



**THE IMPACTS OF ELECTRONICS WORD OF MOUTH (e-WOM) TOWARDS
CONSUMER PURCHASING DECISIONS IN BANDARAYA MELAKA**

**SITI NASUHA BINTI RASHID
2015408802**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

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ABSTRACT

This study was conducted to identify the impacts of electronic word of mouth (e-WOM) towards consumer purchasing decisions in Bandaraya Melaka. In this study, the researcher decided to use factor of electronic word of mouth which is message source credibility, product involvement, message content, and homophily as the factor that affect consumer purchasing decisions. The purpose of the study is to identify the association between message source credibility, product involvement, message content, and homophily with consumer purchasing decisions. Survey questionnaires were distributed to the consumers in Bandaraya Melaka. This study involves 150 respondents from consumer in Bandaraya Melaka. A set of questionnaires have been distributed to respondent and the information have been collected as a part of the sources of data for this research. The researcher also used the Statistical Package in the Social Science Software (SPSS) version 20.0 for the purpose of running the data gathered. In conclusion, the result in this study can help the other researcher to explore the associations between factors of electronic word of mouth with consumer purchasing decisions. The result from this study supported by previous result that presented at every research finding.

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