

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Master's Thesis

**The effectiveness of Electronic Word-of-Mouth on Online
Consumer Purchase Intention**

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

DIPLOMA THESIS ASSIGNMENT

Abhishekh Singh

Business Administration

Thesis title

The Influence of E-Word of Mouth on Online Consumer Purchase Intention

Objectives of thesis

This thesis primary purpose is to determine the influence of E-Word of Mouth on customers' trust and online purchase intent. The secondary objectives can be classified as: (i) To determine if E-Word of Mouth aids clients in learning about a product or brand more than traditional methods, (ii) To examine customer trust in online goods purchases, (iii) To assess the consumer utility of E-Word of Mouth information.

Methodology

The theoretical part will be processed as a specification of basic definitions. With the usage of methods of deduction, induction and comparison of the theory and theoretical rules will be stated which leads to successful accomplishment of the aim of the thesis in general. The practical part will be based on the own empirical research using primary data collection through a questionnaire survey, data process, analysis and evaluation. Final recommendations will be based on the results of the research.

The proposed extent of the thesis

60 – 80 pages

Keywords

E-Word of Mouth, Online Shopping, Consumer Behavior, Consumer Trust, Purchase Intention, Social Media Promotions

Recommended information sources.

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Declaration

I declare that I have worked on my diploma thesis titled “The effectiveness of Electronic Word-of-Mouth on Online Consumer Purchase Intention” by myself, and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that it does not break the copyrights of any person.

In Prague on 31st March 2023

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The effectiveness of Electronic Word-of-Mouth on Online Consumer Purchase Intention

Abstract

Many academics have been concentrating their attention on the relationship between electronic word of mouth (Electronic Word-of-Mouth) and the intention of consumers to make purchases online. The purpose of this study was to get an understanding of the impact that Electronic Word-of-Mouth has on the online purchasing intentions of customers, as well as the impact that Electronic Word-of-Mouth has on online customer confidence and the impact that online customer confidence has on online purchasing intentions of customers. The research that was done in the field was used to build a conceptual model, and then hypotheses were derived from that model. The hypotheses were examined by employing a survey approach that was designed in the form of a questionnaire. The attitude statements were used to evaluate the various ideas that were under consideration. Respondents were selected at random from a suitable sample of 288 students enrolled in the Czech University of Life Sciences in Prague. A statistical software tool called IBM SPSS 24 was used to do an analysis of the data that was obtained. According to the findings, online customer confidence serves as a mediator in the relationship between Electronic Word-of-Mouth and the intention of consumers to make online purchases.

Keywords: Electronic Word-of-Mouth, Online Shopping, Consumer Behaviour, Consumer Trust, Purchase Intention, Social Media promotions

Účinnost elektronického předávání zpráv z úst na záměr nákupu spotřebitelů online

Abstraktní

Mnoho akademiků soustředilo svou pozornost na vztah mezi elektronickým ústním podáním (Electronic Word-of-Mouth) a záměrem spotřebitelů nakupovat online. Účelem této studie bylo porozumět dopadu, který má elektronické slovo z úst na záměry zákazníků nakupovat online, a také dopadu, který má elektronické slovo z úst na důvěru zákazníků online a dopad, který online zákaznická důvěra v online nákupní záměry zákazníků. Výzkum, který byl proveden v terénu, byl použit k sestavení koncepčního modelu a poté byly z tohoto modelu odvozeny hypotézy. Hypotézy byly zkoumány pomocí průzkumného přístupu, který byl navržen ve formě dotazníku. Prohlášení o postoji byla použita k vyhodnocení různých myšlenek, které byly zvažovány. Respondenti byli vybráni náhodně z vhodného vzorku 288 studentů zapsaných na České zemědělské univerzitě v Praze. K analýze získaných dat byl použit statistický softwarový nástroj nazvaný IBM SPSS 24. Podle zjištění slouží důvěra zákazníků online jako prostředník ve vztahu mezi elektronickým systémem Word-of-Mouth a záměrem spotřebitelů nakupovat online.

Klíčová slova: Elektronické Word-of-Mouth, Online nakupování, Spotřebitelské chování, Spotřebitelská důvěra, Nákupní záměr, Propagace na sociálních sítích

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List of Abbreviations

E-WOM - Electronic Word-of-Mouth

IAP - Innovation Adoption Process

CSM - Clients' Sentiment towards Marketing

1 Introduction

Historically, before the case of technology and media expansion, there were methods of communication and study, but the issue was that the system was riddled with obstacles and loopholes that made it impossible to speak freely and make independent judgments. As human beings and nations develop, these challenges and problems get increasingly sophisticated and intricate until modern approaches, like social media networks and Electronic Word-of-Mouth, are employed. The central aim of this study is to explore how Electronic Word-of-Mouth impacts consumers' online purchase intent, with consumer trust serving as a crucial moderator. (Barrett et al., 2019)

The research will be quantitative, and survey based. When making purchasing decisions, customers seek out interpersonal sources of information known as word of mouth or electronic word of mouth when users are online. Information about a product from a source that is neither paid for nor affiliated with the organisation. Social networking sites have altered the face of marketing since customers can now compare company offerings with the assistance of evaluations from other social network members. (Busalim, 2016)

These reviews are known as electronic word of mouth, or Electronic Word-of-Mouth, which is also defined as oral communications between the individuals involved in the receiver and the communicator form for which the receiver is non-commercial in relation to a product, brand, or service, and the promotion of the traditional word of mouth is utilized in the process of marketing communications, product advertising, and brand loyalty. The Web, e-mail, online forums and online networking sites enable customers to communicate, share opinions, and access data. People utilize web information in several ways, which influences the ideas, thoughts, and purchase intentions. (Cheung et. al., 2010)

With the traditional word of mouth, customers and consumers are searching for other experiences related to the item or product of interest, which can be difficult. However, upon transitioning to an online method, a simple search for the item or product or a visit to any of the different sites enables customers to view reviews and information about the product posted by other purchasers who have acquired it. The product or brand was utilised or considered. Customers can visit many websites to read diverse perspectives about a product, item, or group and even compare them to other items that fit the same needs. (Cantalops et. al., 2014)

However, there is a significant contrast between Electronic Word-of-Mouth and WOM since the source of data associated with WOM is often known, but the source of information or Electronic Word-of-Mouth is unknown. In other words, the origin of information in WOM is typically traceable to a source with whom the buyer has a connection or relationship, thereby facilitating access to the item, product, or brand in question. As the Electronic Word-of-Mouth data source, however, just the user's name and the information user uploaded, or a picture may be identified. (Chen et. al., 2016)

Most of the time, the appraisal is derived from an unnamed source, and the key link for the same item is its potential appeal. In the meanwhile, there is a type of Electronic Word-of-Mouth known as an online survey, in which consumers who have purchased or seen a product featured specifically on the product page provide the opinion on the product's execution or a component thereof. In addition, the item's assessment and rating include a brief description of the buyer who wrote the review, as well as a group poll evaluation of analysts demonstrating a clear evaluation of the previously posted review and the unique item acquired or purchased. (Spence et. al., 2011)

This is significant because clients believe and trust the information of unknown users more than the data of the firm or organization. This indicates that Electronic Word-of-Mouth is viewed as more impactful than marketing material or advertising on purchase decisions. The message is expected to be conveyed at the same level. Due to the rise of social media, the fundamental assumptions and problems related to traditional WOM purchasing alternatives and decisions have altered. Historically, buyers faced several obstacles while making purchase decisions. (Kairupan et. al., 2022)

These issues include the incapacity of customers to make purchasing decisions despite the availability of product and brand information. Inability to connect directly and efficiently with

the manufacturer to express pleasure or discontent with a certain product. Restriction examples include the inability to access the product directly without going through the corporation and the inability to publicly comment or provide criticism on the product, either positively or negatively. (Boone et. al., 2019)

As a result of the development of social media, however, a new and potent method of buyer engagement with products and brands has emerged. The results indicate that, like advertising, word-of-mouth plays a crucial role in changing neutral or negative attitudes into favourable ones. This is since the choice of a consumer or person grows through four fundamental stages while making purchasing selections, namely, elevation, purchase, deliberation, and enjoyment. (Moreno-Munoz et. al., 2016)

It is more probable that buyers will reach out to marketers and that other sources will influence the customer's choice more than the marketer's efforts to convince them. Due to the availability of social media and Electronic Word-of-Mouth, companies no longer have the exclusive and are only able to persuade customers. Meanwhile, the online brand community is particularly persuasive at the assessment stage since it is a non-geographically bound community that operates on a defined set of social relationships among product, item, or brand enthusiasts. (Ferguson et. al., 2011)

In addition, during the consideration phase, the social media campaign is used to drive traffic to the company's website, and fans of other firms are urged to join and compete by sharing the content of participating companies. This research seeks to comprehend the influence of Electronic Word-of-Mouth on customer online purchasing intent as well as the effect of Electronic Word-of-Mouth on consumer trust and the effect of consumer trust on customer online purchasing intent. In other words, the goal of this study is to look at how Electronic Word-of-Mouth affects consumer trust and the likelihood that people will buy something online.

2 Objectives and Methodology

2.1 Objectives

The main focus of this study is to investigate how electronic word-of-mouth influences consumers' online purchase intentions. The secondary objectives can be as follows: to determine the impact of electronic word-of-mouth on online customer confidence and to examine the impact of online customer confidence on online purchase intentions.

2.2 Methodology

The study conducted quantitative research, which necessitates numerical data that will be studied and interpreted throughout the investigation. Quantitative research is a structured and controlled method that focuses on numbers to get results that can be measured and analysed. Few variables are looked at, but a lot of things are looked at. The objective of quantitative research is to examine a problem from multiple perspectives and derive overarching conclusions based on the collective findings.

The theoretical framework of this study is based on marketing strategy theory, which emphasizes the importance of understanding consumer behaviour and building effective marketing strategies (Kotler & Armstrong, 2017,) and marketing Communication theory (Pelsmacker)

This research is descriptive and correlational in nature, assessing the dependent variables, the moderate variable, and the independent variable. A descriptive research design is a plan that shows how the research questions, the results of the research, and the conclusions of the research all fit together. A descriptive research design is when data is collected through questionnaires, structured interviews, or observations to get quantitative data about two or more variables in order to find relationships between them in the analysis.

The study employed structured questionnaires to conduct the survey and acquire the necessary primary data to establish the actual effect. When doing a descriptive study, the questionnaires are a good choice. So, the author thought that a structure questionnaire would be better for the purpose. Two sections comprised the questionnaire: The first component contained the personal information of the students. The second component of the survey

measured respondents' sentiments on Electronic Word-of-Mouth, customer trust, and consumer purchase intent using a 5-point Likert scale.

The questionnaire regarding this survey is described under appendix chapter, This questionnaire emphasised on understanding how electronic word-of-mouth can influence the consumer confidence and their intentions towards online shopping, the author conducted the survey with the students in Czech University of Life Sciences Prague.

A population is all the units that belong to the same group, and this is where the sample has been taken from. In research, a sample refers to a carefully selected group of individuals from the entire population under study. In a probability sample, participants are selected at random, giving every member of the population an equal opportunity to be included in the study. The study will concentrate solely on a convenient sample in Czech University of Life Sciences Prague students. To examine the impact of electronic word-of-mouth on customers' trust and online purchase behaviour, a random sample of 288 students who had previously made online purchases was drawn from the larger population.

In this study, descriptive statistics were employed to illustrate the demographics of the data, and line regression analysis, correlation analysis, and other statistical instruments or methods were utilized to analyse the data. Statistics that are used to describe numbers in a way that is easy to understand are called descriptive statistics. We can make sense of a lot of information with the help of descriptive statistics.

The correlation coefficients were examined to determine the type and level of the association between the factors and the text's dependability. Correlation is a statistical method for figuring out if two continuous variables might be linked in a straight line. Regression analysis is used to figure out how much the dependent variable will be for each case. Using the results of these tests, an evaluation of the inquiry was then prepared to test the researcher's hypotheses. All the analyses were done with the SPSS software, and a p-value of 0.05 was considered statistically significant for each method.

The Cronbach's alpha coefficient can be calculated using the formula $\alpha = \frac{n-1}{n} \left(\frac{\sigma^2 X - \sum_{i=1}^n \sigma^2 i}{\sigma^2 X} \right)$, where n represents the number of items, $\sigma^2 X$ denotes the total test score variance, and $\sigma^2 i$ refers to the variance of individual items.

The formula for correlation coefficients is $\rho(X,Y)=\text{cov}(X,Y)/\sigma X.\sigma Y$. Here cov is the covariance. σX is the standard deviation of X and σY is the standard deviation of Y.

The formula for simple regression is expressed as $Y=a+bX+\varepsilon$, where 'a' denotes the y-intercept, b represents the slope of the regression line, and ε signifies the error term.

Hypothesis

H1 - Electronic Word-of-Mouth has significant impact on Online Purchase Intention

H2 - Electronic Word-of-Mouth has significant impact on Online Customer Confidence

Significance: Several studies have focused on the relationship between electronic word-of-mouth and online customers' desire to purchase. Consequently, the significance of this study cannot be overstated. Similar research is performed in the other countries, where technology is the driving force. It is visible that getting information from different parts of the world takes more work if the study wants to get a clearer picture. This study prominently focuses on the students from university, which can clarify the perspective of youngsters towards electronic word-of-mouth in the current scenario.

Limitations: The current study has only focused on a qualitative data collection approach and some experiment-based qualitative studies could have worked better. The data is collected only from one university students is possible that other students might have some different views. The study has considered less sample size and more students can be added here.

3 Literature Review

Prior research on word of mouth before social media and social networking sites was reviewed in this chapter. Furthermore, it describes the development of modern social media and the function it plays in marketing, society, and throughout the world. This is a fascinating read. Lastly, research results from the past are used to show how Electronic Word-of-Mouth affects the trust of consumers and the plans to buy.

3.1 Social Media Marketing

Marketing is a collection of commercial operations aimed at designing, pricing, advertising, and distributing items that satisfy customer needs and help the organisation accomplish its goals. Marketing is now a complete set of company responsibilities centred on planning, pricing, advertising, and distributing goods and services that meet both present and future client needs. Integrated marketing concept development in this sense refers to a collection of company duties that plan, price, advertise, and distribute products to satisfy customers while meeting market and corporate objectives. (Zhou et. al., 2013)

Social media may be characterized as a collaborative ecosystem centred on the exchange of material that has changed the way people interact, relate, offer, share, and conduct relationships with family, friends, colleagues, legislators, the media, and famous individuals and organizations alike, allowing individuals to make decisions that benefit them the most and reject any negative or unfavourable situations, and allowing consumers to make decisions about any product or brand. (Singh, 2012)

It provides us with a venue that allows us to effectively participate in the development, improvement, dissemination, and decision-making processes, unlike traditional media channels. Social media represents a development as a phrase to express the evolutions that have affected the Internet in its most fundamental meaning—a shift in how users locate, consume, and share news, information, and material. It may nonetheless be defined as a marriage of sociology and technology, transforming communication into dialogue, and transforming individuals from content readers to creators.

The evolution of Web 2.0 has been dubbed the "social web" due to the fact that its content can be created and disseminated more efficiently by users. Unlike the previous iteration of the web 1.0, the collective intelligence of users fosters more democratic participation. The social media has the same impact on society and consumers as newspapers, radio, television, and Web 1.0 due to its collective application asserts that because social media are sufficiently adaptive to coordinate our social capacities, brands facilitate the emergence of better methods for coordinating collective activity.

The social media has been dramatically altered how organisations communicate, gather, and manage one another. Thus, barriers are dissolving between content providers and purchasers, as consumers want to be members of an information provider that helps them make purchasing decisions. Texting, social media applications, social networking sites, video sharing sites, blogs, message boards, virtual communities, and web-based massively multiplayer games. (Hanelt et. al., 2021)

This unique user-created ecosystem enables the electronic expression of word-of-mouth and appears to be what drives the success, continual acceptance, and exponential growth of social media use. Adult Europeans are increasing every day due to the usage of social media in daily activities, which provides them with relevant information and enables them to make sound judgments. Despite this, Europeans spend more time online than in the past, an average of over three hours per day more than previously recorded.

The three hours per day that European adults spend online, on social networking sites account for more than half of that time, a 25% increase from 2009. 65 percent of European adults use social media daily, up from 26 percent in 2009, representing a 40 percent increase in social media use in only two years. These figures exemplify the idea of relative consistency in that the amount of time spent with media remains relatively constant throughout time, even though the allocation of time may change when new media emerge.

The concurrence of correspondence and the clear photographs of material dispersed on an open stage appear to be the foundation for this advancement's comprehension. The Clients' Sentiment Towards Marketing (CSM) is a variable used by experts to determine how well customers would view online networking as a system that connects both the buyer and the product to the business. Clients' Sentiment towards Marketing is defined as clients' overall feelings about advertising and the marketplace. (Veil et. al., 2021)

An individual's perception of a customer's overall emotions plays a crucial role in determining whether people are inspired to participate in consuming activities. For social media marketing to be successful, the client must be interested in the technology. Customer technology readiness is described as individual's predisposition to grasp and implement new technologies to accomplish goals at home and at work. Retailers must consider consumer technological preparedness while marketing on social networks; if the intended audience does not use social media, is unfamiliar with it, or views it negatively, the social media marketing will be unsuccessful. (Dissanayake et. al., 2019)

Examining the level of technological readiness can aid in gauging the suitability of social network marketing for a retailer's intended audience. Additionally, the Innovation Adoption Process (IAP) serves as a tool for gaining insight into willingness of consumer to adopt new innovations. The IAP is the gateway via which a person experiences the advancement selection procedure. The technique consists of five steps: being aware of the development; forming an opinion about it; deciding whether to accept or reject it; implementing the development; and confirming the development. Understanding IAP can assist advertisers or associations in achieving fruitful online networking marketing efforts.

Since its inception, social media and social networking have allowed individuals to stay in contact with the family and friends. Presently, it is a location where clients may learn more about the favourite companies and the products brands offer. Organizations and merchants are employing these media as an additional method to communicate with customers and to provide an additional straightforward and beneficial method to shop. Technology-related improvements, for example, the ascent of proficient web crawlers or web crawlers, advanced mobile phones and interfaces, peer-to-peer autos, and online social networking sites, have expanded marketers' capacity to reach customers through new touch focuses. (Kaplan et. al., 2010)

Another concept that has been established is consumer marketing, which adds another touchpoint to the interactions between businesses and clients. Consumer marketing is the planning and implementation of all promotional activities that affect a customer along and beyond the whole procurement process, from the moment the desire to shop first arises through purchasing, use, repurchase, and proposal. Perceived fit is an essential issue for merchants to consider when marketing to customers; perceived fit is the degree of resemblance between an item category and brand products.

Due to the variety of clients that utilise social networking sites, providing shopping services on social media might help shops expand the businesses. The vast number of social media users indicates that most target markets may be reached. This provides shops with a useful platform for promoting the image, brand, or product to prospective shoppers. The consumer marketing may combine with customers to boost an item, pass clear messages, identify promoters, and act as a promoter with in-store exercises, demonstrating the significance of internet networking in a retailer's advertising strategy. (Palmer, 2010)

Movements on social networking sites have generated buyer groups that are demonstrating new channels for companies and customers to communicate and exchange brand-related information. For instance, virtual brand groups are creating a PC-generating area for consumers and retailers to engage via advertising between products and consumers, while providing a personal channel and cash for customers or a customer-centered network and social media connection. With the advent of social media, the gadgets and techniques used to communicate with customers have evolved drastically.

Literature describes social media as a collection of Internet-based apps that are founded on the conceptual and technological underpinnings of Web 2.0 technology and that permit the production and exchange of user-generated content. Social media marketing is defined as electronic word-of-mouth and as a type of marketing message for a company, brand, or product. Despite customers' tremendous excitement, many businesses are still hesitant to utilise social media for marketing purposes. (Hirvonen, 2017)

Social media has altered the traditional business model. Through more efficient communication channels, such as weblogs, social networks, social bookmarking sites, wikis, and virtual worlds, social media facilitate promotion among geographically dispersed individuals with seemingly marginal concerns. People also foster mutual enrichment through conversation, exchange, and participation and reduce transaction and coordination costs. Furthermore, social media platforms enable salespeople to coordinate internal value-creation processes and provide greater value in client relationships.

In doing so, the study constitutes a key marketing method through which companies create client connections. Managers also pay attention to social media. A recent global poll of managers revealed that over half of buyers pay attention to the function of social media in the purchasing process. This growing function of social media platforms can offer more to decision-making improvement than traditional techniques regarding purchase intent. Your organization must take advantage of every benefit or opportunity to engage with clients while doing online transactions. (Kuss et. al., 2011)

Social networking sites enable communication with more focus and greater reach than traditional methods, which clearly convey the message of your firm. It also permits two-way communication between the corporation and its customers, with a few direct implications for consumer behaviour. In addition, constructing a virtual home for your business through social media and social networking sites gives you a broad chance to boost your visibility with customers or buyers, and welcoming them to your site will provide you with a platform for free and easy connection. (Zhou et. al., 2013)

On the client's end, however, freedom means now communicating the feelings about your product or business in a semi-public setting where several people can see or view it. However, this might work in your firm's favor if the conclusion is positive, whilst a negative review could leave the organization Erasing negative messages from websites is only a partial solution, as readers can post negative opinions elsewhere or even create a page dedicated to negative evaluation and limitation. Also, because strong networks are made to make it easy to share information, the adversarial observer can send the message to other people in the scheme. (Myers et. al., 2010)

In contemporary society, social media has become an indispensable component, with countless individuals utilizing platforms like Facebook, Instagram, and Twitter to communicate with others and disseminate information. In addition, social media has evolved into a potent instrument for enterprises to engage with their clientele and advertise their offerings. Numerous studies have examined the relationship between social media and consumer purchase intention. A crucial discovery from this study is that social media exerts a considerable influence on consumers' actions and choices. Studies have shown that social media can influence consumer purchase intention by providing information about products and services, creating brand awareness, and positive attitudes towards brands.

Another important finding from the literature is that social media can be an effective tool for businesses to engage with their customers and build brand loyalty. By creating engaging and interactive content on social media platforms, businesses can establish a two-way communication channel with their customers, respond to their queries and feedback, and build a loyal customer base. The literature also highlights the importance of understanding the role of social media in the context of the consumer decision-making process. Research has revealed that social media can exert a more substantial impact on particular phases of the decision-making journey, such as information retrieval and evaluation, in comparison to other stages. (Blut et. al., 2020)

Additionally, research has shown that the effectiveness of social media in influencing consumer purchase intention can vary depending on the type of product or service being marketed. For example, social media may be more effective in promoting products that are visually appealing and have a strong emotional appeal, such as fashion or food products. Overall, the literature on the importance of social media for consumer purchase intention provides valuable insights into the ways in which social media can impact consumer behavior and decision-making. Given the continuous evolution of social media and the emergence of novel platforms, additional research is required to comprehend its evolving impact on consumer behavior, as well as the techniques that enterprises can employ to harness its potential optimally.

Social media can play a significant role in influencing consumer perception and trust towards brands. Studies have shown that social media platforms can be used to showcase social proof, such as customer reviews and ratings, which can help build credibility and trust in the minds of potential customers. In addition to promoting their products and services, social media can serve as a potent medium for businesses to conduct market research, obtaining valuable insights into prevailing consumer preferences and trends. By monitoring social media conversations and engagement, businesses can gain valuable information about customer sentiment towards their brand and products, as well as their competitors. (Ellison et. al., 2010)

The practice of collaborating with social media influencers has gained significant momentum in recent years, as businesses leverage the power of these individuals to promote their products and services to their respective audiences. The effectiveness of influencer marketing in reaching new audiences and building brand awareness has been supported by research findings. Social media can also be used to create personalized marketing experiences for customers. Businesses can enhance their social media marketing strategies by utilizing data and analytics to customize their approach for particular segments of their customer base. This enables them to provide personalized content and promotions that are more likely to engage their intended audience. (Kranzbühler et. al., 2018)

3.2 Word of Mouth Marketing

The concept of word-of-mouth (WOM) has been recognised by academics and business professionals. Word-of-mouth (WOM) is defined as an oral communication between a recipient and a communicator regarding a product, brand, or service that is not commercial in nature. Before the emergence of social media and other technical advancements, word-of-mouth (WOM) served as the predominant means of communication and marketing. (Chen et. al., 2016)

With the emergence of social media sites and networks, technological innovation incorporates word of mouth, which is now considered electronic word of mouth (Electronic Word-of-Mouth). Therefore, electronic word of mouth is an advancement of conventional word of mouth (WOM), which is traditionally employed in the marketing communication process, product advertising, and the formation of brand loyalty and consists of two referral groups. There are both customer and non-customer recommendations.

Customer-initiated referrals originate from present or former customers who are satisfied with the product or brand and advocate for it without being compensated. Nevertheless, the corporation may provide them with rewards for referring their friends. Also, two or more organizations may agree to cross-refer consumers to each other; this practice is known as reciprocal referrals and is typical among marketing services with high rankings.

For example, if a consultant suggests a physician and vice versa, internal referrals may be prevalent within an organisation. Nonetheless, online consumer communication and reasonable information are crucial for any kind of referral marketing. This is since there are two premises for consumer behaviour based on logical knowledge. Because interpersonal communication is a social occurrence, the first premise asserts that the social structural context within which an interaction occurs should be given unequivocal recognition.

The second premise asserts that it is essential to expand the communication network through a social relationship between system actors due to a particular instance of informal communication that arises because of development and innovation and is transmitted. In the meantime, several academics have suggested that Electronic Word-of-Mouth data has a significant influence on online purchasing behaviour. Electronic word-of-mouth information might sufficiently amplify consumers' doubts resulting from an online purchase, such as perceived risk, information asymmetry, and data deficiency, to assist customers in making sound purchasing decisions. (Babic et. al., 2020)

The Electronic Word-of-Mouth is an important source for customers to obtain information about a service or product because a large proportion of customers would view the online customer survey. Fifty percent of adolescents would buy movies, DVDs, and video games based on Electronic Word-of-Mouth. As a piece of Electronic Word-of-Mouth data, an online survey of a product's purchasers provides valuable information gleaned from previous encounters. As a result, the viewpoint is quite persuasive and useful for influencing the decisions of various customers and others. (Chernetsky et. al., 2022)

The effect of customer suggestions on consumer decision-making in a virtual community or group. The impact of electronic word of mouth on consumers' purchasing decisions can be explained using three factors: individual differences, the element of proposal, and the buying objective. The trust is the arbitrator (mediator) variable and that the goal is the moderator variable that helps determine the effect of Electronic Word-of-Mouth data on buyers' decisions and that the influence of Electronic Word-of-Mouth data trust fluctuates or varies depending on the purchasing environment and scenario.

The purchasers are consistently highly engaged. In the context of e-commerce, the effect of recommendation agents on the buyer's appropriation expectations or intentions and decision-making was investigated. Internalization and familiarity affected capacity-based trust, consideration-based trust, and affection-based trust or respectability. Nonetheless, brand eventually affect the buyer's view of the aims or intentions and identify the assisted choice. In addition, capacity-based trust, benevolence-based trust, and respectability-based trust contribute to influence-based trust's effect. (Case et. al., 2016)

The variables that impact Electronic Word-of-Mouth communication by perspective. It consists of a source, a message, and an acceptor. Source here means knowledge, affability, and dependability, as well as religion, status, morality, etc. The message comprises sentiments, viewpoints, and an appeal ending. These factors were included in the model of Electronic Word-of-Mouth data impacting buying or purchasing intent or behaviour proved the power or forces of Electronic Word-of-Mouth based on its credibility.

The quality of the relationship between the information distributor and the reader, the reader's dependence on the Electronic Word-of-Mouth communication platform or stage, the reader's perception of the site's value, the risk involved, and the propensity to trust have the greatest positive effect on Electronic Word-of-Mouth. In addition, current research or studies has examined the impact of Electronic Word-of-Mouth data on the online purchasing behaviours of customers. The influence of negative WOM data is significantly greater than that of positive WOM data, and the effect of Electronic Word-of-Mouth information from reputable websites and the type of product or item play crucial moderating roles in the process. (Cooren et. al., 2011)

The quality of the relationship between buyers and data publishers, customer reliance on the Electronic Word-of-Mouth communication platform, the perception of the site's usefulness, the risk involved, and the propensity to trust are the most important determinant of credibility indicates that the type of Electronic Word-of-Mouth information, its direction, and the product concerned have a significant impact on purchase intent. Word of mouth (WOM) develops through oral and individual communication.

It is a casual exhibition contact. The recipient perceives the communicator as non-commercial towards a brand, product, or service. WOM illustrates the behavior of customers receiving and disseminating valuable marketing information. Word-of-mouth spread because of social contacts made to meet individual needs. Positive WOM is entirely motivated by the desire for self-enhancement, whereas negative WOM is primarily motivated by the need for self-affirmation. Self-improvement was claimed to be the driving force for the expansion of WOM, but opportunities also motivate the spread of the word. Awareness, anticipation, attitudes, perceptions, and conduct are all impacted by word-of-mouth. (Cantallops et. al., 2014)

Furthermore, research has demonstrated that there are several reasons why individuals engage in word of mouth. These factors, among others, including loyalty, dedication, trust, quality, and value, are the most important word-of-mouth drivers. WOM affects decisions either positively or negatively, with negative WOM being more influential than positive. In addition, research indicates that where negative WOM is prevalent, there is a propensity for high-level positive WOM. However, research indicates that positive WOM is more recalled than negative WOM. The WOM emotionally affected, and this can be represented through accomplishment, confirmation seeking, and therapeutic sentiments. (Cheung et. al., 2012)

Negative word of mouth from a disgruntled consumer has a greater impact on the recipient than good word of mouth from pleased clients. This suggests a negative WOM is more noticeable due to its rarity, which makes it more shocking. The impact of WOM communication on the customer's behaviour or conduct is substantial. It is the most important factor influencing sales growth. WOM has been defined as communication between individuals that includes valence, attention, solicitation, and intervention.

Valance may be proven when an organisation anticipates and expresses positive news, statements, and endorsements that generate favourable word of mouth. Findings show that management can influence the continuation and trajectory of WOM through complaint management processes, service recovery programs, and an unconditional service guarantee for after-sales service. The WOM is the most important source of information for home products. In terms of high risk, men are substantially more likely to be affected by WOM.

Additionally, researchers shared the findings on a vast array of things and distinguished between positive and negative WOM. The purchasers always spread bad WOM due to dissatisfaction with a product or service to discourage others from acquiring it. There are those consumers in every group or community who are highly regarded, credible, and have more impact than others, and who may be considered opinion leaders. It is known that people spend more time on social activities than others. (Morosan et. al., 2018)

Word of mouth (WOM) has long been recognized as an important marketing tool, with numerous studies examining the role of WOM in influencing consumer behavior and purchase decisions. The term WOM refers to the dissemination of information about a product or service from one individual to another through personal communication, such as conversations with friends, family, and colleagues. One of the key findings from the literature on WOM is that it is a highly influential factor in consumer decision-making. Several studies have indicated that consumers tend to place more trust and give more weight to recommendations from people they know, like friends and family, compared to traditional advertising channels when making purchasing decisions.

Another important finding from the literature is that WOM can have a significant impact on brand perception and reputation. Positive WOM can help build brand awareness and increase customer loyalty, while negative WOM can damage brand reputation and lead to decreased sales. The literature also highlights the importance of understanding the different types of WOM and the ways in which they can impact consumer behavior. Studies have shown that there are two main types of WOM: organic WOM and amplified WOM. Organic WOM occurs naturally through personal conversations between individuals, while amplified WOM is intentionally created by businesses through marketing efforts such as influencer marketing or referral programs. (Srivastava et. al., 2017)

Word of mouth (WOM) has been recognized as a powerful tool in shaping consumer purchase intention. Research has consistently demonstrated that consumers are more likely to purchase a product or service if they receive positive WOM from friends, family members, or online communities. Research has indicated that the impact of WOM can be contingent upon various factors, such as the context of communication and the type of product or service being promoted. WOM is particularly effective in influencing purchase decisions for products that are high in risk or have high involvement, such as cars or electronics. (Cantallops et. al., 2014)

One of the key findings from the literature on WOM and purchase intention is that it is more influential than traditional advertising channels. According to studies, consumers place more trust in recommendations from their peers compared to traditional advertising sources like television, radio, and print media. This is because they perceive WOM as more authentic and reliable than traditional advertising, which is often viewed as biased and self-serving. The literature also highlights the importance of understanding the different types of WOM and their impact on purchase intention. (Lang etl. Al., 2013)

3.3 Electronic Word of Mouth

Traditional word-of-mouth marketing has been transformed by technology and the rise of social media, resulting in the emergence of electronic word-of-mouth (eWOM) which is more informal and easily accessible. Studies have shown that eWOM can have a significant impact on consumer behaviour and purchasing decisions. The Electronic Word-of-Mouth may be accessed by consumers via email, chat rooms, social media, websites, blogs, etc. However, the absence of social media in Electronic Word-of-Mouth requires consumers to assess its persuasiveness primarily by the content nature. (Mishra et. al., 2016)

Unlike conventional word of mouth, Electronic Word-of-Mouth has amazing scalability and the speed of dissemination, with no intimacy between the communicator and the listener. The electronic word-of-mouth communication system also includes several methods of disseminating information. Additionally, Electronic Word-of-Mouth is easier to handle than conventional word-of-mouth. Moreover, electronic word-of-mouth (Electronic Word-of-Mouth) is more quantifiable than traditional approaches, which are based on format, quality, and persistence. (Camacho et. al., 2020)

In most circumstances, Electronic Word-of-Mouth reduces the capacity of the recipient to form an opinion about the communicator or sender. Electronic word-of-mouth has garnered significant management and theoretical attention in recent years, which has elevated its importance as a factor in influencing consumer behaviour since the information is very influential among customers thanks to customer opinion sites.

Participation in an online consumer opinion forum is also affected by customer interactions. Four important emotional types of positive WOM communication have been established by a prominent study on Electronic Word-of-Mouth communication motives: focused related, consumption utility, moderator linked, and homeostasis. The negative messages are more convincing than positive ones, but other contradict this notion.

When participants investigated a product related to preventative consumption objectives, research showed that favourable product reviews were more convincing than negative reviews. On the other hand, customers are favourable towards any product related to preventative objectives. This means that buyers perceive positive and negative product reviews differently. The consumer's appraisal of a product's good and bad qualities is determined by the consumer's relationship to the product's consumption objective. Several earlier studies have studied the impact of WOM communication on customer purchasing behaviour. (Babic et. al., 2020)

The online communication significantly affected the customer's behaviour and behaviour while purchasing a product or item from various sales locations. However, what element accelerates the effect of electronic word of mouth for instance, marketing research has consistently advocated and backed the effects of celebrities, message appeal, and message sender credibility. In marketing, electronic word of mouth denotes the consumer's initiative in promoting eWOM. For example, awarding or gifting communicators. In contrast, ordinary word-of-mouth suggests that the communicator is not compensated by the organization. (Cantallops et. al., 2014)

WOM in marketing includes subcategories such as buzz, blogs, competitors, grassroots and brand advocates, cause influencers, and social media marketing. It is a program ambassador that utilizes consumer-generated media, which may be highly appreciated by-product media and performance marketers. Customer word of mouth was also proposed, which acts as a counterweight to generally encouraging WOM. People are more likely to believe WOM than other advertising strategies because the listener perceives the information sender or communicator to be more trustworthy and unmotivated by self-interest or compensation. (Maeyer, 2012)

This indicates that people feel the communicator does not intentionally engage in the conduct for financial gain. WOM is highly dependent on the amount of consumer happiness with a service, product, or brand, as well as its perceived value. In addition, it includes characteristics such as valence, timing, emphasis, solicitation, and intervention. Timing may be defined as any remark or comment made about a product before or after sales of that product. There is an output and an input WOM on this note. Input WOM is conveyed as crucial information before the sale of a product, and output WOM is expressed following the sale or consumption experience. Positive word-of-mouth (WOM) is considered to exist when an organization's favorable statements about a product generate positive word-of-mouth.

In recent years, electronic word of mouth (eWOM) has emerged as a crucial element in marketing. eWOM refers to the sharing of opinions, comments, and experiences about products or services through electronic means, such as social media, review websites, and online forums. With the rise of social media and online communication, eWOM has become an influential factor in consumer decision-making. This literature review examines the importance of eWOM in marketing and its effects on consumer behavior and brand perception. (Jalilvand et. al., 2017)

eWOM has become a critical element in marketing for several reasons. Firstly, it provides consumers with valuable information about products and services. According to a study by Nielsen, 92% of consumers trust recommendations from friends and family over other forms of advertising. Similarly, a study by McKinsey found that eWOM is the most effective form of advertising, as it generates twice as many sales as paid advertising. Secondly, eWOM enables companies to build relationships with consumers. By engaging with consumers on social media platforms and responding to their comments and concerns, companies can establish trust and credibility. Thirdly, eWOM has a significant impact on brand reputation. Positive reviews and comments can enhance a brand's image, while negative comments can damage it. (Anderson et. al., 2014)

The consumer's behavior has been significantly impacted by eWOM. It influences consumer decision-making by providing social proof and reducing perceived risk. Social proof is a psychological phenomenon in which people tend to be more inclined to adopt certain behaviors or beliefs if they observe others doing the same. Positive eWOM can create a sense of social proof which makes the consumers to purchase a product or service more likely. Similarly, eWOM can reduce perceived risk by providing consumers with information about the quality and reliability of products and services. Consumers are more likely to purchase a product if they perceive it to be low-risk.

eWOM has a impact significantly on brand perception. Positive eWOM can enhance a brand's image, while negative eWOM can damage it. According to research conducted by Dimensional Research, online reviews have a significant impact on consumer behavior, with 88% of consumers being influenced by them when making purchasing decisions. Positive reviews can establish trust and credibility, while negative reviews can raise doubts and uncertainty. Additionally, eWOM can influence brand loyalty. Consumers are more likely to become loyal to a brand if they perceive it to be trustworthy and reliable. (Kumar et. al., 2018)

eWOM has become a critical element in marketing. It provides consumers with valuable information about products and services, enables companies to build relationships with consumers, and has a significant impact on brand reputation. eWOM influences consumer behavior by providing social proof and reducing perceived risk, and influences brand perception by enhancing or damaging a brand's image. As such, eWOM should be an integral part of any marketing strategy, as it has the potential to significantly impact sales and brand loyalty. (Rageh et. al., 2011)

3.4 Consumer Buying Behaviour

Consumer behaviour is predicated on extraordinary marketing enthusiasm. Understanding consumer behaviour helps marketers to observe how customers think, feel, and pick goods, things, brands, etc., as well as how it is impacted by the environment, reference, group, family, and salespeople, etc. The purchasing behaviour of consumers is influenced by psychological, social, cultural, and individual aspects. Most of these characteristics are uncontrolled and must be examined by marketers to comprehend consumer behaviour. (Frederiks et. al, 2015)

Consumers who are analysing the processes involved in selecting, acquiring, utilising, or discarding an item or a product, a notion, or an event to satisfy the needs and desires. In marketing contexts, the term customer refers to the whole purchasing process, which includes pre-and post-purchase activities. Pre-purchase activity may comprise a developing awareness of requirements or aspirations, as well as a search for product or brand knowledge that can fulfil them. Post-buy activities include the evaluation of the acquired things or products and the removal of any anxiety connected with a costly or rare product, each of which includes purchase and repurchase proposals that are acceptable to marketers to varying degrees. (Singh et. al., 2011)

Consumer behavior is the actions of individuals expressly required to acquire, use, and dispose of economic products and services, as well as the decision-making process to initiate and determine this act. Simple perception provides limited knowledge of the complex way consumers make decisions, and research has steadily sought more refined theories and study tools offered by behavioural science to comprehend and perhaps manage consumer behaviour and conduct.

Different scientists have claimed that advertising messages may be categorised as either conversion or enlightenment. In the meantime, past research indicates that advertising of any item, product, or brand may be concerned with the item itself or the purpose of acquiring the thing, as well as with increasing product awareness. Other results suggested that advertising was designed to manipulate the buyer's emotions or feelings. The sender of the message should consider the sort of appeal brands may like to convey to the receivers to elicit the desired reaction and that the advertisement label should be backed by various types of support, advantages, and justifications.

As a result, by purchasing the product or service, customers must pay attention to calls, and people must demonstrate support. Interest evaluations exhibit specific traits connected to the evaluation's worth. It is essential that the advertisement have some effect that allows professionals and researchers to examine it thoroughly and collect responses. In addition, the content that appeals to the customer's emotions may have less of an impact on the buyer, and the buyer may not spread the word of mouth as much as rational appeal, demonstrating the buyer's essential needs for more utilitarian consideration of these specialised and useful components of the product or brand. (Sudha et. al., 2017)

A source of credibility indicates authenticity, but a reliable source suggests trustworthiness, knowledge of its message or whatever it disseminates, and is thus credible. Understanding if the source from which the communication emanates is educational, masterful, and plausible may be used to evaluate the source's credibility. Specifically, the attribution theory argues that if the communicator's traits correspond to the product's highlights, there may be a greater influence on the consumers of the commodities or products. (Estrada-Jiménez et. al., 2017)

Nonetheless, if it does not fit the characteristics of the listeners, the motivation behind the message, the messenger's goal, or objective, is defeated. Therefore, it is imperative that the communicator convey the product review based on the qualities of the recipient so that customers might be impacted by this item or product review. It is vital to note that customer research on the web can influence the reader's perspective and urge to purchase a certain item, product, or brand, hence increasing sales of the item, product, or brand.

The most important point of convergence in the operation of effect is dependent on the source that communicates with clients. Customer experience, dependability, and trustworthiness revealed a significant or strong correlation between client purchasing behaviour or purpose. Thus, it is expected that word-of-mouth communication from a trustworthy source via the internet will have a significant impact on a customer's decision to acquire a certain product or brand. (Sun set. al., 2019)

Consumer buying behavior refers to the actions and decision-making processes that consumers engage in when purchasing goods or services. It is a complex process that involves various psychological, social, and cultural factors that influence the way consumers perceive, evaluate, and select products or services. Research on consumer buying behavior has been a major focus in the fields of marketing, psychology, and economics for many years. Scholars and researchers have identified several key factors that influence consumer behavior, including individual factors, social factors, and environmental factors.

Individual factors refer to the personal characteristics of the consumer, such as their age, gender, income, personality, and lifestyle. These factors can influence the way consumers perceive and evaluate products and services, as well as their buying habits and decision-making processes. For example, research has figured out that it is the younger consumers who are more likely to be influenced by social media and online reviews when making purchasing decisions, while older consumers may be more influenced by traditional advertising and personal recommendations. (Ukpabi et. al., 2018)

Social factors refer to the influence of family, friends, and other social networks on consumer behavior. Consumers often seek the advice and opinions of others before making a purchase, and social networks can play a significant role in shaping consumer attitudes and behaviors. For example, research has shown that consumers are more likely to purchase products that are popular among their social networks, and that social proof (i.e., the belief that others have purchased or endorse a particular product) can be a powerful motivator for consumer behavior. (Anderson et. al., 2014)

Environmental factors refer to the broader social and cultural context in which consumers make purchasing decisions. This can include factors such as cultural norms and values, economic conditions, and technological advancements. For example, research has shown that consumers are more likely to purchase environmentally-friendly products if they believe that they are making a positive contribution to the environment, and that the availability of online shopping and mobile devices has dramatically changed the way consumers make purchasing decisions. (Doyle et. al., 2019)

Consumer buying behavior plays a critical role in marketing because it can help businesses and marketers understand how consumers make purchasing decisions and what factors influence those decisions. By understanding consumer behavior, marketers can develop more effective marketing strategies that are tailored to the needs and preferences of their target audience. An example of this would be if a marketer recognizes that younger consumers are particularly influenced by social media and online reviews, they may choose to allocate a greater proportion of their resources towards social media advertising and influencer marketing initiatives. Conversely, if a marketer knows that older consumers are more influenced by traditional advertising and personal recommendations, they may focus more on television and radio ads or word-of-mouth marketing. (Bala et. al., 2018)

Additionally, understanding consumer behavior can help marketers identify opportunities for innovation and new product development. Through the analysis of consumer needs and preferences, businesses can identify market gaps and devise innovative products or services that more effectively meet those needs. Moreover, understanding consumer behavior can help businesses improve their customer experience and customer satisfaction. Businesses can improve customer satisfaction, increase repeat business, and generate positive word-of-mouth marketing by designing products and services that better meet the needs and preferences of their customers. Understanding the factors that influence consumer behavior is crucial in achieving this goal. (Lal et. al., 2020)

Word of mouth refers to the sharing of information about products or services between individuals. This can include personal recommendations, reviews, and testimonials from friends, family, or other trusted sources. Word of mouth can have a significant impact on consumer buying behavior, and is often considered one of the most powerful forms of marketing. Research has shown that word of mouth can influence consumer behavior in several ways. The word of mouth can affect consumer perceptions of a product or service. Positive recommendations from friends or family members can increase the perceived quality and reliability of a product, while negative recommendations can decrease it.

The word of mouth can influence consumer attitudes towards a product or service. Recommendations from trusted sources can create a sense of social proof, or the belief that others have purchased or endorse a particular product. This creates a sense of FOMO (fear of missing out) and motivate consumers to purchase the product to feel included or part of a group. The word of mouth can impact consumer decision-making processes. Personal recommendations or testimonials from trusted sources can be particularly influential in situations where consumers are uncertain or have limited knowledge about a particular product or service. In these cases, word of mouth can provide valuable information and help consumers make more informed decisions. (Kaplan et. al., 2010)

3.5 Consumer Purchase Intention

The purchase decisions of consumers are very unexpected and intricate. Purchasing intention, which is defined as an individual's commitment, choice, or plan to carry out an activity or achieve a goal, is related to buying behaviour, attitude, perception, and observation, as well as mental state. Purchasing intent or behaviour is a crucial determinant for customers during the consideration and evaluation of a product or an item. The buy intention is an efficient technique for forecasting or anticipating the purchasing process.

Once a customer decides to purchase a product from a certain retailer, people will be motivated by the own intent. However, purchasing intent may be affected by variables such as price, quality, discernment, and value perception. Moreover, the acquisition process will be impeded by internal impulses and external surroundings. The answers will be stimulated by psychological inspiration, which will direct them to a retail business or place to meet their wants. Regarded as the most crucial factor influencing the success of e-commerce transactions, trust is perhaps the most important factor. (Bigliardi et. al., 2020)

Due to the unpredictability of the seller's conduct or practise, the perceived danger of loss of personal information via programme, and the threat of attack, consumers frequently refuse to make purchases. Trust is essential for customers to overcome danger and vulnerability. The expected variable that influences trust is a common occurrence, and the online trust built in an online administration is strongly associated with the consumer's purchasing intent. Customer trust is a fundamental and indispensable component of an online transaction. (Castro et. al., 2018)

Social exchange theory is concerned with the norms and patterns governing asset trade among individuals. These resources include the economic worth of a physical object or product because of word-of-mouth, which is likely considered a form of social commerce. Due to the high amount of unpredictability and risk in this transaction, the level of trust will rise. In a customer-to-customer environment, the member faces greater danger or risk than in the real world, and as a result, a new definition of consumer trust has been established. The consumer trust is a type of attitude, a solid hope that the powerlessness will not be used in an online setting. Confidence in e-business transactions involves the credibility and generosity of the trustee. (Pfleeger et. al., 2012)

For the sake of publicising a product or brand as well as influencing customer purchasing decisions by way of electronic word-of-mouth, this chapter has examined the notion of electronic word-of-mouth, its emission, and its function in marketing and communication processes. Social media's influence, appeal messages, message source's reputation, and customers' buy intent are also expatriated. There was more discussion about how social media has a significant impact on customer purchasing behaviour and how Electronic Word-of-Mouth has a significant impact on consumer trust.

Consumer purchase intention is one of the most critical factors that determine a company's success or failure in the marketplace. Purchase intention, which refers to a consumer's likelihood of purchasing a product or service in the future, is a crucial factor for marketers to consider when developing effective marketing strategies. By gaining insights into consumer purchase intention, marketers can tailor their efforts to better persuade and attract potential customers, ultimately leading to increased sales and revenue. This literature review aims to explore the significance of consumer purchase intention in marketing, and the multiple factors that can affect its formation and manifestation. (Beckers et. al., 2015)

There are several factors that can influence consumer purchase intention. These factors can be broadly classified into internal and external factors. Internal factors refer to the personal characteristics and attitudes of consumers, while external factors refer to the situational and environmental factors that affect purchase intention.

Internal factors that can influence purchase intention include consumer attitudes, beliefs, values, and personality traits. For example, consumers who have a positive attitude towards a particular product or service are more likely to purchase it than those who have a negative attitude. Similarly, consumers who have strong beliefs and values related to a product or service are more likely to purchase it.

External factors that can influence purchase intention include social influence, situational factors, and marketing stimuli. Social influence refers to the impact of family, friends, and peers on purchase intention. Situational factors refer to the context in which the purchase decision is made, such as time, place, and availability of the product. Marketing stimuli refer to the various marketing efforts that can influence purchase intention, such as advertising, sales promotions, and product packaging. (Petrescu et. al., 2011)

Consumer purchase intention is critical for marketing for several reasons. Firstly, understanding consumer purchase intention helps marketers to develop effective marketing strategies. Marketers can customize their marketing strategies to better match the needs and preferences of consumers by identifying the factors that impact purchase intention.

The consumer purchase intention can also help marketers to predict future sales and revenue. Analyzing consumer purchase intention allows marketers to estimate demand for their products or services, enabling them to adjust their production and inventory levels accordingly, leading to increased efficiency and cost savings. The consumer purchase intention is important for building brand loyalty. Consumers who have a positive purchase intention towards a particular product or service are more likely to become loyal customers. This loyalty can be further reinforced by providing excellent customer service and quality products, which can result in long-term customer relationships.

There are several ways in which eWOM can impact consumer purchase intention. **Trust and Credibility:** One of the most significant impacts of eWOM on consumer purchase intention is its ability to build trust and credibility. Consumers are more likely to trust the opinions and recommendations of their peers and online communities than traditional advertising and marketing efforts. Positive eWOM can create a sense of social proof, which can influence consumer purchase intention by increasing their confidence in the product or service. (Balducci et. al., 2018)

Informational Value: eWOM can also provide consumers with valuable information about products and services. Online reviews, for example, can provide detailed information about features of product, their benefits, and drawbacks, which can help consumers make informed purchase decisions. Positive eWOM can also highlight the unique selling points of a product or service, which can further increase consumer purchase intention.

Emotional Value: In addition to informational value, eWOM can also have emotional value. Positive eWOM can create a sense of excitement and anticipation around a product or service, which can increase consumer purchase intention. Negative eWOM, on the other hand, can create a sense of disappointment or disillusionment, which can decrease consumer purchase intention. (Magnani, 2020)

Reach and Frequency: Finally, eWOM can impact consumer purchase intention by increasing reach and frequency. Online communities and social media platforms allow eWOM to spread quickly and to a large audience, which can increase the likelihood of consumers considering the product or service. Frequent and consistent eWOM can also keep a product or service top-of-mind for consumers, increasing the likelihood of purchase intention. (King et. al., 2014)

4 Practical Part

Around 300 students in Czech University of Life Sciences Prague were provided with e surveys. There were 12 surveys that were discarded. This chapter examines the findings of a study conducted among students at the Czech University of Life Sciences Prague to investigate the effects of Electronic Word-of-Mouth on consumer trust and purchasing intention online, as well as the mediating effect of consumer trust between Electronic Word-of-Mouth and purchasing intention online. The demographic variables were subjected to descriptive analysis to determine the makeup of the respondents. To evaluate the model's assumptions, correlation and linear regression analyses were performed.

4.1 Demographic Analysis

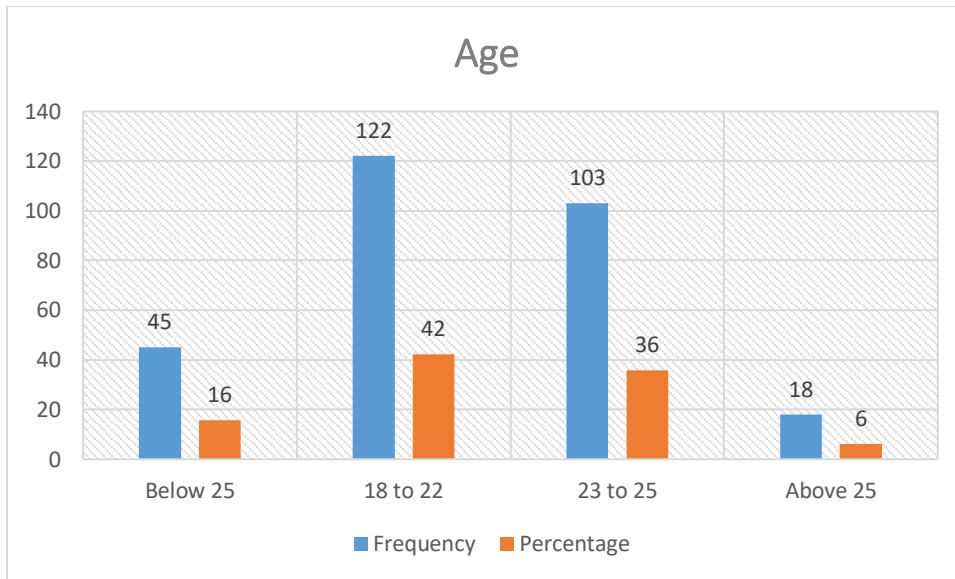
The questionnaire is divided into two pieces. The first section comprised the demographics such as age, gender, current education, monthly spending, and occupation of the respondents, while the second section contained the actual questions.

Table 1 - Age

Age	Frequency	Percentage
Below 25	45	16
18 to 22	122	42
23 to 25	103	36
Above 25	18	6
Total	288	100

Source: Based on Primary Study

Graph 1 - Age



Source: Based on Primary Study

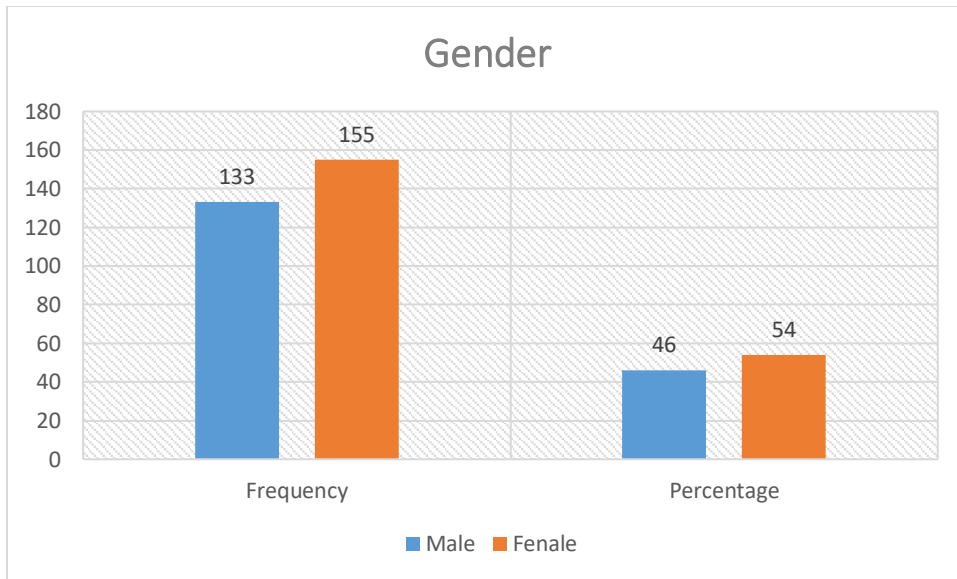
The age distribution data of the surveyed students from Czech University of Life Sciences Prague indicates that a significant proportion of the sample (78%) falls within the 18 to 25 age range, with 42% and 36% of the sample belonging to the 18-22 and 23-25 age groups, respectively. The remaining 22% of the sample is comprised of students who are below 18 or above 25 years of age. This distribution suggests that the university has a relatively young student population, with a higher proportion of students in their late teenage years or early twenties.

Table 2 - Gender

Gender	Frequency	Percentage
Male	133	46
Female	155	54
Total	288	100

Source: Based on Primary Study

Graph 2 - Gender



Source: Based on Primary Study

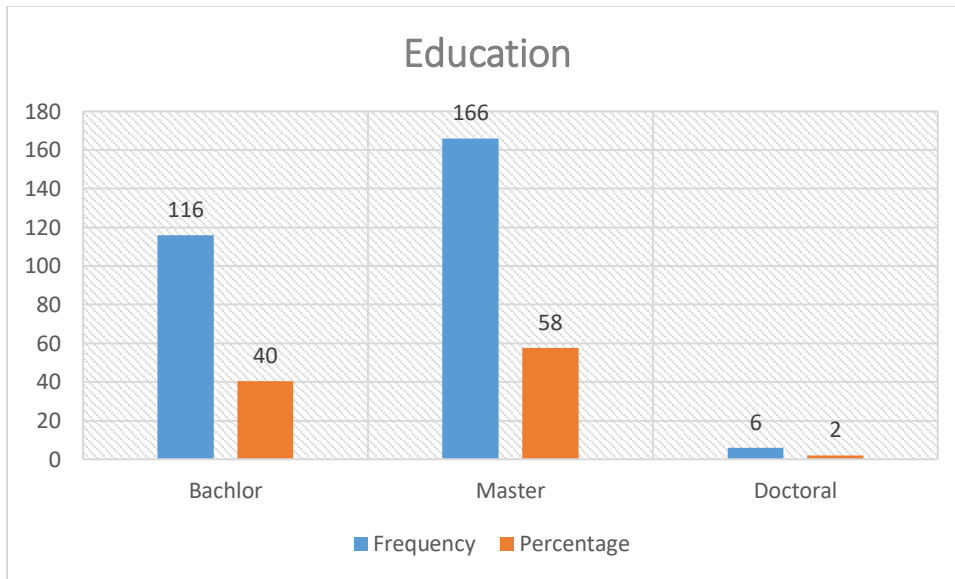
The gender distribution data shows that females constitute a slightly higher proportion of the sample (54%) as compared to males (46%). This finding is consistent with global trends in higher education, where women tend to be more represented than men. This gender distribution may have implications for the types of programs and services that the university offers, as well as the ways in which it designs and delivers those programs and services.

Table 3 - Education

Education	Frequency	Percentage
Bachelor	116	40
Master	166	58
Doctoral	6	2
Total	288	100

Source: Based on Primary Study

Graph 3 - Education



Source: Based on Primary Study

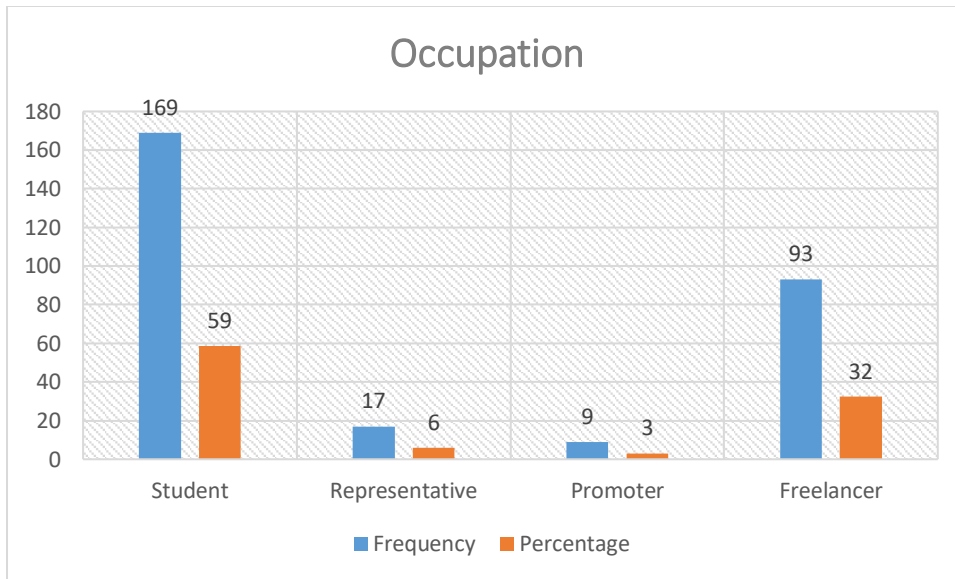
The data shows that a significant proportion of the sample (58%) are pursuing a Master's degree, while 40% are pursuing a Bachelor's degree, and only 2% are pursuing a Doctoral degree. This suggests that the university has a relatively large proportion of students enrolled in Master's programs, which could have implications for the types of programs and services that the university offers to meet the needs of this particular group of students.

Table 4 - Occupation

Occupation	Frequency	Percentage
Student	169	59
Representative	17	6
Promoter	9	3
Freelancer	93	32
Total	288	100

Source: Based on Primary Study

Graph 4 - Occupation



Source: Based on Primary Study

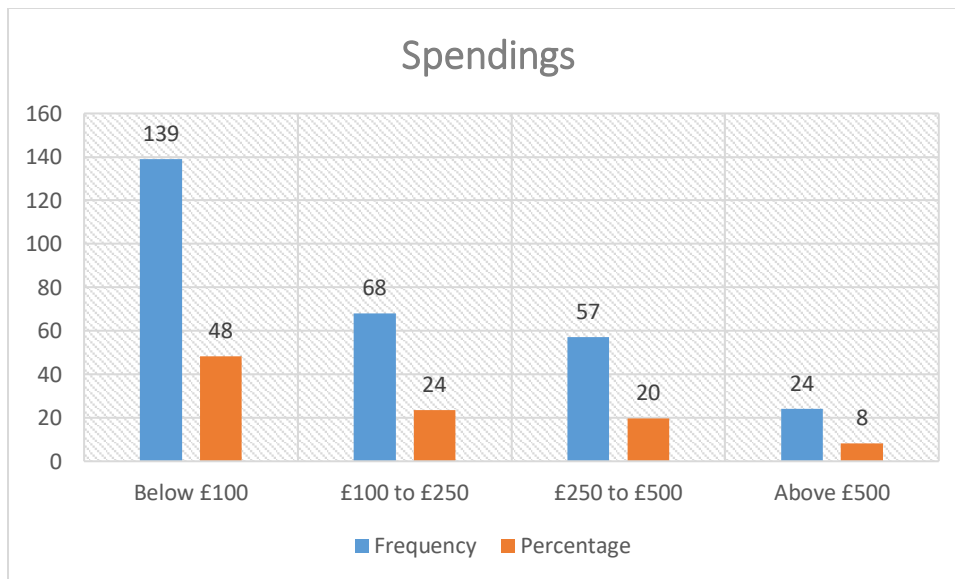
The data shows that most of the surveyed students (59%) are currently enrolled as full-time students, while 32% are working as freelancers. A small proportion of the sample (6% and 3%) are working part-time as brand representatives and brand promoters, respectively. This distribution suggests that a significant proportion of the student population at the university is engaged in non-traditional forms of work, such as freelancing or part-time employment.

Table 5 - Spendings

Spendings	Frequency	Percentage
Below £100	139	48
£100 to £250	68	24
£250 to £500	57	20
Above £500	24	8
Total	288	100

Source: Based on Primary Study

Graph 5 - Spendings



Source: Based on Primary Study

The data shows that most of the surveyed students (48%) spend less than £100 per month, while a smaller proportion (24%) spend between £100 and £250 per month. A further 20% of the sample spend between £250 and £500 per month, and only 8% spend more than £500 per month. This distribution suggests that a significant proportion of the student population at the university may be managing their finances carefully, which could have implications for their academic and social lives.

4.2 Descriptive Analysis

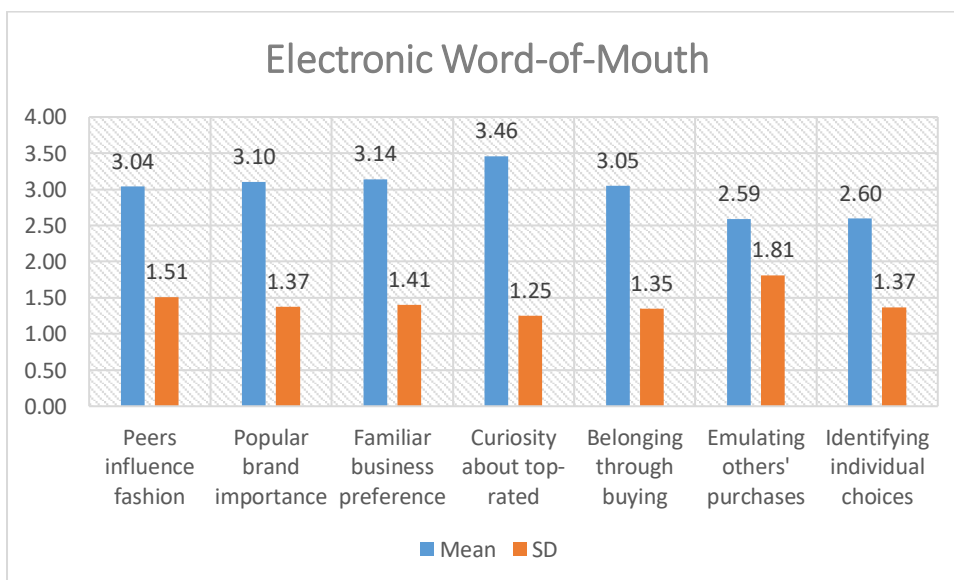
The second part of the questionnaire contained seven questions related to electronic word-of-mouth, four questions related to online customer confidence and four questions related to online purchase intention. This analysis will majorly focus on Mean and Standard Deviation values of all these variables to understand the importance.

Table 6 - Electronic Word-of-Mouth

Electronic Word-of-Mouth	Mean	SD
Peers influence fashion	3.04	1.51
Popular brand importance	3.10	1.37
Familiar business preference	3.14	1.41
Curiosity about top-rated	3.46	1.25
Belonging through buying	3.05	1.35
Emulating others' purchases	2.59	1.81
Identifying individual choices	2.60	1.37
Average Value	3.01	1.01

Source: Based on Primary Study

Graph 6 - Electronic Word-of-Mouth



Source: Based on Primary Study

The data shows that the mean score for each of the Electronic Word-of-Mouth (eWOM) dimensions is above 2.5, indicating that the surveyed students generally have a positive attitude towards eWOM in the context of fashion and consumer behavior. The dimension that received the highest mean score was "Curiosity about top-rated" (3.46), indicating that surveyed students show a particular interest in seeking out and learning about products with high ratings.

The dimensions with the lowest mean scores are "Emulating others' purchases" (2.59) and "Identifying individual choices" (2.60), suggesting that the surveyed students may be less likely to simply copy others' purchasing behavior or base their own choices solely on their desire to differentiate themselves from others.

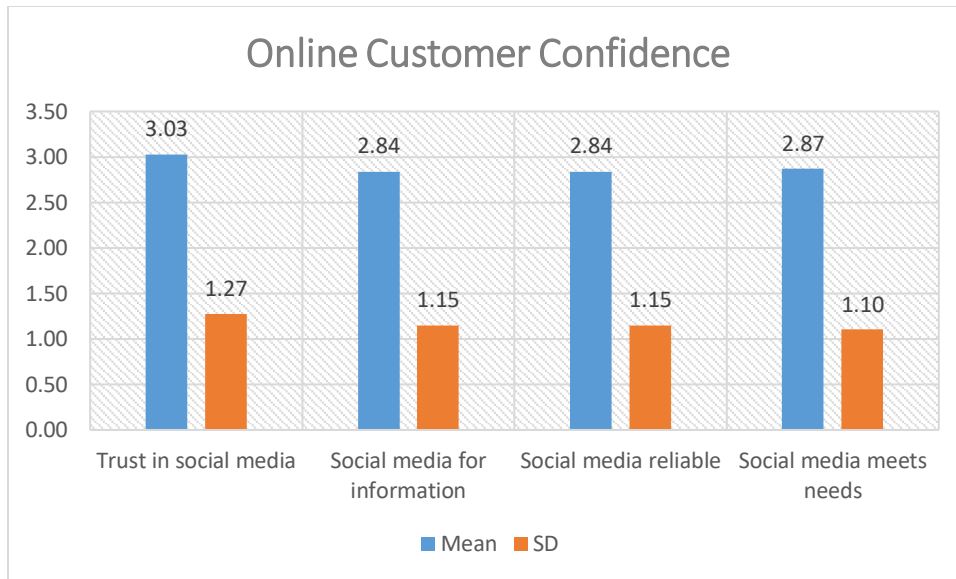
Overall, the average value for all eWOM dimensions is 3.01, indicating that the surveyed students have a moderately positive attitude towards eWOM in general. The standard deviation values range from 1.25 to 1.81, indicating that there is considerable variability in the responses across the different dimensions.

Table 7 - Online Customer Confidence

Online Customer Confidence	Mean	SD
Trust in social media	3.03	1.27
Social media for information	2.84	1.15
Social media reliable	2.84	1.15
Social media meets needs	2.87	1.10
Average Value	3.48	1.19

Source: Based on Primary Study

Graph 7 - Online Customer Confidence



Source: Based on Primary Study

The data shows that the mean score for each of the Online Customer Confidence dimensions is above 2.5, indicating that the surveyed students generally have a positive attitude towards using social media for online shopping. The dimension with the highest mean score is "Trust in social media" (3.03), indicating that the surveyed students trust social media as a source of information about products and services.

The dimensions with the lowest mean scores are "Social media for information" (2.84), "Social media reliable" (2.84), and "Social media meets needs" (2.87), suggesting that the surveyed students may be somewhat less confident in the ability of social media to provide reliable and relevant information that meets their needs.

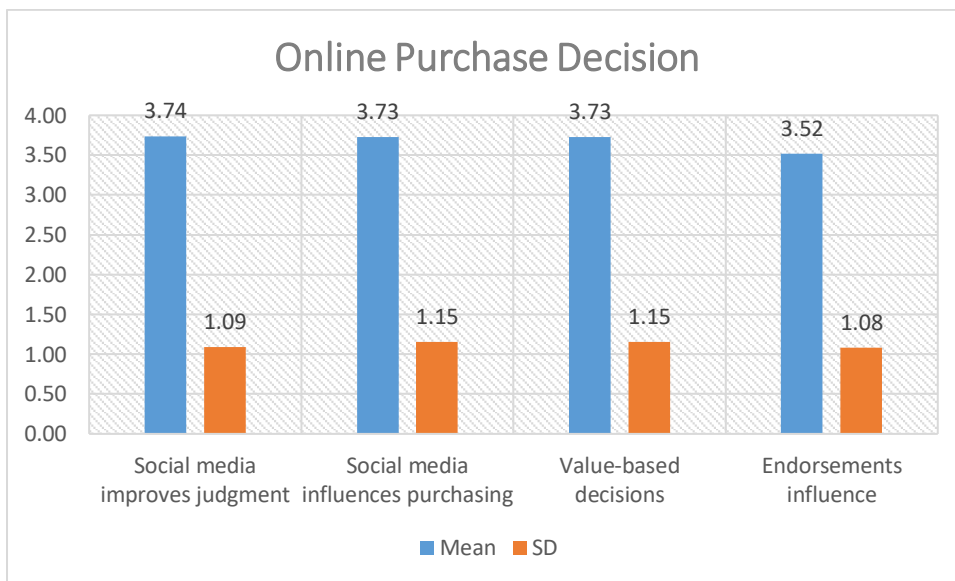
Overall, the average value for all Online Customer Confidence dimensions is 3.48, indicating that the surveyed students have a moderately positive attitude towards using social media for online shopping. The standard deviation values range from 1.10 to 1.27, indicating that there is considerable variability in the responses across the different dimensions.

Table 8 - Online Purchase Intention

Online Purchase Intention	Mean	SD
Social media improves judgment	3.74	1.09
Social media influences purchasing	3.73	1.15
Value-based decisions	3.73	1.15
Endorsements influence	3.52	1.08
Average Value	3.75	1.02

Source: Based on Primary Study

Graph 8 - Online Purchase Intention



Source: Based on Primary Study

The data shows that the mean score for each of the Online Purchase Intention dimensions is above 3.5, indicating that the surveyed students have a relatively positive attitude towards using social media for online shopping. The dimension with the highest mean score is "Social media improves judgment" (3.74), suggesting that the surveyed students believe that social media can help them make better decisions about what to buy.

The dimensions with the lowest mean scores are "Endorsements influence" (3.52) and "Value-based decisions" (3.73), indicating that the surveyed students may be somewhat less influenced by endorsements and more likely to make value-based decisions when shopping online.

Overall, the average value for all Online Purchase Intention dimensions is 3.75, indicating that the surveyed students have a moderately positive attitude towards using social media for online shopping. The standard deviation values range from 1.02 to 1.15, indicating that there is some variability in the responses across the different dimensions.

4.3 Reliability Analysis

The Cronbach's Alpha test was used on the data received from the attitudes statements with the questionnaires to perform the following reliability tests. This is a common test for consistency and reliability, and a coefficient of 0.60 or above is sufficient for most social science investigations.

Table 9 - Reliability Analysis

Variable	Items	Cronbach's Alpha
Electronic Word-of-Mouth	7	0.823
Online Customer Confidence	4	0.787
Online Purchase Intention	4	0.754

Source: Based on Primary Study

The Electronic Word-of-Mouth scale, which includes 7 items, has a Cronbach's alpha of 0.823, indicating that the items are highly correlated with each other and measure the same underlying construct of electronic word-of-mouth effectively.

The Online Customer Confidence scale, which includes 4 items, has a Cronbach's alpha of 0.787, indicating good internal consistency reliability. This exemplify that the items are measuring the same underlying construct of online customer confidence effectively.

The Online Purchase Intention scale, which also includes 4 items, has a Cronbach's alpha of 0.754, indicating good internal consistency reliability. This exemplify that the items are measuring the same underlying construct of online purchase intention effectively.

Overall, these results suggest that the survey scales used in the study are reliable and consistent measures of their respective constructs and can be used to draw meaningful conclusions about the attitudes and behaviours of the surveyed students.

4.4 Hypothesis Analysis

The degree of link between variables that reveals the interconnectedness of data is described by correlation. A link is stronger as the correlation value increases, but it does not exist when the correlation value is 0. This study chose the Pearson coefficient to examine the relationship between variables. The table shows the relationships between the dependent variable (intention to buy online), the mediator variable (Online Customer Confidence), and the independent variable (Electronic Word-of-Mouth).

Table 10 - Correlation Analysis

Variables		Electronic Word-of-Mouth	Online Customer Confidence	Online Purchase Intention
Electronic Word-of-Mouth	Pearson Correlation	1	0.389**	0.456**
	Sig. (2-tailed)	-	0	0
	N	288	288	288
Online Customer Confidence	Pearson Correlation	0.389**	1	0.488**
	Sig. (2-tailed)	0	-	0
	N	288	288	288
Online Purchase Intention	Pearson Correlation	0.456**	0.488**	1
	Sig. (2-tailed)	0	0	-
	N	288	288	288
**. Correlation is significant at the 0.01 level (2-tailed).				

Source: Based on Primary Study

The Electronic Word-of-Mouth and online purchase were moderately linked, $r=0.456$, $p<0.000$. Consumer trust and online purchasing were moderately connected, $r=0.389$, $p<0.000$. Electronic Word-of-Mouth and Online Customer Confidence were moderately correlated, $r=0.488$, $p<0.000$. All the variables, Electronic Word-of-Mouth, Online Customer Confidence, and online purchase intention were moderately associated.

This study tested its hypotheses using regression analysis. The conceptual model of the study included a mediator; therefore, a method was needed to test the meditational hypotheses which were adopted from Baron and Kenny (1986). This method describes steps to measure the mediating effect of a mediator variable. Meditational hypothesis generally assumes that the effect of an independent variable on the dependent variable is being mediated by a mediating variable.

Baron and Kenny (1986) have discussed four steps in establishing mediation: Step 1: Conduct a simple regression analysis with independent variable predicting the dependent variable. Step 2: Conduct a simple regression analysis with independent variable predicting mediating variable. Step 3: Conduct a simple regression analysis with a mediating variable predicting the dependent variable. Step 4: Finally, conduct multiple regression analysis with independent variable and mediating variable predicting the dependent variable. Tables show the results of regression analyses.

Table 11 - Regression 1 (Electronic Word-of-Mouth - Online Purchase Intention)

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	3.014	0.028	0.492	16.31	0.0000
Electronic Word-of-Mouth	0.411	0.067		7.09	0.0000
a. Dependent Variable: Online Purchase Intention					

Source: Based on Primary Study

This analysis shows that purchasing intention is positively affected by Electronic Word-of-Mouth ($\beta=0.492$, $p<0.000$).

Table 12 - Regression 2 (Electronic Word-of-Mouth - Online Customer Confidence)

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	2.11	0.241	0.405	10.181	0.0000
Electronic Word-of-Mouth	0.561	0.125		7.891	0.0000
a. Dependent Variable: Online Customer Confidence					

Source: Based on Primary Study

This analysis shows that online customer confidence is positively affected by Electronic Word-of-Mouth ($\beta=0.405$, $p<0.000$).

Table 13 - Regression 3 (Electronic Word-of-Mouth - Online Customer Confidence & Online Purchase Intention)

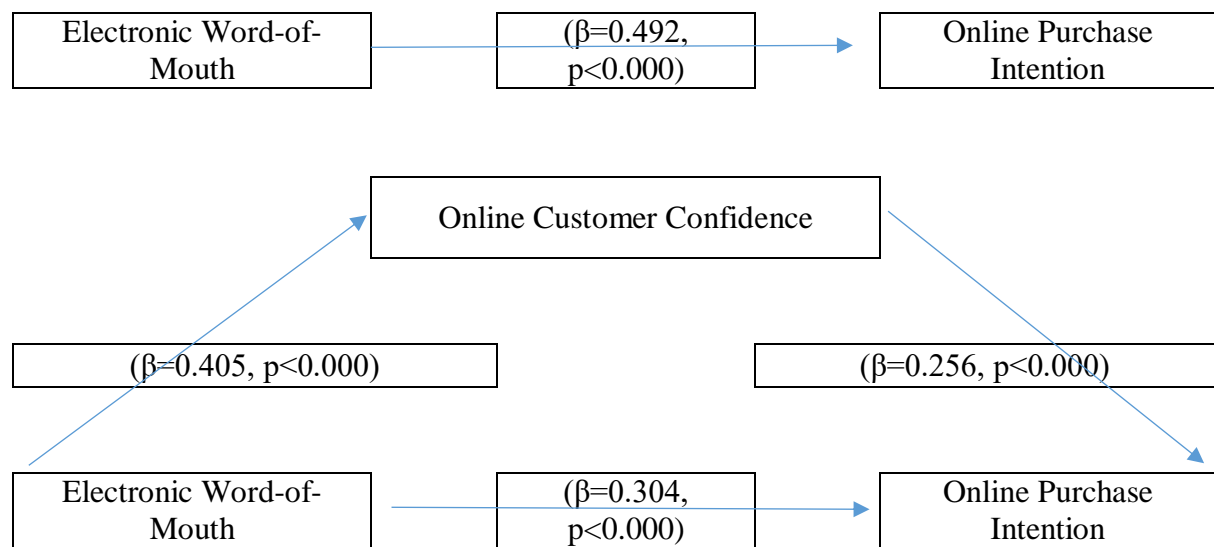
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	3.451	0.257		10.754	0.0000
Electronic Word-of-Mouth	0.341	0.105	0.304	5.670	0.0000
Online Customer Confidence	0.287	0.166	0.256	4.908	0.0000
a. Dependent Variable: Online Purchase Intention					

Source: Based on Primary Study

The table depict that Online Customer Confidence positively affects purchasing intention online ($\beta=0.256$, $p<0.000$). Multiple regression analysis shows that the relationship between Electronic Word-of-Mouth and purchasing online is partly mediated by Online Customer Confidence. This is because relationship between Electronic Word-of-Mouth and purchasing online is reduced from ($\beta =0.492$, $p<0.000$) to ($\beta =0.304$, $p<0.000$) through the mediation of online customer confidence.

This is a presentation of major empirical findings for this thesis study. It commenced with introduction and clearly states the realization rate consisting of the measuring instrument, reliability statistics for trust as well as descriptive statistics. The model of the study was also included. The data were analysed descriptively and inferentially, and regression analysis was also conducted.

Graph 9 - Relationship Model



Source: Based on Primary Study

5 Results and Discussion

These conclusions, which serve as proof to support and justify this work, were reached after extensive inquiry and analysis. Through the results or findings, it was discovered that 155 of the entire sample of respondents, or 54%, were female and 133, or 46%, were male. Respondents had an unfavourable attitude regarding trusting online recommendations. To demonstrate the link between the dependent variable, mediating variable, and independent variable based on the influence of electronic word of mouth on customers' trust and online purchase intention, a model was created for the thesis with the purpose of investigating three hypotheses.

It also sought to understand respondents' levels of online customer confidence, which functions as a moderating factor between the dependent and independent variables. A test for linear regression and correlation was used to look at the link between these parameters. Online shopping is a recent phenomenon that has generated interest in consumer behaviour research. The goal of this study was to examine how Electronic Word-of-Mouth and online customer confidence affected consumers' online purchase intentions. This study advances our knowledge of how online word-of-mouth (Electronic Word-of-Mouth) and the resulting online customer confidence affect consumer purchasing decisions.

It demonstrates a causal link between Electronic Word-of-Mouth and online customer confidence as well as a link between Electronic Word-of-Mouth and online purchase intention. Additionally, it demonstrates that Electronic Word-of-Mouth and online shopping are related in a way that is mediated by online customer confidence. These results have shown a consistency with other studies that found that the reliability component of brand trust has a mediating influence on online customer reviews' valence to a readiness to buy. The analyses conducted confirmed the predictions that Electronic Word-of-Mouth has a moderate impact on online purchase intention as well as on online customer confidence.

The studies also supported the idea that Electronic Word-of-Mouth and online purchase intention are mediated by online customer confidence. Online consumer surveys on a product are a great source of Electronic Word-of-Mouth information since they are based on prior customer experiences. As a result, the viewpoint is quite convincing and beneficial for various consumers and other decision-makers. Customers are confident in their ability to make an online purchase because they believe the information on social networking websites to be accurate. Online consumer communication and information are very important because they let customers talk to each other and get helpful and useful information about the product or item, which helps prevent or lessen the risks that come with online shopping.

Because of limitations imposed by time and data collection, the scope of this thesis is restricted to the impact that electronic word of mouth has on the purchase intentions of consumers. Because of this, it is suggested that more studies be done to investigate and research Electronic Word-of-Mouth from the firm's point of view, since Electronic Word-of-Mouth is essentially what customers expect from businesses on social media.

Other Electronic Word-of-Mouth variables, such as frequency and the number of online reviews, should be included in the research that will be done in the future. The results of this study specifically relate to the characteristics of individuals currently pursuing higher education. Other techniques of sampling should be used in various populations because it is possible that these will provide different results.

Electronic word of mouth (Electronic Word-of-Mouth) is a better version of traditional word of mouth. It is used to build brand loyalty, advertise products, and communicate with customers. Before the arrival of social media and other technical advancements, the traditional form of communication and marketing was word of mouth (WOM). Social media has altered the way we communicate, relate, offer, share, and behave in our relationships with our family, friends, co-workers, lawmakers, the unfavourable, famous people, and organisations alike, enabling people to choose the situations that are most favourable to them and to reject any negative or unfavourable ones, as well as enabling customers to choose any product or brand. When compared to traditional approaches, which work because of the presenting style, consistency, and quality, electronic word of mouth (Electronic Word-of-Mouth) is more quantifiable.

The Electronic Word-of-Mouth usually makes it harder for the person who receives the message to judge the person who sent it or the person who sent it. Price, quality, discernment, and seeing the value of something are all things that might affect a buyer's decision to buy something online. The fundamental factor helping clients overcome danger and weakness is trust. According to Geffen and Straub (2000), the predicted trust-impact variable is a common occurrence, and the online trust fostered by the internet administration is closely related to the consumer's desire to purchase.

Because a significant portion of consumers would read through the online customer survey, Electronic Word-of-Mouth is a crucial tool for customers to learn more about an item or product. The purchase decisions made by consumers are incredibly complicated and unexpected. Purchasing behaviour, attitude, perception, and observation or state of mind are all related to purchasing intention, which is defined as an individual commitment, choice, or plan to perform an activity or achieve a goal expressed that an excellent instrument for forecasting or anticipating the purchasing process is the desire to make an online purchase.

After deciding to buy the item from a certain retailer, the buyer will be driven by their own goals. WOM communication has a big impact on how customers act or behave. It is the factor that affects sales growth the most expressed that an excellent instrument for forecasting or anticipating the purchasing process is the desire to make an online purchase. The buyer will be motivated by their own intentions after they decide to purchase the item from a specific retailer. Academics and professionals have long recognised the value of word-of-mouth (WOM).

6 Conclusion

The development of information technologies and the discovery of an online social networking site have completely altered the way information is carried and disseminated. This has made it possible for customers and consumers to gather sufficient information about a product, brand, or company before engaging in any kind of transaction involving such an item or with the company. As a result, online customer confidence and the likelihood of future online purchases are positively influenced by electronic word of mouth.

It is therefore not an exaggeration to claim that social media and social networking sites today play a big and vital part in promoting awareness, communication, and connection among individuals throughout the globe, as well as providing an advertisement for products, services, or brands across the world. Because various forms of media and social networking sites have become the norm in society, their influence may be observed or felt in all regions of the world.

In this study, there were somewhat more female respondents than male respondents. On average, respondents were split down the middle on whether Electronic Word-of-Mouth affects their decisions when shopping online. In general, respondents were indifferent as to whether Electronic Word-of-Mouth influenced their online purchase choices. The responder did, however, only slightly concur that social media had the ability and knowledge to satisfy the needs of most users. Most respondents said that they plan to make internet purchases.

The study's hypotheses were all verified. It was shown that the link between online word-of-mouth and the intention to buy is effectively mediated by online customer confidence. There was a strong link between online customer confidence, Electronic Word-of-Mouth, and the likelihood of a purchase. Most of these variables are beyond the marketers' control and have not yet been considered while seeking to understand customer behavior. Findings show that where negative word of mouth predominates to a great extent, there is a propensity for high-level positive word of mouth.

Word of mouth impacts decisions either in good or negative ways, and negative word of mouth is more potent than positive word of mouth. The term word of mouth (WOM) in marketing refers to a variety of subcategories, including buzz, blogs, rivals, grassroots, brand advocates, cause influencers, social media marketing, and ambassadors of programmes that work with consumer-generated media and can be highly valued by-product media and performance marketers. Social, cultural, and psychological aspects of an individual's personality have an impact on consumer buying behavior.

Additionally, if a significant number of individuals evaluate a product or company and find that they enjoy it, then this will have a favorable effect on the awareness of the product or company. This is since word of mouth is widely acknowledged as the source that has the most weight and influence when it comes to the distribution of information. The findings of this study demonstrated that electronic word of mouth (Electronic Word-of-Mouth) has a positive effect on consumer purchasing intention.

This is because the more products or companies that are advertised in the media or on network sites, the more people become aware of such products or companies, allowing customers to assess and evaluate such products or companies, allowing them to draw conclusions on such brand, company, or item, and refer their friends and family to such brand, company, or item.

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8 Appendix

Name -

Age - Below 25, 18 to 22, 23 to 25, Above 25

Gender - Male, Female

Current Education - Bachelor, Master, Doctoral

Occupation - Student, Brand Representative, Brand Promoter, Freelancer

Monthly Spendings - Below £100, £100 to £250, £250 to £500, Above £500

Guidelines for the below questions

(1- Strongly Disagree, 2 - Disagree, 3 - Neutral, 4 - Agree, 5 - Strongly Agree)

Electronic Word-of-Mouth

I only embrace new fashion trends when my companions are also interested in them.

Popular brands and products hold great significance in my life.

Typically, I prefer buying from businesses that align with my friends and family's preferences.

I'm always curious to learn about the top-rated items and brands recommended by others.

Purchasing the same products and brands as my peers creates a sense of community and belongingness for me.

When I admire someone, I tend to purchase the same products they use.

I often connect with others by buying the same things and brands they do.

Online Customer Confidence

I trust the accuracy of information available on social networking platforms.

I heavily depend on Facebook for information.

People on social media can be considered reliable sources of information.

Social media possesses the necessary tools and knowledge to meet the requirements of most users.

Online Purchase Intention

My decision-making while shopping improves when I leverage social media.

I'm more inclined to purchase items and services if I use social media.

If the value of a product or service outweighs the cost, I'm willing to invest in it.

If any of my friends endorse a product or service on social media, I'm likely to purchase or use it.