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

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

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## **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.