

The Study of Electronic Word-of-Mouth and Perceived Risk

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ABSTRACT

Living in the era of technology, it is common that consumers read product reviews and search products related information online. The electronic word-of-mouth (e-wom) has become an important reference for consumers. To understand consumers' perceptions on the reliability and expertise of e-wom, this study aimed to discover the relationship of e-wom and perceived risk. A questionnaire was developed aiming to gather information on the expertise, reliability, and strength of e-wom. 305 questionnaire responses were returned by participants who had e-wom experiences. The quantitative data collected from the questionnaires were then analyzed by descriptive statistics, reliability test, Pearson correlation and regression. The study finds the followings: The expertise of e-wom can help to decrease the consumer's perceived risk. The reliability of e-wom can help to decrease the consumer's perceived risk. The strength of e-wom can help to decrease the consumer's perceived risk.

Keywords : electronic word-of-mouth、perceived risk、credibility

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