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**Personality Characteristics as
Antecedents of Word of Mouth in Travel Industry:
Comparison of Online versus Offline Environment**

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**Personality Characteristics as
Antecedents of Word of Mouth in Travel Industry:
Comparison of Online versus Offline Environment**

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Abstract

Word of mouth marketing has recently generated much attention from scholars due to its criticality for businesses to succeed. Many companies are now trying to create buzz and generate positive word of mouth (WOM), since that is one of the most influential factors on consumer purchase decision. The purpose of this study is to investigate the role of personality characteristics as a driver of word of mouth behavior. Five personality dimensions including self-confidence, conservativeness, assertiveness, risk taking attitude, and sense of justice, are chosen as independent variables of the model. Attitude towards word of mouth as mediator and behavior of word of mouth as dependent variable are selected. In addition, in order to compare online WOM and conventional WOM, attitude and behavior variables are divided into two groups: online and conventional. A survey of 333 respondents was conducted using an online survey. Using Pearson Correlation, Multiple Regression and Sobel test, the hypothesis are tested. Results of this analysis confirm that 'Sense of Justice' is the most dominant factor for both models. Conservativeness is negatively affecting attitude towards online WOM; assertiveness and conservativeness are related to behavior of conventional word of mouth. The mediating effect of attitude towards online and conventional WOM with behavior of online and conventional WOM also confirmed. In general, this study provides insights in 'psychographic segmentation' and 'viral marketing' to marketers who look forward to generate word of mouth. Furthermore, online platform operators can benefit the results in altering their services in order to appeal to the personality characteristics of review writers.

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