Key Elements Of Electronic Word-Of-Mouth Phenomenon: Concrete Analysis Of The Lebanese Business Context

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Abstract:
This article explores the correlation between communication strategy and the phenomenon of word-of-mouth, a crucial element of effective marketing and a significant driver of consumer behavior. It examines previous research on message strategy and electronic word-of-mouth (e-WOM), while identifying gaps it aims to fill. The study adopts a quantitative approach, using a designed questionnaire to collect data from consumer samples in a specific product category. The tools assess how different communication strategies, such as emotional appeals and product features, influence consumers' attitudes and intentions regarding electronic word-of-mouth. The results suggest that electronic word-of-mouth has a considerable impact on communication strategy, and some message strategies are more effective than others in influencing consumer behavior. The implications of these findings for marketing strategy and future research are discussed. Ultimately, this research enhances understanding of the influence of message strategy on electronic word-of-mouth and provides practical recommendations for advertisers seeking to enhance the effectiveness of their advertising campaigns.
Keyword: *Communication strategy, Word-of-mouth (WOM), Effective marketing, Consumer behavior*

I. Introduction

With the emergence of social networks, the digital media landscape has been redefined, influencing the dissemination of marketing messages (Lipsman et al., 2012) and consumer behavior, a central pivot in marketing strategies development (Kusá et al., 2021). Interactive marketing communication between companies and customers unfolds before, during, and after product usage (Bacik et al., 2012). Simultaneously, brand communication, including advertising, public relations, social media, and other channels, aims to establish a trusting relationship with the public. The evolution of consumer behavior, influenced by psychological, social, and economic factors, has been marked by the rise of electronic word-of-mouth (eWOM) (Huete-Alcocer, 2017), particularly in the hospitality sector (Cantallops & Salvi, 2014). Moreover, eWOM, perceived as more credible than traditional promotions, has taken a predominant role in online appreciation and purchasing (Brown, Broderick, Lee, 2007), emphasizing the importance of marketing strategies adapted to this new paradigm.

Allsop, Bassett, and Hoskins (2007) assert that numerous studies show word-of-mouth (WOM) to be one of the most influential forms of advertising in the business world. While WOM has always been a significant factor in shaping consumer attitudes, the past decade has witnessed a substantial increase in the quantity and diversity of informal communication channels due to technology. Every customer-facing company must navigate a complex and dynamic system where WOM plays a crucial role, although it is just one of many elements at play, some controllable (such as marketing and promotion) and others not (such as the economy and competition). Building relationships with key stakeholders of the company, especially consumers, in terms of familiarity, favorability, loyalty, etc., is fundamental to business success.

This research aims to examine the influence of messaging strategies on electronic word-of-mouth (e-WOM) and its impact on consumer behavior. It fills a gap in the literature by exploring the relationship between messaging strategy components and e-WOM, particularly in the Lebanese context. Recognizing e-WOM as an effective marketing tool, the study focuses on the effect of message strategy, seeking to identify the most influential messaging tactics and crucial factors shaping this dynamic. The main objective is to analyze the links between consumer WOM behavior and messaging strategy, examining aspects such as message personalization, emotional appeal, informative relevance, credibility, and innovation. The research aims to customize marketing

messages to influence e-WOM participation while examining the impact of perceived message reliability on this behavior. By developing a conceptual research model, the study integrates these variables and explores their correlation with e-WOM. Using surveys, it provides empirical data and insights, thus enriching the understanding of e-WOM and messaging strategy. The results are translated into practical recommendations for marketers, opening new perspectives for future research.

Section 1 presents the theoretical framework that forms the basis for the subsequent empirical discussion presented in Section 2. The latter outlines the research methodology used, followed by results, findings, discussion, and practical implications of the research. Section 3 concludes the article with final reflections, limitations, and potential directions for future research.

II. Theoretical Framework

According to Cheng & Zhou (2010), the fundamental idea behind eWOM and traditional word-of-mouth is interpersonal communication about products. However, they are not identical. Unlike traditional word-of-mouth involving family members, friends, and acquaintances, eWOM comes from unknown individuals. So far, the influence of traditional word-of-mouth on consumer attitudes and purchasing behavior has been demonstrated. Due to the weak ties between anonymous communicators and the spread of rumors, eWOM must differentiate itself from traditional word-of-mouth in terms of legitimacy and effectiveness. Consumers reading online reviews first evaluate the reliability of these remarks before deciding to use the information. They will feel confident in their purchase decisions if they deem this information reliable. Cheng and Zhou's empirical research in 2010 on the credibility of electronic word-of-mouth shows that sender knowledge, website reliability, and receiver trust all play a role in the legitimacy of eWOM. Furthermore, the legitimacy of eWOM significantly influences consumer purchasing decisions. Consumers are more inclined to believe WOM published on a trusted website, consistent with the credibility argument of traditional media.

Thus, the influence of electronic word-of-mouth on consumer purchase intentions is significant, reducing perceived product risks and leading to purchase intentions. As interpersonal communication on the Internet has increased, the impact of electronic word-of-mouth (eWOM) is growing, with consumers sharing their online shopping experiences more. The importance of eWOM sender, message, and receiver characteristics is emphasized, with trust and involvement as intermediary and moderating variables, respectively (Cong & Zheng, 2017). eWOM differs from traditional WOM in its immediate and extended reach, the diversity of online opinions consulted, the persistence of digital traces, anonymity, and the facilitation of social and personal networks.

Selvi & Thomson (2016) examine how social media sites engage customers and how company promotional content can mitigate the impact of customer complaints on brand image. Alexandrov & Babakus (2013) explore motivations behind WOM communication, indicating that self-enhancement and self-assertion are key drivers, influencing positive and negative WOM, respectively, in addition to social motivations. Furthermore, Bansal & Voyer (2000) analyze how active WOM information seeking and the strength of ties influence purchase decisions. They suggest that sender knowledge and receiver risk perception play a key role in WOM information seeking. Moreover, Chang et al. (2015) proposes a theoretical framework to understand how response tactics and the degree of failure influence an organization's reputation and the generation of negative WOM, emphasizing that accommodating strategies can mitigate the effects of service failure. And, Oancea (2015) highlights the importance of integrated marketing communication strategies, emphasizing that crafting an effective message and choosing the right communication channels are essential to develop and maintain consumer preferences. Therefore, eWOM, through the dynamics of message and receiver characteristics, as well as engagement on social networks and integrated marketing communication strategies, plays a crucial role in consumer purchase intentions. Studies also highlight the role of personal and social motivations in WOM propagation, as well as the impact of company responses to service failures on reputation and negative WOM.

According to Kapoor and Kapoor (2021), the rise of new technologies and digital advertising platforms has profoundly changed interactions between marketers and customers. Despite increased attention on the advertising challenges of electronic word-of-mouth (eWOM), gaps remain in many essential research areas. The influence of eWOM in the advertising and marketing communication domain is expected to strengthen with the increasing dominance of the Internet, social networks, and mobile communications. Marketers must constantly monitor eWOM communication and leverage eWOM and viral advertising.

Verma & Yadav (2021) delve into the evolution of marketing communication channels towards customer-to-customer social networks, as well as the role of eWOM in reducing perceived risk associated with services. Using a systematic literature review, they analyze the performance of the eWOM research domain, mapping the conceptual and intellectual structure of existing material and suggesting directions for future research. After examining 1896 articles published between 2000 and 2020, they identify recommendation systems and data exploration as the most promising eWOM research topics. They develop a thematic evolution

map to understand the longitudinal progression of the research field and use co-citation analysis to map its intellectual structure. The authors encourage future researchers to integrate multi-attribute utility data and artificial intelligence/machine learning approaches for a deeper analysis of consumer insights and to undertake exploration of multilingual opinions. The article makes a significant theoretical contribution to the eWOM research field.

Furthermore, in the field of marketing and advertising research, several studies have highlighted key aspects of consumer communication. Zhao et al. (2021) explored the impact of advertising on purchasing behavior and brand loyalty in the cosmetics sector, emphasizing the roles of brand awareness and perceived quality, with specific attention to quality as a moderator. Jerman & Završnik (2013) identified four essential criteria for evaluating marketing communications and their effect on consumers. Focusing on social networks, Kim et al. (2019) studied how brand posts on Facebook influence electronic word-of-mouth, while Park & Kim (2008) revealed that consumer preferences for online reviews vary based on expertise. Kozinets et al. (2010) examined the integration of word-of-mouth marketing into blogs, focusing on community norms and identity. Sweeney, Soutar & Mazzarol (2008) provided an overview of word-of-mouth marketing effects, noting the need for additional research to assess determinants. Additionally, Singh, Narayan & Mantha (2018) emphasized the significant impact of word-of-mouth on purchase decisions and the potential of viral marketing. Tafesse & Wien (2018) developed a typology of brand content on social networks and its impact on behavioral engagement. And, Hanson & Carter (2011) evaluated different message strategies in sponsored social media posts, discovering the effectiveness of cause-related and curiosity-inducing posts. Finally, Adetunji et al. (2014) examined the link between integrated advertising message strategy and advertising effectiveness. These studies collectively highlight the importance of communication strategies and their influence on consumer perception, brand loyalty, and behavioral engagement, offering varied recommendations to enhance marketing and advertising effectiveness.

This study explores the influence of messaging strategy on electronic word-of-mouth by examining message personalization, emotional appeal, informativeness, credibility, and novelty. The results from Taylor, Davis, & Jillapali (2009) reveal that personalization increases sharing intention by reinforcing message relevance and value. Similarly, emotional appeal stimulates word-of-mouth by eliciting emotional responses (Zolkepli et al., 2023). Message informativeness, credibility, and novelty are also key elements in encouraging sharing. Moreover, the effectiveness of the Hierarchy of Effects Model is emphasized, with emotional, conative, and cognitive dimensions playing a crucial role in consumer engagement (Buenviaje & Macarat, 2021). Marketing campaigns must integrate these aspects, especially the cognitive approach for engaged consumers and affective and conative strategies for less engaged ones. Advances in digital technologies are transforming consumer behavior towards an interactive purchasing process. Chen & Shupei (2018) propose a theoretical model to understand the influence of influencer marketing, highlighting the importance of influencer content and authority. Yu & Yuan (2019) examine the influence of brand experience on social networks, emphasizing the importance of personal interaction. Finally, Erkan (2016) studies the impact of eWOM on social networks on consumer purchase intentions, noting that eWOM quality, credibility, and usefulness, as well as consumer attitude and adoption, influence these intentions, with significant importance of the diffusion context. In summary, these studies advise a holistic marketing approach, integrating emotional, conative, and cognitive aspects, taking into account digital transformations that influence consumer behavior. Brands must leverage hedonic and utilitarian values while optimizing digital communication to strengthen customer equity and strategically exploit electronic word-of-mouth.

Therefore, consumers often rely on word-of-mouth (WOM) recommendations for their purchases. Companies consider WOM as a valuable marketing tool, more reliable and authentic than traditional advertising. However, the impact of messaging strategy on WOM communication is not clearly established. The precise impact of different messaging strategies on the trend and quality of WOM communication remains to be discovered. This study aims to fill this gap by examining the relationship between messaging strategy and WOM, highlighting key factors influencing this relationship. The results will provide companies with valuable insights to leverage WOM as a marketing tactic and develop more effective messaging strategies that encourage positive WOM communication. What effects does messaging strategy have on WOM communication, and what are the key factors influencing this relationship?

Hypotheses below examine the impact of different message strategy variables and their subsequent characterizations (message personalization, emotional appeal, informativeness, message credibility, and message novelty) on WOM:

H1: The positive effects of WOM resulting from message personalization increase consumer conversations and recommendations.

H2: The positive effects of WOM stemming from the emotional appeal of the message lead to more consumer discussions and recommendations.

H3: Message informativeness encourages WOM, resulting in more consumer conversations and recommendations.

H4: The positive effects of WOM arising from a credible message increase consumer discussions and recommendations.

H5: The positive effects of WOM resulting from innovative messages lead to more consumer discussions and recommendations.

To examine the link between messaging strategy and word-of-mouth (WOM), a conceptual research model has been created to understand how different facets of messaging strategy impact consumer word-of-mouth behavior by identifying the independent variables of this model, such as message personalization, emotional appeal of the message, informativeness of the message, credibility of the message, and novelty of the message, as indicated in the following figure:

Figure no 1: Conceptual Framework.
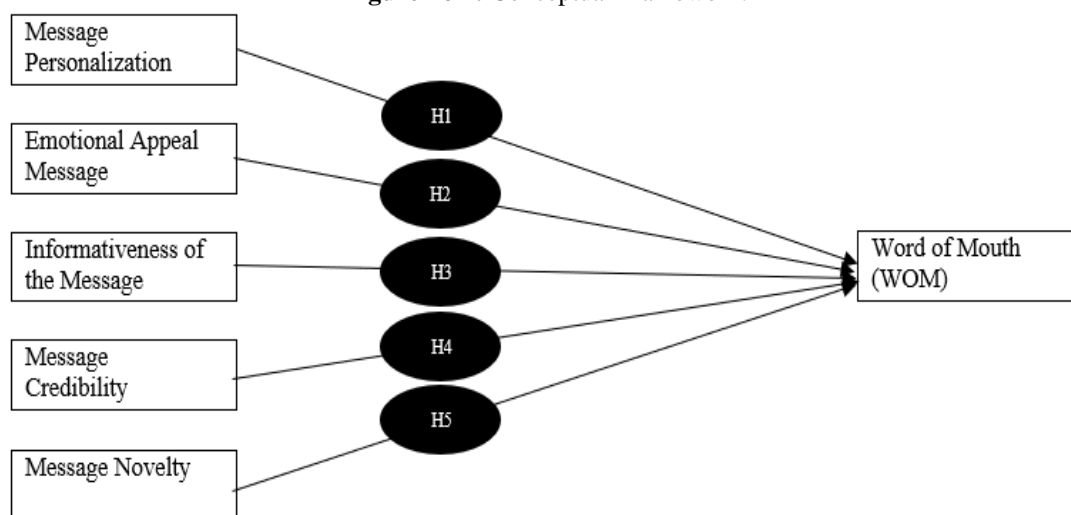
III. Research Methodology

To study the perceptions and behaviors of participants, this study will adopt a quantitative approach. Surveys will be conducted, aligned with the conceptual considerations of messaging strategy variables. These independent variables include message personalization, emotional appeal, informativeness, credibility, and novelty, with word-of-mouth (WOM) as the dependent variable. The latter is defined as the extent of consumer recommendations and discussions induced by the messaging strategy. The independent variables are message personalization (adaptation of the message for specific consumers), emotional appeal (use of emotional elements to elicit reactions), informativeness (relevance and value of the transmitted information), credibility (perceived reliability of the message source), and novelty (originality of the message content). These factors will be analyzed to determine their impact on word-of-mouth.

This study focuses on adult consumers, hence the participants, numbering 315, were required to be of legal age and involved in purchasing decisions. The diversity of participants aimed to capture a broad range of opinions and experiences. The choice of sample size was influenced by practical considerations and the desire to achieve sufficient statistical power to detect significant relationships in the research model. Participants were collected between June 15, 2023, and September 15, 2023, through various channels such as social media and online forums. While the sample provides relevant insights for the study, its ability to be generalized to the entire population of adult consumers may be limited, and the results should be interpreted in the specific context of this sample.

The main objective of this study is to understand the impact of messaging tactics on word-of-mouth advertising, a crucial element of successful marketing and consumer behavior. The results of this study emphasize the importance of messaging strategies in influencing consumer behavior and suggest that some communication strategies are more effective than others in generating positive word-of-mouth. By examining the implications of these findings for marketing strategy, guidance is provided to marketers seeking to increase the effectiveness of their advertising efforts. The methodology of the study used to examine how messaging strategy influences word-of-mouth is described in this section. It outlines the procedures and research plan for compiling data from a representative sample of customers in a specific category. The section discusses the communication strategies that will be evaluated as well as the methodology to determine how they affect customer attitudes and intentions towards word-of-mouth recommendations. This section also describes the data

analysis process that will be used to uncover significant relationships between communication strategies and customer behavior. Highlighting the importance of messaging strategy in shaping customer attitudes and behavior regarding word-of-mouth, the conclusion of the section emphasizes the implications of the research results for marketing strategy and future research.

Firstly, according to the descriptive analysis of the data (Table 1), the following results are presented: the consumer sample is distributed as follows:
• The majority of consumers are of middle age (36% = 25-40 years old).
• The majority of consumers are women (53% versus 47% men).
• The majority of consumers hold a bachelor's degree (39%).

Table no 1: Descriptive Analysis of the Sample.

	Questions	Frequencies	Percentage (%)
Age	18-24 years	95	30.16
	25-40 years	113	35.87
	41-64 years	76	24.13
	65 years and older	31	9.84
Gender	Male	148	46.98
	Female	167	53.02
Education	High school	120	38.09
	Bachelor's degree	123	39.05
	Master's degree	66	20.95
	Doctorate	6	1.91

To assess the reliability of the questions, the "Cronbach's Alpha" test should be conducted using SPSS. This coefficient, designed by Lee Cronbach in 1951, is a statistical index ranging from 0 to 1. It is used to calculate the internal consistency or reliability of questions posed in a survey. Reliability tests, such as Cronbach's Alpha, are commonly used to verify if questionnaires with multiple Likert-scale questions are reliable. These questions are designed to measure latent variables. A latent variable is a hidden or unobservable variable, such as a person's awareness or neurosis. These variables are challenging to measure effectively; Cronbach's Alpha will indicate whether the test you have designed accurately measures the latent variable you are interested in. Regarding the consumer survey in this research, the following table indicates that the alpha is excellent (0.934 > 0.9):

Table no2: Consumer Reliability Statistics.

Cronbach's Alpha	Number of items
0.934	6

Next, based on the results of the correlation between quantitative variables using the Pearson correlation coefficient (Table 2), it can be asserted that there is a relationship between all variables (questions) as Sig = 0 < 0.05. Additionally, there is a strong correlation between the majority of variables since the Pearson correlation coefficient > 0.7.

Table no 3: Correlation Between Variables**.**

		Personalization	Emotional	Informative	Credibility	Novelty	WOM
Personalization	Pearson Correlation	1	0.746**	0.746**	0.627**	0.701**	0.619**
	Sig. (Two-tailed)		0.000	0.000	0.000	0.000	0.000
	N	315	315	315	315	315	315
Emotional	Pearson Correlation	0.746**	1	0.662**	0.531**	0.699**	0.623**
	Sig. (Two-tailed)	0.000		0.000	0.000	0.000	0.000
	N	315	315	315	315	315	315
Informative	Pearson Correlation	0.746**	0.662**	1	0.853**	0.786**	0.795**
	Sig. (Two-tailed)	0.000	0.000		0.000	0.000	0.000
	N	315	315	315	315	315	315

Credibility	Pearson Correlation	0.627**	0.531**	0.853**	1	0.658**	0.838**
	Sig. (Two-tailed)	0.000	0.000	0.000		0.000	0.000
	N	315	315	315	315	315	315
Novelty	Pearson Correlation	0.701**	0.699**	0.786**	0.658**	1	0.721**
	Sig. (Two-tailed)	0.000	0.000	0.000	0.000		0.000
	N	315	315	315	315	315	315
WOM	Pearson Correlation	0.619**	0.623**	0.795**	0.838**	0.721**	1
	Sig. (Two-tailed)	0.000	0.000	0.000	0.000	0.000	
	N	315	315	315	315	315	315
**. The correlation is significant at the 0.01 level (two-tailed)							

Furthermore, the multiple regression test is used to analyze and assess the strength of the relationship between our dependent variable "WOM" (word of mouth) and several independent variables (Message Personalization, Emotional Appeal of the Message, Informativeness of the Message, Message Credibility, and Message Novelty), as well as the significance of each predictor in the relationship, often with the effect of other predictors statistically controlled.

H1: Positive effects of word of mouth resulting from Message Personalization increase consumer conversations and references.

H2: Positive effects of word of mouth resulting from the Emotional Appeal of the Message lead to more consumer discussions and recommendations.

H3: The informativeness of the message encourages word of mouth, resulting in more conversations and recommendations from consumers.

H4: Positive effects of word of mouth resulting from a credible message increase consumer discussions and recommendations.

H5: Positive effects of word of mouth resulting from innovative messages lead to more consumer discussions and recommendations.

The multiple regression tests are presented in three steps.

Firstly, by examining the "ANOVA" table:

Table no 4: Multiple Regression Test**.**

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	236.235	25	9.449	37.230	.000ᵃ
	Residual	72.335	285	.254		
	Total	308.57	310			
a. Predictors: (constant), novelty, credibility, emotion, customization, informativeness						
b. Dependent Variable: WOM						

It is observed that the F value is 37.230 and is significant at $p < 0.0005$ (Sig = 0.000 < 0.05). This means that the probability of obtaining an F value of this size by chance is less than 0.05%. Therefore, there is a significant relationship between the dependent variable and the five independent variables.

Secondly, by looking at the "Model Summary" table:

Table no 5: Model Summary - Multiple Regression Test.

Model	R	R squared	Adjusted R squared	Standard Error of the Estimate
1	.875ᵃ	.766	.745	.50380
a. Predictors: (constant), novelty, credibility, emotion, personalization, informativeness				

Thirdly, by looking at the value of the multiple correlation coefficient "R," we observe that it is 0.875. This value suggests that the data very strongly fits the model.

And thirdly, looking at the value of R2: we observe that R2 = 0.766. Therefore, this R2 value is quite high.

Thus, the predictors (the five independent variables) can explain 76.6% of WOM. This means that the regression model explains 77% of the variability of WOM.

Indeed, positive effects of word-of-mouth from:
- Personalization of messages increase consumer conversations and referrals.
- Emotional appeal of a message leads to more discussions and recommendations among consumers.
- Informativeness of the message, leading to more conversations and recommendations among consumers.
- A credible message increases consumer discussions and recommendations.
- Innovative messages lead to more discussions and recommendations among consumers.

Thus, we accept all five hypotheses; there is a strong and significant relationship between WOM and the predictors.

Based on the provided hypotheses, let's examine the conclusions for each hypothesis with a positive impact and significant relationships (we accept all assumptions):

Table no 6: Summary of Results**.**

Hypothesis	Interpretation
H1: The positive effects of word-of-mouth resulting from message personalization increase consumer conversations and recommendations.	Significant relationship between message personalization and word-of-mouth. Consumers respond positively to personalized messages, leading to more discussions and recommendations.
H2: The positive effects of word-of-mouth resulting from the emotional appeal of a message lead to more discussions and recommendations from consumers.	Significant impact of emotional appeal on word-of-mouth. Emotional messages result in increased discussions and recommendations, demonstrating the effectiveness of leveraging emotions in messaging strategies.
H3: The informativeness of the message encourages word-of-mouth, leading to more discussions and recommendations from consumers.	Support for the hypothesis that informative messages positively influence word-of-mouth. Consumers engage in more conversations and make recommendations when the message provides valuable information.
H4: The positive effects of word-of-mouth from a credible message increase discussions and recommendations from consumers.	Significant relationship between message credibility and word-of-mouth. Consumers are more inclined to engage and recommend when the message is perceived as credible, underscoring the importance of credibility establishment in messaging strategies.
H5: The positive effects of word-of-mouth from innovative messages lead to more discussions and recommendations from consumers.	Support for the hypothesis that innovative messages have a positive impact on word-of-mouth. Consumers engage more in discussions and make recommendations when exposed to innovative and novel messages, highlighting the importance of uniqueness in messaging strategies.

The discussion of the current results reveals the effects of different messaging strategy variables on word-of-mouth and their connections to previous research. The study hypotheses were investigated, and conclusions were drawn based on beneficial effects and significant relationships. The study found a significant correlation between personalized messages and word-of-mouth advertising.

H1 focused on message personalization. This confirms previous studies that found personalized messages enhance consumer conversations and recommendations. Customers were more inclined to discuss the brand and recommend its products or services when they received messages tailored to their individual needs and preferences.

H2 explored the effect of emotional appeal in messages on word-of-mouth communication. The study found that messages eliciting strong emotional responses from consumers were more likely to result in word-of-mouth communication. This confirms literature suggesting that emotions play a key role in consumer information sharing and recommendations.

H3 examined how message informativeness affects word-of-mouth communication. The results showed that messages providing relevant and useful information were more likely to stimulate consumer conversations and recommendations. This suggests the importance of delivering informative content in marketing messages cannot be underestimated.

H4 considered the impact of message credibility on word-of-mouth communication. The study found that messages perceived as credible by consumers were more likely to generate word-of-mouth. This is consistent with previous research indicating that credibility is essential to gaining consumer trust and encouraging information sharing.

Finally, H5 addressed the effect of innovative messages on word-of-mouth communication. The study demonstrated that messages introducing new and innovative elements were more likely to stimulate word-of-mouth. This aligns with the notion that innovation in messages can capture consumers' attention and foster information sharing.

Overall, this discussion has bridged the gap between the current results and existing knowledge while providing insights into the importance of messaging strategies in stimulating word-of-mouth communication. This indicates that brands should carefully consider how they formulate their messages to maximize their impact on word-of-mouth.

IV.   Limitations and Future Research Perspectives

This research suggests several theoretical propositions to explain the influence of messaging strategy on word-of-mouth communication (WOM). A key recommendation is the creation of an integrated theoretical framework considering consumer behavior, communication theory, WOM communication, and incorporating messaging strategy. This framework should examine the interaction between messaging strategy variables, consumer characteristics, and social dynamics influencing WOM behavior. Suggestions include an in-depth exploration of message personalization, research on emotional appeals and WOM, studying the construction of credibility and trust through messaging strategy, and investigating the underlying mechanisms of the impact of novelty on WOM.

For businesses looking to leverage WOM communication as a marketing tactic, recommendations arising from the study include personalizing communications for specific customers, creating emotionally engaging messages, providing useful and relevant information, establishing message credibility, and integrating originality into communication techniques. Businesses are also advised to actively promote WOM marketing, monitor customer feedback, and continuously adjust their messaging strategies in response to consumer reactions.

This study acknowledges several limitations that could restrict its generalization and interpretation. It focuses on specific factors of messaging strategy such as message personalization, emotional appeal, informativeness, credibility, and novelty, leaving other potentially influential factors on WOM unexplored. The methodology, based on participant recall and self-reported measures, could introduce biases and inaccuracies. Additionally, the sample limited to a specific population or region might restrict its generalizability to other cultural contexts. The study neglects the long-term effects of WOM in favor of analyzing the short-term effects of messaging strategy. For a more comprehensive understanding, future research could explore the dynamics and long-term effects of messaging strategy on WOM behavior. Furthermore, the study relies on quantitative data analysis, excluding qualitative nuances and deeper consumer perceptions. These gaps highlight the need for further studies and a more comprehensive approach to understanding the complexities of messaging strategy and its influence on WOM communication.

For a better understanding of how different aspects of messaging strategy influence consumer conversations and recommendations, future research could explore additional variables such as message personalization, emotional appeal, informativeness, credibility, and novelty. It would also be beneficial to study moderating factors such as consumer demographics, product types, cultural norms, or social influence to understand the interaction between these elements and messaging strategy in influencing WOM behavior. Future research could delve into the sustainability and long-term effects of WOM communication, examining the evolution of WOM over time and the persistence of WOM effects resulting from multiple message exposures. Integrating qualitative research techniques, such as interviews, focus groups, or content analyses of online discussions, could provide a deeper understanding of consumer attitudes, motivations, and experiences related to WOM and messaging strategy. Additionally, examining intercultural variations could help tailor messaging tactics to cultural contexts and provide insights into their universal applicability. By exploring these research directions, future studies can deepen knowledge of the influence of messaging strategy on WOM communication, uncover new perspectives, and offer practical implications for marketers using WOM as a powerful marketing tool.

V.   Conclusion

In conclusion, the study addressed the lack of knowledge regarding the impact of messaging strategy on word-of-mouth communication (WOM). The results shed light on the effects of messaging techniques and key factors influencing the relationship between messaging strategy and WOM.

The study revealed that messaging strategy plays a crucial role in influencing WOM communication. Consumers heavily rely on WOM recommendations when making purchasing decisions due to the perceived reliability and authenticity of such information. Therefore, understanding how messaging strategy affects WOM is essential for businesses seeking to leverage WOM as a marketing tool.

Several major factors emerged from the study and influence the relationship between messaging strategy and WOM communication. Firstly, the research indicated that personalized messages have a positive impact on WOM. Tailoring messages to individual consumers increase their willingness to engage in conversations and make referrals, thereby amplifying the WOM effect. Secondly, messages that evoke strong emotions in consumers were found to have a significantly positive influence on WOM. Emotional appeal can

engage consumers at a deeper level, motivating them to share their experiences and recommendations with others. Thirdly, informative messages were found to encourage communication through WOM. Consumers appreciate messages that provide valuable and relevant information, as it allows them to share their knowledge and experiences with others. Additionally, the study highlighted the importance of message credibility in stimulating positive WOM. When consumers perceive a message as credible, they are more likely to engage in conversations and make recommendations, as they trust the conveyed information. Furthermore, the novelty and uniqueness of messaging strategies have a positive impact on WOM. Consumers are captivated by novel messages, making them more likely to share their experiences and recommendations with others.

These results provide valuable insights for businesses looking to use WOM as a marketing tactic. By understanding the effects of different messaging techniques and the factors influencing WOM, businesses can develop more effective messaging strategies that foster positive communication through WOM. This, in turn, can lead to increased brand awareness, consumer engagement, and ultimately, higher sales.

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