

THE IMPACT OF ELECTRONIC WORD OF MOUTH ON BRAND EQUITY IN CONTEXT OF SOCIAL MEDIA

BY

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ABSTRACT

The objectives of this research are to determine the impact of electronic word of mouth on brand equity in the social media context and to determine the relationships among the factors (determinants) and electronic word of mouth among foreigners in Malaysia. A descriptive research was conducted to address the research objective.

The research was undertaken among the foreigners who study and work in Malaysia. The adopted sampling method was convenience sampling and questionnaire. There were 300 usable questionnaires were analyzed by using Statistical Package for Social Science Software version 20. There are thirteen hypotheses developed for this research and all hypotheses were tested using Pearson Correlation Analysis, Simple Linear Regression Analysis, Multiple Regression Analysis and Hierarchical Regression Analysis.

The research problems and research questions were fully addressed and justified based on the statistical analysis and support by literature review. The contribution to this research such as managerial and methodological makers was also presented. Limitations and recommendations were highlighted at the end of the chapters.