

**DETERMINANTS OF CONSUMER ENGAGEMENT IN
ELECTRONIC WORD OF MOUTH IN SOCIAL
NETWORKING SITES:
SPECIAL REFERENCE TO UNDERGRADUATES OF EASTERN
UNIVERSITY AND UNIVERSITY OF JAFFNA,
SRI LANKA**

SIVANANTHAM SAMPATH

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Abstract

As marketers have integrated social media, especially Social Networking Sites (SNSs), as an essential part of advertising and marketing strategies, insights into factors influencing consumers' electronic word of mouth engagement via social networking sites is becoming important. The aim of this study is to identify the impact of consumer engagement factors on Electronic Word of Mouth (E-WOM) in Social Networking Sites. Based on the comprehensive literature review, five consumer engagement factors were identified which could predict Electronic word of Mouth in Social Networking Sites. They are Tie strength, Homophily, Trust, Normative influence and Informational influence. The studies mainly analyze the objective of *"whether the consumer engagement factors have impact on Electronic Word of Mouth in Social Networking Sites of undergraduates in Eastern University, Sri Lanka and University of Jaffna Sri Lanka*. The study is mainly considers the primary data. The primary data were collected through online questionnaire from 217 respondents from Eastern University, Sri Lanka and University of Jaffna, Sri Lanka and used univariate and bivariate analysis techniques in order to analyze data and find the results of study objectives. At the same time the results show that consumer engagement factors have positive impact on Electronic Word of Mouth in Social Networking Sites and consumer engagement factors are positively and significantly related with Electronic Word of Mouth in Social Networking Sites. Furthermore, the dimension of consumer engagement factors such as informational influence is having high level of contribution to determine the Electronic Word of Mouth in Social Networking Sites.

Keywords: Electronic Word of Mouth in Social Networking Sites, Consumer engagement factors, Tie strength, Homophily, Trust, Normative influence, Informational influence

Table of Contents

Acknowledgement	I
Abstract	II
Table of Contents	III
List of Tables and Figure	IX
List of Abbreviation	XII
Chapter -1 Introduction	1-7
1.1 Background of the Study	1
1.2 Research Problem	3
1.3 Research Questions	4
1.4 Research Objectives	5
1.5 Scope of the Study	5
1.6 Significance of the Study	6
1.7 The Organization of the Chapter	6
1.8 Chapter Summary	7
Chapter -2 Literature Review	8-18
2.1 Introduction	8
2.2 Electronic word of mouth in SNSs	8
2.2.1 Opinion seeking	10
2.2.2 Opinion giving	10
2.2.3 Opinion passing	11
2.3 Technology Acceptance Model (TAM)	11
2.4 Consumer engagement Factors Influencing on in E-WOM in SNSs	12
2.4.1 Tie strength	12
2.4.2 Homophily	13
2.4.3 Trust	14
2.4.4 Normative influence	15

2.4.5	Informational influence.....	16
2.5	Empirical findings on Relationships among Consumer engagement Factors and E-WOM in SNSs.....	16
2.6	Chapter Summary	18
Chapter -3 Conceptualization and Operationalization		19-24
3.1	Introduction.....	19
3.2	Conceptualization	19
3.2.1	Conceptual Framework.....	19
3.2.1.1	E-WOM in SNS	20
3.2.1.2	Hypothesis of the study.....	20
3.3	Operationalization.....	21
3.3.1	Definition for the study's Dimensions of consumer engagement factors as follows:.....	21
3.3.1.1	Tie strength	21
3.3.1.2	Homophily	22
3.3.1.3	Trust.....	22
3.3.1.4	Normative influence.....	22
3.3.1.5	Informational influence.....	22
3.3.2	Definition for the study's Dimensions of E-WOM in SNSs as follows:.....	23
3.3.2.1	Opinion seeking	23
3.3.2.2	Opinion giving	23
3.3.2.3	Opinion passing	23
3.3.3	Summary of operationalization.....	24

Chapter -4 Research Methodology	25-34
4.1 Introduction.....	25
4.2 Time Horizons	25
4.3 Research Approach	25
4.4 Extent of Researcher Interference.....	25
4.5 Study Setting, Study Design, and Method of Survey	26
4.6 Unit of Analysis	26
4.7 Sample size and Sampling method	26
4.7.1 Sampling.....	26
4.7.2 Sampling method and size	26
4.8 Method of Data collection	27
4.8.1 Questionnaire	27
4.9 Data analysis and presentation.....	29
4.9.1 Data Analysis	29
4.9.1.1 Univariate Analysis	29
4.9.1.2 Bivariate Analysis.....	30
4.9.1.2.1 Correlation analysis	31
4.9.1.2.2 Simple Liner Regressions.....	32
4.9.1.3 Testing Hypothesis	32
4.10 Reliability and Validity Analysis.....	34
4.11 Chapter Summary	34

Chapter -5 Data Presentation and Analysis35-63

5.1 Introduction.....	35
5.2 Analysis of Reliability	35
5.3 Data Presentation and Analysis of Personal Information	36

5.3.2	Distribution of Age	37
5.3.3	Distribution of year of study	37
5.3.4	Distribution of Name of University	38
5.3.5	Distribution of Faculty of study	38
5.3.6	Distribution of use of social networking sites.....	39
5.3.7	Distribution of usage years of SNS	40
5.3.8	Distribution of hours of SNS usage per day	41
5.3.9	Distribution of E-WOM of product and service	42
5.4	Data Presentation and Analysis of Research Objectives	43
5.4.1	Mean and Standard Deviation of consumer engagement Factors and its Dimensions	43
5.4.1.1	Tie strength	44
5.4.1.2	Homophily	45
5.4.1.3	Trust	46
5.4.1.4	Normative influence.....	47
5.4.1.5	Informational influence.....	48
5.4.2	Mean and Standard Deviation of EWOM in SNS and its Dimensions.	49
5.4.2.1	Opinion seeking	50
5.4.2.2	Opinion giving	51
5.4.2.2	Opinion passing	51
5.4.3	Correlation between consumer engagement factor and E-WOM in SNSs	52

5.4.4.1	Simple Linear Regression Analysis for Consumer engagement factor and EWOM in SNS	55
5.4.4.2	Simple Linear Regression Analysis for Tie strength and in E-WOM in SNS	56
5.4.4.3	Simple Linear Regression Analysis for homophily and in E-WOM in SNS	57
5.4.4.4	Simple Linear Regression Analysis for trust and in E-WOM in SNS	58
5.4.4.5	Simple Linear Regression Analysis for Normative influence and E-WOM in SNS	59
5.4.4.6	Simple Linear Regression Analysis for informational influence and E-WOM in SNS	60
5.5	View of Univariate Analysis	62
5.6	Overall View of Bivariate Analysis for all Variables and Dimensions	62
5.7	Chapter Summary	63

Chapter -6 Discussion of Findings.....64-79

6.1	Introduction.....	64
6.2	Discussion of Personal Information.....	64
6.3	Discussion of Research Information.....	66
6.3.1	Discussion – Objective One.....	66
6.3.1.1	Tie strength	67
6.3.1.2	Homophily	67
6.3.1.3	Trust	68
6.3.1.4	Normative influence.....	68
6.3.1.5	Informational influence.....	69
6.3.2	Discussion - Objective two	69

6.3.2.1	Opinion seeking	70
6.3.2.2	Opinion giving	70
6.3.2.3	Opinion passing	70
6.3.3	Discussion - Objective three	71
6.3.4	Discussion – Objective four.....	73
6.4	Chapter summery	79
Chapter -7 Conclusions and Recommendations		80-85
7.1	Introduction.....	80
7.2	Conclusion of Research Objectives	80
7.2.1	Objective One	80
7.2.2	Objective Two.....	81
7.2.3	Objective Three.....	81
7.2.4	Objective Four	81
7.3	Contributions of this Study	82
7.4	Recommendations of the Study	83
7.5	Limitations of the Study.....	84
7.6	Chapter summary	85
References.....		86
Appendix-01 Questionnaire		91