

ISSN: 2063-5346



IMPACT OF EWOM MARKETING ON PURCHASE INTENTION: A STUDY OF E- BUYERS IN BG NAGAR

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Article History: Received: 29.03.2023

Revised: 12.05.2023

Accepted: 30.06.2023

Abstract

Till a decade ago, brand managers used to spend billions of dollars on TV advertisements to lure future buyers after carefully studying consumer viewing habits. The internet has noticeably transformed how consumers make decisions about their purchases in current market scenario; they no longer depend entirely on marketer-generated material, simply commercials or salespeople. Instead, they research evaluations on different e-commerce websites for detailed information, read customer reviews, and consider other people's recommendations. The purpose of the study is to analyse how eWOM marketing is impacted on purchase intention of 100 e-buyers of BG nagar and simple random techniques has been applied

Keywords: WoM, eWOM, purchase intention, e-buyers.

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DOI: 10.31838/ecb/2023.12.6.105

1. Introduction

The advent of digital platforms and the increasing prominence of online interactions have given rise to electronic word of mouth marketing (eWOMM), a powerful force that significantly influences consumer purchase intentions. In the realm of e-commerce, where consumers heavily rely on online channels for their shopping needs, understanding the impact of eWOMM on purchase decisions becomes vital for businesses aiming to effectively engage and cater to the needs of online buyers.

This paper presents a study that focuses on examining the influence of eWOMM on consumer purchase intentions, specifically among e-buyers. E-buyers, as a distinct segment of consumers, exhibit unique characteristics and preferences shaped by their digital literacy, online shopping habits, and reliance on information shared through digital channels. By delving into the dynamics of eWOMM and its effects on the decision-making behaviors of e-buyers, this study seeks to unravel the intricate relationship between eWOMM and purchase intentions in the digital context.

Review of Literature
Mohammad Reza Jalilvand ,Neda Samiei, (2012).discussed in their article entitled “ The effect of electronic word of mouth on brand image and purchase intention” Customers are affected by this sortition since the decision to purchase could be significantly influenced by the readily available information. The goal of this study is to determine how much consumer e-WOM marketing can affect brand perception and purchase intent in the automotive sector.

Shantanu Prasad, Ishwar C. Gupta, K. Totala,(2017), In their essay titled "Social media usage, electronic word of mouth, and purchase-decision involvement," it is discussed. This essay's goal is to advance a hypothesis that sheds light on the relationship between social media, electronic word of mouth (EWOM), trust, and involvement in the purchasing process.

Abu Bashar (2012)., discussed in their article entitled” Social Media, Electronic Word of Mouth marketing on Purchase Intention “150 online respondents who are active on social networks participated in the author's study. Before making a buying decision, respondents check social media.

Christy M.K. Cheung et al (2008).,, In their essay titled “Electronic "Word Of Mouth," "Trust," and "Buy Intention" They came to the conclusion that Web technologies have made eWOM communication possible.

Background of the Study

The massive speedy growth of e-commerce has transformed the way consumers make purchase decisions. Traditional marketing channels have been supplemented, and in some cases even replaced, by digital platforms that offer a multitude of options for consumers to explore and evaluate products or services. Among the various factors influencing consumer behavior in the digital landscape, Electronic Word-of-Mouth (EWOM) has emerged as a powerful force that shapes purchase intention.

Objectives of the study

- To scrutinise the varoius aspects of electronic word of mouth marketing
- To identify the key factors within EWOM marketing that significantly impact purchase intention.
- To examine how electronic word-of-mouth marketing (eWOM) affects online buyers' intention to make a purchase.

2. Research Methodology

Research Design: This study will employ a quantitative research design to gather empirical data and analyze the relationship between EWOM marketing and purchase intention among e-buyers.

1. **Sampling:** Using various online, e-commerce, and social media channels, a representative sample of online purchasers will be chosen as part of the sampling technique. To ensure adequate representation and generalizability of the results, the sample size will be chosen using the proper statistical techniques.
2. **Data Collection:** Both primary and secondary datas are collected Primary data will be collected through a structured questionnaire and are circulation of the questionnaire to 100 e- buyers of BG nagar . The questionnaire will be developed based on the research objectives and identified factors influencing purchase intention within EWOM marketing.

The key aspects of EWOM marketing are

1. **Viral Marketing:** EWOM marketing often involves the creation and dissemination of viral content. This content is designed to generate buzz and word-of-mouth conversations, spreading rapidly through online networks and increasing brand visibility and consumer engagement.
2. **User-Generated Content:** EWOM marketing heavily relies on user-generated content, where consumers share their thoughts, opinions, and experiences with others
3. **Online Communities and Forums:** Online communities and forums provide platforms for

consumers to discuss and share information about products and services.

The key factors within Electronic Word-of-Mouth (EWOM) marketing that significantly impact purchase intention:

1. Source Credibility: reliability of the source of EWOM, such as online influencers, industry experts, or other consumers, has a significant impact on consumers' trust and belief in the information provided.
2. Social Proof: The tendency for people to base their decisions on the actions and viewpoints of others is known as social proof. This study will look into how having positive EWOM.
3. Information Quality: The quality and relevance of the information conveyed through EWOM play a vital role in shaping consumers' perceptions and purchase intentions. This study will examine how factors like accuracy, completeness, and timeliness of information impact consumers' decision-making processes.

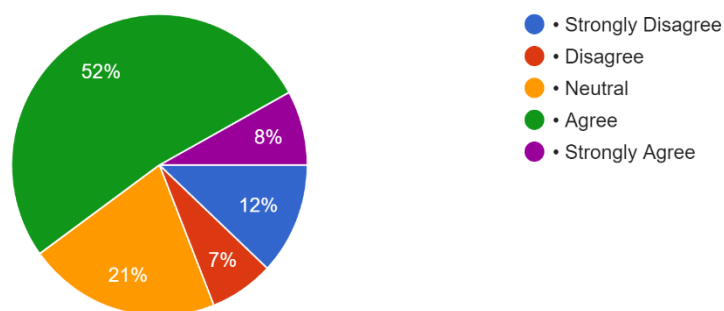


Fig.: Respondents who actively seek out EWOM marketing content to gather information about products or services

The pie chart in the figure describes the information of 100 respondents who seek out EWOM marketing content to assemble information about products or services. Out of the

100 respondents 52 % of the respondents agree for the with the content they assemble information about products or services.

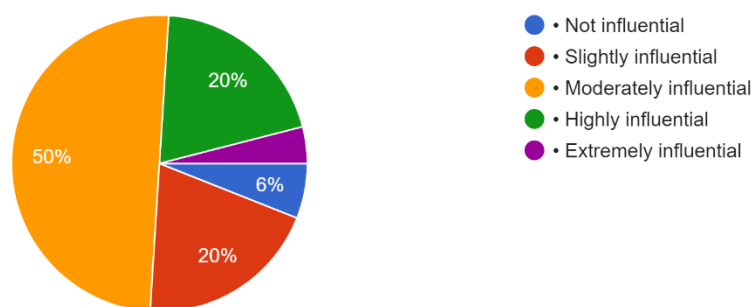


Fig: The credibility of the source providing EWOM (e.g., influencers, experts, other consumers).

The pie chart in the figure describes the information of 100 respondents where people get the source credibility of the source providing EWOM. Out of the 100 respondents 50 % of the respondents agree for the with the source

credibility followed by Slightly influential and highly influential response with 20% each there are 6% of the respondents are not influential with source credibility

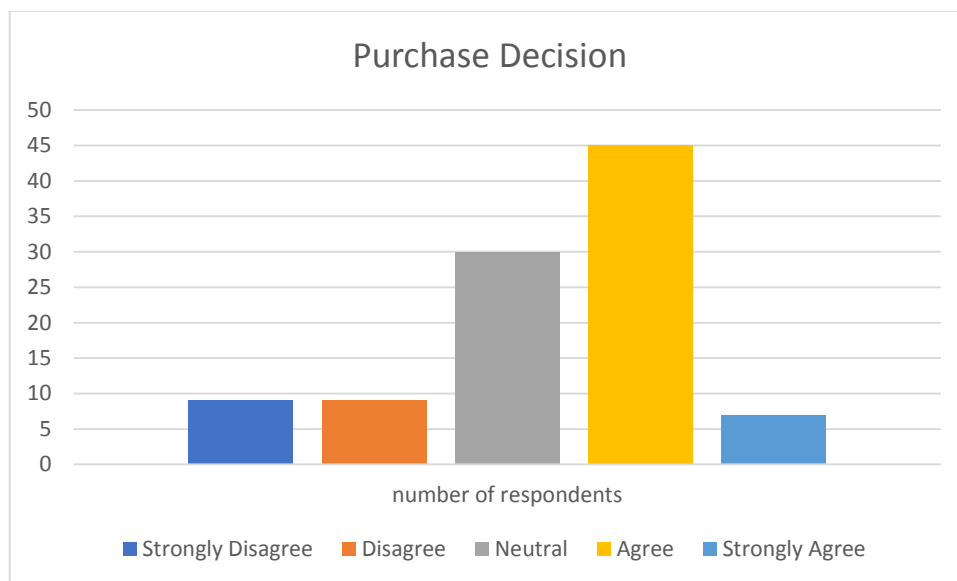


Fig: 3. Influence of EWOM marketing on purchase decision

From the above graph majority of the respondents agree that The EWOM marketing has influenced the purchase decision with 45% which is followed by the neutral decision upto 30 % and 9% of the people strongly disagree and disagree with the Influence of EWOM marketing on purchase decision.

4. Conclusion

As the majority of respondents agreed with its effectiveness, the study's findings show the strong impact of EWOM marketing on e-buyers' purchase intentions in BG Nagar. The many elements of EWOM marketing, such as social media influence, user-generated content, viral marketing, online communities and forums, and influencer marketing also had an impact on the purchase intention.

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