Guardians of the Digital Age: A Study on Word-of-Mouth Intention

Cheng-Feng Cheng

Department of Business Management, National Taichung University of Science and Technology, Taiwan. R.O.C.

Jun-Mei Chang

Department of Business Management, National Taichung University of Science and Technology, Taiwan. R.O.C.

Chia-Yu Lu

Department of Business Management, National Taichung University of Science and Technology, Taiwan. R.O.C.

Abstract:

The main contribution of this study lies in utilizing both symmetric and asymmetric data analysis methods to examine the relationships between the research dimensions. Specifically, the symmetric data analysis method (i.e., SEM, Structural Equation Modeling) aims to explore the net effects of the research dimensions, such as brand image, consumer opinion leadership, perceived value, and word-of-mouth intention. In contrast, the asymmetric data analysis method (i.e., fsQCA, fuzzy-set qualitative comparative analysis) focuses on investigating whether there are sufficient conditions within the fuzzy set composed of brand image, consumer opinion leadership, and perceived value that could lead to high word-of-mouth intention. This study adopts a quantitative research approach, using a questionnaire survey to collect empirical data through an online survey (Google Forms). The multivariate analysis tools used in sequence include descriptive statistical analysis, factor analysis, reliability analysis, SEM, and fsQCA. Results of SEM represent that strengthening brand image and consumer opinion leaders can help enhance perceived value, as well as improve consumer opinion leadership and perceived value both help strengthen word-of-mouth intention. Furthermore, results of fsQCA identify that there are three sets of sufficient conditions that can lead to high word-of-mouth intention.

Keywords:

Fuzzy Set, Brand Image, Consumer Opinion Leadership, Word-of-Mouth Intention, SEM, fsQCA.