

The importance of menu price was greatest for both quick meal/convenience and social occasion, brand reputation was the most important factor for business necessity, and word-of-mouth recommendation ...

Electronic word of mouth eWoM is one of the most valuable resources available to consumers in the search for products and services. This paper presents a novel recommendation ...

Of, relating to, or involving the interrelationships between living organisms and their environment. Later also: environmental; of or relating to the natural environment. Among the latter are the chorological ...

Therefore, as the word-of-mouth recommendation marketing strategy would effectively affect new users constantly entering the system, government and bus companies should pay ...

Nowadays, gamification is implemented in different software applications to increase user engagement. On the other hand, the recommendation systems have been around for a long time to suggest related ...

Based on the theory of consumption experience, this paper uses enterprise-provided secondary data and questionnaire data, employing logistic regression and stepwise regression to explore the impact, ...

In addition, offline word-of-mouth was noted to play a moderating role in the influence of social media online word-of-mouth in terms of purchase decisions. Information source credibility ...

As the pace of modern life accelerates, social exclusion occurs more and more frequently in interpersonal interactions. The type of social exclusion can lead to different psychological needs of ...

With the rise of social commerce, electronic word-of-mouth (eWOM) has become an important reference for users to make purchase decisions. However, the quality of information ...

Abstract: The purpose of this study was to examine gender differences in the relationship between sports consumers' perceived influence of word-of-mouth (WOM) recommendation and its ...

We find that the word-of-mouth recommendation of consumers with strategic return behavior is significantly higher than that of consumers without strategic return behavior. More ...

The results showed that: consumers are more willing to recommend a brand by word-of-mouth when facing substantive en-vironmental claims than associative environmental claims, and in this process ...

# Ecological solar container system word-of-mouth recommendation

The problem of word-of-mouth recommendation is brand new but important, with the following three challenges: Ternary Relation Modelling: Different from traditional recommendation problem with only ...

In this article, we propose a TriM (short for Triad based word-of-Mouth recommendation) model that can capture both the sharer"s influence and the receiver"s interest at the same time, which are two ...

The cultural identity of 2-dimensional primary users to IP affects their word-of-mouth recommendation behavior. Based on the theory of psychological ownership, this paper finds that IP cultural identity has ...



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