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A FRAMEWORK FOR E-WOM FOR ONLINE CONSUMER BUYING

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ABSTRACT

Consumer behaviour has changed significantly because of advances in information technology and the adoption of new communication methods. As such, consumer behaviour towards electronic word-of-mouth communication (e-WOM) is complex, and elicits different consumer perceptions, interactive responses, and behavioural intentions. This study investigated the influence of electronic word-of-mouth communication on the online consumer buying behaviour process. Data was collected from Generation Z and millennial students and staff members from a public university in Kwa-Zulu Natal. The structural equation model results demonstrated a significant positive correlation between electronic word-of-mouth communication and consumer buying behaviour. The study proposes a framework which could be used by digital marketers to possibly influence consumer buying behaviour.

Keywords: Consumer behaviour, electronic word of mouth (e-WOM), online buying.