

ABSTRACT

Electronic commerce technology flourished during the 20th century, and it reveals new businesses to exploit more expansion opportunities. Entrepreneurs and retailers have entirely transformed the way they manage the business with the dawn of e-commerce and online shopping. Also, the COVID-19 pandemic has expeditiously transformed e-commerce recently.

The electronic word of mouth and credibility of electronic word of mouth plays a significant role in consumers' acceptance and making product or service purchase decisions in the virtual context. Moreover, online shopping is more susceptible to be adopted by highly innovative individuals, who possess higher self-confidence in online purchase behaviors. Thereby, considering the tendency of e-commerce in entrepreneurship, the importance of eWOM source credibility, and the trait of personal innovativeness, the purpose of the study is to ascertain whether, eWOM source credibility, personal innovativeness, and perceived risk are determinants of the online electronic products shopping adoption of millennials in Sri Lanka and Pakistan.

Therefore, on a rationale insight, the present study focuses on two developing countries in South Asia, Pakistan, and Sri Lanka as a comparison due to the lack of studies specifically in this regard specifically in the electronic product category concerning these variables. Furthermore, among all the generation cohorts this study specifically focuses on the "Millennials", since they are more educated, well competent users of information and communication technologies and social media than previous generations.

An Online survey was conducted to gather data by getting 430 millennials from Sri Lanka and Pakistan as the sample using convenience sampling. Data were analyzed using SmartPLS and SPSS Software and the results suggest that there's exists a significant relationship among the variables which goes in line with the previous literature in certain aspects. Furthermore, the recommendations and the directions for future research presented in this study would be beneficial in the field of the e-commerce industry and literature.

Keywords: Electronic Commerce, Electronic Word of Mouth Source Credibility, Personal Innovativeness, Perceived Online Risk