

**THE INFLUENCES OF ELECTRONIC WORD OF MOUTH TOWARDS CONSUMER
PURCHASING BEHAVIOR**

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BACHELOR OF BUSINESS ADMINISTRATION

(HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

BANDARAYA MELAKA

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**Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

JULY 2016

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, AIN NABILA BINTI MISRAN, (I/C Number: 930902-01-6046)

FARAH SYAHIDAH BINTI NORJAI, (I/C Number: 930813-01-5316)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____ Date: _____

Signature: _____ Date: _____

LETTER OF SUBMISSION

July 2016

The Head of Program
Bachelor of Business Administration (Hons.) Marketing
Faculty of Business Management
University Teknologi Mara
Kampus Bandaraya Melaka
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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title "THE INFLUENCES OF ELECTRONIC WORD OF MOUTH TOWARDS CONSUMER PURCHASING BEHAVIOR" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

AIN NABILA BINTI MISRAN (2014462556)
FARAH SYAHIDAH BINTI NORJAI (2014245876)
Bachelor of Business Administration (Hons.) Marketing

ABSTRACT

THE INFLUENCES OF ELECTRONIC WORD OF MOUTH TOWARDS CONSUMER PURCHASING BEHAVIOR

From years to years word of mouth has been very effective tool in marketing of business services. Recently due to the advancement of information technology it has given an even more powerful edge for this tool. This research reflects upon this new development of electronic word of mouth and assesses its influence on customers purchasing decisions. The influence of electronic word of mouth (eWOM) on consumer intention has been known for a long time. This new way of communication might be more powerful in triggering purchasing behavior. This study has examined the influence of information influence, reviewer credibility, participation and persuasiveness of electronic word of mouth towards consumer purchasing behavior. From the findings it can be concluded that research objectives have been achieved. The result indicated that information influences, review credibility, participation and persuasiveness were significantly influences consumer purchasing behavior while the most important factor that influence consumer purchasing behavior is persuasiveness.