



# The Impact of Traditional and Electronic Word-of-Mouth on Purchase Intentions of Generations Y and Z for Apparel Brands

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## ABSTRACT

The study investigates the influence of traditional Word-of-Mouth (WOM) and Electronic-Word-of-Mouth (e-EOM) on the purchase intentions of Generation Y & Z in the apparel sector. The study explores how these two communication forms, impact the decision-making process of these generational cohorts and aims to determine which factors (WOM or e-WOM) has a more significant effect on their apparel purchase intentions. A sample of 300 respondents from Chennai was selected using convenience random sampling methods to gather insights from the target population. Both primary and secondary data were utilized in this study, with primary data collected through a structured questionnaire employing a five-point Likert scale. Cronbach's Alpha was used to assess the internal consistency and reliability of the measurement instrument. The findings reveal that while both WOM and e-WOM significantly affect purchase intentions, e-WOM has a stronger influence on the apparel purchase decisions of Generation Y and Generation Z. The results suggests that e-WOM, particularly through digital platforms, plays a dominant role in apparel brand decision making for these tech-savvy and socially connected generations.

**KEYWORDS:** *Social Media Marketing, Electronic Word-of-Mouth (e-WOM), Word-of-Mouth (WOM), Purchase Intension, Apparel Brands*

## 1. INTRODUCTION:

In the era of digital connectivity, social media marketing is emerging as a transformative force for businesses, particularly in the apparel industry. Among the strategies employed, word-of-mouth (WOM) and electronic word-of-mouth (e-WOM) play critical roles in shaping consumer purchase intentions. Word-of-Mouth, the traditional form of sharing opinions and e-WOM, its digital counterpart facilitated through social media platforms, have become powerful tools in influencing consumer decision making. The study aims to explore the comparative impact of WOM and e-WOM on the buying intentions of Generations Y and Z towards apparel brands. By examining the interplay of social media marketing and personal recommendations, it aims to uncover the driving factors that motivate these tech-savvy consumers. Comprehending these dynamics is essential for apparel brands to craft strategies that resonate with their target audiences.

### 1.1. SOCIAL MEDIA MARKETING:

Social networking sites have seen tremendous growth in the last few years and customers are part of social networks now. To a greater or lesser extent, online user reports are used for quality assurance purposes with respect to customer

care. The decision to buy is positively or negatively influenced by the effects of positive and negative e-WOM. A positive e-WOM will create positive product and service images, while a negative e-WOM will produce negative ones. Social media integrity is a slow loser if all the tweets are solely optimistic. Therefore, as positive and negative e-WOM, both given equal weight, trust is increasing the likelihood that customers will make an e-WOM purchase. The positive and negative effects of a business to related online mention affect the purchasing habits of consumers but can provide feedback for developers and user (John Goldwin, K. Anirudh Prabhu, Dr. K. A. Asraar Ahmed, 2021).

### 1.2. WOM:

Among the first academic researchers to define WOM was Arndt [21] and he defined WOM as the "oral, person-to-person communication between a receiver and a communicator whom the receiver perceives as non-commercial, regarding a brand, a product, a service or a provider" (Arndt, 1967). The Word of Mouth Marketing Association (WOMMA) offers a more pragmatic perspective of WOM defining the concept as, "the act of consumers providing information to other consumers" (Amal Dev Sarma, Basav Roy Choudhury, 2015).

Word of mouth (WOM) is an informal person-to-person communication between non-commercial communicators and recipients based on brands, products, organizations, or services. WOM can be positively or negatively charged. Often marketers encourage word of mouth communication by consumers about a promotion. This helps spread awareness beyond the consumers who started interacting directly with the promotion. Consumers share information with friends about attractive offers for certain products (Puriwati and Tripopsakul, 2022)

### 1.3. E-WOM:

The rapid growth in information and communication technologies (ICTs), social relationships between Individuals have exploded from micro level to macro level through online social networks and with the diffusion and amplifying of information gathered from the world and the web through these channels, WOM today transmutes itself in these channels to give rise to e-WOM. One of the early definitions of e-WOM is "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet".

The concept of e-WOM has since been extended and it is suggested that e-WOM can be defined as "all informal communications directed at consumers through Internet-based technology related to the usage or characteristics of particular goods and services, or their sellers". This definition highlights the communication flow between producers and consumers as well as those between consumers themselves through internet based technologies, signifying that marketers themselves are also part of e-WOM communications along with neutral individuals (Amal Dev Sarma, Basav Roy Choudhury, 2015).

E-WOM consists of three dimensions namely intensity, valence of opinion, and content. Social networking platforms have become a tool in overcoming the marketing challenge. It facilitates the translation of consumer relationships with brands and other consumers into brand advocacy called E-WOM. People like to participate in E-WOM for four main reasons. The reasons are: consumer empowerment, the urge to do good, integration and social interaction, and brand defense (Viany Utami Tjhin, Siti Rahman Nurul Afni, 2019). Therefore, the study aims to investigate the effect of e-WOM on millennials' & generation Z's buying intentions since it has been identified as a factor in making a rational purchasing decision.

There are four unique differences between WOM and e-WOM, which are described below:

**Table: 1. Difference between WOM and e-WOM**

S.NO	WOM	e-WOM
1.	WOM exists only within the space of the individuals having a conversation.	e-WOM has the ability to spread amongst a multitude of individuals rapidly via the Internet.
2.	WOM only exists at a moment in time.	e-WOM has the ability to be archived and retrieved at any point in the future.
3.	WOM cannot be easily quantified.	e-WOM has the ability to be quantified more easily.
4.	In WOM the receiver generally knows the sender and has the ability to judge their credibility.	In e-WOM there is inability of a receiver to determine the credibility of the sender.

**SOURCES:** Amal Dev Sarma, Basav Roy Choudhury, 2015

### 1.4. APPAREL INDUSTRY:

The apparel industry has evolved significantly, especially with the rise of digital platforms and social media, which have amplified the role of electronic word of mouth (e-WOM) and traditional word of mouth (WOM) in shaping consumer preferences. For generations Y and Z, known for their digital fluency and awareness of trends, these forms of social influence play

a crucial role in driving purchase intentions. Unlike previous generations, Gen Y and Z consumers are highly responsive to product reviews, influencer recommendations, and peer endorsements, often relying on them more than traditional advertising. In an era of fast fashion and customized experiences, Generation Y and Z value personalization, sustainability, and immediate access to trends. As a result, their purchase intentions are strongly impacted by e-WOM on platforms like Instagram and TikTok, where they can quickly gauge a product's popularity and perceived quality (Chihiro, Pekka 2022).

### 1.5. SOCIAL MEDIA USAGE:

A major part of the modern lifestyle is social media. Statistics indicate that globally, there are 3.6 billion social media users (Statista-J.Clement, 2020), equal to around 45 per cent of the world's total population. (John Goldwin,K.Anirudh Prabhu,Dr.K.A.Asraar Ahmed,2021).Social Media content consists of social networks sites, online communities, services that users can make such as a blog, video sharing site, rating site / online ranking and the world of virtual games. Consumer can make an engagement with products and services by interacting with other consumers through social media (Viany Utami Tjhin, Siti Rahman Nurul Afni, 2019).

User-generated content is a creative and evolving approach that businesses are using to improve their relationships with customers and advance brand awareness. As a result, using social media effectively has become a critical component of gaining and retaining a strategic edge. As a result, businesses now put a high emphasis on the potential of social media to shape customer brand experience and affect purchasing intent (John Goldwin,K.Anirudh Prabhu,Dr.K.A.Asraar Ahmed, 2021).

As there is no direct monetary charge to use these social networks, by showing target advertisements to their audience and only being paid in exchange by the advertisers, social media platforms make money. And by showing consumers advertisements, social media sites make money. Social networking platforms often provide a large number of user data points and information. Information that is publicly available which allow marketers to use. Social Media gives the marketer, power to create targeted ads based on their audience's interest, behaviour, and demography and even emails IDs (John Goldwin,K.Anirudh Prabhu,Dr.K.A.Asraar Ahmed,2021).

### 1.6. PURCHASE INTENSION:

Purchase Intension is defined as “the possibility of a consumer purchasing a product or service in the near future “(Ajzen and Fishbone, 1980). It increases the possibility of purchasing, hence, the greater the purchase intention, the higher the purchase probability (Schiffman & Kanuk , 2009). Consumers have to be able to wade through the relentless shopping choices and the number of alternatives in the market has to be kept down to a minimum. I believe that purchase intention is described as the possible intention of the buyer to buy something in the future. One of the most sort after HOE (hierarchy of effects) model in purchase decision is attention, interest, desire, action (AIDA) (John Goldwin,K.Anirudh Prabhu,Dr.K.A.Asraar Ahmed, 2021).

### 1.7. GENERATION Y & Z:

In this study Generation Y and Z are described based on specific age intervals, highlighting their relevance in the context of the research. Generation Y also known as Millennial, include individuals aged 24-36 years. This generation witnessed the transition from traditional to digital technology and is adept at navigating both offline WOM and e-WOM. On the other hand, Generation Z, represented by individuals aged 18-23 years, consists of digital natives who are growing up in a hyper – connected world dominated by smartphones, social media, and instant communication. The study attempts to examine these generation and uncovers the varying degrees of influence that WOM and e-WOM have on their buying decisions. Thereby provides actionable insights for marketers to develop strategies that align with the preferences and behaviors of each generation.

## 2. LITERATURE REVIEW:

TITLE	AUTHOR / YEAR	OBJECTIVES	VARIABLES USED	FINDINGS
1.) “Effect of E-WOM and Social Media Usage on Purchase Decision in Clothing Industry”	1. Viany Utami Tjhin, 2. Siti Rahman Nurul Afni, (2019)	To investigate the direct & indirect effect of social media usage and E-WOM on purchase decision mediated by trust.	Independent Variables: (i) Social Media Usage (ii) EWOM  Mediating Variable: (i) Trust  Dependent Variables: (i)Purchase Decision	(a) Study identified that the social media usage has no significant effect on purchase decision directly as well as indirectly (Ha1= not accepted).  (b) E-WOM has a significant effect on purchase decision directly as well as indirectly via trust (Ha2, Ha4, Ha5, Ha7 were accepted).



2.) "Impact of social media on the purchase intension in the apparel industry"	1. <b>John Goldwin</b> , 2. <b>K.Anirudh Prabhu</b> , 3. <b>Dr.K.A.Asraar Ahmed</b> , (2021)	To identify the impact of social media as well as its factors on the purchase intentions of millennial with respect to apparel industry.	Independent Variables: Social Media & its Factors: (i) EWOM, (ii) Relatability, (iii)Entertainment, (iv) Brand Equity  Dependent Variables: (i)Purchase intention.	Social media & its factors influence the purchase intentions of consumers except relatability factor. Hence (H1,H2,H4,H5 were accepted except H3)
3.) The Electronic Word-of-Mouth Analysis and its Impact on Purchase Decisions: Studies on "Millennial and Z" Generation	1. <b>Slamet</b> 2. <b>Ahmed Ulil Albad</b> , (2023)	To examine the e-WOM with three measurement factors and to study its impact on purchase decision on potential buyers of food & beverage products on shopeefood in Surabaya.	E-WOM: (i)Intensity, (ii)Content, (iii)Valence of opinion  Dependent Variable : Purchase decision	The parameters of e-WOM i.e. (a) Intensity brings no effect on purchase decision in shopeefood; (b) Comments has a positive effects on purchase decision; (c)Valence of opinion positively effects the purchase decisions.
4.) "Influence of WOM and EWOM, on Millennials, Purchase Intentions Towards Refurbished Consumer Electronics"	1. <b>Vandana Pareek</b> , 2. <b>Mohd.Mehdi, Alok Kumar Rai, Priya and Vandana Arora Sethi</b> , (2024)	1.) To determine the relationship between WOM and E-WOM on the purchase intentions of the Millennial.  2.) To explore the impact of demographic factors on WOM, E-WOM and Purchase Intentions of Millennial.	Independent Variable: (i) WOM (ii) EWOM  Dependent Variable: Purchase Intention	Demographic factors: (a)Family income: i) The study indicates that family monthly income has impact on response towards WOM. ii) No significant differences found between family monthly income with respect to E-WOM and Purchase Intention.  (b) Educational Qualification: i) The study indicates that educational qualification does not have an effect on response towards WOM. ii) No significant differences found between educational qualification with respect to E-WOM and Purchase Intention.  (c) Age: i) No significant differences found between age with respect to WOM, E-WOM and Purchase Intention.  (d) Gender: i) significant differences found between gender with respect to WOM and Purchase Intention ii) No significant differences found between genders with respect to e-WOM.
5."Influence of eWOM on Millennials Purchase Intention: An Empirical Assessment"	<b>Nuzhat Jan and Mushtaq Ahmad Bhat</b> , (2024)	To empirically investigate the influence of e-WOM on purchase intention of Gen Y in developing economies.	Independent Variable: e-WOM:its dimension wise impact is studied with the help of (a) opinion giving (b) Opinion seeking (c) Opinion passing  Dependent Variable: Purchase Intension	The study revealed that e-Wom has a significant impact on purchase intention and while its dimension wise impact namely, opinion-passing has the highest impact on purchase intension compared to opinion giving & opinion seeking.

6. **Adithi Shrestha, Alina karki , Mayank Bhushan, Shivani joshi (2023)**, in their study titled, “ Effects of Social Media Marketing on Consumer Buying Behaviour” found that social network, social influence and content marketing have significant positive correlation with consumer buying behavior thereby indicates that social media has become an influential platform for consumers to engage with brands , build brand loyalty , acquire product information and informed purchase decisions. Researcher has used quantitative research design and collected primary data from social media users of 60 respondents of sample size determined based on the rule of 1:6 from each city. The data were collected using a set of questionnaires containing 12 items measured on a 5 point likert scale. Collected data were analyzed using IBM SPSS 20 software.

7. **Paula Lopes, Rosa Rodrigues, Fabio Sandes and Rui Estrela (2023)**, “ The marketing Role of Social Advertising in Customers Purchase Intention,” the researcher investigated the impact of advertising relevance in moderating the relationship between Online advertising on Social media and customer purchase intention in Metropolitan Area of Lisbon. The quantitative method was applied and primary data collected through survey method using questionnaire which is circulated through the Google form to the sample unit of 1973 respondents aging between 18yrs-60yrs, who were selected based on Non-probabilistic snowball sampling method. It was inferred that 76% of consumers were purchasing FMCG products through digital medium mode influenced by online advertising and also quality relevant information transmitted through online advertising on social network sites which plays a vital role in largely influencing the consumers’ purchase intention.

8. **Parveen Kumar, Sandeep Kumar Singh (2023)**, in their study titled “ An Analytical Study on Consumer Buying Behaviour in Terms of Digital Advertising Strategy”, revealed that 250 respondents from NCR region of Uttar Pradesh use internet for online shopping and pay attention to ad banners displayed on pages. It is found that ad banners moderately influences the buying behavior of the consumers. Hence, it is inferred from the study that digital advertising strategy, Online advertising and digital media moderately influences consumers’ buying behavior.

9. **Ozlem Akgun, Beyza Nur Arslan (2022)**, In their study entitled, “ Marketing Mentality of the Modern Age: Digital Marketing “ provided the detailed conceptual understanding under the following segmented topics namely the Concept of digital marketing , Difference between traditional and digital marketing, tools & models of digital marketing etc., in the context of changing modern marketing environment due to technological advancements.

10. **Viany Utami Tjhin and Siti Rahman Nurul Aini (2019)**, in the study entitled, “ Effect of E-WOM and Social Media Usage on Purchase Decision in Clothing Industry “, Investigated the data collected through survey from a sample of 151 customers (respondents) of clothing industry in Indonesia, by using convenience sampling method and the these data were analyzed using Partial Least Square Structure Equation Modeling (PLS-SEM).The study revealed that the social media usage has no significant effect on purchase decision directly as well as indirectly (Ha1, Ha3 & Ha6= not accepted) and while, EWOM has an significant effect on purchase decision directly as well as indirectly via trust (Ha2, Ha4,Ha5& Ha7= accepted). It is also inferred that the factors associated with the consumer’s trust can lead to positive impact on purchase decision.

### 3. OBJECTIVES OF THE STUDY:

- a) To study the influence of traditional WOM on the purchase intentions of Generation Y and Generation Z in the apparel sector.
- b) To study the effect of e-WOM on the purchase intentions of these two generation cohorts.
- c) To determine which factor (WOM or e-WOM) has more significant influence on the purchase intentions of both Generation Y and Generation Z with respect to apparel purchase.
- d) To determine whether Generation Y or Generation Z is more influenced by WOM and e-WOM in shaping their apparel decisions.

### 4. LIMITATION OF THE STUDY:

- The study confined to Chennai, limiting the generalizability of the findings to other regions, which may exhibit different consumer behaviors and market dynamics.
- The sample size may not be the complete representative of the entire population of Generation Y & Z.
- The study specifically examines the apparel sector only, which may not fully reflect the influence of WOM and e-WOM in other industries.
- The research design is cross-sectional, capturing responses at a single point in time.

## 5. RESEARCH METHODOLOGY:

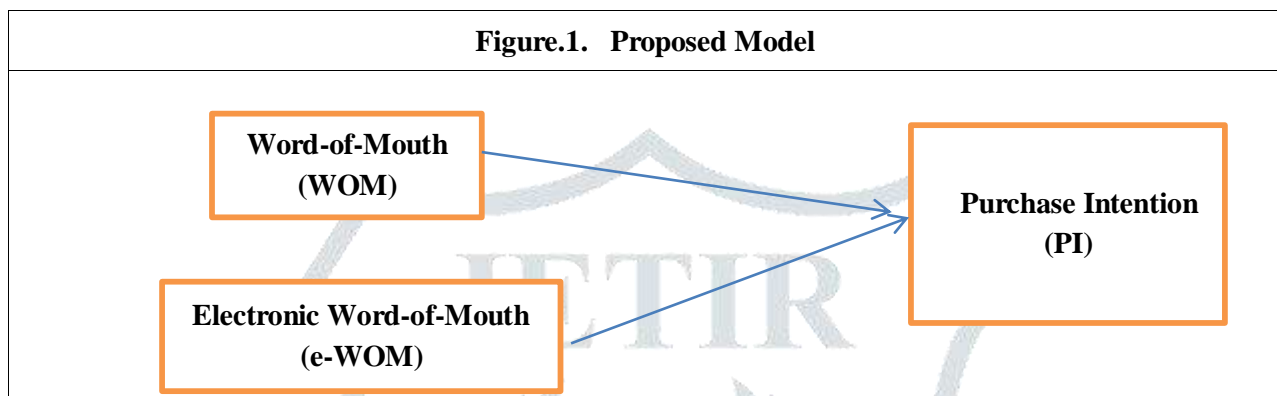
The study adopts a quantitative research design to examine the influence of traditional WOM and e-WOM on the purchase intentions of Generation Y & Z in the apparel sector. The study also focuses on identifying the relationship between WOM, e-WOM and PI (purchase intension).

A Model is proposed to analyze the purchase behavior of millennial and Generation Z in the apparel brands.

## 6. PROPOSED MODEL & HYPOTHESES:

The factors WOM, e-WOM & Purchase Intention were taken for framing the proposed model (Fig.1).

These factors were taken from Ivana and Ivasecko (2018).



The following hypotheses were drafted based on the above model.

**H1:** Traditional WOM has a significant positive influence on the Purchase intentions of the Generation Y and Z in the apparel sector.

**H2:** e-WOM has a significant positive influence on the purchase intentions of the Generation Y and Z in the apparel sector.

**H3:** e-WOM has a more significant influence on the purchase intentions of Generation Y and Z than traditional WOM in the apparel sector.

**H4:** Generation Z is more influenced by WOM and e-WOM than Generation Y in making apparel purchase decisions.

**H5:** Generation Y is more influenced by WOM and e-WOM than Generation Z in making apparel purchase decisions.

## 7. Data & Methodology:

The target market of the study is Generation Y and Z consumers' in Chennai who have experience purchasing apparel. Convenience sampling was used to select the respondents. About 300 respondents were recorded. The primary data was gathered through structured questionnaire, using 5 point likert scale, circulated among 300 respondents via Google Form. The data collected were analyzed using SPSS. The key analytical approaches namely, Descriptive analysis, Correlation analysis, Regression analysis and Independent Samples t-Test were performed.

**Table: 2. Results of reliability and validity:**

Variables	Cronbach's Alpha
WOM	0.898
e-WOM	0.879
Purchase Intention	0.869

The above analysis indicates that all three scales having high reliability ( $\geq 0.9$ ), which signifies the items used to measure the scale are consistent in measuring the intended construct i.e., the values indicate the items used to measure WOM, e-WOM, and Purchase Intention are consistent and reliable.

**Table: 3. Descriptive Analysis:**

Variables	Mean	Standard Deviation	Median	Minimum	Maximum	Percentile 25	Percentile 75
WOM_Score	3.49	0.83	3.7	1	5	3.1	4
eWOM_Score	3.60	0.79	3.8	1	5	3.2	4.1
PI_Score	3.60	0.73	3.7	1	5	3.1	4

**Interpretations:**

The analysis pertaining to the Demographic data provides the details relating to the distribution of gender, age, educational qualification and family monthly income. The mean, median, and mode of the responses for each variable, help to understand the general attitudes of the respondents towards WOM and e-WOM.

**Table: 4. Correlation Matrix:**

Variables	WOM_Score	e-WOM_Score	PI_Score
WOM_Score	1.0000	0.8103	0.5117
eWOM_Score	0.8103	1.0000	0.5279
PI_Score	0.5117	0.5279	1.0000

The above table shows the following correlation:

- ❖ There is a moderate positive correlation between Word-of-Mouth (WOM) and Purchase Intention (PI), with a correlation coefficient of 0.511, which implies that, as respondents score higher on WOM, their purchase intention tends to increase, but the relationship is not perfect. WOM moderately influences PI in the sample study.
- ❖ There is a moderate positive correlation between electronic Word-of-Mouth (e-WOM) and Purchase Intention (PI), with a correlation coefficient of 0.528 which implies that, the influence of e-WOM on Purchase Intention is similar to that of WOM, but slightly stronger. People who engage with e-WOM also tend to have higher purchase intentions.

**Table: 5. Regression Analysis:**

Variables	Coeff	CI	P-value
Constant	1.7472	1.415, 2.079	<0.001
WOM_Score	0.2153	0.072, 0.359	0.003
e-WOM_Score	0.3052	0.154, 0.456	<0.001

**Coefficients scores:**

- Const (Intercept): 1.7472 – This is the expected value of the PI\_Score when both WOM\_Score and e-WOM\_Score are zero.
- WOM\_Score: 0.2153 – For each one-unit increase in WOM\_Score, the PI\_Score increases by approximately 0.2153, holding e-WOM\_Score constant. The p-value (0.003) indicates this effect is statistically significant.
- e-WOM\_Score: 0.3052 – For each one-unit increase in e-WOM\_Score, the PI\_Score increases by approximately 0.3052, holding WOM\_Score constant. The p-value (0.000) indicates this effect is highly statistically significant.

**Interpretations:**

Both WOM and e-WOM significantly influence purchase intentions, but e-WOM has a more substantial impact compared to WOM. E-WOM appears to be a more influential factor in the context of Generation Y and Generation Z's purchasing behaviour towards apparel brands. This could be attributed to the increased reliance on online reviews, social media influencers, and digital marketing strategies that resonate more with younger consumers. Hence H3 is accepted.

**Table: 6. Independent Samples t-Test:**

Generation													P- value
Variables	Gen Z						Gen Y						
	N	Mean	SD	Median	Percentile 25	Percentile 75	N	Mean	SD	Median	Percentile 25	Percentile 75	
WOM Score	225	3.45	0.88	3.60	3.10	4.00	75	3.61	0.66	3.70	3.20	4.00	0.116
e-WOM Score	225	3.58	0.83	3.80	3.10	4.10	75	3.68	0.68	3.80	3.20	4.20	0.306
PI Score	225	3.61	0.75	3.70	3.10	4.00	75	3.57	0.68	3.60	3.10	4.00	0.657

**Interpretation:**

- ❖ **WOM Score:** Gen Z: Mean = 3.45, SD = 0.88, Median = 3.60, Gen Y: Mean = 3.61, SD = 0.66, Median = 3.70 & P-value = 0.116, since the p-value is greater than 0.05, the difference in WOM Score between Gen Z and Gen Y is not statistically significant.



- ❖ **E-WOM Score:** Gen Z: Mean = 3.58, SD = 0.83, Median = 3.80, Gen Y: Mean = 3.68, SD = 0.68, Median = 3.80 & P-value = 0.306: since the p-value is above than 0.05, the difference in e-WOM Score between Gen Z and Gen Y is also not statistically significant.

Hence, it is interpreted from the above statistical analysis that there is no statistically significant difference between Gen Z and Gen Y for WOM Score, e-WOM Score, or PI Score, since none of the P-values are below 0.05, resulting in the non-acceptance of H4 & H5, which implies that both generations exhibit similar behavior and influence levels in terms of WOM, e-WOM, and purchase intentions.

## 8. FINDINGS AND CONCLUSION:

The study highlights the significant role of both traditional WOM and e-WOM in influencing the purchase intentions of Generation of Y and Z in the apparel sector. Traditional WOM, which involves personal recommendations and conversations, has a positive and notable impact on the purchasing behaviour of both generations. Similarly, e-WOM, which encompasses online reviews, ratings and discussions on digital platforms, also exerts a strong influence. However, the findings clearly establish that e-WOM has a more significant effect on the purchase intentions of both generational cohorts compared to traditional WOM. This suggests the growing importance of digital communication channels in shaping consumer decisions. While the study finds no significant difference between Generation Y and Z in terms of their susceptibility to WOM and e-WOM. Both generations are equally impacted by these forms of communication while making apparel purchase decisions. Based on these insights, few strategic recommendations are made to effectively target and engage these consumer groups. First, marketers should capitalize on the dominant influence of e-WOM by enhancing their digital marketing strategies. Building an active online presence through social media platforms, influencer partnerships, and encouraging user-generated content etc., can amplify the brand's visibility and credibility. Second, marketers can also invest in initiatives that encourage personal recommendations, such as referral programs and loyalty rewards, to stimulate word-of-mouth advocacy. Excellent customer service and unique in-store experiences can also contribute to generating positive conversation about the brand. Therefore, by leveraging strategically the power of e-WOM, in contemplation with the traditional WOM, apparel brands can enhance their influence on purchase intentions in driving towards growth and customer loyalty in an increasingly competitive market.

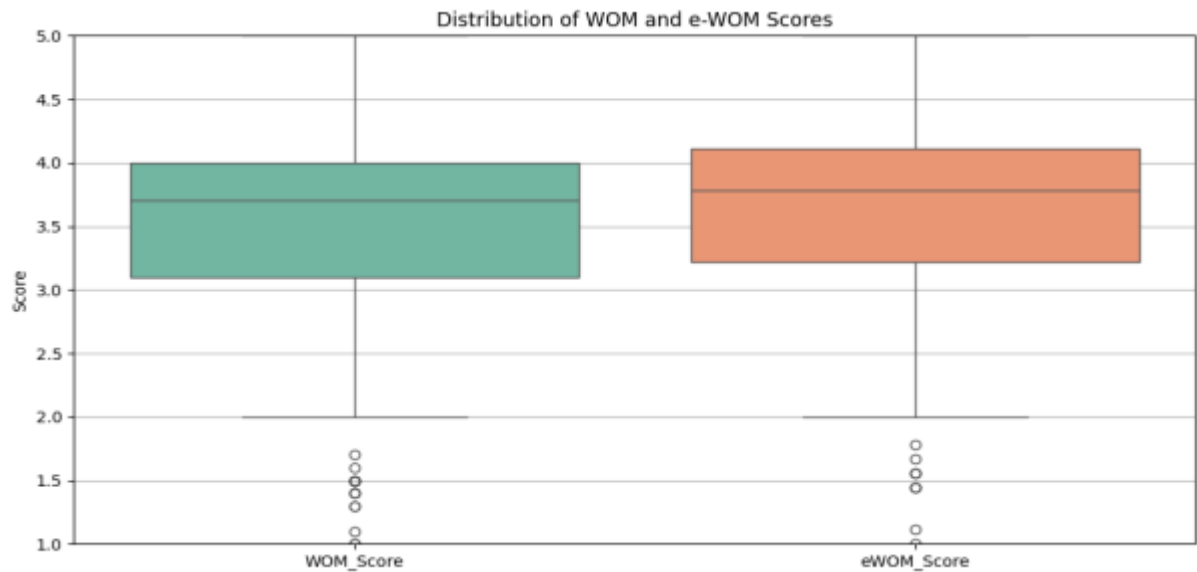
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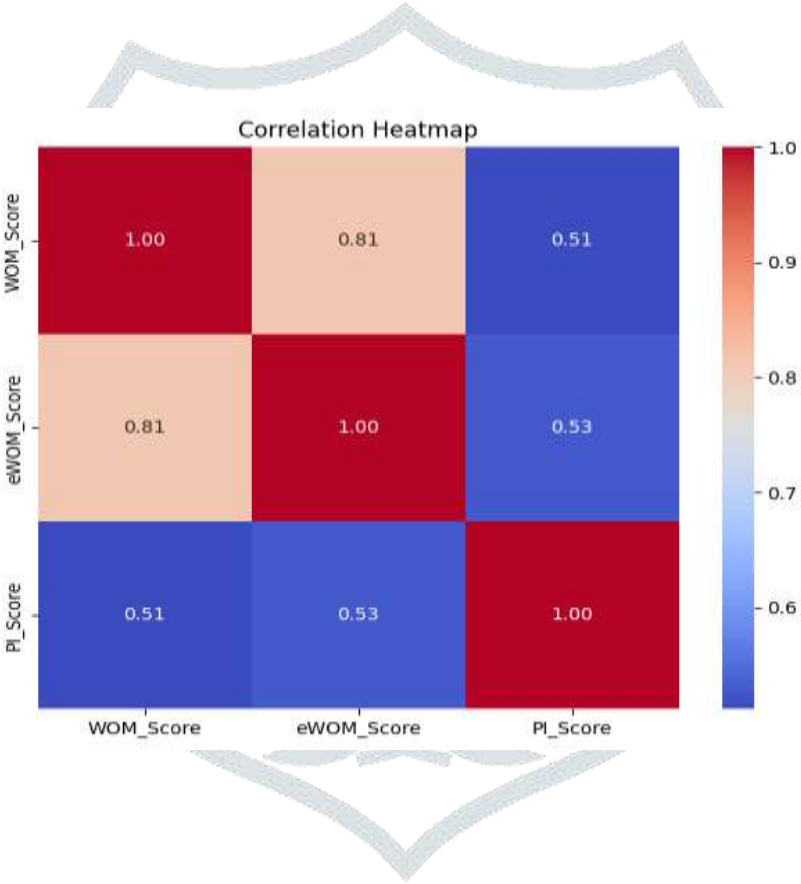
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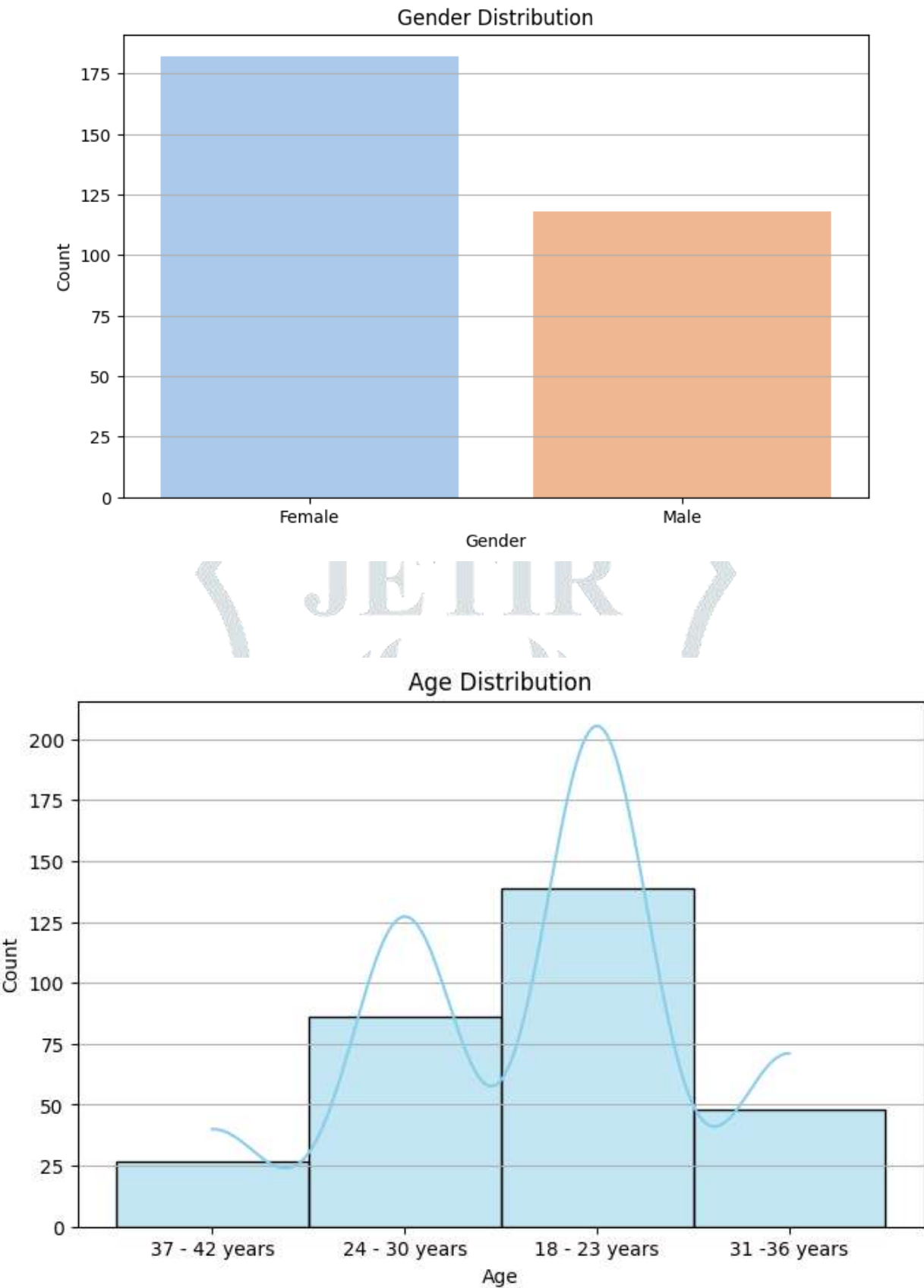
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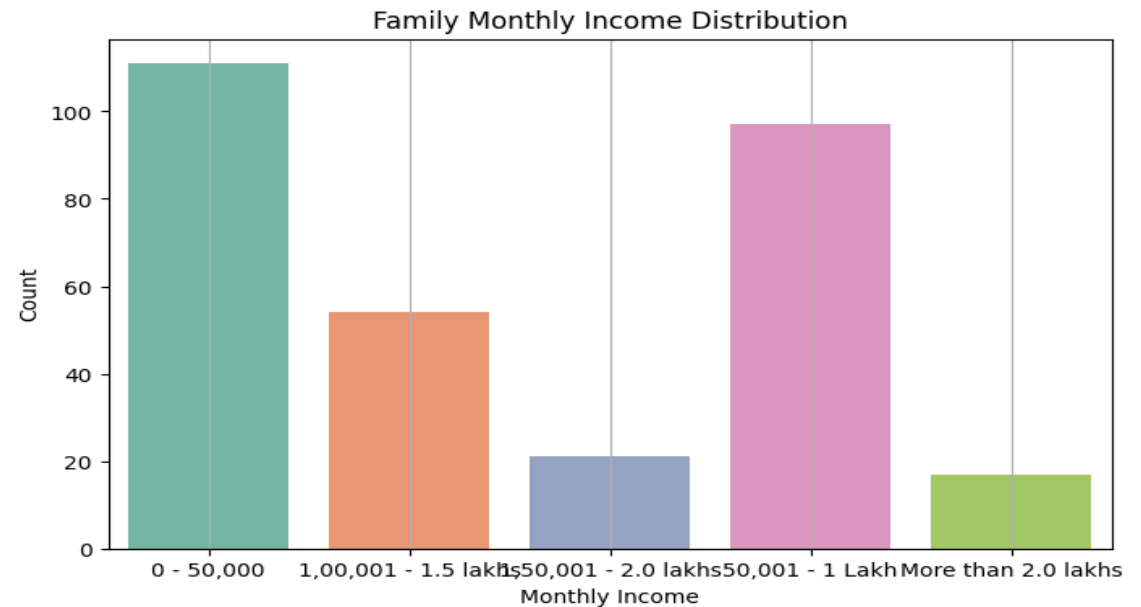
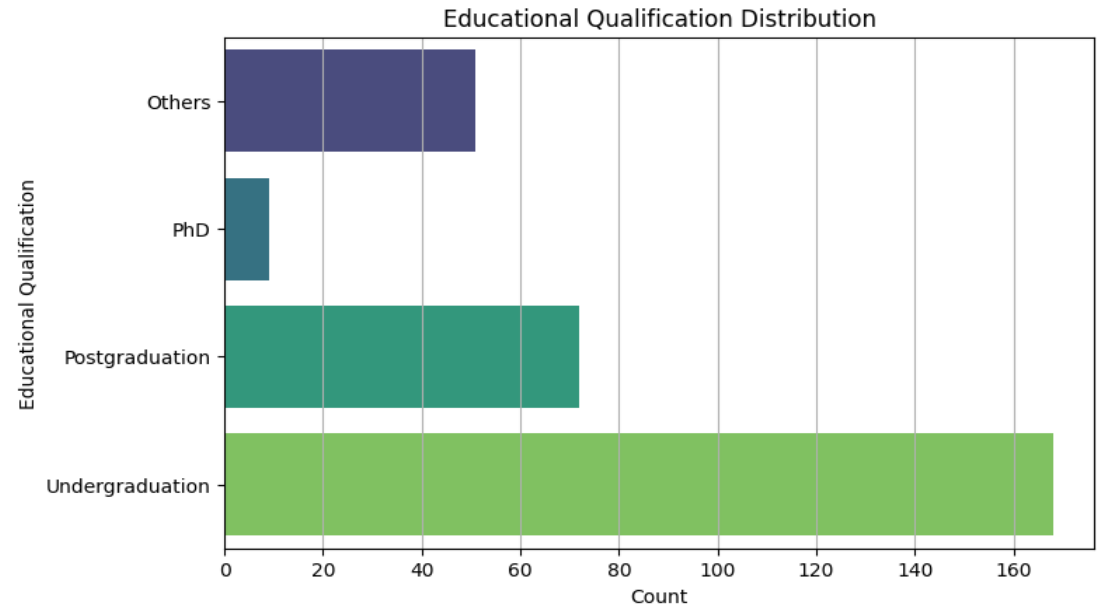
GRAPHICAL PRESENTATION











Descriptive Statistics:

Variables	Categories	Count	N %
1. Gender	Female	182	60.67
	Male	118	39.33
2. Age	18 - 23 years	139	46.33
	24 - 30 years	86	28.67
	31 -36 years	48	16.00
	37 - 42 years	27	9.00
3.Educational Qualification	Others	51	17.00
	PhD	9	3.00
	Postgraduation	72	24.00
	Undergraduation	168	56.00
4. Family Monthly Income	0 - 50,000	111	37.00
	1,00,001 - 1.5 lakhs	54	18.00
	1,50,001 - 2.0 lakhs	21	7.00
	50,001 - 1 Lakh	97	32.33
	More than 2.0 lakhs	17	5.67
Q.5. I frequently consult my friends and family	1	28	9.33

regarding apparel stores and sales			
	2	45	15.00
	3	72	24.00
	4	116	38.67
	5	39	13.00
Q.6. My friends are predominantly a valuable source of information for new apparel products.	1	28	9.33
	2	42	14.00
	3	71	23.67
	4	110	36.67
	5	49	16.33
Q.7. I am comfortable sharing my purchasing experiences with friends and family.	1	21	7.00
	2	33	11.00
	3	59	19.67
	4	122	40.67
	5	65	21.67
Q.8. I primarily convey positive reviews to others.	1	21	7.00
	2	26	8.67
	3	82	27.33
	4	101	33.67
	5	70	23.33
Q.9. I regularly seek advice from friends and family about new apparel products.	1	18	6.00
	2	38	12.67
	3	72	24.00
	4	104	34.67
	5	68	22.67
Q.10. I strongly recommend people to purchase apparel products from a specific shop.	1	23	7.67
	2	42	14.00
	3	71	23.67
	4	108	36.00
	5	56	18.67
Q.11. I enjoy visiting venues where I am exposed to information about new apparel products.	1	20	6.67
	2	33	11.00
	3	64	21.33
	4	132	44.00
	5	51	17.00
Q.12. I am proud to say that I purchase products of certain brands.	1	22	7.33
	2	41	13.67
	3	64	21.33
	4	105	35.00
	5	68	22.67
Q.13. I appreciate when friends and family inform me about different apparel products.	1	21	7.00
	2	32	10.67
	3	62	20.67
	4	135	45.00
	5	50	16.67
Q.14. I share insights about reputable companies offering various apparel products with others.	1	24	8.00
	2	38	12.67
	3	68	22.67
	4	108	36.00



	5	62	20.67
Q.15. Online comments from others serve as a good source of information regarding apparel products.	1	13	4.33
	2	34	11.33
	3	59	19.67
	4	130	43.33
	5	64	21.33
Q.16. I like to update myself with information related to apparel products from friends through online platforms.	1	14	4.67
	2	38	12.67
	3	56	18.67
	4	127	42.33
	5	65	21.67
Q.17. I frequently ask for advice about apparel products from friends through online platforms.	1	17	5.67
	2	34	11.33
	3	73	24.33
	4	109	36.33
	5	67	22.33
Q.18. I like to compare apparel products online.	1	14	4.67
	2	34	11.33
	3	61	20.33
	4	127	42.33
	5	64	21.33
Q.19. I discuss the user- friendliness of website with my online friends.	1	25	8.33
	2	43	14.33
	3	69	23.00
	4	122	40.67
	5	41	13.67
Q.20. I frequently search for new apparel products online.	1	18	6.00
	2	37	12.33
	3	62	20.67
	4	120	40.00
	5	63	21.00
Q.21. I will use the first possible opportunity to find out something about the new apparel product online.	1	17	5.67
	2	44	14.67
	3	60	20.00
	4	116	38.67
	5	63	21.00
Q.22. I follow different influencers on social media to get ideas about apparel products.	1	16	5.33
	2	44	14.67
	3	67	22.33
	4	116	38.67
	5	57	19.00
Q.23. I like to visit websites showing comparisons of newly launched products.	1	19	6.33
	2	25	8.33
	3	65	21.67
	4	128	42.67
	5	63	21.00

Q.24. I always read online reviews posted by others.	1	14	4.67
	2	33	11.00
	3	52	17.33
	4	113	37.67
	5	88	29.33
Q.25. The information I hear about some apparel products can change my buying decisions.	1	15	5.00
	2	20	6.67
	3	65	21.67
	4	144	48.00
	5	56	18.67
Q.26. Information from others greatly influences the likelihood of my buying apparel products.	1	18	6.00
	2	31	10.33
	3	72	24.00
	4	128	42.67
	5	51	17.00
Q.27. Online comparison affects my decision to buy an apparel product .	1	16	5.33
	2	23	7.67
	3	64	21.33
	4	140	46.67
	5	57	19.00
Q.28. Online advertisement often affects my buying intention.	1	20	6.67
	2	28	9.33
	3	69	23.00
	4	130	43.33
	5	53	17.67
Q.29. New product review affects my purchase process.	1	17	5.67
	2	30	10.00
	3	72	24.00
	4	119	39.67
	5	62	20.67
Q.30. The launch of new apparel products affects my intention to buy.	1	23	7.67
	2	38	12.67
	3	65	21.67
	4	111	37.00
	5	63	21.00
Q.31. Discussing with my friends and family before buying any product affects my decision.	1	24	8.00
	2	31	10.33
	3	69	23.00
	4	121	40.33
	5	55	18.33
Q.32. Information obtained from online blogs significantly influences my intention to buy a product.	1	12	4.00
	2	27	9.00
	3	68	22.67
	4	128	42.67
	5	65	21.67
Q.33. I will gladly consider information from others for my future buying.	1	21	7.00
	2	23	7.67

	3	64	21.33
	4	129	43.00
	5	63	21.00
Q.34. Information received from others often stimulates me to buy any apparel product.	1	13	4.33
	2	32	10.67
	3	72	24.00
	4	131	43.67
	5	52	17.33

