

INFLUENCE OF ELECTRONIC-WORD OF MOUTH ON CONSUMER PURCHASING BEHAVIOUR IN ENTERTAINMENT INDUSTRY OF PAKISTAN

BY

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24021

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of the MBA degree

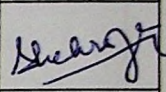
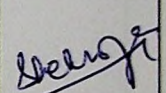
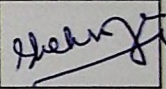


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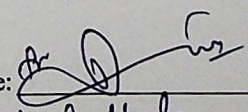
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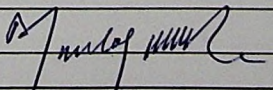
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ABSTRACT

Purpose: The aim is to analyze the impact of electronic word of mouth through un-commercialized advertising directed by customers who have straight experience of the particular product and its influence on the buying decisions of new customers to identify the influence of online customer review on purchasing decision in Entertainment industry of Pakistan, to study the influence of different E-WOM sources that affects customers purchase behavior, to attain a superior understanding associated with each type of E-WOM sources that affects consumers in entertainment industry of Pakistan and to understand the competency of E-WOM with regards of entertainment industry of Pakistan.

Research Methodology: The nature of research is exploratory, because this research identifies the impact of E-WOM sources on consumer buying behavior. The hypothesis are prepared in accordance with current trend i.e. impact of message appeal on consumer purchase behavior. Furthermore, the research is based on deductive approach. The study is based on survey in which data is collected through questionnaires from the respondents.. The sample size of the current research study is around 400 respondents among adult people of Karachi who use internet and observe online communications.

Findings of the Research: In this research study probabilistic random sampling technique is used to select the desired number of respondents and collect the responses. Collected data have been processed on SPSS to get outcomes with regards of hypothesis. To explain the results, the research used graphical approach and regression technique. It is clearly evident from the ANOVA table model is significant at 5 percent level of significance and independent variables decision around 42.8 percent the consumer purchase behavior. Similarly, It is also evident that the all the three coefficients are significant at 5 percent level of significance with significance value for message sources credibility, message appeal and brand equity 0.000, 0.060 and 0.000 respectively.

Practical Implications: Electronic Word of Mouth has created a new opportunity for customers and built a social place that anyone can join and explore online web pages to get familiar with people opinions before making purchase.

Keywords: Word of Mouth, Electronic-Word of Mouth, Message source credibility, Message appeal, Brand Equity.

TABLE OF CONTENTS

LIST OF TABLES AND MATRICES..... iv

LIST OF FIGURES AND GRAPHS..... vi

PLAGIARISM REPORT viii

ACKNOWLEDGMENT ix

ABSTRACTx

CHAPTER 1 INTRODUCTION 2

1.1 BACKGROUND OF THE STUDY 2

1.2 RESEARCH CONTEXT 3

1.3 RESEARCH PROBLEM 4

1.4 SIGNIFICANCE OF THE STUDY 5

1.5 SCOPE OF THE STUDY 5

1.6 RESEARCH OBJECTIVE..... 5

1.7 INTRODUCTION TO THE SECTOR 6

1.8 RESEARCH QUESTIONS..... 6

1.9 THESIS TIME HORIZON..... 7

1.10 THESIS TIME SCALE..... 7

1.11 LIMITATIONS 8

1.12 ETHICAL CONSIDERATIONS 8

1.13 VIEW OF THESIS CHAPTER BY CHAPTER..... 8

CHAPTER 2 LITERATURE REVIEW 11

2.1 SIGNIFICANCE OF ELECTRONIC WORD OF MOUTH 11

2.2 CONSUMER PURCHASE INTENTION 14

2.3 BRAND EQUITY 16

2.4 MESSAGE SOURCE CREDIBILITY 19

2.5 MESSAGE APPEAL 20

CHAPTER 3 RESEARCH METHODOLOGY 24

3.1 NATURE OF THE RESEARCH 24

3.2 TYPE OF RESEARCH 24

3.3 RESEARCH HYPOTHESIS 24

3.5 SAMPLE SIZE 25

3.6 SAMPLING TECHNIQUE 25

3.7 CONCEPTUAL FRAMEWORK 26

CHAPTER 4 DATA INTEGRATION 28

4.1 GRAPHICAL ANALYSIS 28

4.2 REGRESSION MODEL 55

4.3 HYPOTHESIS FORMULATION 57

CHAPTER 5 CRITICAL DEBATE 59

CHAPTER 6 RECOMMENDATIONS AND CONCLUSION 63

6.1 CONCLUSION 63

6.2 RECOMMENDATIONS 64

6.3 FUTURE RESEARCH 65

REFERENCES 66

APPENDIX 72