

The Influence of Negative Online Word of Mouth on Consumer's Online Purchasing Intention in Sri Lanka through Virtual Snowball Sampling Method: A Special Reference from Northern Province

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Abstract : Presently the impact of electronic word of mouth on consumer's purchasing intentions very popular one for a long time period. Even though now this E-WOM got a new evolution through social media. Before this new concept, general people were able to speak with any people on the internet. But likely social media enable people to talk with colleagues, friends and other people on the internet. Meanwhile, this new path way of E-WOM might be more powerful in terms of confusing purchase intention. And negative side of E-WOM very important in this competitive era. So, this study elaborates the negative E-WOM within the context of social media such as face book. And especially this study identifies the influence of negative E-WOM in social media on consumer's purchase intention. Virtual snowball sampling method was used by researcher to identify the hidden population. Finally, spss 20.0 also used for data analysis purpose. And conclusion and recommendations are given based on the findings. And this research also will support to both parties such as researcher and participants.

Keywords : word of mouth, social media, purchase intention, electronic word of mouth

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