

Factors influencing electronic word-of-mouth adoption of online consumers in Western Province

T.D.I.T. Karunathilaka and P.G. Munasinghe

*Department of Business Management, Faculty of Management Studies,
Rajarata University of Sri Lanka, Mihintale, Sri Lanka
Corresponding author: isharatiroshani5@gmail.com*

Abstract

Emerging of new technologies, Internet and electronic businesses have created new online platforms for consumers to share their shopping experiences with others and they are involving in online purchasing decisions. The lack of attention and less number of studies been conducted in developing countries on electronic word-of-mouth concept and the inaptitude of the concept and its application to scholars and practice in Sri Lanka are considered in conducting the study. Any negative or positive statements about a product or service, by current, former or potential consumers, called electronic word of mouth. The purpose of this study was to gain a better understanding about factors influencing the electronic word- of-mouth adoption of online consumers in Western Province in Sri Lanka. The model of the study has identified three factors, which influence the electronic word-of-mouth adoption of online consumers (Information usefulness, information credibility and electronic platform). Convenience sampling technique was used in order to reach conveniently available respondents and 150 respondents who engaged in online purchasing in Western Province participated in a self-administered questionnaire. Findings of the study was demonstrated by all independent variables.

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