



Impact Of Electronic Word Of Mouth (Ewom) On Consumer Behaviour And Attitude: A Systematic Analysis Of Digital Influence In The Modern Marketplace

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Abstract:

Online reviews and ratings significantly influence consumer behaviour. Positive eWOM can drive interest and lead to further investigation, while negative eWOM can deter potential buyers. During the evaluation phase, eWOM provides consumers with detailed comparisons and user experiences, helping them weigh the pros and cons of different products or brands. Credibility and trust often influence purchase intentions, as high ratings and positive reviews serve as social proof. Post-purchase behaviour is influenced by customer satisfaction and loyalty, as satisfied customers are more likely to become repeat buyers and brand advocates. eWOM also provides valuable feedback to companies, helping them improve their products and services based on customer experiences. Consumer attitudes are formed through perceived quality and value, with detailed reviews highlighting specific features, benefits, and drawbacks. Consistent positive eWOM enhances a brand's image and reputation, creating a strong, favourable perception among consumers. The strategic implications of eWOM for businesses are profound. They include active engagement with consumers, influencer collaboration, incentivising positive eWOM, creating shareable content, and employing monitoring and analytics for effective crisis management. By addressing and managing online feedback strategically, businesses can mitigate damage and proactively shape consumer perceptions and trust, making them feel strategic and in control.

Keywords: eWOM effectiveness, eWOM influence, eWOM marketing strategies, eWOM impact on consumer behavior.

I. Introduction:

One of the most established and reliable types of advertising, word-of-mouth (WOM) marketing, has changed dramatically in the digital era. WOM advertising is essential in the electronic products industry, where customer trust and product dependability are crucial. This article examines the mechanics of word-of-mouth (WOM) marketing in the electronic goods sector, its benefits, its tactics, and practical applications. This paper examines the influence of Electronic Word of Mouth (eWOM) on consumer behaviour and attitudes in the modern marketplace. It analyses studies on eWOM and its impact on consumer decision-making. The study reveals that eWOM significantly shapes consumer perceptions, attitudes, and purchase intentions towards brands and products. It also explores the role of influencers and online communities in disseminating eWOM and driving consumer engagement. The paper compares eWOM with the traditional word of mouth and other marketing communication channels, highlighting its reach, speed, and credibility advantages. It also highlights the challenges associated with managing and monitoring online conversations. The paper provides insights into the implications of eWOM for marketers and businesses in the digital-first landscape. It suggests potential areas for future research to better understand its evolving impact on consumer behaviour and attitudes.

II. Background

This paper explores the impact of eWOM on consumer behaviour, focusing on how it influences opinions, attitudes, and purchase intentions. It analyses various types of eWOM, such as online reviews, ratings, and recommendations, to understand how digital interactions shape consumer perceptions. The study also highlights the role of influencers and opinion leaders in spreading eWOM and driving consumer engagement, highlighting the importance of social proof and peer recommendations in today's hyperconnected world.

2.1 Word of Mouth's Power

a. . Word-of-mouth marketing is when customers tell their peers about their product recommendations and experiences. This can apply to any electronic product, such as gaming consoles, home appliances, laptops, and cell phones. This is the reason WOM is so effective in this industry:

1. Credibility and Trust: People are likelier to believe personal recommendations than commercials. A product recommendation from a friend or relative with personal experience is reliable.

Influence on Buying Decisions: Since electronic goods are frequently expensive, people are more inclined to consult with others before deciding.

2. Organic Reach: Without direct marketing initiatives, positive word-of-mouth can travel swiftly through social media, online discussion boards, and review websites to reach a large audience.

3. Benefits of Referral Marketing for Electronic Products

4. Cost-Effective Marketing: Since word-of-mouth marketing relies more on customer advocacy than paid advertising, it is naturally cost-effective.

5. Enhanced Brand Loyalty: User-shared positive experiences have the potential to boost brand loyalty and encourage recurring business.

6. Increased Conversion Rates: Compared to conventional marketing strategies, recommendations from reliable sources frequently yield higher conversion rates.

7. Important Feedback: Word-of-mouth (WOM) can offer insightful information about customers' preferences and potential areas for product development.

a. Techniques for Using Word of Mouth

1. Superb Product Quality: Positive word-of-mouth (WOM) is based on high-quality items. It's critical to ensure that electrical products match or surpass consumer expectations.

2. Superb Customer Service: Providing exceptional customer service can convert clients into brand ambassadors who spread the word about their positive experiences.

3. Promoting Testimonials and Reviews: One effective way to increase word-of-mouth (WOM) marketing is to actively encourage contented consumers to post reviews and testimonials on websites like Amazon, Best Buy, and social media.

4. Leveraging Tech Enthusiasts and Influencers: Collaborating with tech enthusiasts and influencers who have a sizable fan base can create buzz and credibility for electrical products.

5. Developing Shareable Content: Creating interesting and educational content, including user manuals, tutorials, and unboxing videos, can promote conversations and sharing among prospective clients.

6. Referral Programmes: One way to encourage WOM promotion is to implement referral programmes that pay customers for referring friends and family to a product.

2.3. Real-World Illustrations

1. Apple: A major factor in the company's success is the strong word-of-mouth it generates from its devoted clientele. The company has established a robust network of advocates who are willing to share their positive experiences through its emphasis on innovative design, user experience, and customer service.

2. Tesla Motors: By offering cutting-edge technology and remarkable performance in its electric automobiles, Tesla Motors has successfully used word-of-mouth marketing. Customers delighted with a brand frequently develop into ardent supporters who enthuse others about it.

3. Samsung: As part of its strategy, Samsung promotes user-generated content and reviews, especially for its flagship devices, which include smart TVs and smartphones. This strategy has contributed to the development of a strong web presence and a devoted clientele.

2.4. Relationship Between Electronic Word of Mouth (eWOM) and Consumer electronic goods Behavior and Attitudes:

Electronic word-of-mouth, or eWOM, has a complex and vital interaction with customer behaviour and attitudes towards electronic items. In the market for electronic goods, word-of-mouth (eWOM)—which encompasses social media posts, forums, online reviews, and other digital communications—is critical in influencing consumer attitudes and purchase decisions. An in-depth examination of how eWOM affects customer attitudes and behaviour is provided below:

1. **Influence on Purchase Decisions:** eWOM is frequently viewed by consumers as having greater credibility and trustworthiness than traditional advertising. User reviews and suggestions offer reliable information on the product's dependability and performance.
2. **Information Seeking:** Consumers aggressively look for reviews and ratings on websites such as Amazon, Best Buy, and tech forums before purchasing an electronic product. Negative reviews can discourage potential customers, whereas positive eWOM can greatly increase the possibility of a purchase.
3. **Attitude Formation:** Electronic word-of-mouth (eWOM) influences consumer perceptions of product quality and value. In-depth analyses and conversations emphasise salient characteristics, advantages, and disadvantages, enabling customers to make knowledgeable decisions.
4. **Brand Image:** Persistently positive electronic word-of-mouth (eWOM) improves a brand's reputation and image. Conversely, unfavourable eWOM can harm a company's reputation and reduce customer loyalty and confidence.
5. **Customer Engagement and Loyalty:** Businesses can encourage community and loyalty by actively interacting with customers online by answering reviews and feedback. Engaged consumers are more likely to support a brand and make repeat purchases.
6. **Loyalty Programmes:** One way to reward customers for their advocacy is to offer loyalty programmes encouraging happy customers to share their experiences via social media postings or reviews.
7. **Feedback Loop:** Businesses receive insightful product feedback from eWOM. Examining reviews and conversations can help identify common problems, areas for development, and characteristics that users value.
8. **Innovation:** Businesses can use the insights gathered from eWOM to innovate and create new goods that better suit their customers' wants and preferences.
9. **Viral Potential:** Product recommendations that spread quickly through social networks can result in viral marketing, significantly increasing sales and brand visibility. Positive eWOM can cause this to happen.
- Social Proof:** A product's high ratings and favourable reviews reassure prospective customers about its dependability and quality.
10. **Analysis of Competition and Comparison Shopping:** To find the most terrific deal on electrical products, consumers utilise eWOM to compare various manufacturers. Reviews with in-depth comparisons assist customers in making wise decisions.
11. **Competitive Edge:** Businesses can better position their products in the market by analysing eWOM about competitors to determine their strengths and shortcomings.

2.5. The Effect of eWOM on Purchases of Smartphones

1. **Positive Reviews:** New smartphones that earn positive reviews highlighting their unique features, long battery life, and high-quality cameras attract much curiosity and sell well.
2. **Negative Feedback:** On the other hand, if customers complain about typical problems like hardware malfunctions or software defects, prospective customers can be hesitant and choose rival brands' items that have received higher ratings.
3. **Influencer Endorsements:** eWOM can be amplified by well-known tech influencers and reviews. Their in-depth video reviews and unboxings have the power to influence customers' viewpoints and influence their purchases.

III. Literature Review:

S.No	Author(s)	Year	Journal/Publication	Study Focus/Title	Key Findings	Methodology
1	A. Mulyawan et al.	2022	IOP Conference Series: Earth and Environmental Science	eWOM in FMCG Products	Brand awareness, social media advertising, ease of access, and consumer reviews affect consumer buying decisions.	Empirical Study
2	Ana Reyes-Menéndez et al.	2020	Sustainability	eWOM in Tourism on Social Networking Sites	Suggests adoption of sustainable strategies to increase the influence of eWOM in tourism.	Theoretical Analysis
3	Anuradha Sharma, Jagwinder Singh, G. Prakash	2023	Journal of Service Theory and Practice	eWOM in E-Hospitality	Consumer confusion impacts negative eWOM and decision postponement in e-hospitality.	Empirical Study
4	Chi-Hsing Tseng, Hsin-chih Kuo	2015	International Journal of Information Management	Social Identification of Virtual Communities	Social identification has a greater impact than web service quality on participants' behavior in transaction virtual communities.	Empirical Study
5	Cholishah Anas Irhamna, Rizky Dermawan	2023	Ministal	eWOM in TikTok Shop App	E-WOM and E-Service Quality positively impact purchasing decisions on TikTok Shop app among college students.	Quantitative Analysis
6	Dinda Adellia Budiarto et al.	2023	Journal of International Tourism and Aviation	eWOM in Airasia Superapp	Positive and negative eWOM reviews influence airline ticket purchasing decisions through the Airasia superapp.	Quantitative Analysis
7	E. Mainardes et al.	2023	International Journal of Advertising	eWOM on Instagram Cosmetics	eWOM on Instagram directly impacts attitudes and purchase	Empirical Study

					intentions for cosmetics.	
8	Evelyn Changreani et al.	2023	Journal of Business and Economics Analysis	eWOM in Online Marketplaces	eWOM and digital marketing strategies significantly influence purchasing decisions in Shopee marketplace.	Quantitative Analysis
9	Frans Sudirjo et al.	2023	Journal of Indonesian Digital Technology	eWOM and Digital Accessibility	eWOM and digital accessibility have a significant impact on consumer behavior, while brand awareness has minimal influence.	Quantitative Analysis
10	Javaria Khalid et al.	N/A	IJACSA	Impact of Online Reviews, Ratings, and Recommendations	Positive and negative online reviews, ratings, and recommendations influence opinion formation and buying decisions.	Systematic Literature Review
11	Jéssica Müller-Pérez et al.	2023	Sustainability	eWOM During COVID-19	Interpersonal influences and eWOM significantly impact repurchase intention, with eWOM having the greatest influence.	Quantitative Analysis
12	M. Hayati et al.	2023	Journal of Digital Marketing and Halal Industry	eWOM in E-commerce	e-Service quality and eWOM positively influence consumer behavior in e-commerce transactions.	Quantitative Analysis
13	M. Jalilvand, Neda Samiei	2012	N/A	eWOM and Tourism Destination Choice	eWOM impacts tourism destination choice using the theory of planned behavior.	Empirical Study

14	N. Anisa et al.	2022	PSSH	Brand Switching to Wardah Cosmetics	Customer dissatisfaction and eWOM influence consumer behavior towards switching to Wardah cosmetics.	Quantitative Analysis
15	N. ShivaprasadH., A. Rani	2020	International Journal of Information Systems and Social Change	Source of Trustworthiness in eWOM	Source trustworthiness and expertise significantly contribute to eWOM credibility.	Survey and Analysis
16	Qiwei Wang et al.	2023	PLOS ONE	Online Consumer Purchasing Behavior	Proposed a theoretical framework for influencing factors of online purchasing behavior based on e-WOM data mining.	Theoretical Framework
17	R. Bhandari, A. Bansal	N/A	N/A	Characteristics of eWOM on Social Media	Privacy, dispersion, anonymity, and deception significantly affect opinion-giving behavior on social media.	Empirical Study
18	Regita Wahyu, Dian Widya Putri	2023	BCSPR Journal	eWOM on Female Daily Website	eWOM influences followers' decisions to buy cosmetic products on the female daily website.	Empirical Study
19	Ringgi Cahyo Dwiputra et al.	2021	ICACISIS	eWOM Information Quality in Online Marketplaces	eWOM information quality dimensions significantly influence consumer behavior in online purchasing.	Quantitative Analysis
20	Rizwan Ali et al.	2022	Journal of Business and Economics	eWOM and Alibaba's Customer Commitment	eWOM, perceived service quality, and price perception influence customer commitment to Alibaba.	Quantitative Analysis

IV.Summary of Key Findings:

A Systematic Analysis of Digital Influence in the Modern Marketplace" explores the impact of eWOM on consumer behaviour and attitudes. It highlights its role in decision-making, perceived credibility and trust, brand image, and customer loyalty. eWOM is a critical resource for consumers seeking information about electronic goods, providing valuable insights that guide purchase decisions. Consumers rely on eWOM to evaluate

alternatives, relying on detailed reviews and user experiences to make informed choices. Perceived credibility is another key factor, as consumers trust recommendations from peers and other users. Social proof, such as high ratings and positive reviews, reinforces the perceived reliability and quality of a product, significantly influencing purchase intentions. eWOM helps shape consumer attitudes towards product quality and value, enhancing its perceived worth. Positive eWOM enhances a brand's reputation and image, while negative eWOM can deter potential customers. Active engagement with customers on digital platforms fosters a sense of community and loyalty, while satisfied customers can become brand advocates, promoting the brand to their social networks and increasing customer loyalty. eWOM also impacts product development and improvement, providing valuable feedback for companies to understand consumer needs and preferences. Analysing reviews and user comments helps businesses understand consumer needs and preferences, leading to the development of new features and improvements that meet consumer demands. Strategic business implications include active consumer engagement, collaborating with influencers, encouraging positive eWOM, and monitoring and analytics tools. Case studies show that positive eWOM has influenced Apple's success, Tesla's success, and Amazon's extensive review system. WOM significantly impacts consumer segments, particularly Millennials and Gen Z, who trust online reviews and social media endorsements when purchasing. High-involvement products like electronics, cars, and luxury goods are particularly affected. Integrating social media platforms with e-commerce sites enhances the reach and impact of eWOM. Omnichannel strategies can harness eWOM across various platforms, creating a cohesive digital presence. Challenges include ensuring authenticity and fraud, balancing transparency and privacy, and addressing privacy concerns. AI and machine learning can enhance sentiment analysis, provide deeper insights into consumer attitudes, and offer personalized recommendations. Video and visual content, such as YouTube, Instagram, and TikTok, are increasingly important in eWOM, as they share visual experiences and reviews. Interactive content, such as live reviews and Q&A sessions, can engage consumers more effectively and provide real-time feedback.

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