

## The Impact of Electronic Word-of-Mouth Marketing on the Generation-Y's Intention to Buy Tourism Services

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ARTICLE INFO	ABSTRACT
<p><b>Keywords:</b> E-Wom Generation-Y Travel Services Attitude</p> <p>Received 18 March 2019 Revised 30 April 2019 Accepted 25 May 2019</p> <p><b>Article Classification:</b> Research Article</p>	<p><b>Purpose</b> – In recent years, social networks have been extensively used by both individuals and companies. In particular, prior to the purchase of services, customers may be able to decide to buy by considering the messages posted in social networks. Therefore, it is very important to know how effective these messages on pre-purchase decisions of the customers. The purpose of this study is to search the influence level of electronic word-of-mouth marketing (e-wom) on the purchase decisions of the customers related to tourism services.</p> <p><b>Design/methodology/approach</b> –The survey was conducted in both face to face and on the internet. A total of 485 people have been reached. T-test, ANOVA and regression methods were used for the analysis of data.</p> <p><b>Findings</b> – According to the analysis results, the trust in e-wom, the quality of e-wom and the willingness of customers to obtain information have a positive impact on the intention to purchase tourism services.</p> <p><b>Discussion</b> – Businesses operating in the tourism sector should carefully review the feedback made with E-WOM for their services and resolve the problems. Thus, by reducing negative feedback in particular, customers ' intentions to purchase tourism services can be positively affected.</p>

### Önerilen Atıf/ Suggested Citation:

Güreş, N., et al, (2019). The Impact of Electronic Word-of-Mouth Marketing on the Generation-Y's Intention to Buy Tourism Services, *Journal of Business Research-Turk*, 11 (2), 905-916.