



**FACTORS INFLUENCING CONSUMER ELECTRONIC WORD-OF-MOUTH
INTENTION AMONG GEN-Y TOWARDS TRAVEL DESTINATION**

MUHAMMAD IKRAM BIN BADRUL HISHAM

2015100199

BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

JULY 2018

**FACTORS INFLUENCING CONSUMER ELECTRONIC WORD-OF-MOUTH
INTENTION AMONG GEN-Y TOWARDS TRAVEL DESTINATION**

MUHAMMAD IKRAM BIN BADRUL HISHAM

2015100199

**Submitted in Partial Fulfilment of the
Requirement for the Bachelor of
Business Administration with Honors (Marketing)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

JULY 2018

DECLARATION OF ORIGINAL WORK



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

I, Muhammad Ikram Bin Badrul Hisham, (I/C Number: 931003145439)

Hereby, declare that:

- This work has not previously been accepted in substances 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 acknowledge.

Signature: _____

Date: _____

LETTER OF SUBMISSION

JULY 2018

The Head of Program,
Bachelor of Business Administration (Hons) Marketing,
Faculty of Business Management,
Universiti Teknologi MARA,
Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah,
73500, Melaka

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**FACTORS INFLUENCING CONSUMER ELECTRONIC WORD-OF-MOUTH INTENTION AMONG GEN-Y TOWARDS TRAVEL DESTINATION**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours Sincerely,

.....

MUHAMMAD IKRAM BIN BADRUL HISHAM

2015100199

BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS MARKETING.

ABSTRACT

This research purpose is to study the factor influencing consumers' eWOM intention among generation Y towards travel destination. Electronic word-of-mouth (eWOM) have received significant attention in recent years which could influence the purchasing decisions of consumers. Thus, eWOM can happen in an online communities such as communities of practice and online communities of interest. However, there is lack of understanding of motivation of consumers for exchanging information and knowledge online. EWOM can be seen in online consumers platforms such as consumer reviews websites, blogs, forum and social media sites, travel communities and many more. For example, tourists will search for information at TripAdvisor about a place they want to visit before making a purchasing decision. Therefore, this research will be focus on the population of generation Y and 101 sets of questionnaire was distributed in order to measure the data. This study also shows that 55.4% of the variance which includes egoism, collectivism, enjoyment of helping and moral obligation is significantly related to consumers' eWOM intention. The results from this study shows that enjoyment of helping is the strongest factor that influence consumers' eWOM intention.

KEYWORD: electronic word-mouth-mouth, online consumers platforms, egoism, collectivism, enjoyment of helping, moral obligation