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The role of Electronic opinion leader on purchasing decision of new products

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Résumé

Abstract: The electronic opinion leader (E-LO) play a crucial role in new products launching because on the one hand, the E-LO has an important influence on consumer behaviour before and after the purchase of new products or services. On the other hands his recommendations and advices are highly solicited by his followers and have a strong impact on purchase decisions in comparison with company communication such as advertising.

Thus, this paper seeks to examine how electronic opinion leader influence the consumer purchasing decision of new products.

After a short review of literature, we propose a conceptual model which include brand attitude, perceived newness, perceived risk and purchase intention than we present the results of an empirical study conducted among 150 Algerian consumers using (MANOVA) and structural equations (PLS method).

Results have shown that E-LO influences brand attitude, perceived novelty and perceived risk which influence purchase intention.