

**INFLUENCES OF SOCIAL MEDIA PRODUCT BROWSING ON PURCHASE
INTENTION AND WORD OF MOUTH: A STUDY BASED ON
UTILITARIAN AND HEDONIC VALUES**



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Abstract

Today companies literally fight for consumer's attention. Competition has forced the marketers to seek new alternative means to communicate with the market. This has led to the growth of the phenomenon, known as social media. Today, many marketers use social media for commercial communication. This study examines the concept of social media product browsing regarding the mobile phone market in Sri Lanka. In competitive mobile phone market, it is very important for the marketers to understand and find out the factors that motivate user intention to browse products through social media and its major influence on their behavior. This study focuses to, what extent do utilitarian and hedonic motivations explain product browsing through social media and how does this affect the intention to purchase and word of mouth toward mobile phones. The instrument closed ended questionnaire was developed for this study and distributed using a stratified random sampling technique to university students (N=250) in the eastern province. Multiple regressions were used to test the proposed hypotheses. The entire dimensions except Authority & Status found to be significant influence on social media product browsing. Utilitarian motivation was the strongest determinant for browsing. Browsing is significantly and positively linked to purchasing intention and word of mouth. This study is valuable to researchers and marketers regarding online customer experience and social media.

Keywords: Social media product browsing, Purchase intention, Utilitarian and hedonic motivation, word of mouth

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