Ewom and Consumer Decision-Making: A Bibliometric Study

Ewom e Tomada de Decisão do Consumidor: Um Estudo Bibliométrico.

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ABSTRACT

This article presents a bibliometric study on electronic word-of-mouth (EWOM) and its influence on consumer decision-making. The objective of this study is to map and analyze trends, themes, and key academic contributions related to this topic. The methodology employed involved data collection from a wide range of sources such as scientific journals, conferences, and books, using bibliometric analysis techniques. The results revealed a significant increase in the number of studies related to EWOM and consumer decision-making over time. Several emerging themes were identified, including the influence of online reviews, the role of social networks, and the importance of trust in the transmission and reception of EWOM. Furthermore, it was observed that the majority of studies focus on the areas of marketing and communication. This research contributes to the existing body of knowledge by providing a comprehensive overview of trends and key topics related to EWOM and consumer making.

Keywords: EWOM; Consumer; Decision-making.

RESUMO

Este artigo apresenta um estudo bibliométrico sobre o boca a boca eletrônico (EWOM, na sigla em inglês) e sua influência na tomada de decisão do consumidor. O objetivo deste estudo é mapear e analisar tendências, temas e principais contribuições acadêmicas relacionadas a esse tópico. A metodologia empregada envolveu a coleta de dados de uma ampla gama de fontes, como periódicos científicos, conferências e livros, utilizando técnicas de análise bibliométrica. Os resultados revelaram um aumento significativo no número de estudos relacionados ao EWOM e à tomada de decisão do consumidor ao longo do tempo. Vários temas emergentes foram identificados, incluindo a influência das avaliações online, o papel das redes sociais e a importância da confiança na transmissão e recepção do EWOM. Além disso, observou-se que a maioria dos estudos se concentra nas áreas de marketing e comunicação. Esta pesquisa contribui para o corpo existente de conhecimento ao fornecer uma visão abrangente das tendências e principais tópicos relacionados ao EWOM e à tomada de decisão do consumidor.

Palavras-chave: Boca a Boca Eletrônico; Consumidor; Tomada de Decisão.
INTRODUÇÃO

Within the marketing area, word of mouth marketing has been known and studied for a long time. In recent years, due to the popularization of information technology, word of mouth marketing has gained a new modality, electronic word of mouth, in English called electronic Word Of Mouth (eWOM).

Derived from traditional word of mouth, there is more of 60 years introduced in the literature (Brooks, 1957). Word of mouth (WOM) has been revitalized, gaining a new format, especially due to the impetus brought by the internet (Dellarocas, 2003). The proliferation of digital technologies has allowed consumers to easily share opinions about their experiences, thus creating electronic word of mouth (eWOM). If in traditional word of mouth the impact was with comments, personally, to five, ten, twenty people, in the new modality, the impact is significantly greater, since a record on the internet can be seen and considered by hundreds or even thousands of people, since a written record, photo or video published on social networks or on sales platforms that allow comments, can be available for years. Technologies have been amplifying WOM and consequently its impact on online consumers' decision-making (Babić Rosario et al., 2020).

Electronic word of mouth (eWOM) is considered an influential marketing tool (Bickart and Schindler, 2001; Kumar and Benbasat, 2006; Zhang, Craciun, and Shin, 2010). Consumers look for information posted by previous customers, seeking to feel comfortable before buying products or services (Pitta & Fowler, 2005). The internet contributes in this sense, offering several suitable platforms for eWOM, such as blogs, discussion forums, shopping sites and, finally, social networks (Cheung and Thadani, 2012).

Online platforms have brought a new aspect to eWOM, allowing users to communicate across different existing networks. Users are now able to exchange opinions and experiences about products or services with their friends and acquaintances on social networks (Chu and Kim, 2011; Kozinets, de Valck, Wojnicki and Wilner, 2010). Due to the importance gained, online platforms have been the object of a continuous and growing number of academic researches, especially in the last five years. Themes such as types of online platform, innovation in digital platforms, business structures and matchmaking (a concept that considers technology, innovation and networking, used by companies such as Airbnb), are among the research carried out in recent years, published in scientific journals (Trabucchi and Buganza, 2021). In today's competitive economy,

This article aims to contribute to the development of scientific studies on online consumer behavior, eWOM and decision-making.
RESEARCH PROBLEM AND OBJECTIVE

Observing the above, it is understood that it is important to analyze what has been scientifically produced considering the eWOM and decision-making themes. In that regard the following research problem was configured for the present research: Which authors, which countries, sources, co-citations, related themes, have been the object of publications considering the combination of eWOM and decision-making?

The aim of this article is a bibliometric analysis considering the combination of eWOM and decision-making themes.

THEORETICAL FOUNDATION

eWOM

According to Solomon (2016), word of mouth is information about products transmitted from individuals to individuals. Word of mouth can be positive or negative for companies, since informal discussions between consumers, driven by the popularization of social media, can influence the success or failure of a product or service. Today's drive to share and research feedback across platforms prior to a purchase has highlighted the critical role of online communities in fostering the basic word-of-mouth process.

Word of mouth is classified by Bentivegna (2002) as traditional, when consumers use offline interpersonal channels to transmit messages, that is, the exchange of information between individuals. According to Breazeale (2008), this type of communication has three main characteristics: flexibility, spontaneity and reliability.

For Rosario et al. (2020), electronic word of mouth (eWOM) is a consumer practice that has undeniable effects on the company's financial results. It is a marketing concept that has received a lot of attention from academia, but it is still under-theorized.

The proliferation of digital technologies has allowed consumers to share their opinions related to consumption, thus creating electronic word of mouth (eWOM), a situation where a statement made by a potential, current or former customer about a product or company is made available to a multitude of people. People and institutions through the internet in various ways, opinion platforms, discussion forums, social networks, etc. This situation further amplified the importance of word of mouth (WOM) as a form of buying influence (Hennig-Thurau et al. 2004).

According to Litvin et al. (2008), eWOM can be defined as all informal communications addressed to consumers through Internet-based technology related to the use or characteristics of certain goods and services, or their sellers. for Bronner and

Online reviews, often referred to simply as online word of mouth, are available on virtually every product and service category imaginable. While some of these are prepared by expert raters, more and more reviews are prepared and posted by individuals who have been
deeply delighted, or truly disappointed, with a product or service in their consumption experience (Clemons et al., 2006).

According to Filieri (2015), online consumer reviews, in English Online Consumer Reviews (OCRs), which are the electronic version of word of mouth, are allowing consumers to share their experiences, opinions and feedback about products, services or brands, for other consumers.

Online customer reviews can be defined as peer-generated products, and reviews can be posted on company or third-party websites (Mudambi and Schuff, 2010).

Rosario et al. (2020), aiming to update the concept, present that eWOM is necessarily generated by the consumer, has consumer-related communication, employs digital tools and is aimed primarily at other consumers. This proposed definition of eWOM clarifies possible confusion about this concept, as it allows delineating the key components of the theory: the source, that is, consumers as eWOM senders; the message, that is, content related to consumption; the channel, ie digital conversation tools; and the recipient, ie mainly other consumers.

**EWOM AND INFLUENCE ON CONSUMER DECISION MAKING**

With the advent of information and communication technologies, traditional word of mouth has been extended to electronic platforms such as online discussion forums, newsgroups, blogs, review sites and social networking sites (Li and Du, 2011; Weinberg and Davis, 2005). Everyone can share product and service-relevant opinions and experiences with strangers who are socially and geographically dispersed (Duan et al., 2008). This new form of word of mouth, known as eWOM, has become an important factor with regard to consumer buying behavior.

Some studies have considered word of mouth to be more effective in terms of impact on consumer decision-making than publications such as editorial boards and advertisements (Bickart and Schindler, 2001; Smith et al., 2005; Park and Lee, 2009). eWOM has been considered a very persuasive type of communication due to the perceived reliability of some formats (Zhu and Zhang, 2010; Godes and Mayzlin, 2004; Mayzlin, 2006).

Opinion-seeking behavior can be very useful for consumer decision-making. Currently, it is very easy and fast to consult opinions before purchases, since different social networks and platforms have made eWOM increasingly possible and accessible (Häubl and Trifts, 2000). However, depending on the eWOM source, the impact on the decision-making process can be different, as demonstrated by the study by (López and Sicilia, 2014), when recording that trust in the perceived source has a positive effect on the influence of eWOM in decision making. When individuals perceive the source as highly reliable, the eWOM influences decision-making more than when they perceive it as less reliable.

Perceived source reliability can determine the influence eWOM has on decision making, because the source is most likely unknown in an online context (López and Sicilia, 2014). Reliable
source has been considered a crucial determinant of persuasion (Smith, Menon and Sivakumar, 2005). When the source is considered low in reliability, it may be disregarded or not very persuasive (Bristor 1990; Buda, 2003). Therefore, when an individual perceives eWOM sources as reliable, the influence of online opinions on their decision-making is greater (López and Sicilia, 2014).

Regarding source evaluation, receivers tend to compare their attitudes with of senders (Festinger, 1954). Receivers identify better with sources that are similar to themselves (Kelman, 1961; Mussweiler, 2001), as they implicitly assume that similar people have similar needs and preferences (Brown and Reingen, 1987; Festinger 1954; Kamins, 1990). Their perceived similarity with the source will lead these consumers to develop higher levels of trust (Au Ye-ung and Iwata, 2011). Therefore, it is likely that consumers with a marked opinion behavior consider the eWOM information source as reliable when they need to make a purchase decision.

The results of the study by Farzin and Fattahi (2018) indicated that the factors trust, informational influence, sense of belonging, altruism, moral obligation and knowledge are variables that are linked to eWOM in social networks, from which member consumers consider and suffer impact on consumer behavior, especially online. The authors' research finds that eWOM influences the image of companies, both directly and indirectly, consequently influencing the consumer's purchase intention.

In online communities where there is a high sense of community belonging, members enjoy shared emotional bonds and connections. In such communities, members expect support from each other and expect members to help them solve their problems. Thus, the stronger people's sense of belonging for belonging to a group, the more likely they are to disclose and share information about products and brands that they consider useful to other members (Farzin, & Fattahi, 2018).

SEARCH RESULTS

Considering the thesis' focus of study, respectively "eWOM" and "decision making", a bibliometric study was carried out seeking to know the academic production, the main authors and publication sources, as well as the most cited authors and articles, countries that publish the most and keywords most used in works involving the two themes.

For this bibliometric study, the Scopus database was used, recognized as the basis of scientific publications, according to Elsevier (2022), it is the largest database of abstracts and citations of literature with peer review, offering a comprehensive overview of research production in the world in the areas of science, technology, medicine, social sciences, arts and humanities.

As a support tool, the VOSviewer software, version 1.6.18, was used in the present bibliometric study.
VOSviewer is a software tool for building and viewing bibliometric networks. These networks can, for example, include journals, researchers or individual publications, and can be built based on citation relationships, bibliographic coupling, co-citation or co-authorship. VOSviewer also offers text mining functionality that can be used to build and visualize co-occurring networks of important terms extracted from a body of scientific literature (Vosviewer, 2022).

For the present study, for the search in the Scopus base, a composition of Boolean operators was used, considering derivations of the key expressions “eWOM” and “decision making”, which means, in a free translation, decision making. Below is the complete composition of Boolean operators used in this study: “( TITLE-ABS-KEY ( ewom ) OR TITLE-ABS-KEY ( "eletronic word of month" ) OR TITLE-ABS-KEY ( "eletronic word of months" ) OR TITLE-ABS-KEY ( "eletronic word-of-month" ) OR TITLE-ABS-KEY ( "eletronic word-of-months" ) OR TITLE-ABS-KEY ( "eletronic word of month (eWOM)" ) OR TITLE-ABS-KEY ( "eletronic word of months (eWOM)" ) AND TITLE-ABS-KEY ("decision making" ) OR TITLE-ABS-KEY ("consumer decision making") OR TITLE-ABS-KEY ("consumer decision") OR TITLE-ABS-KEY ("purchase decision") OR TITLE-ABS-KEY ("consumer decision-making") OR TITLE-ABS-KEY ("consumer decision-making process") OR TITLE-ABS-KEY ("consumer decision-making process").

Using the Boolean operators above in the Scopus base, the result obtained was 267 documents, of which 190 articles, 49 conference papers, 18 book chapters, 9 reviews and one note. For the present study, for the sake of standardization of the analysis, it was decided to consider only the base of articles, that is, 190 publications.

When analyzing the number of articles published, involving the themes eWOM and decision-making each year, a considerable evolution in the number of publications can be seen. Aiming to demonstrate such evolution, a graph was created, graph 1, with the number of publications per year. For a better analysis, it was decided not to consider publications from the year 2022 (18 publications up to the month of June), since this year is not finished yet.
Graph 1 - Evolution of the number of articles published considering eWOM and Decision Making and derivations of these expressions

It is observed, when analyzing Graph 1, that over the last 14 years the number of articles published involving the themes eWOM and decision-making and derivations of these expressions, has been increasing, and in only two situations there was a decrease of one year to the other, from 2013 to 2014 and from 2017 to 2018. It is worth noting that the most recent period is the one with the highest growth in the number of publications, from 26 publications in 2020 to 42 publications in 2021.

When analyzing the most used keywords in these articles, eWOM (67 times) is observed in greater number, followed by decision making (42 times) and in third place online reviews (23 times). Figure 1 is shown below, prepared with the support of the VOSviewer software, containing the keywords that appeared at least 10 times, considering all scientific articles already published and involving “eWOM” and “decision making”. Of 1020 keywords registered in articles already published involving the themes, 19 appeared at least 10 times.
Considering that the strongest lines between the variables in the figure above, figure 1, connect the most combined keywords in studies involving eWOM and Decision Making, it can be concluded that most publications on eWOM and Decision Making have considered the themes “online comments” and “social networks”. Considering that the size of the spheres contained in Figure 1 are related to the number of times the keyword appears in publications from the selected database, it is concluded that the keywords most registered in published studies combining eWOM and Decision Making are respectively: “online reviews”, “social networks”, “purchase intention”, “sales”, “consumer behavior”, “marketing”, e-commerce and, “trust”. When analyzing Figure 1, it can also be concluded, considering that the yellow color highlights the most recently used keywords, that the keywords “online reviews”, “purchase intention”, “trust”, “marketing” and “social networking (online)”, were registered in the most recent studies. Another important finding in this line is that the keywords “electronic word-of-mouth”, “electronic word of months”, “word of month”, blue or green spheres, have been replaced by the keyword eWOM, which appears in a sphere larger and in yellow, that is, eWOM appears in the keywords in greater numbers than its derivations, and has been the choice of authors of the most recent studies.

When analyzing the 10 (ten) most cited published articles, involving the themes eWOM and Decision Making, Table 1, below, it is noticed that 3 (three) of them have their authors linked to institutions in the United States; 3 (three) from China; 1 (one) from Italy, 1 (one) from the United Kingdom; 1 (one) from Canada and; 1 (one) of the articles was written by authors linked to institutions in different countries (United States, Holland and France).
**Chart 1** – Most cited articles and authors, when considering published articles involving the themes eWOM and Decision Making

<table>
<thead>
<tr>
<th>Article</th>
<th>Year</th>
<th>Authors / Country of the linked institution</th>
<th>Number of Citations recorded in Scopus Base</th>
<th>Number of Citations recorded in Google Scholar on 07/05/22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic word-of-mouth in hospitality and tourism management</td>
<td>2008</td>
<td>Stephen W. Litwin (United States), Ronald E. Goldsmith (United States), BingPan (United States)</td>
<td>1527</td>
<td>4230</td>
</tr>
<tr>
<td>The impact of electronic word-of-mouth communication: A literature analysis and integrative model</td>
<td>2012</td>
<td>Christy MK Cheung (China), Dimple R. Thadani (China)</td>
<td>748</td>
<td>1859</td>
</tr>
<tr>
<td>The Effect of Electronic Word of Mouth on Sales: A Meta-Analytic Review of Platform, Product, and Metric Factors</td>
<td>2016</td>
<td>Ana Babić Rosario (United States), Francesca Sotgiu (Netherlands), Kristine De Valck (France), Tammo HA Bijmolt (Netherlands)</td>
<td>433</td>
<td>904</td>
</tr>
<tr>
<td>Web reviews influence on expectations and purchasing intentions of potential hotel customers</td>
<td>2013</td>
<td>Aurelio G. Mauri (Italy), Roberta Minazzi (Italy)</td>
<td>385</td>
<td>741</td>
</tr>
<tr>
<td>Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users</td>
<td>2017</td>
<td>Elmira Djafarova (UK), Chloe Rushworth (UK)</td>
<td>348</td>
<td>1175</td>
</tr>
<tr>
<td>Social ties and online word of mouth</td>
<td>2009</td>
<td>Erin M. Steffes (United States), Lawrence E. Burgee (United States)</td>
<td>302</td>
<td>804</td>
</tr>
<tr>
<td>eWOM effects on hotel booking intentions, attitudes, trust, and website perceptions</td>
<td>2015</td>
<td>Riadh Ladhari (Canada), Mélissa Michaud (Canada)</td>
<td>280</td>
<td>656</td>
</tr>
</tbody>
</table>
Consumers' responses to ambivalent online hotel reviews: The role of perceived source credibility and pre-decisional disposition 2010 Hui (Jimmy) Xie (United States) Li Miao (United States) Pei-Jou Kuoc (United States) Bo-Youn Lee (U.S) 241 467

The effects of blogger recommendations on customers’ online shopping intentions 2013 Chin-Lung Hsu (China) Judy Chuan-Chuan Lin (China) Hsiu-Sen Chiang (China) 190 580

Consumer’s decision to shop online: The moderating role of positive informational social influence 2011 Matthew KOLee (China) Na Shi (China) Christy MK Cheung (China) Kai H.Lim (China) Choon Ling Sia (China) 180 379

Source: Prepared by the author based on Scopus (2022).

In addition to the analysis of the most cited documents and authors, Table 2 presents the most cited sources, considering the articles published with the combination of eWOM and Decision Making themes.

**Table 2 – The five main publication sources when considering articles published involving the themes eWOM and Decision Making**

<table>
<thead>
<tr>
<th>Publication Source</th>
<th>Qualisfr from the source</th>
<th>number of documents</th>
<th>number of citations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computers in human behavior</td>
<td>TO 1</td>
<td>9</td>
<td>939</td>
</tr>
<tr>
<td>International journal of hospitality management</td>
<td>TO 1</td>
<td>5</td>
<td>935</td>
</tr>
<tr>
<td>decision support systems</td>
<td>TO 1</td>
<td>5</td>
<td>883</td>
</tr>
<tr>
<td>telematics and informatics</td>
<td>A2</td>
<td>6</td>
<td>202</td>
</tr>
<tr>
<td>Electronic commerce research and applications</td>
<td>TO 1</td>
<td>5</td>
<td>179</td>
</tr>
</tbody>
</table>

Source: Prepared by the author based on Scopus (2022).

As can be seen in Table 2 above, the publication source Computers in Human Behavior is the source with the highest number of published articles, 9 (nine) articles and also the most
cited source, 939 (nine hundred and thirty-nine) citations, when considering published articles involving the themes eWOM and Decision Making.

It is noteworthy that the five main publication sources when considering published articles involving the themes eWOM and Decision Making, table 2, do not have exactly the same scope, but are related, insofar as they contemplate themes that are connected, such as the case of the combination of consumer behavior, hospitality management, decision-making systems, telematics and informatics and electronic commerce.

When considering the entire base of articles already published and in addition to the number of publications, number of citations derived from the publications, involving the themes eWOM and Decision Making, the United States stands out both for the number of publications and for the number of citations. However, as shown in figures 2 and 3 below, the participation of the countries that publish the most is not directly proportional when analyzing citations (figure 3).

Figure 2 – Countries with the highest number of publications considering the combination of eWom and Decision Making themes

Source: Prepared by the author, based on Scopus (2022).
As can be seen in the heat map depicted in Figure 2, the United States, China, Taiwan, United Kingdom, Spain, India, Malaysia, Canada and the Netherlands, in order, are the countries that had the most articles published when considering the combination eWOM and Decision Making themes. Considering the number of citations, in Figure 3, in order, the following stand out: United States, Hong Kong, China, United Kingdom, Taiwan, Holland and Italy. Analyzing the two figures, figure 2 and figure 3, it is possible to see that Spain, India and Malaysia appear among the countries that publish the most, however they do not appear among the countries that have the most cited publications. Hong Kong and Italy appear among the countries with the most cited publications, however they do not appear among the countries that stand out in relation to the number of publications.

As the last record of this bibliometric, the analysis of the co-citations carried out by the articles, involving eWOM and Decision Making, as shown in Table 3. The analysis of the co-citations considers the citations that the selected database performed, therefore in the following table, table 3 presents the 5 (five) articles, with their respective authors, most cited in production involving eWOM and Decision Making.
<table>
<thead>
<tr>
<th>Articles</th>
<th>Authors/country of the related institution</th>
<th>Year from the Publication</th>
<th>Number of citations received by the selected portfolio</th>
</tr>
</thead>
<tbody>
<tr>
<td>The effect of word of mouth on sales Online book reviews</td>
<td>Dina Mayzlin (United States). Judith Chevalier (United States).</td>
<td>2006</td>
<td>24</td>
</tr>
<tr>
<td>Word of mouth for movies: Its dynamics and impact on box office revenue</td>
<td>Yong Liu (United States).</td>
<td>2006</td>
<td>19</td>
</tr>
<tr>
<td>Impact of online consumer reviews on sales: The moderating role of product and consumer characteristics</td>
<td>Feng Zhu (United States) Xiaoquan (Michael) Zhang (United States and Hong Kong).</td>
<td>2010</td>
<td>18</td>
</tr>
</tbody>
</table>

Source: Prepared by the author, based on Scopus (2022).

When analyzing Table 3, it is noticed that of the 5 (five) most cited studies in the published articles considering the themes eWOM and Decision Making, 4 (four) were entirely produced in North American institutions and one of them in partnership between a researcher linked to North American institution and researcher linked to North American and Hong Kong institutions.

Considering the analysis of Table 3, in particular the information and analyzes referring to Figures 3 and 4, it can be seen that Brazil, one of the largest countries in the world in terms of economy and population, does not participate in the scientific production related to the combination of the central themes of this present doctoral thesis, eWOM and Decision Making.
CONCLUSION / CONTRIBUTION

Considering the large volume of accessible information and the diversity of research published in the database, this research sought to offer a current overview on the combination of eWOM themes and decision-making through a qualitative analysis. For that, a descriptive and exploratory methodology was used through the bibliometric analysis procedure to structure the knowledge about the thematic areas with the elaboration of a bibliographic portfolio (Afonso, Souza, Ensslin & Ensslin, 2011) and within the Scopus database, due to its recognition by the scientific community and the large volume of works found within the proposed theme.

In this way, it was possible to carry out a bibliometric analysis with the selected articles and quantify the volume of articles published in the period from 2008 to 2021, seeking to know the academic production, the main authors and publication sources, as well as the most cited authors and articles, countries that publish the most and keywords most used in works involving the two themes.

After applying the selection and exclusion criteria, 190 studies on topics related to the theme “eWOM” and “decision making” resulted. The results showed that research on this subject over the last 14 years has been increasing, with only two situations decreasing from one year to the next, from 2013 to 2014 and from 2017 to 2018. is the one with the highest growth in the number of publications, from 26 publications in 2020 to 42 publications in 2021.

When analyzing the number of articles published, involving the themes eWOM and decision-making each year, a considerable evolution in the number of publications can be seen. When analyzing the most used keywords in these articles, eWOM (67 times) is observed in greater number, followed by decision making (42 times) and in third place online reviews (23 times).

When analyzing the 10 (ten) most cited published articles, involving the themes "eWOM" and "Decision Making", we find: "Electronic word-of-mouth in hospitality and tourism management", "The impact of electronic word-of-mouth communication: A literature analysis and integrative model", "The Effect of Electronic Word of Mouth on Sales: A Meta-Analytic Review of Platform, Product, and Metric Factors", "Web influence reviews on expectations and purchasing intentions of hotel potential customers", "Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users", "Social ties and online word of mouth", "eWOM effects on hotel booking intentions, attitudes, trust, and website perceptions", "Consumers' responses to ambivalent online hotel reviews: The role of perceived source credibility and pre-decisional disposition" and "The effects of blogger recommendations on customers' online shopping intentions".

It is noticed that 3 (three) of these 10 most cited articles have their authors linked to institutions in the United States; 3 (three) from China; 1 (one) from Italy, 1 (one) from the United Kingdom; 1 (one) from Canada and; 1 (one) of the articles was written by authors linked to
institutions in different countries (United States, Holland and France). Accordingly, the most cited authors are: Stephen W. Litvin (United States), Ronald E. Goldsmith (United States), Bing Pan (United States) with 1527 citations in the Scopus database and 4230 in the database academic Google; therefore Christy MKCheung (China), Dimple R.Thadani (China), Ana Babić Rosario (United States), Francesca Sotgiu (Netherlands), Kristine De Valck (France) and Tammo HA Bijnol (Netherlands) with 748 citations in the database Scopus and 1859 in the Google Scholar database.

In addition to the analysis of the most cited documents and authors, we sought to identify the most cited sources, when considering the articles published with the combination of the themes "eWOM" and "Decision Making", which resulted in: "Computers in human behavior" with 9 papers and 939 citations, "International journal of hospitality management" with 5 papers and 935 citations, "Decision Support Systems" with 5 documents and 883 citations, "Telematics and informatics" with 6 documents and 202 citations and "electronic commerce research and applications" with 5 documents and 179 citations.

Thus, it is expected that the developed portfolio will contribute to the construction of a systematic review to contextualize the potential influence of eWOM in the consumer's decision-making process. As indications for future studies, it is recommended to carry out a systematic review of the articles in this portfolio in order to delve into specific and useful themes in relation to the subject addressed. In addition, it is recommended to research other scientific bases or even events with recognized relevance in the areas of marketing.
REFERENCES


