



International Conference on Business and Technology

ICBT 2021: **Financial Technology (FinTech), Entrepreneurship, and Business Development** pp 957–968

The Influence of Electronic Word-of-Mouth Communication on Consumer Purchase Intention

[Wan Farha Wan Zulkiffli](#), [Siti Afiqah Zainuddin](#), [Nur Izzati Mohamad Anuar](#), [Nadzirah Mohd Said](#), [Mohd Zulkifli Bin Muhammad](#) & [Hazyati Hashim](#)

Conference paper | [First Online: 30 June 2022](#)

113 Accesses

Part of the [Lecture Notes in Networks and Systems](#) book series (LNNS, volume 486)

Abstract

The innovation of the Internet has led to the revolution of consumer behaviour and purchase intention throughout the consumer decision-making process. It provides a huge opportunity for businesses to anticipate

the increasing value of online retail. Particularly in Malaysia, the number of Internet users has given rise pertaining to current trends which involved exhaustive use of social networking in terms of patterns of getting information among users and e-commerce experience. As social media becomes a vital part of people's daily life, the influence of electronic word-of-mouth (eWOM) surpasses the influence of traditional face-to-face WOM communication on consumers' decision making. The purpose of this study is to examine the impact of the persuasiveness of eWOM messages and consumer's attitude to use information which turns into behaviour intention in the online context among Malaysian young consumers. Convenience sampling was employed to select sample among young generation who at least have one social media account. Data were collected using questionnaires. A total of 440 effective samples were collected and the analyses were carried out using both descriptive analysis and structural equation modelling (SEM). The findings showed Source credibility, Source presence, eWOM quantity and eWOM attractiveness are the factors that influence online purchase intention.

Keywords

Internet Social media Online purchase intention

Electronic word of mouth

This is a preview of subscription content, [access via your institution](#).

| | |
|--|--|
| <p>▼ Chapter EUR 29.95</p> <p style="text-align: center;">Price includes VAT (Malaysia)</p> <ul style="list-style-type: none">• DOI: 10.1007/978-3-031-08087-6_66• Chapter length: 12 pages• Instant PDF download• Readable on all devices• Own it forever• Exclusive offer for individuals only• Tax calculation will be finalised during checkout <div style="border: 1px solid #ccc; padding: 5px; text-align: center; width: fit-content; margin: 10px auto;">Buy Chapter</div> | <p>► eBook EUR 213.99</p> |
| <p>► Softcover Book EUR 249.99</p> | |

[Learn about institutional subscriptions](#)

References

Barton, B.: Ratings, reviews & ROI: how leading retailers use customer word of mouth in marketing and merchandising. *J. Interact. Advert.* **7**(1), 5–50 (2006)

Bataineh, A.Q.: The impact of perceived e-WOM on purchase intention: the

mediating role of corporate image. *Int. J. Mark. Stud.* **7**(1), 126–137 (2015)

Bickart, B., Schindler, R.M.: Internet forums as influential sources of consumer information. *J. Interact. Mark.* **15**(3), 31–40 (2001)

Chatterjee, P.: Online reviews: do consumers use them? (2001)

Cheung, C.M., Lee, M.K.: What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decis. Support Syst.* **53**(1), 218–225 (2012)

Cheung, C.M., Thadani, D.R.: The impact of electronic word-of-mouth communication: a literature analysis and integrative model. *Decis. Support Syst.* **54**(1), 461–470 (2012)

Cheung, C.M., Lee, M.K., Rabjohn, N.: The impact of electronic word-of-mouth: the adoption of online opinions in online customer communities. *Internet Res.* **18**(3), 229–247 (2008)

Chiou, J.S., Cheng, C.: Should a company have message boards on its web

sites? *J. Interact. Mark.* **17**(3), 50–61 (2003)

Chu, S.-C., Kamal, S.: The effect of perceived blogger credibility and argument quality on message elaboration and brand attitudes: an exploratory study. *J. Interact. Advert.* **8**(2), 26–37 (2008)

Chung, C., Austria, K.: Social media gratification and attitude toward social media marketing messages: a study of the effect of social media marketing messages on online shopping value. In: *Proceedings of the Northeast Business & Economics Association* (2010)

Erkan, I., Evans, C.: The influence of eWOM in social media on consumers' purchase intentions: an extended approach to information adoption. *Comput. Hum. Behav.* **61**, 47–55 (2016)

Gauri, D.K., Bhatnagar, A., Rao, R.: Role of word of mouth in online store loyalty. *Commun. ACM* **51**(3), 89–91 (2008)

Hair, J.F., Sarstedt, M., Ringle, C.M., Mena, J.A.: An assessment of the use of partial least squares structural equation modeling in marketing research. *J.*

Acad. Mark. Sci. **40**(3), 414–433 (2012)

Hair, J.F., Celsi, M., Money, A., Samouel, P., Page, M.: The Essentials of Business Research Methods, 3rd edn. Routledge, New York (2016)

Hennig-Thurau, T., Gwinner, K.P., Walsh, G., Gremler, D.D.: Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet? J. Interact. Mark. **18**(1), 38–52 (2004)

Henseler, J., Ringle, C.M., Sinkovics, R.R.: The use of partial least squares path modeling in international marketing. In: New Challenges to International Marketing, pp. 277–319. Emerald Group Publishing Limited (2009)

Hong, L.M., Che Nawi, N., Wan Zulkiffli, W.F., Mukhtar, D., Fahmie Ramlee, S.I.: Perceived risk on online store image towards purchase intention. Res. Word Econ. **10**(2), 48–52 (2019)

Huang, J.H., Chen, Y.F.: Herding in online product choice. Psychol. Mark. **23**(5), 413–428 (2006)

Huang, L.: Social contagion effects in experiential information exchange on bulletin board systems. In: *New Developments in Online Marketing*, pp. 31–46. Routledge (2013)

Hyrnsalmi, S., Seppanen, M., Aarikka-Stenroos, L., Suominen, A., Jarvelainen, J., Harkke, V.: Busting myths of electronic word of mouth: the relationship between customer ratings and the sales of mobile applications. *J. Theor. Appl. Electron. Commer. Res.* **10**(2), 1–18 (2015)

Ismail, M., Razak, R.C., Zainol, F.A., Sallehudin, H.: Mobile marketing services: what's influence gen y consumers to accept it? *Malays. J. Consum. Fam. Econ.* **22**, 103–118 (2019)

King, R.A., Racherla, P., Bush, V.D.: What we know and don't know about online word-of-mouth: a review and synthesis of the literature. *J. Interact. Mark.* **28**(3), 167–183 (2014)

Kudeshia, C., Kumar, A.: Social eWOM: does it affect the brand attitude and purchase intention of brands? *Manag. Res. Rev.* **40**(3), 310–330 (2017)

Lee, J., Park, D.-H., Han, I.: The effect of negative online consumer reviews on product attitude: an information processing view. *Electron. Commer. Res. Appl.* **7**(3), 341–352 (2008)

Li, J., Zhan, L.: Online persuasion: how the written word drives WOM: evidence from consumer-generated product reviews. *J. Advert. Res.* **51**(1), 239–257 (2011)

Liang, T.-P., Ho, Y.-T., Li, Y.-W., Turban, E.: What drives social commerce: the role of social support and relationship quality. *Int. J. Electron. Commer.* **16**(2), 69–90 (2011)

Lin, T.M., Lu, K.-Y., Wu, J.-J.: The effects of visual information in eWOM communication. *J. Res. Interact. Mark.* **6**(1), 7–26 (2012)

Lu, B., Fan, W., Zhou, M.: Social presence, trust, and social commerce purchase intention: an empirical research. *Comput. Hum. Behav.* **56**, 225–237 (2016)

Matute, J., Polo-Redondo, Y., Utrillas, A.: The influence of EWOM

characteristics on online repurchase intention: mediating roles of trust and perceived usefulness. *Online Inf. Rev.* **40**(7), 1090–1110 (2016)

See-To, E.W., Ho, K.K.: Value co-creation and purchase intention in social network sites: the role of electronic Word-of-Mouth and trust—a theoretical analysis. *Comput. Hum. Behav.* **31**, 182–189 (2014)

Senecal, S., Nantel, J.: The influence of online product recommendations on consumers' online choices. *J. Retail.* **80**(2), 159–169 (2004)

Teng, S., Khong, K.W., Goh, W.W., Alain, Y.L.K.C.: Examining the antecedents of persuasive eWOM messages in social media. *Online Inf. Rev.* **38**(6), 746–768 (2014)

Wan Zulkiffli, W.F., Hong, L.M., Ramlee, S.I.F., Mat Yunoh, M.N., Che Aziz, R.: The effectiveness of electronic word-of-mouth (eWOM) on consumer purchase intention among Generation-Y. *Int. J. Account. Finance Bus. (IJAFB)* **2**(6), 18–26 (2017)

Wang, X., Yu, C., Wei, Y.: Social media peer communication and impacts on

purchase intentions: a consumer socialization framework. *J. Interact. Mark.* **26**(4), 198–208 (2012)

Wangenheim, F., Bayón, T.: The effect of word of mouth on services switching: measurement and moderating variables. *Eur. J. Mark.* **38**(9/10), 1173–1185 (2004)

Wu, L.-Y., Chen, K.-Y., Chen, P.-Y., Cheng, S.-L.: Perceived value, transaction cost, and repurchase-intention in online shopping: a relational exchange perspective. *J. Bus. Res.* **67**(1), 2768–2776 (2014)

Yildirim, D.: The Effect of Social Capital and Outcome Expectations on Product Recommendations in Social Networks: An Empirical Comparison of Facebook and ASmallWorld: *Diplom. de* (2011)

Zhang, J.Q., Craciun, G., Shin, D.: When does electronic word-of-mouth matter? A study of consumer product reviews. *J. Bus. Res.* **63**(12), 1336–1341 (2010)

Zhao, X., Deng, S., Zhou, Y.: The impact of reference effects on online

purchase intention of agricultural products: the moderating role of consumers' food safety consciousness. *Internet Res.* **27**(2), 233–255 (2017)

Author information

Authors and Affiliations

**Faculty of Business and Entrepreneurship, Universiti Malaysia Kelantan,
Kota Bharu, Malaysia**

Wan Farha Wan Zulkiffli, Siti Afiqah Zainuddin, Nur Izzati Mohamad

Anuar, Nadzirah Mohd Said & Mohd Zulkifli Bin Muhammad

**Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia
Kelantan, Kota Bharu, Malaysia**

Hazzyati Hashim

Editor information

Editors and Affiliations

**Middle East Technical University, Northern Cyprus Campus, Kalkanlı,
Güzelyurt, Turkey**

Assist. Prof. Bahaaeddin Alareeni

College of Business of Finance, Ahlia University, Manama, Bahrain

Prof. Dr. Allam Hamdan

Rights and permissions

[Reprints and Permissions](#)

Copyright information

© 2022 The Author(s), under exclusive license to Springer Nature

Switzerland AG

About this paper

Cite this paper

Zulkiffli, W.F.W., Zainuddin, S.A., Anuar, N.I.M., Said, N.M., Muhammad, M.Z.B., Hashim, H. (2022). The Influence of Electronic Word-of-Mouth Communication on Consumer Purchase Intention. In: Alareeni, B., Hamdan, A. (eds) Financial Technology (FinTech), Entrepreneurship, and Business Development. ICBT 2021. Lecture Notes in Networks and Systems, vol 486. Springer, Cham. https://doi.org/10.1007/978-3-031-08087-6_66

[.RIS](#)  [.ENW](#)  [.BIB](#) 

DOI

https://doi.org/10.1007/978-3-031-08087-6_66

Published

30 June 2022

Publisher Name

Springer, Cham

Print ISBN

978-3-031-08086-9

Online ISBN

eBook Packages

978-3-031-08087-6

[Engineering](#)

[Engineering \(R0\)](#)

Not logged in - 103.26.75.241

Universiti Malaysia Kelantan (3000162422)

SPRINGER NATURE

© 2022 Springer Nature Switzerland AG. Part of [Springer Nature](#).