

THE INFLUENCE OF ELECTRONIC WORD OF MOUTH IN SOCIAL MEDIA ON CONSUMERS' PURCHASE INTENTIONS

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Abstract:

Electronic word of mouth (eWOM) has gained a new perspective through the advent of social media. Formerly, eWOM has been occurring between anonymous people on the Internet. However, thanks to social media, eWOM is now occurring between people who already know each other, such as friends and acquaintances. For this reason, the eWOM in social media has considerable potential to influence consumers' purchase intentions; the importance of these conversations thus cannot be ignored. Therefore, this study examined the factors that effects eWOM behaviour in social media and their impacts on consumers' purchase intentions. Survey method has been used in order to answer the research questions. Findings provide practical and theoretical implications for marketers.

Keywords: electronic word of mouth (eWOM), eWOM behaviour, social media, purchase intention