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## A Study on Effect of Online Word-Of-Mouth in Accordance With Customer Brand Relationship Quality

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### Abstract

*People could be influenced by other's recommendations when they are in making decision to buy something. This phenomenon was called as 'word of mouth effect' and proved to be very significant to change consumer's attitude. However, recently people consider others' experiences or feelings written online due to the development of internet. Those kinds of information were called as 'Online word of mouth'. Because of these phenomena, there are views about Brand communication. It is that Brand communication would be weakening due to less cost to search information. Therefore, the purpose of this study is to examine the function of online word of month and Brand. Particularly, the concept of Consumer brand relationship quality was adopted in this study. As a results, Online word of mouth have significantly effected on consumer's attitude even though those information are all texts and have been suspicious if it is true or not. Hence, consumer brand relationship quality has a influence on consumer's attitude as well. But the effect was different according to types of relationship quality. This study would give much implication for companies to build marketing strategies.*

**Keywords:** word of mouth, online word of mouth, Brand customer relationship quality

### 1. Introduction

A lot of customers collect information of products or services and compare each other when they make decision to buy it. One of information effecting their decision is from other's referral because customers inject other's referral into their making decision. This phenomenon is called 'word of mouth communication'. Customers believe and depend on 'word of moth communication' to reduce risk in making decision to buy because it is noncommercial information of products such as neighbor's experience of use, recommendation and compliant (Paul M. Herr, 1991). Traditional 'word of mouth communication' occurred in we-group but recently 'word of mouth communication' became a different form due to the diffusion of internet. Customers can search information of product or services from internet and also offer their experience on the internet for example they write their experience and opinion on the board in website or ask help. Each customer's opinion can be sent to other customer world wide through the internet. This phenomenon is called 'internet word of mouth', 'word of mouse' or 'online word of mouth' (Sung, You & Jang, 2001). Now customer's behavior is influenced by this phenomenon. Actually, Internet is without doubt the most powerful new communication channel to arrive in generation so people can have a lot of information

from internet. For example, people will consider other's experiences or feelings written on line. The rapid development of internet has changed customer behavior and led brand marketing strategies into trouble as well. The cost of searching information is lowered and customer can solve a lack of information when they try to buy something. Regarding those phenomenon, there are two kinds of views about Brand communication. One is that Brand communication would be weakened due to less cost to search information and customers don't need to depend on Brand anymore. The other is that Brand communication would be strengthened because of a lack of sensibility to product. Therefore, this study is to examine the effect of 'online word of mouth' and the effect of Brand online as well. Particularly when people are in buying something, psychological factors are expected to influence on their decision so the concept of Consumer brand relationship quality is adopted in this study to prove the necessity of brand online environment. Namely the purpose of this study is to examine the value of Brand online through the effect of online word of mouth in accordance with consumer brand relationship quality.

## **2. Literature Review**

### ***2.1 Word-Of-Mouth Communication***

There are many different definitions of Word of mouth depending on scholars but mostly 'word of mouth' is defined as interpersonal communication about specific subject and the flow of information by mouth to mouth. According to Borgida and Nisbett(1977), 'word of mouth' is 'face to face communication' based on their experiences. Bayus(1985) insisted that word of mouth is about the effect of personal and group. Hwang eo-lock(1990) asserted 'word of mouth' is informal exchanging activities of customer's direct or indirect experiences without interests. According to Kim chang-ho(1995), 'word of mouth' is customer's communication activities and processes by exchanging positive or negative information of their experiences informally. But Richins(1983) emphasized on negative effect of 'word of mouth' so he said 'word of mouth' is a talking about dissatisfaction of product and retailer. As was stated above, word of mouth consists of positive and negative effect and also communication activities to deliver information to others without their commercial interests. Therefore, word of mouth would be the manner of exchanging their opinion in person, on the phone and by mail. This phenomenon can be seen in everywhere.

### ***2.2 Previous Researches About Word-Of-Mouth***

Most researches about word of mouth emphasized on the effect. This effect is explained by a change of receiver's attitude and behavior. According to Hovold and Kelly(1959), the effect of mass communication can be changed in accordance with the factors of sender, receiver and messages so the effect of word of mouth communication also depends on those factors.

First of all, the factors of sender are demographic feature, professional and reliability (Park and Kang, 2000). According to Lee Hak-sik and Kim Jong-Sung (1994), when

sender who is expert sends word of mouth in negative, receiver is more likely to receive the negative information than sender is not expert.

Ohanian(1990) insisted that a man of celebrity sending messages of advertisement has a positive influence on receiver and defined the characteristics of celebrity as credibility, furthermore divided credibility into Expertise, Trustworthiness, Attractiveness. But only Expertise effected on 'willingness to pay.

Second, most studies related to receiver detected variables moderating the effect of word of mouth such as 'Consubstantiality', 'tie strength', 'perceived risk', 'motivation', 'prior attitude' and 'Brand familiarity'

Kim han-su(1992) insisted that high involvement customer is more likely to be effected by word of mouth than low involvement customer. Regarding the knowledge of products, when customers haven't enough knowledge of product, they are more likely to be effected by word of mouth (Kim hyeon-so, 1995).

Brown & Reingen (1987) analyzed the role of 'tie strength' and 'consubstantiality' in process of word of mouth communication by using network analysis, as a result of their research, weak tie- strength play a role of bridge to promote the flow of word of mouth between groups and strong tie-strength play a important role of effecting on the influencing power of word of mouth.

Third, regarding characteristics of message, most study is about the direction of word of mouth. Overall, negative word of mouth have more influence on receiver than positive word of mouth because negative information supplies receiver (Feldman,1965) while Kim Jin-won(2004) insisted that the effect of message is dependent on attributes of products so objective message of word of mouth more effect on customer's behavior when customer choose a high price and functional product.

Katz & Lazarsfeld(1955) found the effect of word of mouth when customer buy glossary and furniture and also found that two-third of new comer is dependent on word of mouth.

### ***2.3 An Emergence Of Online Word Of Mouth***

Online word of mouth is attributed to the development of internet and its characteristics. Actually, internet as a mean of communication adopts intensively almost all kinds of characteristics of communication. Thus, this type of communication could be defined as CMC(computer Mediated communication). In this CMC process, Internet could be useful as significant media for customers to exchange their opinions and experiences for example customers write their experiences on a bulletin board of Internet and those information are found in online shopping mall, online community and portal site. Word of mouth is no longer staying in we-group, traditional 'word of mouth' moved into online environment. This phenomenon could be called as 'online word of mouth'. Especially, Sung young-shin, Park jin-young & Part eun-A(2002) defined online word of mouth as activity or process of communication to transfer positive or negative information and experiences by mail and hyper-text. And also, Gelb and Sundram(2002) insisted that today's potential customer do not only have information from friends but also collect it from internet. They called this process of communication 'word of mouse'.

### ***2.4 Previous Researches About Online Word-Of-Mouth***

Online word of mouth communication has differentiation compared to traditional word of mouth. Most researches focused on its reliability because online word of mouth communication has been between one and anonymous people.

Elliott(2002) reported that online word of mouth is formed by only text so the message can be perceived more clearly. Yoo hyeung-yoel(2001) found out that there is rarely reliability on online word of mouth because there is no relationship between receiver and sender and focus on the direction and objectiveness of online word of mouth, as a result negative and objective type of word of mouth more affected consumer than positive and subjective types. However, Sung young-shin, Park jin-young & Park eun(2002) insisted that positive and subjective online word of mouth more affected customer than negative in their study which is the effect of online word of mouth on intention to see the movie. According to Gum eun-young(2000), negative online word of mouth effect more on customer than being negative and positive together and also objective type of online word of mouth has a more influence on customer when they are in decision-making. Johnson & Kaye (1998) studied on how audience's attitude to media effect on reliability of shown information on web, as a result, Web user more believe information on line than on traditional media like newspaper. In particular, Nass & Moon(2000) found that many users perceived web site as a real society and people is likely to trust information on web which is familiar with them.(C. Nadine Wathen and Jacquelyn Burkell, 2002). The area of study is known significantly that customer's attitude can be influenced by 'online word of mouth' and this study gives much implication for companies, especially 'online word of mouth' can be managed because it has been originated by internet. Now, 'online word of mouth' is no longer communication phenomenon for companies, it became challenges need to be managed efficiently.

### ***2.5 Brand in Online Environments***

The effect of online word of mouth could be shown as customer's intention to pay more or intention to do 'word of mouth' again. Probably in this progress of customer's making decision, there will be psychological variable to influence on customer's intention to online word of mouth. Therefore, this study considers the role of 'Consumer-Brand relationship Quality' as a moderator effecting customer's those intentions.

Traditionally, ambiguity caused by a lack of information of products such as quality and function led customer to depend on the brand and even had a brand loyalty. However, customer's brand loyalty to firm or product can be reduced because of a rich of information and cheap searching cost on line environment (Champy, James, Robert Buday, and Nitin Nohria, 1996) but Anderson(1995) & Alba et., al.(1997) reported that customer still depend on the brand online as well because they would be suspicious to a number of information and they couldn't touch product when they buy products on line so customer need clue in product.(Lee, Choi, You, 2004).

Customer send and receive information by computer, in this process, customer would be confronted by the quality of information because it's difficult to perceive sensibility and to aware of opponent's social positive, gesture, mood and so on. Therefore, there is a limit of communicating each other exactly. When customer buy product in offline environment, they can see, touch the product and have trial of the product as well but on line environment, customer can't help depending on the text in making-decision so

customer have to take risk therefore, customer is likely to choose the familiar brand and product attached brand to reduce the risk(Kim,2003). Namely, brand communication will effect on customer on line as well. But there are still questions about what kinds of brand can influence on customer. The concept of relationship could help finding the answer.

### ***2.5.1. Consumer-Brand Relationship Quality: BRQ***

The concept of Consumer-Brand Relationship Quality is based on the concept of relationship between person and person, namely, it is derived from assumption that customer can also make relationship with product or brand like a human. This relationship has an influence on customer in making-decision.

Fournier(1998) developed the concept of Consumer-Brand Relationship Quality and indicators of assessing it. Those indicators consisting of 7 dimensions such as 'love and passion', 'self-connection', 'interdependence or trust', 'commitment', 'intimacy', 'brand partner quality' and 'nostalgia'(Park, 2001). Especially, Aaker (1995) said that brand should be perceived as Partner

Blackston(1993) defined Consumer-Brand Relationship Quality as interaction between consumer and brand

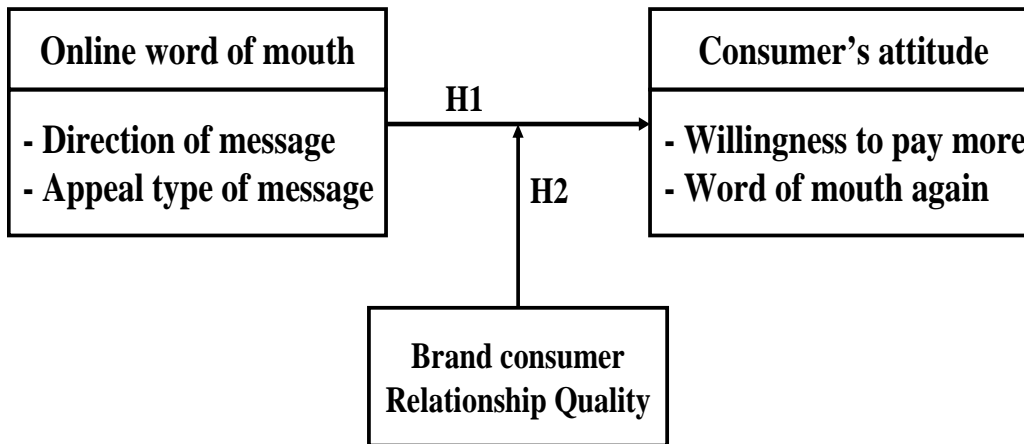
Aggarwal(2002) studied that how relationship between consumer and brand effect on consumer's attitude and behavior. He divided type of relationship as 'exchange relationship' and 'communal relationship' and proved that the there is significant difference of consumer's reaction according to types of relationship (Hur woong, 2005). And Ryu gang-suk(2004) prove the effect of word of mouth in accordance with the strengthen of brand. Typically, Hur- woon & Kim yoo-hyoung(2003) examined the dimensions of brand relationship quality as well as the relevant factors affecting their variations. In their study, Fournier's seminal study was modified considering cultural values of Korean consumers and they found the dimension of BRQ perceived by Korean consumers (affective commitment, emotion-directed, interdependent and self-image-related).

A series of those studies give implication that consumer's behavior can be changed by type of brand relationship quality and marketing strategies is needed to consider the BRQ.

## ***3. Research Model and Hypothesis***

Based on the concept of Consumer Brand relationship Quality, if customers have deep relationship with brand they are likely to help their brand by doing 'word of mouth' and 'willingness to pay more' So the purpose of study is to find effect of online word of mouth and to examine how the effect of online word of mouth can be changed by BRQ.

### ***3.1 Research Model***



[Figure 1] Research model

### 3.2 Hypothesis

The hypotheses to be tested were as follows:

**H1:** Message of Online word of mouth will effect on consumer's attitude

1-1 Direction of messages (positive / negative) will effect on consumer's attitude (word-of-mouth /willingness to pay)

1-2 Appeal types of messages (emotional / informative) will effect on consumer's attitude (word-of-mouth /willingness to pay)

**H2:** Brand consumer relationship quality effect consumer's attitude to message of online word - of- mouth

### 3.2 Operational Definition of Independent Variables

#### 3.2.1 Direction and Appeal type of Message of Online Word of Mouth

Direction of message of online word of mouth means whether it is described either positively or negatively and Appeal type of message of online word of mouth means whether it is described either emotionally or informatively. Especially, informative message refer to description of physical attributes while emotional message refer to description involving emotional and subjective impression of the message (Yoo, 2001)

#### 3.2.2 Brand Consumer Relationship Quality

Brand consumer Relationship quality was measured by scales developed by Founier(1998) this scales consist of 7 categories and 14 items but this scale is developed by only American perception. So we added scale developed by Kim yoo-kyoung(2003) considering cultural value of Korean consumers

### 3.3 Operational Definition of Dependent Variable

#### 3.3.1 Consumer's Attitude

Most researcher used 'attitude' and 'willingness to buy' as a variables of the effect of word of mouth. According to Harrison-Walker(2001), the adoption of message of word of mouth was conceptualized as consumer's positive attitude and willingness to buy. Chiou & Cheng(2003) presented consumer's preference to brand as a effect of word of mouth and Kim chang-ho & Hwang ei-rok(1997) defined the effect as the change of consumer's attitude. Based on a series of prior study, this study used a 7 point-likert format where 7 = absolutely, 4 = 'So So' and 1 = never to measure consumer's attitude after receiving the message of online word of mouth. Survey was conducted on 235 college students, to whom structured questionnaires were administered.

## 4. Analysis

### 4.1. Validity and Reliability Test

#### 4.1.1 Validity and Reliability Test of Message of Online Word Of Mouth

Validity and Reliability test of message of online word of mouth was executed. Factor loading represent correlation between variables, if it is over 0.5 it can be significant.

[Table 1] Factor analysis of message of online word of mouth

Item	Factor 1 : Direction	Factor 2 : Appeal type	Communalities
Appeal type 2	.932		
Direction 2	.882		.786
Direction 3	.877		.775
Appeal type 1	.875		.774
Appeal type 4		.913	.845
Appeal type 3		.688	.682
Eigenvalue	3.401	1.338	
Variance explained	56.691	22.307	
Variance cumulated	56.691	78.998	

As a result of analysis of online word of mouth, each variable is over 0.5 and final percent of cumulated is over 60%, accounting for 78.9982 %. Therefore each variable carries validity.

[Table 2] Reliability test of word of mouth

Factor	Items	Cronbach Alpha	adjusted Cronbach Alpha
Direction	Appeal type 2	0.9209	0.9216
	Direction 2		



	Direction 3		
	Appeal type 1		
Appeal type	Appeal type 4	0.5259	0.5277
	Appeal type 3		

And as a result of analysis of reliability test of word of mouth, Cronbach Alpha on each variable is over 0.5. Thus every variable carries reliability.

#### 4.1.2 Validity and Reliability Test of Consumer Brand Relationship Quality

Validity and Reliability test of Consumer Brand Relationship Quality was executed. Factor loading represent correlation between variables, if factor loading is over 0.5 it can be significant. As a shown in following table3, every variables is over 0.5.

[Table 3] Factor analysis of Consumer Brand Relationship Quality

Items	Factor1 Self-image related	Factor 2 Commit- ment	Factor 3 Cultural value of Korean consumer	Factor 4 Partner quality	Factor 5 intimacy	Comm.
Self image related 3	.778					.860
Self image related 2	.721					.830
commitment 6	.704					.663
commitment 5	.672					.601
Trust 4	.671					.720
Self image related 1	.599					.750
Cultural value of Korean consumer 4	.541					.751
Commitment 1		.787				.743
Commitment 3		.752				.751
Trust 3		.717				.736
Trust 1		.710				.721
Commitment 2		.699				.717
Trust 2		.677				.755
commitment 4		.523				.697
Nostalgia 2			.818			.821
Nostalgia 3			.806			.831
Nostalgia 1			.708			.752
Cultural value of Korean consumer 1			.606			.728
Love& passion 2			.579			.741
Cultural value of Korean consumer 2			.565			.756
Cultural value of Korean consumer 3			.487			.661

Partner quality 1				.767		.783
Partner quality 3				.744		.847
Partner quality 2				.715		.837
Love& passion 3				.550		.779
Love& passion 1				.536		.588
Intimacy 1					.852	.846
Intimacy 2					.799	.828
Intimacy 3					.570	.639
Eigenvalue	5.176	5.007	4.718	3.952	2.869	
Variance explained	17.847	17.266	16.269	13.627	9.894	
Variance cumulated	17.847	35.113	51.382	65.009	74.903	

As a result of analysis of Consumer Brand Relationship Quality, each variable is over 0.5 and final percent of cumulated is over 60%, accounting for 74.903%. Therefore each variable carries validity.

[Table 4] Reliability test of Consumer Brand Relationship Quality

Factor	Item	Cronbach Alpha	adjusted Alpha	Cronbach Alpha
Self image related	Self image related 3	0.9213	0.9288	
	Self image related 2			
	Commitment 6			
	Commitment 5			
	Trust 4			
	Self image related 1			
	Cultural value of Korean consumer 4			
Commitment	Commitment 1	0.9221	0.9222	
	Commitment 3			
	Trust 3			
	Trust 1			
	Commitment 2			
	Trust 2			
	Commitment 4			
Cultural value of Korean consumer	Nostalgia 2	0.9374	0.9377	
	Nostalgia 3			
	Nostalgia 1			
	Cultural value of Korean consumer 1			
	Love& passion 2			
	Cultural value of Korean consumer 2			

	Cultural value of Korean consumer 3		
Partner quality	Partner quality 1	0.8927	0.8971
	Partner quality 3		
	Partner quality 2		
	Love& passion 3		
	Love& passion 1		
Intimacy	Intimacy 1	0.8627	0.8642
	Intimacy 2		
	Intimacy 3		

And as a result of analysis of reliability test of Consumer Brand Relationship Quality, Cronbach Alpha on each variable is all over 0.5 , thus every variable carries reliability

#### 4.1.3 Validity and Reliability Test of Consumer's attitude

Validity and Reliability test of consumer's attitude to message of online word of mouth was executed. Factor loading represent correlation between variables, if it is over 0.5 it can be significant.

[Table 5] Factor analysis of consumer's attitude

Items	Factor1 Willingness to buy	Factor 2 Intension to 'word of mouth'	Communalities
Willingness to buy 2	.926		.907
Willingness to buy 3	.909		.882
Intension to 'word of mouth' 2	.871		.830
Willingness to buy 1	.843		.718
Intension to 'word of mouth' 4		.887	.812
Intension to 'word of mouth' 3		.876	.820
Eigenvalue	3.231	1.738	
Variance explained	53.854	28.965	
Variance cumulated	53.854	82.819	

As a result of analysis of consumer's attitude, each variable is over 0.5 and final percent of cumulated is over 60%, accounting for 82.819%. Therefore each variable carries validity.

[Table 6] Reliability test of Consumer's attitude

Factor	Item	Cronbach Alpha	adjusted Cronbach Alpha
Willingness to buy	Willingness to buy 2	0.9313	0.9311
	Willingness to buy 3		
	Intension to 'word of mouth' 2		

	Willingness to buy 1		
Intension to 'word of mouth'	Intension to 'word of mouth' 4	0.7751	0.7756
	Intension to 'word of mouth' 3		

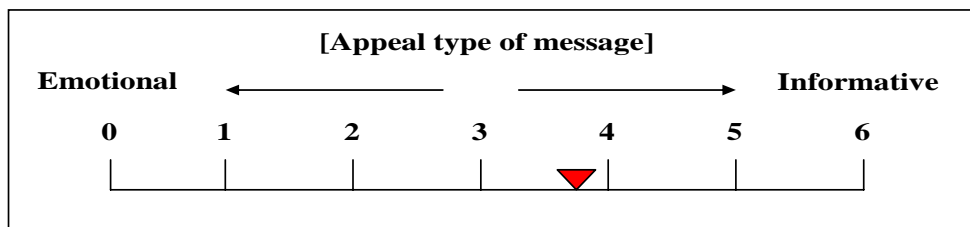
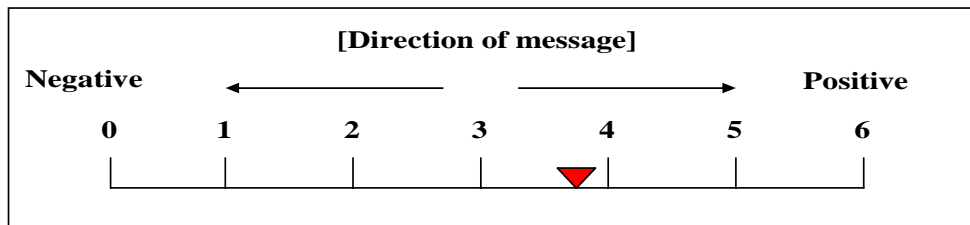
And as a result of analysis of reliability test of consumer's attitude, Cronbach Alpha on each variable is all over 0.5 , thus every variable carries reliability.

#### 4.2 Testing Hypothesis

Respondents answered to 'Direction of message' and 'Appeal type of message' based on 7 point scale. From responses we deduced the following result

[Table7 ] Mean difference (\* 7 point scale)

		Mean	S.D.	deduced result
Direction of message	Positive/Negative	3.868254	1.84109	Positive
Appeal type of message	Informative/emotional	3.816667	1.902814	Informative



[Figure 2] Survey form & Mean of Respondents

We designed the survey form shown in Figure2 that if mean is over 3 on basis of medium, direction of message is positive and appeal type of message is informative and if below 3, direction and appeal type of message is negative and emotional respectively. Shown in table[7] both direction and appeal type of message are over 3 therefore we executed testing hypothesis under the basis that direction of message is positive and appeal type of message is informative.

#### 4.2.1 Testing Hypothesis 1

To examine consumer's attitude to message of online word of mouth, independent variables were set as direction and appeal type of message of word of mouth, dependent variables were set as 'willingness to buy' and 'intension to 'word of mouth', and regression was carried out. The result is shown in Table 8.

[Table 8] **Testing hypothesis 1**

H	IV	DV	R <sup>2</sup>	F	Beta	T	Sig. T	
1-1	Direction	Willingness to buy	.406	141.901	.637	11.912	.000	Accept (p<0.01)
		Intension to 'word of mouth'	.019	4.068	.139	2.017	.045	Accept (p<0.05)
1-2	Appeal type	Willingness to buy	.016	3.324	.125	1.823	.070	Accept (p<0.1)
		Intension to 'word of mouth'	.041	8.915	.203	2.986	.003	Accept (p<0.01)

#### 4.2.2 Testing Hypothesis 2

To examine the effect of consumer brand relationship quality on consumer's attitude to the message of word of mouth, hierarchical regression was executed. The result is shown below in Table 9.

[Table 9] Testing hypothesis 2

H	IV	Moderator	DV	R <sup>2</sup>	F	Beta	T	Sig. T	H
2-1	Direction	Self image related	Willingness to buy	.005	1.138	-.069	-1.067	.287	Reject
2-2		Commitment		.000	.006	.006	.079	.937	Reject
2-3		Cultural value of Korean consumer		.639	237.89	.814	18.725	.000	Accept (p<0.01)
2-4		Partner quality		.514	180.33	.702	15.002	.000	Accept (p<0.01)
2-5		Intimacy		.004	.768	.055	.876	.382	Reject
2-6	Direction	Self image related	Intension to 'word of mouth'	.004	.894	.061	.945	.346	Reject
2-7		Commitment		.002	.354	.042	.595	.552	Reject
2-8		Cultural value of Korean consumer		.000	.034	.013	.185	.853	Reject
2-9		Partner quality		.000	.060	.016	.245	.806	Reject
2-10		Intimacy		.001	.293	-.034	-.541	.589	Reject
2-11	Appeal type	Self image related	Willingness to buy	.005	1.085	-.060	-1.042	.299	Reject
2-12		Commitment		.017	3.599	-.121	-1.897	.059	Accept (p<0.1)
2-13		Cultural value of Korean consumer		.022	4.650	.132	2.156	.032	Accept (p<0.05)
2-14		Partner quality		.002	.483	.046	.695	.488	Reject

2-15		Intimacy		.002	.454	-.042	-.674	.501	Reject
2-16	Appeal type	Self image related	Intension to 'word of mouth'	.000	.091	.018	.301	.764	Reject
2-17		Commitment		.011	2.234	-.095	-1.495	.137	Reject
2-18		Cultural value of Korean consumer		.069	12.054	-.192	-3.171	.002	Accept (p<0.01)
2-19		Partner quality		.006	1.336	-.077	-1.156	.249	Reject
2-20		Intimacy		.008	1.604	-.078	-1.267	.207	Reject

## 5. Result

As a result of testing hypotheses, this paper achieved following findings. First, direction and appeal type of word of mouth had an influence on both 'willingness to buy' and 'intension to online word of mouth' as a consumer's attitude. As we predict in H1 based on previous researches, the effect of word of mouth is likely to be shown in online environment as well.

Second, consumer brand relationship quality, as a moderator, had an influence on customer's attitude to the direction of online word of mouth, as we predict in H2 but among the variables of consumer brand relationship quality, 'Cultural value of Korean consumer' and 'partner quality' moderated the effect between the direction of message and consumer's willingness to buy. Third, consumer's attitudes were influenced by appeal type of online word of mouth as well. Especially 'Commitment', 'Cultural value of Korean consumer' moderated the effect of online word of mouth on consumer's willingness to buy.

Statistically, BRQ generally raised the effect of online word of mouth. For example 'Cultural value of Korean consumer' and 'partner quality' raised 'the variance explained' of the effect of direction of message on 'willingness to buy' from 40.6% to 63.9% and 'partner quality' raised 'the variance explained' up to 51.4%. However, there is tiny effect of BRQ between appeal type of message and consumer's willingness to buy even though 'the variance explained' was raised by 'commitment' and 'cultural value of Korean consumer', accounting for 0.1% and 0.6 %. In addition, in case of customer's intension to 'word of mouth', 'the variance explained' was increased about 2.8 %.

Overall, 'online word of mouth' had a significant influence on consumer's attitude and particularly BRQ strengthened the effect of online word of mouth on consumer's willingness to buy.

## 6. Conclusion

This study examined that how the message of online word of mouth effect consumer's attitude and in this process, how BQR moderate the effect of online word of mouth.

As a result of the analysis, Online word of mouth have significantly effected on consumer's attitude even though those information are all texts and have been suspicious if it is true or not. Hence, several types of BRQ had strengthened consumer's attitude as well. But the effect was shown mainly between message of online word of mouth and willingness to buy, so it's possible that BRQ may have exclusive attributes psychologically.

In conclusion, this study would give following implications for companies to build marketing strategies. First, Online word of mouth should be managed to help consumer make positive decision to company. Second, unlike many studies about an enfeeblement of brand communication on the internet, Brand communication is still powerful tool to attract people in online environment as well. Finally, Building Relationship could be the most important for company in online environment, especially, between Consumer and Brand. Thus, it's necessary to build brand off line and on line as well.

## **7. Limitation**

This study has several limitations. Firstly we executed regression to analyze the effect of online word-of-mouth on customer's attitude and also to analyze moderating effect of BRQ(Brand consumer relationship quality) as well between online word-of-mouth and consumer's attitude. This method could be suitable for finding out the degree of effectiveness of each variable and percent of explanation. However this method has some problems to analyze the difference between each group influenced by direction and appeal type of message (ANOVA will be more suitable) especially there is drawback of designating the direction and appeal type of message on basis of mean difference. Secondly, we executed survey of 235 students belonging to university they have strong characteristic of online activity compared to other age group. So there have implications for marketing strategies aimed to 20s. But we need to consider other age group. Finally we extracted 5 factors by factor analysis from Brand Consumer Relationship Quality (BRQ) developed by previous research. In the perspective of BRQ, it's necessary for us to develop new type of relationship between consumer and brand in future work through adding new type of relationship because relationship will be always changeable depending on time and environment. We definitely need more study about this.

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