

“AN EXPLORATORY STUDY ON THE ELECTRONIC WORD OF MOUTH”

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I Introduction

Word-of-mouth communication (WOM) is the transmission of information between users. Non-commercial communicators (i.e., those who are not compensated) and recipients; brands, products and services.

Electronic word-of-mouth is more influential than traditional WOM for several reasons. First, the development of the Internet and various electronic media has allowed messages to spread quickly and reach potentially large audiences. Second, message recipients actively search for a wider range of comments online, so they do not rely solely on the opinions of their acquaintances. EWOM can be accessed immediately or after a period of time. That digital footprint can remain online forever. Fourth, secrecy encourages people to post reviews online even when they know they cannot be personally identified. Finally, eWOM communication allows individuals to build personal and social networks. Opinions reach both friends and strangers through the Internet, so it is important to understand what motivates a customer to create her eWOM in order for brands to promote their products more effectively and prevent negative publicity.

Digital communication is more widely used compared to face-to-face communication, providing customers with hundreds of information about products and services from a variety of sources, categorized as marketer-generated and user-generated. Messages are embedded daily.

II Background of the study

With the advent of social media, a two-way, Multi Level communication system has emerged, allowing consumers to connect, create, produce, and share media content on media platforms such as Facebook, YouTube, Twitter, and Pinterest. These Web 2.0 characteristics have helped transform consumers from inactive observers to active participants, with social media serving as an ideal platform for brand-related electronic word-of-mouth. Word of mouth is considered to be one of the most influential factors influencing consumer decision-making at every stage. From initial product awareness to product selection and post-purchase reviews.

The information produced by marketers consists of traditional advertising such as television commercials, radio commercials, and advertisements on the Internet. User-generated information consists of conversations between customers, and in these conversations information is produced and consumed by customers. User-generated information simply refers to word of mouth (WOM). WOM is informal communication between people about a company's products and services. In the age of the Internet, word of mouth has reached a new dimension. The Internet has facilitated this form of communication by increasingly providing consumers with a space to share their personal opinions and experiences. This new form of exchange is called electronic word-of-mouth (eWOM).

III Review of Related Literature

Although many authors (e.g. Filieri and McLeay, 2014) consider eWOM reviews to be the electronic version of traditional WOM reviews, this article aims to summarize and explain the main differences between the two concepts.. The first of these differences is credibility as a source of information (Cheung and Thadani, 2012; Hussain et al., 2017).

This can, for example, influence consumers' attitudes towards products and services (Veasna et al., 2013). regarding the purchase of tourism services that are considered risky (Sotiriadis and Van Zyl, 2013). Luo et al. (2013) suggested that the anonymity of online news can negatively impact its credibility.

In contrast, other studies (e.g. Hussain et al., 2017) argue that consumers use eWOM more to reduce decision risk. Similarly, eWOM tends to be more trustworthy when consumers who use it already have experience (Sotiriadis and Van Zyl, 2013).

IV Research methodology

Topic of the Study : “AN EXPLORATORY STUDY ON THE ELECTRONIC WORD OF MOUTH”

Objectives of the study

- 1) To understand what is Electronic Word of Mouth Communication (eWOM).
- 2) To study how eWOM communication method influences the purchase decision of the consumers.
- 3) To understand the effectiveness OF ewom

Data collection : Secondary Data

The secondary data collected from journals, articles, social media platform of Brands, retailers, and e-commerce platforms.

Research Type: - Conceptual

Limitations of the study: -

Time constraints.

Lack of previous research studies on the topic

V Results and Discussions

In the age of digitalization, smartphone technology has reached the pinnacle of change in every area of the company. Most potential consumers (especially Millennials and his Generation Z) are becoming increasingly aware of online transactions. They are well-versed in information technology and other social media. They have the awareness to make purchasing decisions in the market. In market-based businesses, customer reviews are more important than a company's advertising claims. The term e-WOM emerged as the market evolved. Popularized by online shopping activities, online shopping continues to increase as online shopping is considered more convenient and accessible from home.

E-WOM has become a consideration for potential consumers in various markets, especially Millennials, Gen Z, and next-generation consumers. This generation is adept at using information technology and social media. Media is also food for businessmen. Many studies suggest that most potential consumers pay attention to previous comments about a particular e-commerce or marketplace system. You can easily access positive or negative comments and take them into account when making purchasing decisions. This situation prompts businessmen in the digital age to consider potential consumer trends.

On the other hand, we also need to think about the use of Internet-based systems and business models designed in the form of e-commerce and marketplaces. Companies entering this space must provide space for comments from consumers or customers. This commentary is intended to provide consideration information to potential consumers and to serve as ongoing evaluation material. Therefore, the digital age and the development of diverse social media, e-commerce and marketplaces are a source of pressure for current and future businessmen.

VI Suggestions

Credibility of the information source. Various studies have found that sources of information are the most reliable investigated the factors associated with channels should be verified and also to be considered with respect to trustworthy and dependablability should be checked.

Risk avoidance. Risk aversion is defined as "the extent to which people feel that they are threatened by uncertainty and have created beliefs and institutions that seek to do so and avoid them must be analysed fake online reviews should be ignored Social media and consumer review sites seem to be pretty unreliable these days which is clearly a problem for users.

There might be the deliberate control of information in a technologically mediated message. The presence of fake online reviews generally affects everyone's credibility. It lowers their ratings .The most important strategy used by companies to deal with negative reviews should be done at quick pace. Conventional wisdom says that all advertising is good advertising, but research already exists highlights the many drawbacks of negative reviews, for example in terms of reputation damage, lost sales and reduced consumer confidence. The delay strategy is based on the notion that companies do this if they don't reply to the negative reviews, the problem will eventually go away, Procrastination should be totally avoided.

(VII CONCLUSION)

eWOM is an extension of the idea of WOM established in the Internet stage. The traditional advertising approach has been modified and adapted to the intensity of advertising. Internet. As online connectivity expands, consumers have more power. And Internet gatherings and networks. There are a large number of buyers, either intentionally or implicitly. Use eWOM before making a final purchase. On the other hand, consumers use online reviews. A type of eWOM that exchanges product experiences and expresses opinions in the post-purchase process. Opinions. Therefore, the real purpose of this study is to investigate the impact of online marketing. Consumer reviews are a type of eWOM in purchasing decisions.

VIII Scope for further study

Online reviews are a type of e-WOM that influences purchasing decisions. You can explore other types of e-WOM to see how they influence purchasing decisions. -You can check the effectiveness of online reviews by product category. • Comparative study on the influence of eWOM on online shopping and offline shopping product. Further research could be conducted on the impact of eWOM on individual purchase stages. Consumer decisions. • Comparative studies can be conducted on the impact between rural and urban consumers. Leveraging e-WOM in purchasing decisions.

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