

Georgia Southern University

Georgia Southern Commons

Association of Marketing Theory and Practice
Proceedings 2018

Association of Marketing Theory and Practice
Proceedings

2018

Why I Purchase What I See On Facebook: Comparing The Impact of Electronic Word-of-Mouth Between Hispanic And Non-Hispanic Consumers

Nivia Escobar
Florida State University

Sindy Chapa
Florida State University, sindy.chapa@cci.fsu.edu

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2018



Part of the [Marketing Commons](#)

Recommended Citation

Escobar, Nivia and Chapa, Sindy, "Why I Purchase What I See On Facebook: Comparing The Impact of Electronic Word-of-Mouth Between Hispanic And Non-Hispanic Consumers" (2018). *Association of Marketing Theory and Practice Proceedings 2018*. 40.

https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2018/40

This conference proceeding is brought to you for free and open access by the Association of Marketing Theory and Practice Proceedings at Georgia Southern Commons. It has been accepted for inclusion in Association of Marketing Theory and Practice Proceedings 2018 by an authorized administrator of Georgia Southern Commons. For more information, please contact digitalcommons@georgiasouthern.edu.

Why I Purchase What I See On Facebook: Comparing The Impact of Electronic Word-of-Mouth Between Hispanic And Non-Hispanic Consumers

Nivia Escobar

Florida State University

Sindy Chapa

Florida State University

ABSTRACT

This study aims to explore the role of the adoption and consumption of Facebook on Electronic Word-Of-Mouth (eWOM) among Hispanics versus African Americans, Asians, and Non-Hispanics Whites in the United States, whilst exploring the impact of attitudes towards eWOM on the likelihood to purchase something because of the “Likes” on Facebook. A national panel was used to collect the data and an ANOVA test was conducted to test the hypotheses. The results indicated Non-Hispanic White consumers were significantly less likely to use WOM than Hispanic, African Americans and Asians. Overall, Hispanics were found to be more likely than any other any group to practice eWOM, yet the difference is only significant when compared to Non-Hispanic whites. Finally, as predicted, the impact of attitudes toward eWOM on purchase behavior was the highest among Hispanics than any other group.

ABOUT THE AUTHORS

Nivia Escobar Salazar is graduate student in master of Integrated Marketing Communication with the Certificate in Multicultural Marketing Communication at Florida State University. Her research interests include Hispanic consumer behavior, health communication in decision-making, and marketing communications.

Dr. Sindy Chapa is the Director of the Center for Hispanic Marketing Communication at Florida State University (FSU). Dr. Chapa is a co-author of the Hispanic Marketing: The Power of the New Latino Consumer book, third edition. She has also published in recognized academic journals including International Journal of Advertising, Journal of Advertising Research, International Business & Economics Research, Journal of Marketing Communication, Journal of Spanish Language Media, Journal of Consumer Behavior, and Journal of Multidisciplinary Business Review among others. Dr. Chapa’s research concentrates on understanding Hispanic and cross-ethnic consumer behavior in the area of cross-cultural marketing communication and advertising.