

A Comprehensive Study on e-WOM Determinants Influencing Consumers' Purchase Decision

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ABSTRACT

In this digital age consumers share their experience about product and service with others digitally. This online sharing is known as electronic words of mouth, online word of mouth, Internet word of mouth (iWOM), Virtual words of mouth (vWOM). It may be between the consumers or may be between the marketer and consumer in the form of blogs, discussion forum and consumer review. Consumers trust on electronic word of mouth more as it is unpaid form of advertising. After COVID 19 pandemic consumers trust on other consumer reviews increased. They read other customers reviews about product and service before making any purchase decision. There are several e-WOM factors which influence the consumers' purchase decision. This study focus on those factors which influence consumers' purchase decision. This research work is based on previous literature of electronic word of mouth. The review showed us e-WOM Quality (Valence), e-WOM Quantity (Volume), Source homophily, Source credibility, Website credibility, Tie strength are the factors which affect customers purchase decision.

Keywords: Electronic word of mouth, Determinants, Comprehensive, Purchase decision

1. Introduction

Word of mouth is traditional form of communication where sender sends the non commercial message to receiver verbally about the product and services. Arndt (1967) defined WOM as "an oral, person-to-person communication between a receiver and a sender in which the receiver receives non-commercial messages related to products or services

from the sender" (ignou thesis). The revolution of technology changed word of mouth (WOM) to electronic word of mouth (eWOM). Now day's consumers before purchasing any product and services search product related information online, read reviews of other consumers and then take purchase decision. e- WOM is now considered as an important tool of marketing for decision

making.(Moran, et.al.2014)(118). Through e-WOM consumers discuss their experiences about brands, give and seek advice from their friends and unknown. Electronic word of mouth defined as “any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions over the Internet”(Henning-Thurau, T.et.al.(2004).

2. Research Objective:

Electronic word of mouth provides first hand information about product usage. e-WOM is unpaid source that is why consumers trust more on other consumers reviews instead of paid advertisement. So the main objective of the study is to identify the e-

WOM determinants which influence consumers' purchase decision. This research is based on previous available literature which used for identification of e-WOM factors.

3. Methodology:

The qualitative research design was used for this study. Peer reviewed journals and related academic of electronic word of mouth factors used to study the objectives. The factors which affecting consumers' purchase decision was identify through a comprehensive review of literature. To identify e-WOM factors a theoretical analysis was performed. e-WOM factors affecting consumers' purchase decision

Sr.No.	Name of the Author(s) Year	Research Title	Sample size, Tools & Techniques used	Factors
1	Rani, A., Toni, M.,& Shivaprasad, H.N.(2022)	“Examining the effect of electronic word of mouth (EWOM) communication on purchase intention: A quantitative approach”	Research design: Theoretical and Empirical Data used: Primary Sample size: 357 Respondents. Sampling Technique: Statistical Tools used: ●Factor Analysis (EFA, CFA) ●Structural equational modeling(SEM)	Source homophily, Source credibility, Message quality, Message credibility, Website credibility, and Receiver characteristics are the factors of e-WOM
2	Saleem, A. & Ellahi, A.(2017)	“Influence of electronic word of mouth on purchase intention of fashion products in social networking websites”	Research design: Casual study Data used: Primary data Sample size: 503 facebook users are respondent Sampling	Trustworthiness, Expertise, Information influence, High fashion involvement & Homophily are the factors.

Sr.No.	Name of the Author(s) Year	Research Title	Sample size, Tools & Techniques used	Factors
			technique: Non probability sampling technique like Purposive and Judgmental sampling Statistical tool used: •Correlation analysis, •Regression analysis, •Confirmatory factor analysis.	
3	Yayli, A. & Bayram, M.	“eWOM: The effects of online consumer reviews on purchasing decision of electronic goods”	Research design: Empirical research Data used: Primary Sample size: 604 Academicians from Turkey are respondent Statistical tool used: Factor analysis	Characteristics of website and characteristics of review are two factors affect purchase intention.
4	Mehyar, H., Saeed, M., & Baroom, H.(2020)	“Impact of electronic word of mouth on consumers purchase intention”	Research design: Analytical and Descriptive approach Data used: Primary and secondary Sample size: 283 respondents who have at least one active account on social media platform. Statistical tool used: •Multiple regression analysis.	eWOM quality and eWOM quantity
5	Almana, A.M., & Mirza, A. A.(2013)	“The impact of electronic word of	Research design: Data used: Primary	Charactestics of reviews, Popularity of website

Sr.No.	Name of the Author(s) Year	Research Title	Sample size, Tools & Techniques used	Factors
		mouth on consumers purchasing decision”	Country: Saudi Arabia Context: Sample size: 150 respondents Statistical tool used: ●Mean ● Standard deviation, ●Rank,	
6	Sa’ait, N., Kanyan, A., & Nazrin, M.F. (2016)	“The effect of E-WOM on customer purchase intention”	Research design: Cross sectional Data used: Primary data Sample size: 361 respondents selected randomly Country: Malaysia Statistical tool used: ●Correlation ● Multiple Regression Analysis	Accuracy, Timeliness, Relevancy of review, and comprehensiveness of reviews are factors
7	Xiaorong, F., Bin, Z., Qingnong, X., Liuli, X., & Yu, C., (2011)	Impact of Quantity and Timeliness of EWOM information on consumer’s online purchase intention under C2C environment	Research design: Data used: primary Sample size: 320 Undergraduate Country: Statistical tool used: ●ANOVA	EWOM information Timeliness and EWOM information Quantity
8	Anh, N.B., & Hein.V.T.N.,(2022)	“ Impact of Ewom on office wear purchase intention: An empirical study of Vietnamese female consumers”	Research design: Qualitative research Data used: Primary data Sample size: 297 female consumers selected through non probability convenient sampling	Quality of argument, Need of information Quantity of information, Strength of tie, and Credibility of source

Sr.No.	Name of the Author(s) Year	Research Title	Sample size, Tools & Techniques used	Factors
			Country: Hanoi, Vietnam Statistical tool used: ●Structural equation model	
9	Leong, C.M., Loi, A.M., & Woon, S., (2021)	“The influence of social media eWOM information on purchase intention”	Research design: Empirical research Data used: Primary data Sample size: 222 respondents who bought bubble tea. Country: Malaysia Statistical tool used: ●Partial Least square structural equation modeling.	Information credibility, Information quality, Task fit information, Attitude towards information
10	Daowd, A., Hasan, R., Eldabi, T., Rafi-Ul- Shan, P.M., Cao, D. & Kasemsarn, N.(2019)	“Factors affecting eWOM Credibility, Information adoption and Purchase intention on generation Y: A case study from Thailand.	Research design: Quantitative Data used: Primary data Sample size: 230 respondents through snow ball sampling Country: Thailand Statistical tool used: Factor analysis, and ●Correlation, ●Simple regression ●Multiple regression	Source Style, Source Credibility, Argument Quality and Source Homophily
11	Affifa, S., Manzoor, A., Shaikh, K.A., & Ali, L. (2021)	“ An empirical examination of the impact of eWOM information on young consumers’ online purchase intention: Mediating role of	Research design: Empirical study, Hypothetic deductive approach. Data used: Primary Sample size: 384 university students	Attitude toward information, influence of information, Information Quality, Information need

Sr.No.	Name of the Author(s) Year	Research Title	Sample size, Tools & Techniques used	Factors
		eWOM information adoption”	were taken as respondent through convenience sampling technique Country: Karachi Statistical tool used: ●Structural equation modelling	
12	Bilal, M., Jianqiu, Z., Dukhaykh, S., Fan, M., Trunk, A.,(2021)	“Understanding the effects of eWOM antecedents on online purchase intention in China”	Research design: Data used: Primary Sample size: 477 users of we chat were taken as respondent Statistical tool used: ●Structural equation modelling	Sense of belonging(Homophily) Trustworthiness, Strength of tie, influence of information, High fashion involvement
13	Evgeniy,Y., Lee, K., & Roh, T.(2019)	“The effect of eWOM on purchase intention for Korean- Brand car in Russia: The Mediating role of brand image and perceived quality”	Research design: Empirical study Data used: Primary Sample size: 211 Russian respondent Statistical tool used: ●Exploratory factor analysis, ●Confirmatory factor analysis, ●Structural equation modeling using ●AMOS	eWOM Quality, eWOM Quantity eWOM credibility, Brand image and perceived quality
14	Dr. Aykuz, A.(2013)	“Determinant factors influencing e WOM”	Research design: Data used: Primary (Questionnaire and online survey) Sample size: 251 Respondents Country: Turkey Statistical tool used: ●Correlation	Experience of using online review, Perceived credibility, Easily influenced to interpersonal communication, Source credibility.

Sr.No.	Name of the Author(s) Year	Research Title	Sample size, Tools & Techniques used	Factors
			•Regression analysis	
15	Fan, Y.W., Miao, Y.F., Fang, Y. H.,& Lin, R.Y(2013)	Establishing the adoption of Electronic Word of Mouth through consumers' perceived credibility	Research design: Data used: Primary Sample size: 435 Statistical tool used: •Confirmatory Factor analysis •ANOVA •Structural Equation Model(SEM)	Source Credibility, EWOM Quantity and EWOM Quality
16	Zainal, N.T.A., Harun, A., & Lily, J.(2017)	“Examining the mediating effect of attitude towards electronic words-of mouth (eWOM) on the relation between the trust in eWOM source and intention to follow eWOM among Malaysian travelers”	Research design: Descriptive Data used: Primary Sample size: 280 respondents Country: Malaysia Statistical tool used: • Correlation analysis • Factor analysis	Honesty, Kindness & Trust in e-WOM source were retrieved as factor which influences purchase intention
17	Priya, R.P., Nawaz, N., & Gajenderan , V.,(2019)	“A study of factors influencing towards E-WOM credibility among millennials”	Research design: Data used: Primary and Secondary Sample size: 783 respondents Country: Chennai Statistical tool used: •Multiple regression analysis	EWOM Quality, logic & Phrasing, Contradictory review Expertise, sources, Prior knowledge were drawn from studies.
18	Elaziz, M., & Aziz, W.M.,(2015)	“Determinants of Electronic word of mouth (EWOM) influence on hotel consumers' purchasing decision”	Research design: Data used: Primary Sample size: 500 respondents Country: Egypt Statistical tool used:	Volume of information, Credibility of source , Valence, Website, and receiver characteristics influenced EWOM

Sr.No.	Name of the Author(s) Year	Research Title	Sample size, Tools & Techniques used	Factors
			<ul style="list-style-type: none"> Multiple regression analysis 	
19	Kumar,A. & Geera, N., (2023)	“Examining Social media usage, Brand Image and E-WOM (Quantity, Quality and Credibility) as determinants of purchase intention”	Research design: Casual and Descriptive Data used: Primary Sample size:165 Country: India (Delhi NCR) Statistical tool used: <ul style="list-style-type: none"> Exploratory factor analysis Confirmatory factor analysis 	Following factors retrieved from studies: Social media usage affect majorly followed by E-WOM Quality, E-WOM Quantity and then credibility of source
20	Ngo, T.T.A., Vuong, B. L., Le, M. D., Nguyen, T.T.,& Nguyen, Q. K.& Tran, M. M (2023)	“The impact of eWOM information in social media on the online purchase intention of generation Z”	Research design: Quantitative Data used: Primary Sample size: 280 users of social media platform Country Vietnam Statistical tool used: <ul style="list-style-type: none"> Exploratory factor analysis Confirmatory factor analysis Structural equation model 	Study revealed that Information Quality, Quantity and its need affect purchase intention
21	Immanuel, D.W., & Marlin, M.,(2022)	E-wom’s role in driving purchase intention during covid-19 pandemic	Research design: Descriptive research Data used: Primary Sample size: 385 respondents Country: Surabaya Statistical tool used: <ul style="list-style-type: none"> Multiple regression analysis T-test 	E-wom Quality, Quantity and credibility affect the purchase intention

Sr.No.	Name of the Author(s) Year	Research Title	Sample size, Tools & Techniques used	Factors
			<ul style="list-style-type: none"> • F-test 	
22	Rani, A., & Shivaprasad, H. N.(2021)	“Revisiting the antecedent of electronic word -of-mouth (eWOM) during covid-19 pandemic	Research design: Quantitative Data used: Primary Sample size: 503 respondents who give and seeks online reviews Country: India Statistical tool used: <ul style="list-style-type: none"> • Confirmatory factor analysis • Structural equation model 	Source credibility influenced the most than Message credibility, Source homophily and Website credibility
23	Tien, D.H., Rivas, A.A., & Liao, Y.K., (2018)	“Examining the influence of customer-to- customer electronic word-of-mouth on purchase intention in social networking sites”	Research design: Data used: Primary Sample size: 314 Respondents Country: Taiwan Statistical tool used: <ul style="list-style-type: none"> • Structural equation model 	Source expertise, perceived persuasiveness and informative were the factors affect more.
24	Hardjono, B., Riyadi, S.A. & Aris, D., (2020)	“The implication of e-WOM communication on customer preference and purchase decision of electronic gadgets”	Research design: Descriptive Data used: Primary Sample size: 102 respondents Country: Indonesia Statistical tool used: <ul style="list-style-type: none"> • Multiple regression analysis • Correlation 	Source credibility and source homophily were the determinants of customers preference and their purchase decision
25	Ramona.R., C.C., AsmidarAB, & Abdul, Hadi. M.,(2019)	“Performance of factors influencing consumers’ purchase intention towards online SNSs sellers”	Research design: Data used: Primary Sample size: 397 respondents Country: Malaysia Statistical tool used:	Factors retrieved were e-WOM content, Reputation, propensity to trust

Sr.No.	Name of the Author(s) Year	Research Title	Sample size, Tools & Techniques used	Factors
			<ul style="list-style-type: none"> Structural equation model 	
26	Ramadhan, F.M., & Sundani, D.,(2022)	“ The effect of electronic word of mouth(E-WOM) on buying decision consumer for fashion products on Instagram”	Research design: Data used: Primary Sample size: 100 Respondents Country: Indonesia Statistical tool used: <ul style="list-style-type: none"> Multiple regression analysis 	Positive and negative opinion, content and intensity influenced the purchase decision

Common determinants of e-WOM on the basis of review of literature:



4. Discussion:

This research work has been performed to identify the determinants of electronic word of mouth by the review of literature. This study found that quality of e-WOM like positive and negative message, recency, quantity of e-WOM means rating and ranking and number of reviews, similarity between sender and receiver in age, gender, place of residence, trust on sender, Tie strength, and website on which reviews has been seen its popularity, nationality and reliability affect the purchase decision of electronic word of mouth. Customer before taking purchase decision read other customers review and the

mentioned determinants has considered while making purchase decision. Park et.al (2017), Teng,et.al(2017), Tsao, et.al(2015), Chih, et.al(2013) also explored the same factors like e-WOM quantity, quality, homophily, source credibility, website credibility and tie strength.

5. Conclusion:

Positive or negative statement given by the consumer about the product on digital platform is known as electronic word of mouth. Consumers are informed in modern time. They make any type of purchase decision after reading online reviews made by other customers. Their level of trust on e-WOM is intensified as compare to other paid form of advertising. E-Commerce sector in India is rising rapidly from last few years, so the marketer of brand should focus on e-WOM determinants which affects customers purchase decision, and should create well managed platform for consumers review. There is limited research work available on association of e-WOM with demographic variables such as gender, age, education, income.

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