

**Antecedents and Consequences of Electronic Word of Mouth in a Service
Context**

Synopsis of The Thesis Submitted

In partial fulfillment of the requirements for the award of the degree of

DOCTOR OF PHILOSOPHY

In

MANAGEMENT

By

SANJAY KUMAR JENA

UID No. 16JU11300027

Under the Guidance of

Dr Manit Mishra

(Research Co-Supervisor)

Professor & Dean (Research)

International Management Institute

Bhubaneswar, Odisha

Dr Manish Kumar

(Research Supervisor)

Assistant Professor, Marketing

ICFAI University, Jharkhand, Ranchi



ICFAI UNIVERSITY JHARKHAND

RANCHI

April 2024

SI No.	Content	Page No.
1.1	Introduction	2
1.2	Research Motivation	2
1.2	Scope of the Study	4
2.1	Review of the Literature	5
2.1	Research Gap	6
2.3	Conceptual Framework	7
3.1	Research Objectives	8
3.2	Research Hypothesis	8
3.3	Research Design	9
3.4	Scale Development	9
4.1	Data Analysis	10
4.2	Hypothesis Testing	10
5.1	Finding	12
5.2	Contribution to Theory	13
5.3	Contribution to Practice	13
5.4	Limitations	14
5.5	Scope of the Future Work	15
5.6	Conclusion	16
6.1	Bibliography	17

1.1 Introduction

WOM is the exchange of information and opinions among people, which acts as the interpersonal influence that guides buyers in their decision-making process, either in favor of or against specific goods, services, or companies (Hawkins et al., 2004). EWOM has emerged with the availability of the internet, allowing individuals who are not acquainted to share opinions and information (Gruen et al., 2006). EWOM communication includes three essential elements: the sender, the message, and the receiver (Chan & Ngai, 2011). Senders convey opinions and personal encounters over the internet through the message known as EWOM. Receivers refer to the EWOM whenever required. The platform is the online medium where the message is shared (Hennig-Thurau et al., 2003). With the emergence of SNSs, communication has grown bigger, and messages are spread to a larger audience. EWOM is a notable trend in the realm of SNSs and has garnered considerable traction among individuals engaged in travel activities (Chen, 2013; Chu & Kim, 2011). Streaming video, a contemporary online media, lets viewers view live video content directly from the source (Austerberry, 2013). The notion of "video streaming" has resulted in the development of terms like "video-on-demand" (VOD) and "over-the-top" (OTT), which are very novel notions that have evolved due to the proliferation of video streaming (Jena et al., 2023). According to a study published by Ernst & Young, the Indian media and entertainment sector witnessed a 20% growth in 2022, attaining a total of INR2.1 trillion. The sector is anticipating an 11.5% growth in 2023, attaining a value of INR 2.34 trillion (USD 29.2 billion).

1.2 Research Motivation

According to a study called "Streaming's Next Act" by Accenture, the explosion of streaming services has resulted in an enormous rise in user options but has also introduced a substantial level of intricacy (Accenture, 2022). Users are required to engage in the manual process of navigating

through multiple platforms, pages, and options to locate the desired services as they increasingly embrace a wider range of these offerings. The process of going through OTT services can be related to traversing several interconnected routes, akin to entering distinct rabbit holes, each having its distinct point of entry and exit. This intricate web of pathways may deter users from engaging with these services. According to another study undertaken by Accenture named "Reinvent for Growth," over 77% of users in India are inundated by the plethora of streaming alternatives available (Accenture, 2023). Further, one-third of these users indicate that it takes them longer than 10 minutes to decide on which option to use. In the past twelve months, 41% of Indian customers discontinued their subscriptions to at least one of the five most popular video-on-demand streaming services, and 42% indicate they consider doing the same in the year ahead. In this case, the risk can be minimized by referring to EWOM and deciding which content to watch. It is imperative to create increased awareness among the viewers about the content available on the OTTs. Content awareness happens in two ways, by the company and the consumers. OTT platforms create awareness about their content through advertisements. Viewers who have already watched the content create awareness through EWOM. Consumers refer to EWOM for making themselves aware of the content and selecting which content to watch. EWOM in OTT will help viewers not only be aware of the various content but also help them decide which content to watch. As the OTT segment grows, viewers perceive their experience as intricate, costly, and challenging to navigate. Several streaming platforms in India have initiated offering unique content and putting heavy money into making prominent titles. Given the evolving patterns of viewership, it is crucial to adapt and consider various circumstances, such as shared viewing experiences. It is crucial for these platforms to focus on the improvement of viewer experience and product attributes to reach further progress (The Week, 2022). This study may strive to augment the existing understanding

by filling up the gaps in the literature on EWOM in the realm of video streaming. This may entail investigating certain facets that have not been thoroughly examined, such as the motivations and behavior of people who share their viewpoints regarding video content. The influence of spreading EWOM on the sender is significant as it may encourage/discourage more EWOM sharing.

1.3 Scope of the Study

It is crucial to comprehend the factors that prompt people to spread EWOM on SNSs about OTTs. It is also essential to figure out the consequences of EWOM from the sender's perspective. The consumption of entertainment content has undergone a sea change due to the proliferation of online video streaming platforms. Alongside this trend, EWOM has emerged as a major force in changing the opinions and behavior of consumers. Opinion givers are vital in OTTs because of their roles as content reviewers and opinion leaders. Platform businesses need to comprehend the aspects influencing EWOM and its effects on user engagement, content quality, and viewer fulfillment to maximize its impact.

This study examines the factors leading to and resulting from EWOM, with a specific focus on the sender's influence in the realm of OTT services. The target participants are OTT viewers who share their opinions on SNSs. The current study is limited to the OTT context only. Thus, information is collected through social media by sharing the online questionnaire, sending the online link, and encouraging them to share their views. People active on SNSs and watching OTTs provide the necessary information through the questionnaire. This scope is limited to understanding the spread of EWOM on SNSs only. It does not talk about sharing platforms other than SNSs. Also, the sharing of EWOM and its effect are studied from the sender's perspectives. The information collected does not mention any geographic location. It is information collected from Indian nationals only. The study's findings present prospects for further exploration.

2.1 Literature review

Social media has revolutionized communication by giving buyers the chance to interact in a multi-directional and multi-participant exchange of information, allowing them to connect, generate, produce, and distribute media content in unprecedented ways. The utilization of social media is experiencing a swift surge as people are highly interested in obtaining information effortlessly. Social media possesses distinct characteristics that differentiate it from conventional media. There has been a growth in the popularity of new SNSs, which have been built with new applications among various communities that share shared interests (Winer, 2009). Customers participate in EWOM spreading behavior for several reasons, such as concern towards other consumers and a desire to assist other users and the business. Concern for others is intricately linked to altruism (Hennig-Thurau et al., 2004). Tie strength measures the intensity of the connection among individuals in an ensemble of people (Mittal et al., 2008). Tie strength influences favorably correlates with users' overall EWOM behavior (Chu & Kim, 2011). Tie strength has an immediate effect on EWOM within virtual social networks (Wang et al., 2016). Economic incentives are believed to be the driving force behind or the source of engagement in EWOM. Customers can be incentivized to engage in EWOM by encouraging external motivations such as mileage rewards, bonus points, or other forms of compensation (Yoo et al., 2013). Individuals with opinion leadership skills tend to engage in higher levels of EWOM, which involves exchanging information about products and entertainment using mobile phones, e-mail, and social media (Sun et al., 2006). Narcissism is linked to favorable self-perceptions, such as intelligence or attractiveness, and encompasses a desire for adulation and an exaggerated sense of self-value (Mehdizadeh, 2010). Narcissism, excessive self-admiration, the deliberate construction of a favorable public image, and the attainment of goals all contribute to increased user involvement in

EWOM behavior on SNSs (Luarn et al., 2016). Internet users create status based on theories of status-seeking behavior, where the desire to achieve status plays a crucial part in creating and maintaining virtual communities (Lampel & Bhalla, 2007).

EWOM quality positively influences consumers' propensity to make a purchase, and this inclination is further enhanced as the quantity of EWOM increases (Park et al., 2007). Consumer engagement has become a common indicator for evaluating the efficacy of social media outreach, and its prevalence has expanded in tandem with the proliferation of SNS (Chan et al., 2014). Social capital influences the extent wherein individuals share knowledge with each other (Chiu et al., 2006). The level of trust in the sender significantly influences the likelihood of opening EWOM communications. Innovation, access to the web, and virtual social connections are crucial in driving EWOM behavior in music-related communication (Sun et al., 2006).

2.2 Research Gap

OTT sector in India is growing. Viewers have been accustomed to watching videos on OTTs in COVID-19 lockout and are likely to continue utilizing these platforms for an extended period in the future (Sharma & Lulandala, 2022). However, there is a scarce of research specifically on probing the driving elements to engage in EWOM activity among OTT users. Thus, it is crucial to know what drives viewers to share their opinion about OTTs on SNSs. Conversely, there is a scarcity of studies that focus on comprehending the mechanism behind the pattern of utilizing OTT services. Habitual behavior has never been a reliable indicator of emotional commitment and intention to spread information through EWOM in pleasurable applications, such as OTT platforms (Soren & Chakraborty, 2023).

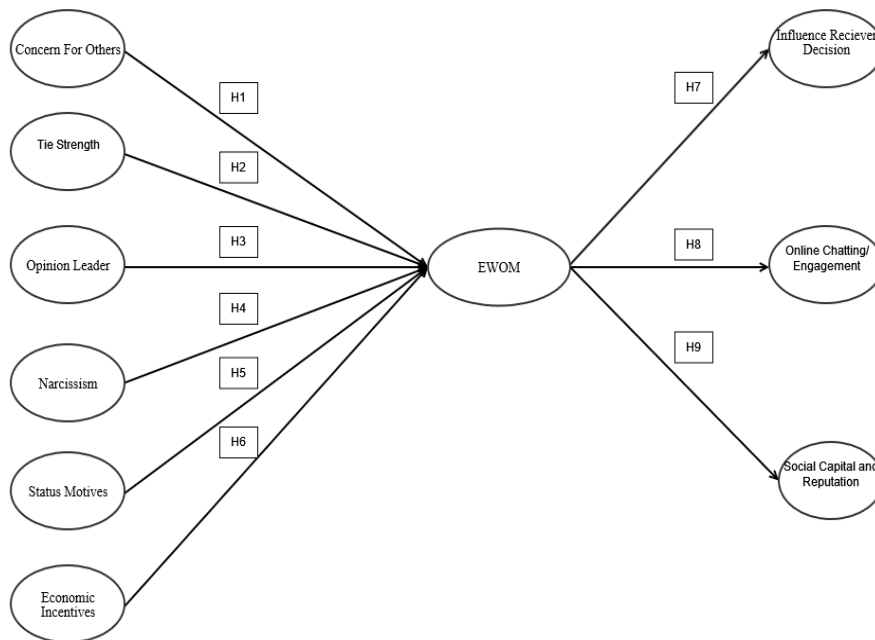
Research in the subject of video streaming is still in its early stages due to its recent emergence as a way of content consumption (Jena et al., 2023). Antecedents and repercussions of EWOM have

been studied from the receiver's perspective rather than the sender's perspective. Very few studies discuss EWOM's role in the context of OTTs; however, they do not detail the causes and consequences of EWOM in the OTT setting. The consequences of EWOM are mostly captured from the receiver's view. Further, the EWOM from the receiver's perspective in the OTT context is also few. Only a few studies talk about the EWOM consequences from the sender's angle, and they are conceptual in nature. The method of sharing OTT reviews and its effect for the sender remains unknown. And no studies talk about EWOM consequences in the OTT context. There are fewer scales available that measure the effects of EWOM. Employing a scale to measure the repercussions of EWOM will facilitate comprehension of the influence of EWOM on the one who initiates it.

2.3 Conceptual framework

A conceptual framework is prepared based on the gaps found in the literature on EWOM (Figure 2.1).

Figure 2.1: A Conceptual Framework



3.1 Research Objectives

1. To comprehend the determinants that drive individuals to propagate EWOM on social media about OTT services
2. To recognize the internal and external factors that influence individuals' willingness to share EWOM regarding OTT services on social media
3. To understand the consequences of giving EWOM about OTT services on social media for the sender

Theories used

This study utilizes the Opinion Leadership theory by Lazarsfeld et al. (1948) and the Uses and Gratification theory (UGT) by Katz & Foulkes (1962).

3.2 Hypothesis

There are two sets of hypotheses regarding the EWOM antecedents and consequences.

H1: Concern for others will be positively associated with EWOM about OTTs on SNSs.

H2: Tie strength will be positively associated with EWOM about OTTs on SNSs.

H3: Opinion leaders will be positively associated with EWOM about OTTs on SNSs.

H4: Narcissism will be positively associated with EWOM about OTTs on SNSs.

H5: Status motives positively influence people to share EWOM about OTTs on SNSs.

H6: Economic incentives positively influence people to share EWOM about OTTs on SNSs.

H7: EWOM of OTTs on SNSs will influence the viewing decisions of receivers positively.

H8: Senders who share their views about OTTs on SNSs will positively engage with the receivers through online chat.

H9: Sharing EWOM of OTTs on SNSs will positively increase the social capital and reputation of the senders.

3.3 Research Design

As the study focuses on the antecedents and consequences of EWOM about OTT services, the target group includes people who watch OTTs and share their views on SNSs. A pilot study was conducted with 60 samples. Convenience sampling was used. The final sample size is estimated using the inputs from the pilot study (Israel Glenn, 1992; Smith, 1983). The minimum sample size could be 435 or above. 574 individuals completed the questionnaire, but 74 of them had incomplete information. Therefore, those responses were rejected, and the ultimate sample size taken was 500. PLS SEM is used for model analysis. Various EWOM antecedents and consequences scales were used in the questionnaire, along with the respondents' demographic information. The study had two parts. The first part discussed the EWOM antecedents, while the second part focused on the EWOM consequences. The study's first portion considered six independent variables: concern for others, tie strength, opinion leadership, narcissism, economic incentives, status motives and EWOM as the dependent variable. In the second portion of the study, EWOM is the independent variable whereas influencing receiver decision, online chatting/engagement, social capital and reputation are the dependent variables.

3.4 Scale development process

Two consequences scales such as influencing receiver decision and social capital and reputation are developed. Scale development requires various phases (Boateng et al., 2018; Slavec & Drnovšek, 2012). Table 3.1 depicts the various phases of scale development and the process involved in each phase.

Table 3.1: Phases of scale development and their processes

SI No.	Phases	Process included
1	Development of Items	Identifying the domain and generating items, content validity

2	Development of Scales	Pre-testing of questions, sampling, administering survey, item minimization
3	Evaluation of Scales	Dimensionality tests, assessment of reliability and validity

4.1 Data Analysis

Variance inflation factor (VIF) is utilized to examine multicollinearity. VIF values of both outer model and inner model is calculated. The VIF value was smaller than 3.3 for all constructs (Diamantopoulos, 2008). This suggested that there were no multi collinearity issues. Hence, the outputs were free from bias (Chopra et al., 2022). The values of composite reliability surpassed the necessary level of 0.7 (Chin, 1998). Hence, there are no reliability issues in this model. AVE values exceeded 0.5 for every construct. Convergent validity was considered appropriate. Hence, indicators in the model explained their corresponding constructs appropriately.

4.2 Hypothesis Testing

Variable correlations are analyzed using T-statistics, p-values, and beta values. The beta coefficient value is positive in all cases. Table 4.1 is mentioned for hypothesis. All hypotheses are accepted.

Table 4.1: Hypothesis and path coefficient results

Hypothesis	Direct path	Beta Coefficient	SD	T	P	Interval confidence (2.50%)	Interval confidence (97.50%)	Decision
H1	Concern for others - > EWOM	0.097	0.044	2.27	0.024	0.012	0.191	Supported
H2	Tie strength -> EWOM	0.128	0.051	2.589	0.010	0.06	0.258	Supported
H3	Opinion leader -> EWOM	0.182	0.055	3.78	0.000	0.017	0.222	Supported
H4	Narcissism -> EWOM	0.124	0.047	2.366	0.018	0.096	0.298	Supported

H5	Status motives -> EWOM	0.168	0.063	2.563	0.011	0.048	0.274	Supported
H6	Economic incentives -> EWOM	0.164	0.053	3.258	0.001	0.026	0.241	Supported
H7	EWOM -> Influence receiver/consumer decisions	0.501	0.043	12.71 8	0.000*	0.425	0.573	Supported
H8	EWOM -> Online chatting/ engagement	0.36	0.045	8.097	0.000*	0.278	0.447	Supported
H9	EWOM -> Social Capital and Reputation	0.472	0.041	10.95 3	0.000*	0.394	0.549	Supported

Model predictive power by using R² and Q² values. The independent variable(s) of influence receiver decisions, online chatting/engagement, social capital, reputation, and EWOM explain 25%, 13%, 22%, and 34% of the total variance (R²) respectively. As per Falk and Miller (1992), R² should be greater than 0.10. Thus, it demonstrates the current model's good predictive capability. In the present research, the Q² values for influence receiver decisions, online chatting/engagement, social capital and reputation, and EWOM were 0.175, 0.096, 0.129, and 0.245, accordingly (Table 4.29). The value greater than 0.02 signifies adequate predictive capability (Richter et al., 2016).

Table 4.2: R² and Q² values

Endogenous constructs	R²	SSO	SSE	Q² =1-SSE/SSO
Influence receiver decisions	0.251	1500	1238.007	0.175
Online chatting/engagement	0.129	1500	1355.704	0.096
Social Capital and Reputation	0.223	2000	1741.819	0.129
EWOM	0.339	1500	1132.181	0.245

The model fit criterion uses Standardized Root Mean Square Residual (SRMR) to assess the average degree of differences between actual and expected correlations. The SRMR value was 0.054 (<0.08), indicated the model fit (Hu & Bentler, 1998).

5.1 Findings

- There are 59.8% male and 40% female. Most participants fall between the age category of 18-24, accounting for around 68.4%, followed by the age group with 18.6%.
- 55.8% of the participants have completed their undergraduate studies, while 35.4% have pursued postgraduate education. Over 50% of the participants are not employed; 53.6% of the participants are students.
- Educational content and movies are watched by many people, followed by web series. Participants subscribed to multiple platforms.
- YouTube is the most-preferred OTT platform. This is possible due to YouTube providing a wide range of content that is available for free to its audience.
- Over 50% of participants spend 16-20 hours per week watching OTTs. More than one-third of the participants (79%) spend less than INR 500 per month watching OTTs. 23.6% of people give their opinion about OTTs on SNSs once a week.
- Instagram is the most widely utilized platform (more than 60%) for individuals to share their ideas or participate in EWOM activities.

Discussions

EWOM antecedents such as concern for others, tie strength, opinion leadership, narcissism, status motives, and economic incentives are the crucial determinants that drive individuals to give EWOM on SNSs about OTTs. Sharing EWOM regarding OTTs on SNSs has several implications for the senders. Senders EWOM impacts the receiver's decision. Senders engage with receivers

through online chatting. Sharing EWOM increases the social capital and reputation of the senders. There are four internal factors such as concern for others, opinion leadership, narcissism and status motives that drive people to share EWOM on SNSs about OTTs. Two external factors such as tie strength and economic incentives drive people to share EWOM on SNSs about OTTs.

5.2 Contributions to theory

- This research investigation is the first to delve into the antecedents and consequences of EWOM in the OTT context. It discusses the variables that drive individuals to express opinions on OTT services on SNSs.
- Also, this is the first to examine the consequences of EWOM from the sender's perspectives specifically in the realm of OTT services.
- Most EWOM antecedents' studies focus on industries such as tourism, movies, products, and services. However, these investigations focus on the perspective of the receivers.
- This study investigates the post-effect of EWOM for the sender. It intends to emphasize the repercussions for the sender following the distribution of EWOM.
- Developing two new consequence scales from the sender's perspective is a novel theoretical contribution to the EWOM literature. The scales can be used to measure the consequences in other contexts, bringing their wide acceptance and validity to similar studies.

5.3 Contributions to practice

- Consumer insights: By analyzing opinions, and beliefs conveyed via EWOM, firms can enhance their comprehension of the customer base's choices, prerequisites, and judgments. This data may guide product creation, advertising tactics, and managing client relationships.

- Studying the factors that lead to EWOM can assist firms in pinpointing specific aspects and approaches that enhance favorable EWOM. This data can be utilized to create focused marketing strategies that connect with the intended audience and correspond with the elements that influence EWOM.
- Studying the antecedents that lead to EWOM can assist firms in pinpointing particular traits and tactics that enhance positive EWOM. This data can be utilized to create focused marketing strategies that connect with the intended audience and correspond with the elements that influence EWOM.
- Influencer Marketing: Brands now rely on online influencer (Leung et al., 2022). Senders of EWOM are influencers. Identifying the origins of EWOM enables marketers to utilize user created content efficiently. User-generated content can be included in marketing plans to establish authenticity and trust.
- OTT platforms can increase user experience by optimizing features to promote and facilitate EWOM sharing. Platforms can create specific techniques to promote user engagement. Platforms can optimize interactive features, announcements, and incentives by comprehending user motivations for sharing content.

5.4 Limitations

Studying the factors leading to and outcomes of EWOM from the communicator's viewpoint on OTT platforms may have certain restrictions.

- The study's generalizability is restricted to the sample demographic, time period, and context of video streaming or OTT services in which the study was carried out. The generalizability of results to other contexts is unknown. Future studies could investigate this by doing research in alternative contexts.

- The OTT sector continuously changes with the frequent emergence of new mediums, technological advances, and user behavior. It is crucial to assess the timeline and applicability of the research findings due to the continuous evolution of the sector, which may limit their applicability.
- The model is tested in the OTT context. It can be tested and verified in many service and product scenarios.
- The study is conducted in India, an emerging market. The OTT market in India is expanding. This study can be replicated in different emerging markets to determine the outcomes in those specific regions.
- The study did not use any moderating variables.

5.6 Future Scope of Research

Some prospective areas of study for the future are mentioned below.

- This study only focused on senders' reviews of OTTs on SNSs. It did not encompass online forums and communities like Reddit, Quora, and specific fan forums. IMDb (movie rating), bookmyshow (ticketing platform) allow people to rank and review video streaming content.
- Popular messaging apps like WhatsApp, Messenger, and WeChat are frequently utilized to exchange EWOM. Those evaluations are reputable sources from individuals who have watched the content and provided feedback. Conducting a comparable study on these platforms could provide further insights into people's EWOM-giving behavior. This can also integrate with social media to determine the credibility of platforms for both reviewers and recipients in terms of authenticity.

- The framework holds good for OTT as it is a hedonic/experienced product. It is unknown whether the same model is valid for other products such as searched goods. In the case of search goods, some variables, such as opinion leadership, may not work as their product attributes can be assessed before purchase.
- This study indicates the positive consequences of spreading EWOM for the senders. It could probably have a detrimental impact. Individuals with narcissistic traits may enjoy disseminating EWOM, which can enhance their social capital and reputation. Narcissistic individuals may further develop their narcissistic traits, potentially leading to an increase in their dark personality characteristics. Narcissism is often associated with undesirable traits like arrogance and boastfulness (Burton et al., 2017).
- This study examined the influence within the online environment. Future studies could investigate the impact of offline WOM in the similar setting. The results offer an informative viewpoint on WOM marketing. The model can be examined offline as most WOM volume still occurs offline (Keller & Fay, 2012). Offline WOM holds equal significance (Lovett et al., 2013).

5.7 Conclusion

In summary, studying the elements that impact EWOM creation and its effects on the senders could yield significant insights for academics and OTT firms. The results of the study uncovered various crucial factors. First, the EWOM antecedents from the sender's perspective comprised concern for others, tie strength, opinion leader, narcissism, status motives, and economic incentives. These factors significantly drive the senders to spread EWOM regarding OTTs on SNSs. Second, from the writer's perspective, the consequences of sharing EWOM regarding OTTs on SNSs influence receiver decisions, online chatting/engagement, social capital, and reputation.

These results have significant ramifications for OTT firms. Businesses can design ways to promote and utilize positive EWOM by comprehending the elements that influence it from the writer's viewpoint. They might concentrate on forging connections with influential communicators/senders, building expertise and credibility, promoting engagement, and providing a means to amplify EWOM.

6.1 Bibliography

- (2023). Reinvent for growth: Media strategies for an atomized, multidimensional landscape. *Accenture Research*. Retrieved January 10, 2023 from, <https://www.accenture.com/content/dam/accenture/final/industry/communications-and-media/document/Accenture-Reinvent-for-Growth-Report-2023-V2.pdf>
- Ahrens, J., Coyle, J. R., & Strahilevitz, M. A. (2013). Electronic word of mouth: The effects of incentives on e-referrals by senders and receivers. *European Journal of Marketing*, 47(7), 1034-1051.
- Austerberry, D. 2013. *The Technology of Video and Audio Streaming*. London, UK:
- Bhura, S. (2022, January 27). A new report highlights how viewers are frustrated with streaming services. *The Week*. Retrieved August 16, 2023, from <https://www.theweek.in/news/entertainment/2022/01/27/a-new-report-highlights-how-viewers-are-frustrated-with-streaming-services.html>
- Boateng, G. O., Neilands, T. B., Frongillo, E. A., Melgar-Quinonez, H. R., & Young, S. L. (2018). Best practices for developing and validating scales for health, social, and behavioral research: a primer. *Frontiers in Public Health*, 6, 149.

- Burton, K. A., Adams, J. M., Hart, W., Grant, B., Richardson, K., & Tortoriello, G. (2017). You remind me of someone awesome: Narcissistic tolerance is driven by perceived similarity. *Personality and Individual Differences*, 104, 499-503.
- Chai, S., Choi, B., Kim, M., & Cheng, T. C. E. (2023). Why do people speak about products online? The role of opinion leadership. *Information Technology and Management*, 24(1), 1-17.
- Chan, T. K., Zheng, X., Cheung, C. M., Lee, M. K., & Lee, Z. W. (2014). Antecedents and consequences of customer engagement in online brand communities. *Journal of Marketing Analytics*, 2, 81-97.
- Chan, Y. Y., & Ngai, E. W. (2011). Conceptualising electronic word of mouth activity: An input-process-output perspective. *Marketing Intelligence & Planning*, 29(5), 488-516.
- Chen, R. (2013). Member use of social networking sites—an empirical examination. *Decision Support Systems*, 54(3), 1219-1227.
- Chin, W. W. (1998). The partial least squares approach to structural equation modeling. *Modern Methods for Business Research*, 295(2), 295-336.
- Chiu, C. M., Hsu, M. H., & Wang, E. T. (2006). Understanding knowledge sharing in virtual communities: An integration of social capital and social cognitive theories. *Decision Support Systems*, 42(3), 1872-1888.
- Chopra, I. P., Lim, W. M., & Jain, T. (2022). Electronic word of mouth on social networking sites: What inspires travelers to engage in opinion seeking, opinion passing, and opinion giving?. *Tourism Recreation Research*, 1-14.
- Christodoulides, G., Michaelidou, N., & Argyriou, E. (2012). Cross-national differences in e-WOM influence. *European Journal of Marketing*, 46(11/12), 1689-1707.

- Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International Journal of Advertising*, 30(1), 47-75.
- Diamantopoulos, A. (2008). Formative indicators: Introduction to the special issue. *Journal of Business Research*, 61(12), 1201–1202.
- Falk, R. F., & Miller, N. B. (1992). *A primer for soft modeling*. University of Akron Press.
- Gvili, Y., & Levy, S. (2018). Consumer engagement with eWOM on social media: The role of social capital. *Online Information Review*, 42(4), 482-505.
- Glenn, D. I. (1992). *Determining sample size. A series of the Program Evaluation and Organizational Development*. University of Florida, Publication date: November.
- Gruen, T. W., Osmonbekov, T., & Czaplewski, A. J. (2006). eWOM: The impact of customer-to-customer online know-how exchange on customer value and loyalty. *Journal of Business Research*, 59(4), 449-456.
- Hair Jr, J., Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage publications.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2-24.
- Haj Khalifa, A. (2022). What motivates consumers to communicate eWOM: evidence from Tunisian context. *Journal of Strategic Marketing*, 1-18.
- Hansen, S. S., & Lee, J. K. (2013). What drives consumers to pass along marketer-generated eWOM in social network games? social and game factors in play. *Journal of Theoretical and Applied Electronic Commerce Research*, 8(1), 53-68.

- Hanks, L., Line, N., Dogru, T., & Lu, L. (2024). Saving local restaurants: The impact of altruism, self-enhancement, and affiliation on restaurant customers' EWOM behavior. *Journal of Hospitality & Tourism Research*, 48(2), 301-326.
- Hawkins, B., & Best, R. Coney, 2004, Consumer Behavior, *Building Marketing Strategy*. International Edition, 9.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet?. *Journal of Interactive Marketing*, 18(1), 38-52.
- Henseler, J., Dijkstra, T. K., Sarstedt, M., Ringle, C. M., Diamantopoulos, A., Straub, D. W., ... & Calantone, R. J. (2014). Common beliefs and reality about PLS: Comments on Rönkkö and Evermann (2013). *Organizational Research Methods*, 17(2), 182-209.
- Hu, L. T., & Bentler, P. M. (1998). Fit indices in covariance structure modeling: Sensitivity to underparameterized model misspecification. *Psychological Methods*, 3(4), 424.
- Ismagilova, E., Rana, N. P., Slade, E. L., & Dwivedi, Y. K. (2021). A meta-analysis of the factors affecting eWOM providing behaviour. *European Journal of Marketing*, 55(4), 1067-1102.
- Israel, G. D. (1992). *Sampling the evidence of extension program impact*. Gainesville, FL: University of Florida Cooperative Extension Service, Institute of Food and Agriculture Sciences, EDIS.
- Jena, S. K., Mohanty, S. P., & Kumar, M. (2023). 25 Years of Online Video Streaming Research: A Bibliometric Analysis. *Quarterly Review of Film and Video*, 1-30.
- Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and gratifications research. *The Public Opinion Quarterly*, 37(4), 509-523.

- Keller, E., & Fay, B. (2012). Word-of-mouth advocacy: A new key to advertising effectiveness. *Journal of Advertising Research*, 52(4), 459-464.
- Kock, N. (2015). Common method bias in PLS-SEM: A full collinearity assessment approach. *International Journal of e-Collaboration*, 11(4), 1-10.
- Lampel, J., & Bhalla, A. (2007). The role of status seeking in online communities: Giving the gift of experience. *Journal of Computer-Mediated Communication*, 12(2), 434-455.
- Lazarsfeld, P. F., Berelson, B., & Gaudet, H. (1948). *The people's choice: How the voter makes up his mind in a presidential campaign*. Columbia University Press.
- Leung, F. F., Gu, F. F., & Palmatier, R. W. (2022). Online influencer marketing. *Journal of the Academy of Marketing Science*, 1-26.
- Lovett, M. J., Peres, R., & Shachar, R. (2013). On brands and word of mouth. *Journal of Marketing Research*, 50(4), 427-444.
- Luarn, P., Huang, P., Chiu, Y. P., & Chen, I. J. (2016). Motivations to engage in word-of-mouth behavior on social network sites. *Information Development*, 32(4), 1253-1265.
- Mehdizadeh, S. (2010). Self-presentation 2.0: Narcissism and self-esteem on Facebook. *Cyberpsychology, behavior, and social networking*, 13(4), 357-364.
- Mittal, V., Huppertz, J. W., & Khare, A. (2008). Customer complaining: the role of tie strength and information control. *Journal of Retailing*, 84(2), 195-204.
- Park, D. H., Lee, J., & Han, I. (2007). The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement. *International Journal of Electronic Commerce*, 11(4), 125-148.

- Park, S. Y., & Kang, Y. J. (2013). What's going on in SNS and social commerce?: Qualitative approaches to narcissism, impression management, and e-WOM behavior of consumers. *Journal of Global Scholars of Marketing Science*, 23(4), 460-472.
- Peters, John & Flynn, Mark. (January 4, 2022). Streaming's next act. *Accenture Research*. Retrieved August 16, 2023, from <https://www.accenture.com/content/dam/accenture/final/a-com-migration/pdf/pdf-170/accenture-streaming-next-act-report.pdf#zoom=40>
- Pherwani, Ashish. (2022, March 24). Tuning into consumer - Indian M&E rebounds with a customer-centric approach. *Ernst & Young*. Retrieved October 1, 2023, from https://www.ey.com/en_in/media-entertainment/tuning-into-consumer-indian-m-and-e-rebounds-with-a-customer-centric-approach
- Reimer, T., & Benkenstein, M. (2018). Not just for the recommender: How eWOM incentives influence the recommendation audience. *Journal of Business Research*, 86, 11-21.
- Richter, N. F., Cepeda-Carrión, G., Roldán Salgueiro, J. L., & Ringle, C. M. (2016). European management research using partial least squares structural equation modeling (PLS-SEM). *European Management Journal*, 34 (6), 589-597.
- Sharma, K., & Lulandala, E. E. (2022). OTT platforms resilience to COVID-19—a study of business strategies and consumer media consumption in India. *International Journal of Organizational Analysis*, 31(1), 63-90.
- Slavec, A., & Drnovšek, M. (2012). A perspective on scale development in entrepreneurship research. *Economic and Business Review*, 14(1), 3.

- Smith, M. F. (1983). *Sampling considerations in evaluating cooperative extension programs.*
- Soren, A. A., & Chakraborty, S. (2023). The formation of habit and word-of-mouth intention of over-the-top platforms. *Journal of Retailing and Consumer Services*, 75, 103460.
- Sun, T., Youn, S., Wu, G., & Kuntaraporn, M. (2006). Online word-of-mouth (or mouse): An exploration of its antecedents and consequences. *Journal of computer-mediated communication*, 11(4), 1104-1127.
- Van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2010). Customer engagement behavior: Theoretical foundations and research directions. *Journal of Service Research*, 13(3), 253-266.
- Wang, X., Lu, W., Ester, M., Wang, C., & Chen, C. (2016, October). Social recommendation with strong and weak ties. *In Proceedings of the 25th ACM international on conference on information and knowledge management* (pp. 5-14).
- Winer, R. S. (2009). New communications approaches in marketing: Issues and research directions. *Journal of Interactive Marketing*, 23(2), 108-117.
- Wasko, M. M., & Faraj, S. (2000). "It is what one does": why people participate and help others in electronic communities of practice. *The Journal of Strategic Information Systems*, 9(2-3), 155-173.
- Yamane, T. (1973). *Statistics: An Introductory Analysis.*
- Yang, W., & Mattila, A. S. (2017). The impact of status seeking on consumers' word of mouth and product preference—A comparison between luxury hospitality services and luxury goods. *Journal of Hospitality & Tourism Research*, 41(1), 3-22.

- Yoo, C. W., Sanders, G. L., & Moon, J. (2013). Exploring the effect of e-WOM participation on e-Loyalty in e-commerce. *Decision Support Systems*, 55(3), 669-678.