

ELECTRONIC WORD-OF-MOUTH: PERSEVERANCE AND ADVERSITY

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Abstract: *Electronic Word-of-mouth (eWOM) is important information affecting consumers' online buying behavior because of this word-of-mouth has shifted to the digitalized world and a new term has been developed, namely electronic word-of-mouth. Electronic word-of-mouth has been recognized to generate the same benefits to companies as word-of-mouth. Due to the growth of the Internet and social networking sites, electronic word-of-mouth has the power to reach more people and is therefore perceived as more influential.*

Key words: *Electronic Word-of-mouth (eWOM), word-of-mouth, consumers' buying decision.*

I. Introduction

EWOM is abbreviated as electronic word of mouth that encompasses all informal communications directed at consumers through Internet-based technology related to the usage or characteristics of particular goods and services, or their sellers. "With enormous growth in the sector, people in current era may access internet anywhere. This advancement has deeply influenced the people to communicate with each other and has lead to new performa of communication. Electronic word of mouth is widely used online, especially on social networking sites keeping in view the low data package charges given by the telecom companies therefore consumers can easily share there experiences. Electronic word-of-mouth (eWOM), also often referred for online reviews and recommendations or online opinions that has gained much importance. With the immersion of new technology tools such as Electronic word-of-mouth, sharing between consumers about experiences has widely varied.

Today current Economy has undergone an immense growth in Globalization and human race with enormous growth in technology which compels further to go into the digitalization world.

In this digital age the trend has been changed in numerous ways the way in which people interact with each other in both privately and publically, due to immense rise in field of technology; Precisely, the social networking sites. The Internet has spectacularly brought a change in today's day – to- day life of employees in an organization how they communicate with each other. For ex – marketing strategies to sell the product, targeting market segmentation and reviews the result round the globe. In addition to this new software, applications and uses of the World Wide Web (Web) are continuously growing up to new heights, most of the Social Networking Sites (SNS's) like Facebook, Twitter, YouTube, and LinkedIn, whatsapp allow new users to make the online user profiles and join virtual communities. Opinion leaders have an influential role in the content sharing process for the interaction happens via the Internet through many platforms. Electronic word-of-mouth is interaction without time and location constrains but may occur credibility issues that users consider.

II. Prevailing Edge of Social Networking Sites

Over a period of time, few revolutionary transformation have taken place in the way today's modern society communicate with each other and shares their views and ideas through online means. Social Networking Sites are defined as —web-based services that allow individuals to:-

- Make a user friendly profile which can be public or semi public profile within the bound system.
- Communicate with whom they share a connection.
- View and share their list of connections and those made by others within the system.

Use of Internet, Social Networking Sites have created virtual communities where users can interact and share their experiences with each other through various mode including blogging, reviews, online chatting, and posting photos and video. Used for personal and group communication

(Singh Ritika, 2017). and commercial business, Social Networking Sites have the possibilities to transform global culture and the economy. Rapid growth in technologies has caught the attention of the business enterprises (Balaji, D; Londhe, BR; Shukla, Rishi P, 2016)

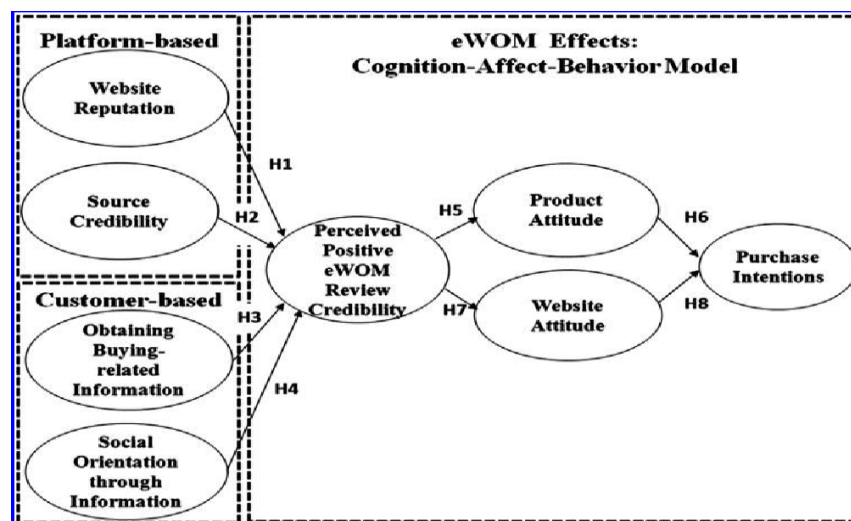
Apart from the prevalent SNS applications used for basic interaction among the peer group, online service marketing related to buying and selling goods through different online sites has been developed in order to encouraging the product awareness and boost sales (Shukla, Rishi P, 2015).

A significant benefit of e-commerce is the use of electronic word-of-mouth (e-WOM) in the way of advertising or sharing of information electronically among the peer groups is an effort to raise awareness through group discussion as well as for amusement and personal satisfaction (Shukla Rishi P, Ankit Kapoor, Anshuman Dhanorkar, Ananta Razdan, 2015). While still a relatively new phenomenon, e-WOM is a powerful driver of Social Networking Sites and ecommerce alike, and is an integral aspect of understanding for marketers planning on utilizing Social Media Marketing (SMM)

III. Buying Decision of Consumers

Purchase decision is linked with the consumers need and wants for purchase of the product or service. According to Fishbein and Azjen (1975) purchase intention is considered to be the single most accurate predictor of actual purchase behavior (Shukla Rishi P, Balaji D, Archana Singh, 2015).

Wom and e-wom both are effective methods of information exchange related to product.



(source-<https://www.semanticscholar.org>)

Few studies by marketing professionals have confirmed the eWOM effects. Results showed that eWOM possess influence on consumer's attitudes (Singh Ritika, 2014). and buying intentions. It also uncovered the complexity of eWOM effects. It is likely that the eWOM effects on changing attitude towards the brand are more direct and significant than the effects on attitude toward the advertisement and buying intention.

IV. Conclusion

Electronic word of mouth is widely used online, especially on social networking sites keeping in view the low data package charges given by the telecom companies therefore consumers can easily share their experiences. It is also often referred for online reviews and recommendations or online opinions that have gained much importance. Online communication is not instant; it takes time, consumers visit different sites for the purchase of the products and read previous reviews given by the customers whereas in offline communication one gets instant information. With the immersion of new technology tools such as Electronic word-of-mouth, sharing between consumers about experiences has widely varied.

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