

## Motivation to Share Fake Positive eWOM in the Tourism Industry

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### Abstract

*People engagement in social media is driven by multiple reasons. Several studies show brand experiences in this fields, however few authors focused in the involvement of the user of social media and his/her intrinsic motivation to share positive electronic word of mouth (eWOM) and more concretely, fake positive eWOM. Through an empirical analysis (Structural Equation Modelling), this study examined expected satisfaction of self-needs (self-enhancement, exhibitionism, entertainment), expected satisfactions of social needs (social comparison, social bonding, social enhancement value), social intentions (help the company/brand, help others) affecting the creation of fake positive eWOM. Positive fake eWOM is motivated primarily by satisfaction of social needs and social intentions, which at the same time are mediators from satisfaction of self-needs. The need for social bonding is not a driver to promote fake positive eWOM, while the need for social comparison and social enhancement value affects positively eWOM. Having just fun or entertainment is a motivation, which affects the expected social needs and social intentions, however it affects negatively the need of helping the brand/company. Moreover, the need of exhibitionism affects negatively the intention for helping others. The findings suggest that sharing a fake positive review about a bar or a hotel is valence by social comparison, social enhancement value and social intentions such as helping the company/brand and helping others social media users.*

**Keywords:** Fake positive eWOM, motivation, tourism, social media,