



Determinants of word-of-mouth communication and purchase intention of trade offices in kish Island (Case of Mica Mall)

Arezou Mobasserian*
Afsaneh Jafari,

Suggested Citation:

, Global Journal on Humanites & Social Sciences.

Abstract

* Arezo Mobaserian
E-mail address [_____](#)

1. Introduction

2. Determinants of WOM

2-1. *Source expertise*

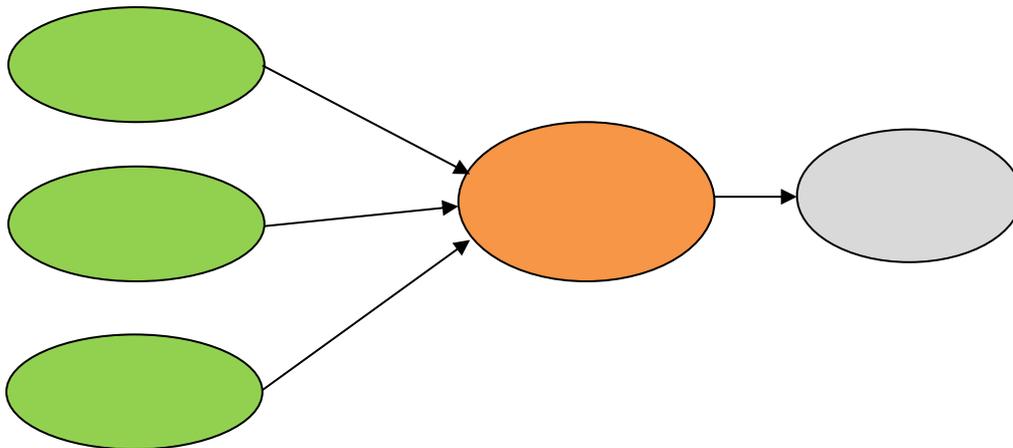
2-2. *Tie strength*

2-3. *Reference groups*

2-4. *WOM Actively Sought*

3. Hypothesis development

H1
H2
H3
H4



4. Research methodology

Construct	Number of items	α	AVE

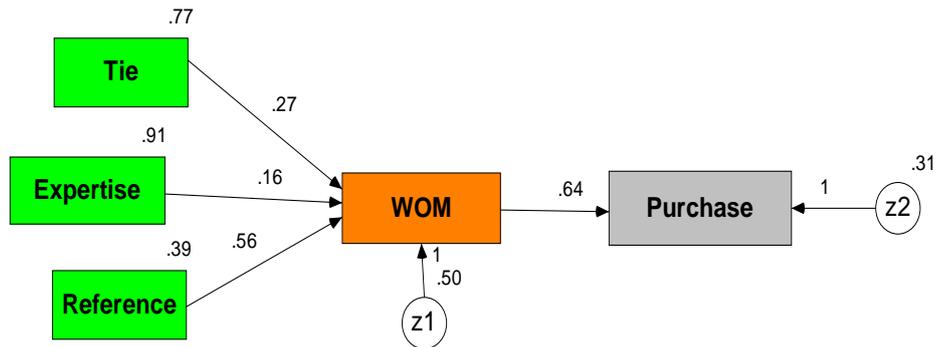
5. Results

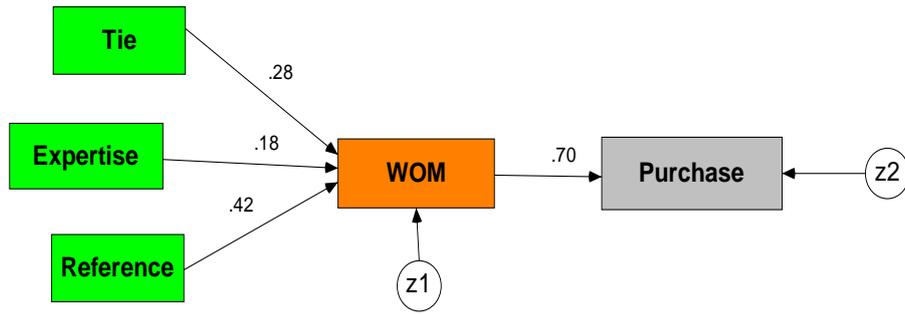
5-1. *Sample profile*

5-2. Correlatoion analysis

	1	2	3	4	5

5-3. Hypothesis testing





6. Conclusion and discussion

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- Journal of Marketing Research* 4,
- 15
- Journal of Advertising Research* 8
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