UNIVERSITI TEKNOLOGI MARA

**E-WOM ON BUYING STUDENT DECISION: A CASE STUDY IN BANDARAYA MELAKA**

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Abstract

In ideal setting, electronic word-of mouth (e-WOM) is a significant medium for both provider and buyers. It is good for organization as it can be a good publicity for them while for the public it is essential for them before making any purchasing decision. In this article, a construct elaboration probability model has been identified  to distinguish what impacts public to embrace data from the likes of group forum, social media, blogs and others in their purchasing decision. The 3 factors of the study shown are source credibility, perceived valence and perceived volume  have significant impact on public to believe the information and in making decision. Thus, this research will provide an understanding for marketers on what  motivates customers via e-WOM.

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