

Factors Affecting Consumer Conformity Behavior in Virtual Communities; With Special Reference to Generation “Y” in Sri Lanka

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Abstract

The aim of this study is to investigate the factors affecting to the consumer conformity behavior on virtual communities with special reference to generation Y in Sri Lanka. Data were gathered by using a structured questionnaire which was distributed among 160 respondents through the facebook and 40 as a field survey. This study selected quantitative approach and considered as a single cross sectional design. According to the analysis, eWOM, personal involvement, sense of belongingness and community expertise are the factors that affect to the consumer conformity behaviour in virtual communities and one of the factors (self esteem) is not significant. There are broad implications for e-formity in consumer behaviour. Retailers or manufacturers must realize that virtual communities and consumers' e-formity behaviour are a valuable source of helping or hurting the sale & promotion of their products.

Keywords: Virtual communities, Consumer behaviour, Electronic commerce