



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## A STUDY ON IMPACT OF E-WOM ON ONLINE SHOPPING PURCHASE INTENTION

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### ABSTRACT :

With the ascent of social trade, electronic verbal(E-WOM) has turned into a significant reference for clients to pursue by choices. Be that as it may, the nature of data imparted by E-WOM on all significant stages is lopsided, with geniuently influences client trust in E-WOM, and in the standing of the stage. Hence, according to the view point of the data quality this study adds the social mental distance of buyers to explore the impacts of WOM on trust, and its further effects on buyers. This paper starts with overview of E-WOM. It further include objectives and the paper is concluded by the findings.

### KEYWORDS :

E-WOM, Online Reviews, Purchase Intention, Online Shopping Platforms.

### OVERVIEW OF E-WOM :

The Increased internet connection through forums, websites, blogs, etc. has opened WOM (Word of Mouth), and e-WOM (Electronic Word of Mouth). Customer interaction in the shopping system has made the process convenient for other customers to buy the same thing, and they can influence others to buy it. The customer interaction has brought about a win-win situation on both sides. Smart research establishes the effect that eWOM has a significant impact on marketing. The e-WOM connection effectively reduces the chances of uncertainty and risk when making a purchase decision. The preferred scope of the study to be considered was reliability, legitimacy of the review and the source of the platforms for making purchasing choices. The objective of the study is to determine how consumers were affected by online reviews on chat and social networking sites. The role of e-WOM in making critical decisions is important and makes a huge difference as it gives customers a feeling confidence while making a purchase. WOM has long been an important element of product or service marketing. Although Free advertising is based entirely on customer experience. With the launch of social media platforms such as Facebook, LinkedIn, Instagram etc. customers are heavily involved in their social media pages, reviews, and blogging, helping to promote and advertise businesses.

In other words, compared to traditional media, it has improved trust among other customers, allowing businesses to grow faster. Customers read ratings and reviews before making a purchase, and then make a purchase decision. There are approximately

4.5 billion active Internet users worldwide. Google has 95.67 percent of the mobile search market. Because Google is the most widely used search engine platform in the world, it has opened an exciting world of e-commerce and online consumer communication. WOM has brought significant corporate growth. It has greatly contributed to the promotion and publicity of the company. Ads, reviews, and other sources expense consumers to a wealth of information these days. It makes things easier for customers by expanding their options.

However, consumers are increasingly confused about the choices they must make because of this flood of information. As the decision-making process becomes increasingly difficult WOM enters the system making it simpler and less difficult.

Let us look at some of the examples from different online platforms to make the study more understandable and meaningful. Whenever we make an online purchase decision, we think about the quality of the product, the quantity, the defects, the color, the patterns and much more. In order to make a right decision, we often scroll through the reviews provided by others for that particular product. Those reviews are nothing but eWOM or Electronic Word of Mouth. There are customers who also put the original product pictures in order to make our purchase easier and more trusted.

The reviews can be both positive and negative. Shopping websites like Amazon, Nykaa, Flipkart etc. let's the user write both negative and positive feedbacks. But when we buy products from social media platforms like Instagram, Facebook etc., we do not get to read more number of negative feedbacks for the products. This again makes our purchase decision biased.

## CURRENT STATUS :

As consumers began to talk about the product in forums and exchanged their information, it completely changed the way they respond online.

Reviews and comments posted on blogs have resulted in an increase in the number of clients. Indian e-commerce platforms such as Flipkart, Amazon have gained momentum with such marketing and continues to do so. Corporate and customer relationships have grown to the point where the era of popularity, comment, and sharing has established.

## AIM & OBJECTIVE OF DOING THE RESEARCH :

### AIM:

This study is designed to examine the relationship between Ewom and its influence on purchase decision. There are four independent variables queried if the respondent makes a purchase decision; Ewom source credibility, Ewom usefulness, Ewom clarity and age.

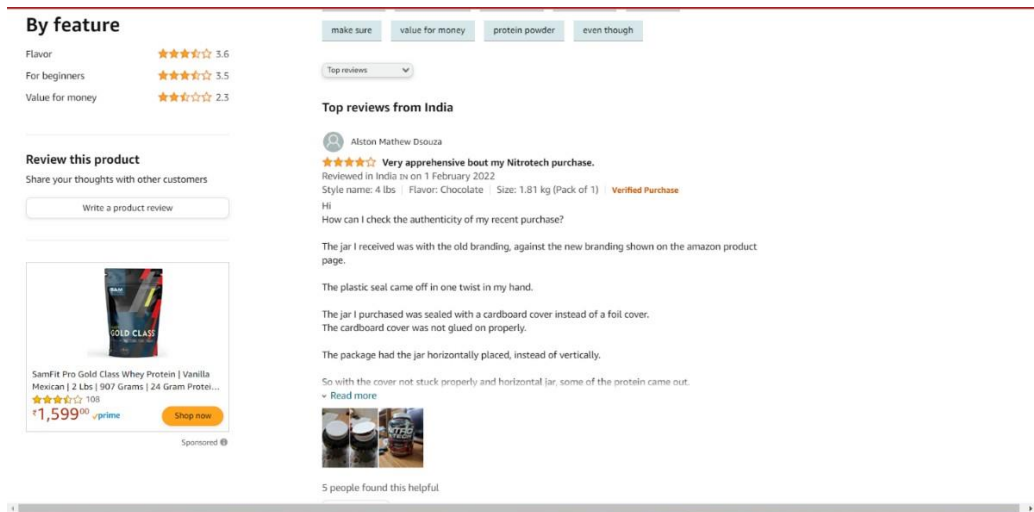
### OBJECTIVE:

- To analyze the impact of age in purchase intention
- To analyze the impact of gender in purchase intention
- To analyze the impact of E-WOM usefulness in purchase decision
- To analyze the impact of E-WOM involvement in purchase intention

## MAJOR COMPANIES :

### • AMAZON REVIEW:

Electronic word of mouth (E-WOM) is considered the most trusted and influential source of information for consumer, because consumers like to hear the opinion of others especially those who had experiences with the product and/or service before purchase. Online reviews the power of consumers and uncertainty eliminator. E-WOM platforms are your guide to access the right information, at the right time and place.

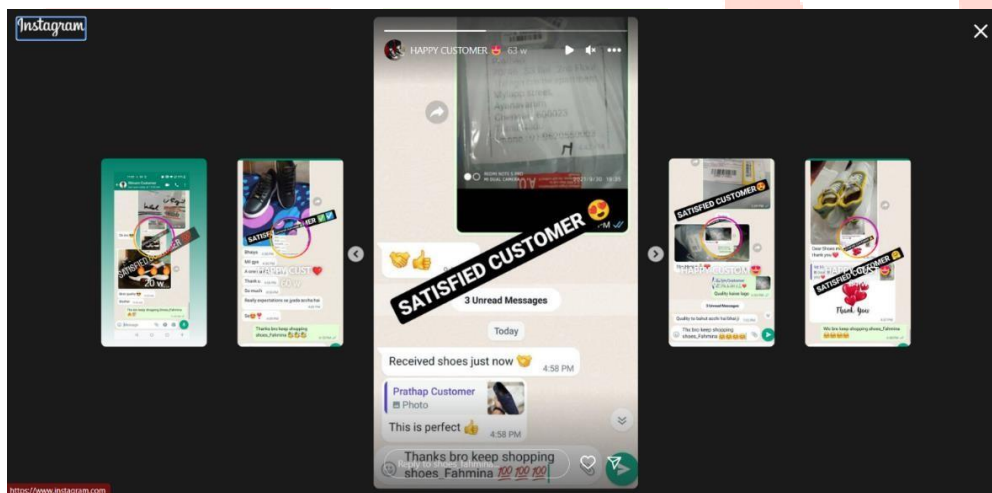


## INSTAGRAM REVIEW:

Instagram has become a very important marketing communication tool for business to consumer communication where businesses can share different types of messages (example: videos, photos) with their page followers.

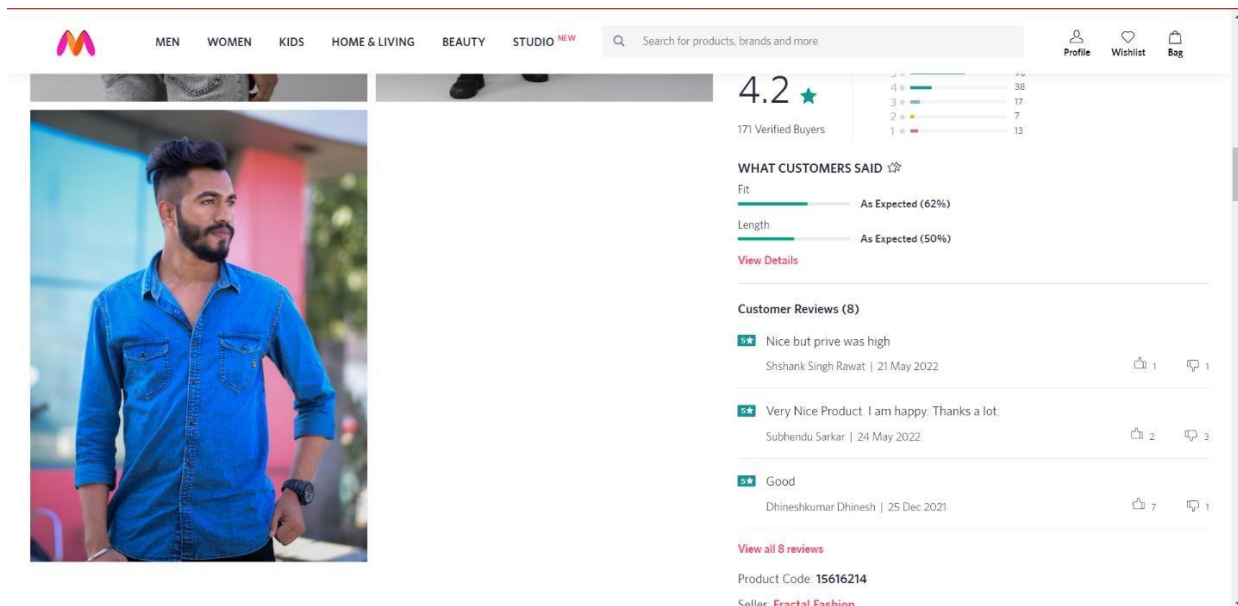
Instagram users would show different E-WOM reaction towards a B2C message on Instagram based on the messages media and the messages type.

The rapid growth of an Instagram has become an important channel of E-WOM. Instagram users can openly illustrate their attitudes towards products to their friends.



## • MYNTRA:

Myntra influences its customers to buy from them by collaborating with influencers. They create content for their niche audience and have a loyal audience base that follows what influencers suggest. The influencers create looks wearing the apparel from Myntra and promote the brand.



## DATA ANALYSIS AND INTERPRETATION

### AGE OF RESPONDENT FIGURE NO. 1

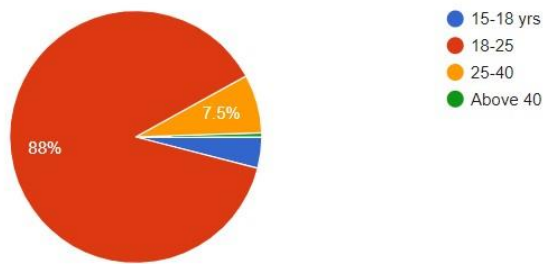
S. No.	Age	No. of respondents	Percentage (%)
1	15 – 18 Years	08	4
2	19 – 25 Years	176	88
3	26 – 40 Years	15	7.5
4	Above 40 Years	01	0.5
	Total	200	100%

According to the above table, 4% of respondents are under the age of 19, 88% are between the ages of 19 - 25, 7.5% are between the ages of 26 - 40, and 0.5% are over the age of 40. The bulk of responses are between the ages of 19 - 25.

**FIGURE NO. 2**

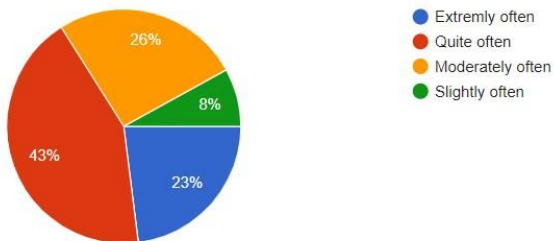
Age group

200 responses

 Copy**FIGURE NO. 3**

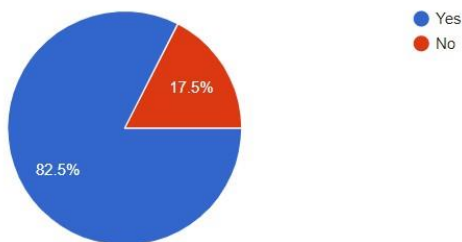
How often do you buy products online?

200 responses

 Copy**FIGURE NO. 4**

Do you prefer any specific application/brand while purchasing online?

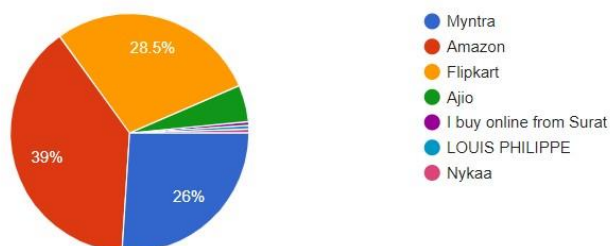
200 responses

 Copy**FIGURE NO. 5**

Which application do you prefer most when shopping online?

 Copy

200 responses

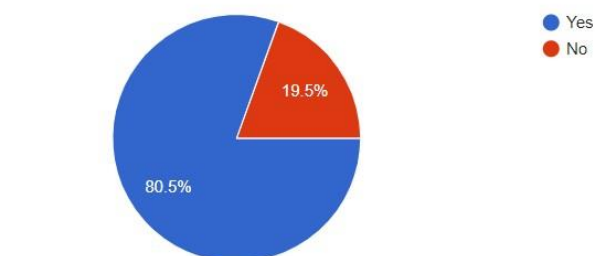


**FIGURE NO. 6**

Do you think EWOM keep an update regarding any product/service?

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200 responses

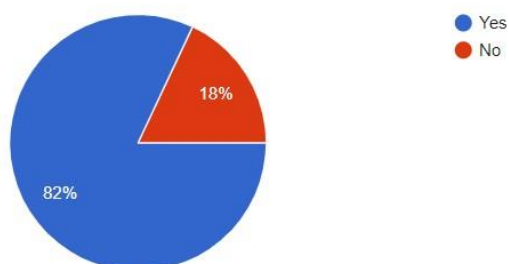


**FIGURE NO. 7**

Do you think product must be bought only after readings other reviews?

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200 responses



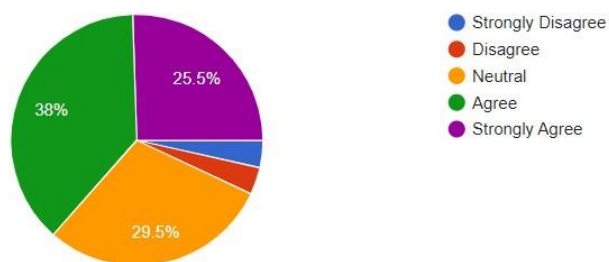
**FIGURE NO. 8**



How likely are you to read reviews before buying any product online?

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200 responses

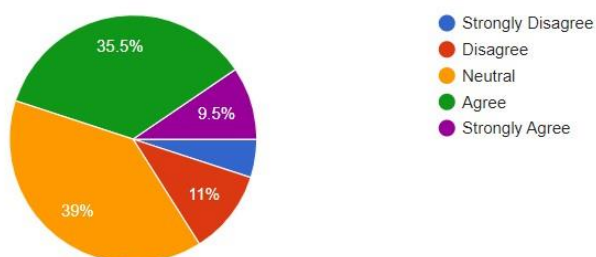


**FIGURE NO. 9**

Can the reviewer age affect the purchase decision?

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200 responses

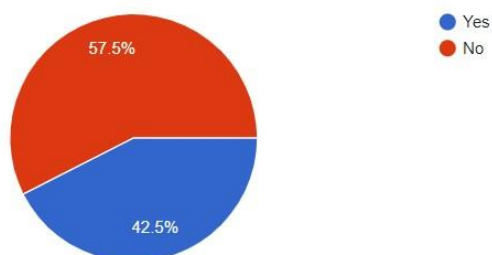


**FIGURE NO. 10**

Do you think that the information about a product given by celebrities are credible?

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200 responses



S. No.	Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1	Do you think positive/negative review of any product influence the purchasing of product online?	71	50	44	16	19	200
2	How likely are you to read reviews before buying any product online?	51	76	59	07	07	200
3	Can the reviewer age affect the purchase decision?	19	71	78	22	10	200
4	After seeing a positive review about a product how likely are you to buy it?	45	82	50	15	08	200
5	After seeing a positive review about a product from a celebrity how likely are you willing to buy it?	18	46	76	35	25	200

### RESULTS: Simple Percentage:

- The majority of responses are male
- The majority of respondents are male
- The majority of respondents use amazon while purchasing online

### FINDINGS AND DISCUSSIONS:

The finding from the study shows that the factors which have been taken for the study purpose has a Neutral effect on the purchase decision regarding online shopping. There are certain age groups who think that reviews are highly important. However, for others it's not a valuable component. So, it's an important determinant for purchase.

The overall finding suggests that, with an overload of information, there are loopholes in the reviews and discussion forums. Fake reviews are the most prevalent issue today, since customers' trust is directed towards the established online shopping platforms such as Amazon, Myntra & Instagram.

### CONCLUSION:

The research further shows that respondents are neutral about the relationship between the determinants that have been taken. So, further we can conclude that the determinants (Age, e-WOM Source credibility, e-WOM usefulness, e-WOM clarity) influences the purchase decision but to certain extent.



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