

Factors Influencing Electronic Word-of-Mouth Adoption of Online Consumers in the Western Province of Sri Lanka

07 Nov.
BE22

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Emerging of new technologies, internet and electronic businesses have created new online platforms for consumers to share their shopping experiences with others. Consumers purposely participate in scanning and adopting opinions and comments posted by others, before they make a final purchasing decision. The purpose of this research is to gain a better understanding about the factors influencing the electronic word-of-mouth adoption of online consumers in the Western Province of Sri Lanka. Any negative or positive statements about a product or service, by current, former or potential consumers are called electronic word of mouth. The conceptual framework which provides the foundation for the research was adapted from a previous study. The model has identified three factors which influence the electronic word-of-mouth adoption of online consumers (information usefulness, information credibility and electronic platform). Data were collected from 150 respondents who are engaging in online purchasing from Western Province through a self-administered questionnaire. According to correlation analysis, all independent variables have a positive relationship with the dependent variable. Regression analysis has confirmed the impact of independent variables except information usefulness. The study demonstrates that online consumers adapt information credibility and platform of electronic word-of-mouth rather than information usefulness. With the advent of new technologies, information sharing of consumers has changed and electronic word-of-mouth has become an important source of information.

Keywords: Electronic word-of-mouth, information usefulness, information credibility, electronic platform