

**IMPACT OF ELECTRONIC WORD OF MOUTH AND  
VALUE CO-CREATION ON CUSTOMER PURCHASE  
INTENTIONS OF SMART PHONE BRANDS  
IN SRI LANKA**

**W.M Tharindu Madhuranga Munasinghe**

A dissertation submitted in partial fulfilment of the requirement for  
Bachelor of Arts (Honours) degree in Business Management

**Business School**

**Informatics Institute of Technology, Sri Lanka in collaboration with  
University of Westminster, UK**

**2022**

## **Abstract**

This study seeks to identify the influence of electronic word of mouth and value co creation on consumer purchase intentions of mobile brands in Sri Lanka. A deductive approach based on testing hypotheses was used. Data was obtained through a questionnaire distributed to 576 participants and 310 usable responses were collected with a response rate of 53%. The research instrument was subject to pilot testing, reliability, validity tests to ensure consistency of the findings. Findings revealed a positive relationship between electronic word of mouth, value co creation and customer purchase intentions. Value co creation significantly mediates the relationship between electronic word of mouth and customer purchase intentions. Compared to electronic word of mouth, Value co creation makes the biggest contribution to customer purchase intentions. Quantitative analysis using SPSS version 26 was used to carry out normality tests, independent sample t tests, correlation and regression analysis, hypothesis testing and factor analysis. Mediation was carried out using Sobels test.

**Keywords:** Customer purchase intentions, value co creation, electronic word of mouth, smart phones