

Elevating Purchase Intentions: The Resonance of Electronic Word of Mouth (eWOM)

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Abstract

This research investigates the influential power of Electronic Word of Mouth (eWOM) in elevating purchase intentions among consumers. In the digital age, eWOM has emerged as a dynamic force shaping consumer behavior and brand preferences. This study aims to unravel the mechanisms through which eWOM resonates with consumers, impacting their intentions to make purchases. The research objectives are meticulously defined, focusing on the identification of key eWOM factors, an examination of their impact on consumer perceptions, and an exploration of how these factors influence purchase intentions. A comprehensive review of existing literature in the field sets the stage for this inquiry. To ensure robust findings, the study employs rigorous participant selection methods, embracing diversity across demographics and consumer segments. Data collection strategies encompass surveys, interviews, and analysis of online interactions, underpinned by ethical considerations such as informed consent and privacy protection. The findings of this research illuminate the significant role of eWOM in shaping consumer perceptions and purchase intentions. It offers valuable insights for businesses, marketers, and digital platforms seeking to harness the potential of eWOM as a strategic tool for brand promotion and customer engagement. By shedding light on the resonance of eWOM in the modern marketplace, this study contributes to the evolving discourse on digital marketing and consumer behavior. It equips businesses with actionable strategies to leverage eWOM effectively, fostering brand loyalty and driving purchase intentions in an increasingly interconnected and digital world.

Keywords: E-WOM, Word of Mouth, Purchase Intention, Social Media.

Introduction

The proliferation of web 2.0 technology has brought about a multitude of changes, particularly in the transition from conventional commerce to e-commerce. The impact of web 2.0 technology has created a substantial shift, moving the arena of influence from traditional word-of-mouth recommendations to the realm of electronic word-of-mouth (eWOM) on social networking platforms. Researchers have conducted extensive studies on eWOM across various contexts, revealing its significance in influencing customer purchase decisions. For instance, Wang found that social media recommendations wield considerable sway over consumers' choices. Furthermore, the utilization of social media platforms and eWOM has been shown to exert a positive influence on purchase decisions, with online trust playing a pivotal mediating role. These studies have underscored the growing importance of word-of-mouth marketing in comparison to traditional marketing methods. The phenomenon of eWOM also contributes to the expansion of Internet social network site memberships.

Existing members actively share their word-of-mouth referrals and recommendations on social media platforms, complementing traditional marketing efforts. Consequently, new members are drawn into these social networks, becoming conduits for the dissemination of eWOM information. This broader reach of eWOM referrals significantly enhances the acquisition of new customers. The electronic tracking of word-of-mouth referrals within social network sites allows for the monitoring and measurement of new customer acquisition.

Word of Mouth

Word of Mouth (WOM) has long been recognized as a powerful force shaping consumer behavior and purchase decisions. It's the age-old practice of individuals sharing their experiences, opinions, and recommendations about products, services, or brands with others. Traditionally, these conversations took place face-to-face or over the phone, often within close-knit social circles. However, in the digital era, the landscape of word of mouth has undergone a profound transformation with the advent of Electronic Word of Mouth (eWOM). eWOM represents the digital evolution of traditional word of mouth, harnessing the immense reach and influence of the internet and social media platforms. As individuals increasingly turn to the digital realm for information, interaction, and social validation, eWOM has emerged as a dynamic and pervasive phenomenon that can significantly impact consumers' purchase intentions. This paper delves into the captivating realm of eWOM, seeking to understand the intricate relationship between electronic word of mouth and purchase intention. It explores the ways in which eWOM, through its various forms and channels, influences consumers as they navigate the complex landscape of choices available in today's marketplace. By dissecting the mechanisms at play and examining empirical evidence, this research aims to shed light on the multifaceted dimensions of eWOM's impact on purchase intention. In an age where information is readily accessible and consumer voices echo loudly across digital platforms, unraveling the influence of eWOM is not only relevant but also imperative for businesses and marketers seeking to connect

with and engage today's digitally-savvy consumers. Through a comprehensive exploration of eWOM's effects, we aim to provide valuable insights into the strategies and tactics that can be employed to harness the power of electronic word of mouth in driving consumer purchase decisions.

Word of Mouth and E-word of Mouth

In the ever-evolving landscape of consumer behavior and marketing, the power of influence has shifted from traditional advertising and marketing strategies to the voices of individuals. Word of Mouth (WOM) and Electronic Word of Mouth (eWOM) represent two essential and interconnected concepts that have become pivotal in shaping consumer choices and the success of businesses in the digital age. Word of Mouth is a timeless phenomenon that encompasses the act of individuals sharing their experiences, opinions, and recommendations with others in their social and personal networks. This organic and interpersonal form of communication has been a cornerstone of consumer decision-making for generations. Whether it's a neighbor recommending a local restaurant or a colleague raving about a new gadget, WOM relies on trust and personal relationships to convey information. Key characteristics of Word of Mouth (WOM) include its authenticity, reliance on personal connections, and the potential to create a ripple effect as recommendations are passed from person to person.

Electronic Word of Mouth (eWOM)

Electronic Word of Mouth, or eWOM, is an evolution of traditional WOM in the digital era. It harnesses the power of the internet and electronic communication channels to amplify the reach and impact of consumer opinions and recommendations. eWOM encompasses various online platforms and mediums, including social media, review websites, blogs, forums, and email. It empowers consumers to share their thoughts, experiences, and critiques on a global scale, instantly and efficiently. The influence of WOM and eWOM extends far beyond casual conversations. They can sway purchasing decisions, build or tarnish brand reputations, and drive businesses to adapt their strategies to meet

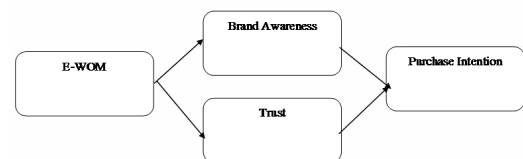
the demands and expectations of today's digitally connected consumers. In this exploration of Word of Mouth (WOM) and Electronic Word of Mouth (eWOM), we delve into the dynamics, impact, and implications of these influential forces. By understanding the mechanisms behind these forms of communication and their far-reaching effects, businesses, marketers, and consumers can navigate the complex landscape of information exchange in our interconnected world. From the personal recommendations of trusted friends to the viral trends on social media, WOM and eWOM remain potent drivers of consumer choices and the success of enterprises in the digital age.

Role of Purchase Intention in Social Media

In the dynamic realm of social media, where billions of users engage with content, share experiences, and interact with brands and products, the concept of "Purchase Intention" takes center stage as a crucial determinant of consumer behavior and business success. As individuals immerse themselves in a digital landscape that seamlessly blends social connections with commercial opportunities, understanding the multifaceted role of Purchase Intention in Social Media becomes paramount. Social media platforms have transformed the way we communicate, discover information, and make purchasing decisions. With the global proliferation of platforms like Facebook, Instagram, Twitter, and TikTok, users are not only connecting with friends and family but also encountering an array of products and services daily. The lines between social interaction and commerce have blurred, creating a fertile ground for businesses to tap into the power of Purchase Intention. At its core, Purchase Intention represents an individual's inclination or predisposition to buy a product or service. In the context of social media, it serves as a critical pivot point where consumer engagement intersects with commercial objectives. Users are not merely passive recipients of marketing messages; they are active participants, expressing their intentions, preferences, and feedback openly on these platforms. One of the defining features of social media is its democratizing effect on information. Users can access a wealth of product reviews, recommendations, and user-

generated content, which directly influence their Purchase Intention. The collective voice of the social media community can either bolster a product's appeal or expose its shortcomings, with profound implications for brands. For businesses and marketers, understanding and harnessing Purchase Intention on social media platforms are integral to crafting effective marketing strategies. The ability to gauge and respond to consumer intent in real-time empowers businesses to tailor their messaging, offer personalized experiences, and build lasting customer relationships. In this exploration of the Role of Purchase Intention in Social Media, we delve into the intricate web of factors, behaviors, and dynamics that shape consumers' attitudes and decisions in the digital space. We examine how social media platforms serve as both mirrors and catalysts of consumer intent and how businesses can leverage this insight to thrive in an environment where engagement and commerce are inextricably linked.

A Suggested Conceptual Framework for Electronic Word of Mouth (eWOM) within the Realm of Social Media



Review of Literature

In Navanith's 2015 study, the emergence of Web 2.0 technology brought about a significant change in how people communicate and share information. Traditional word-of-mouth communication shifted towards electronic or online word-of-mouth (eWOM). This transformation was driven by the rise of social media platforms, which allowed internet users to create and share their own content. eWOM essentially conveys user-generated content in a natural and spontaneous way. The widespread adoption of social networking sites facilitated the global spread of eWOM. Information shared through eWOM channels now plays a critical role in influencing consumer purchasing decisions and intentions. Online users have a tendency to share information about products to help others make

informed choices. Social media users actively seek out information about products and services before deciding to make a purchase. Importantly, people trust the reviews and recommendations of others when making buying decisions. The act of sharing information through electronic word-of-mouth (eWOM) on social media platforms has been found to have a positive impact on purchase intentions. Furthermore, the concepts of brand awareness and trust are closely connected to consumers' intentions to make a purchase. In this paper, the author conducts a comprehensive review of existing literature to develop a proposed conceptual framework for further exploration of these ideas.

Social Media, Electronic Word of Mouth and Purchase Intention

From (Yaseen and Jusoh), the advent of social media has introduced a new dimension to electronic word of mouth (eWOM). This allows users to share their opinions and experiences about products or services with people they already know, such as friends and acquaintances. This evolution in eWOM has the potential to have a more significant impact on consumers' decision-making processes. However, in the Middle East, there has been limited research into what factors make certain online reviews more influential than others. This research aims to investigate the elements of eWOM information on social media that impact consumer purchasing intentions in Jordan. To explore these determinants, the researcher employed the Information Acceptance Model (IACM), developed by Ismail Erkan in 2016. Data for this research was collected through a questionnaire and analyzed using both SPSS and Smart PLS Software. The sample consisted of 300 social media users in Jordan, with Facebook selected as the primary platform due to its widespread use in the country. Findings revealed, information quality, attitude toward information, and the need for information significantly influence information usefulness. Information usefulness, in turn, has a substantial impact on information adoption. However, there was no observed relationship between information credibility and information usefulness. Additionally, information adoption and attitude toward information were found to be

significant factors influencing consumers' purchasing intentions.

(Erkan and Evans) study highlights the well-documented impact of Electronic Word of Mouth (eWOM) on consumers' purchase intentions. However, the rise of social media has introduced a new dimension to eWOM. In the past, people could engage in conversations with anonymous individuals on the Internet. Still, social media platforms now enable discussions with friends and acquaintances, creating a more potent form of eWOM that can significantly influence purchase intentions. This research focuses on electronic word of mouth within the context of social media, specifically examining how eWOM within social media platforms shapes consumers' intentions to make purchases. The study unfolds in two phases: first, a survey will be conducted to assess the impact of eWOM in social media on purchase intentions, followed by interviews to provide deeper insights into how eWOM in social media precisely affects consumers' purchase intentions. The findings of this study are expected to provide valuable insights for both researchers and practitioners in the field, shedding light on the evolving dynamics of eWOM in the era of social media and its influence on consumer behavior and purchasing decisions.

(Leong et al.) research focuses on investigating the relationship between specific attributes of information and consumer behaviors related to electronic word of mouth (eWOM) concerning new favorite bubble tea. These attributes encompass information quality, information credibility, information task-fit, the need for information, attitudes toward information, and purchase intentions. The study expands upon the conventional Information Acceptance Model to incorporate these factors. Data for this research was gathered through a self-administered questionnaire completed by 222 respondents, and the analysis utilized partial least squares-structural equation modeling. Information quality, information credibility, information task-fit, and attitudes toward information collectively contribute to the concept of information usefulness. Purchase intention is influenced by information adoption, with information usefulness serving as a predictive factor for information adoption.

This study contributes to the existing literature on purchase intention by integrating the role of eWOM information within an extended Information Acceptance Model. It highlights the importance of practitioners considering the quality, credibility, and relevance of online reviews in the realm of eWOM information, as this can potentially enhance the visibility and reputation of their products. Furthermore, this research adds to empirical investigations into purchase intention by introducing the concept of information task-fit within an Information Acceptance Model. This bridges the gap between information characteristics and consumer behavior in the context of eWOM, providing a more comprehensive understanding of how specific attributes of information influence consumer decision-making regarding new favorite bubble tea.

(Erkan and Evans) research delves into the significant impact of social media platforms on facilitating electronic word of mouth (eWOM) discussions. These platforms provide individuals with valuable opportunities to engage in conversations about products and services offered by various brands with their friends and acquaintances. The primary goal of this study is to examine how these social media conversations influence consumers' intentions to make purchases. To accomplish this objective, the researcher formulated a conceptual model, drawing upon elements from the Information Adoption Model (IAM) and components of the Theory of Reasoned Action (TRA). This innovative model, named the Information Acceptance Model (IACM), underwent validation through structural equation modeling (SEM) using data collected from surveys conducted among 384 university students who are active users of social media platforms. The key findings of this analysis confirm that several factors play pivotal roles within eWOM conversations on social media, ultimately influencing consumers' intentions to make purchases. These influential factors encompass:

- The quality and credibility of information.
- The perceived usefulness of the information.
- The extent to which the information is adopted.
- The necessity for information.
- Individuals' attitudes toward the information.

Overall, Erkan and Evan's study sheds light on how social media conversations, driven by eWOM,

impact consumer purchasing intentions. It provides valuable insights into the dynamics of information exchange on social media platforms and its influence on consumer behavior and decision-making processes.

In Sonali Singh's 2023 study, the focus is on the challenges faced by social media users who regularly receive a constant influx of information from their numerous followers and friends across various social media platforms. This continuous maintenance of online connections can lead to a phenomenon known as "social media fatigue," which can have adverse effects on the well-being and productivity of individuals. For students, it can even result in compulsive social media use, potentially leading to a decline in their academic performance. To investigate this issue, the study employs the stress-strain-outcome framework to explore the indirect relationship between compulsive social media usage and decreased academic performance, with social media fatigue acting as an intermediary variable. Additionally, the research delves into the previously unexplored moderating role of self-control (SC) in the relationship between social media fatigue and its negative impact on academic outcomes. The study utilizes the PROCESS Macro to assess the effects of moderated mediation. The key findings of this research are as follows: Social media fatigue plays a mediating role between compulsive social media use and a decline in academic performance. Self-control has a moderating effect, helping to mitigate the adverse effects of social media fatigue on academic performance. The significance of this study lies in its identification of the link between social media fatigue and a decline in academic performance, as well as its demonstration of how self-control can assist in alleviating these effects. This analysis provides valuable insights for both students and educators, shedding light on the detrimental impact of excessive social media use on academic performance. It underscores the importance of self-regulation and emphasizes the need for educators to develop appropriate strategies to counteract the negative influence of social media on higher education. The research also offers practical recommendations for fostering self-control in social media usage behavior.

Electronic Word of Mouth, Trust and Purchase Intention

(Di Virgilio and Antonelli) research centers on the growing significance of social media platforms as arenas where consumers interact with both businesses and individuals. The primary objective of this study is to enhance our understanding and encourage further research into the factors that influence consumers' intentions to make online purchases. While it is widely acknowledged that social media platforms serve as vital sources of information for comprehending consumer behavior, a comprehensive theoretical framework that effectively explains the variables influencing the connection between behavioral intention and online purchase intention remains incomplete. The proposed theoretical model in this research takes a significant step in this direction. It builds upon the theory of planned behavior and incorporates elements of trust and electronic word-of-mouth communication into consumers' online purchase intentions. This model represents a valuable contribution to achieving a more comprehensive understanding of the intricate dynamics involved in online purchasing decisions. In summary, Francesca Di Virgilio's study highlights the evolving role of social media in shaping consumer behavior and aims to provide a theoretical foundation for a deeper understanding of how various factors come together to influence consumers' intentions to make online purchases.

In (Zahratu and Hurriyati) study, the primary objective was to assess the impact of Electronic Word of Mouth (EWOM) on consumer purchase intentions, specifically in the context of Traveloka, a popular local Online Travel Agency (OTA) in Indonesia. To achieve this goal, the research involved the distribution of online questionnaires to a sample of 50 respondents located in Bandung. All participants had prior experience with online booking services on the Traveloka platform, whether through its mobile application or website. The data collected from the questionnaires were analyzed using Structural Equation Modeling (SEM). The key findings of this research can be summarized as follows: Credibility, quality, and quantity of EWOM had a negative influence on purchase intentions within the context of Traveloka. These results suggest that Traveloka

should focus on consistently enhancing consumer satisfaction to foster trust and generate positive EWOM within their consumer base. By doing so, they can attract more prospective consumers and encourage them to choose Traveloka for their travel bookings. In essence, Zahratu and Hurriyati's study sheds light on the dynamics of EWOM and its impact on consumer purchase intentions within the specific context of Traveloka in Indonesia. It highlights the importance of building trust and delivering quality services to cultivate positive word-of-mouth recommendations among consumers.

(Ismagilova et al.) research project has a primary goal of consolidating and synthesizing the findings from prior studies in the field of electronic Word of Mouth (eWOM). This synthesis is achieved through the utilization of weighting and meta-analysis techniques, which aim to harmonize potentially conflicting evidence and provide a comprehensive overview of the factors that impact consumers' purchase intentions in the context of eWOM. By analyzing insights obtained from a total of 69 studies, this research identifies several categories of predictors in eWOM research that have varying degrees of influence on consumers' purchase intentions. The most influential factors encompass argument quality, valence (positive or negative sentiment), eWOM usefulness, and trust in the message. These factors are classified as the most effective predictors of purchase intentions. Additionally, the study highlights promising predictors, including eWOM credibility, emotional trust, and attitudes toward the website, which also have a significant impact on consumers' intentions to make a purchase.

In contrast, certain factors, such as volume (the quantity of eWOM), existing eWOM (previously available reviews), and source credibility, are considered to be less effective in predicting consumers' intention to make a purchase within the context of eWOM. Furthermore, the research employs a meta-analysis to quantify the effect size associated with each predictor, providing a quantitative assessment of their respective impacts. This research has significant implications for both academic researchers and practitioners in the field: For academic researchers, the comprehensive

understanding of the factors influencing consumers' purchase intentions serves as a foundation for shaping future research agendas, offering insights into where further investigation is needed. For practitioners in the field, these insights offer practical guidance, rooted in a detailed analysis of specific factors that drive consumers' intentions to make purchases. This knowledge can enhance marketing strategies and activities, enabling businesses to better leverage eWOM in their efforts to engage and influence consumers.

(Al Halbusi and Tehseen) research paper is centered on the exploration of the impact of Electronic Word-of-Mouth (eWOM) on two crucial aspects: brand image and purchase intention. The study narrows its focus to the Malaysian automobile industry, with particular attention to Malaysian car brands. To provide a clear framework for the research, the paper begins by presenting an overview of its key elements. The paper starts with a brief introduction, setting the stage for the research by introducing the context within which it is conducted. Following the introduction, the paper identifies the specific research problem that the study aims to address. In this case, it revolves around the influence of eWOM on brand image and purchase intention in the Malaysian automobile industry. The paper emphasizes the importance of the research by highlighting its relevance and potential contributions to the field. It underlines why understanding the impact of eWOM in this context is valuable. To guide the study, the paper outlines the research questions that will be investigated. These questions serve as a roadmap for the research, helping to structure and focus the inquiry. The paper outlines the objectives of the research, providing a clear understanding of what the study aims to achieve and what aspects it intends to explore. Finally, the paper acknowledges and discusses the limitations that may be encountered during the research process, providing transparency regarding potential constraints or challenges that might affect the study's findings and scope. In summary, Al Halbusi and Tehseen's research paper sets the stage for an exploration of eWOM's impact on brand image and purchase intention in the Malaysian automobile industry. It outlines the research context, identifies the problem,

emphasizes the study's significance, poses research questions, and establishes research objectives while also discussing potential limitations. This structured approach provides a clear roadmap for the study's objectives and contributes to the understanding of eWOM's role in the context of Malaysian car brands.

(Lundin) study had a primary goal: to investigate the mechanisms involved in establishing trust within the context of electronic word of mouth (eWOM), specifically concerning consumers' intentions to book hotel stays. The research honed in on three key dimensions of source credibility: Homophily, Expertise, and Trustworthiness. Its primary aim was to gain insight into how consumers, particularly those booking hotels online for a particular destination, perceive and utilize eWOM in shaping their intentions to make hotel reservations via the internet.

In the study conducted by (Lundin), the research aimed to investigate three key dimensions of source credibility - Homophily, Trustworthiness, and Expertise—in the context of electronic word of mouth (eWOM) and how these dimensions influence consumers' intentions to book hotel stays online. To carry out this investigation, a quantitative approach was adopted. Questionnaires were distributed to students enrolled in programs such as "Ekonomie Kandidat," "Civilekonom," and "Fastighetsmäklare" at Lulea University of Technology. Additionally, the questionnaire was shared on the author's private Facebook page and distributed to friends and family through messenger applications. Data collection spanned one week, and the results were summarized using diagrams. Furthermore, a one-sample statistical t-test was conducted to assess the significance of the three dimensions of Source Credibility. The key findings of the study revealed that all three dimensions—homophily, trustworthiness, and expertise—had a significant impact on trust in eWOM, subsequently influencing consumers' purchase intentions related to hotel stays. Interestingly, trust in an expert working at a hotel (such as a manager) did not appear to be as influential as trust in previous customers who shared their online opinions about a hotel. It was evident that reviews from previous customers, particularly those providing detailed information, repeated reviews

from multiple customers, and newly generated reviews, were perceived as the most trustworthy sources when making online hotel reservations. Based on these findings, the study recommends that hotel industry managers and review websites should effectively categorize reviews to help customers easily access the information they seek. This approach enhances the trust-building process and facilitates informed decision-making when booking hotel stays online.

In (Tien et al.) research, the focus is on the role of Social Networking Sites (SNSs) in facilitating the exchange of electronic word-of-mouth (eWOM) within the cosmetics user community. However, the precise mechanism through which Customer-to-Customer (C2C) eWOM within SNSs influences consumer purchase intention has not been fully understood. This study aims to establish a comprehensive research framework that centers on the impact of C2C eWOM, with a particular focus on the role of information persuasion in shaping purchase decision-making. To conduct this research, data was collected from a sample of 314 participants in Taiwan using paper-based questionnaires. The collected data was analyzed using the SPSS and Smart PLS software programs. The key findings of the study can be summarized as follows: Perceived persuasiveness, perceived informativeness, and source expertise are effective predictors of the utility of eWOM. Perceived persuasiveness, source expertise, and source trustworthiness significantly contribute to the credibility of eWOM within the context of SNSs. The perceived usefulness and credibility of eWOM collectively enhance the likelihood of adopting an eWOM message. eWOM adoption plays a crucial mediating role in the connection between eWOM credibility and usefulness and consumer purchase intentions concerning products recommended on SNSs. One distinctive contribution of this study is its confirmation of the pivotal mediating function of eWOM adoption in the relationship between antecedents and consumer purchase intention, which is relatively unexplored in prior research. These empirical findings provide valuable insights for managers, offering a deeper understanding of the impact of C2C eWOM from SNSs on consumer purchasing behavior. Furthermore, these results

should motivate marketers to collaborate with SNSs to develop viral marketing campaigns that encourage customers to share valuable and credible C2C eWOM, ultimately boosting purchase intentions.

(Tajuddin et al.) study addresses a pressing health concern in Malaysia, where the country ranks sixth in the Asia Pacific region for obesity and diabetes prevalence, holding the top spot among Southeast Asian nations. These health issues are associated with severe non-communicable diseases such as heart disease and hypertension. The study recognizes the significant influence of electronic word-of-mouth (e-WOM) on purchasing and dietary habits, yet the scarcity of research in this area has impeded the establishment of a consensus on the relationships between these critical variables. The primary aim of this research is to investigate the connection between e-WOM and the purchase intentions of consumers regarding dietary supplement products in Malaysia. To delve into this connection, the study introduces the concept of brand image as a moderating variable in the context of e-WOM, encompassing aspects such as quality, quantity, and sender expertise. The research methodology involves the use of Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the responses obtained from 213 completed questionnaires. The key findings of the study can be summarized as follows: e-WOM quality, e-WOM quantity, and sender expertise exhibit significant relationships with consumer purchase intention. However, the introduction of brand image as a moderator did not have a significant effect on the association between e-WOM quality, e-WOM quantity, sender expertise, and consumer purchase intention. This study makes valuable contributions to the field of e-WOM by shedding light on its impact on consumer purchase intentions in the context of dietary supplement products in Malaysia. While the introduction of brand image as a moderator did not yield significant effects, the study's findings provide novel insights into the dynamics of e-WOM and its influence on consumer behavior and decision-making in the context of health-related products.

Electronic Word of Mouth, Brand Awareness and Purchase Intention

Jayasree. S 2022 research delves into the transformative impact of the Internet on Word of

Mouth Communication, giving rise to Electronic Word of Mouth (e-WOM). E-WOM plays a pivotal role in today's consumer landscape, serving as a conduit for individuals to solicit opinions and insights from others who have experienced a product or service. It has become a common practice for consumers to seek out customer reviews and feedback before making purchase decisions. In this context, consumers have easy access to a wealth of information about products and services, thanks to the global reach of the Internet. E-WOM, therefore, wields significant influence over consumer intentions, both in favor of and against purchasing a particular product or service. This influence is contingent upon the information and opinions shared by fellow customers. Additionally, e-WOM serves as a means to introduce consumers to brands and familiarize them with these brands. The paper embarks on an empirical research journey to measure the extent to which Electronic Word of Mouth contributes to the promotion of Purchase Intentions and Brand Awareness among consumers. The insights derived from this study hold significant value for companies, offering a deeper understanding of the importance of e-WOM and providing guidance on how to harness its potential to their advantage. Understanding the role of e-WOM can help companies enhance their marketing strategies, build brand awareness, and influence consumer purchasing decisions in their favor.

(Chahal et al.) research paper addresses the challenges and opportunities in the pursuit of advancing society's sustainable development. Marketers are increasingly driven to offer products with green attributes and environmentally friendly qualities. However, the sales performance of these green products often falls short of expectations due to their higher costs and a lack of consumer trust. In this context, Electronic Word of Mouth (e-WOM) emerges as a significant factor with a direct and substantial influence on consumer trust, thereby impacting brand equity. The primary aim of this research paper is to explore the effects of e-WOM on various dimensions of brand equity, specifically focusing on Brand Awareness, Brand Loyalty, Brand Perceived Quality, and Brand Associations, within the context of green products in the retail

sector. Additionally, the study seeks to analyze how these determinants of brand equity, influenced by e-WOM, subsequently affect consumers' intentions to purchase green products. To gather data and insights, the study conducted surveys among 383 customers, and the collected data was analyzed using the AMOS statistical software. Positive e-WOM significantly impacts overall brand equity, specifically in the context of green products in the Indian retail sector. Contrarily, there is no significant impact of negative e-WOM on the brand equity of green products in the Indian retail sector. These findings have meaningful implications, providing a deeper understanding of how e-WOM influences each dimension of brand equity within the retail industry, particularly concerning green products. It underscores the importance of positive e-WOM in enhancing brand equity and suggests that negative e-WOM may not have a significant detrimental impact on brand equity in this specific context. These insights can guide marketers in their efforts to build trust and drive the adoption of green products in the retail sector.

(Tariq et al.) research centers on the fundamental objective of assessing the combined influence of electronic word of mouth (eWOM) and brand awareness on customer purchase intention, with a specific emphasis on the mediating role played by brand image. The study aims to determine whether brand image serves as a complete or partial mediator in these associations. To investigate these relationships, the research was conducted among mobile users in the Rawalpindi and Islamabad regions. A total of 300 questionnaires were distributed across four universities in these twin cities, with 262 questionnaires successfully collected, resulting in a response rate of 87.33%. Mediation analysis was conducted on these collected responses. Brand image plays a full mediating role in the relationship between eWOM and customer purchase intention. This suggests that the influence of eWOM on purchase intention is entirely channeled through its impact on brand image. In contrast, a partial mediating role of brand image was identified in the relationship between brand awareness and customer purchase intention. This indicates that while brand awareness directly influences purchase intention

to some extent, it also exerts an influence through its impact on brand image. These research findings offer valuable insights for marketers, enabling them to devise more effective marketing strategies aimed at enhancing customer purchase intentions. Understanding the mediating role of brand image in the context of eWOM, brand awareness, and purchase intention can assist marketers in developing targeted approaches to influence consumer behavior and drive favorable purchase decisions.

(Kala and Chaubey) study explores the impact of the Internet's proliferation, which has given rise to electronic word of mouth (eWOM) – a phenomenon where customers can easily and rapidly engage with each other. Unlike traditional communication, eWOM transcends strong social ties and places significant importance on the content of the message itself, shaping brand image and influencing purchase intentions. This research focuses on assessing the extent to which eWOM can impact brand image and purchase intention, specifically within the context of lifestyle products in India. Insights were drawn from 313 respondents with prior experience in online communities. The study employed structural equation modeling to analyze the interplay among eWOM, brand image, and purchase intention. eWOM has a substantial influence on brand image. Brand image serves as a mediator between eWOM and purchase intention. This implies that eWOM impacts brand image, which, in turn, influences consumers' purchase intentions. Based on these findings, the study advocates for marketers to place increased emphasis on leveraging eWOM as a means to enhance brand visibility, ultimately influencing consumers' purchase intentions. Understanding the interconnected relationship between eWOM, brand image, and purchase intention can guide marketers in developing strategies to effectively harness the power of eWOM for brand promotion and driving favorable purchase decisions.

(Arif) study aims to examine the factors that influence the repurchase intention of Citilink customers. The research focuses on three independent variables: Electronic Word of Mouth (eWOM), brand image, and price, all of which are believed to have an impact on customers' repurchase intentions. The study adopts an explanatory research approach and collects data through a survey method

involving 180 customers who have made at least one purchase with Citilink Indonesia. The collected research data and hypotheses are then analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). Both eWOM and brand image have a significant and positive influence on the repurchase intentions of Citilink customers. This implies that when customers receive positive eWOM from previous Citilink Indonesia customers or when they perceive a positive brand image of Citilink Indonesia, their intention to repurchase increases. In summary, this research sheds light on the factors that impact the repurchase intention of Citilink customers, highlighting the positive influence of eWOM and brand image in driving customer loyalty and repeat purchases. These insights can be valuable for Citilink Indonesia in shaping their marketing strategies and enhancing customer retention.

Conclusion

The impact of Electronic Word of Mouth (eWOM) on purchase intention is a significant and well-established phenomenon in the realm of consumer behavior. The proliferation of web 2.0 technology and the advent of social media platforms have transformed the way consumers share and access information about products and services. eWOM has emerged as a powerful tool that shapes consumer decisions and influences their intention to make purchases. Research in this area has consistently shown that positive eWOM, characterized by user-generated content and recommendations, plays a pivotal role in enhancing purchase intention. Consumers actively seek out reviews and recommendations from their online peers before making buying decisions. Trust in fellow internet users' opinions and experiences has become a critical factor influencing consumer behavior. Moreover, eWOM is closely linked to brand awareness and trust. Brands that effectively harness the power of eWOM can boost their visibility and credibility, further strengthening their connection with consumers and driving purchase intention. Brand awareness and trust are intertwined with eWOM, creating a positive feedback loop that reinforces consumer willingness to purchase. In a world where information is readily accessible

and shared globally through social media, eWOM continues to be a potent force that marketers and businesses must recognize and leverage. By actively engaging with online communities, managing their online reputations, and encouraging positive eWOM, companies can enhance their brand image and drive purchase intentions. The influence of eWOM on purchase intention is a dynamic and evolving area of study that underscores the importance of online reputation management and customer engagement in the digital age. As technology continues to advance, understanding and harnessing the power of eWOM will remain crucial for businesses looking to thrive in the competitive marketplace. After a thorough examination of diverse literature sources, the authors have reached the conclusion that Electronic Word of Mouth (eWOM) carried out by individuals who may be anonymous or part of one's family and friends circle, on social media platforms such as Facebook and Twitter, exerts a significant influence on users' purchase intentions. These instances of eWOM are disseminated by unpaid users who essentially become organic advocates for products and services. The trust that social media users place in reviews and recommendations from their peers, who have previously made purchases, is a key driver in this process. User-generated content is effectively shared electronically across various social media platforms, embodying the essence of eWOM. This electronic word of mouth has a discernible impact on motivating individuals to make purchases based on referrals and information shared within social media networks. Furthermore, eWOM is intricately connected to brand awareness and trust. The presence of positive eWOM within social media environments enhances both the visibility of brands and the level of trust that users place in them. Consequently, the influence of eWOM on purchase intentions among users of social media platforms is a phenomenon that cannot be overlooked. In summary, the research findings affirm that eWOM, facilitated through social media channels, plays a pivotal role in shaping consumers' purchase intentions. It underscores the significance of brand awareness and trust in the context of eWOM, establishing a strong connection between electronic word of mouth and consumers' decisions to make purchases within the realm of social media.

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