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THE IMPACT OF E-WOM ON PURCHASE INTENTION: ANALYSIS OF THE ADOPTION OF ONLINE REVIEWS ON TRAVEL DECISIONS IN CHINA

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Abstract

This research aims to establish a practical framework to assist the application of e-WOM (Electronic Word of Mouth) as an effective tool for marketing communication. Especially considering the present conditions in China's tourism and hospitality industry, in which the spread of Internet has greatly altered the ways in which travel products and services are introduced and delivered to customers. This research focuses specifically on how e-WOM on online travel platforms may be utilized by marketers. More specifically, by looking at the intrinsic relation between e-WOM and consumer's purchase intention, this research aims to explore the ways in which e-WOM can be used by marketers to enhance their marketing communication strategies. In addition, the research also wishes to further enrich the study of e-WOM, particularly in relation to its effectiveness as a marketing communication tool in different sociocultural settings.

Keywords: Electronic Word of Mouth (e-WOM), e-WOM Adoption, Tourism, Hospitality Industry, Purchase Intention, Marketing, Communication Strategies.
