

**ANTECEDENTS AND TARGET GROUPS OF WORD-OF-MOUTH COMMUNICATION OF PRICES:
THEORY AND NEW EMPIRICAL RESULTS**

Kevin Lexis, RWTH Aachen University, Germany
Antje S.J. Hütten, RWTH Aachen University, Germany
Florian U. Siems, RWTH Aachen University, Germany

[dx.doi.org/10.18374/JIBE-13-3.10](https://doi.org/10.18374/JIBE-13-3.10)

ABSTRACT

The following paper investigates the issue of word-of-mouth communication of prices in the context of everyday situations. Particularly, it is examined whether discrepancies evolve between positive and negative price perceptions and who serves as contact groups to talk about price experiences. Furthermore, gender-specific aspects are examined. The paper ends with management implications, limitations and suggestions for further research.

Keywords: *Word of Mouth Communication of Prices, Positive and Negative Price Perceptions, Contact Persons for Communication, Gender Differences*