

**FACTORS THAT INFLUENCE ON WORD-OF-MOUTH
RECEIVER'S PURCHASE INTENTION TOWARDS LAPTOP
PURCHASING BEHAVIOR AMONG THE UNIVERSITY
STUDENTS**

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ABSTRACT

Consumers are affected by several informational sources in today's globalized environment such as Word-of-Mouth (WOM) communication. WOM can be defined as the act of consumers providing positive or negative information to other consumers. The marketing literature abounds with the claim that WOM communication has a substantial influence on consumer purchase intention. For this reason, it should be important to determine the factors related to WOM communication not only for researchers but also especially for the practitioners.

The aim of this study is to determine the influence of Word-of-Mouth on Eastern University student's laptop purchase intention and the factors related to Word-of-Mouth. In this sense it has examined the three factors which are Interpersonal factors, Personal factors and Situational factors to determine whether these factors influenced on WOM receiver's purchase intention. Furthermore, the influence of tie strength between sender and receiver, similarity between sender and receiver, sender's and receiver's expertise about the laptops, opinion leadership, receiver's perceived risk, receiver's information search extent and message's trustworthiness were considered.

In the study, survey method has been employed. A structured questionnaire has been addressed to undergraduate students at Eastern University, Sri Lanka. Stratified random sampling was used to obtain 200 responses from students who intent to buy laptops in near future. Reliability test, Descriptive analysis, ANOVA, Independent sample t-test, Pearson correlation analysis, Partial correlation analysis and Multiple regression analysis have been used to analyze data by SPSS 19.0. The findings indicated that all the three independent variables have a positive influence on dependent variable and among those variables; Situational factors influence is higher than other variables. Under that factor, Message's trustworthiness dimension is highly influenced on WOM related Laptop purchasing decisions of the students.

Key words: *Word-of-Mouth Communication, Purchase Intention, Laptop purchasing behavior, Personal factors, Interpersonal factors, Situational factors*

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