

The Association between EWOM, Knowledge Sharing and Customer's Perspective's: Brief Systematic Literature Review

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Abstract: The main aim of this study to explore the relation between the EWOM and Knowledge sharing, the study reveal that no theoretical relation between EWOM and Knowledge Sharing, on the other hand the study showed that both of the terms EWOM, WOM and Knowledge sharing using the same mechanism for sharing information. Both of them have their impact on customer satisfaction and intention to buy. Due to shortage of information and research related to the topic the topic need to do more research about this missing research area.

Keywords: EWOM, WOM, Knowledge, Research, Knowledge Sharing

INTRODUCTION

The evolution of information communication and technology (ICT) make changes to the dimension of the world, from E-commerce to E-lancing to EWOM. The EWOM is an old marketing concept, but nowadays takes his opportunity as phenomena that attract researcher, academics and marketer from various parts of the world. Social media is a booster for exchange information and one of best platforms to share information using internet or social sites and their applications.

EWOM is concept that deals what people saying about your products or services that organization provided, EWOM is marketing concept, the concept comes from Word of Mouth, a decades ago people share their knowledge when they have physical meeting, exchange information, idea, skills and knowledge. Moreover the expansion of Internet makes communication more easily, the share of information among social network sites faster, more audience.

Knowledge management is a dynamic phenomenon that has impact on the most dimension of management. Knowledge management has many definition and concepts as *"the systematic process of finding, selecting, organizing, distilling, and presenting information in a way that improve an employee's comprehension in specific area of interest"* [48]. One of knowledge management process is knowledge sharing is an attractive term that deal with management, psychology and Human behavior. Knowledge sharing is process of share information, ideas and skills with others explicitly as physical activity or over medium (i.e. Social Networks, Radio, TV ... etc). The paper objective to review the three

concepts EWOM, Knowledge Sharing and Costumers' perspective's. Moreover paper trying to explore the dimension of relation between the three's terms by reviewing literature related to the research focus.

Word of Mouth (WOM)

Word of mouth is expression that communication made face-to-face no media to transfer, discussing some information, recommendation and feedback about product or services [1]. The type of conversion made about products or services in terms of WOM it seems to be friendly and readily, both consumer's asking and answering the positive or negative information about the product/ service.

The definition of WOM is changeable according to the point view the researcher using this expression, many researcher try to define the term WOM in many ways. *"informal communications directed at other consumers about the ownership, usage, or characteristics of particular goods and services and/or their sellers"* [9]. WOM concerning about passing information between non-commercial consumers face-to-face nevertheless, it's negative or positive [2].

More definition *"the world's most effective, yet least understood marketing strategy"* [3]. Moreover Arndt [1] mentioned that WOM to be "Offline-WOM" because it's facial communication interaction not using medias. According to Minxue, Fengyan, Alex & Nan [4] the transmitter (i.e. Consumer) should have a communication skills to deliver the information to recipient (i.e. Consumer), moreover need to memories and recall information before the sharing and exchanging process began. For that the researcher

define the WOM as traditional sharing mechanism, that create and transfer positive or negative information and specification about product or service between non-commercial consumer's.

Some researcher pointed that there is a relationship between attitudes and WOM [5], Moreover [5] pointed that attitudes has a positive effect on WOM. In addition Andersen [6] results from his study that the engagement and participating in online communities has a positive impact to increase the customer's loyalty.

The revolution of Internet and information technology (IT) changed dramatically the behaviors of consumer, the exchange of information and communication channels between people. The Social Network Sites make the world as small city each one know others, so for that the exchange of information using electronic devices (i.e. using Internet) change the ways that people share their knowledge, information and their experience for product or service.

For that this change make the dimension change, the people more interested to share their knowledge and experience via Internet because it free and safe way to share their knowledge and feedback about any product or service using electronic way. So for that, the people moved from WOM to EWOM, to cope with changes for the revolution of ICT.

Electronic Word of Mouth (EWOM)

The change of customer perspectives for buying or selling, change the way for marketer how they fulfill the needs of customer, so EWOM is double-edged sword, it can influence the buyer or seller, so for that buyer or seller should take care about the impact of EWOM on their reputation.

The EWOM is new term that attractive for researchers and marketers worldwide, EWOM we can say its mix of Consumer behavior (i.e. marketing), Information system and sociology [7]. Hovland [8] the interaction between people done in 4 dimensions: the sender, message, receiver and reaction.

When researcher searching scholarly, the researcher find different definition for EWOM. Westbrook [9] define it as informal communication established online about product or service. Moreover, Dellarocas [10] define it as online feedback. According to Abubakar [11] EWOM is useful tool for marketer to

know what people saying about their product and services, in addition its help marketer to build their strategy. Dellarocas [10] add that its tool with low cost to exchange information using ICT. The researcher develop a definition based on the definition from other researcher the EWOM is unplanned communication between two consumer or more asking and exchanging information about product or service, although its positive or negative using electronic tool.

Kirkpatrick & Roth [12] EWOM need to taken in full consideration to innovate or to get revenue from the information provided by consumer. According to Litvin *et al.* [13] data derived from EWOM can enhance the business and reduce costs. Libai, Muller & Peres [14] EWOM not only has impact on consumer perspective to buy, it may accelerate the market and gain more expansion.

The quality and quantity of information (i.e. EWOM) need to consider. According to Gopinath, *et al.* [15] the information provided by people is more important than how many people say that, the time they say that and emotion related to what they said. Moreover Mishra [7] stated that many consumer relay on the information provided by EWOM before the buying decision made.

The similarity and deference's between EWOM and WOM

The WOM and the EWOM they are the same as concept, but they deference in the way they share, time, form and relationship. According to Vilpponen, *et al.* [16] the EWOM is more modern than WOM, because it uses more communication channels and different ways.

Goldsmith & Horowitz [17] for the consumer it doesn't matter if they share knowledge about product or service in the traditional way face-to-face (i.e. WOM) or in modern way using internet and social network sites (i.e. EWOM). In addition [17] consumer can find multiple ways to share their knowledge using the technology.

In table (1) below the researcher has borrowed the table from [11] which listed some deference's between the traditional WOM and the modern EWOM. The table as cited in [11] was adopted from [18] study "Marketing in hypermedia computer-mediated environments: Conceptual foundations".

Table 1: Differences between WOM and eWOM

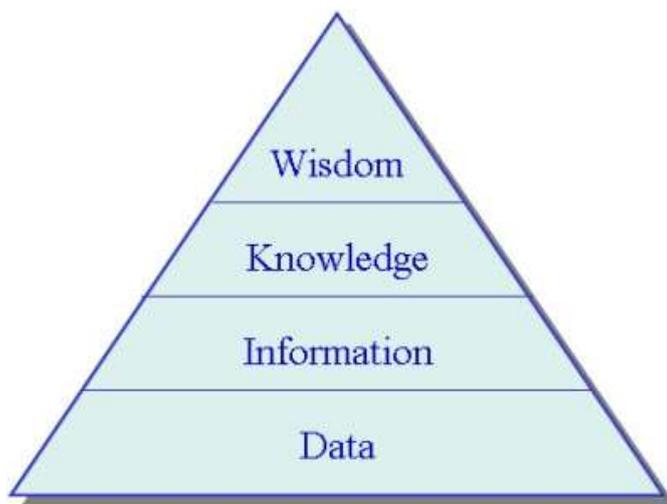
	WOM	eWOM
CHARACTERISTICS		
Communication Medium	Talk, Letter, Telephone, Meeting.	Discussion forums, blogs
Form	Oral (Written) communication	Written communication
Synchronicity	Synchronous communication	Synchronous/ Asynchronous communication
Type of interaction	Direct-Real time interaction	Indirect- interaction is virtual
Format	One dimension communication	Multiple dimension communication
Relationships	Familiar each other/social ties/specific receiver pool	Generally anonymous virtual social bonds and relationships
Ease of transmission	Demanding	Straightforward
Focus	Persuasive communication	Persuasive & diffusive communication

Origin: Hoffman and Novak (1996).

Knowledge management and knowledge sharing Knowledge Management

Knowledge management one of most usable concept worldwide, you can find knowledge management in any sector in the life, from Organization, Education, Health sector and more. The knowledge management has many dimensions [19].

Knowledge management has attributed to most aspects' of life specially the information system [20]. According to Nonaka *et al.*, [21, 22] knowledge management is "justified true belief". Knowledge is result of data that transformed to information [23]. Ackoff [24] add that knowledge leading to wisdom, by adding it to the top of hierarchy.



The Knowledge Hierarchy

Fig-1: Hierarchy of knowledge (Source: Newell *et al.*, [25]).

Knowledge management has many types but the most known type is tacit knowledge and explicit knowledge. Tacit knowledge as mentioned by Polanyi, 1967 “we can know more than we can tell”. According to Elrehail *et al.*, [26] tacit knowledge can’t be known without writing or emotion. Moreover tacit knowledge related to the person itself and it will be intangible [19].

The second type of knowledge is the explicit knowledge; it’s formalized, managed and shared it’s called as know-what [27]. According to Elrehail *et al.* [26] explicit knowledge shared between people. Moreover [28] explicit knowledge could be tangible, external, objective and captured. According to Kumar [29] mentioned that the explicit knowledge is easy to share and reuse. Uriarte [30] we can’t get full from only tacit knowledge both of tacit and explicit knowledge complete each other.

KNOWLEDGE SHARING

Knowledge sharing one of knowledge management process, some researcher has identify four

process for knowledge; finding existing knowledge, creating new knowledge, packaging created knowledge and using existing knowledge [31]. Moreover [47] mentioned seven process for knowledge management process; creation, application, exploitation, sharing, encapsulation, sourcing and learning. According to Teece [32] the researcher in his paper identify eight process for knowledge management; generating, accessing, using knowledge decision, representing, embedding knowledge, facilitating knowledge, transferring and measuring knowledge.

Some scholarly and research’s makes fault, they thinks that knowledge sharing and knowledge transfer is the same, unfortunately they different [33]. Knowledge transfer is to deliver knowledge from one-to-one, on the other hand knowledge sharing is process of deliver knowledge from one-to-many [33]. In the fig (2) Boyd *et al.* [33] illustrate the differences’ between knowledge sharing and knowledge transfer.

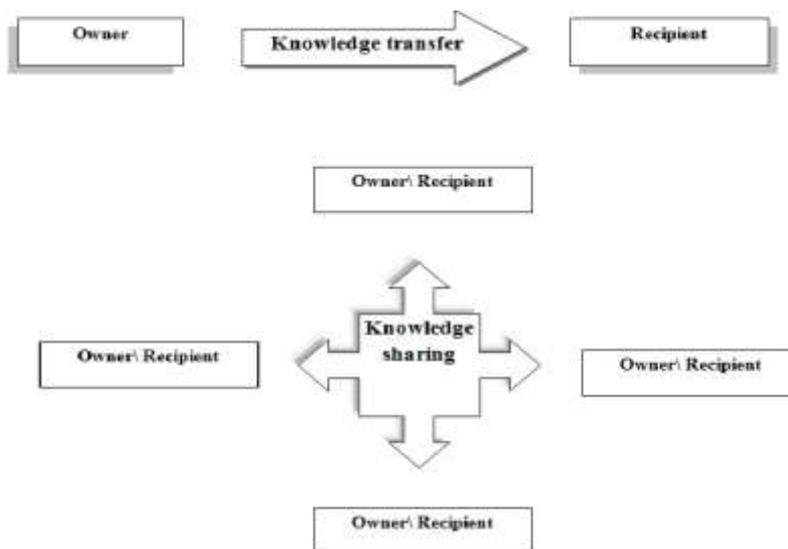


Fig-2: The differences between knowledge transfer and knowledge sharing. (Source: Boyd *et al.*, [33]).

Knowledge sharing is process to share knowledge not only for one person; knowledge sharing is process from one person to group or from organization to organization [34]. Moreover knowledge is a behavior among employee or person in the same organization or among social media [35, 36]. According to Azudin *et al.*, [37] if organization not supports knowledge sharing culture it can’t get the advantage from knowledge. Moreover knowledge sharing is most useful knowledge management process to share ideas, information among organization and people.

EWOM and Knowledge sharing

Knowledge sharing and EWOM is term using the same concept, depends on share information about something (i.e. Product, service, Idea, information). The

two terms relies on the culture and ability of the person or organization to share knowledge and information, on other hand the theories are different but the mechanism is one. Both of the terms try to adapt for helping others.

EWOM not only information it contain more than information [10]. According to Erkan & Evans [38] information can influence the customer perception and intention to buy, moreover [38] add that the quality of information provided in social media site change the look of customers toward a product or service. Chu & Kim [39] the users of social media and social network sites try to get useful information from the knowledge of users among the EWOM and social media.

Choi & Scott [40] in his study examined the impact knowledge sharing behavior among EWOM and social network sites, the study showed that that trust is the most important factor influence the Knowledge sharing and the quality of information provided by EWOM. Moreover, Choi & Scott [40] add that the female tend to share more than male. According to Szulanski, [41] trust is the most factor influence knowledge sharing beside the culture.

According to Yang, [42] the technology play crucial role in knowledge sharing and information exchange, Yang [42] in his study focus on the relationship between EWOM and knowledge sharing and customer satisfaction and intention to share knowledge, the study showed that the technological factor is important the ease of use and perceived usefulness are important to share their knowledge among social network sites.

METHODOLOGY

The design of the methodology section built to achieve the goals of the paper, the aim and goal of paper should firstly identify. The approach used in this paper is a systematic literature review; this approach is wildly used to answer the question or the relation between the dimensions of the study [43].

Webster & Watson [44] the systematic literature review provide researcher with latest information about research related to the topic and advancing their knowledge about the gaps related to the research area. According to Nightingale, [45] the systematic literature review reduce bias to extracting and selecting the papers related to researcher work and provide information related to the aims and objectives of the paper. Okoli & Schabram [46] the systematic literature review (SLR) is useful method of Information system research and adapted from health science.

The researcher developed his own methodology based on SLR method to make new method call it a Brief Systematic Literature Review (BSLR), the BSLR method give the audience a brief information about the research topic without depth details as the SLR method.

DATA COLLECTION AND SELECTION

The data collection and selection is the process we get data and justify why selecting the data, the data gathering and selection applied in five stages, the first stage searching available database (Science direct, Research gate, Academia, Google scholar), the first stage provide us with 2130 item.

The second stage applied to filter this database (i.e. own database built by researcher) by searching paper regarding to their titles, after this step the number of items inside the database reduced to 336 item.

The third stage applied to filter this database based on the relation to the topic or not, based on their abstract and keywords, after this step the number of items in the database reduced to 176 items.

The fourth stage applied filter the filter based on the information get from the article is useful to the paper or not, after screening process full text, the number of items that related to the topic and got real citation are 48 items. The articles that contain the both terms of research are only 2 articles which reveal after the fifth stage applied. Fig (3); below sort out the steps of inclusion and exclusion process.

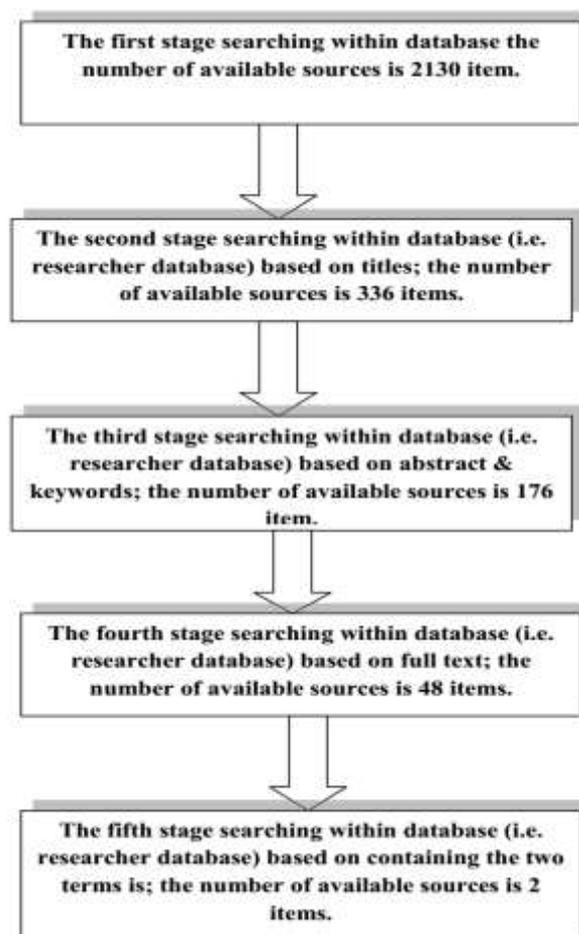


Fig-3: The data inclusion & exclusion criteria.

CONCLUSION

The main objective of this paper to review literature about the terms of Knowledge sharing and EWOM, the review process used the systematic literature review technique. The process tend to minimize bias for selecting data, the inclusion exclusion criteria made in five stages, the stages reduced the number of used article based on some factors related to the objectives of this paper.

The results reveled in this paper reflex the nature of research, a little number of studies in the field

of research found. Only two study founded related to the topic, the most study used a partially related to one of the terms used in this research.

The findings of the study; that EWOM and Knowledge sharing theoretically not linked. But the structure and mechanism for share information are similar. The both of them need a communication media to share their experience, information and knowledge about product or service or knowledge. Moreover the both terms deal with individuals, but knowledge sharing can be related to WOM or EWOM, because the knowledge can be shared in electronic way or face to face or written or by emotion.

Due to the shortage of information, data and research related to the topic the two terms need to conduct more research theoretically or empirically to investigate the relationship between them. So as direction of future research the researcher encourage researcher to take deep research to the both terms.

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