

LISTEN TO FRIENDS OR LISTEN TO THE CROWD? THE ROLE OF INFORMATION SOURCES OF EWOM ON PURCHASE INTENTION

Hsieh-Hong Huang, Department of Information Science and Management Systems, National Taitung University, 369 Sec. 2, University Rd., Taitung 95092, Taiwan, +886-8931-8855, kory@nttu.edu.tw
Chi-Lun Liu, Department of Multimedia and Mobile Commerce, Kainan University, 1 Kainan Rd., Luzhu, Taoyuan 33857, Taiwan, +886- 3341-2500, tonyliu@mail.knu.edu.tw

ABSTRACT

In the earlier ages of e-commerce, the major sources of electronic word of mouth (eWOM) were from various anonymous crowds, and online shoppers often surfed and referred the WOM on Internet. Recently, with the widespread of social network sites (SNS), SNS enabled e-commerce websites associated with the features of SNS and then provided the evaluations of products and eWOM from both anonymous crowds and friends. Sometimes, eWOM from friends seems more credible, but not always. The purpose of this study is to investigate the influences of buying purposes and eWOM from different sources on purchase intention and to investigate any differential impact of ratings by crowd versus friends. The results and implications will be presented.

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