AN INFLUENCE OF E-WOM AND A MODERATING ROLE OF BRAND ATTITUDE ON IT PRODUCT PURCHASE INTENTION IN BANGKOK, THAILAND

Nattaphon Pakapatpornpob¹, Rawin Vongurai², Sutthisak Inthawadee³

Abstract: In the age of digitalization, it could not be ignored that electronic Word of Mouth as a part of electronic commerce may be consistent with competitive circumstances. This research paper aims to examine the behavioral intention of Bangkokian in perceiving and processing the information through online medias before purchasing IT products. It is convinced that the research finding could be a useful guidance in the age when digitalization. 398 Bangkokians, capable in reviewing others’ comments or reviews through online medias for the supportive information in evaluating the IT products, has been surveyed for this research. Convenience and snowball sampling techniques are used as the sampling methodology. The results obtained from this research have revealed that out of three quality dimensions measured (electronic Word of Mouth, brand attitude and purchase intention), electronic Word of Mouth has significant impact on brand attitude. Apart from that, both electronic Word of Mouth and brand attitude also have a significant positive relationship on purchase intention. However, there are no significant differences in willingness to purchase IT products among the two genders. The electronic Word of Mouth may be difficult to be occurred due to the fact that it is generated by real users yet it can be created from true admiration of firm’s product or services and strong determination to share their reviews to potential user. In summary, eWOM is one major driver of sales performance the time when internet became mainstream.

Keywords: Electronic Word of Mouth (eWOM), Brand attitude, consumer purchase intention, electronic commerce, online reviews.

Introduction
With numerous unique features, the emergence of the worldwide web (WWW) attracts great number of organizations to engage in electronic commerce (EC). EC may allow firms to build closer relationships and access customers in a more effective manner.

During 2004, Web 2.0 became widely known to the public as new generation of WWW, this invention opens opportunities for consumers to interact with the site contents and with other online users.

Furthermore, it allows customers to exchange their insights and experiences of goods or service through online platform (Dellarocas, Zhang and Neveen, 2007). The contents generated through the mentioned features of Web 2.0 is termed user-generated content (UGC) (Toffler, 2006). It is convinced that UGC is considered a reliable source of information and has significant impact on EC. Godes and Mayzlin (2004) illustrates that a user-generated online customer review is classified as one variety of electronic word-of-mouth (eWOM). It is emphasized that this could carry both positive and negative statements on any products, services or firms and may have significant influencing power to customers’ purchase intention (Park, Lee and Han, 2007). Less geographical and time constraints, low cost in obtaining the information, and reliability (the identity of the content provider can be reviewed) and

¹Nattaphon Pakapatpornpob, Graduate School of Business, Assumption University, Thailand.
²Rawin Vongurai, Ph.D, Graduate School of Business, Assumption University, Thailand.
³Sutthisak Inthawadee, Ph.D, Managing Director, Merlin’s Solutions International Co.,Ltd.