhance effectiveness in my life. 11. Have clear and understandable information. 12. Be useful in my life. 13. Not require a lot of my mental effort. 14. Be easy for me to use. 15. Make it easy to get what I want it to do.	Kawakami, Kishiya, & Parry (2013)
Consumer Attitude	<i>I like introducing new brands to people...</i> 16. Who are specifically my friends. 17. By providing them with information about many kinds of products. 18. When they ask me for information about products, places to shop, or sales. 19. If they me asked where to get the best buy on several types of products, I could tell him or her where to shop. 20. Because my friends think of me as a good source of information when it comes to new product or sales.	Chu & Yoojung (2011)
Information Adoption	<i>The messages on the online customer communities...</i> 21. Are relevant. 22. Comes from a trustworthy source. 23. Include all necessary information that I need. 24. Provide accurate information. 25. For customers are advantageous for supporting my purchase decisions. 26. Have quality.	Okazaki (2009) Bayon & Wangenheim (2007)
Consumer Uncertainty	<i>Thinking about buying a product...</i> 27. Worries me because of the possibility of taking a risk. 28. Would be a mistake if I didn't seek the opinions of other people unconnected to the firm to avoid risks. 29. Is risky and I can avoid these risks if I seek advice from other people unconnected to the firm.	Schumann, et al., (2010)
Consumer Complaints	<i>I am usually reluctant to complain...</i> 30. If a defective product is inexpensive, I usually keep it rather than ask the retailer for a refund, or an exchange. 31. To a store regardless of how bad a product is. 32. And to return an unsatisfactory product than most people I know.	Blodgett, Grandbois, & Walters (1993)

Table 5. Consequences of WOM Questionnaire Design

Constructs	Items	Source
Purchase Intention	<i>After receiving product/service related information, it is likely that...</i> 1. I will buy a product that I heard from other people. 2. I will purchase the product the next time I need a product that I read reviews on other people. 3. that a friend calls me to get my advice in his/her search for a product that I heard from other people; I would recommend him/her to buy the product. 4. I will definitely try a product that I read reviews on the website.	Chih, Wang, Hsu, & Huang (2013)
Product Recommendation	<i>When I receive product/service related information...</i> 1. I will pass it along to the other people. 2. I will pass along interesting information from other people about products from my friends to another. 3. I tend to pass along other persons' positive reviews of products to other people.	Soo & Sung-Un (2009)
Service Quality Perception	<i>Whenever I don't have any experience on the product, I will refer to other people whether...</i> 1. The store provides an excellent service or not. 2. The store where I will buy my goods is competent and has a lot of expertise.	Schumann, et al., (2010)

	3. The quality of the store's services is good or not.	
	4. The store I will go to is an experience service institute.	
Purchase Probability	<i>I will choose a brand/service...</i>	Casielles, Alvarez, & Lanza (2013)
	1. Before receiving the recommendation.	
	2. After receiving the recommendation.	
Purchase Discouragement	<i>Because of negative Word of Mouth...</i>	Casielles, Alvarez, & Lanza (2013)
	1. I would not shop at this store.	
	2. I will never shop at this store again for any kind of product.	
	3. I would not recommend to a friend that he/she shops at the store.	
Brand Equity	<i>After receiving Word of Mouth information...</i>	Chu & Yoojung (2011)
	1. I look forward to consume the brand's future product and service.	
	2. I will find the brand's future product and service worthwhile.	
	3. I want to consume the brand's future product and service.	

3.5. Data Analysis Method

In this research a structural equation modeling (SEM) was used, in order to test the proposed model and research hypothesis by using SPSS and AMOS software wherein a two-stage approach was conducted. First, the measurement model is estimated to test the reliabilities and validities of the research constructs. Then, the structural model is used to test the strength and direction of the proposed relationships among research constructs.

3.6. Characteristics of the Sample

The questionnaire items relating to the demographic of the respondents were analyzed, and the results are listed in the tables below. A summary of the profile of the respondents is provided, which includes information relating to gender, age, educational level, marital status and occupation and nationality. A convenient sampling was made in this research in order to gather information among the survey respondents from different countries. (Table 7).

Table 6. Characteristics of the Sample

Variable	Category	N	Percent
Gender	Male	138	53.1
	Female	122	46.9
	Total	260	100
Age	16-20 years old	40	15.4
	21-30 years old	182	70.0
	31-40 years old	21	8.1
	41-50 years old	11	4.2
	51 and above	6	2.3
	Total	260	100
Marital Status	Single	231	88.8
	Married	29	11.2
	Total	260	100
Education	High School	17	6.5
	Bachelor Degree	194	74.6
	Masters	43	16.5
	Doctorate Degree	6	2.3
	Total	260	100
Occupation	Business Owner	1	.4
	CSR	1	.4
	Employee	131	50.4
	Entrepreneur	2	.8
	Graphic Designer	1	.4
	IT Specialist	1	.4
	Marketing Manager	1	.4
	MB Phil. Specialist	1	.4
	Professor	12	4.6
	Project in Charge (engineer)	2	.8
	School Administrator	1	.4
	Senior Software QA Engineer	1	.4
	Software Engineer	1	.4
	Student	102	39.2
	System Analyst	1	.4
	Technology Consultant	1	.4
	Total	260	100

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Nationality			
	Philippines	169	65.0
	Taiwan	62	23.8
	China	2	.8
	Germany	1	.4
	Ecuador	1	.4
	Guatemala	1	.4
	Hong Kong	1	.4
	Honduras	1	.4
	Indonesia	4	1.5
	Mongolia	2	.8
	Malaysia	2	.8
	Panama	1	.4
	Slovakia	1	.4
	El Salvador	1	.4
	Thailand	2	.8
	UK	1	.4
	America	6	2.3
	Vietnam	1	.4
	South Africa	1	.4
	Total	260	100

4. Data Analysis and Results

4.1. Descriptive Statistics and Correlations of the Research Constructs

In this research, a zero-order Pearson correlation analysis was conducted to be able to determine the relationship between the researches constructs. Table 7 shows the means, standard deviation and correlation matrixes of the main constructs combined with the antecedents and consequences of WOM in order to be able to identify the significant factors between the antecedents and consequences of word of mouth and also to be able to determine whether its' in the category of experience or influence. The Antecedents such as Social Influence, Message Valence, Consumer Attitude, Information Adoption, Consumer Uncertainty and Consumer Complaints are significant except Product Characteristics which has a correlation of .106 on wWOM experience. On the other hand the consequences such as Purchase Intention, Product Recommendation, Service Quality Perceptions, Purchase Probability, Purchase Discouragement and Brand Equity are all significant except Purchase Discouragement in relation to both experience (.054) and influence (.107) in terms of wWOM, while on Purchase Discouragement is also insignificant on eWOM with a correlation of (.098).

Table 7. Descriptive Statistics and Correlations of the Research Constructs

Constructs	M	SD	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
1. Social Influence	4.865	1.105																			
2. Message Valence	5.104	.976	.527																		
3. Product Characteristics	5.771	.919	.408	.603																	
4. Consumer Attitude	5.338	.997	.499	.573	.699																
5. Information Adoption	4.922	1.027	.403	.563	.442	.577															
6. Consumer Uncertainty	5.118	1.150	.363	.428	.476	.549	.524														
7. Consumer Complaints	4.450	1.339	.223	.288	.133	.241	.396	.330													
8. Purchase Intention	4.922	.918	.504	.480	.443	.520	.560	.444	.311												
9. Product Recommendation	5.006	1.051	.447	.510	.513	.588	.463	.330	.210	.613											
10. Service Quality Perceptions	5.070	1.134	.273	.480	.421	.386	.405	.318	.290	.488	.470										
11. Purchase Probability	4.892	.942	.398	.416	.370	.402	.437	.390	.306	.450	.372	.385									
12. Purchase Discouragement	4.735	1.212	.221	.267	.234	.301	.267	.244	.227	.377	.309	.284	.295								
13. Brand Equity	5.095	.949	.481	.569	.552	.519	.580	.409	.255	.556	.564	.520	.536	.482							
14. Experienced pWOM	5.094	1.091	.305	.430	.430	.432	.260	.256	.221	.319	.365	.247	.185	.168	.376						
15. Experienced eWOM	4.995	1.201	.153	.288	.293	.339	.387	.281	.201	.329	.255	.248	.270	.134	.310	.372					
16. Experienced wWOM	4.232	1.321	.217	.244	.106	.206	.268	.204	.275	.226	.229	.182	.260	.054	.222	.373	.310				
17. Influence pWOM	5.221	1.105	.376	.439	.467	.476	.360	.402	.280	.410	.349	.336	.322	.305	.386	.560	.290	.262			
18. Influence eWOM	5.123	1.192	.162	.378	.351	.397	.464	.369	.237	.286	.290	.242	.271	.098	.350	.321	.643	.233	.481		
19. Influence wWOM	4.224	1.412	.311	.328	.143	.281	.359	.242	.304	.281	.318	.150	.322	.107	.304	.329	.231	.731	.361	.365	

Note: * $p < .05$; ** $p < .01$; *** $p < .001$

4.2. Confirmatory Factor Analysis of the Research Constructs

Confirmatory Factor Analysis (CFA) is a multivariate statistical procedure that is used to test how well the measured variables represent the number of constructs. The researcher employed a confirmatory factor analysis (CFA) to examine the measurement model using the structural equation modeling (SEM) package AMOS. The Cronbach's alphas and the composite reliability for the constructs must significantly exceed 0.70 thresholds, suggesting acceptable internal consistency. In CFA, the researcher specified the number of factors required in the data in which the measured variable is related to the latent variable. Therefore, CFA is a tool that is used to confirm or reject the measurement theory of the constructs. To further improve the results of every construct all possible relationships were to conclude the consistency of the data.

4.2.1. CFA Model of the WOM

Figure 2 shows the Confirmatory Factor Analysis of WOM (model 1 to 16) in relation to WOM.

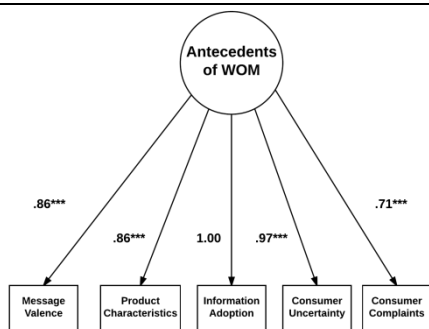


Figure 2-1. CFA model of the Antecedents of WOM (model 1)

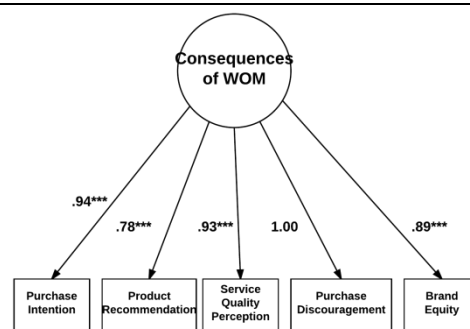


Figure 2-2. CFA model of the Consequences of WOM (model 2)

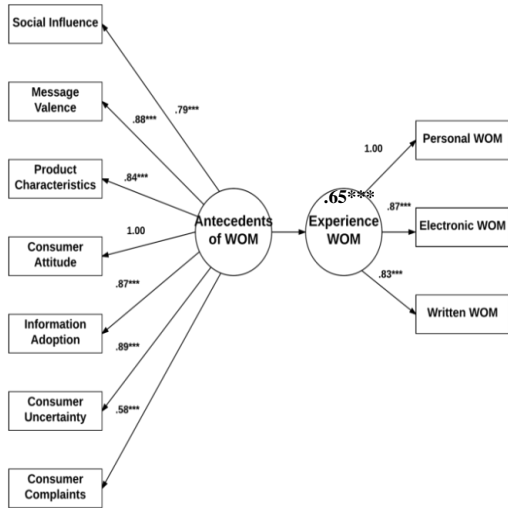


Figure 2-3. Full Model between Antecedents to WOM Experience (model 3)

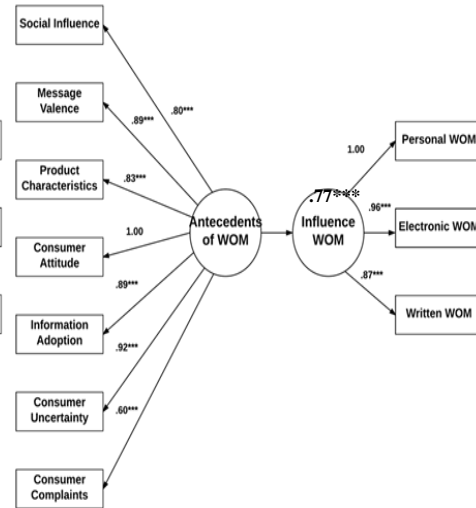


Figure 2-4. Full Model between Antecedents to WOM Influence (model 4)

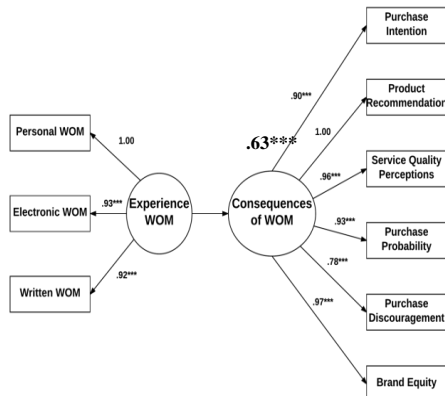


Figure 2-5. Full Model between WOM Experience to Consequences of WOM (model 5)

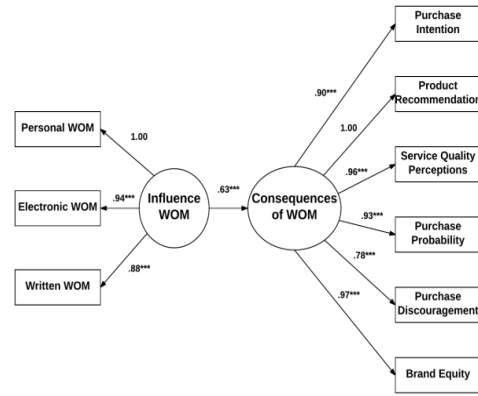


Figure 2-6. Full Model between WOM Influence to Consequences of WOM (model 6)

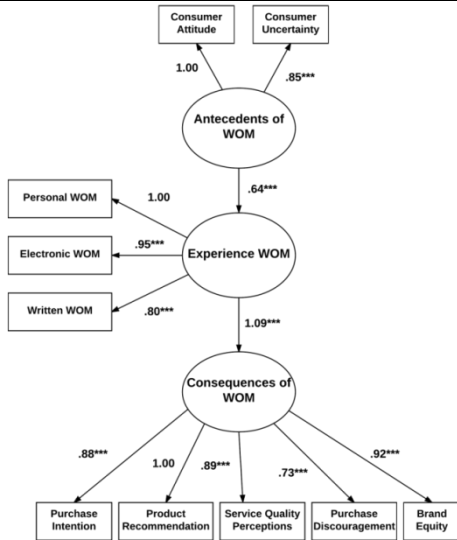


Figure 2-7. Partial Model of WOM Experience (model 7)

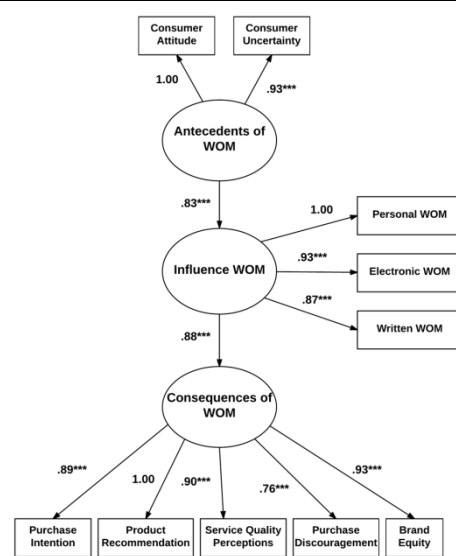


Figure 2-8. Partial Model of WOM Influence (model 8)

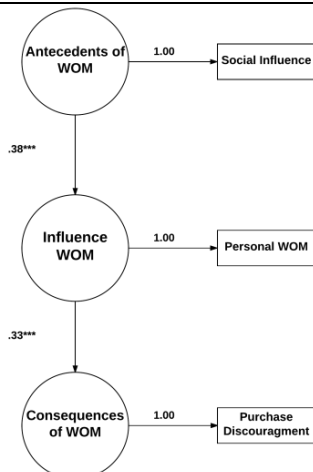


Figure 2-9. Individual Model (model 9)

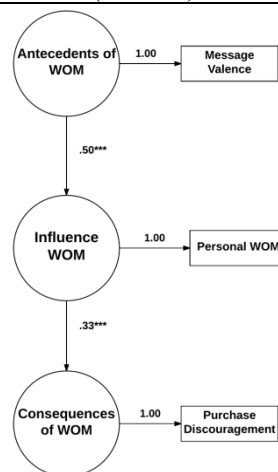


Figure 2-10. Individual Model (model 10)

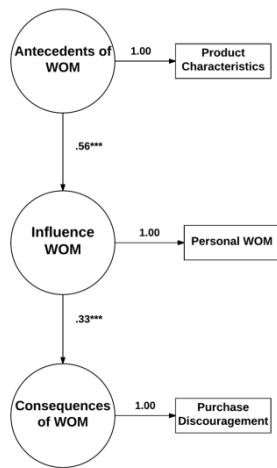


Figure 2-11. Individual Model (model 11)

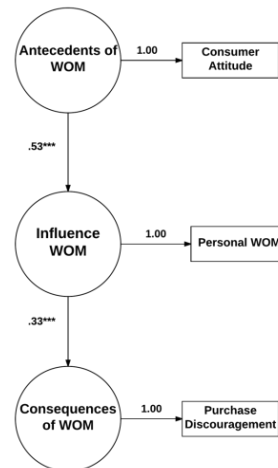


Figure 2-12. Individual Model (model 12)

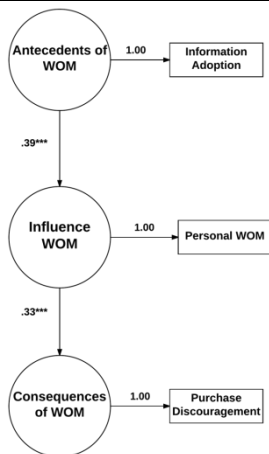


Figure 2-13. Individual Model (model 13)

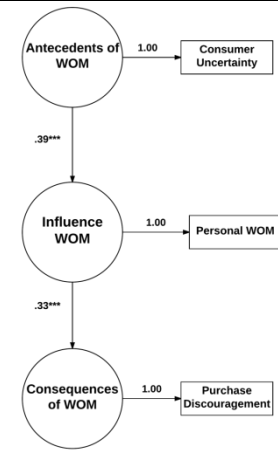


Figure 2-14. Individual Model (model 14)

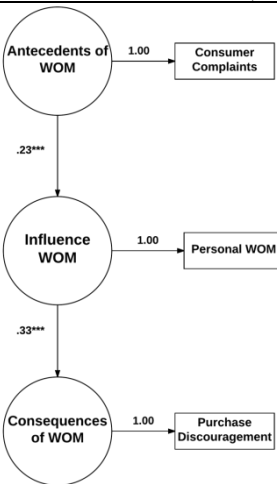


Figure 2-15. Individual Model (model 15)

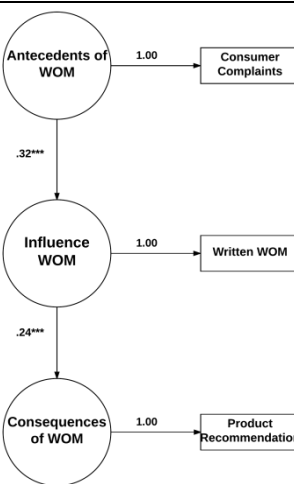


Figure 2-16. Individual Model (model 16)

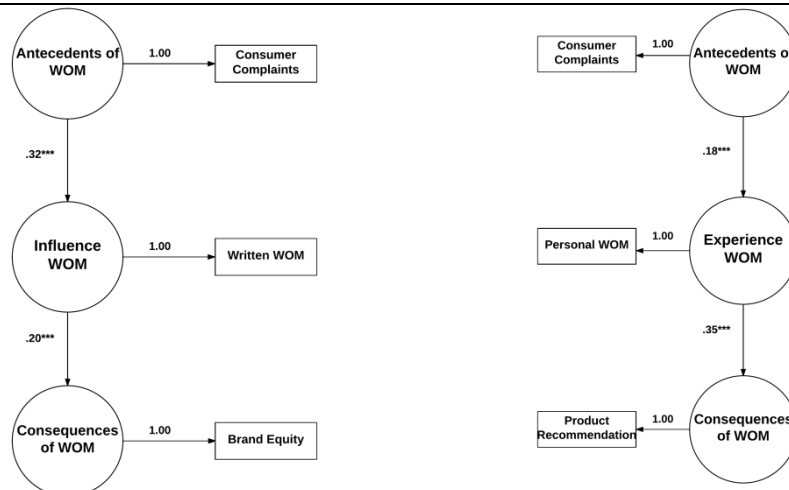


Figure 2-17. Individual Model (model 17)

Figure 2-18. Individual Model (model 18)

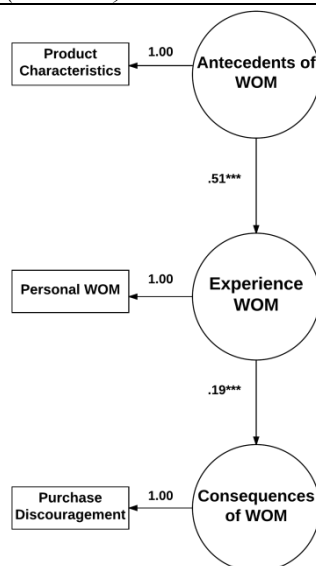


Figure 2-19. Individual Model (model 19)

Figure 2. CFA Model of the WOM

Table 8 shows the results of the SEM method by using AMOS software. Model 1 shows that it's significant wherein ($p=.007, p<0.05$) and the ($GFI=.977, AGFI=.930, NFI=.961, CFI=.973, IFI=.973; \geq .9$) while ($RMR=.045 < 0.05$). Model 2 shows that it's significant wherein ($p=.004, p<0.05$) and the ($GFI=.974, AGFI=.922, NFI=.960, CFI=.971, IFI=.971; \geq .9$) while ($RMR=.041 < 0.05$). Model 3 shows that it's significant wherein ($p=.000, p<0.05$) and the ($GFI=.903, AGFI=.844, NFI=.866, CFI=.897, IFI=.898; \geq .9$) while ($RMR=.077 < 0.05$) though there are some instances that the RMR will not be less than 0.05 it is also included in the analysis upon testing the probability of getting high values on CFA. Model 4 shows that it's significant wherein ($p=.000, p<0.05$) and the ($GFI=.898, AGFI=.836, NFI=.868, CFI=.896, IFI=.897; \geq .9$) while ($RMR=.082 < 0.05$) though there are some instances that the RMR will not be less than 0.05 it is also included in the analysis upon testing the probability of getting high values on CFA. Model 5 shows that it's significant wherein ($p=.070, p<0.05$) and the ($GFI=.969, AGFI=.947, NFI=.946, CFI=.983, IFI=.983; \geq .9$) while ($RMR=.047 < 0.05$) even though the p value is not less than 0.05 the results are also included to be able to have high CFA values. Model 6 shows that it's significant wherein ($p=.001, p<0.05$) and the ($GFI=.957, AGFI=.926, NFI=.930, CFI=.963, IFI=.963; \geq .9$) while ($RMR=.056 < 0.05$) even though the p value is not less than 0.05 the results

are also included to be able to have high CFA values. Model 7 shows it's significant value wherein ($p=.000$, $p<0.05$) and the ($GFI=.942$, $AGFI=.903$, $NFI=.910$, $CFI=.945$, $IFI=.946$; ≥ 0.9) while ($RMR=.065 < 0.05$) even though the RMR value is not less than 0.05 the results are also valid to be able to have high CFA values. Model 8 shows it's significant value wherein ($p=.000$, $p<0.05$) and the ($GFI=.939$, $AGFI=.899$, $NFI=.907$, $CFI=.939$, $IFI=.940$; ≥ 0.9) while ($RMR=.064 < 0.05$) even though the RMR value is not less than 0.05 the results are also valid to be able to have high CFA values. Model 9 shows that it's significant wherein ($p=.052$, $p<0.05$) and the ($GFI=.990$, $AGFI=.943$, $NFI=.960$, $CFI=.958$, $IFI=.959$; ≥ 0.9) while ($RMR=.058 < 0.05$). Some items were deleted and tested to be able to gather high values of the confirmatory factor analysis on the whole individual model. Model 10 shows that it's significant wherein ($p=.011$, $p<0.05$) and the ($GFI=.990$, $AGFI=.943$, $NFI=.960$, $CFI=.958$, $IFI=.959$; ≥ 0.9) while ($RMR=.064 < 0.05$). Model 11 shows that it's significant wherein ($p=.078$, $p<0.05$) and the ($GFI=.992$, $AGFI=.953$, $NFI=.966$, $CFI=.976$, $IFI=.977$; ≥ 0.9) while ($RMR=.042 < 0.05$). Model 12 shows that it's significant wherein ($p=.002$, $p<0.05$) and the ($GFI=.977$, $AGFI=.864$, $NFI=.909$, $CFI=.917$, $IFI=.918$; ≥ 0.9) while ($RMR=.077 < 0.05$). Model 13 shows that it's significant wherein ($p=.004$, $p<0.05$) and the ($GFI=.980$, $AGFI=.878$, $NFI=.882$, $CFI=.892$, $IFI=.895$; ≥ 0.9) while ($RMR=.079 < 0.05$). Model 14 shows that it's significant wherein ($p=.024$, $p<0.05$) and the ($GFI=.987$, $AGFI=.923$, $NFI=.933$, $CFI=.944$, $IFI=.945$; ≥ 0.9) while ($RMR=.069 < 0.05$). Model 15 shows that it's significant wherein ($p=.012$, $p<0.05$) and the ($GFI=.984$, $AGFI=.905$, $NFI=.094$, $CFI=.893$, $IFI=.897$; ≥ 0.9) while ($RMR=.094 < 0.05$). Model 16 shows that it's significant wherein ($p=.043$, $p<0.05$) and the ($GFI=.990$, $AGFI=.938$, $NFI=.928$, $CFI=.942$, $IFI=.945$; ≥ 0.9) while ($RMR=.065 < 0.05$). Model 17 shows that it's significant wherein ($p=.004$, $p<0.05$) and the ($GFI=.979$, $AGFI=.875$, $NFI=.856$, $CFI=.867$, $IFI=.871$; ≥ 0.9) while ($RMR=.084 < 0.05$). Model 18 shows that it's significant wherein ($p=.021$, $p<0.05$) and the ($GFI=.987$, $AGFI=.920$, $NFI=.904$, $CFI=.917$, $IFI=.920$; ≥ 0.9) while ($RMR=.074 < 0.05$). Model 19 shows that it's significant wherein ($p=.003$, $p<0.05$) and the ($GFI=.978$, $AGFI=.870$, $NFI=.873$, $CFI=.883$, $IFI=.886$; ≥ 0.9) while ($RMR=.073 < 0.05$). Even though the RMR value is not less than 0.05 it still have valid results to be able to provide a high value of CFA. Moreover, other items were deleted and tested to be able to gather high values of the confirmatory factor analysis on the whole individual model.

Table 8. FIT Indices of the WOM

Model	X ²	df	P	GFI	AGFI	RMR	NFI	CFI	IFI
Model 1	15.9	5	.007	.977	.930	.045	.961	.973	.973
Model 2	17.3	5	.004	.974	.922	.041	.960	.971	.971
Model 3	128.2	34	.000	.903	.844	.077	.866	.897	.898
Model 4	137.2	34	.000	.898	.836	.082	.868	.896	.897
Model 5	37.3	26	.070	.969	.947	.047	.946	.983	.983
Model 6	53.2	26	.001	.957	.926	.056	.930	.963	.963
Model 7	78.5	33	.000	.942	.903	.065	.910	.945	.946
Model 8	87.6	33	.000	.939	.899	.064	.907	.939	.940
Model 9	3.8	1	.052	.990	.943	.058	.945	.958	.959
Model 10	6.4	1	.011	.984	.904	.064	.926	.936	.937
Model 11	3.1	1	.078	.992	.953	.042	.966	.976	.977
Model 12	9.2	1	.002	.977	.864	.077	.909	.917	.918
Model 13	8.2	1	.004	.980	.878	.079	.882	.892	.895
Model 14	5.1	1	.024	.987	.923	.069	.933	.944	.945
Model 15	6.3	1	.012	.984	.905	.094	.880	.893	.897
Model 16	4.1	1	.043	.990	.938	.065	.928	.942	.945
Model 17	8.4	1	.004	.979	.875	.084	.856	.867	.871
Model 18	5.3	1	.021	.987	.920	.074	.904	.917	.920
Model 19	8.7	1	.003	.978	.870	.073	.873	.883	.886

4.2. Summary of Results

Based from all the data gathered from previous researches and the results presented in this chapter, this section provides the summary of the findings on every hypothesis on each antecedent and consequence of WOM as shown on the table below.

Table 9. Summary of Findings

Hypothesis		Findings
H1	Consumers who have higher Social Influence will have bigger involvement on Word of Mouth behavior.	Supported
H2	Consumers who receive Message Valence (Positive and Negative Information) will have bigger involvement on Word of Mouth behavior.	Supported
H3	Quality Product Characteristics will have bigger involvement on Word of Mouth behavior.	Supported
H4	Consumer Attitude will have bigger involvement on Word of Mouth behavior.	Supported
H5	Information Adoption will have bigger involvement on Word of Mouth behavior.	Supported
H6	Consumer Uncertainty will have bigger involvement on Word of Mouth behavior.	Supported
H7	Consumer Complaints will have bigger involvement on Word of Mouth behavior.	Supported
H8	Consumers who receive Word of Mouth will influence Purchase Intention.	Supported
H9	Consumers who receive Word of Mouth will influence Product Recommendation.	Supported
H10	Consumers who receive Word of Mouth will influence Service Quality Perception.	Supported
H11	Consumers who receive Word of Mouth will influence Purchase Probability.	Supported
H12	Consumers who receive Word of Mouth will influence Purchase Discouragement	Supported
H13	Consumers who receives Personal Word of Mouth will influence Brand Equity	Supported

5. Conclusion and Suggestions

Figure 3 shows the Types of WOM namely Personal, Electronic and Written WOM wherein each antecedents and consequences has a positive and negative relationship with each type but as the meta-analysis results indicates that all hypothesis discussed in this research are supported. Antecedents such as Social Influence and Product Characteristics have a direct positive relationship with Personal WOM. Social Influence, Message Valence, Product Characteristics, Consumer Attitude, Information Adoption has a positive direct relationship with Electronic WOM while Consumer Uncertainty and Consumer Complaints has negative direct relationship with Electronic WOM. Among the consequences of WOM, Personal WOM has a direct relationship with Purchase Intention, Product Recommendation and Purchase Discouragement while, Electronic WOM has a direct relationship with Purchase Intention, Product Recommendation and Brand Equity. On the other hand, Written WOM has a direct relationship with Purchase Intention.

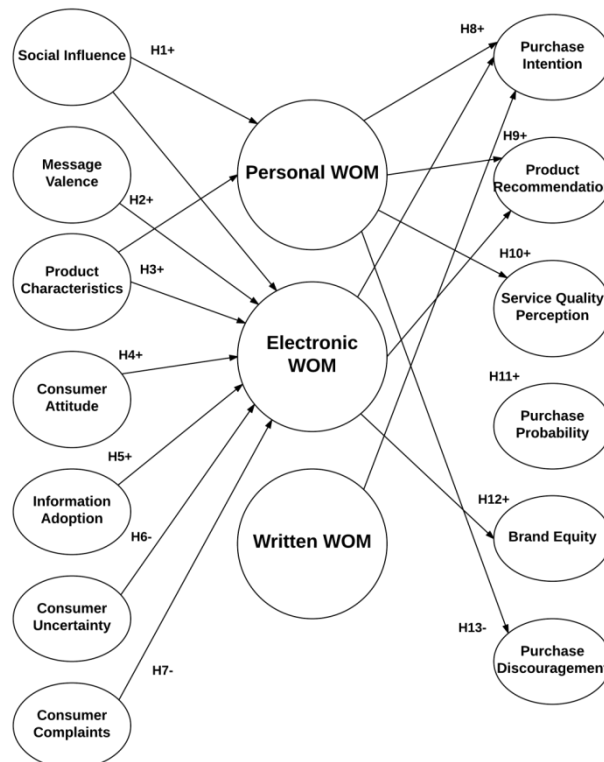


Figure 3. Research Framework of Personal, Electronic and Written WOM

5.1. Managerial Implications

The findings reported here provide support for these recommendations by demonstrating that the cognitive mechanisms through which WOM influences purchase intention varies by WOM source. In this paper with regards to the SEM method, it is shown that all hypothesis stated in this research are supported. This suggests that, in the process of creating a WOM strategy, marketers should consider the use of a variety of personal, written, and virtual communication sources. These sources can be cultivated through tactics that encourage (1) adopters to share their product experiences and evaluations in personal conversations and through websites, blogs, and chat rooms and (2) experts and opinion leaders to try innovative products and publish reviews in newspapers and other print media, as well as online.

Retailers should consider the three types of WOM in terms of marketing their products as well knowing all the factors that will affect those types and most importantly their effects on important outcomes (e.g., information search, buying intention), as well as uncertainty and discouragement (Shiu, Walsh, Hassan, & Shaw, 2011). Retailers must understand where they are positioned on the different dimensions of purchase intention in order to know how to increase their potential customers. The strongest implication here is that Word of Mouth can be used to tear consumers away from their pre-existing patterns. Wherein all interested to hear other people's experiences about products and services that we're thinking of buying.

5.2. Academic Implications

The researcher examined the role of the Antecedents of WOM namely, Social Influence, Message Valence, Product Characteristics, Consumer Attitude, Information Adoption, Consumer Uncertainty and Consumer Complaints. Second are the Consequences of WOM such as Purchase Intention, Product Recommendation, Service Quality Perceptions, Purchase Probability, Purchase Discouragement and Brand Equity. The researcher evaluated two sets of competing

hypothesis on the Antecedents and Consequences of WOM. In general, findings support the proposition that the three kinds of word of mouth are positively related to consumer behavior and purchase intention.

5.3. Suggestions for Future Research

The conclusions reported above must be qualified in several ways. Additional research opportunities arise from possible extensions to the model presented in this paper. One issue involves the impact of negative word-of-mouth on the perception of innovation attributes (Park & Lee, 2009). Thus one important direction for future research involves asking respondents for separate assessments of the amount of positive and negative word-of-mouth they have encountered, as well as the intensity of the positive and negative comments that they have heard. In order to do so, for future researchers; Satisfaction and Dissatisfaction of the consumers must be emphasized for the future study with regards to word of mouth as well as the emotion of both the receiver and sender of WOM. In addition to that, the categorization of the antecedents and the consequences must be narrowed down to be able to focus more on a certain factor. Another aspect for future investigation is the relationship of WOM with satisfaction and loyalty which could be extended to include specific emotions, such as anger, regret, frustration, and disappointment, in order to understand the likely emotional and behavioral aspect of negative WOM when compared to the positive WOM. With these findings, the researcher can advise or suggest marketing or advertising agencies to be inclined on using Word of Mouth and to be aware the different types of WOM and how to use it to improve their marketing strategies and make it efficient and effective.

Another important issue involves the identification of variables that might moderate the relationship between word-of-mouth and adoption use. For example, does category experience moderate the relationship between word-of-mouth and the perception of innovation attributes (Duhan *et al.*, 1997). Does the nature of this moderating effect depend on whether word of mouth is personal, electronic or written? The researcher hope that the research described here will inspire other scholars to examine these questions in future research.

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