

Abstract

Previous research has shown that purchase intention is influenced by word of mouth communication. The prevalence and prominence of the use of internet today has enabled people to share opinions electronically that introduces an electronic word of mouth (eWOM). This paper presents a conceptual model exploring relations among interpersonal factors, sender's and receiver's characteristics, and purchase intention on eWOM. This study employed a 2×2 between-subject factorial design: Expertise (high vs. low) and Homophily (high vs. low). A mock online forum was constructed to closely mimic the design of an actual forum. One hundred twenty undergraduate students participated in the study. The present research found (a) an interaction between expertise and homophily level on perceived sender's expertise; (b) an interaction between expertise and homophily level on perceived purchase intention. In addition, causal dimensions in attribution when people experience failure in purchase decision based on eWOM was also examined. Results show that people attributed that their failed purchase decisions to internal factors, stable factors, and uncontrollable factors.