

"IF YOU BUY, I'LL BUY IT."

The Electronic Word-of-mouth and the Importance of the Credibility of the Source in the Context of Tourism

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Electronic word-of-mouth (eWOM), known as online recommendations or reviews, arouses academic interest, mainly due to increased use of the Internet and online shopping (Sparks & Browning, 2011). Even with the growth of academic research on online behavior, there is still a constant questioning regarding the main factors related to eWOM and that influence the online users' purchase intention (Ladhari & Michaud, 2015), with emphasis on the effect of the credibility of the source in the attitude with eWOM (Cheung, Lee & Rabjohn, 2008). Therefore, the main purpose of this article is to identify, through a mapping of current knowledge, the main gaps and trends for future research on the subject. The results point to a growing trend of research related to quality and perceived credibility, to the involvement, identification and persuasion of users, among other suggestions.

KEYWORDS: *electronic mouth-to-mouth (eWOM), credibility of the source, attitude with eWOM, buy intention, future trends.*