

## عنوان مقاله:

Identifying effective motivator Factors on E-WOM participation intention

## محل انتشار:

اولین کنفرانس بین المللی حماسه سیاسی (با رویکردی بر تحولات خاورمیانه) و حماسه اقتصادی (با رویکردی بر مدیریت و حسابداری)  
(سال: 1392)

تعداد صفحات اصل مقاله: 7

## نویسندگان:

Hameh Dehghanan - Assistant Professor in Department of Management and Accounting, Allameh Tabataba'i University

Ghasem Bakhshandeh - Master Student in Business Administration (Marketing), Allameh Tabataba'i University

Mostafa Salmani ilkhechi - Master Student in Business Administration (Marketing), Allameh Tabataba'i University

## خلاصه مقاله:

Noticing that internet has accessed to the most personal and general fields, using E-WOM acts as effective and good equipment for various good and service provider companies. Recent research by help of the previous ones offered a developed model in order to identify effective motivator factors on E-WOM participation intention in Iran, and tested the model using SEM method by gathering data from 192 university students selected by judicative method. Data analysis results indicated the significant effect of Sense of belonging, Enjoying of helping and Moral obligation on E-WOM participation intention, but economic incentives didn't have significant effect on E-WOM participation intention that this inaction can be known for Iranian customers' relatively low expectations and assumptions from service and .good provider companies

## کلمات کلیدی:

E-WOM, E-WOM participation intention, Sense of belonging, Enjoying of helping, moral obligation, Economic incentives

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/496241>

