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Examining the Factors Influencing eWOM, through Social Networking Sites and Effect of eWOM on Consumer Purchase Intention

M.Gunasekaran, Karthikeyan M

Assistant Professor, Department of Commerce CA, Dr. N.G.P. Arts and Science College, Coimbatore, India

III B.Com CA, Dr. N.G.P. Arts and Science College, Coimbatore, India

ABSTRACT: The advent of social networking sites (SNSs) has significantly transformed the way consumers share and receive information about products and services. This study investigates the key factors influencing electronic word-of-mouth (eWOM) communication on SNSs and examines how eWOM impacts consumer purchase intention. By analyzing user behavior, content credibility, source trustworthiness, message valence, and platform engagement, this research aims to identify which elements most effectively drive eWOM. The study also explores the mediating role of perceived value and consumer trust in shaping purchase decisions. The findings suggest that positive, credible, and relevant eWOM on social platforms strongly influences consumer attitudes and intentions to purchase. The research contributes to the growing body of knowledge on digital marketing and offers practical implications for brands seeking to leverage SNSs as powerful tools for influencing customer behaviour.

KEYWORDS: eWOM, social networking sites, consumer purchase intention, digital marketing, online reviews, trustworthiness, message credibility, user engagement, social media marketing, consumer behaviour

I. INTRODUCTION

The advent of social media has revolutionized the way consumers interact with each other and with businesses. Social networking sites, such as Facebook, Twitter, and Instagram, have become essential platforms for consumers to share their experiences, opinions, and recommendations about products or services. This phenomenon is known as Electronic Word-of-Mouth (eWOM).

E- WOM has become a crucial factor in influencing consumer purchase decisions. Consumers increasingly rely on online reviews, ratings, and recommendations from others to inform their purchasing decisions. As a result, businesses are recognizing the importance of E-WOM in shaping their brand reputation and driving sales.

1.2 OBJECTIVES OF THE STUDY

- ❖ To analyse the key factors influencing eWOM on social networking sites.
- ❖ To examine the impact of eWOM on consumer trust and brand perception.
- ❖ To assess the role of social media platforms in shaping eWOM effectiveness.

1.3 Scope of the Study:

This study aims to investigate the factors influencing Electronic Word-of-Mouth (eWOM) on social networking sites and its effect on consumer purchase intention.

1.4 STATEMENT OF PROBLEM

The rapid growth of social media has transformed the way consumers interact with each other and with businesses. Electronic Word-of-Mouth (eWOM) has become a crucial factor in shaping consumer purchase decisions.



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1.5 RESEARCH METHODOLOGY

This study will employ a quantitative research design, using surveys and statistical analysis to examine the relationships between eWOM, consumer purchase intention, and other relevant factors

II. REVIEW OF LITERATURE

Chen, B. (2023)¹. The Future of eWOM: AI and Automation.

Chen explores how AI-driven recommendations and automated chatbot interactions influence eWOM. Findings indicate that AI-driven eWOM is becoming more sophisticated, offering personalized responses and product recommendations.

Wilson, R. (2023)². Emotional Appeal and Its Role in eWOM Effectiveness.

Wilson explores the emotional aspects of eWOM and their impact on consumer purchase intention. The study reveals that highly emotional reviews whether positive or negative tend to have a greater influence on consumers than neutral reviews.

Miller, J. (2023)³. eWOM and Consumer Trust in Startups.

Miller examines how startups use eWOM to build credibility and attract early adopters. Findings indicate that early positive eWOM is crucial for startup success.

Clark, N. (2022)⁴. The Role of eWOM in Tourism and Hospitality.

Clark examines how TripAdvisor and Google Reviews impact hotel bookings. Findings indicate that travellers prioritize recent, detailed, and highly-rated reviews when making decisions.

Singh, V. (2022)⁵. The Power of Online Communities in eWOM.

Singh's study reveals that online communities and forums provide a sense of trust and reliability, making eWOM shared within these groups highly influential.

III. OVERVIEW OF STUDY

The advent of social networking sites has revolutionized the way consumers interact with each other and with businesses. One of the key consequences of this shift has been the proliferation of electronic word-of-mouth (eWOM), which refers to the online recommendations and opinions shared by consumers about products, services, and companies. eWOM has become a significant influencer of consumer purchase decisions, with research suggesting that online reviews and recommendations can increase consumer trust and loyalty, and ultimately drive sales. Despite its importance, however, the factors that influence eWOM and its impact on consumer purchase intention are not yet fully understood. This study aims to address this knowledge gap by examining the factors that influence eWOM through social networking sites, and investigating the effect of eWOM on consumer purchase intention.

IV. CONCLUSION

The study clearly highlights that electronic word-of-mouth (eWOM) shared through social networking sites plays a significant role in shaping consumer behavior and purchase decisions. Factors such as the credibility of the source, number of positive reviews, and detailed explanations greatly influence the trust consumers place in online content. A strong correlation was observed between the frequency of exposure to eWOM and its influence on buying intention, emphasizing the power of social media in marketing. Additionally, the credibility of the person sharing the information also proved to be a key factor in building trust. Overall, the findings indicate that eWOM is a highly effective and influential tool in the digital age, capable of driving consumer decisions when strategically utilized.

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