

## EFFECT OF SOCIAL PERSUASION-ON CONSUMER REPURCHASE INTENTIONS UNDER AMBIGUOUS ONLINE PRODUCT REVIEW CONTEXT

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At present, Web 2.0 makes a significant impact on everyday lives of people and the information is no longer a scarce resource in the market. Consumer buying intentions and behaviours are also facilitated by user generated contents (UGC) therein. Not only Google and YouTube but also blogs and social media like Twitter and Facebook are common websites where consumers regularly visit to seek opinions from others as well as to post their product reviews. Hence, UGC is known as an accumulation of shared information, views, opinions and values that are constantly posting, thereby make an invaluable source of information. When surfing the Internet based on utilitarian or hedonic shopping orientation, the consumers tend to be vulnerable in their buying intentions because of the exposure to ambiguous UGC with reference to negative experiences of products and firms' unethical production practices which may subsequently lead to product related harm crises in the market. Based on the motivation that was derived from the said direction, the present study attempts to examine the effects of UGC on consumer repurchase intentions when they are exposed to ambiguous product reviews. The reviewed literature proves that the effect of UGC on different types of behaviour is being emanated by an integration of the elements of social communication theory; stimuli, communicator, receiver, and response. The study introduces an integrated framework along with propositions for future empirical validation in understanding of how ambiguous product reviews influence on consumer repurchase intentions according to consumer elaboration likelihood on the elements of a message for persuasion. Finally, the implications of the suggested framework are discussed for theoretical and managerial practice in this regard.

**Keywords:** Consumer, Product reviews, Repurchase intention, Social communication theory, User generated content