

**ELECTRONIC WORD OF MOUTH: A DYNAMIC NEW FORCE IN CONSUMER DECISION- MAKING**

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**ABSTRACT**

Media is in the midst of a digital revolution that allows consumers to connect to products and each other in a powerful way. A new type of WOM in marketing, coined E-WOM (electronic WOM), is developing. This phenomenon is thoroughly discussed using Wanelo's social shopping e-commerce site as an example. The article explores why E-WOM is so attractive to consumers, describes how it works in connection with Wanelo's free app inside of Facebook, and then ties together all the components in an updated marketing communications model. It ends with a brief discussion of e-commerce monetization.

Keywords: *Word of Mouth, E-commerce Shopping, Marketing Communications Model, Consumer Co-production, Social Network Marketing*