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Malaysian Facebook Users Online Airline Tickets Purchase Intention: Antecedents and Outcome of eWOM

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Abstract

This study aims to identify the antecedents of eWOM in the context of online airline ticket purchase intention by Malaysian consumers. Additionally, this study also seeks to examine the relationship between eWOM and purchase intention. The research model was examined by employing survey questionnaire method obtained from 530 Malaysian consumers through mall-intercept method and data was analyzed using PLS. The findings revealed that information usefulness, source credibility, information accuracy, and information timeliness have a positive and significant relationship with eWOM and involvement moderates the relationships between eWOM and purchase intention. Despite the fact that this study is limited to eWOM in the context of online airline tickets purchasing of Malaysian Facebook users, it is expected to be of value to airline and travel organizations in Malaysia. This study extends the applicability of S-O-R Model and ELM Model to the eWOM domain in the context of social media, with an approach to investigate consumer's purchase intention.

Keywords: eWOM, Social Media, Purchase Intention, Antecedents, S-O-R Model, ELM.

Introduction

Social media has undoubtedly becoming an integral part of most people's life, globally everywhere. The growth of social media trends shows no signs of stopping and hence, the understanding of social media is indeed important. Interestingly, social media are not only limited to social networks like Facebook, but include blogs, business networks, collaborative projects, enterprise social networks, forums, microblogs, photo sharing, products/services reviews, social bookmarking, social gaming, video sharing, and virtual worlds (Aichner & Jacob, 2015)

Globally, it was reported by Hootsuite that in 2019, there are 4.39 billion internet users worldwide, 3.48 billion social media users worldwide and 5.11 billion unique mobile users. Marketers should be aware that there are a total of 3.8 billion social media users as of January 2020 and this figure is rising by more than 9 per cent (321 million new users) since