NEAR EAST UNIVERSITY

GRADUATE SCHOOL OF SOCIAL SCIENCES

MARKETING MANAGEMENT

MASTER'S PROGRAMME

MASTER'S THESIS

EWOM EFFECT ON ONLINE PURCHASE INTENTION AT SOCIAL MEDIA SITES:

"A CASE OF NEAR EAST UNIVERSITY STUDENTS"

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NICOSIA

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Thesis Defence

eWOM effect on online purchase intention at social media sites:

"A case of near east university students"

We certify the thesis is satisfactory for the award of degree of
Marketing Management Master Program

Prepared by
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DECLARATION

Type of Thesis: **Master □**   **PhD □**

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Jeff Bezos (CEO and Founder, Amazon.com) quote:

"If you make customers unhappy in the physical world, they might each tell six friends. If you make customers unhappy on the Internet, they can each tell 6000"

ABSTRACT

Late patterns in innovation and hypermedia has brought about the expanded utilization of web as wellspring of data by buyers. The announcement individuals or the brand proprietor organizations across the board, on the web make by methods for electronic correspondence about a brand/product/service is electronic word of mouth (e-WOM). Mostly, it is considered the most trusted and powerful wellspring of data for shoppers; since buyers get a kick out of the chance to hear the sentiment of others particularly the individuals who had encounters with the item as well as administration before buy. Online consumer reviews (OCR) it is kind of e-WOM, give information about product/service, which is client's point of view on SM. This can be explained by the gender differences in consumers' perception of online consumer reviews Lee (2008). The main reason of this thesis is to investigate the influence of the perceived electronic word of mouth on purchase intention by considering the gender. As a result, the findings enable both companies and scholars to gain a better understanding on how effective it is using social media as a communication tool (e-WOM). The results reflect that respondents depend upon eWOM to find out information about products and they make use of online review provided by other consumers. These reviews substantiate the little knowledge they would have about products thus giving them confidence in their purchases. According to data collected, females are different from males in the way they react to the e-WOM communication and analysing of others online user's reviews in making purchase intention.

Keywords: electronic word-of-mouth; purchase intention; gender difference; online consumer reviews; social media.

ÖZ

Günümüz inovasyon kalıpları ve hiper medya ağ (web) kullanımının, satın alan kişilerin veri kullanımı faktörlerini baz alarak yaygınlaşmasını sağlamaktadır. Elektronik ağızdan ağıza iletişim (e-WOM), konuyu duyuran kişiler ve marka sahibi kuruluşların marka/ürün/servis noktaları üzerine elektronik muhabere metotlarını kullanmalarıdır. E-WOM, alışveriş yapan kişilerin seçmiş oldukları ürünü satın almadan önce daha önceden ürünü kullanmış olan kişilerin ürün hakkındaki fikirlerini öğrenme şansını elde etmelerini sağlamakta ve müşteriler tarafından çoğunlukla, en çok güvenilen ve etkili bulunan veri kaynağı olarak görülmektedir. Çevrimiçi müşteri değerlendirmeleri (OMD) bir e-WOM türü olarak yer almakta, SM hakkında müşterinin görüş açısını temsil etmekte ve ürün/servis hakkında bilgi vermektedir. Bu, müşterilerin çevrimiçi müşteri görüşleri üzerindeki cinsiyet algısını göstermektedir (Lee, 2008). Bu araştırmanın ana amacı, Elektronik ağızdan ağıza iletişimin (e-WOM) müşterilerin cinsiyeti üzerine yaratmış olduğu algıyı incelemektir. Sonuçlar, ürün hakkında bilgi almak ve daha önceden ürünü kullanmış olan kişilerin çevrimiçi fikirlerini bulmakta e-WOM'u tercih etmektedirler. Değerlendirmeler, müşterilerin ürün hakkındaki bilgilerini bu doğrultuda genişlettiklerini göstermektedir. Elde edilen verilere göre, kadın müşteriler erkeklerden e-WOM'a ve çevrimiçi müşterilerin satın alma niyetlerini ve tepkilerini analiz etmede ve tepki verme aşamasında farklılık göstermektedirler.

Anahtar Kelimeler: Elektronik ağızdan ağıza iletişim; satın alma niyeti; cinsiyet farkı; Online müşteri görüşleri; Sosyal medya.

DEDICATION

I proudly dedicate this thesis to my family, who passed on a love of reading and respect for education. They are my support, critics, and mentors in my live.

Thank you!

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CHAPTER ONE

ORIENTATION

1.1 Introduction

This chapter comprises an introduction to this thesis study on eWOM and its effect on online purchase intentions considering gender differences. It provides a background of the study, statement of the problem, research questions, importance of the study and chapter summaries.

1.2 Study background

E-WOM can be defined as the broadcast made by individuals or the brand proprietor organizations across the board make through electronic means, which can be either positive or negative. Analysing the e-WOM info/data helps buyers diminish instability; seek costs, and the danger of acquiring new items. Many researchers have stated that online buying behaviour is of customers can be affected by the e-WOM information and has very significant impact on it. The communication in social media could greatly increase the e-WOM effect on buyers buying decision with aim to help them to make their purchases. e-WOM is an important source or information, which will help to get the product or service, so it will satisfy their needs, because the large

percentage of customers would look through the online customers survey. Half of internet users would buy the movies, e-books, games etc.

Smith (2005), further explained the results of findings in paper. Researchers showed an emulation decision by making experiment to research about the influence of e-WOM on purchase decision. The study exhibited that many online customers are searching for and acknowledged related information to improve data search performance. The influence of recommendation agents occurs. Thus, this makes it clear to understand, that buyers are dependably on high involvement. In addition, the researchers explored, that buyers trust and believe the online customer's reviews respect the users who give the recommendation to them; therefore, e-WOM can affect the purchase decision.

Park and Lee (2009), demonstrate that the power of e-WOM communication has an effect on buyer's decision. To add with, recent research has analysed the effect of e-WOM information on customers purchase intention. This paper showed, that the effect of negative e-WOM information is   greatly paramount than positive ones, the effect of e-WOM information from resources with reputation and the type of product or service plays moderating roles in data process. The examination provided showed that the e-WOM has influence on the purchase intention.

The social media platforms helps to gather information/data for online products and services, and create pre-purchase decisions. Online WOM can be reported in a unique and perceptive medium as the web may successfully touch upon on brand and therefore, buy objective.

Social media sites can be used like online applications, which can bring contribution to encourage communications, and codify efforts in the sharing of substance. They take a mixture of arrangements, including the social media tools. While business messages and connections with purchasers join forces with media, occasions, excitement, retailers, and computerized benefits through online networking, it is conceivable to perform incorporated showcasing exercises with significantly less exertion and cost than some time recently.

The main part of consumers psychological behaviour indicates how a person is expected to buy a particular brand can be defined as purchase intention (Hosein, 2012).

Since we are consumers, everyday each one of us wants to buy something for satisfying need and wants, our purchasing choice is extremely unpredictable and complex. Generally, purchase intention is close connected with the buying behavior, attitude, perception and observation or state of mind. In addition, the purchase intention is an important key point for us during thought and assessment of certain item (Keller, 2001).

As indicated by sociolinguistic hypothesis, social elements, specifically gender, influence correspondence (Cyr and Bonanni, 2005). In virtual groups, sex assumes an imperative part in correspondence and internet business exchanges (Ulbrich, 2011). Women convey uniquely in contrast to men. Females utilize the web to give and get social support. Their correspondence is ordinarily centred on participation and system situated joint effort. Their correspondence and web based business exchanges are more pragmatic, realistic, and reasonable. Females are more worried about protection when utilizing the web. They are additionally more worried about hazard amid online business exchanges. Females are more required in customary shopping than men. With legitimate virtual group outline and support, women can progress toward becoming as required in internet shopping as men.

The use of Internet has been changing individuals' conduct on social media platforms, so they can meet with e-WOM communications. Individuals regularly settle on disconnected choices on the premise of online data; besides, they have a tendency to depend on the suppositions of different purchasers when settling on choices about matters, for example, which motion picture to watch or what stocks need to put resources into (Dellarocas, 2003). Social media, which can be described as cooperative environment concentrated on the trading of contents. The e-market empowers clients to compose suggestions that impact potential buyers. Online consumer reviews (OCR), one kind of e-WOM, give product data and proposals, which is client's point of view (Lee, 2008). OCR have turned out to be progressively essential as customers keep on purchasing products and services on the web. At the point when purchasers are not ready to judge a product face to face, they frequently depend on this e-WOM exchange to alleviate dangers with respect to product quality and the honesty of the merchant.

Compared with old tool, which is traditional WOM, the electronic informal (eWOM) exchange has the components of breadth of spreading data, quick, extensive

volume of data, salvable, moment to get, unknown and rise above space and time. Some earlier reviews announced that online client produced audits are seen as having lower validity than customary WOM because of the nonattendance of source signals on the Internet (Smith, 2005).

1.3 Statement of problem

The problem statement of this study is to know and fill the gaps how electronic word of mouth (e-WOM) effect purchase intentions generally and how it is effects if you are female and if you are male. The questions that will be explored in this research are:

1. Does e-WOM has a positive and significant influence on online purchasing intention?

2. Does e-WOM has a positive and significant influence on online purchasing intention of women.

3. Does e-WOM has a positive and significant influence on online purchasing intention of man.

4. What are the distinctions between genders according to research in terms of e-WOM, and how it influence the online purchase intention?

According to research aims and questions, the objective of paper is to broaden our knowledge of electronic word of mouth (e-WOM), and effect on purchase intention by both gender sides. This study will guide the business and scholastics to focus at e-WOM more profoundly. For instance, Bakewell and Mitchell (2006) found that males are probably going to have distinctive basic decision-making manner to females, while the Garbarino and Strahilevitz (2004) ponder detailed females higher hazard observations in internet shopping as against males. In addition to this research papers, this review focuses on the effect on gender contrasts in how persons exploit and influence with e-WOM. Study examine gender distinctions, how e-WOM effect on purchase intention. Research done by sociolinguistic hypothesis bespeak social elements, specifically gender, influence correspondence (Cyr and Bonanni, 2005).

1.4 Importance of the study

As a result, the findings enable both companies and scholars to gain a better understanding on how effective it is using social media as a communication tool (e-WOM). In addition, companies can understand how the e-WOM affect the purchase intention of female and male, and apply this tool to support their strategy for making target more specific and in result; it can increase the awareness of the brand; helpful for increasing sale; increase market share. Therefore, this study practically can enlarge market research, so companies can learn more about the gender differences on how the e-WOM marketing toll affect their purchase intentions.

The other contribution of this study is that it will create new ideas by observation about female and male behaviour while they are choosing the product/service, so scholars can discuss this topic and develop it. Since it would increase knowledge about e-WOM and its effects on gender purchase intention, it would be a springboard for marketers and scholars to plan strategically and to learn more about e-WOM effectiveness.

1.5 Chapter summaries

Chapter 2

This chapter covers the research literature review, which explains the concept of Electronic Word-of-mouth and it effect on online purchase intention considering the gender.

Chapter 3

This chapter discusses the conceptual model of this research study including the research hypothesis and explains that e-WOM has a positive and significant influence on purchasing intention of each gender.

Chapter 4

This chapter covers the research design and the research methodology steps of this research study, in addition explains the purpose of the study and shows the instruments of data collection and the method of data analysis and presentation. This

method was chosen to show and explain the effect of e-WOM on the customer purchase intention or buying decision or behavior, so the aim of the study can be accomplished, because the research questions will be answered. Moreover, the details of how the questionnaire designed and how the sample size was decided. Finally, uncovers the technique utilized on testing the consistency of the measuring instrument.

Chapter 5

This chapter deals with the analysis of the data obtained from the researcher's survey that was conducted in Near East University, Turkish Republic of North Cyprus. The study was based on finding out the effect of e-WOM on online purchase intention and the difference between the genders. The researcher tested the reliability of the research instrument using Cronbach Alpha. Descriptive analyses were conducted to determine the frequencies and the means of variables. In addition, correlation analysis was done to determine the relationships between the variables and test the hypothesis. The following analyses were regression analyses used to determine if changes in the independent variables resulted in changes in the dependent variable. Moreover, the outputs from SPSS (Statistical Package for the Social Sciences) program was attached to this chapter to show the survey findings.

Chapter 6

This chapter presents the findings from the whole study and discuss about both theoretical and empirical. A detailed discussion of the results is provided, in addition, the hypotheses of the study were checked on whether the hypotheses were accepted or rejected. The chapter also determines if the objectives were met or not thus giving answers to the research questions. The researcher also discussed limitations of the study and the study concluded. Besides, the researcher also provided recommendations for future studies, so the future researchers can avoid the limitation of this study and approve the results.

1.6 Conclusion

This chapter has presented the main point of all chapters in this research study. The study background was covered, the statement problems was indicated, also the

importance of the study was described. In addition, at the end of the chapter was briefly explained about each chapter of this paper.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Consumers are presented an awesome number of advancements through a wide range of media. For example, the printed media, daily papers and magazines, other media stages, including TV, radio and Web, have likewise given an immense measure of data for consumers. Actually, consumers can acquire data with respect to brands, products, and service even by utilizing their cell phones. Data has expanded through the high number of notices, settling on a choice has turned out to be increasingly troublesome for shoppers. This is why word-of-mouth (WOM) is considered as being a standout amongst the most valued data hotspots for consumers since it comprises of previous purchasers' feelings and encounters about brands and their goods or services (Arndt, 1967).

2.2 Word-of-mouth (WOM)

Word-of-mouth (WOM) has been dependably viewed as an essential marketing tool (Bone, 1995; Engel, 1969; Feldman and Lynch, 1988). WOM came into existence as a result of social interactions, which was initiated to satisfy individual needs. The

importance of data customers acquire from relational sources in affecting buyer basic leadership has been all around perceived in promoting and purchaser conduct writing (Engel, Blackwell, and Kegerreis, 1969; Gilly, 1998; Goldsmith and Clark, 2008; Wiedmann, Hennigs, and Langner, 2007). In spite of the fact that non-individual or business messages, for example, publicizing might be imperative in creating buyer familiarity with and starting enthusiasm for products or services. Although, word-of-mouth can be characterized as the demonstration of trading promoting information among buyers and has been found to assume a more basic part in changing purchaser state of mind and conduct is identified with products and services (Engel, Blackwell, and Kegerreis, 1969; Gilly, 1998; Grewal, Cline, and Davies, 2003; Katz and Lazarsfeld, 1955; Rogers, 1995). More so, some researchers showed that there are many reasons why the individuals allow the word of mouth. These reasons includes: the first is trust, the second is loyalty, third is commitment, forth is quality and last fifth is value, which drive the word of mouth. This tool (WOM) shares similarities with products and services between individuals. Who have seen to be free of the organization giving the product or services, this casual correspondence is among individuals who have minimal business personal stake in influencing another person to utilize the product and along these lines no specific motivating force to twist reality for the services (Silverman, 2001). Word-of-mouth is characterized as any constructive or antagonistic explanation made by clients about experience of product or service. That is made accessible to a large group of persons and business exploits to utilize the Web (Hennig, 2004). Word-of-mouth (WOM) marketing has as of late pulled in a lot of consideration among experts. For instance, a few books tout WOM as a practical contrasting option to conventional advertising specialized devices. One calls it the world's best, yet slightest comprehended promoting methodology (Misner, 1999). The word-of-mouth (WOM) ad assumes seriously a solid part in forcing a positive impact towards the product judgments (Herr, 1991; Aydin & Ozer, 2005).

As we mentioned before, that WOM is marketing tool, which helps to learn more about product or service from other buyers, so it has positive and negative influence to individuals who are in pre-purchasing stage. Researchers found that differences between positive and negative sides of the WOM. From one view point, they found that buyers will always share negative WOM, because of their disillusionment of an item or administration, thereby individuals think that they can

keep others from purchasing this kind of product (Engel, Blackwell, and Kegerreis, 1969). However, Katz and Lazarsfeld (1955) noted that there are some customers in every type of society or community, who has very high authority, trust or respect, thus they are more influence to other customers, and this customer is an opinion leader. They take part more in social activities than others do, they spend time to share their experience about the product or item.

The study of researchers showed that people are likely to believe WOM more than other tool or methods of promotional techniques, because the other person or individual thinks and feel that information, which has been transmitted by the sender is more true and honest, because he or she will not make any profit or gain something. This explains that receiver of information believes in neutral opinion of the person (Grewal, Cline, and Davies, 2003).

2.3 Electronic Word-of-mouth (e-WOM)

E-WOM can be defined as the broadcast made by individuals or the brand proprietor organizations across the board make through electronic means, which can be either positive or negative (Tee, Gharleghi and Chan, 2013). Often e-WOM is published through Facebook, tweets on Twitter, online client audits, picture-sharing locales; YouTube recordings and so on (see Table 1). As e-WOM is another field new review openings ear developing quickly, therefore there are unique fathom of e-WOM in the current reviews. E-WOM is therefore an advancement of the traditional WOM formally used in the marketing communication process, product advertisement and creation of brand loyalty (Cheung and Thadani, 2012; Vilpponen, 2006).

Table 2.3.1: Various platforms of e-WOM (Cheung and Thadani, 2012)

Platforms	Examples
Social networking sites	*Facebook.com, Twitter.com*
Online brand/shopping sites	*Amazon.com, Ebay.com*
Online consumer review sites	*Epinions.com, Shopping.com*
Online discussion forums	*Ukbusinessforums.co.uk*
Blogs	*Xanga.com, Blogger.com*

A portion of the subsets utilized as a part of e-WOM setting are word-of-mouth promoting, viral showcasing, online terms, for example: client audits, criticism components and referral frameworks, peer underwriting frameworks, and appearance word-of-mouse (Vilpponen, 2006). The main division of e-WOM subdivisions depends on regardless of whether they are effectively requested; for instance online discussions for social affair inputs from clients Mudambi (2010) and Zhang (2010) or online frameworks which give survey gathering from clients are effectively utilized.

Analysing the e-WOM info/data helps buyers diminish instability; seek costs, and the danger of acquiring new items. Especially, the web has made e-WOM conceivable by encouraging the required informative means, for example, electronic media, e.g., electronic notice board frameworks, online discourse discussions, web journals, newsgroups, long-range interpersonal communication destinations, and audit locales. Utilizing e-WOM through electronic media, purchasers can accomplish required data in regards to the merchandise and enterprises from a couple of recognizable individuals as well as they can interface with a wide gathering of various people all around with encounters in regards to the important products or services (Lee, 2006; Ratchford, 2001).

Meantime, so many researchers have stated that online buying behavior is of customers can be affected by the e-WOM information and has very significant impact on it. It helps to many customers observe more about the product and make a good buying decision. The communication in social media could greatly increase the e-

WOM effect on buyers buying decision with aim to help them to make their purchases (Lee, 2006; Ratchford, 2001).

Needless to say, that e-WOM is an important source or information, which will help to get the product or service, so it will satisfy their needs, because the large percentage of customers would look through the online customers survey. Half of internet users would buy the movies, e-books, games etc. through information provided by the others users, which create the e-WOM by using the formed opinion after the purchase, in other words their previous encountered experience. Therefore, as a result this can be convenient, quite convincing and very useful for other users to make their pre-purchase decision (Tee, Gharleghi and Chan, 2013).

Smith (2005), further explained the results of findings in paper. Researchers showed an emulation decision by making experiment to research about the influence of e-WOM on purchase decision. The study exhibited that many online customers are searching for and acknowledged related information to improve data search performance. The influence of recommendation agents occurs. Thus, this makes it clear to understand, that buyers are dependably on high involvement. In addition, the researchers explored, that buyers trust and believe the online customer's reviews respect the users who give the recommendation to them; therefore, e-WOM can affect the purchase decision.

Park and Lee (2009), demonstrate that the power of e-WOM communication has an effect on buyer's decision. To add with, recent research has analysed the effect of e-WOM information on customers purchase intention. This paper showed, that the effect of negative e-WOM information is greatly paramount than positive ones, the effect of e-WOM information from resources with reputation and the type of product or service plays moderating roles in data process. The examination provided showed that the e-WOM has influence on the purchase intention.

2.4 Brand, WOM and e-WOM

Managing Brand Equity book written by David A Aaker (1991) states that a brand is a recognizing name or potentially image, (for example, logo, trademark, and copyrights) proposed to distinguish the goods or services of it is possible that one sellers or a group of sellers, and to separate those merchandise or administrations from

those of contenders. A brand along these lines signs to the client the origin of the goods, and secures both the client and the maker from contenders who might endeavour to give items that give off an impression of being indistinguishable. Products audits that customers post on the web constitute a standout amongst the most imperative types of online WOM conversation (Bickart and Schindler, 2001; Sen and Lerman, 2007). The social media platforms helps to gather information/data for online products and services, and create pre-purchase decisions (Adjei, 2009; Zhu and Zhang, 2010). Therefore, consumer's assumption will be made through the research made (Zhang and Tran, 2009). The subject of marketing is important for capital in some industries. Strong brands can create customers trust in the product or service purchased and making them stronger to better visualization and create elusive elements. As written in Journal of Business Research by Yoo and Donthu (2001), brand image can directly have consequences on an organization's upcoming benefits and long haul income, a shopper's readiness to pay premium costs, merger and procurement basic leadership, stock costs, manageable upper hand, and promoting achievement. In view of the contention that particularly strikingly displayed WOM correspondence strongly affects product judgments (Herr, 1991). Online WOM can be reported in a unique and perceptive medium as the web may successfully touch upon on brand and therefore, buy objective. Keller (1993) clarified that general impression of a product held by the consumer's observations about a brand, and how it is incorporated in the consumer's memory. Brand image arise from the greater part of a buyer's utilization encounters, and saw benefit quality is an element of these utilization encounters. In this manner, client recognition about administration quality straightforwardly influences brand image (Aydin and Ozer, 2005). Intangibles, for example, after deal administrations can't be assessed before the utilization encounter; in this way, buying vague goods and services brings a great danger. Therefore, consumers make decision mainly on validity of the e-WOM (Lewis and Chambers, 2000; Litvin, 2008). The advances of the Internet offer a good opportunity for electronic informal (e-WOM) correspondence. An ever-increasing number of buyers utilize Web 2.0 instruments (e.g., online dialog discussions, shopper audit destinations, weblogs, interpersonal organization locales, and so forth.) to trade product data (Lee, Park and Han, 2008). For example, the quantity of online customer audits has achieved 116 million and it is still on the ascent (e-Marketer, February 2009). Then, 83 percent of Internet customers detailed that their

buying choices depend on online item assessments and surveys (Opinion Research Corporation, July 2008).

Social media sites can be used like online applications, which can bring contribution to encourage communications, and codify efforts in the sharing of substance (Richter and Koch, 2007). They take a mixture of arrangements, including the social media tools. While business messages and connections with purchasers join forces with media, occasions, excitement, retailers, and computerized benefits through online networking, it is conceivable to perform incorporated showcasing exercises with significantly less exertion and cost than some time recently. As per Kim and Ko (2010), online networking can dramatically affect a brand's notoriety, so 33% of review made by members shows integrity of products on the brand's blog, and 36% study made by organizations are put on online journals. DEI Worldwide (2008) reviews manifest the accompanying insights, 70% of buyers have gone by online sites to get data. After the following research, 49% of these consumers settle for a product in sight of the data they found through the online research. The next point of research shows 60% of customer's use the social media as reference for making pre-buying decision, and 45% of the persons who conduct research online ask previous clients of brand. The report expresses that organizations not participating in feature of their web based advertising methodology are feeling the loss of a chance to achieve purchasers. With a noteworthy rate of personalities going along data to others through online networking, the estimation of a buyer is greater than first disburse. In addition, firms and brands should to calculate the estimation of clients and influence on them.

2.5 Purchase intention

The main part of consumers psychological behaviour indicates how a person is expected to buy a particular brand can be defined as purchase intention (Hosein, 2012). Since we are consumers, everyday each one of us wants to buy something for satisfying need and wants, our purchasing choice is extremely unpredictable and complex. Generally, purchase intention is close connected with the buying behaviour, attitude, perception and observation or state of mind. In addition, the purchase intention is an important key point for us during thought and assessment of certain item (Keller, 2001).

As indicated by Spears and Singh (2004) buy goal is buyer's cognizant arrangement to attempt to buy an item. Past research likewise consolidated buy expectation as a key marker of online commercial achievement (Raney, 2003; Moe and Fader, 2004). In the investigation of Rivera (2015), they endeavour to explore shoppers' dispositions towards portable applications and also their goals to utilize a versatile, to discover that state of mind assumes a vital part in molding clients' purpose to utilize a versatile application. Various reviews agreed that customer state of mind towards an item or a brand influence buy goal (Ajzen, 2001; Dennis, 2009; Leonidou, 2010; Limbu, 2012; Liu, 2012; Jalilvand, 2012). In their model (Dennis, 2009) of e-buyer goal towards obtaining from an e-retailer, they found that buying is emphatically impacted by the uplifting states of mind towards the e-retailer. Likewise, Ajzen (1991) demonstrated in his hypothesis of arranged conduct that behavioural expectations are influenced by subjective standards, state of mind and saw behavioural controls towards the conduct. Also, Mauri and Minazzi (2013) called attention to that lodging acquiring expectations increment in the universality of positive audits and reductions with negative remarks. Moreover, scientists showed the nearness of a critical connection between brand picture and buy goal (Shukla, 2011; Wu, 2011; Charo, 2015; Lien, 2015). In light of the above dialog, it is inferred that it is so vital to additionally examine elements impacting buy goal for better usage of fruitful advertising techniques.

Additionally, the decision of cell phones and extraordinarily the cell phones for this review has along these lines have been founded on that Smartphones turned out to be extremely well known and broad in the 21st century. As indicated by forbes.com (2015), versatile now represents 29% of every single online exchange all-inclusive, and by 2020, it is normal for 80% percent of the world's grown-up populace to have cell phones. With modern innovations and extreme rivalry between brands we are getting towards what is called worldwide versatile wallet, as they can be utilized any place on the planet both on the web and in stores.

2.6 Gender

As indicated by sociolinguistic hypothesis, social elements, specifically gender, influence correspondence (Cyr and Bonanni, 2005). In virtual groups, sex assumes an imperative part in correspondence and internet business exchanges

(Ulbrich, 2011). Women convey uniquely in contrast to men (Gefen and Ridings, 2005). Females utilize the web to give and get social support. Their correspondence is ordinarily centred on participation and system situated joint effort (Yates, 2001). Their web based business exchanges likely to be affected by strangers' opinion (Dittmar, 2004). Males utilize the web to increment and ensure social position (Awad and Ragowsky, 2008). Their correspondence and web based business exchanges are more pragmatic, realistic, and reasonable (Dittmar, 2004). Females are more worried about protection when utilizing the web. They are additionally more worried about hazard amid online business exchanges (Garbarino, 2004). Subsequently, it is essential to consider the sex contrasts in web based business exchanges to bolster female interest and to along these lines advance the feasible development of web based shopping (Bae and Lee, 2011). Females are more required in customary shopping than men. With legitimate virtual group outline and support, women can progress toward becoming as required in internet shopping as men (Yang and Wu, 2006).

2.7 Social media sites, e-WOM and Purchase intentions

The use of Internet has been changing individuals' conduct on social media platforms, so they can meet with e-WOM communications. Individuals regularly settle on disconnected choices on the premise of online data; besides, they have a tendency to depend on the suppositions of different purchasers when settling on choices about matters, for example, which motion picture to watch or what stocks need to put resources into (Dellarocas, 2003).

Social media, which can be described as cooperative environment concentrated on the trading of contents. The e-market empowers clients to compose suggestions that impact potential buyers. Therefore, it has changed the way how we interact to others, communicate, offer, share the information and comport with our family, friends, colleagues etc. (Lee, 2008). The electronic verbal exchange is system client's data trade and discourses on a few items or administrations by system media (Sun, 2006). Hennig-Thurau (2004), allude to e-WOM as any constructive or contrary explanation made by potential, genuine, or previous clients about an item or organization, which is made accessible to a large number of individuals and foundations by means of the Internet. So also, Godes and Mayzlin (2004), characterize e-WOM that is quantifiable since remarks on a good are composed and accessible in the sites. The illustration of

the development of e-WOM in social represent that there is a movement in how individuals find, read, process and share the information and contents.

Online consumer reviews (OCR), one kind of e-WOM, give product data and proposals, which is client's point of view (Lee, 2008). OCR have turned out to be progressively essential as customers keep on purchasing products and services on the web. At the point when purchasers are not ready to judge a product face to face, they frequently depend on this e-WOM exchange to alleviate dangers with respect to product quality and the honesty of the merchant. Online customer audits assume a noteworthy part in the choice to buy product or services, as per the most recent overview from Opinion Research Corporation. Almost 66% of respondents revealed counselling on the web audits, websites and diverse wellsprings of online client criticism before buying another product or service, with web search tools being the favoured approach for leading the exploration. This review likewise found that 80 % of respondents said they search out data online for a specific brand of electronic (Werbler and Harris, 2008). Furthermore, from a report made by Nelson Research Company, the third most trusted promoting method is consumer's feelings posted on the system (Xiaofen and Yiling, 2009). As indicated by the Nielsen Global Online Consumer Survey, 70 % of customers trust sentiments posted on the web (Nielsen Global, 2009). In a current review, directed by BIGresearch, customers say that informal exchange is yet the main influencer in their gadgets (44.4%) buys (BIGresearch, 2008).

Compared with old tool, which is traditional WOM, the electronic informal (eWOM) exchange has the components of breadth of spreading data, quick, extensive volume of data, salvable, moment to get, unknown and rise above space and time (Hennig-Thurau, 2004). All through the eWOM movement, customers can get abnormal amounts of market straightforwardness. What's more, they can go up against a more dynamic part in the esteem chain and impact items and costs as indicated by individual inclinations. In addition, they can make their assessments effectively open to other Internet clients (Dellarocas, 2003). In light of such noteworthiness and fame of e-WOM correspondence, the significance of WOM has been generally recorded in the current writing (Zhu and Zhang, 2006). Bickart and Schindler's (2001) discoveries recommend that item data on online discussions is believability that is more prominent.

Significance and more inclined to bring out sympathy with shoppers than data on advertiser outlined sites. As per the consequences of the review made by Park and Lee (2009) demonstrate that the e-WOM impact is more prominent for negative e-WOM than for positive e-WOM. The study comes about because of 616 members of an online discussion propose that client know-how trade impacts client impression of item esteem and probability to suggest the item (Gruen, 2006).

Another research directed by Park and Kim, (2008), concentrating on online purchaser surveys as e-WOM messages, clarifies this disagreement utilizing the subjective fit hypothesis. The outcomes demonstrate that psychological fit happens when specialists (beginners) handle the surveys encircled as trait driven (advantage driven). Xiaofen and Yiling (2009) likewise found that the back rub impression of electronic informal exchange and pioneer's remarks have much impact on shopper's eagerness of purchasing. Accordingly, e-WOM assumes an undeniably critical part in buyer buy choices (Duan, Gu and Whinston, 2008).

Prior reviews inferred that shoppers attribute more an incentive to suggestions by kindred customers than to proposals by expert commentators. As per these reviews, customers see kindred purchasers' suppositions to be less one-sided. They likewise discover kindred customers' encounters less demanding to identify with (Bickart and Schindler, 2001). Additionally various exact reviews (Dellarocas, 2006; Houser and Wooders, 2006; Menlik and Alm, 2006) demonstrate that purchasers truly consider online input when settling on acquiring choices. Moreover, Goldenberg (2001) demonstrated a buyer's basic leadership process is emphatically impacted by e-WOM. Thus, Chevlier and Mayzlin (2006) analysed the impact of purchaser surveys on books at www.amazon.com and www.barnesandnoble.com, and found that e-WOM can essentially influence book deals. Unexpectedly, some earlier reviews announced that online client produced audits are seen as having lower validity than customary WOM because of the nonattendance of source signals on the Internet (Smith, 2005).

2.8 Conclusion

This chapter has presented the main ideology of the word of mouth as traditional and electronic tool in social media, its role in marketing and communicating process, which can influence to the customers buying decision, by reading or watching

the online consumer reviews (OCR) about product or an item and service, thus e-WOM has effect on purchase intention. Generally, the impact of social media plays very big role in this process. Therefore, the consumer purchasing behavior changes according the e-WOM effect through social media, so customer trust and believe the message sender, because he is not thinking about profit and he does not have any relation with company.

CHAPTER THREE

THE CONCEPTUAL MODEL OF THE STUDY

THE PROBLEM FORMULATION

3.1 Introduction

This chapter discusses the conceptual model of this research study including the research hypothesis and explains that e-WOM has a positive and significant influence on purchasing intention of each gender.

3.2 The conceptual model of study
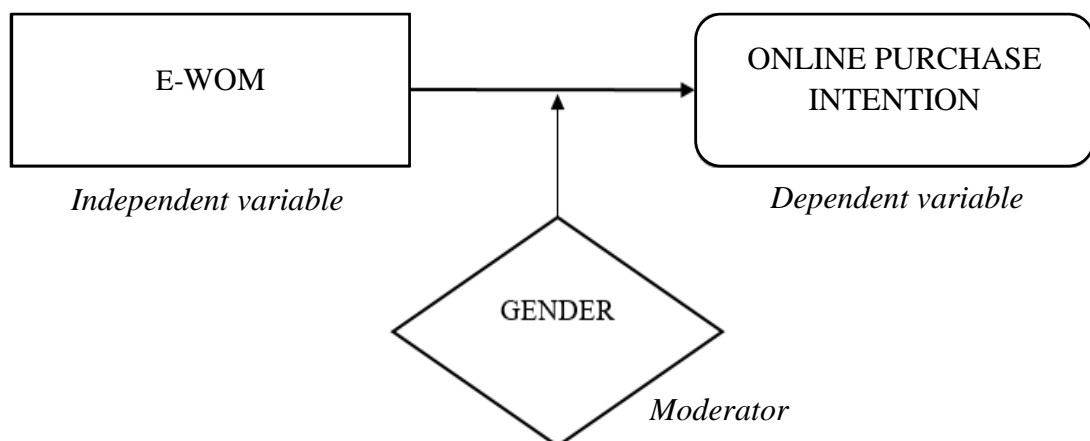
Figure 3.2.1: The research model

The variables of this study in this research are E-WOM, Purchase Intention and Gender. The dependent variable is Purchase Intention and e-WOM is independent variable. Gender is moderating variable. This research seeks to understand the effect that e-WOM has a positive and significant influence on purchasing intention and in addition by considering the gender. These variables have been tested for validity and reliability in those previous literatures (see Chapter two).

3.3 Hypothesis

Lee (2008), online consumer reviews (OCR) it is kind of e-WOM, give information about product/service, which is client's point of view. People tend to trust e-WOM from people that they feel share the same interest or have similarities with (Lee, 2008). Even though most people believe e-WOM than in an organization's website (e-Marketer, February 2009), most people do not just believe anyone but they believe people whom they believe to have expertise around the product or service in question. According to this hypothesis were crated, so e-WOM has a positive and significant influence on purchasing intention of each gender. This can be explained by the gender differences in consumers' perception of online consumer reviews (Lee, 2008).

Table 3.3.1: Hypotheses of the research

H1:	e-WOM has a positive and significant influence on online purchasing intention.
H2:	e-WOM has a positive and significant influence on online purchasing intention of women.
H3:	e-WOM has a positive and significant influence on online purchasing intention of men.

3.4 e-WOM and Purchase intention

Researchers are conducting studies in this regards and relating e-WOM to a lot of issues and activities that happen on the Internet especially on SM platforms. Online buying behaviour is of customers can be affected by the e-WOM information and has very significant impact on it. It helps many customers observe more about the product and make a good buying decision. The communication in social media could greatly increase the e-WOM effect on buyers buying decision with aim to help them to make their purchases. Therefore, the effect of e-WOM information from resources with reputation and the type of product or service plays moderating roles in data process. The examination provided showed that the e-WOM has influence on the purchase intention. Research has been made about e-WOM, but very few have been made about its effects on online purchase intention by considering gender. Nowadays, all of us understand that every day the technologies are growing and they have the impact on our social media sites (SMS's). Since, the SM platforms are one of the fastest changing technologies, which peoples are utilizing every day, because it is attractive and helps them to communicate with the world, therefore these platforms can create the e-WOM communication, because the SM platforms are very crowded places. Thereafter, it create the interest of companies to apply the SM as strategy to reach their customers and take advantage of e-WOM communication. Companies' strategies in terms of using e-WOM effect on people will help to improve the product/service, so companies must take SM (e-WOM) effects as benefit for them.

Most of companies try to influence the females, males purchase intention, and one of the methods for this is online customer's reviews (OCR), which directly creates the e-WOM communication through SMS's. Traders looking for to attract both female and male consumers is to use OCR as product recommendations. In addition, traders can use the tools of online platforms as an advantage for them and frame online communities for their fans to inspire them to create e-WOM and write online consumer reviews about products. The main thing between differences of genders in SM platforms behaviours are changing. Consequently, if females are different from males in the way they react to the e-WOM communication (information about the brand) and analysing of others online user's reviews in making purchase intention. Generally, purchase intention is close connected with the buying behaviour, attitude, perception and observation or state of mind. In addition, the purchase intention is an important key point for us during thought and assessment of certain item.

Generally, the impact of social media plays very big role in this process. Therefore, the consumer purchasing behaviour changes according the e-WOM effect through social media, so customer trust and believe the message sender, because he is not thinking about profit and he does not have any relation with company.

3.5 Gender

Gender impact correspondence group in virtual gathering, sex accept a basic part in correspondence and an online business trade. Ladies convey extraordinarily as opposed to men. They utilize the web to give and get social help. Their correspondence is usually trotted on coordinated effort. Their web and business trade are more eager or enthusiastic. Men utilize the web to help, increase and ensure social position. Their correspondence and web business trade are more reasonable.

Additionally, ladies are more worried about the web security when utilizing the web in this way, they are more stressed over the danger while executing business on the web. In this way, it is fundamental to consider the gender contrasts in an online exchange to help female support and to likewise advance the manageability development in a web based shopping. Subsequently, it is essential to consider the sex contrasts in web based business exchanges to bolster female interest and to along these lines advance the feasible development of web based shopping. Females are more required in customary shopping than men.

3.6 Problem statement and research questions

The problem statement of this study is to know and fill the gaps how electronic word of mouth (e-WOM) effect purchase intentions generally and how it is effects if you are female and if you are male. The questions that will be explored in this research are:

1.   Does e-WOM has a positive and significant influence on online purchasing intention?

2.   Does e-WOM has a positive and significant influence on online purchasing intention of women.

3.   Does e-WOM has a positive and significant influence on online purchasing intention of man.

4.   What are the distinctions between genders according to research in terms of e-WOM, and how it influence the online purchase intention?

According to research aims and questions, the objective of paper is to broaden our knowledge of electronic word of mouth (e-WOM), and effect on purchase intention by both gender sides. This study will guide the business and scholastics to focus at e-WOM more profoundly. For instance, Bakewell and Mitchell (2006) found that males are probably going to have distinctive basic decision-making manner to females, while the Garbarino and Strahilevitz (2004) ponder detailed females higher hazard observations in internet shopping as against males. In addition to this research papers, this review focuses on the effect on gender contrasts in how persons exploit and influence with e-WOM. Study examine gender distinctions, how e-WOM effect on purchase intention. Research done by sociolinguistic hypothesis bespeak social elements, specifically gender, influence correspondence (Cyr and Bonanni, 2005).

3.7 Conclusion

This chapter highlights and discusses the research papers hypothesis and demonstrated the conceptual model of study. The hypothesis was described and explained by using the information from chapter two, thus hypothesis are correlate with one another thereby it possible to assume that they have positive significant relationship.

CHAPTER FOUR

RESEARCH METHODOLOGY

4.1 Introduction

This chapter covers the research design and the research methodology steps of this research study, in addition explains the purpose of the study and shows the instruments of data collection and the method of data analysis and presentation. This method was chosen to show and explain the effect of e-WOM on the customer purchase intention or buying decision or behavior, so the aim of the study can be accomplished, because the research questions will be answered. Moreover, the details of how the questionnaire designed and how the sample size was decided. Finally, uncovers the technique utilized on testing the consistency of the measuring instrument.

4.2 Research design

The researchers say that a research design of the study can be called as a plan of the research study. By using this plan, the researcher can minimize the factors effect and the results will be more real. In addition, this plan illustrates how, when and where the data of the study will be collected and analyzed. Therefore, after carrying out these

actions the researcher can find the answers for research questions and test the research hypothesis (Burns and Grove, 2003; Parahoo, 1997; Polit, 2001).

This thesis research was interested in knowing the relationship of e-WOM and purchase intention, in addition to describe the effect of electronic word of mouth on consumer purchasing intention. The examination was descriptive in purpose and correlatively in the type of conduction. In order to know the real effect of e-WOM on purchase intention and understand difference by considering gender, this research aims to use a questionnaire-based survey to collect the needed primary data. The study took place in the natural environment. The exploration populace was focused on characteristics to all students in Near East University of Turkish Republic of Northern Cyprus TRNC. The questionnaires were distributed to the students in order to understand the effect of electronic word of mouth on consumer purchase intention. The strategy for this research is a survey using questionnaires adapted from the research design Abubakar (2012) and add more other questions to this questionnaires, related to studies model to measure the variables. The choice of using questionnaires was influenced by the number of variables in this study. Because the aim of this effect is to find out e-WOM's effect on purchase intention, it is more of a descriptive research. A structured observation method would have been an equally good option but it would need a longer time to research. Since this research is for academic purpose and the period of study cannot be over extended, the questionnaire was chosen because it promises a shorter time for data collection and offers an equally good data for research.

4.3 Method of data collection and measuring of instrument

Since this research is quantitative, the primary data was collected and analyzed the effect of e-WOM on the consumer purchase intention by the questionnaires. The choice of using questionnaires was influenced by the number of variables in this study. Mostly other researchers to collect and measure the data frequently use this method. Nevertheless, the questionnaire is a research questions asked from respondent with the aim of gathering the information for research data. Therefore, the questionnaire method is a survey system and the function of the system is setting the objectives in order to obtain the data (Fink, 2003).

There are two hundred (200; 100 for women and 100 for men) questionnaires will be administered to students of Near East University of Turkish Republic of Northern Cyprus TRNC. They would be asked to fill out a questionnaire that would cover the objectives of this research. The study questionnaire consist of twenty-four (24) questions. This question will help us recognize e-WOM communication between users of platforms and its effectiveness on purchase intention and how e-WOM effect, if you are women or men on your purchase intention. The examination poll is produced in view of important literary works, and will be used to gather information from the exploration test. The examination factors measures and survey proclamations adjusted from past inquiries about. The questionnaire has three parts.

The survey comprised of three sections as takes after:

The first section contains three (3) questions to get some information about student personal details in order to be sure that only students have an account on social media websites took part in the exercise.

Next two sections the Likert Scales was used and was asked students to indicate (✓) how much they Strongly Agree (1) or Strongly Disagree (5) with each of the statements (Bertram, 2008). The second section consist of thirteen (13) questions and get information about the effect of electronic world of mouth on social media websites, in order to check the effect of it because customers can trust and believe the message sender. The third section contains nine (9) questions, which are measuring the purchase intention.

4.4 Population and population size

The total number of people residing in a geographical area on which this study is based and the sample size is determined. For this study, the exploration populace focus on characteristics to all students in Near East University of Turkish Republic of Northern Cyprus TRNC. We will focus on the Near East University since it is considered as a delegate test the University has differing qualities and populace force in the meantime. As indicated by the Near East University measurements 26 thousand of students are coming to consider from more than 100 countries (Neu.edu.tr, 2017). We imagine that to lead the study in Near East University is incredible thought, since we can achieve diverse populace of University from various nations. Students who

know about Facebook, Instagram, Twitter, and YouTube, and have opened account no less than one of these long-range informal communication destinations, simply are incorporated into this investigation, and that is a major basic. We will utilize comfort-inspection strategy to gather the information/data, which is useful for us. We are resolved the sample size to be 200 understudies (100 women and 100 men). In view of this survey. For disseminating the 200 polls, was utilized the traditional method of distributing questionnaires.

4.5 Sampling method

A convenient sampling technique was adopted, as the responding students were readily available during the period of the investigation. The sample was selected randomly, so everyone has an equal chance to being selected. The identifying of the population was the first aim. Next, population is selected randomly from different departments and faculties of Near East University. They fill the questionnaire according their best knowledge about the e-WOM effect on purchase intention on social media websites. In addition, the students would include undergraduate students and master students. This sample was chosen because of the convenience or easy access to these students in addition, these students spend most of their time on the internet and it makes it easier for us because they have experience with reviews, message source credibility, message appeal and most of all, they are exposed to electronic word of mouth on a daily basis. The sample was chosen based on the convenience sampling method. This is because the chosen sample are people who are readily available to the researcher.

Finally, there would be an initial pilot testing of the questionnaires using ten (10) students from the Near East University. Thus, it is possible to check the questionnaires for errors and to be sure, that it is works, so we can finalize the study.

4.6 Data analysis

The survey would be conducted using Statistical Package for Social Science (SPSS) programming. Thereby, the information collected and put through different tests and examinations to answer the research paper questions and check the model is valid or not. For testing the variables was used the descriptive statistic to demonstrate the demographics of the information, line regression analysis were run in order to

understand the importance of the independent variable, correlation analysis were carried out to show the relationship between the variables.

4.7 Validity and reliability of the Measurement

In measuring the internal validity and reliability of the questionnaire was estimated by using Cronbach's Alpha as a coefficient of internal consistency. Thus, it shows how much is reliable the questionnaires are. This makes it clear and a scale produces a result when the measurement is made on the attributes as described by the Malhotra, 2007.

4.8 Conclusion

The chapter tried to explain and clarify the steps of research methodology of this research study. The research design, methods of data collections and its measurement tools, population and size, sample method, data analysis and finally validity and reliability of this study was discussed above. This chapter covered an overview of the whole work and showed the method of how the research was analyzed and measured.

CHAPTER FIVE

DATA ANALYSIS AND FINDINGS

5.1 Introduction

This chapter deals with the analysis of the data obtained from the researcher's survey that was conducted in Near East University, Turkish Republic of North Cyprus. The study was based on finding out the effect of e-WOM on online purchase intention and the difference between the genders. The researcher tested the reliability of the research instrument using Cronbach Alpha. Descriptive analyses were conducted to determine the frequencies and the means of variables. In addition, correlation analysis was done to determine the relationships between the variables and test the hypothesis. The following analyses were regression analyses used to determine if changes in the independent variables resulted in changes in the dependent variable. Moreover, the outputs from SPSS (Statistical Package for the Social Sciences) program was attached to this chapter to show the survey findings.

5.2 Realization rate

The researcher used two hundred (200) questionnaires. The research was conducted in Near East University. The participants of survey were students, who selected through convenience sampling. The realization rate is presented in Table 5.2.1.

The table below shows that the distributed questionnaires were answered correctly and returned, so table shows 100% response rate.

Table 5.2.1: Realization rate

Questionnaire distributed	200
Questionnaires discarded	0
Questionnaires not returned	0
Total questionnaires realized	**200**

5.3 Reliability and Consistency

The test was represented by using the Cronbach's Alpha of the SPSS package. According to DeVellis (2003) an ideal values of alpha should range from 0.70 to 0.95. The result showed a Cronbach's Alpha figures between 0.785 and 0.793, which are considered as reliable (Sekaran, 1999).

Table 5.3.1.1: Reliability analysis (eWOM)

Case Processing Summary

		N	%
	Valid	200	100,0
Cases	Excluded[a]	0	,0
	Total	200	100,0

a. Listwise deletion based on all variables in the procedure.

Table 5.3.1.2: Reliability analysis (eWOM)

Reliability Statistics

Cronbach's Alpha	N of Items

,785	13

Table 5.3.2.1: Reliability analysis (Purchase intention)

Case Processing Summary

		N	%
Cases	Valid	200	100,0
	Excluded[a]	0	,0
	Total	200	100,0

a. Listwise deletion based on all variables in the procedure.

Table 5.3.2.2: Reliability analysis (Purchase intention)

Reliability Statistics

Cronbach's Alpha	N of Items
,793	9

Major finding: All instruments were adopted.

5.4 Frequency (male and female)

Table 5.4.1: Frequency (male and female)

Your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Male	100	50,0	50,0	50,0	
	Female	100	50,0	50,0	100,0	
	Total	200	100,0	100,0		

Major finding: The female and male respondents were equal in number.

5.5 eWOM (means)

Table 5.5.1: eWOM (mean)

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
If I have little knowledge about a product, I often search information on the web about the product.	200	1,74	,834	,059
I always read online consumer reviews when I was purchasing goods or services.	200	1,99	1,034	,073
I rarely purchase the latest fashion styles until I am sure my friends approve of them.	200	2,85	1,247	,088
It is important that others like the product and brand I buy.	200	2,72	1,237	,087
When buying products, I generally purchase those brands that I think others will approve of.	200	2,62	1,115	,079
I like to know what brands and products make good impressions on others.	200	2,27	1,040	,074
I achieve a sense of belonging by purchasing the same products and brands that others purchase.	200	2,66	1,246	,088
If I want to be like someone, I often try to buy the same brands that they buy.	200	3,21	1,441	,102
I often identify with other people by purchasing the same products and brands they purchase.	200	2,81	1,281	,091
I trust the social media websites information to be true.	200	2,78	1,008	,071
The people who post information on social media are trustworthy.	200	2,85	1,052	,074
I trust the online consumer reviews to be true.	200	2,56	,981	,069
I believe that social media has the skills and experience to meet most members' desires.	200	1,99	,977	,069
Average		2,54		

On average (2,54) respondents agreed that eWOM affect their purchase intention.

Strongly Agree	Agree	Neither Agree	Disagree	Strongly Disagree
1	2	3	4	5

The table above shows that the majority of the respondents agree that respondents are influenced by the eWOM. They value the eWOM's displayed level of expertise as shown by the mean of 2,54 and consider this factor to be effected during making purchasing decisions.

Major finding: The respondents depend on online reviews to find information about the products and services. They also value what others think before making purchases.

5.6 Purchase intention (means)

Table 5.6.1: Purchase intention (means)

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Using the social media platforms help me make decisions better before purchase goods and services.	200	1,81	,958	,068
Using social media platforms increases my interest in purchasing products and services.	200	2,03	,979	,069
If I find out that, the utility of a product or service is larger than personal devotions in terms of money, time and energy. I will consider buying this product or service.	200	2,25	,939	,066
I am very likely to buy products and services recommended by my friends on social media platforms.	200	2,29	1,034	,073
Before I purchase a product online, the existing reviews on the website are helpful for my purchase intention.	200	2,10	,885	,063
Before I purchase a product online, the existing reviews on the website make me confident in purchasing the product.	200	2,13	,891	,063
The number of product reviews affect my purchase intention.	200	2,24	1,048	,074
Others reviews help me to discover HOT brand/products/service that most people are buying now, so this affect my purchase intention.	200	2,16	,930	,066
I find social media platforms helpful and they are affecting my purchase intention.	200	1,98	1,075	,076
Average		2,11		

On average (2.11) respondents agreed that social media affect to purchase intention.

Strongly Agree	Agree	Neither Agree	Disagree	Strongly Disagree
1	2	3	4	5

The table above shows that the majority of the respondents agree that respondents are depended by the social media. The displayed level of expertise as shown by the mean of 2,11 and consider that social media factor to be effected to purchase intention.

Major finding: The respondents agree that social media platforms help them make decisions better before purchase goods and services and they serve to generate interest in products and brands.

5.7 Correlations

Table 5.7.1: Correlations

Correlations

		eWOM	Purchase_intation
eWOM	Pearson Correlation	1	,630**
	Sig. (2-tailed)		,000
	N	200	200
Purchase_intention	Pearson Correlation	,630**	1
	Sig. (2-tailed)	,000	
	N	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation analysis shown in the table above shows a moderately positive association between eWOM and Purchase intention. There is significant Correlation 0.630 at 0.01 level (2-tailed).

5.8 Regression

Table 5.8.1: Regression

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,503	,144		3,487	,001
eWOM	,632	,055	,630	11,427	,000

a. Dependent Variable: Purchase_intention

The linear regression model supports the model of the study with the beta value of 0.630. In other words, the 63% of cases can be predicted.

5.9 Correlations (Male and Female)

Table 5.9.1: Correlations (Male and Female)

Correlations

Your gender?			eWOM	Purchase_intention
Male	eWOM	Pearson Correlation	1	,526**
		Sig. (2-tailed)		,000
		N	100	100
	Purchase_intention	Pearson Correlation	,526**	1
		Sig. (2-tailed)	,000	
		N	100	100
Female	eWOM	Pearson Correlation	1	,707**
		Sig. (2-tailed)		,000
		N	100	100
	Purchase_intention	Pearson Correlation	,707**	1
		Sig. (2-tailed)	,000	
		N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation analysis according to table showed a significant, moderate association between e-WOM and the online purchase intention of women and men. This is reflected in the 70,7% and 52,6% in relation to the association.

Major finding: eWOM has more influence on online purchase intention of females than the males.

5.10 Regression (Male and Female)

Table 5.10.1: Regression (Male and Female)

Coefficients[a]

Your gender?	Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
			B	Std. Error	Beta		
Male	1	(Constant)	,706	,251		2,816	,006
		eWOM	,581	,095	,526	6,129	,000
Female	1	(Constant)	,398	,168		2,373	,020
		eWOM	,645	,065	,707	9,884	,000

a. Dependent Variable: Purchase_intention

5.11 Hypothesis of the research

Table 5.11.1: Hypotheses

H1:	eWOM has a positive and significant influence on online purchasing intention.	**Supported**
H2:	eWOM has a positive and significant influence on online purchasing intention of women.	**Supported**
H3:	eWOM has a positive and significant influence on online purchasing intention of man.	**Supported**

5.12 Conclusion

This chapter describes the steps of the analysis of the obtained data. The researcher had a 100% realization rate from the administered questionnaires. The researcher assessed the reliability of the research instrument through the Cronbach Alpha and it was found to reliable enough to measure the effects of eWOM on online purchase intention. In addition, descriptive statistics were employed and the findings indicated general agreement of respondents to the provided statements. The chapter also presented correlation analysis to determine association between independent and dependent variables and findings indicated a significant positive association. All hypothesis are supported.

CHAPTER SIX

DISCUSSION

6.1 Introduction

This chapter presents the findings from the whole study and discuss about both theoretical and empirical. A detailed discussion of the results is provided, in addition, the hypotheses of the study were checked on whether the hypotheses were accepted or rejected. The chapter also determines if the objectives were met or not thus giving answers to the research questions. The researcher also discussed limitations of the study and the study concluded. Besides, the researcher also provided recommendations for future studies, so the future researchers can avoid the limitation of this study and approve the results.

6.2 Theoretical Findings

6.2.1 Word-of-mouth (WOM) is considered as being a standout amongst the most valued data hotspots for consumers since it comprises of previous purchasers' feelings and encounters about brands and their goods or services.

6.2.2   Word-of-mouth (WOM) has been dependably viewed as an essential marketing tool.

6.2.3   WOM came into existence as a result of social interactions, which was initiated to satisfy individual needs.

6.2.4   Word-of-mouth can be characterized as the demonstration of trading promoting information among buyers and has been found to assume a more basic part in changing purchaser state of mind and conduct is identified with products and services.

6.2.5   The word-of-mouth (WOM) ad assumes seriously a solid part in forcing a positive impact towards the product judgments

6.2.6   The study of researchers showed that people are likely to believe WOM more than other tool or methods of promotional techniques

6.2.7   E-WOM can be defined as the broadcast made by individuals or the brand proprietor organizations across the board make through electronic means, which can be either positive or negative

6.2.8   Analysing the e-WOM info/data helps buyers diminish instability; seek costs, and the danger of acquiring new items.

6.2.9   Many researchers have stated that online buying behaviour is of customers can be affected by the e-WOM information and has very significant impact on it.

6.2.10   The communication in social media could greatly increase the e-WOM effect on buyers buying decision with aim to help them to make their purchases.

6.2.11   Negative e-WOM information is   greatly paramount than positive ones, the effect of e-WOM information from resources with reputation and the type of product or service plays moderating roles in data process.

6.2.12   Products audits that customers post on the web constitute a standout amongst the most imperative types of online WOM conversation

6.2.13   The social media platforms helps to gather information/data for online products and services, and create pre-purchase decisions.

6.2.14   Social media sites can be used like online applications, which can bring contribution to encourage communications, and codify efforts in the sharing of substance.

6.2.15   The main part of consumers psychological behaviour indicates how a person is expected to buy a particular brand can be defined as purchase intention.

6.2.16   Purchase intention is close connected with the buying behavior, attitude, perception and observation or state of mind. In addition, the purchase intention is an important key point for us during thought and assessment of certain item.

6.2.17   Scientists showed the nearness of a critical connection between brand picture and buy goal.

6.2.18   As indicated by sociolinguistic hypothesis, social elements, specifically gender, influence correspondence.

6.2.19   Women convey uniquely in contrast to men.

6.2.20   Females utilize the web to give and get social support.

6.2.21   Males utilize the web to increment and ensure social position.

6.2.22   Females are more worried about protection when utilizing the web.

6.2.23   Females are more required in customary shopping than men.

6.2.24   The use of Internet has been changing individuals' conduct on social media platforms, so they can meet with e-WOM communications.

6.2.25 The illustration of the development of e-WOM in social represent that there is a movement in how individuals find, read, process and share the information and contents.

6.2.26 Online consumer reviews (OCR), one kind of e-WOM, give product data and proposals, which is client's point of view.

6.2.27 Customers trust sentiments posted on the web.

6.2.28 Negative e-WOM than for positive e-WOM.

6.2.29 Buyer's basic leadership process is emphatically impacted by e-WOM.

6.2.30 Some earlier reviews announced that online client produced audits are seen as having lower validity than customary WOM because of the nonattendance of source signals on the Internet.

6.3 Empirical findings

6.3.1 The distributed questionnaires were answered correctly and returned, it showed 100% response rate.

6.3.2 The research instrument was reliable therefore, the measurements adopted were all sufficient to gauge the effects of eWOM on online purchase intention.

6.3.3 The result showed by instrument, shows that relation between variables which is considered as reliable.

6.3.4 Social media platforms generate interest in products and respondents find them useful in decision making pertaining to online purchase intention.

6.3.5 The respondents depend on online reviews to find information about the products and services. They also value what others think before making purchases.

6.3.6   The majority of the respondents agree that respondents are influenced by the eWOM. They value the eWOM's displayed level of expertise.

6.3.7   The majority of the respondents agree that respondents are depended by the social media. The displayed level of expertise as shown by the mean of 2,11 and consider that social media factor to be effected to purchase intention.

6.3.8   There is a significant positive association between eWOM and Purchase intention.

6.3.9   The linear regression model supports the model of the study therefore; eWOM can predict online purchase intention.

6.3.10   Female: The correlation analysis according to table showed a significant, moderate association between e-WOM and the online purchase intention of women.

6.3.11   Male: The correlation analysis according to table showed a significant, positive association between e-WOM and the online purchase intention of men.

6.3.12   All hypotheses of research were supported.

6.4 Hypotheses

The results from the regression analysis indicate that eWOM has a positive and significant influence on online purchase intention. This is supported by the following correlation analysis results:

H1:   e-WOM has a positive and significant influence on online purchasing intention.

The correlation coefficient between e-WOM and online purchase intention was found to be 0.630 which represents a 63% association. This shows a positive and significant association between e-WOM and purchase intention.

H1 is supported

H2:   e-WOM has a positive and significant influence on online purchasing intention of women.

The correlation analysis according to table showed a significant, moderate association between e-WOM and the online purchase intention of women. This is reflected in the 70,7% in relation to the association.

H2 is supported

H3:   e-WOM has a positive and significant influence on online purchasing intention of man.

The correlation analysis according to table showed a significant, moderate association between e-WOM and the online purchase intention of men. This is reflected in the 52,6% in relation to the association.

H3 is supported

6.5 Research questions

Main questions:

1. Does e-WOM has a positive and significant influence on online purchasing intention?

Yes. The results of the analysis from the descriptive statistics, correlation and regression analysis all shows that e-WOM has a positive and significant influence on online purchasing intention of the Near East University students.

2. Does e-WOM has a positive and significant influence on online purchasing intention of women.

Yes. The results of the analysis from the descriptive statistics, correlation and regression analysis all shows that e-WOM has a positive and significant influence on online purchasing intention of the Near East University women.

3. Does e-WOM has a positive and significant influence on online purchasing intention of man.

Yes. The results of the analysis from the descriptive statistics, correlation and regression analysis all shows that e-WOM has a positive and significant influence on online purchasing intention of the Near East University men.

4. What are the distinctions between genders according to research in terms of e-WOM, and how it influence the online purchase intention?

The result indicated that gender is important, thus researcher found that, where distinctions between genders in terms of e-WOM. According to the analysis from the descriptive statistics, correlation and regression analysis (Table 5.8.1 and Table 5.9.1), the eWOM has a positive and significant influence on online purchasing intention of women and men. Therefore, it creates an interest in the e-WOM communication on social media and female send e-WOM messages more than the males, so women convey uniquely in contrast to men. Females utilize the web to give and get social support from other users. The statistics results indicate that ladies social media based business exchanges likely to be affected by strangers' opinion. The result sowed that men less effected by eWOM than women, therefore the researcher can easily see the distinctions between genders.

6.6 Limitations

Since the study conducted in Turkish Republic of Northern Cyprus (TRNC) in Near East University, it can be the one of the main limitation of this study, because the study focuses just on population of university. The findings of this study are limited to participants as the sample used is small (200 samples). Therefore, the study try to show us that, there is effect of e-WOM on purchase intention considering the gender, but in result, the study cannot be generalized.

6.7 Suggestion potential future research

Despite those limitations, as it was mentioned in previous subsection, this study offers a guiding motivation for future studies. The future researchers must think about other factors, which create the e-WOM, for example, famous video bloggers makes short video reviews about the product, and this review can be positive and negative. Therefore, the researcher can make new model for his research paper. Consequently, if the researchers will avoid the limitation of this paper, so they can get better results.

6.8 Discussion

The respondents mostly acknowledged the importance of eWOM. The results reflect that respondents depend upon eWOM to find out information about products and they make use of online review provided by other consumers. These reviews substantiate the little knowledge they would have about products thus giving them confidence in their purchases. According to the respondents, it allows them to find out about the hot and trending products or brands. In addition, using social media platforms increases their interest in purchasing products and services. However, the respondents expressed indifference on the notion that the information on websites or online reviews is true. This shows that the respondents do not just take the information they find on the internet as fact and make further evaluations before making online purchase decisions. Moreover, the respondents highlighted that they take other people's reactions into consideration before making purchases as they want to impress them.

Although social media is still quite new, there is need for an understanding of how organizations use them to communicate with their potential customers. This study seeks to discuss the implications this may have on using social media in particular the e-WOM, in addition how effective the e-WOM is on social media, subsequently this tool of communication has impact on purchase intention of female and male consumers.

As a result, the findings enable both companies and scholars to gain a better understanding on how effective it is using social media as a communication tool (e-WOM). In addition, companies can understand how the e-WOM affect the purchase intention of female and male, and apply this tool to support their strategy for making target more specific and in result; it can increase the awareness of the brand; helpful for increasing sale; increase market share. Therefore, this study practically can enlarge market research, so companies can learn more about the gender differences on how the e-WOM marketing toll affect their purchase intentions.

The other contribution of this study is that it will create new ideas by observation about female and male behaviour while they are choosing the product/service, so scholars can discuss this topic and develop it. Since it would

increase knowledge about e-WOM and its effects on gender purchase intention, it would be a springboard for marketers and scholars to plan strategically and to learn more about e-WOM effectiveness.

The online consumer reviews (OCR) are getting more and more necessary these days and this tendency will continue in future, because peoples like to discuss the brands. The most important question for each individual is how in future the reliability of the sources will be controlled, so the people can use really decent and trustable resources when they check the opinions (reviews) of the others online consumers. The online consumer reviews (OCR) creates an e-WOM communication, so it is a reason for e-WOM to be marketing theory.

Researchers are conducting studies in this regards and relating e-WOM to a lot of issues and activities that happen on the Internet especially on SM platforms. Research has been made about e-WOM, but very few have been made about its effects on purchase intention by considering gender. Nowadays, all of us understand that every day the technologies are growing and they have the impact on our social media sites (SMS's). Since, the SM platforms are one of the fastest changing technologies, which peoples are utilizing every day, because it is attractive and helps them to communicate with the world, therefore these platforms can create the e-WOM communication, because the SM platforms are very crowded places. Thereafter, it create the interest of companies to apply the SM as strategy to reach their customers and take advantage of e-WOM communication. Companies' strategies in terms of using e-WOM effect on people will help to improve the product/service, so companies must take SM effects as benefit for them.

Most of companies try to influence the females, males purchase intention, and one of the methods for this is online customer's reviews (OCR), which directly creates the e-WOM communication through SMS's. Traders looking for to attract both female and male consumers is to use OCR as product recommendations. In addition, traders can use the tools of online platforms as an advantage for them and frame online communities for their fans to inspire them to create e-WOM and write online consumer reviews about products. The main thing between differences of genders in SM platforms behaviours are changing. Consequently, if females are different from males in the way they react to the e-WOM communication (information about the brand) and

analysing of others online user's reviews in making purchase intention, then this study succeed all objectives and all research questions were answered.

6.9 Conclusion

This chapter discussed the results of this study. The chapter also determined if the objectives were met or not thus giving answers to the research questions. The researcher also discussed limitations of the study and the study concluded. Besides, the researcher also provided recommendations for future studies, so the future researchers can avoid the limitation of this study and approve the results. In addition, discussed the gender difference according to respondent's results.

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December 2017

Dear participant,

The questionnaire below is designed as part of my master thesis research, which focuses on investigating the University student's use and peer's recommendations on social media sites. The information from questionnaire will be used for scientific proposes only on circumstances will you will your contribution other the general findings be shared with other person or organization.

Your kind assistance and completing the survey will help me complete my thesis.

Thank you for your time.

Fiodor Plucci (student no. 20165031)

Section 1: Personal details

Choose one of the following:

1. Do you have a Facebook, Instagram, Twitter or any other social media account?
   - o Yes
   - o No (If no, please hand back the form as you do not need to carry on)
2. Are you a student studying at Near East University?
   - o Yes
   - o No (If no, please hand back the form as you do not need to carry on)
3. Your gender?
   - o Male
   - o Female

Section 2: Electronic word of mouth (e-WOM)

Please indicate (✓) how much you agree or disagree with each of the following statements:

Statements	Strongly Agree	Agree	Neither Agree	Disagree	Strongly Disagree
	1	2	3	4	5

	Statements	1	2	3	4	5
4	If I have little knowledge about a product, I often search information on the web about the product.					
5	I always read online consumer reviews when I was purchasing goods or services.					
6	I rarely purchase the latest fashion styles until I am sure my friends approve of them.					
7	It is important that others like the product and brand I buy.					
8	When buying products, I generally purchase those brands that I think others will approve of.					
9	I like to know what brands and products make good impressions on others.					
10	I achieve a sense of belonging by purchasing the same products and brands that others purchase.					
11	If I want to be like someone, I often try to buy the same brands that they buy.					
12	I often identify with other people by purchasing the same products and brands they purchase.					
13	I trust the social media websites information to be true.					
14	The people who post information on social media are trustworthy.					
15	I trust the online consumer reviews to be true.					

16	I believe that social media has the skills and experience to meet most members' desires.					

Section 3: Purchase intention

Please indicate (✓) how much you agree or disagree with each of the following statements:

Statements	Strongly Agree	Agree	Neither Agree	Disagree	Strongly Disagree
	1	2	3	4	5

Statements		1	2	3	4	5
17	Using the social media platforms help me make decisions better before purchase goods and services.					
18	Using social media platforms increases my interest in purchasing products and services.					
19	If I find out that, the utility of a product or service is larger than personal devotions in terms of money, time and energy. I will consider buying this product or service.					
20	I am very likely to buy products and services recommended by my friends on social media platforms.					
21	Before I purchase a product online, the existing reviews on the website are helpful for my purchase intention.					
22	Before I purchase a product online, the existing reviews on the website make me confident in purchasing the product.					
23	The number of product reviews affect my purchase intention.					
24	Others reviews help me to discover HOT brand/products/service that most people are buying now, so this affect my purchase intention.					
25	I find social media platforms helpful and they are affecting my purchase intention.					

Thank you…