

ONLINE WORD OF MOUTH IN HOSPITALITY AND TOURISM - A REVIEW OF RESEARCH FROM 2008 TO 2020

Manju Meenakshy*, **Shyamsunder Chitta****,
Mallika Srivastava***

**Research Scholar, Symbiosis International (Deemed University), Pune, Maharashtra and Assistant Professor, SCMS Cochin School of Business, Cochin, Kerala, India. Email: manch09@gmail.com; manjum@scmsgroup.org*

***Associate Professor, Symbiosis Institute of Business Management (SIBM), Symbiosis International (Deemed University), Hyderabad, Telangana, India. Email: shyam.chitta@sibmhyd.edu.in*

****Associate Professor, Narsee Monjee Institute of Management Studies, Bengaluru, Karnataka, India. Email: mallika.srivastava@nmims.edu*

Abstract

This study is a review of literature examining the factors that cause tourists to generate electronic word of mouth in Hospitality and Tourism. The findings indicate a comprehensive list of predictors responsible for tourists' online articulations. The listed predictors have first order, or a second order influence on eWOM motivation in hospitality and tourism. The factors can be grouped as demographic, psychographic and behavioral. A few papers contradicting the effect of the identified factors are also detailed. The study has also highlighted theory-based explanations given by authors for the eWOM phenomenon. The study further suggests future research directions exploring the effect of variables and theoretical models studied in general contexts but minimally researched in tourism eWOM context. This paper will serve as a starting point for researchers exploring the eWOM generation phenomenon in Hospitality and tourism sectors.

Keywords: *Tourists' eWOM Motivation, Tourists' Online Articulation, Online WOM Motivation, Travel Related Consumer Generated Media, Electronic Word of Mouth, Consumer-Generated Content, Hospitality, Tourism*

Relevance

Although there is an exponential increase in electronic word of mouth, there is a great difference in numbers between the people who consume the content and the people who generate content. The 1% rule regarding the creator to consumer ratio with respect to online platforms was highlighted by Charles Arthur (Arthur, 2006). The rule states that for every hundred participants in an online platform, one person creates the content, ten people engage with content and the remaining eighty-nine participants remain as silent consumers of the information. There is thus a reporting bias as majority are passive and only a few write their opinion. There is a possibility that firms could take advantage of the inertia of the customers. A few firms manipulate the online reviews using their own sources (Dellarocas, 2006). Hence it is essential to understand the predictors/factors which lead to eWOM creation to foster its generation by authentic customers.

Introduction

The proliferation of virtual interactions has transferred word of mouth to the online space and online word of mouth is considered as a trusted media for consumers to understand about a product or a service. Online word of mouth or electronic word of mouth (eWOM) is one of the most popular information sources for the consumer to refer during buying decision process (Tsao & Hsieh, 2015). With the growing acceptance of electronic commerce among larger section of the population of the world, the impact of eWOM to guide consumer choices has further increased. e-Commerce sites provide filters to enable customers choose products and services based on the ratings of other customers. Literature has emphasized on the growing importance of eWOM in tourism due to four main reasons – hospitality and tourism products are intangible and cannot be appraised prior to consumption and they are risky purchases for the customers. Tourism sector is characterized by seasonality and perishability, moreover, there is intense competition necessitating the use of interpersonal influence through reviews (Litvin, Goldsmith & Pan, 2008). In 2018, the same authors have made an observation that what they had predicted in 2008 regarding the exponential growth of eWOM in tourism has come true during the subsequent decade (Litvin, Goldsmith & Pan, 2018). It is mandatory for tourism service providers to focus on this consumer generated media to improve their business.

Methodology

To gain a thorough understanding of the motivations to generate eWOM with reference to travel and hospitality, a detailed review of the literature was

done. A thorough search was performed in the electronic databases of EBSCO, Elsevier and Emerald. The search string was eWOM motivation or tourist eWOM or tourist online articulation or online word of mouth motivation or consumer generated media or online customer reviews and hospitality or tourism or travel or hotel industry. The period covered is from 2008 to 2020. Only articles from academic peer reviewed journals were included. Exclusions include grey literature, articles published in languages other than English and articles which are not peer reviewed. The research objective was to understand the factors motivating eWOM generation with special reference to travel and hospitality. After a thorough search and removing the papers not pertaining to the research interest, 41 papers investigating eWOM motivations were studied in detail.

Of the research articles dealing solely with eWOM motivations in tourism sector, most are published by authors affiliated to institutes located in USA, followed by UK, Spain, and Hong Kong. There is negligible research done on the topic in India. About the academic publishers who have published articles on eWOM in Tourism, Elsevier leads the list followed by Taylor Francis and Springer.

This paper begins with exploring the concept of eWOM, detailing a few studies about eWOM motivation and literature review in the field of eWOM and tourism, the subsequent section details with the factors motivating consumers to post their travel experiences and the consensus and paradoxes between the varied research findings. The third section deals with theories used to explain eWOM in travel, hospitality, and miscellaneous product categories. The final section suggests future research directions in this field.

Section 1: Electronic Word of Mouth and its Motivations

The most quoted definition for eWOM in literature is by Hennig-Thurau et al. (2004). According to their definition eWOM is any positive or negative statement made by potential, actual or former customers about a product or a company which is made available to a multitude of people and institutes via the internet. Many authors have defined eWOM on similar lines. A more recent definition mentions that eWOM is the dynamic and ongoing information exchange process between potential, actual or former customers regarding a product, service, brand, or company, which is available to a multitude of people and institutions via the internet (Ismagilova, Dwivedi, Slade & Williams, 2017).

Henning-Thurau et al. (2004) taking inspiration from prior research on word of mouth and after collecting data from a sample of 2000 participants of German web-based opinion forum, arrived at eight motivating factors to explain interest in articulating through consumer opinion forums. The factors are helping the platform/company/other customers, articulating negative emotions, extraversion, social or economic benefits, and for seeking advice. The research also found that consumers were not a homogenous group with respect to eWOM motivations and were grouped into four categories of Self-interested helpers, multiple motive customers, consumer advocates and True altruists. Helping other customers was one common motive for all the customer groups (Henning-Thurau, Gwinner, Walsh & Gremler, 2004). A study on music products related to online opinion leadership has found that innovativeness and music internet usage are the antecedents, and the consequences are online forwarding and online chatting (Sun, Youn, Wu & Kuntaraporn, 2006). In a study done to get insights into the personality factors which affect online consumer engagement (OCE) in Facebook groups of brands, it was found that introversion, disagreeableness, and conscientiousness are negatively related to the dimensions of OCE. Openness to experience is positively related to the cognitive, emotional and behavioral dimensions of OCE (Marbach, Lages, & Nunan, 2016). While investigating the demographic characters of internet users, it was found that those researched online, had higher incomes than the group who researched online as well as posted content on any of the internet sites (Punj, 2013). In a study looking at effect of gender on eWOM motivations in varied platforms on the internet it was found that self-expression was more important reason for women than for men, while venting negative feelings was vital for men than for women (Maceli, Baack & Wachter, 2015). Extrinsic motivations played a greater role in promoting referrals than intrinsic motivations in case of opinion leaders (Shi & Wojnicki, 2014). According to a study conducted to understand eWOM intention after shopping experience, positive and negative eWOM have different antecedents. While attitude has a major influence on positive eWOM, negative eWOM is fueled by social pressure (Fu, Ju & Hsu, 2015).

Literature Review Studies in WOM/eWOM Related to Tourism and Hospitality

Litvin et al. (2008) have proposed a model detailing the antecedents and consequences of word-of-mouth in tourism and to form a background for eWOM concept. The antecedent motivations for contribution to WOM in tourism are affects, altruism, self-interest and reciprocation and the sources are consumption experience and mass media. A review of articles published in e-tourism context has discussed three main dimensions - consumer and

demand, technological innovations, and industry functions (Buhalis & Law, 2008). A systematic review paper on eWOM in Hospitality sector has listed quality of service, customer satisfaction, service failure and recovery, sense of belonging, helping other vacationers, helping companies, pre-purchase expectations and social identity as the main motivators (Cantalops & Salvi, 2014). King, Racherla and Bush (2014) after a systematic review of literature have classified eWOM literature into four dimensions, which include antecedents and consequences of sender and receiver. A literature review paper on eWOM in hospitality and tourism shows that researchers have tried to add knowledge to four main dimensions of eWOM, which are characteristics of eWOM, the generators of eWOM, reasons for eWOM creation and impact of eWOM (Chen & Law, 2016). A review paper by Bore et al., on eWOM in hotel industry show eight themes of research - motivations for contribution, motivation for reading, platform utilized, big data analytics of eWOM, effects on consumer behavior, impact on performance, hotel responses to customer comments (Bore, Rutherford, Glasgow, Taheri & Anton, 2017).

Section 2: Motivations to Generate eWOM with Respect to Hospitality and Tourism

Demographics - While studying the difference between the opinion leaders and opinion seekers on online travel sites, it was found that both groups were technology savvy, of younger age group and showing involvement in travel planning (Yoo, Gretzel & Zach, 2011). While the demographic profiles of travelers who shared their experience were compared with the travelers who did not share, it was found that there was a significant difference in the age and education factors. At the same time there was no difference in gender and income group (Ip, Lee & Law, 2012).

Personality and Psychographics - In a highly cited paper on motivations to post on Trip Advisor, it was found that helping travel service provider, concern for other customers, enjoyment/positive self enhancement were the main factors, while venting negative feelings/exerting collective power did not show any major effect (Yoo & Gretzel, 2008). The same authors investigated the effect of personality on eWOM motivations and found that extrovert nature and openness encouraged creation of Travel related Consumer generated media. Extrovert personality type and openness to experience, functioned as intrinsic motivators and enhanced eWOM creation due the motivations of enjoyment/self enhancement, helping other consumers and venting. Agreeableness and conscientiousness were found to be related to positive eWOM. Personality type of neuroticism increased the barriers to content creation while extrovert nature decreased the same (Yoo & Gretzel, 2011).

A research done with the objective to understand the summer holidaymakers motivation to post found that helping other consumers and contributing to websites were the main motivations (Munar & Jacobsen, 2014). In a study on the psychological process leading to eWOM, with specific reference to tourist emotions before, during and after the trip, it was found that most people post during the trip (Zhou, Yan, Yan & Shen, 2020). In a study on international travelers, it was found that attitude about eWOM mediates the relationship between the three antecedents of embracing of electronic communication technology, consumption experience and subjective norm and eWOM intention (Liang, Ekinci, Occhiocupo & Whyatt, 2013).

Behavioral - A study on restaurant consumers to understand the experiences that trigger positive eWOM, it was found that food quality and staff behavior were the major factors that motivates consumers to become brand spokesperson on the electronic platforms (Jeong & Jang, 2011). eWOM generation is found to be a coping response to the emotions arising due the appraisal process (Kietzmann & Canhoto, 2013). Another study found that negative restaurant dining experience in high involvement scenarios triggered eWOM intention, due to the concern for other customers (Kim, 2017). In a research study on hotel experiences leading to eWOM, it was found that satisfaction need not essentially lead to eWOM, but positive emotions does lead to positive eWOM (Serra-Cantalops, Ramon-Cardona & Salvi, 2018). In a study investigating factors leading to eWOM dimensions of intention, frequency, thoroughness and praise, platform incentives predicted all four dimension, prior eWOM involvement predicted eWOM activity (frequency, intent and thoroughness) and attribute performance measured intention, frequency and praise but not thoroughness (Yen & Tang, 2019).

Miscellaneous Factors - Travel experience and trust in official sources of travel information were the distinguishing factor between the vocal minority of opinion leaders and the silent majority of opinion seekers (Yoo, Gretzel & Zach, 2011). While investigating the drivers that motivate consumers to post eWOM in consumer opinion forums, it was found that reputation earned, enjoyment of helping and sense of belonging has a positive effect while moral obligation, reciprocity and knowledge self-efficacy has no effect (Cheung & Lee, 2012). Internet addiction is a predictive factor for complain behavior among older adults when they face service failures while young adults are less aggressive while posting after service failure (Israeli, Lee & Bolden III, 2019). While testing the motivations for travel related sharing on social networking sites, acquiring travel related information, information spreading, and personal documentation were observed as main factors. The variables studied in motivation were obtaining travel information, information dissemination,

social support, friendship, recreation, status, and personal documentation. The main barriers to engage in sharing were time issues and privacy (Huang, Basu & Hsu, 2010). Tie strength (the bond with other customers), trust and normative influence was found to be highly influential on eWOM dimensions on social networking sites. The eWOM dimensions studied were seeking of opinion, giving opinion and opinion passing (Chu & Kim, 2011). However, this study did not focus on travelers or tourism products and was general in nature. The difference in motivation seen in the above two studies reaffirms the fact that eWOM motivations are different for different contexts.

Choice of Platform for eWOM - In case of eWOM in tourism, the choice of site depends on the nature of motivation of the individual who is posting. In a survey done on vacation travelers, it was found that those who have a high other directed motives post their experience on consumer generated sites which are accessible to others and give more positive reviews, while those who have a very high self-directed motive post on market hosted sites and the valence is more negative (Bronner & De Hoog, 2011). In the social media platform, perceived enjoyment was one of the main reasons for travel experience sharing (Oliveira, Araujo & Tam, 2020). A study on twitter posting with respect to tourism has revealed that those who believe that tourism is a high involvement purchase tend to post more (Sotiriadis & Van Zyl, 2013).

Table 1: Predictors for eWOM in Tourism and the Studies Supporting or Contradicting the Factors

Predictors	Studies Supporting/Contradicting the Predictors
Age	<p>People older than 55 contribute less compared to people younger than 55 years of age with respect to vacation travelers' eWOM (Bronner & De Hoog, 2011)</p> <p>Majority of travelers who shared their experience online were below 35 years of age (Ip, Lee & Law, 2012)</p> <p>Age shows no effect on posting behavior in study conducted with users of Trip Advisor (Yoo & Gretzel, 2008)</p> <p>Women older than 35 years along with high social concern and high personal motivations was one combination of factors correlated to hotel review posting behavior (Gonçalves, Silva, & Martins, 2018)</p> <p>Internet addiction is a predictive factor for complain behavior on internet among older adults when they face service failures while young adults are less aggressive while posting after service failure (Israeli, Lee , & Bolden III, 2019)</p>

Gender	<p>Gender shows no effect on vacation travelers' eWOM behavior (Bronner & De Hoog, 2011)</p> <p>Gender shows no effect on experience sharing in travel websites (Ip, Lee, & Law, 2012)</p> <p>Women are motivated to post on Trip Advisor due to the factors of enjoyment, need to help the company and positive self-enhancement while the main motivations for men are venting negative feelings and exercising collective power (Yoo & Gretzel, What motivates consumers to write online travel reviews?, 2008)</p> <p>Women above 35 years with high social concern and high personal motivations or high social concern and high consumer empowerment. Men with high social concern, high personal motivation and high consumer empowerment were the combination of factors associated with hotel review posting behavior (Gonçalves, Silva & Martins, 2018)</p>
Income Level	<p>High income and lower-middle income vacation travelers post more than the low income and higher-middle income groups (Bronner & De Hoog, 2011)</p> <p>Income shows no effect on experience sharing in travel websites (Ip, Lee & Law, 2012)</p> <p>Expressing negative emotions & exerting collective power and concern for other customers was greater for low income group than for the high income customers (Yoo & Gretzel, 2008)</p>
Educational Qualification	<p>The inclination to share travel experience online was high for the groups who completed school/college education, while lower for those lesser than high school and the post graduates group (Ip, Lee & Law, 2012)</p>
Marital Status	<p>Marital status shows no effect on posting behavior in Trip Advisor (Yoo & Gretzel, 2008)</p>
Consumption Experience/ Service Attributes	<p>Excellent food quality or staff behavior motivates the consumers to engage in eWOM because they want to help the company (Jeong & Jang, 2011)</p> <p>Good ambience in a restaurant influences the eWOM motivation of concern for others (Jeong & Jang, 2011)</p> <p>Service experience valence triggers eWOM motivation with reference to restaurant dining experience (Kim, 2017)</p> <p>Attribute performance measured eWOM intention, frequency, and praise with respect to Hotels (Yen & Tang , 2019)</p>

<p>Positive Emotional experience</p>	<p>Positive emotions are linked to eWOM intention but not mediated by satisfaction (Serra-Cantallops, Ramon-Cardona & Salvi, 2018).</p> <p>Tourist emotions before, during and after the trip lead to eWOM, specifically most tourist posted during the trip (Zhou, Yan, Yan & Shen, 2020)</p>
<p>Price Fairness</p>	<p>Price fairness had no effect on eWOM among restaurant consumers (Jeong & Jang, 2011).</p> <p>In a text analysis it was found, that the words related to price are negatively related to eWOM communicators attitude (Tang & Guo, 2015)</p>
<p>Helping the service provider</p>	<p>The need to help the travel service provider showed positive relationship to posting behavior on trip advisor (Yoo & Gretzel, 2008)</p> <p>Excellent food quality or staff behavior motivates the consumers to engage in eWOM because they want to help the company (Jeong & Jang, 2011)</p>
<p>Enjoyment</p>	<p>Enjoyment in the activity influenced posting behavior on trip advisor (Yoo & Gretzel, 2008)</p> <p>Enjoyment was the critical predictor of positive eWOM behavior (Hu & Kim, 2018)</p> <p>Perceived enjoyment was one of the main reasons for travel experience sharing (Oliveira, Araujo & Tam, 2020)</p>
<p>Concern for other customers/ Helping other customers.</p>	<p>Concern for other customers showed positive correlation to posting behaviour on Trip Advisor (Yoo & Gretzel, 2008)</p> <p>Good ambience in a restaurant influences the eWOM motivation of concern for others (Jeong & Jang, 2011)</p> <p>Helping other customers was a motive that triggered eWOM in consumer opinion forums (Cheung & Lee, 2012)</p> <p>The eWOM motivation of concern for others was triggered by negative experiences in high involvement situation with reference to restaurant dining experience (Kim, 2017)</p>
<p>Attitude towards eWOM</p>	<p>The intention to participate in firm hosted online travel communities was found to be affected by attitude towards posting (Casaló, Flavián & Guinalú, 2010)</p> <p>Attitude towards eWOM communication mediates the relationships between the antecedent and intention to post (Liang, Ekinci, Occhiocupo & Whyatt, 2013)</p>

Personality – Extraversion, Openness, Agreeableness and Conscientiousness	<p>Extraversion influenced the eWOM motivations of enjoyment, concern for others and venting in the context of Consumer generated media (Yoo & Gretzel, 2011)</p> <p>Openness to experience influenced the eWOM motivations of enjoyment, concern for others and venting in the context of Consumer generated media (Yoo & Gretzel, 2011)</p> <p>Agreeableness increased the chances for positive eWOM (Yoo & Gretzel, 2011)</p> <p>Conscientiousness increased the chances for positive eWOM (Yoo & Gretzel, 2011)</p> <p>Agreeableness and Conscientiousness were found to be interacting with the motivating factors to lead to eWOM behavior (Hu & Kim, 2018)</p>
Sense of Belonging/ Social Benefits	Feeling of belonging affected eWOM intention in consumer opinion forum (Cheung & Lee, 2012)
Economic Incentives	<p>Economic incentives were correlated with negative eWOM behavior (Hu & Kim, 2018)</p> <p>Platform incentives predicted all four dimensions of intention, frequency, thoroughness, and praise (Yen & Tang, 2019)</p>
Obtaining Travel Information	Obtaining travel information was a motivator to post travel experience on social networking sites (Huang, Basu & Hsu, 2010)
High Involvement Purchase	<p>A belief that tourism is a high involvement purchase resulted in an increased tendency to post among twitter users in the context of tourism (Sotiriadis & Van Zyl, 2013)</p> <p>High purchase involvement led to the sharing of negative dining experiences in the restaurant context due to concern for other customers (Kim, 2017).</p>
Previous eWOM Experience	Prior experience with eWOM predicted eWOM activity which includes frequency, intention, and thoroughness (Yen & Tang, 2019)
Travel Experience	Opinion leaders differ from opinion seekers with respect to greater travel experience (Yoo, Gretzel & Zach, 2011)
Trust in Official Sources	Opinion leaders have more trust in official sources of travel information (Yoo, Gretzel & Zach, 2011)
Personal Documentation of Trip	While studying the motivations to share travel knowledge on Social Networking sites, consumers were using it for personal documentation (Huang, Basu & Hsu, 2010)

Perceived Behavioral control	The perceived behavioral control or the degree to which one can execute the task is positively related to posting behavior in online travel communities (Casaló, Flavián & Guinalíu, 2010)
Identity (Social)	Social Identity has a positive impact on posting behavior in online travel communities (Casaló, Flavián & Guinalíu, 2010)
Perceived Usefulness	Perceived usefulness was correlated to posting behavior in online travel communities (Casaló, Flavián & Guinalíu, 2010)
Reputation	eWOM intention is significantly linked to reputation, sense of belonging and enjoyment of helping (Cheung & Lee, 2012)
Sense of Belonging	eWOM intention is significantly linked to reputation, sense of belonging and enjoyment of helping (Cheung & Lee, 2012)
Internet addiction	Internet addiction is one of the factors affecting complaint behavior through eWOM among older consumers using restaurant services (Israeli, Lee & Bolden III, 2019)
Information dissemination	Information dissemination was a motivator to post travel experience on social networking sites (Huang, Basu & Hsu, 2010)
Venting Negative feelings	Venting Negative emotions did not show any significant effect on posting reviews on trip advisor (Yoo & Gretzel, 2008) Venting negative feeling was a predictor of negative eWOM behavior (Hu & Kim, 2018)

Section 3: Theories Linked to eWOM Motivation in Literature

Casalo et al. (2010) modeled intention to participate in eWOM based on Theory of Planned Behavior, Technology Acceptance Model and Social Identity Theory and found that Attitude, perceived behavioral control, perceived usefulness are positively related to the intent to contribute in the firm run online communities (Casaló, Flavián & Guinalíu, 2010). Technology acceptance model is relevant because unlike word of mouth, in eWOM the medium is using technology. Kim (2017) based his research on Prospect Theory which involves a behavioral economics model on how people make choices based on a reference point and they are more sensitive to losses than to gains. Cheung and Lee (2012) have modeled their research on Theory of Public Good, which discusses the collective consumption of public goods. It is hypothesized that people live their lives as actors performing on a stage (Dramaturgical theory) and this could explain eWOM generation in social media and other internet sites (Zhou, Yan, Yan & Shen, 2020). This means that when people take on role as consumers, they feel the need to evaluate and review the services.

Table 2: Theories Discussed in Literature for Explaining eWOM Motivation

Sr. No.	Theory	Author and Year	Context
1	Theory of planned behavior, Technology Acceptance Model and Social identity theory	Casaló, Flavián & Guinaliú, 2010	Intention to post on firm hosted online travel communities
2	Five factor model of personality	Yoo & Gretzel, 2011	Effect on travel related consumer generated media
3	Theory of Public good	Cheung & Lee, 2012	Posting on restaurant review site
4	Prospect theory	Kim, 2017	Restaurant experiences leading to eWOM
5	Theory of addictive behavior	Israeli, Lee & Bolden III, 2019	Online complaining regarding hotel service.
6	Social Influence theory	Oliveira, Araujo & Tam, 2020	Travel experience sharing
7	Dramaturgical theory, task technology fit theory	Zhou, Yan, Yan & Shen, 2020	Tourist online electronic word of mouth behavior on social media and tourism sites

Section 4: Future Research Directions

Variables such as innovativeness, product involvement, rewards, and recognition, need to be investigated in tourism context. A few theories have been used for explaining the eWOM motivation in general context, the same can be investigated in travel and hospitality context. The theories are as follows:

Table 3

Sr. No.	Theory	Author and Year	Context
1	Theory of planned behavior, Justice theory	Fu, Ju & Hsu, 2015	eWOM with respect to any product or service used
2	Elaboration likelihood model	Alhidari, Iyer & Paswan, 2015	Intention to write on social networking sites
3	Relationship Marketing	Marbach, Lages & Nunan, 2016	Facebook brand communities
4	Disconfirmation paradigm	Kietzmann & Canhoto, 2013	Any product
5	Information theory	Punj, 2013	Internet users eWOM intention
6	Social dynamics	Moe & Schweidel, 2012	Product ratings on Online retailer site
7	Diffusion of innovations	Sun, Youn, Wu & Kuntaraporn, 2006	eWOM about music products

The barriers to eWOM generation in tourism have not been adequately researched. It would benefit the hospitality firms and platforms to understand the barriers to get consumers to give authentic feedback.

References

- Alhidari, A., Iyer, P., & Paswan, A. (2015). Personal level antecedents of eWOM and purchase intention, on social networking sites. *Journal of Customer Behaviour*, 14(2), 107-125.
- Arthur, C. (2006, July 20). What is the 1% rule? *The Gaurdian*.
- Bore, I., Rutherford, C., Glasgow, S., Taheri, B., & Anton. (2017). A systematic literature review on eWOM in the hotel industry: Current trends and suggestions for future research. *Hospitality & Society*, 7(1), 63-85.

- Bronner, F., & De Hoog, R. (2011). Who posts, and why, where, and what? *Journal of Travel Research*, 50(1), 15-26.
- Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the internet - The state of eTourism research. *Tourism Management*, 29(4), 609-623.
- Cantallops, A. S., & Salvi, F. (2014). New consumer behavior: A review of research on eWOM and hotels. *International Journal of Hospitality Management*, 36, 41-51.
- Casalo, L. V., Flavián, C., & Guinalú, M. (2010). Determinants of the intention to participate in firm-hosted online travel communities and effects on consumer behavioral intentions. *Tourism Management*, 31(6), 898-911.
- Chen, Y. F., & Law, R. (2016). A review of research on electronic word-of-mouth in hospitality and tourism management. *International Journal of Hospitality & Tourism Administration*, 17(4), 347-372.
- Cheung, C. M., & Lee, M. (2012). What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decision Support Systems*, 53(1), 218-225.
- Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International Journal of Advertising*, 30(1), 47-75.
- Dellarocas, C. (2006). Strategic manipulation of internet opinion forums: Implications for consumers and firms. *Management Science*, 52(10), 1577-1593.
- Fu, J. R., Ju, P., & Hsu, C. (2015). Understanding why consumers engage in electronic word-of-mouth communication: Perspectives from theory of planned behavior and justice theory. *Electronic Commerce Research and Applications*, 14(6), 616-630.

- Gonçalves, H. M., Silva, G., & Martins, T. (2018). Motivations for posting online reviews in the hotel industry. *Psychology & Marketing*, 35(11), 807-817.
- Hennig-Thurau, T., Gwinner, K., Walsh, G., & Gremler, D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the internet? *Journal of Interactive Marketing*, 18(1), 38-52.
- Hu, Y., & Kim, H. (2018). Positive and negative eWOM motivations and hotel customers' eWOM behavior: Does personality matter? *International Journal of Hospitality Management*, 75, 27-37.
- Huang, Y., Basu, C., & Hsu, M. (2010). Exploring motivations of travel knowledge sharing on social network sites: An empirical investigation of US college students. *Journal of Hospitality Marketing & Management*, 19(7), 717-734.
- Ip, C., Lee, H., & Law, R. (2012). Profiling the users of travel websites for planning and online experience sharing. *Journal of Hospitality & Tourism Research*, 36(3), 418-426.
- Ismagilova, E., Dwivedi, Y. K., Slade, E.,...Williams, M. (2017). *Electronic word of mouth (eWOM) in the marketing context: A state of the art analysis and future directions*. Switzerland: Springer.
- Israeli, A. A., Lee, S., & Bolden III, E. (2019). The impact of escalating service failures and internet addiction behavior on young and older customers' negative eWOM. *Journal of Hospitality and Tourism Management*, 39, 150-157.
- Jeong, E., & Jang, S. (2011). Restaurant experiences triggering positive electronic word-of-mouth (eWOM) motivations. *International Journal of Hospitality Management*, 30(2), 356-366.
- Kietzmann, J., & Canhoto, A. (2013). Bittersweet! understanding and managing electronic word of mouth. *Journal of Public Affairs*, 13(2), 146-159.

- Kietzmann, J., & Canhoto, A. (2013). Bittersweet! Understanding and managing electronic word of mouth. *Journal of Public Affairs*, 13(2), 146-159.
- Kim, E. E. (2017). The impact of restaurant service experience valence and purchase involvement on consumer motivation and intention to engage in eWOM. *Journal of Quality Assurance in Hospitality & Tourism*, 18(3), 259-281.
- Liang, S. W., Ekinci, Y., Occhiocupo, N., & Whyatt, G. (2013). Antecedents of travellers' electronic word-of-mouth communication. *Journal of Marketing Management*, 29(5-6), 584-606.
- Litvin, S. W., Goldsmith, R., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, 29(3), 458-468.
- Litvin, S. W., Goldsmith, R., & Pan, B. (2018). A retrospective view of electronic word-of-mouth in hospitality and tourism management. *International Journal of Contemporary Hospitality Management*.
- Maceli, K. M., Baack, D., & Wachter, M. (2015). The impact of gender on electronic word-of-mouth communication. *Academy of Marketing Studies Journal*, 19(3), 281-295.
- Marbach, J., Lages, C., & Nunan, D. (2016). Who are you and what do you value? Investigating the role of personality traits and customer-perceived value in online customer engagement. *Journal of Marketing Management*, 32(5-6), 502-525.
- Moe, W. W., & Schweidel, D. (2012). Online product opinions: Incidence, evaluation, and evolution. *Marketing Science*, 31(3), 372-386.
- Munar, A. M., & Jacobsen, J. (2014). Motivations for sharing tourism experiences through social media. *Tourism Management*, 43, 46-54.
- Oliveira, T., Araujo, B., & Tam, C. (2020). Why do people share their travel experiences on social media? *Tourism Management*, 78, 104041.

- Punj, G. N. (2013). Do consumers who conduct online research also post online reviews? A model of the relationship between online research and review posting behavior. *Marketing Letters*, 24(1), 97-108.
- Serra-Cantalops, A., Ramon-Cardona, J., & Salvi, F. (2018). The impact of positive emotional experiences on eWOM generation and loyalty. *Spanish Journal of Marketing-ESIC*.
- Shi, M., & Wojnicki, A. (2014). Money talks... to online opinion leaders: What motivates opinion leaders to make social-network referrals? *Journal of Advertising Research*, 54(1), 81-91.
- Sotiriadis, M. D., & Van Zyl, C. (2013). Electronic word-of-mouth and online reviews in tourism services: The use of twitter by tourists. *Electronic Commerce Research*, 13(1), 103-124.
- Sun, T., Youn, S., Wu, G., & Kuntaraporn, M. (2006). Online word-of-mouth: An exploration of its antecedents and consequences. *Journal of Computer-Mediated Communication*, 11(4), 1104-1127.
- Tang, C., & Guo, L. (2015). Digging for gold with a simple tool: Validating text mining in studying electronic word-of-mouth (eWOM) communication. *Marketing Letters*, 26(1), 67-80.
- Tsao, W. C., & Hsieh, M. (2015). eWOM persuasiveness: Do eWOM platforms and product type matter? *Electronic Commerce Research*, 15(4), 509-541.
- Yen, C. L., & Tang, C. (2019). The effects of hotel attribute performance on electronic word-of-mouth (eWOM) behaviors. *International Journal of Hospitality Management*, 76, 9-18.
- Yoo, K. H., & Gretzel, U. (2008). What motivates consumers to write online travel reviews? *Information Technology & Tourism*, 10(4), 283-295.
- Yoo, K. H., & Gretzel, U. (2011). Influence of personality on travel-related consumer-generated media creation. *Computers in Human Behavior*, 609-621.

- Yoo, K. H., Gretzel, U., & Zach, F. (2011). Travel opinion leaders and seekers. *ENTER*, 525-535.
- Zhou, S., Yan, Q., Yan, M., & Shen, C. (2020). Tourists' emotional changes and eWOM behavior on social media and integrated tourism websites. *International Journal of Tourism Research*, 22(3), 336-350.