

**Research Article**

**Electronic Word of Mouth (e-WoM): Is it an Effective Tool for Re-Vitalizing the Relationship between a Brand and Its Ex-Customers?**

**Edin Güçlü Sözer**

Istanbul Okan University  
Business and Administrative Sciences Faculty  
İstanbul, Turkey  
[orcid.org/0000-0003-4984-4629](https://orcid.org/0000-0003-4984-4629)  
[edin.sozer@okan.edu.tr](mailto:edin.sozer@okan.edu.tr)

**Abstract**

The target of this study is to shed light into an unexplored area in the marketing literature by (1) identifying the factors contributing to the formation of a relationship revitalization effect of e-WoM in an e-commerce context, and (2) exploring the relationship between re-vitalization effect of e-WoM, current brand loyalty, current brand satisfaction level and old brand satisfaction level. The sample was chosen among the ex-customers of 3 e-retailers in Turkey and 150 customers responded to the survey. Model testing was done through Structural Equation Modeling (SEM) method. Results of the study indicate that re-vitalization of the relationship between the customer and his/her old brand through the e-WoM communication is the function of Tie Strength between the customer and e-WoM message source (sender), the satisfaction level with the old brand before leaving the brand and the brand loyalty level towards the current brand purchased. Brands need to employ e-WoM communication before ex-customers become loyal to their current brand.

**Keywords:** Electronic Word of Mouth (e-WoM), E-WoM Re-Vitalization Effect, Customer Loyalty, Customer Satisfaction.

**Received** 27 June 2018; **Received in revised form** 7 November 2018; **Accepted** 11 November 2018

**Suggested Citation:**

Sözer, E.G. (2018). Electronic Word of Mouth (e-WoM): Is it an Effective Tool for Re-Vitalizing the Relationship between a Brand and Its Ex-Customers?, *Journal of Business Research-Turk*, 10 (4), 97-114.