



**THE IMPACT OF E-WOM ON CUSTOMER PURCHASING
DECISION AMONG UITM SAMARAHAN DEGREE
STUDENTS**

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ABSTRACT

The purpose of the study is to identify what are the factors of electronic word of mouth (e-WOM) impacting the customer purchase decision among UiTM Samarahan students. The determinants or factor of e-WOM among degree student of UiTM Samarahan were discussed in this research and also about online opinion, e-WOM credibility and e-WOM volumes. The objective of this research is to identify the relationship between online opinion with the customer purchase decision among student of UiTM Samarahan, to identify the relationship between e-WOM credibility with the customer purchase decision among students of UiTM Samarahan, to identify the relationship between e-WOM volumes with the customer purchase decision among student of UiTM Samarahan, to identify most influential factors of e-WOM that impacting the customer purchase decision among UiTM Samarahan students. The survey involves of 150 respondents from UiTM Samarahan degree students. Data obtained using primary and secondary data. The data was analyzed using SPSS software to get Frequency, Reliability, Correlation and Regression. The results are all independent variables have a relationship to the customer purchase decision among UiTM Samarahan degree students.

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

This first chapter highlighted and explained about the background of the study, the problem statement, purpose of the study, the research questions, and significances of the study. It will further presented the assumptions, limitation, and organization of the study, research questions and working hypotheses. Generally, we can identify the relationship between two variables which are the independent variables and the dependent variable. For the independent variables, it may be the factor of electronic word of mouth (e-WOM) which gives impact the dependent variable that is the consumer purchasing decision.

1.1 BACKGROUND OF STUDY

The consumer purchasing behaviour is a part of marketing aspect that marketers look and study to attract and persuade the consumer to buy a product or services. The behaviour can be affected by a few things that making them to purchase a certain product and services. Marketer or organization use promotional tools such as advertisement, promotion, sponsorship, and many other to attract consumer and persuade them to buy. Not only marketer and organization took part in influencing the purchasing decision of potential consumer but others consumer also taking part in the purchasing decision as they provide information to the potential consumer. This is a part of word of mouth activities.

CHAPTER 2

LITERATURE REVIEW

2.0 INTRODUCTION

This section discusses on the literature review of this study. Literature review can be defined as a documentation of the published work from secondary sources of data in the areas of specific interest to the researcher and it is to ensure no important variable that has in the past been found repeatedly to have impact on the problem is ignored (Sekara,2006). This chapter studies those components that support the research by adopting the previous studies that have been conducted by research expertise. The review of the literature is required in order to support the theoretical framework, develop hypothesis and methodology later on. These chapters also review the literature of those three independent variables which is online opinion, e-WOM credibility and e-WOM volume and their relationship with dependent variables of this study which is consumer purchase decision.

2.1 WORD OF MOUTH (WOM)

According to Jalilvand, Esfahani, & Samiei (2011), describe the phrase word of mouth as a process for consumers to share information and opinions about a product or service to others. The definition been supported by Hennig-Thurau, Gwinner, Walsh, & Gremler (2004) where state that word of mouth gave chance to people in sharing news and opinions about the products, services and brands. However, Heriyati & Siek (2011) define the term as a way consumers directly spoke to other consumers concerning the involvements that they had on using a goods or services and a marketer must gave their