

Accepted Manuscript

The differential impact of brand loyalty on traditional and online word of mouth: The moderating roles of self-brand connection and the desire to help the brand

Jiska Eelen, Peren Ozturan, Peeter W.J. Verlegh

PII: S0167-8116(17)30055-1
DOI: doi: [10.1016/j.ijresmar.2017.08.002](https://doi.org/10.1016/j.ijresmar.2017.08.002)
Reference: IJRM 1222
To appear in: *International Journal of Research in Marketing*
Received date: 6 July 2016
Revised date: ###REVISEDDATE###
Accepted date: ###ACCEPTEDDATE###

Please cite this article as: Jiska Eelen, Peren Ozturan, Peeter W.J. Verlegh , The differential impact of brand loyalty on traditional and online word of mouth: The moderating roles of self-brand connection and the desire to help the brand, *International Journal of Research in Marketing* (2017), doi: [10.1016/j.ijresmar.2017.08.002](https://doi.org/10.1016/j.ijresmar.2017.08.002)

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.



The differential impact of brand loyalty on traditional and online word of mouth:
The moderating roles of self-brand connection and the desire to help the brand

Jiska Eelen^a

Peren Ozturan^a

Peeter W. J. Verlegh^a

Keywords: loyalty, branding, (electronic) word of mouth, self-brand connection, social media

ARTICLE INFO

Article history:

First received on July 6, 2016 and was under review for 5 months.

Senior Editor: Andrew T. Stephen

Author Note

^a Department of Marketing, Vrije Universiteit Amsterdam, De Boelelaan 1105, 1081 HV Amsterdam, The Netherlands. Correspondence concerning this article can be addressed to Peeter Verlegh, Department of Marketing, Vrije Universiteit Amsterdam, De Boelelaan 1105, 1081 HV Amsterdam, The Netherlands. Email: p.verlegh@vu.nl, Phone: +31 (0)20 598 6262. The authors contributed equally and are listed in alphabetical order.

Acknowledgments

This work was supported by the SWOCC foundation, Amsterdam, the Netherlands. We thank the organizers and attendants of the 2015 Thought Leaders in Customer Engagement and Customer Relationship Management Conference for their feedback. We also thank Eddy Eelen for data coding, and Anne Klesse and Francesca Sotgiu for their insightful comments on an earlier draft of this manuscript.

Download English Version:

<https://daneshyari.com/en/article/7240540>

Download Persian Version:

<https://daneshyari.com/article/7240540>

[Daneshyari.com](https://daneshyari.com)