

Abstract of Doctoral Thesis

The influence mechanism of internet Word-of-Mouth on Consumer Behavior; A contrastive study between Japan and China on tablet marketing

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The Internet plays a significant role in today's economic and social life worldwide and has become almost indispensable for daily communication. This phenomenon and the increasing number of Internet users have contributed to the growing influence of networked communications, shifting the traditional word-of-mouth (WOM) to a new form called Internet word-of-mouth. The growing influence of online reviews and intense competition has made shopping websites realize that their online reviews can be a valuable information source.

The study objective here, focused on electronic retail, is to discuss the mechanism that enables business interaction and mutual effect between clients and service enterprises in the online e-commerce platform environment. Specifically, from the customer perspective, the study investigates how online word-of-mouth influences the purchasing behaviors of consumers and the factors influencing This study also explores the significance of giving an opinion on a personal electronic product on diverse platforms and its influence on different customers under a diversified information context. It will further explore the two dimensions of trust, namely ability-based trust and integrity-based trust, on their effects to influence purchase intention and word-of-mouth communication.

The methods used include descriptive statistics analysis, factor analysis, regression analysis, and PLS-SEM analysis. Finally, a method of quantitative and qualitative analysis combined called fsQCA is used.

There are several findings revealed. First, multimedia expression is an important factor in both China and Japan for Internet WOM, especially among Japanese consumers. Second, Japanese consumers prefer to spread WOM information when they intend to purchase. Third, usefulness can affect dissemination intention in China, although this does not seem to be the case in Japan. Fourth, usefulness and trust can enhance each other. Last, the best solution for improving purchase intention is not to increase ability trust and integrity trust at the same time.