



IMPACT OF ELECTRONIC WORD OF MOUTH IN PROMOTING PURCHASE INTENTION AND BRAND AWARENESS

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ABSTRACT

Internet has paved the way for Electronic Word of Mouth developing the traditional Word of Mouth Communication. Electronic Word of Mouth Communication helps to know each other views about a product or service after consumption. In today's scenario, everyone likes to know customer's reviews on a product or service before purchasing it. During the process of searching for customer reviews, it allows consumers to obtain information about products and services from customers all over the world with the help of Internet. Thus, Electronic Word of Mouth brings consumer's intention towards and away from purchasing a particular product or service based on information and opinion shared by customers and it also helps consumers to make aware of a brand and get familiarize to it. This paper carries out empirical research to know how far Electronic Word of Mouth is being helpful in promoting Purchase intention and Brand Awareness among consumers. This study will be useful for the Companies to understand the importance of Electronic Word of Mouth and also gives an idea on how to make it favorable for them.

KEY WORDS: *Electronic Word of Mouth, Purchase Intention, Brand Awareness and Customer reviews.*



INTRODUCTION

Electronic Word of Mouth is a Consumer generated positive or negative statement in online on consuming a product or service which can be viewed by a number of people living all over the world with the help of Internet. Purchase Intention is the measure of a Consumer's attitude to make a decision towards purchasing a specific product or availing a particular service. Brand Awareness is the degree to which Consumers are familiar, able to recall and recognize a brand and its products or services. This paper aims to study how Electronic Word of Mouth contributes towards Purchase Intention and Brand Awareness among Consumers.

LITERATURE REVIEW

- Malar Selvi, Edwin Thomson (2016) in their study on the topic “An Exploratory Study on the Electronic Word of Mouth Communication in Promoting Brands in the Online Platforms” among 200 respondents. Stratified Convenient Sampling method was used in the study. Percentage Analysis, Independent T Test and Chi-Square Test were used to analyze the data. Independent T Test results revealed that there existed a significant relationship between Gender and the Motivation of Self expression, Male respondents liked to express their feeling through Online reviews more than the Female respondents. There existed no significant relationship between Gender and Motivation of concern for others. There existed no significant relationship between Gender and the Motivation of overall trust. There existed significant relationship between Gender and Positive product reviews, Female respondents consider positive online reviews more before making a purchase choice than the Male respondents. There existed no significant relationship between Gender and Negative product reviews. Chi-Square Test revealed that there existed no significant relationship between Age groups and the Reviews present online. And there existed no significant relationship between Age groups and Product ratings online. Thus the study concluded that Gender differences will have impact on Self expression and Vengeance upon company. And the Consumers considered Positive online reviews more when compared to Negative Online reviews.
- Devkant Kala, Chaubey (2018) in their study on the topic “Impact of Electronic Word of Mouth on Brand Image and Purchase Intention towards Lifestyle Products in India” among 328 consumers. Structural Equation Modelling technique was used to analyze the data. It is a multivariate technique which combines Multiple Regression with Confirmatory Factor Analysis to examine the series of dependence relationships for the hypothesis formulated. In this technique while conducting Goodness of fit statistics, it is found that the structural model fits the data reasonably well. The hypothesis test revealed that Electronic Word of Mouth had a significant impact on Brand Image, Brand Image had a significant impact on Purchase Intention and Electronic Word of Mouth had no significant impact on Purchase Intention.



OBJECTIVES OF THE STUDY

1. To know the Impact of Electronic Word of Mouth in promoting Purchase Intention and Brand Awareness.
2. To identify the Products and Online Apps Services which has Brand Awareness and Purchase Intention through Electronic Word of Mouth.

RESEARCH METHODOLOGY

- NO. OF RESPONDENTS: 80 Respondents.
- METHOD OF DATA COLLECTION:
Primary Method- Structured Questionnaire.
Secondary Method –Articles, Journals and Books.
- TYPE OF SAMPLING: Convenient Sampling.
- AREA OF THE STUDY: Chennai City, Tamilnadu.
- STATISTICAL TOOLS USED: Percentage Analysis, Weighted Average Method and Chi-Square Test using SPSS.

LIMITATIONS OF THE STUDY

The study focuses on Purchase Intention and Brand Awareness created through Electronic Word of Mouth alone.

DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

Table – 1

Demographic profile and Role of Electronic Word of Mouth in promoting Purchase Intention and Brand Awareness

Variable	Dominant Group	Percentage
Age	16-25	88.8
Gender	Female	63.7



Educational Qualification	Post Graduate	41.3
Occupation	Student	51.2
Family Monthly Income	Below Rs.30,000	43.8
Habit of reading online reviews before purchasing a Product / Service among the Customers	Always	68.8
The extent to which online reviews helped in Customer's Purchase decision	Always	50
The extent to which Positive online reviews intended Customers to purchase a particular Product / Service	Somewhat	55
The extent to which Negative online reviews took away Customer's intention of purchasing a particular Product / Service	Somewhat	50
Product / Service ratings given in online played a role in Customer's Purchase decision	Agree	58.8
Customers feel that Online customer reviews are trustable	Sometimes	63.7
Habit of writing Positive reviews among Customers for a product / service purchased and felt satisfied	Some of the time	47.5
Habit of writing Negative reviews among Customers for a product / service purchased that harmed	Some of the time	41.3

CHI – SQUARE TEST

Association between Gender and Habit of reading Online Customer reviews before purchasing a Product / Service

HO: There is no Significant Association between Gender and Habit of reading Online Customer Reviews before purchasing a Product / Service.

H1: There is a Significant Association between Gender and Habit of reading Online Customer Reviews before purchasing a Product / Service.

Table – 2

Table showing Cross-Tabs between Gender and Habit of reading Online Customer Reviews before purchasing a Product / Service.



Gender	Always	Sometimes	Never	Total
Male	20	9	0	29
Female	35	16	0	51
Total	55	25	0	15

From Table -2, it is known that 55 respondents always have the habit of reading online reviews before purchasing a product / service out of which 20 were male and 35 were female and 25 respondents read online reviews before making purchases out of which 9 were male and 16 were female. It is also clear there is no one who doesn't have the habit of reading online reviews.

Table – 3

Table showing Chi-Square Test between Gender and Habit of reading Online Customer Reviews before purchasing a Product / Service.

Independent variable	d.f.	Chi-square values	Asymp.sig	Inference
Gender	1	.001	.975	Not Significant

From Table -3, it is known that the calculated value (0.975) is more than (0.05) at 5% level of significance, Null Hypothesis (H_0) is accepted. So there was no Significant Association between Gender and Habit of reading Online Customer Reviews before purchasing a Product / Service.

WEIGHTED AVERAGE METHOD

Table – 4

Table showing Weighted Average Value with Rank on promoting Brand Awareness through Electronic Word of Mouth on Online Food delivery and Shopping Apps Services

APPS	WEIGHT
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	3	2	1	Weighted Mean $\frac{\sum(xiwi)}{\sum wi}$	RANK
Swiggy	52	24	4	34.67	2
Zomato	51	25	4	34.50	3
Dunzo	20	30	30	25	9
Uber Eats	33	36	11	30.33	6
Ola Foods	17	37	26	25.17	8
Big Basket	36	29	15	30.17	7
Amazon	57	18	5	35.33	1
Flipkart	54	19	7	34.50	3
Meesho	41	30	9	32	5
Myntra	46	26	8	33	4

The respondents were asked to rate Brand Awareness promoted through Electronic Word of Mouth on Online Food delivery and Shopping Apps Services. According to Weighted Average Method; in Table – 4, Rank I shows that Consumers had the highest Brand Awareness in **AMAZON** promoted through Electronic Word of Mouth on Online Food delivery and Shopping Apps Services, Rank II depicts that Consumers had higher Brand Awareness in **SWIGGY** and Rank III represents Consumers had high Brand Awareness in **ZOMATO** and **FLIPKART** followed by Myntra, Meesho, Uber Eats, Big Basket, Ola Foods and Dunzo.

Table – 5



Table showing Weighted Average Value with Rank on promoting Purchase Intention through Electronic Word of Mouth on Online Food delivery and Shopping Apps Services

APPS	WEIGHT			Weighted Mean $\frac{\sum(xiwi)}{\sum wi}$	RANK
	3	2	1		
Swiggy	36	36	8	31.33	4
Zomato	36	37	7	31.50	3
Dunzo	16	30	34	23.67	9
Uber Eats	17	30	33	24	8
Ola Foods	11	27	42	21.50	10
Big Basket	26	29	25	26.83	7
Amazon	50	26	4	34.33	1
Flipkart	39	33	8	31.83	2
Meesho	25	35	20	27.50	6
Myntra	32	28	20	28.67	5

The respondents were asked to rate Purchase Intention promoted through Electronic Word of Mouth on Online Food delivery and Shopping Apps Services. According to Weighted Average Method; in Table -5, Rank I shows that Consumers had the highest Purchase Intention in **AMAZON** promoted through Electronic Word of Mouth on Online Food delivery and Shopping Apps Services, Rank II depicts that Consumers had higher Purchase Intention in **FLIPKART** and Rank III represents Consumers had high Purchase Intention in **ZOMATO** followed by Swiggy, Myntra, Meesho, Big Basket, Uber Eats, Dunzo and Ola Foods.

Table – 6



Table showing Weighted Average Value with Rank on promoting Purchase Intention and Brand Awareness through Electronic Word of Mouth among various types of Products

PRODUCTS	WEIGHT			Weighted Mean $\frac{\sum(xiwi)}{\sum wi}$	RANK
	3	2	1		
Food	45	32	3	33.67	2
Vegetables, Fruits and Groceries	31	35	14	29.50	5
Clothes, Footwear and Accessories	50	27	3	34.50	1
Soap, Shampoo and Cosmetics	34	35	11	30.50	4
Electronic items	42	25	13	31.50	3
Furniture items	23	36	21	27	7
Gift articles and Stationeries	27	34	19	28	6

The respondents were asked to rate Brand Awareness promoted through Electronic Word of Mouth among various types of Products. According to Weighted Average Method; in Table -6, Rank I shows that Consumers had the highest Purchase Intention and Brand Awareness in **CLOTHES, FOOTWEAR AND ACCESSORIES** products promoted through Electronic Word of Mouth among various types of Products, Rank II depicts that Consumers had higher Purchase Intention and Brand Awareness in **FOOD** products and Rank III represents Consumers had high Purchase Intention and Brand Awareness in **ELECTRONIC ITEMS** followed by Soap, Shampoo and Cosmetics, Vegetables, Fruits and Groceries, Gift articles and Stationeries and Furniture items.

CONCLUSION

In today's world, People started to rely on Electronic Word of Mouth very immensely irrespective of Age and Gender. They have started to check on Customer reviews for almost



every Product and Service before purchasing it. At the time of checking Reviews for a product / service, they come to know about new Brands and it creates Purchase Intention too. They have started to trust Online Customer Reviews unknowingly and that drives them on their Purchase decision as well. Some popular apps like Flipkart, Amazon, Zomato and Swiggy are in the top ranks in the minds of the customers and that makes that leads the customers in creating Purchase Intention and Brand Awareness. Likewise, Customers show more interest towards checking reviews for products like Clothes, Footwear, Accessories, Food and Electronic items. That's why those products have more Purchase Intention and Brand Awareness on the side of the Customers. So it is essential for the Organization to satisfy each and every Consumer on the consumption of their Products / Services and that leads to write Positive Online Reviews from Consumers which helps the Organization in generating higher Sales.

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