



**IMPACTS OF ONLINE REVIEW TOWARDS PURCHASING DECISIONS AMONG
CAREER WOMEN AT BOUSTEAD PROPERTY SDN BHD.**

**NURIN SYAMIMI BT MD ZAKI
2016706811**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (UiTM)
CAWANGAN MELAKA KAMPUS BANDARAYA MELAKA**

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ABSTRACT

These past few decades, the internet has developed into a vast global market place for the trading of goods and services. People are doing business online and it has become more easy and fast due to internet development. Online shopping has grown in popularity, mainly because people find it convenient and easy to shop anytime and anywhere. These new technologies also altered our way to communicate and to interconnect with people. Internet advancement has developed and transformed Word-of-Mouth into something much more influential and fast-spreading, Electronic Word of Mouth (E-WOM). One of the type of E-WOM is online review. This research is conducted in order to analyze the impacts of online review which using experience, perceived credibility, and customer trust on consumer buying decision. The sample of this research is career women who are working at Boustead Property Sdn Bhd.

Keywords: electronic, word-of-mouth, experience, credibility, susceptibility, buying decision

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