

Exploring the Role of Perceived Word-of-Mouth Source Credibility and Brand Involvement in Online Negative Word-of-Mouth: An examination of Outcomes and Processes

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ABSTRACT

Exploring the Role of Perceived Word-of-Mouth Source Credibility and Brand Involvement in Online Negative Word-of-Mouth: An Examination of Outcomes and Processes

Chaoqing Guo

This research studies the role of Perceived Word-of-Mouth Source Credibility and Brand Involvement in the process of online negative Word-of-Mouth spreading, and this research also examines the behavioral and non-behavioral outcomes of online negative Word-of-Mouth. This research also looks at the process of online negative Word-of-Mouth spreading. This article uses two-way ANOVAs to examine the interaction effects of Perceived Word-of-Mouth Source Credibility and Brand Involvement on the Perceived Usefulness of negative Word-of-Mouth, and uses the Baron and Kenny's method to test the mediation effect of Perceived Usefulness of negative Word-of-Mouth on the relationship of Perceived WOM Credibility and Brand Involvement's interaction effect with behavioral and non-behavioral outcomes. This research has economic significance and can help brand managers evaluate the Processes and Outcomes of the Online Negative Word-of-Mouth and the importance of Perceived Word-of-Mouth Source Credibility and Brand Involvement.

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INTRODUCTION

Word-of-Mouth is an extensively researched topic in Marketing. Looking at the literature on Word-of-Mouth, we can find that there are several studies on the effects of Word-of-Mouth on consumers. For instance, Trusov, Bucklin, and Pauwels (2009) concluded that using Word-of-Mouth is more effective in influencing consumer behavior than using the traditional marketing approaches, and it can bring more commercial rewards for companies than the traditional approaches. For example, Voss estimated that about 80% of purchase decisions resulted from direct recommendation (Voss, 1984). In other words, Word-of-Mouth is a very effective approach to affect consumer behavior. Furthermore, Chevalier and Mayzlin (2006) found that positive Word-of-Mouth can improve the sales of the products. In other words, good use of Word-of-Mouth can help companies improve their revenues. Although there are many existing studies about the effects of Word-of-Mouth, there are few that looked at negative Word-of-Mouth, while the spreading of negative Word-of-Mouth and rumors online is a very common phenomenon which is very worthy to be studied nowadays. In this research, we investigate, in an online scenario, the process of how the perceived credibility of the Negative Word-of-Mouth Source and Brand Involvement interact with each other to affect consumers. We also systemically evaluate the behavioral and non-behavioral outcomes of online negative Word-of-Mouth. This thesis can also provide a contribution to investigate the processes of Negative Word-of-Mouth spreading.

LITERATURE REVIEW

Online Negative Word-of-Mouth

Word-of-Mouth and Online Negative Word-of-Mouth (NWOM)

What is Word-of-Mouth? Word-of-Mouth is a term in the marketing literature, and Word-of-Mouth communication happens very commonly. According to Martin and Lueg's (2013) definition, Word of mouth is the passing of information from person to person by face-to-face communications or online communications. According to Godes and Mayzlin (2004), Word-of-Mouth refers to an interpersonal and informal exchange of information about the products, services, and consumption experiences; the information can be negative or positive. Estimates have maintained that about 80% of the purchase decisions are influenced by individuals' direct recommendations (Voss, 1984). Today we live in the Internet era, and people are faced with information overload. Almost all of us have access to the Internet. Furthermore, there are several popular social networking sites such as Facebook and Twitter. They provide a very convenient platform to exchange information and consumption experiences, and make the information exchanges online more common and more convenient than any time before. More and more consumers are willing to write an online review after purchasing something, or to make an online comment about products or services. In other words, online Word-of-Mouth communication happens more frequently than ever. However, those comments, statements, product reviews, and online brand-related reports provided by consumers can be negative, biased, or untrue (Muñiz and Hope, 2005). For example, online websites often report that KFC's chicken have 6 wings. The Negative Word-of-Mouth is dangerous and can affect consumers. Bougie, Pieters, and Zeelenberg (2003) defined negative Word-of-Mouth (NWOM) as a process by which a source shares negative experiences and opinions about goods, services, and organizations, so online negative Word-of-Mouth is the passing of negative information about products, services, or consumption experiences from person to person through online communications. Word-of-Mouth statements made online may be negative, untrue and unfair, because Word-of-Mouth Sources may make these statements for their own benefits. We can conclude from many studies that Word-of-Mouth Sources can be divided into 2 categories: Company-dependent or Company-independent. The company-dependent source refers to a source that is secretly supported by the company and makes the NWOM to attack the

company's competitors. The company-independent source refers to a source that is independent and makes the NWOM for the consumers' benefits (Van Hoyer & Lievens, 2007). If the Word-of-Mouth Source is company-dependent, the company-dependent Word-of-Mouth sources have a high probability of making untrue Word-of-Mouth statements for the purpose of promoting their own brands or products, and attacking competitors (Bone, 1995; Smith & Vogt, 1995). In that case, the online Word-of-Mouth statement can be untrue, and the perceived credibility of the Word-of-Mouth Source is a very critical factor in the Negative Word-of-Mouth spreading process. On the other hand, Brand Involvement is another important factor in the NWOM spreading process, because people with high Brand Involvement tend to ignore the NWOM. In this article, we use the online negative Word-of-Mouth literature to study when consumers encounter an online rumor or negative Word-of-Mouth, how they react, and the role of Word-of-Mouth Source credibility and Brand Involvement in the process of the negative online Word-of-Mouth spreading.

Negative Effects of the Online Negative Word-of-Mouth on Consumers

According to the literature, negative Word-of-Mouth can effectively impede Negative Word-of-Mouth Receivers' purchase behavior, and as a consequence, the revenues of the relevant firms are affected (Reichheld, Markey, & Hopton, 2000). Buchegger, and Le Boudec (2003) showed that the effects of rumors on consumer attitudes and trust toward the brand are significant. Furthermore, consumers' Brand Attractiveness, Brand Trust and Purchase Intentions are all mentioned and had been shown in studies to be significantly influenced by the effects of negative Word-of-Mouth (Martin & Lueg 2013, Muñiz & Hope 2005, Van Hoyer & Lievens 2007). These negative effects can result in decreased revenues for the company and a loss of existing and potential consumers. Many marketers pay attention to the negative Word-of-Mouth about their brand because of the significant outcomes of the negative Word-of-Mouth. Many marketers are worried about the effect of negative Word-of-Mouth, as

negative Word-of-Mouth may appear with no evidence or only unproven plausible evidence to support these allegations. Furthermore, several consumers may choose to change their purchase behavior and decrease their brand trust according to the negative Word-of-Mouth (Martin & Lueg, 2013). Given the fact that bad experiences will leave a longer-lasting memory in consumers than good experiences, in the real world negative Word-of-Mouth is more common and has more serious consequences than positive Word-of-Mouth. Negative Word-of-Mouth is more worthy of research for companies in the marketplace. On the other hand, by studying negative Word-of-Mouth and the role of the Perceived Word-of-Mouth Source Credibility in the process of negative Word-of-Mouth spreading, companies may know what to do to deal with the Negative Word-of-Mouth about their brands, products, or services.

Proposed Conceptual Framework

Moderation Model

This article proposes that there is a moderation effect of Brand Involvement on the relationship between Perceived Word-of-Mouth Source Credibility and the Perceived Usefulness of the Negative Word-of-Mouth.

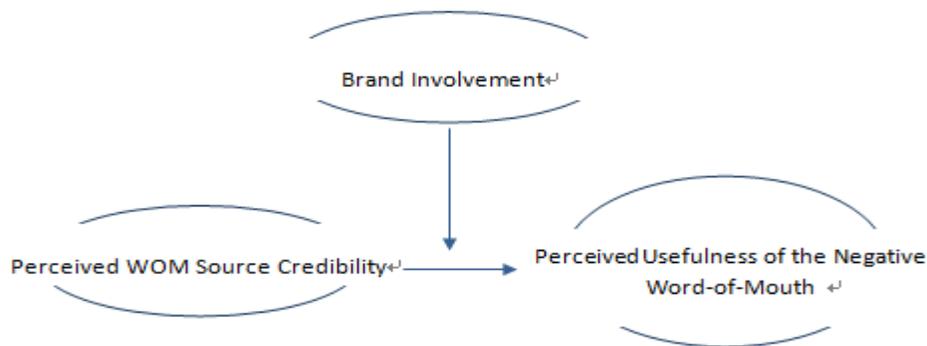


Figure 1: Moderation effect of Brand Involvement

Mediation Model

This thesis proposes that Perceived Credibility of the WOM Source has a positive relationship with the perceived usefulness of the NWOM; Brand Involvement has a negative relationship with the perceived usefulness of the NWOM.

This thesis also proposes that there is a mediation effect of Perceived Usefulness of the Negative Word-of-Mouth on the relationship of the interaction effect of Perceived Word-of-Mouth Source Credibility and Brand Involvement with the outcomes of the online negative Word-of-Mouth.

This thesis systemically concluded the Perceived Usefulness of the NWOM has negative relationships with Brand Attitude, Brand Trust, Brand Attractiveness, and Purchase Intention. The Perceived Usefulness of the NWOM has a positive relationship with the Spreading NWOM Behavior.

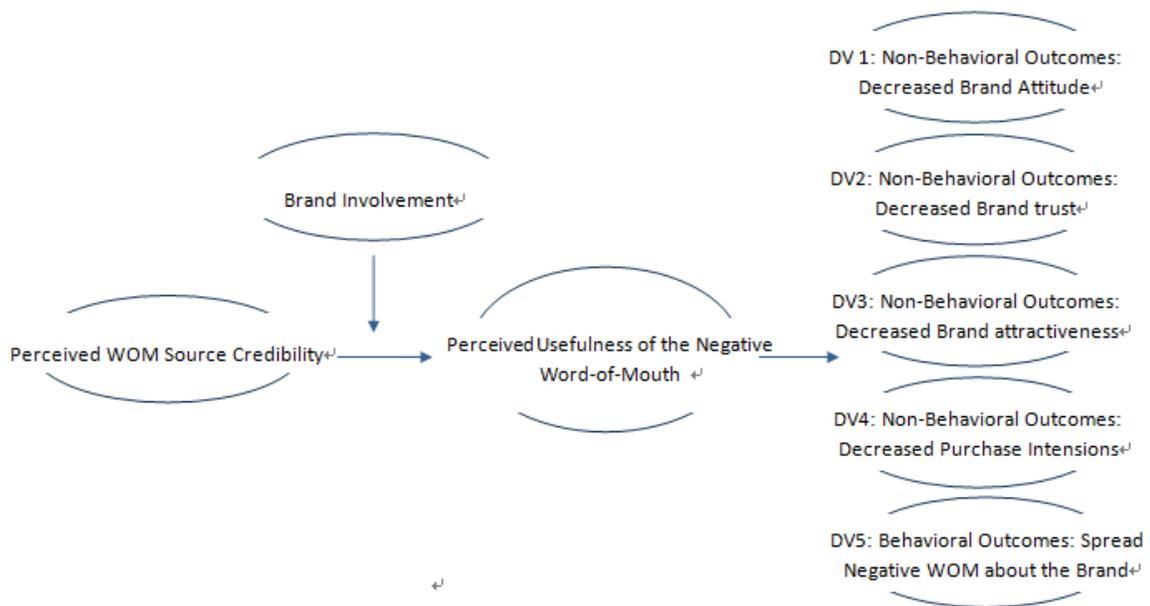


Figure 2: Mediation effects of Perceived Usefulness of the negative Word-of-Mouth

Perceived Word-of-Mouth Source Credibility

Why do people believe that the negative Word-of-Mouth is authentic? This is a very important question in studying the negative Word-of-Mouth spreading process. According to Liang and Yang (2015), if the perceived credibility of the object which is spreading the negative WOM is low, the Negative Word-of-Mouth will not have an impact on consumers' judgement and behavior; if the perceived credibility of the object spreading the negative WOM is high, people will not use rational thinking to seriously consider if the rumor is true or untrue. Dichter (1966) showed that Word-of-Mouth receivers are seriously considering whether they can trust the Word-of-Mouth sources' statements. In other words, the Word-of-Mouth receivers consider the Word-of-Mouth sources' credibility before they make their decisions on whether to believe the statements made by the Word-of-Mouth sources. As discussed, we can see that the perceived Word-of-Mouth source credibility is a very important factor in studying the process of how the negative Word-of-Mouth spreads, and in studying whether the negative Word-of-Mouth can influence consumers and have consequent outcomes. From the literature, we know that when the perceived Word-of-Mouth source credibility is high, consumers rely on the Word-of-Mouth source to form their opinion and to take their decisions, and are more likely to believe the Word-of-Mouth source's statement. On the other hand, if the Word-of-Mouth source credibility is low, the consumers will not believe the statements and make the decision and judgment based on their own experiences and choose to not trust the Word-of-Mouth statements (Martin & Lueg, 2013).

What is Perceived Word-of-Mouth Source Credibility? The Perceived Word-of-Mouth Source Credibility is the Word-of-Mouth Receiver's perception of the credibility of the Word-of-Mouth Source (Chaiken, 1980). In this research, Perceived Word-of-Mouth Source Credibility refers to the extent to which the Word-of-Mouth Source has sufficient expertise, experience, evidence, and level of trustworthiness perceived by WOM receivers to make them believe the word-of-mouth is authentic and useful. Research showed that people will consider the

Word-of Mouth Source Credibility and then make their decisions (Dichter, 1966). People will decide whether to use the Word-of-Mouth and whether to spread the Word-of-Mouth to other people according to the level of perceived Word-of-Mouth credibility. Many studies found that there are four attributes to measure Word-of-Mouth Source Credibility: Word-of-Mouth Source Expertise, Word-of-Mouth Source Experience, Word-of-Mouth Source Trustworthiness, and evidence (Cheung, Lee, & Rabjohn, 2008; Martin & Lueg, 2013). Similarly, according to Kelley (1997), people assess the credibility of an individual based on that individual's trustworthiness, experience, knowledge, and evidence (Kelley, 1997). From these findings, we know that people rely on these four attributes to perceive the Word-of-Mouth Source's Credibility and then decide on how to use the Word-of-Mouth statement (believe it or ignore it). As for the four attributes, let us discuss them in detail and demonstrate their relationships with the Word-of-Mouth Source Credibility.

Word-of-Mouth Source trustworthiness refers to the extent to which individuals' statements are believed to be genuine (Pornptakan, 2004). How do people judge whether the Word-of-Mouth Source is trustworthy? Van Hoyer and Lieven (2009) divided the Word-of-Mouth Source into two categories: organization-dependent Word-of-Mouth Source, and organization-independent Word-of-Mouth Source. Organization-dependent WOM Source refers to a WOM Source that is supported secretly by the company and that releases the Negative WOM on purpose to attack the competitors of the company. On the other hand, Organization-independent WOM Source refers to a WOM Source that is independent and that releases the Negative WOM for the benefit of the consumers (Van Hoyer & Lieven, 2009). Van Hoyer and Lieven (2009) showed that the Sources of Word-of-Mouth are not supposed to make the statement for their own benefits, and if the listeners find that the sources of the negative Word-of-Mouth make the statements to beat competitors and for their own benefits, the trustworthiness of the Word-of-Mouth statement decreases dramatically. In other words, if people find out that the Word-of-Mouth statements were released for the purpose of harming competitors and to benefit the Word-of-Mouth Sources themselves; few people will believe the

Word-of-Mouth statements. However, if people believe that the Word-of-Mouth statements were released for the benefits of consumers, they will believe and rely on the Word-of-Mouth statements to make their judgments (Van Hoyer & Lieven, 2009). Furthermore, most organization-dependent Word-of-Mouth Sources are thought to make the Word-of-mouth statements for the benefit of the organization, and the statements made by organization-independent Word-of-Mouth Sources are more likely to be accepted by consumers (Van Hoyer & Lieven, 2009). In this thesis, the WOM Source Trustworthiness refers to whether the WOM Source is organization-dependent or organization-independent.

Word-of-Mouth Source Expertise is defined as the extent to which Word-of-Mouth Receivers believe the Word-of-Mouth Sources to have a high degree of skills or knowledge of a particular object (Braunsberger & Munch, 1998). Expertise is the perception that the Word-of-Mouth Source is able to make valid claims or has knowledge of an object (Ohanian, 1991). The Word-of-Mouth Sources that are well-trained or process significant information in their professional areas are considered to have greater expertise than others. Research found that Word-of-Mouth Sources with greater expertise have greater influence over consumers than Word-of-Mouth Sources without expertise (Sweeney *et al.*, 2008). Similarly, the literature concluded that perceived expertise plays a very important role in the development of trust and the sense of credibility (Doney & Cannon, 1997). Doney and Cannon (1997) directly linked the expertise with trust and credibility, and found that expertise is a very crucial factor which affects the trust-building process. This means that if the Word-of-Mouth Source has sufficient knowledge of their professional areas, the statements they make are more easily trusted by Word-of-Mouth receivers. As a consequence, when the Word-of-Mouth Source provides negative information and statements about the brand, if the perceived Word-of-Mouth Source Expertise is high, people more rely on the Word-of-Mouth Source.

Word-of-Mouth Source Experience refers to the level of a Word-of-Mouth Source's familiarity with a specific area that comes from actual usage (Braunsberger & Munch, 1998). In other words, if a Word-of-Mouth Source has experiences in dealing with the negative WOM

topic in actual practice, consumers more easily believe the statements. Research showed that Word-of-Mouth Receivers will consider Word-of-Mouth Source Experience as an important factor when making purchase decisions, and in the early stage of making decisions, people will rely on the Word-of-Mouth Source Experience to make their decisions (Engel *et al*, 1969). As a result, from the literature, we know that the Word-of-Mouth Source Experience is an important attribute to the perceived Word-of-Mouth Source Credibility.

Although the *Word-of-Mouth Sources' evidence* is seldom researched in the literature, the Word-of-Mouth Sources' evidence is a very importance attribute of the perceived Word-of-Mouth Source Credibility. In the Word-of-Mouth communication, if the Word-of-Mouth Sources can provide evidence, even if the evidence may be unproven, fake, or implausible, the Word-of-Mouth Receivers may be more affected. Furthermore, when the Word-of-Mouth Sources can provide sufficient evidence to support the statements they make, people will tend to believe the statements with that evidence than those without evidence (Martin & Lueg, 2013). In Dichter (1996), when the sources of Word-of-Mouth can provide proof in their speech, Word-of-Mouth Sources can make people believe their statements. Also in Martin and Lueg (2013), relationships are shown between the Evidence and whether people will rely on the Word-of-Mouth Source and then trust and use the statements provided by the Source. From this literature, we know that the Evidence of the Word-of-Mouth is also an important attribute of the perceived Word-of-Mouth Source credibility.

Brand Involvement

Besides the Word-of-Mouth Source Credibility, there is another factor that can affect Word-of-Mouth Receivers' perceived usefulness of the Word-of-Mouth. That is brand involvement. Brand Involvement refers to the extent of the personal relevance of the brand to the individual in values, goals, and self-concepts (Engel & Blackwell, 1982). Similarly, Park and Mittal (1995) defined Brand Involvement as relevant to consumers' personal interests, personal values, goals, and self-concept. In another words, once the brand can express

consumers' personal interests, personal values, goals, and self-concept, consumers will have high Brand Involvement. Many articles measured Brand Involvement using 3 attributes: Brand-Sign Value, Brand-hedonic Value, and Brand Risk. *Brand-sign value* refers to the brand possessing some symbolic values to people, and whether the Brand can help people express their self-concept, show what he/she likes, and interests to others. *Brand-hedonic value* refers to the pleasure or anything else provided by the brand which can be greater than from other brands. *Brand Risk* is the perceived risk of choosing one brand, including an opportunity loss if a consumer happens to buy another brand (Mittal & Lee, 1989). According to Mittal and Lee 1989, once consumers find the brand can express their self-concept and show their interests, the brand involvement will be high. Once the brand can bring to consumers many pleasures, the brand involvement will be high. Once the opportunity cost of changing brands is high, the consumers' brand involvement will also be high. (Mittal & Lee, 1989)

The level of personal Brand Involvement can alter the extent of consumers' perceived usefulness of the Word-of-Mouth. According to Muñiz and Hope (2005), in the abandoned brand community of Apple Newton, there are many negative statements about the Apple Newton. For instance, Apple Newton is to easily lose stored data, never to be recovered again. However, people with high Brand Involvement in Apple Newton said in the Brand Community Forum that if the users have faith, the lost data will be recovered. Muñiz and Hope (2005) found that people with high Brand Involvement will always find excuses for the negative things of the brand when the brand is proved to be not so good. So, we know that people with high Brand involvement will chose to ignore the negative reports on the brand and keep using and buying the products of the brand. Even worse, these people with high Brand Involvement can always find excuses for the negative part of the brand and their products (Muñiz & Hope, 2005). Similarly according to Martin and Lueg (2013), when people are highly involved with the brand, they tend to decide according to their own experiences and consider the brand as good, and when the Brand Involvement is low, people will consider other people's opinions. In this case, the level of Brand Involvement of the Word-of-Mouth receivers can alter the extent of the

perceived usefulness of the Word-of-Mouth to Word-of-Mouth Receivers. As a result, Brand Involvement is a very important moderator in the relationship between the perceived credibility of the Word-of-Mouth Source and the perceived usefulness of the Word-of-Mouth.

Perceived Usefulness of the Word-of-Mouth

Perceived usefulness of the Word-of-Mouth refers to the individual's perception of whether the Word-of-Mouth is useful to them (Cheung, Lee, & Rebjohn, 2008). The extent of the perceived usefulness of the Word-of-Mouth can lead to whether the consumer behavior will change accordingly. Cheung, Lee, and Rebjohn (2008) showed that if consumers perceive the usefulness of the Word-of-Mouth to be high, the adoption of the Word-of-Mouth will be higher, and they will change their behavior according to the Word-of-Mouth. Furthermore, they stated that there is a positive relationship between the perceived credibility of the Word-of-Mouth source and perceived usefulness of the Word-of-Mouth (Cheung, Lee & Rebjohn, 2008). In other words, if consumers perceive the credibility of the Word-of-Mouth Source to be high, they will think the Word-of-Mouth statement is very useful to them and behave accordingly. High Perceived Word-of-Mouth Credibility can lead to High perceived Usefulness of Word-of-Mouth for Word-of-Mouth Receivers. Once the Word-of-Mouth Receivers think the Usefulness of the Word-of-Mouth is high and they believe the Word-of-Mouth statements, they will change their behavior according to the Word-of-Mouth. Once the Perceived usefulness of the Word-of-Mouth is high, there will be Behavioral and Non-Behavioral outcomes from the Word-of-Mouth receivers.

Consumers' Behavioral Outcomes and Non-Behavioral Outcomes

There are several marketing studies of the effects of Word-of-Mouth on people's behavioral outcomes and non-behavioral outcomes (Bansal & Voyer, 2000; Martin & Lueg, 2013). According to Martin and Lueg (2013), Word-of-Mouth can effectively affect

Word-of-Mouth receivers' purchase behavior and brand trust, and have other consequences. So we can conclude that the spreading of negative information through the negative WOM communications can influence people and then generate some behavioral outcomes and non-behavioral outcomes. Obviously once people encounter Negative Word-of-Mouth, there will be outcomes. As many people have researched the outcomes of Word-of-Mouth, the outcomes of Word-of-Mouth are well known. We classify the outcomes into two categories: Non-Behavioral Outcomes and Behavioral Outcomes. Non-Behavioral Outcomes refer to some non-behavioral changes, such as Negative Brand Attractiveness, Decreased Brand Trust, Decreased Brand Attractiveness, Decreased Brand Trustworthiness, and Decreased Purchase Intentions. Behavioral Outcomes refers to some behavior changes, such as Spreading the Negative Word-of-Mouth to others. In this thesis, we will study the outcomes systemically.

Non-Behavioral Outcome 1: Negative Brand Attitude

Brand Attitude is defined as the degree of positivity or negativity of the attitudes toward the brand (Whan Park, MacInnis, Priester, Eisingerich, & Iacobucci, 2010). Martin and Lueg (2013) used Eagly and Chaiken's expectancy-value model to discuss how consumers' attitudes are formed and why their brand attitude is influenced. In this thesis, when consumers receive positive information about the brand or product, and if they believe this positive information, they will believe the purchase is promising and worthy, and their attitudes toward the brand or product will increase (Martin & Lueg, 2013). On the other hand, when consumers receive negative information about the brand or product, and if they find the information to be useful for their decision and judgement, they will think the purchase is not so satisfying and is not a wise decision. Their attitudes toward the brand or product will decrease, and it is very possible to result in negative attitudes toward the brand or product. There is also research to show that the Word-of-Mouth will result in the change of attitudes (Sundaram & Webster, 1999). According to the literature, we know that once consumers encounter the online Negative Word-of-Mouth, and

if they find the Word-of-Mouth statement to be useful for their decision making, their brand attitudes will be affected.

Non-Behavioral Outcome 2: Decreased Brand Trust

Brand trust is defined as the perceived trustworthiness of the brand. Trust is a cornerstone and one of the most desired qualities of the brand (Garbarino & Johnson, 1999). Brand Trust is the expectation that the target object represents integrity, sincerity, and honesty (Crosby, Evens, & Cowles, 1990). If one brand has high brand trust, consumers will more likely choose it. Brand Trust is a very critical factor that can make consumers become repeat customers. High Brand Trust gives consumers a signal that they can trust the quality of the brand and product and repeat buying the product (Erdem & Swait, 2004). As a result, Brand Trust is a key factor that every brand manager should consider. However, when the Negative Word-of-Mouth statement about the brand or product is posted online, people may worry about the quality of the brand or product. As a result, they may no longer trust the quality of the brand or product. Even worse, they may choose not to repeat their purchase. According to the literature, negative Word-of-Mouth can harm consumers' brand trust (Muñiz & Hope, 2005). In this article, the authors found that when consumers encounter negative tales about the brand, some community members' brand trust are affected. Even worse, negative statements in the brand community can make some consumers abandon the brand and the product (Muñiz & Hope, 2005). So we know that once consumers encounter the online rumour or online Negative Word-of-Mouth, and if they find the Word-of-Mouth statement to be useful for their decision making, their brand trust will be affected.

Non-Behavioral Outcome 3: Decreased Brand Attractiveness

Brand Attractiveness refers to the force of attraction of the brand to consumers. Strong Brand Attractiveness can arouse consumers' interests and create a dramatic force to make consumers admire and approach the brand. Attractiveness is a force far beyond the physical appeal of the product to consumers. In other words, Brand Attractiveness is the perception of whether a brand possesses desirable attributes. Van Hoyer, and Lievens (2007) showed that negative Word-of-Mouth can lead to a strong decreased attractiveness of the object. Although they tested the Word-of-Mouth in the management field, they showed that the Negative Word-of-Mouth can lead to a significant influence on the organization attractiveness perceived by potential applicants and lead to a decrease in the number of applicants. Furthermore, they also showed that there is negative relationship between the Perceived Credibility of the Word-of-Mouth Source and the Attractiveness (Van Hoyer, & Lievens, 2007). From this research we assume that in the marketing field, Brand Attractiveness can also be influenced by Negative Word-of-Mouth. When consumers encounter Negative Word-of-Mouth, and if they find the Negative Word-of-Mouth to be useful for their decision making, their Brand Attractiveness will decrease.

Non-Behavioral Outcome 4: Decreased Purchase Intentions

Many studies concluded that negative Word-of-Mouth can effectively impede Word-of-Mouth receivers' purchase behavior, and as a consequence, the revenues of the affected firms will decrease (Reichheld, Markey, & Hopton, 2000). Furthermore, the main consequence of the Negative Word-of-Mouth about the brand and product is the decreased purchase behavior and intentions of consumers (Martin & Lueg, 2013). Decreased Purchase Intentions refer to consumers making no further purchase of this brand or product, or consumers trying to find substitute products. When consumers believe the online negative Word-of-Mouth or rumor, the value of the brand and product will decrease. When consumers find that the brand or product is not worthy to be purchased, people begin to find substitute products. As a consequence, the purchase intentions will decrease. In the long term, the future purchase behavior may probably

stop. When consumers are planning to purchase the product again, they will not choose this brand again, and they will begin to try one substitute product of one new brand. According to Sundaram and Webster (1999), consumer's purchase intentions are strongly influenced by the Negative Word-of-Mouth, once the brand is not familiar to them. So we can know that once consumers encounter the online Negative Word-of-Mouth, and if they find the Word-of-Mouth statement to be useful for their decision making, their purchase intentions will decrease.

Behavioral Outcome 1: Spread the Negative Word-of-Mouth to Others

Spreading the Negative Word-of-Mouth to others refers to the actions by consumers to spread the negative statements to the people they may know or not know. According to the literature, if people believe the online Negative Word-of-Mouth or online rumor, and they find the Word-of-Mouth statement to be useful to their decision making, then they are most likely to spread the Negative Word-of-Mouth to others. Some may forward the Negative Word-of-Mouth statements to acquaintances around them, or some may spread the Negative Word-of-Mouth statements to the people they don't know via the internet. Van Hoyer and Lievens (2009) showed that when consumers find that negative Word-of-Mouth is useful for their judgement and decision making, they are likely to spread the negative Word-of-Mouth to others. So we know that once Negative Word-of-Mouth Receivers find that the usefulness of the negative Word-of-Mouth is high to them, they are very likely and willing to spread the Negative statements to others.

THEORETICAL FRAMEWORK

The moderation effect of Brand Involvement on the relationship of Perceived Word-of-Mouth Source Credibility and Perceived Usefulness of the Negative Word-of-Mouth Model

From the literature review, we know that both Brand Involvement and Perceived Word-of-Mouth Source Credibility can affect the Perceived Usefulness of the Negative Word-of-Mouth. Furthermore, they can have an interaction effect on the Perceived Usefulness of the Negative Word-of-Mouth.

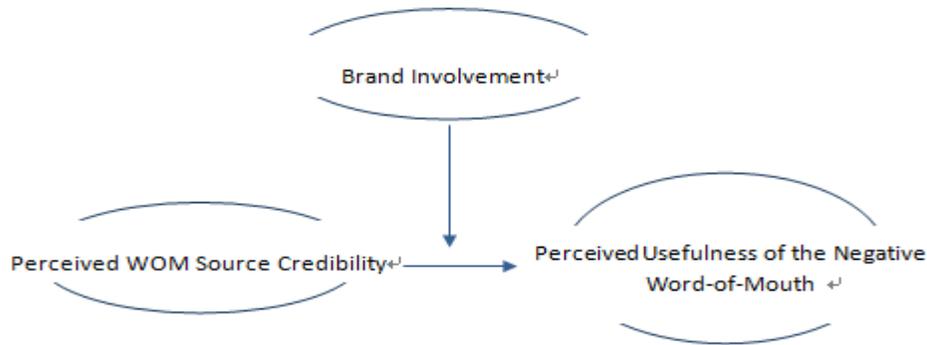


Figure 1: Moderation effect of Brand Involvement

Figure 1 shows that Brand Involvement moderates the relationship between Perceived Negative Word-of-Mouth Source Credibility and Perceived Usefulness of Negative Word-of-Mouth. In other words, Perceived Usefulness of the Negative Word-of-Mouth is influenced by both Brand Involvement and Perceived Word-of-Mouth Source Credibility; and Perceived Word-of-Mouth Source Credibility and Brand Involvement have interaction effects on the Perceived Usefulness of the Negative Word-of-Mouth. H1 is constructed based on this model.

H1a: Brand Involvement moderates the relationship between Perceived Word-of-Mouth Source Credibility and Perceived Usefulness of the Negative Word-of-Mouth. When brand involvement is high, the relationship between the source credibility and perceived usefulness of the negative WOM is positive.

H1b: Brand Involvement moderates the relationship between Perceived Word-of-Mouth

Source Credibility and Perceived Usefulness of the Negative Word-of-Mouth. When brand involvement is low, the relationship between the source credibility and perceived usefulness of the negative WOM is positive.

The mediation effect of the Perceived Usefulness of the Negative Word-of-Mouth and the Behavioral and Non-Behavioral Outcomes Model

From the literature review, we know that the perceived Word-of-Mouth Source Credibility and Brand Involvement can interact with each other to affect the consumers and generate Behavioral and Non-Behavioral Outcomes through their influence on the Perceived Usefulness of the Negative Word-of-Mouth. In another word, Perceived Usefulness of the Negative Word-of-Mouth is the mediator in the relationship of the interaction effect of the Perceived Word-of-Mouth Source Credibility and Brand Involvement with Behavioral and Non-Behavioral Outcomes.

The model also reveals that there are negative or positive relationships between the Perceived Usefulness of the Negative Word-of-Mouth and Behavioral and Non-Behavioral Outcomes.

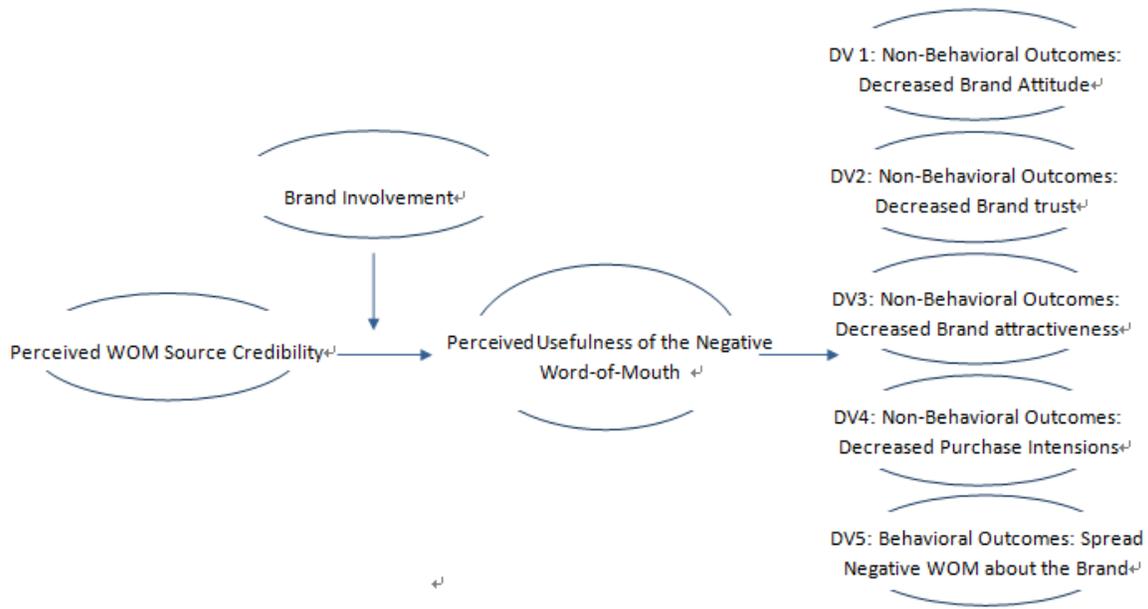


Figure 2: Mediation effect of Perceived Usefulness of the Negative Word-of-Mouth and the outcomes of the NWOM

Figure 2 shows that the Perceived Usefulness of the Negative Word-of-Mouth is a mediator in the relationship between the interaction effect of Perceived Negative Word-of-Mouth Source Credibility and Brand Involvement with the DVs. This figure also provides the Behavioral Outcomes and Non-Behavioral Outcomes of the online negative Word-of-Mouth, and the process of how the Perceived Negative Word-of-Mouth Source Credibility interacts with Brand Involvement to affect consumers through the Perceived Usefulness of the Word-of-Mouth. H2, H3 and H4 are constructed based on this model.

H2a: Perceived WOM Source Credibility had a positive relationship with Perceived Usefulness of NWOM.

H2b: Brand Involvement had a negative relationship with Perceived Usefulness of NWOM.

H3: There is a mediation effect of Perceived Usefulness of the Negative Word-of-Mouth on the relationship between the interaction effect of Perceived Word-of-Mouth Source

Credibility and Brand Involvement with the DVs.

- H4a:** There is a negative relationship between Perceived Usefulness of NWOM and Brand Attitudes. Higher (vs. lower) Perceived Usefulness of NWOM leads to lower (vs. stronger) Brand Attitudes.
- H4b:** There is a negative relationship between Perceived Usefulness of NWOM and Brand Trust. Higher (vs. lower) Perceived Usefulness of NWOM leads to lower (vs. stronger) Brand Trust.
- H4c:** There is a negative relationship between Perceived Usefulness of NWOM and Brand Attractiveness. Higher (vs. lower) Perceived Usefulness of NWOM leads to lower (vs. stronger) Brand Attractiveness.
- H4d:** There is a negative relationship between Perceived Usefulness of NWOM and Purchase Intentions. Higher (vs. lower) Perceived Usefulness of NWOM leads to lower (vs. stronger) Purchase Intentions.
- H4e:** There is a positive relationship between Perceived Usefulness of NWOM and Spreading NWOM Behavior. Higher (vs. lower) Perceived Usefulness of NWOM leads to higher (vs. lower) Spreading NWOM Behavior.

STATEMENTS OF HYPOTHESES

- H1a:** Brand Involvement moderates the relationship between Perceived Negative Word-of-Mouth Source Credibility and Perceived Usefulness of the Negative Word-of-Mouth. When brand involvement is high, the relationship between the source credibility and perceived usefulness of the negative WOM is positive.
- H1b:** Brand Involvement moderates the relationship between Perceived Negative Word-of-Mouth Source Credibility and Perceived Usefulness of the Negative Word-of-Mouth. When brand involvement is low, the relationship between the source credibility and perceived usefulness of the negative WOM is positive.
- H2a:** Perceived WOM Source Credibility had a positive relationship with Perceived

Usefulness of NWOM.

- H2b:** Brand Involvement had a negative relationship with Perceived Usefulness of NWOM.
- H3:** There is a mediation effect of perceived usefulness of the Negative Word-of-Mouth on the relationship between the interaction effect of Perceived Word-of-Mouth Source Credibility and Brand Involvement with the DVs.
- H4a:** There is a negative relationship between Perceived Usefulness of NWOM and Brand Attitudes. Higher (vs. lower) Perceived Usefulness of NWOM leads to lower (vs. stronger) Brand Attitudes.
- H4b:** There is a negative relationship between Perceived Usefulness of NWOM and Brand Trust. Higher (vs. lower) Perceived Usefulness of NWOM leads to lower (vs. stronger) Brand Trust.
- H4c:** There is a negative relationship between Perceived Usefulness of NWOM and Brand Attractiveness. Higher (vs. lower) Perceived Usefulness of NWOM leads to lower (vs. stronger) Brand Attractiveness.
- H4d:** There is a negative relationship between Perceived Usefulness of NWOM and Purchase Intentions. Higher (vs. lower) Perceived Usefulness of NWOM leads to lower (vs. stronger) Purchase Intentions.
- H4e:** There is a positive relationship between Perceived Usefulness of NWOM and Spreading NWOM Behavior. Higher (vs. lower) Perceived Usefulness of NWOM leads to higher (vs. lower) Spreading NWOM Behavior.

METHODOLOGY

Study Design

This is a 2*2 study between subject design, namely High and Low Word-of-Mouth Source Credibility by High and Low Word-of-Mouth Receivers' Brand Involvement. As a result, there

are 4 scenarios to test the outcomes. Questionnaires are used as the data collection method. Participants are divided into 4 groups, and each group is randomly assigned one scenario. Participants were asked to read the Scenario Reading Materials before they filled out the questionnaires. The researcher was available to explain the questions the participants may have when they were reading the materials and filling out the questionnaires. Each scenario has more than 50 respondents, and there are 218 respondents in total. The questions measuring Brand Involvement and Perceived Word-of-Mouth Source Credibility are also included in the questionnaire. As a result, after the data are collected, there were manipulation checks to confirm that the Brand Involvement and Perceived NWOM Credibility were well controlled.

Pretest

As it is 2* 2 scenarios study design, Brand Involvement is controlled as High and Low Brand Involvement, and Perceived Negative Word-of-Mouth Credibility is controlled as high and Low Perceived Negative Word-of-Mouth Credibility. There was a Pretest to make sure that the Perceived Word-of-Mouth Source Credibility and Word-of-Mouth Receivers' Brand Involvement were well manipulated and controlled.

The pretest only had High Brand Involvement and High Perceived Negative Word-of-Mouth Source Credibility, and Low Brand Involvement and Low Perceived Negative Word-of-Mouth Source Credibility. We used 2 scenarios to measure whether the Brand Involvement and Perceived Word-of-Mouth Source Credibility were well controlled. However, through these 2 scenarios, High and Low Brand Involvement and High and Low Perceived Negative Word-of-Mouth Credibility can all be measured. We had 7 people for each scenario in the Pretest, the average score of the Low Brand Involvement is 2.27, and average score of the High Brand Involvement is 4.19. The significance between Low and High Brand Involvement groups is $p=0.001$. The average score of the Low Perceived Word-of-Mouth Source Credibility is 2.75 and the average score of the High Perceived Word-of-Mouth Source Credibility is 5.59. The significance between Low and High Perceived WOM Source Credibility groups is $p=0.000$. The

results of the pretest show that the Brand Involvement and Perceived Word-of-Mouth Source Credibility were well controlled.

Measurement Scales

According to Martin and Lueg (2013), Perceived Word-of-Mouth Source Credibility is measured by 4 attributes (Word-of-Mouth Source Trustworthiness, Word-of-Mouth Source Experience, Word-of-Mouth Source Expertise, and Evidence). We used a 9-item measurement scale to measure the Word-of-Mouth Source Credibility. The items are insincere-sincere, untrustworthy-trustworthy, unpredictable-predictable, etc.. We ran a reliability test. The Cronbach's alpha for Word-of-Mouth Source Credibility is 0.990.

Brand Involvement is measured by a 7-item measurement scale adapted from Mittal and Lee (1989). The items are cannot express yourself-can express yourself, bad using experiment-good using experiment, cannot bring you pleasure-can bring you pleasure, etc.. The Cronbach's alpha for Brand Involvement is 0.988.

Perceived Usefulness of the Word-of-Mouth is measured by asking "To what extent do you think your decision will be affected by the Word-of-Mouth Statement".

Brand Attitudes are measured by a 3-item measurement scale based on Garretson and Niedrich (2004). The items are bad-good, dislike-like, negative-positive. The Cronbach's alpha for the Brand Attitudes is 0.967.

Brand Trust is measured by Garbarino and Johnson's (1999) 3-item measurement scale. The items are unreliable-reliable, don't trust to be good-trust to be good, etc.. The Cronbach's alpha for Brand Trust is 0.974.

The Brand Attractiveness is measured by Ohanian's (1990) 2-item measurement scale. The items are unattractive-attractive, unclassy-classy. The Cronbach's alpha for Brand Attractiveness is 0.945.

Purchase intentions are measured with a 2-item measurement scale using Likert-type items anchored by "Strongly Disagree" (1) and "Strongly Agree" (7) (Putrevu & Lord, 1994). The

items are will not purchase in the future-will purchase in the future, not try next time-try next time. The Cronbach's alpha for Purchase Intentions is 0.943.

The Spreading Negative Word-of-Mouth Behavior is measured by asking "You will spread the online statement to others after you read the report". The questions are anchored by "Strongly Disagree" (1) and "Strongly Agree" (7).

DATA ANALYSIS AND FINDINGS

Manipulation Checks: After the experiment, there were manipulation checks for Brand Involvement and Perceived Word-of-Mouth Source Credibility. The mean for Low Brand Involvement is 2.11. The mean for High Brand Involvement is 5.84. The significance is $p=0.000$. The mean for Low Perceived Word-of-Mouth Source Credibility is 2.35. The mean for High Perceived Word-of-Mouth Source Credibility is 5.81. The significance is $p=0.000$. The manipulation checks show that the Brand Involvement and Word-of-Mouth Source Credibility were well controlled.

Moderator Test: As the manipulation checks show, the Brand Involvement and Perceived Word-of-Mouth Source Credibility are well controlled. The Brand Involvement and Perceived Word-of-Mouth Source Credibility can be seen as categorical variables. Low Perceived Word-of-Mouth Credibility is coded as 1, and High Perceived Word-of-Mouth Credibility is coded as 2. Low Brand Involvement is coded as 1, and High Brand Involvement is coded as 2. A Two-way ANOVA is used to test the moderation effect of the Brand Involvement on the relationship of the Perceived WOM Source Credibility and Perceived Usefulness of the WOM Source.

Descriptive Statistics

Dependent Variable:USEFULNESS

NWOMBI	NWOMRE	Mean	Std. Deviation	N
1.00	1.00	3.1154	1.24702	52
	2.00	5.8571	.86189	56
	Total	4.5370	1.73704	108
2.00	1.00	1.8421	.94092	57
	2.00	3.4717	.89020	53
	Total	2.6273	1.22556	110
Total	1.00	2.4495	1.26554	109
	2.00	4.6972	1.48139	109
	Total	3.5734	1.77713	218

Table 1

Tests of Between-Subjects Effects

Dependent Variable:USEFULNESS

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	474.374 ^a	3	158.125	160.410	.000
Intercept	2776.872	1	2776.872	2817.003	.000
NWOMBI	182.127	1	182.127	184.759	.000
NWOMRE	259.984	1	259.984	263.741	.000
NWOMBI * NWOMRE	16.829	1	16.829	17.072	.000
Error	210.951	214	.986		
Total	3469.000	218			
Corrected Total	685.326	217			

a. R Squared = .692 (Adjusted R Squared = .688)

Table 2

Table 2 shows that the influences of the Brand Involvement and Perceived Word-of-Mouth Source Credibility on the Perceived Usefulness of the Word-of-Mouth Source are significant, and the interaction effect of Brand Involvement and Perceived Word-of-Mouth Source Credibility to Perceived Usefulness of the Word-of-Mouth Source is also significant.

Conclusion on the moderation test: Brand Involvement and Perceived WOM Source Credibility both have main effects on the Perceived Usefulness of the NWOM, and the moderation effect of the Brand Involvement on the relationship of the Perceived WOM Source Credibility and Perceived Usefulness of the WOM Source is significant. **Figure 1: H1** is

supported, and **H1**: Brand Involvement moderates the relationship between Perceived Negative Word-of-Mouth Source Credibility and Perceived Usefulness of the Negative Word-of-Mouth is supported. We conclude that consumers' perceived usefulness of the Word-of-Mouth depends on the Brand Involvement and Perceived Word-of-Mouth Source Credibility.

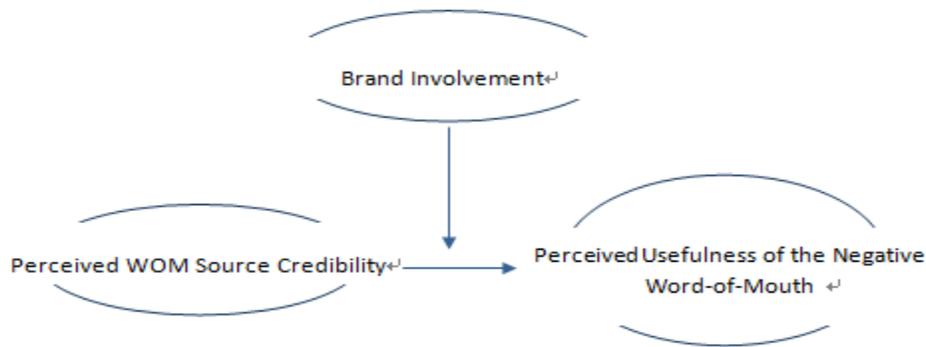


Figure 1

Mediation Test: For the Mediation Test, the Baron and Kenny 3-step method of testing mediation effects method is used

As Figure 2 shows, the mediator role of Perceived Usefulness of the Word-of-Mouth on the relationship of the interaction effect of Perceived Word-of-Mouth Source Credibility and Brand Involvement with DVs is being tested. As there are 5 DVs, there are 5 mediation relationships, and I did Baron & Kenny Mediation Test 5 times.

Relationship 1: The mediation effect of Perceived Usefulness of the Word-of-Mouth on the relationship of the interaction effect of Perceived Word-of-Mouth Source Credibility and Brand Involvement with Brand Attitude.

- a. Regress the Brand Attitude (DV1) on the Perceived Word-of-Mouth Source Credibility, Brand Involvement, and Perceived WOM Source Credibility times Brand Involvement: *BI*, coefficient of the Perceived WOM Source Credibility times Brand Involvement is

significant.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.650	.237		23.791	.000
	AVCR	-.903	.050	-1.010	-17.972	.000
	AVIN	.168	.048	.190	3.486	.001
	INbyCR	.098	.011	.624	9.219	.000

a. Dependent Variable: AVB2

Table 3

- b. Regress the Perceived Usefulness of the Negative Word-of-Mouth (Mediator) on the Perceived Credibility of Word-of-Mouth Source, Brand Involvement, and Perceived WOM Source Credibility times Brand Involvement: *B2*, coefficient of the Perceived WOM Source Credibility times Brand Involvement is significant.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.461	.253		1.825	.069
	AVCR	1.171	.053	1.270	21.910	.000
	AVIN	.090	.051	.099	1.756	.081
	INbyCR	-.130	.011	-.806	-11.532	.000

a. Dependent Variable: perceiveuse

Table 4

- c. Regress the Brand Attitude (DV) on both the Perceived usefulness of the Word-of-Mouth (Mediator) and Perceived Credibility of Word-of-Mouth Source, Brand Involvement, and Perceived WOM Source Credibility times Brand Involvement is significant: *B3*, coefficient of the mediator is significant.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	5.874	.205		28.602	.000
	AVCR	-.334	.078	-.374	-4.303	.000
	AVIN	.211	.042	.240	5.084	.000
	INbyCR	.034	.012	.221	2.983	.003
	perceuse	-.486	.055	-.501	-8.809	.000

a. Dependent Variable: AVB2

Table 5

Conclusion: From the test of relationship 1, the mediation effect of Perceived Usefulness of the Word-of-Mouth on the relationship of the interaction effect of Perceived Word-of-Mouth Source Credibility and Brand Involvement with Brand Attitude is significant. Perceived Usefulness of the NWOM has a negative relationship with the Brand Attitude.

Relationship 2: The mediation effect of Perceived Usefulness of the Word-of-Mouth on the relationship of the interaction effect of Perceived Word-of-Mouth Source Credibility and Brand Involvement with Brand Trust.

- a. Regress the Brand Trust (DV2) on the Perceived Word-of-Mouth Source Credibility, Brand Involvement, and Perceived WOM Source Credibility times Brand Involvement: *B1, coefficient of the Perceived WOM Source Credibility times Brand Involvement is significant.*

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.537	.220		25.173	.000
	AVCR	-.854	.047	-.983	-18.358	.000
	AVIN	.202	.045	.236	4.548	.000
	INbyCR	.074	.010	.486	7.529	.000

a. Dependent Variable: AVBT

Table 6

- b. Regress the Perceived Usefulness of the Negative Word-of-Mouth (Mediator) on the Perceived Credibility of Word-of-Mouth Source, Brand Involvement, and Perceived WOM Source Credibility times Brand Involvement: *B2, coefficient of the Perceived WOM Source Credibility times Brand Involvement is significant.*

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.461	.253		1.825	.069
	AVCR	1.171	.053	1.270	21.910	.000
	AVIN	.090	.051	.099	1.756	.081
	INbyCR	-.130	.011	-.806	-11.532	.000

a. Dependent Variable: perceuse

Table 7

- c. Regress the Brand Trust (DV) on both the Perceived Usefulness of the Word-of-Mouth (Mediator) and Perceived Credibility of Word-of-Mouth Source, Brand Involvement, and Perceived WOM Source Credibility times Brand Involvement *is significant: B3, coefficient of the mediator is significant.*

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	5.753	.187		30.701	.000
	AVCR	-.306	.071	-.352	-4.325	.000
	AVIN	.244	.038	.285	6.450	.000
	INbyCR	.013	.011	.086	1.238	.217
	perceuse	-.468	.050	-.496	-9.300	.000

a. Dependent Variable: AVBT

Table 8

Conclusion: From the test of relationship 2, the mediation effect of Perceived Usefulness of the Word-of-Mouth on the relationship of the interaction effect of Perceived Word-of-Mouth Source Credibility and Brand Involvement with Brand Trust is significant. Perceived usefulness of the NWOM has a negative relationship with the Brand Trust.

Relationship 3: The mediation effect of Perceived Usefulness of the Word-of-Mouth on the relationship of the interaction effect of Perceived Word-of-Mouth Source Credibility and Brand Involvement with Brand Attractiveness.

- a. Regress the Brand Attractiveness (DV3) on the Perceived Word-of-Mouth Source Credibility, Brand Involvement, and Perceived WOM Source Credibility times Brand Involvement: *B1*, coefficient of the Perceived WOM Source Credibility times Brand Involvement is significant.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.529	.249		22.184	.000
	AVCR	-.879	.053	-.984	-16.666	.000
	AVIN	.183	.050	.208	3.637	.000
	INbyCR	.094	.011	.604	8.495	.000

a. Dependent Variable: AVBATTRC

Table 9

- b. Regress the Perceived Usefulness of the Negative Word-of-Mouth (Mediator) on the Perceived Credibility of Word-of-Mouth Source, Brand Involvement, and Perceived WOM Source Credibility times Brand Involvement: *B2, coefficient of the Perceived WOM Source Credibility times Brand Involvement is significant.*

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.461	.253		1.825	.069
	AVCR	1.171	.053	1.270	21.910	.000
	AVIN	.090	.051	.099	1.756	.081
	INbyCR	-.130	.011	-.806	-11.532	.000

a. Dependent Variable: perceuse

Table 10

- c. Regress the Brand Attractiveness (DV) on both the Perceived usefulness of the Word-of-Mouth (Mediator) and Perceived Credibility of Word-of-Mouth Source, Brand Involvement, and Perceived WOM Source Credibility times Brand Involvement *is significant: B3, coefficient of the mediator is significant.*

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	5.763	.216		26.707	.000
	AVCR	-.284	.082	-.318	-3.478	.001
	AVIN	.229	.044	.260	5.248	.000
	INbyCR	.028	.012	.182	2.335	.020
	perceuse	-.508	.058	-.525	-8.770	.000

a. Dependent Variable: AVBATTRC

Table 11

Conclusion: From the test of relationship3, the mediation effect of Perceived Usefulness of the Word-of-Mouth on the relationship of the interaction effect of Perceived Word-of-Mouth Source Credibility and Brand Involvement with Brand Attractiveness is significant. Perceived usefulness of the NWOM has a negative relationship with the Brand Attractiveness.

Relationship 4: The mediation effect of Perceived Usefulness of the Word-of-Mouth on the relationship of the interaction effect of Perceived Word-of-Mouth Source Credibility and Brand Involvement with Purchase Intention.

- a. Regress the Purchase Intention (DV4) on the Perceived Word-of-Mouth Source Credibility, Brand Involvement, and Perceived WOM Source Credibility times Brand Involvement: *B1*, coefficient of the Perceived WOM Source Credibility times Brand Involvement is significant.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.691	.252		22.618	.000
	AVCR	-.894	.053	-1.015	-16.789	.000
	AVIN	.148	.051	.170	2.906	.004
	INbyCR	.099	.011	.642	8.807	.000

a. Dependent Variable: AVPI

Table 12

- b. Regress the Perceived Usefulness of the Negative Word-of-Mouth (Mediator) on the Perceived Credibility of Word-of-Mouth Source, Brand Involvement, and Perceived WOM Source Credibility times Brand Involvement: *B2*, coefficient of the Perceived WOM Source Credibility times Brand Involvement is significant.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.461	.253		1.825	.069
	AVCR	1.171	.053	1.270	21.910	.000
	AVIN	.090	.051	.099	1.756	.081
	INbyCR	-.130	.011	-.806	-11.532	.000

a. Dependent Variable: perceuse

Table 13

- c. Regress the Purchase Intention (DV) on both the Perceived usefulness of the Word-of-Mouth (Mediator) and Perceived Credibility of Word-of-Mouth Source, Brand Involvement, and Perceived WOM Source Credibility times Brand Involvement is significant: *B3*, coefficient of the mediator is significant.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	5.922	.219		26.990	.000
	AVCR	-.305	.083	-.347	-3.680	.000
	AVIN	.193	.044	.222	4.351	.000
	INbyCR	.033	.012	.218	2.712	.007
	perceuse	-.502	.059	-.526	-8.528	.000

a. Dependent Variable: AVPI

Table 14

Conclusion: From the test of relationship 4, the mediation effect of Perceived Usefulness of the Word-of-Mouth on the relationship of the interaction effect of Perceived Word-of-Mouth Source Credibility and Brand Involvement with Purchase Intention is significant. Perceived usefulness of the NWOM has a negative relationship with the Purchase Intention.

Relationship 5: The mediation effect of Perceived Usefulness of the Word-of-Mouth on the relationship of the interaction effect of Perceived Word-of-Mouth Source Credibility and Brand Involvement with Spreading NWOM Behavior.

- a. Regress the Spreading NWOM Behavior (DV5) on the Perceived Word-of-Mouth Source Credibility, Brand Involvement, and Perceived WOM Source Credibility times Brand Involvement: *B1*, coefficient of the Perceived WOM Source Credibility times Brand Involvement is significant.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.422	.302		-1.398	.164
	AVCR	1.351	.064	1.348	21.164	.000
	AVIN	.217	.061	.220	3.556	.000
	INbyCR	-.151	.013	-.865	-11.261	.000

a. Dependent Variable: possspread

Table 15

- b. Regress the Perceived Usefulness of the Negative Word-of-Mouth (Mediator) on the Perceived Credibility of Word-of-Mouth Source, Brand Involvement, and Perceived WOM Source Credibility times Brand Involvement: *B2, coefficient of the Perceived WOM Source Credibility times Brand Involvement is significant.*

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.461	.253		1.825	.069
	AVCR	1.171	.053	1.270	21.910	.000
	AVIN	.090	.051	.099	1.756	.081
	INbyCR	-.130	.011	-.806	-11.532	.000

a. Dependent Variable: perceuse

Table 16

- c. Regress the Spreading NWOM Behavior (DV) on both the Perceived Usefulness of the Word-of-Mouth (Mediator) and Perceived Credibility of Word-of-Mouth Source, Brand Involvement, and Perceived WOM Source Credibility times Brand Involvement *is significant: B3, coefficient of the mediator is significant.*

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.788	.228		-3.462	.001
	AVCR	.421	.086	.420	4.891	.000
	AVIN	.146	.046	.148	3.167	.002
	INbyCR	-.048	.013	-.276	-3.768	.000
	perceuse	.794	.061	.731	12.994	.000

a. Dependent Variable: possspread

Table 17

Conclusion: From the test of relationship 5, the mediation effect of Perceived Usefulness of the Word-of-Mouth on the relationship of the interaction effect of Perceived Word-of-Mouth Source Credibility and Brand Involvement with Spreading NWOM Behavior is significant. Perceived usefulness of the NWOM has a positive relationship with the Spreading NWOM Behavior.

Conclusions of the Mediation test: The Perceived WOM Source Credibility had a positive relationship with Perceived Usefulness of NWOM. Brand Involvement had a negative relationship with Perceived Usefulness of NWOM.

The mediator role of Perceived Usefulness of the Word-of-Mouth on the relationships of the interaction effect of Perceived Word-of-Mouth Source Credibility and Brand Involvement with the 5 dependent variables is supported.

Furthermore, the perceived Usefulness of NWOM has negative relationships with Brand Attitude, Brand Trust, Brand Attractiveness, Purchase Intention, and the perceived Usefulness of NWOM has a positive relationship with Spreading NWOM Behavior.

As a result, Figure 2 is supported. We know in the online scenario, how the perceived Word-of-Mouth Source Credibility interacts with Brand Involvement to influence consumers,

and the behavioral and non-behavioral outcomes of the online Negative Word-of-Mouth. We also know the process of the negative Word-of-Mouth Spreading.

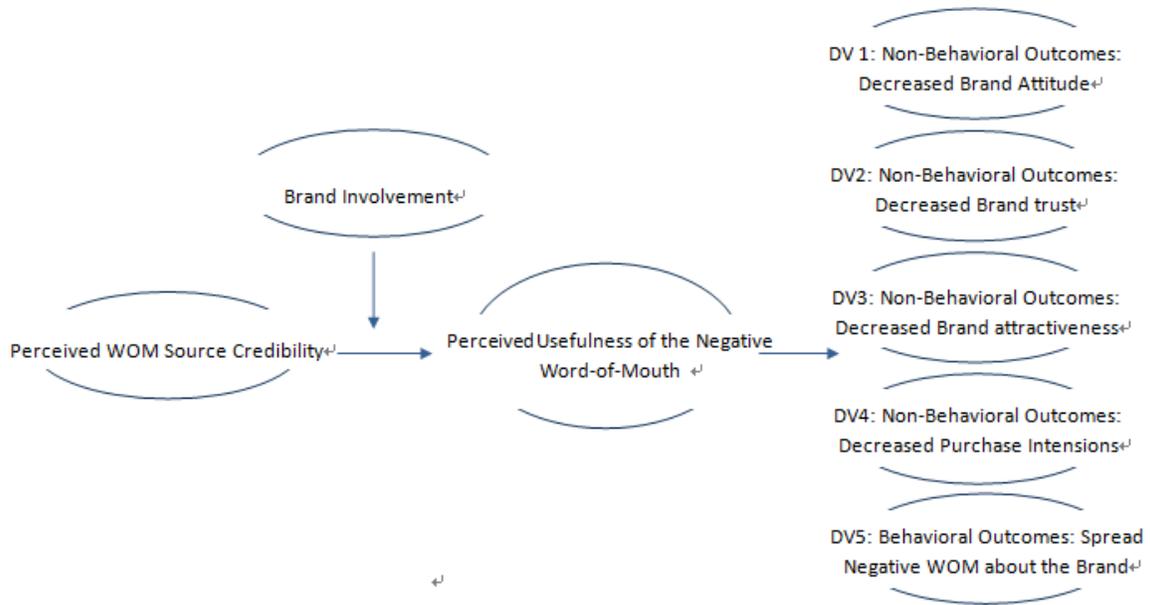


Figure 2

As the mediation role of the perceived Usefulness of the Word-of-Mouth has been shown. H2, H3, and H4 are supported.

H2a: Perceived WOM Source Credibility has a positive relationship with Perceived Usefulness of NWOM.

H2b: Brand Involvement has a negative relationship with Perceived Usefulness of NWOM.

H3: There is a mediation effect of perceived usefulness of the Negative Word-of-Mouth on the relationship between the interaction effect of Perceived Word-of-Mouth Source Credibility and Brand Involvement with the DVs.

H4a: There is a negative relationship between Perceived Usefulness of NWOM and Brand Attitudes. Higher (vs. lower) Perceived Usefulness of NWOM leads to lower (vs. stronger) Brand Attitudes.

H4b: There is a negative relationship between Perceived Usefulness of NWOM and Brand Trust. Higher (vs. lower) Perceived Usefulness of NWOM leads to lower (vs. stronger) Brand Trust.

H4c: There is a negative relationship between Perceived Usefulness of NWOM and Brand Attractiveness. Higher (vs. lower) Perceived Usefulness of NWOM leads to lower (vs. stronger) Brand Attractiveness.

H4d: There is a negative relationship between Perceived Usefulness of NWOM and Purchase Intentions. Higher (vs. lower) Perceived Usefulness of NWOM leads to lower (vs. stronger) Purchase Intentions.

H4e: There is a positive relationship between Perceived Usefulness of NWOM and Spreading NWOM Behavior. Higher (vs. lower) Perceived Usefulness of NWOM leads to higher (vs. lower) Spreading NWOM Behavior.

DISCUSSION AND IMPLICATIONS

Theoretical Implications

Based on the findings from this thesis, we know that when people encounter an online negative Word-of-Mouth, Brand Involvement and Perceived WOM Source Credibility have direct effects on the Perceived Usefulness of the NWOM. Furthermore, Brand Involvement and the extent of their Perceived Credibility of the Word-of-Mouth Source have interaction effect on the forming of the Perceived Usefulness of the Negative Word-of-Mouth, which is a crucial step in the process of Word-of-Mouth spreading. We know that Perceived Word-of-Mouth Source Credibility and Brand Involvement together influence the Perceived Usefulness of the Word-of-Mouth. This finding can reveal how the Perceived Usefulness of the NWOM is formed and which factors can affect the Perceived Usefulness of the NWOM. This finding can contribute to the existing literature, as there is few research that studied this variable.

On the other hand, this research also showed that the Perceived Usefulness of the Word-of-Mouth has a mediating effect on the relationship between the interaction effect of Word-of-Mouth Source Credibility and Brand Involvement with the outcomes of NWOM. From this study, we can determine the process of how Word-of-Mouth Source Credibility interacts with Brand Involvement to influence the DVs in the online Negative Word-of-Mouth scenario. In the online Negative Word-of-Mouth scenario, the Word-of-Mouth Source Credibility interacts with Brand Involvement to influence the DVs through the Perceived Usefulness of the Word-of-Mouth. This finding has theoretical implications by revealing the process by which Negative WOM is spreading and by revealing the mediating role of the Perceived Usefulness of the Negative Word-of-Mouth. This contributes to the existing literature.

This thesis also has theoretical implications by systemically studying the Behavioral and Non-Behavioral Outcomes of the online Negative Word-of-Mouth which has not been done before. The Non-Behavioral Outcomes of the online Negative Word-of-Mouth are Decreased Brand Attractiveness, Negative Brand Attitude, Decreased Brand Trust, and Decreased Purchase Intentions. The Behavioral Outcomes of the online Negative Word-of-Mouth make it more possible for Word-of-Mouth Receivers to spread the Negative Word-of-Mouth to others.

From this research, we may also conclude that Higher (vs. lower) Perceived Usefulness of Negative Word-of-Mouth leads to lower (vs. stronger) Brand Attitudes. Higher (vs. lower) Perceived Usefulness of Negative Word-of-Mouth leads to lower (vs. stronger) Brand Trust. Higher (vs. lower) Perceived Usefulness of negative Word-of-Mouth leads to lower (vs. stronger) Brand Attractiveness. Higher (vs. lower) Perceived Usefulness of negative Word-of-Mouth leads to lower (vs. stronger) Purchase Intentions. Higher (vs. lower) Perceived Usefulness of negative Word-of-Mouth leads to higher (vs. lower) levels of spreading negative Word-of-Mouth Behavior. There is a direct relationship between the Perceived Usefulness of the Negative Word-of-Mouth and the behavioral and non-behavioral outcomes. This finding can contribute theoretically to the Word-of-Mouth research, because these findings reveal the

causal relationships between the perceived usefulness of the NWOM and the behavioral and non-behavioral outcomes.

This research was inspired by Martin and Lueg (2013). Although we know that there are many studies about positive Word-of-Mouth and the effects of Word-of-Mouth, there are very few studies looking at the behavioral and non-behavioral outcomes of the online negative Word-of-Mouth, the mediation effect of perceived usefulness of the NWOM, and the direct effect and interaction effect of Brand Involvement and Perceived WOM Source Credibility to the Perceived Usefulness of the NWOM. This thesis fills this research gap.

Managerial Implications

From this thesis, we know that the Brand Involvement and Perceived WOM Source Credibility have direct and interaction effects on the Perceived Usefulness of the NWOM. This finding has significant managerial implications for brand managers of companies. With this finding, they may know what are the key factors influencing the extent of consumers' Perceived Usefulness of NWOM statements. According to this finding, they may create more opportunities for consumers to have positive use experiences and closer ties with their products and brands. Once the consumers' emotional link with the brand is strong or they have the chance to know the brand is trustworthy and of good quality, they will find the rumors are not so useful for their decision making and judgement. As a result, they may be not very deeply influenced by the Negative Word-of-Mouth about the brand or product. In this case, the brand manager may more easily deal with the rumor or the negative Word-of-Mouth when there is a rumor or a negative Word-of-Mouth about the brand circulating in the market. This may also provide the brand managers with an inspiration that by improving consumers' brand involvement, they can effectively prevent consumers from feeling that the negative Word-of-Mouth is useful to them when there is a rumor or a negative Word-of-Mouth about their brand.

This research also shows to marketing managers that the perceived usefulness is a very critical factor in the process of online NWOM spreading. The online rumor is influencing the consumers by making them think that the NWOM statements are useful for their judgement and decision making. This finding may inform the marketing managers that by successfully managing the perceived usefulness of the NWOM of consumers, they may successfully control the influence of the rumors about the brand.

This thesis may provide the outcomes of the NWOM to brand managers. The Non-Behavioral Outcomes of the online Negative Word-of-Mouth are Decreased Brand Attractiveness, Negative Brand Attitudes, Decreased Brand Trust, and Decreased Purchase Intentions. The Behavioral Outcomes of the online Negative Word-of-Mouth make it more possible for Word-of-Mouth Receivers to spread the Negative Word-of-Mouth to others. Furthermore, this thesis also provides managerial implications to marketing managers. This thesis identified the Behavioral and Non-Behavioral outcomes of the online negative Word-of-Mouth for the marketing managers, as they identify the outcomes and the processes of the online Negative Word-of-Mouth spreading. They may develop adaptive strategies to deal with the online Negative Word-of-Mouth about the brand if there are rumors about the brand.

According to our findings, we know that although the online negative Word-of-Mouth can be unreal, there is still a high probability that the rumor may influence consumers and have Behavioral and Non-Behavioral outcomes once people think the extent of the rumor Source's credibility is high. However, if the rumor listeners have high brand Involvement, they may ignore the rumor. In this case, this research can help marketing managers pay more attention to the online rumor. The online rumor can indeed have a high probability of causing significant harm and make the sales of the product decrease. The marketing managers may develop more strategies to enhance the consumer's Brand Involvement in advance to deal with the loss caused by potential rumors.

LIMITATION AND FURTHER RESEARCH

This topic can be further researched. This study is more focused on the influence of Word-of-Mouth Source Credibility and Brand Involvement on consumers. However there may be more factors to influence consumers' decisions and behaviors in the online negative Word-of-Mouth scenario. For example, consumers' personality can be a very important factor in consumers' decision making process and consumers' information acceptance process. For example, whether the person prefer to refer to his own knowledge in the decision making process or the person is easily influenced by the opinions from the outside world. As a result, consumers' personality's role in the negative Word-of-Mouth spreading can be further researched.

On the other hand, our findings can be further tested and confirmed by observing in the real world how people would react when they encounter an online Negative word-of-Mouth or a rumor. In other words, future research can do an observational study or field experiment in the real world to confirm the results of this study.

Researchers can explore the negative Word-of-Mouth in difference culture scenarios. As there is a huge difference between the western and eastern cultures, as the western cultures tend to be individualistic and the eastern cultures collectivistic. Consumers from collectivistic cultures may be more strongly and easily influenced by the Negative Word-of-Mouth than the consumers from the individualistic cultures.

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APPENDICES

Appendix A: The Story of the Study:

The battery concern:

You bought a new laptop last month. Now, you found that the battery is easily to be overcharged, and even worth, the battery doesn't have the overcharge protection system. Therefore, the battery is easily to be overheated, and because of the overcharged issue, there is a high risk of explosion. Later, you found the battery concern report on the following online information platform said that until the end of 2010, there are already 2000 cases of this brand's laptop explosion. Many people got injured or killed.

Appendix B: The Low Perceived Word-of-Mouth Source Credibility & High Brand Involvement Scenario Reading material:

Please read the following situation and consider yourself are in the same situation:

You have bought a "Vioo" Brand laptop. Before you bought the laptop, you spent one month on collecting information and doing research. You also consulted more than 10 friends about choosing which laptop to buy. Finally, you chose the "Vioo" for the high quality and beautiful appearance. You like to watch movies and edit photos on the laptop. "Vioo" laptop has extremely high resolution and sharp display compared with the all other laptops, so you can have a better movie and photo editing experience. Furthermore, "Vioo" has faster processor than any other brand, so you can waste less time waiting for the laptop to respond. Since you need a laptop with long standby-time, "Vioo"'s large battery capacity is perfect. "Vioo"'s tasteful and elegant design appeals you, while its unique and innovative operating system is convenient to use.

What's more important, you think "Vioo" can express yourself. By using it, you can make others think you are a business, elite, elegant, and classy people which can bring you a lot of pleasure.

You got a great experience using "Vioo". You are very satisfied with all the function of the "Vioo" and its operating system. You enjoy the high resolution, you think the operating system is simple and elegant, and the battery standby-time is satisfying. You have a better experience with the "Vioo" than using other laptops. The friends around always says you are very smart and have a good taste to choose "Vioo" which can't be heard when using other brand laptops.

Although "Vioo" has high quality, "Vioo" is more expensive than other laptops. You spent a lot of money to purchase "Vioo", so it is heavy economic burden for you to change into another laptop. On the other hand, you get used to the convenient operating system of the "Vioo", and do not want to change other operating system. You also used to the high resolution and other advantages of the "Vioo", so you do

Selection tool for text and images

not want other laptops from other brands.

The battery concern report is found in a pop-up website when you are opening your email box. You found that pop-up website often reports the unsafe consumer products. You checked the reports about the unsafe consumer products on that websites, and you found that the reports on that website are always counterfeited and just one or two reports are true. Furthermore, no evidence is provided. You think this website is manipulated by some companies and used to spread rumors about the competitor.

Appendix C: The High Perceived Word-of-Mouth Source Credibility & High Brand Involvement Scenario Reading material:

Please read the following situation and consider yourself are in the same situation:

You have bought a "Vioo" Brand laptop. Before you bought the laptop, you spent one month on collecting information and doing research. You also consulted more than 10 friends about choosing which laptop to buy. Finally, you chose the "Vioo" for the high quality and beautiful appearance. You like to watch movies and edit photos on the laptop. "Vioo" laptop has extremely high resolution and sharp display compared with the all other laptops, so you can have a better movie and photo editing experience. Furthermore, "Vioo" has faster processor than any other brand, so you can waste less time waiting for the laptop to respond. Since you need a laptop with long standby-time, "Vioo"'s large battery capacity is perfect. "Vioo"'s tasteful and elegant design appeals you, while its unique and innovative operating system is convenient to use.

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Although "Vioo" has high quality, "Vioo" is more expensive than other laptops. You spent a lot of money to purchase "Vioo", so it is heavy economic burden for you to change into another laptop. On the other hand, you get used to the convenient operating system of the "Vioo", and do not want to change other operating system. You also used to the high resolution and other advantages of the "Vioo", so you do

not want other laptops from other brands.

The battery concern is reported by The United States Consumer Product Safety Commission (CPSC), <http://www.cpsc.gov/en/>. You found the battery concern report from the CPSC official website.

The United States Consumer Product Safety Commission (CPSC) is an independent agency of the United States government. It was created in 1972 through the Consumer Product Safety Act. The CPSC is an agency that reports to Congress and the President and is not part of any other department or agency in the federal government. CPSC is an agency that is independent to the government, but it is also a government department. The mission of CPSC is banning dangerous consumer products, establishing safety requirements for other consumer products, issuing recalls of products already on the market, and researching potential hazards associated with consumer products. CPSC is established for the consumers.

CPSC consists of hundred professional experts who can examine, monitor, and identify hazard of consumer products. Since 1972, the CPSC have successfully reported and recalled thousands of the unsafe consumer products. It is a very experienced, expert, and authoritative unsafe consumer product reporting department. CPSC generates annual report to reveal the unsafe products and its work on hazard identification and monitoring to Congress.

CPSC provides an official report and some photos about the battery concern.

Evidence:

The screenshot of the CPSC Report from the online CPSC website:

CPSC Staff Report on Battery Concern of "Vioo" Laptop products



20 May 2010

U.S. Consumer Product Safety Commission
Washington, D.C.



Accidence Report:

The batteries used in the brand "Vioo"'s laptops don't have overcharge protection system. Which makes the battery is dangerous and is easily to be overheated. As a result, the Laptop has high risk of battery explosion.

As consumers reported, till the May of 2010, there are already 2000 cases of this brand's laptop explosion. Many consumers got injured or killed in the accidents.

Explosion Photos provided by CPSC:



Appendix D: The Low Perceived Word-of-Mouth Source Credibility & Low Brand Involvement Scenario Reading material:

Please read the following situation and consider yourself are in the same situation:

Your laptop's Brand is "Vioo". It is a limited time for the consideration about which laptop to buy, so you spent just one day and made a quick decision to buy the laptop. You didn't have time to consult friend's opinion when making decision.

When you are using the laptop, you found that all the functions of the laptop are just average. You don't think "Vioo" can fully satisfy your need. You like to watch movies and edit photos on the computer, but the resolution and display capability are just average. You need a fast processor and large storage capacity to deal with big programs needed on work, but the processor and storage capacity are just average. The battery standby-time is also just average and need to carry the charger incase of the low-battery situation. The laptop is just average and sometimes malfunctioning.

Furthermore, you don't think and consider that "Vioo" can express yourself. You and your friends think the laptop is average.

The purchase price of the "Vioo" laptop is affordable for you, and the purchase didn't make you a burden on your budget.

The battery concern report is found in a pop-up website when you are opening your email box. You found that pop-up website often reports the unsafe consumer products. You checked the reports about the unsafe consumer products on that websites, and you found that the reports on that website are always counterfeited and just one or two reports are true. Furthermore, no evidence is provided. You think this website is manipulated by some companies and used to spread rumors about the competitor.

Appendix E: The High Perceived Word-of-Mouth Source Credibility & Low Brand Involvement Scenario Reading material:

Please read the following situation and consider yourself are in the same situation:

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When you are using the laptop, you found that all the functions of the laptop are just average. You don't think "Vioo" can fully satisfy your need. You like to watch movies and edit photos on the computer, but the resolution and display capability are just average. You need a fast processor and large storage capacity to deal with big programs needed on work, but the processor and storage capacity are just average. The battery standby-time is also just average and need to carry the charger incase of the low-battery situation. The laptop is just average and sometimes malfunctioning.

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Evidence:

The screenshot of the CPSC Report from the online CPSC website:

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20 May 2010

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Accident Report:

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As consumers reported, till the May of 2010, there are already 2000 cases of this brand's laptop explosion. Many consumers got injured or killed in the accidents.

Explosion Photos provided by CPSC:



Appendix F: The Questionnaire for the pretest

1. How sincere is the organization that made the statement?

Very insincere 1 2 3 4 5 6 7 Very sincere

2. How trustworthy is the organization that made the statement?

Very untrustworthy 1 2 3 4 5 6 7 Very trustworthy

3. How predictable is the organization that made the statement?

Very unpredictable 1 2 3 4 5 6 7 Very predictable

4. Does the organization that made the statement have a great deal of formal education in his professional field?

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

5. Does the organization that made the statement have been well trained?

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

6. Does the organization that made the statement have had a high degree of experience of examining the consumer products and generating trustworthy report?

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

7. Does the organization that made the statement has had a high degree of familiarity with the examining the consumer products?

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

8. Is there proof that this organization's claim regarding the laptop is authentic?

Strongly lack of proof 1 2 3 4 5 6 7 Strongly full of proof

9. Is there proof that is enough to support the claim?

Strongly lack of proof 1 2 3 4 5 6 7 Strongly full of proof

10. With the brand "Vioo" you bought, other people can know your characters.

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

11. You think "Vioo" can express yourself.

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

12. If others use "Vioo", you could pretty much guess what kind of a person he/she might be.

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

13. You believe "Vioo" brings you a lot of pleasure and a great using experience.

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

14. You believe "Vioo" brings you more pleasure and greater using experience than other brands can bring you.

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

15. After you buy the “Vioo”, you think it is a big deal if this is a wrong decision.

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

16. A bad buy of laptop could bring you grief and heavy burden.

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

Appendix G: The Questionnaire of the full study

1. How sincere is the organization that made the statement?

Very insincere 1 2 3 4 5 6 7 Very sincere

2. How trustworthy is the organization that made the statement?

Very untrustworthy 1 2 3 4 5 6 7 Very trustworthy

3. How predictable is the organization that made the statement?

Very unpredictable 1 2 3 4 5 6 7 Very predictable

4. Does the organization that made the statement have a great deal of formal education in his professional field?

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

5. Does the organization that made the statement have been well trained?

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

6. Does the organization that made the statement have had a high degree of experience of examining the consumer products and generating trustworthy report?

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

7. Does the organization that made the statement has had a high degree of familiarity with the examining the consumer products?

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

8. Is there proof that this organization's claim regarding the laptop is authentic?

Strongly lack of proof 1 2 3 4 5 6 7 Strongly full of proof

9. Is there proof that is enough to support the claim?

Strongly lack of proof 1 2 3 4 5 6 7 Strongly full of proof

10. With the brand "Vioo" you bought, other people can know your characters.

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

11. You think "Vioo" can express yourself.

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

12. If others use "Vioo", you could pretty much guess what kind of a person he/she might be.

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

13. You believe "Vioo" brings you a lot of pleasure and a great using experience.

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

14. You believe "Vioo" brings you more pleasure and greater using experience than other brands can bring you.

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

15. After you buy the “Vioo”, you think it is a big deal if this is a wrong decision.

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

16. A bad buy of laptop could bring you grief and heavy burden.

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

17. To what extend do you think your decision will be affected by the WOM information?

Very little 1 2 3 4 5 6 7 Very much

18. The level of the negativeness of the organization’s claim?

Very negative 1 2 3 4 5 6 7 Very NOT negative

19. After you read the statement provided above this organization, you think “Vioo” will provide the product which always meets your expectations?

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

20. After you read the statement provided above this organization, will you think that you can always trust “Vioo” to be good?

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

21. After you read the statement provided above this organization, will you think that “Vioo” is reliable?

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

22. After you read the statement provided above this organization, what is your attitude toward the “Vioo” now?

a) Very Bad 1 2 3 4 5 6 7 Very good

b) Very negative 1 2 3 4 5 6 7 Very positive

c) Very dislike 1 2 3 4 5 6 7 Very like

23. After you read the statement provided above this organization, you think how dependable or undependable is the brand “Vioo”?

Very undependable 1 2 3 4 5 6 7 Very dependable

24. After you read the statement provided above this organization, you think how honest is “Vioo”?

Very dishonest 1 2 3 4 5 6 7 Very honest

25. After you the statement provided above this organization, you think how sincere or insincere is the brand “Vioo”?

Very insincere 1 2 3 4 5 6 7 Very sincere

26. After you read the statement provided above this organization, you think “Vioo” is still attractive to you?

Very unattractive 1 2 3 4 5 6 7 Very attractive

27. After you the statement provided above this organization, you think “Vioo” is still classy to you?

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

28. After you the statement provided above this organization, you think it is very likely that I will buy “Vioo” in the future?

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

29. After you the statement provided above this organization, you think you will purchase “Vioo” in the next time you need a laptop?

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

30. Will you tell the “Laptop is likely explosion” information to friends or others?

Very Low possibility 1 2 3 4 5 6 7 Very High possibility

31. Will you stop purchase “Vioo”’s laptop in the future?

Very Low possibility 1 2 3 4 5 6 7 Very High possibility