

“IS ELECTRONIC WORD OF MOUTH MORE PERSUASIVE THAN TRADITIONAL WORD OF MOUTH?”

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ABSTRACT

Word of Mouth casual discussions and proposals of individuals about items and administrations powerfully affect client basic leadership. This investigation dissects the essentials of this marvel soon give a superior comprehension of how word-of-mouth functions and how it alright may be viably animated. Attributes of both on the online Associate in nursing disconnected word-of-mouth area unit stony-broke down and incorporated into a model which can fill in as transcription equipment for word-of-mouth incitement. The inspiration driving spoke and its triggers are additionally stony-broke down.

Key Words: Word of Mouth, Electronic Word Of Mouth, eWOM, Traditional Word of Mouth, Purchase Intention.

INTRODUCTION

Word of Mouth: Word-of-mouth promoting is the method by that info is passed from person to person. Originally, the term was accustomed to describe oral data sharing. However, with advances in technology, it'll currently embrace the transmission of knowledge concerning product or services through e-mail, text transmission, and social media retailers.

Electronic Word of Mouth (eWOM) is a form of buzz promoting and it can become viral if the message is persuasive or funny enough. In eWOM we tend to focus on person-to-person contacts that happen on the net. You may think this is new but in reality, it's the oldest type of promoting we know.

The disposition of a customer to buy a certain product or a particular service is known as purchase intention. Purchase intention is a variable quantity that depends on several external and internal factors. Purchase intent is the probability that a client can get a product or service.

LITERATURE REVIEW

Allsop, D. T., Bassett, B. R., & Hoskins, J. A. 2007). In the meanwhile, current WOM analysis, as a part of AN overall analysis program, provides his insights for a number of business initiatives. Armed with a greater understanding of however WOM operates in their explicit product class, marketers can create more confident selections with regards to disapproval and positioning, segmenting programs to pay attention to the voice of the client.

Fatima Naz, 2014). Early studies on WOM have shown that it has an important impact on customer decisions. Impact of word of mouth on promoting arises due to social Media where folks see comments of the people who did Shopping from such places. They see whether or not or not it'd be Effective for them to shop for such things or not. So marketers become Aware of people choices now and that they try and improve or manufacture Better quality, due to the customer's loyalty

Ali Reza Montazemi, Hamed Qahri Saremi 2014). The investigator tackles the question of however eWOM affects consumers' perceptions of adopting the products/services through a literature review based mostly on a replacement theoretical framework. Based on the findings, the investigator knew numerous vital gaps within the body of data within the eWOM literature, which are in need of attention in future analysis.

Kundu S, Sundara Rajan CR 2017). Word of mouth is one such site where the selling professionals area unit focusing for some time. It is creating observable effects in the online world with product reviews, ratings, social media communications and also the like. Although there are numerous articles on social media within the kind of whitepapers and blogs, literature within the style of tutorial analysis is still in its infancy.

RESEARCH OBJECTIVES & RESEARCH HYPOTHESES

OBJECTIVES:

- To study the role of Electronic word of mouth & Traditional word of mouth in improvement of purchase intention of customer.
- To study the relationship of Electronic word of mouth, Traditional word of mouth & purchase intention.

HYPOTHESES OF THE STUDY

Hypothesis 1:

H_{01} . There is no significant impact of Electronic word of mouth on purchase intention.

H_{11} . There is significant impact of Electronic word of mouth on purchase intention.

Hypothesis 2:

H_{02} . There is no significance impact of Traditional word of mouth on purchase intention.

H_{22} . There is significance impact of Traditional word of mouth on purchase intention.

RESEARCH METHODOLOGY

This purpose of research is to find the comparative study in Electronic word of mouth and Traditional word of mouth on purchase intention namely as cost, advertisement, online review, offline review, measurability, formatting, targeting, coverage, speed, newspaper, magazines. The primary data was gathered through structured questionnaire. The data gathered for the respondents were put in the SPSS to the analyze the various factors and dependability of the variables. Mean, standard deviation and Regression test are used in this study.

DATA ANALYSIS

Electronic word of mouth

Electronic Word of Mouth (eWOM) is a form of buzz marketing and it can become viral if the message is persuasive or funny enough. In eWOM we focus on person-to-person contacts that happen on the internet. You may think this is new but in fact it's the oldest type of marketing we know.

Mean and Standard Deviation of factors related to Electronic word mouth

Table 5.2.1

	Mean	Std. Deviation
E-wom message is reliable to know the review of product/service	3.50	.953
I tend to search for others' opinions online when i want to buy product/service	3.82	.720
I feel more comfortable buying some new product/service when I get others' opinions online	3.88	.773
Over my families and friends, I trust other customers on the internet.	3.04	1.228

On the internet, I like to send E-wom message and influence other opinions.	3.18	1.380
I often talk negative thing online when i tried buying some online product/service and you feel not good.	3.14	1.178
I always forget talking something positive online when the product/service is good.	3.12	1.100
I am more interested in the product/service that has many positive E-wom message online	4.16	.842
Over the internet, I not consider that product/service which has too much negative review.	4.10	1.055
I think the negative E-wom has more influence than positive E-wom to change my attitude toward product/service.	3.86	1.010
Over the internet, I might be trying a new brand because other customers told me that product/service is better than you currently use.	3.98	.769
The persons who provided online reviews/comments, I think they are experienced.	3.66	1.222
The persons who provided online reviews/comments, I think they have the ability on judgment.	3.30	1.111
The persons who provided online reviews/comments, I think they have abundant knowledge toward the product.	3.04	1.029
Advertisement changing your preference towards the product/service.	3.72	.882
I think one product/service is not good, but other online positive review can change my mind (get a better attitude towards that product/service).	3.56	.993
Valid N (list-wise)		

INTREPRETATION

Among all these variables of electronic word of mouth in Table shows that the effectiveness of electronic word of mouth highest mean(4.16) which is followed by the mean (4.10) which suggest that the electronic word of mouth more influence the customer

buying intention toward the product/service. This indicates the electronic word of mouth is an effective source to influence the customer buying behavior.

Traditional word mouth

Traditional Word-of-mouth (TWOM) communication has been shown as the most influential and predominant resource of information in developing a destination image. The power of WOM has been researched for several decades in the marketing field. However, despite the importance of WOM in tourism destination choice, existing research in tourism is still limited.

Mean and Standard Deviation of factors related to Traditional word mouth

Table 5.3.1

	Mean	Std. Deviation
I think T-wom message is reliable to know the review of product/service.	3.72	.858
I tend to ask others' offline opinions when i want to buy product/service.	3.42	.835
I feel more comfortable buying some new product/service when I get others' offline opinions by my friends and family.	3.66	.658
I trust other customers as well as my families and friends opinion.	3.64	.964
I am more interested in the product/service that has many positive T-wom messages around me.	3.58	1.012
I always forget talking something positive in my family and friend's circle when i think the product/service is good.	3.02	.937
In my family and friends, I am not considering that product/service which has too much negative review.	3.18	1.024
I think the negative T-wom has more influence than positive T-wom to change my attitude toward product/service.	3.32	.978
I might try a new brand because my family member or friends told me that product/service is better than I currently use.	3.28	.904
I think one product/service is not good, but other T-wom positive review can change my mind (get a better attitude towards that product/service).	3.22	1.036
The persons who provided offline reviews/comments, I think they are experienced.	3.62	1.105

The persons who provided offline reviews/comments, I think they have the ability on judgment.	3.02	1.152
Traditional advertisement policy changing my preference towards the product/service.	3.44	1.146
The persons who provided offline reviews/comments, I think they have abundant knowledge toward the product.	2.90	.953
Valid N (listwise)		

INTREPRETATION

Among all these variables of traditional word of mouth in Table 6 shows that the effectiveness of traditional word of mouth highest mean(3.72) which is followed by the mean (3.66) which suggest that the traditional word of mouth more influence the customer buying intention toward the product/service. This indicates the traditional word of mouth is an effective source to influence the customer buying behavior.

Purchase Intention

The willingness of a customer to buy a certain product or a certain service is known as purchase intention. Purchase intention is a dependent variable that depends on several external and internal factors. Purchase intent is the probability that a consumer will buy a product or service

Mean and Standard Deviation of factors related to Purchase Intention

Table 5.4.1

	Mean	Std. Deviation
The opinions, I have received on social networking sites from my contact, have affected pre-purchase decision of mine.	3.70	.789
A new comment or update about a product on social networking sites from my contact has had influence on how I consider that product/service.	3.52	.863
On social networking sites, I tend to seek for opinions from my contact regarding a product/service that I intend to purchase.	3.46	1.014
Whether a product is recommended on social networking sites from my contact, is important to me making my own purchase decision.	3.52	.863
After reading online review/comments, its make my desire to buy the product/service.	3.74	.736

I tend to seek more review provided by other user on the social networking site relate to the selected product/service.	4.04	.781
I intend to try the product/service discussed in the online review/comment before purchasing.	4.30	.707
Valid N (list wise)		

INTREPRETATION

Among all these variables of purchase intention in Table shows that the effectiveness purchase intention highest mean (4.30) which is followed by the mean (4.04) which suggest that the traditional word of mouth more influence the customer buying intention toward the product/service. This indicates the traditional word of mouth is an effective source to influence the customer buying behavior.

Testing Hypothesis :

Hypothesis 1:

H₀= There is no significant impact of Electronic word of mouth on purchase intention.

H₁= There is significant impact of Electronic word of mouth on purchase intention.

Hypothesis 2:

H₀=There is no significance impact of Traditional word of mouth on purchase intention.

H₂=There is significance impact of Traditional word of mouth on purchase intention.

Table 5.5.1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.664 ^a	.441	.418	.38396

a. Predictors: (Constant), Traditional word of mouth, Electronic word of mouth

Table 5.5.2 ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5.477	2	2.738	18.573	.000 ^b
	Residual	6.929	47	.147		
	Total	12.406	49			

a. Dependent Variable: Purchase intention

b. Predictors: (Constant), Traditional word of mouth, Electronic word of mouth

Significance value = .000^b

Table 5.5.3 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
		1	(Constant)	.408			.565	
	Electronic word of mouth	.737	.130	.617	5.660	.000	.475	1.000
	Traditional word of mouth	.214	.094	.249	2.282	.027	.025	.402

a. Dependent Variable: Purchase intention

INTREPRETATION

The information presented in the above table show the model summary & overall fit statistics. We see from the table the adjusted R square of Electronic word mouth and traditional word of mouth is .418 with R²= .441 that mean the liner regression explains the 44.1% variance in the data.

The table above depicts the F test. The F test statistics is the regression sum of a square divided by the residual mean square. The liner regression F test has the null hypothesis that there is no linear relationship between the variables with F test 18.573 and 1 degrees of freedom the test is highly significant. Therefore we can assume that there is a linear relationship between the variable in our model. Further, the table shows standardized coefficient beta indicates the relationship between Electronic word mouth and Traditional word of mouth as the independent variable and Purchase Intention as the dependent variable with a value of .462. The significance of beta is tested using t-test and value found is .723 and 5.660 and 2.282 which is significant except indicating a healthy positive relationship Electronic word mouth and Traditional word of mouth and Purchase Intention. The regression analysis helps to conclude that the Electronic word mouth have a significant relationship with the Purchase Intention except Traditional word of mouth.

CONCLUSION

During this study, perception of this consumer towards the word of mouth (electronic) advertising across demographic profile, different age group characters have specific goods or service choice also thus people mostly cater to that word of mouth fulfill their curiosity, respondents choice of electronic word mouth is not affected by their gender to a great extent, the choice of electronic word mouth differ between various marital groups, bachelors tend through like those word of mouth helps to make their life easier.

Education plays an important role in the perception towards the word of mouth, the more educated respondents have specific of his choice of advertisement, whereas a person with no or little education background is often confused as to which media to approach.

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