The Exploration of impact on Enterprise Image for the Enterprise Responding Negative eWOM from the Customer

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ABSTRACT

Recently, the Internet developed as a result of a new type of "electronic word-of-mouth communication" (eWOM), the eWOM communication disseminates more effective than traditional WOM communication, and in the consumer purchase decision-making process, the WOM communication that plays a critical role, in addition to WOM contains two kinds of positive and negative, the negative WOM will be even a threat to enterprise image damage, so enterprises must take by the effective response to reduce the negative impact of WOM.

Therefore, this study was to explore enterprise response strategy to negative eWOM and the impact on enterprise image from consumer views, and further to the negative eWOM of information sources are divided into three types, namely, opinion leader, market maven and the general consumer to understand the different source of information impact on enterprise response strategy.

After validation of this study showed negative eWOM has significant positive effects to enterprise response strategy, and enterprise response strategy has significant positive effects to enterprise image, an interesting issue is the negative eWOM to enterprise image will be affected by the enter-prise response strategy, and in part of the information source, the market maven and the general consumer has significant positive effects to enterprise response strategy.

Keywords : 電子口碑溝通、企業回應策略、企業形象

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