

INFLUENCE OF ONLINE BLOGS ON CONSUMER PURCHASE DECISIONS

By

Student Name: Farrukh Shams Abbasi

Student ID: 16613

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MBA Thesis
2nd Half-semester Progress Report & Thesis Approval
Statement

Name of Student	Farrukh Shams Abbasi
Registration No.	16613
Thesis Title	Influence of online blogs on consumer purchase decisions.

Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	24/11/2014	Cubicle	IBM-SPSS, Exploratory factor Analysis Data Integration & Analysis	<i>F. Shams</i>
6	1/12/2014	Cubicle	Debate & Findings	<i>F. Shams</i>
7	8/12/2014	Cubicle	Conclusion & Recommendations	<i>F. Shams</i>

APPROVAL FOR EXAMINATION

Candidate's Name: **Farrukh Shams Abbasi** Registration No. **16613**

Thesis Title: **Influence of online blogs on consumer purchase decisions.**

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 4% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: *Amit* Date: 12-03-15

Name: Amit Manzoor

HoD's Signature: *[Signature]* Date: 12/3/15

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Abstract

Purpose:

“The main aim of this research study is to measure and analyze the factors and find the most important variables and latent factors which influence the consumer purchase decisions on online blogs”. The aim and purpose of this research is to find to what extent consumers get influenced from blog posts, articles and reviews, which factor is more important to actually influence a purchase decision on online blogs. And the major components of blogs which wield more power when it comes to influencing the purchase decisions of consumers. Then finally which aspect of blogs (credibility, popularity, knowledge on particular topic, facts & figures, information search etc.) exerts maximum effect on blog visitors and consumers.

Methodology/sample:

The questionnaires were used for this research study and were filled by 200 respondents and Sampling was really important and care was taken that the respondents fill it with most appropriate choices according to their experiences while using internet or reading blogs. The respondent individuals belonged to different age groups, social classes and areas of residence. To analyze the data, first *reliability test* was conducted then *Exploratory Factor Analysis* was applied. The data was collected from various universities and organizations including (Bahria university, Dow university of health sciences, Iqra university, SZABIST, FAST, ICMAP, ICAP, Gaditek, Tradkey, Seagul Engineering).

Findings:

The analysis of data after applying EFA revealed that the main latent factors which influence the consumers on online blogs to go for purchase are: Information Presentation Expertise, eWOM and Consumer Perception and these latent factors had their variables too. And the results clearly suggested that consumers in Pakistan are getting influenced from blogs when it comes to making purchase decisions.

Practical Implications:

This research study highlights the importance of tools or skills that are important to influence the consumers on online blogs and actually helping them reach to right product or service through information. The way information is presented makes a lot of impact and the usefulness of that information on blogs, the way facts and figures are utilized to prove one's point. It has to make sense thus in process make an impact on the consumers to make right decision after going through the information presented on blogs and that makes a person in that field authority blogger or influential person.

Keywords: Blogs, Influence, Consumers, Authority, Information search, eWOM, Online