

# Impact of Electronic Word of Mouth on Customer's Buying Intention: An Empirical Analysis in UK Perspective

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## ABSTRACT

With the rapid increase of e-commerce, electronic word of mouth has emerged as an important means of referring users while making decision to buy products or services. Therefore, it is crucial to build good electronic word of mouth for the success of business. Keeping in view the importance of electronic word of mouth, present study empirically investigates the impact of electronic word of mouth on customers' buying intention in the presence of potential mediator i.e., trust. With the help of a survey-based questionnaire, the data were collected from 575 respondents by using a convenient sampling technique from universities of Bradford city, UK. The results confirm the internal reliability and validity of the constructs existing in this study. Further, the results of regression establish the positive and significant relationship between electronic word of mouth and customers buying intentions; that claim that trust is potential mediator. The results also indicate that the individuals are more inclined towards purchasing with a favorable given electronic word of mouth. Therefore, policymakers may develop policies that help higher management to build an effective electronic word of mouth for individuals, where they can share their experiences with other colleagues, family member, friends etc. The act will help create good electronic word of mouth about products or services that will perceive a sense of trustworthiness on others and intent to buy.

**Keywords:** Electronic word of mouth, customers' buying intentions, trust

## INTRODUCTION

Global economic paradigm has been entirely changed with the advent of digital marketing and increased the ascendancy of consumer power (Nuseir, and Refae, 2022). It has also amplified the competition among organizations (Hagen, Risselada, Spierings, Weltevreden, and Atzema, 2022). It brought changes in the way, businesses, audiences or organizations communicate each other (Ukaj, Livoreka, and Jusufi, 2022). The term, digital marketing, refers to the utilization of promising technologies to reach marketing objectives (Tabuena, Necio, Macaspac, Bernardo, Domingo, and De Leon, 2022). Therefore, it requires a new set of know-how and skills. This style of marketing goes beyond the techniques, used in conventional marketing.

Digital marketing is referred to as largest and most appropriate way of marketing now days. It utilizes