

## STUDY ONE-WORD-OF-MOUTH AND ITS INFLUENCE ON PURCHASE DECISION OF ORGANIC PRODUCTS IN NORTHBANGALORE

**\*Mr. Anantha Murthy N.K**

Assistant Professor, Nitte SAPD, Yelahanka, Bangalore-560064

\*Corresponding Email ID: ananthamurthyk1506@gmail.com

**Dr. John AdaiKalam**

Associate Professor, Department of Business Administration, Annamalai University, Chidambaram-608002

### ABSTRACT:

Electronic word of mouth is available to customers in different types of online consumer reviews, which can be used to help them make e-commerce purchasing decisions. Customers acknowledge that online consumer reviews help them to determine e-WOM credibility and to make purchasing decisions. The study made in Bangalore North with 120 respondents focuses on the cultural effects of gender on the extended elaboration and purchasing decisions in e-commerce virtual communities. Organic products gained significant place in the minds of consumers. Everyone is concerned about their health and rely on the products that are produced, stored and processed without using any chemical residue and artificial fertilizers. This paper study shows influence of e-WOM in various dimensions on social media and social networks coming to purchase decision of organic products.

**Keywords:** e-WOM, Social Network sites, Purchase Decision and organic products.

### INTRODUCTION:

The concept of electronic word-of-mouth (e-WOM) was introduced in the mid-1990s, when the Internet was beginning to change the ways, consumers interacted with each other. e-WOM can be generally defined as consumers' information sharing and exchange about a product or company via the Internet, social media, and mobile communication. e-WOM has been recognized to lead to high retransmission intentions because it is easy for consumers to generate conversations online. It also allows information to be passed along globally and quickly. Because of the impact of e-WOM on consumer behavior, academic research on e-WOM has been documented in disciplines such as advertising, marketing, communication, management, and electronic commerce. Over the past few decades, research has demonstrated the impact of e-WOM on sales, product evaluations, purchase decisions, customer satisfaction and loyalty, and consumer-brand relationships. Research has also examined antecedents and motives of e-WOM. Factors such as consumers' desire for social interaction, desire for economic incentives, concern for other consumers, and the potential approval utility have been identified as important motives that drive consumers' e-WOM behavior. The growth of social media and social network sites metamorphosis from traditional word of mouth to electronic word of mouth. During Earlier stage WOM communication was face to face discussions and shared among known friends and relative. Electronic word of mouth is shared among known friends, relative and interested communities in social network sites such as Facebook, Twitter, WhatsApp, Telegram and more sites. Word of mouth exists for short period with in the space limit. Electronic word of mouth discussions remains in computer programmed software technology internet for longer period.

Social network sites e-WOM reviews, recommendation stay for longer period. online user can read and view at any time globally.

“Information quality” and “information credibility” have a significant favorable influence on “information usefulness,” while “involvement” has an adverse effect on information usefulness. Consumers believe that popular online reviews forms or websites provide more useful information, many reviews help them to evaluate the product’s performance. Registered reviewers on websites represent usefulness of experiences and knowledge about product or services. Trustworthiness, objectivity, and homophily are the elements which refer to consumers believe with the same situation, pronouns, honesty, length of contents, emotions, unusual events, age, gender, interest, and the same way to adopt the information. Information source credibility plays a substantial role during the information process, which saves the consumers’ time and avoids the confusions tending to judge the information for the acceptance or rejection of online source (Xie et al., 2011). Moreover, e-WOM source credibility depends on the perception and judgment of the receiver’s evaluation and objectives of accuracy, subjective perception and information quality perceived by online reviews, comments, and messages. Trustworthiness, homophily, objectivity, expertise, and attractiveness are the major components of e-WOM source credibility that narrates to the source’s reliability, believability, beneficial, honesty and make valid assertions for inferences and interest with a positive attitude (Hu, 2015; Hussain et al., 2017).

Negative or positive attitudes toward information and source comprise valid or invalid arguments about online reviews perceived by recipients that influence potential buying behavior. Negative online reviews affect consumers’ perceived reliability and familiarity because consumers consider that negative e-WOM reviews are more useful as compared to positive e-WOM reviews. Users make sure and evaluate the information quality entrenched in comments, measured by consistency, accuracy, relevance, trustworthiness, completeness, and timeliness dimensions of information providers. These dimensions denote the degree of resemblance, evaluation, resolve the uncertainty and ambiguity problems, output information precision, informative and sufficient information when intending to buy products and services online. The information shared by others provides them relevant, up to date, understandable, clear, applicable, reliable information that completes their sufficient need and included necessary values. Furthermore, information usefulness has a significant favorable influence on e-WOM information adoption because consumers think online information is more useful, helpful, and informative to e-WOM information adoption, make more accessible to decision making, and enhance their effectiveness. If the comments, online reviews, and opinions posted by opinion leaders or experienced person within online platforms are useful than can influence greater for information adoption.

Organic products gained significant place in the minds of consumers. Everyone is concerned about their health and rely on the products that are produced, stored and processed without using any chemical residue and artificial fertilizers. Nowadays people are health cautious and focused of purchasing organic products through online based on reviews about products and stands on e-WOM for coming to purchase decision also. Hennig-Thurau et al (2004)., e-WOM communication as —any positive or negative statement made by potential, actual, or former customers about a products or company, which is made available to a multitude of people and institutions via the Internet. Electronic word of mouth is a source of appealing for customers, and

it increases the product and brand reputation, as well as it's a route of social interaction while gathering information about product or services (Lu et al., 2013; Nieto et al., 2014).

Thus, e-WOM occurs when consumers exchange information online, and it can be observed in various forms, such as user-generated content, online product reviews, personal emails, and social media posts. As digital media and new technologies continue to evolve, e-WOM has been identified as an important topic in advertising, communication, and marketing research. In this article, e-WOM influence considered in many different formats, such as product review sites, emails, discussion boards, user-generated content, social media, and online communities to get into purchase decision of organic products.

## LITERATURE REVIEW

**(Katz & Lazarsfeld, 1955).**e-WOM is emerging as a more influential knowledge sharing tool than traditional word-of-mouth (WOM). Also, relevant studies have investigated the key drivers (Cheung & Lee, 2012; Chu & Kim, 2011) of e-WOM and their impact on sales (Chevalier & Mayzlin, 2006), on the consumer decision-making process (De Bruyn & Lilien, 2008), and on the attitude toward both brands and websites (Lee et al., 2009).

**(Casalo et al., 2010; Chan & Li, 2010; Park & Kim, 2008).** In particular, through the social digital media, ad hoc virtual communities and blogs, e-WOM provides additional and highly-customized information related to the research on social media platform. Then, it measures the popularity and the inclinations for a specific brand, when a product or service are concerned. As a consequence, in the process of choosing what to buy, consumers are compelled to use social media to search for information on possible product or service, to visualize images, and access other's opinions in order to gain a larger amount of info to make a more effective choice.

**P. Yu. Michelle (2018).**, The author studied (i) review of customer, (ii) personality of the reviewer, (iii) characteristics of the website obtainable in reviews, (iv) characteristics of product review, (v) influence of environment and (vi) interpersonal to find which factor has more influence on purchase intention. Among three hundred thirty-seven universities student the data was collected. The author found that there is a positive impact of above six factors of e-WOM on purchase intention. Customer review factor is most dominant factor that influence purchase intention of consumer.

**Maryam Tariq et al (2017.)**, they studied e-WOM and brand awareness influences on customer purchase intention with brand image as mediator effect. The customers look for brand information before deciding to purchase the product or not to purchase the product. User reviews various suggestions and opinions from the expert who purchased online before making purchase decision. Electronic information also helps offline user to make purchase decision. As the e-WOM information are shared and accessed worldwide at any time which is stored in internet rich social media.

**(Erkan and Evan 2016).** people perceive information as useful, they will tend to engage with the information as a result, it is significant to investigate the relationship between information usefulness and the e-WOM information characteristics, as well as consumers' behaviours towards e-WOM information.

Information usefulness serves as the main predictor for information adoption **(Sussman and Siegal 2003)** and purchase intention **(Lee and Koo 2015)**. Therefore, this study aims to investigate the purchase Intention of organic products from characteristics of information and consumers' behaviours towards information through an indirect path of information usefulness, Healthoriented, influential, excitementesteem and information adoption.

**Civelek, M., & Ertemel, A. (2018).** They examined Millennials have more substantial purchasing intention compared with other age group. Social media users communicate with family, friends, known and unknown peer community. Electronic word of mouth is peer to peer interaction. Positive peers comment influence on brand awareness direct towards brand trust. They concluded social media e-WOM peer to peer communication among Millennials influence on purchase decision.

**(Singh et al., 2012; Singh, 2009),** improved environmental consciousness is observed in the Indian market there is a need to understand the factors affecting environmentally friendly purchase decision making.

**RESEARCH METHODOLOGY:**

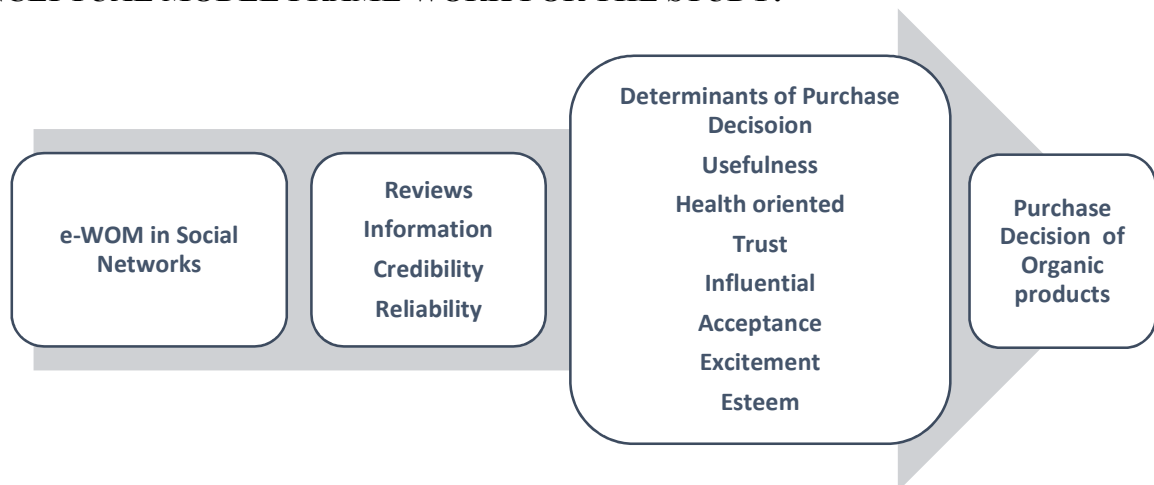
Objectives of the study:

1. Explore the Demographic views on awareness on e-WOM and organic products.
2. To Study the relationship of e-WOM on Purchase Intention of organic products.
3. To study the influence of e-WOM on Purchase Decision of organic products.

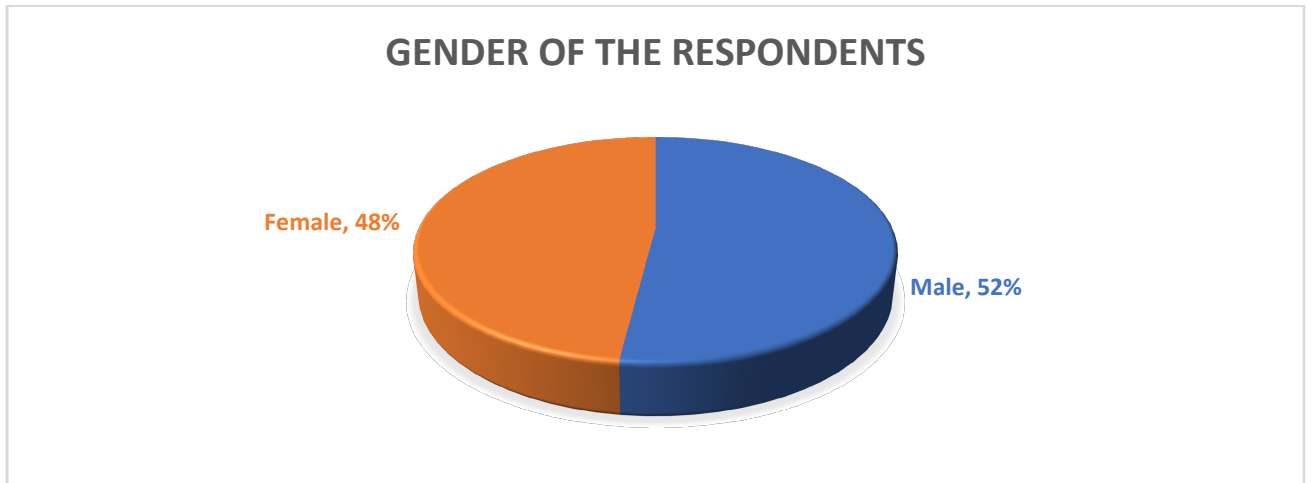
**Data collection and Tools for Data Analysis:** The Primary Data collected for the study through structured Questionnaire designed. The collected data entered on SPSS-evaluation -14 and the following statistical tools like Tables, charts, correlation and Regression model, chi-square test and ANOVA were used for data analysis.

**Sampling scheme and sample size:** the sampling scheme adopted for the study is simple random sampling carried out in Bangalore North and sample size of 120 respondents used for the data analysis.

**CONCEPTUAL MODEL FRAME WORK FOR THE STUDY:**



**ANALYSIS AND FINDINGS:**



Source: Primary data Figure-1

The figure-1 is the gender distribution of the respondents shows the 52% were belongs to male category and 48% belongs to female category for the survey conducted.

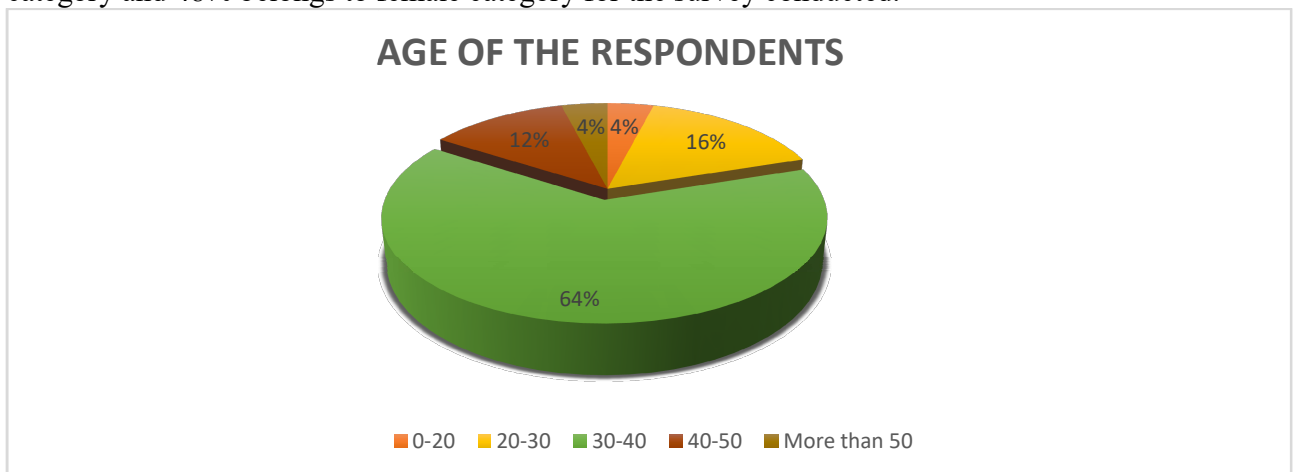
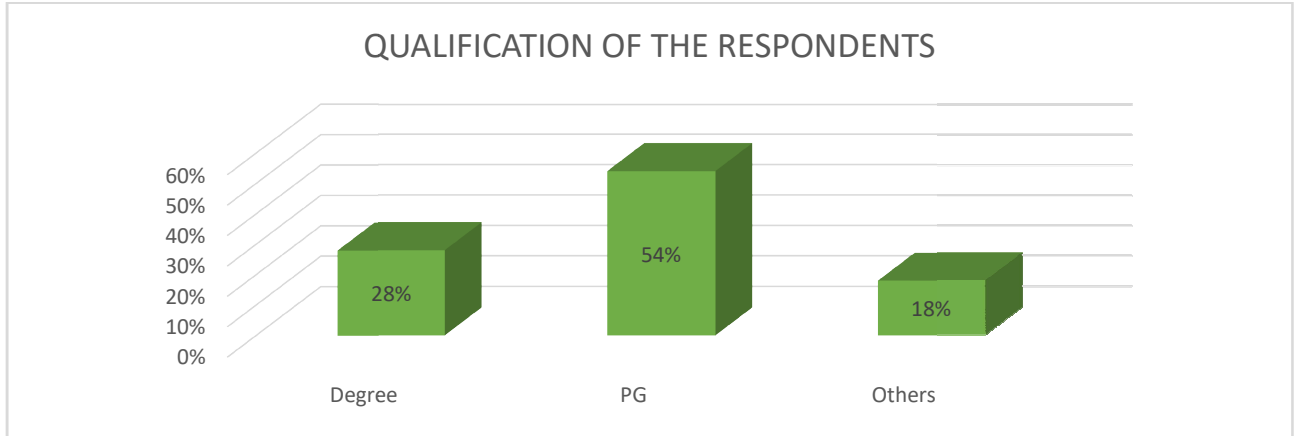


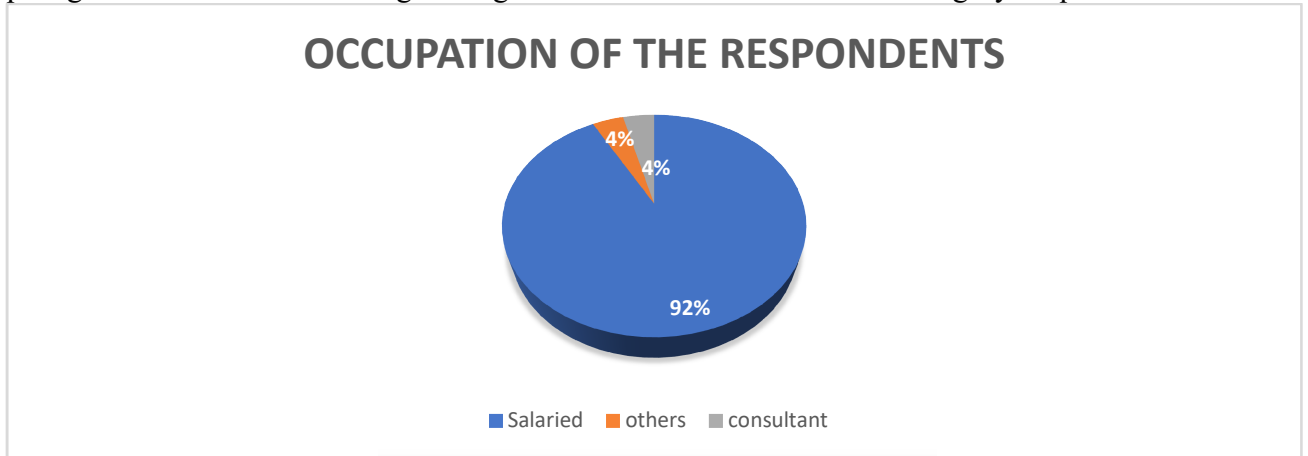
Figure-2 Source: Primary data

The figure-2 is the age wise distribution of the respondents shows that maximum 64% were belongs to age group 30-40. 12% and 16% respectively belongs to age groups 40-50 and 20 - 30. and minimum 4% belongs to both age groups 0-20 and more than age 50.



Source: Primary data Figure-3

The figure-3 is the Qualification of the respondents shows that maximum 54% were comes under post graduates.28% were belongs to degreand 18% come under others category of qualification.



Source: Primary data Figure-4

The figure-4 is the Qualification of the respondents shows that maximum 92% were comes salaried group. 4% were belongs others and consultant groups for the survey conducted.

Income	Responses
No Income	4%
Less than 2.5 lakhs	16%
2.5-3.5 Lakhs	36%
5.0 -7.5Lakhs	32%
7.5 -10Lakhs	8%
More than 10 Lakhs	4%
Total	100%

Table: Source: Primary data

The Table -1 is the Income distribution of the respondents shows that 36% were comes Income group of 2.5 Lakhs to 3.5 Lakhs. 32% were comes Income group of 5.0 Lakhs to 7.5 Lakhs, 16% were comes Income group comes under 2.5 Lakhs.

Marital status	Responses
Unmarried	32%
Married	68%
Total	100%

Table: 2Source:

Primary data

The Table -2 shows that 32% were belongs to Unmarried group and 68% were belongs to married group.

Family type	Percent
Nuclear	74
Joint	26
Total	100

Family type	Percent
Nuclear	74
Joint	26
Total	100

Table: 3Source: Primary data

TheTable 3shows the family type of the respondents indicates that 74% were comes from nuclear family background and 26% belongs to Joint family background.

Family values	Responses
Orthodox	18 %
Moderate	78 %
Liberal	4 %
Total	100%

Table: 4 Source:

Primary data

The Table -4 is the family values of the respondents shows that 18% were comes from orthodox family type, 78% belongs to Moderate family values and 4% holds liberal family values.

Aware of Organic products	Responses
yes	99 %
No	1 %

Table: 5Source: Primary data

The Table -5 shows that 99% of the respondents has the knowledge of organic products.

Organic products category	Responses
Fruits and vegetables	14 %
Groccsary and Fruits and Vegetables	24 %
Fruits and Vegetables and Darity Products	8 %
Groccsary, Fruits and Vegetables and cosmetics	10 %

Grocery, Fruits and Vegetables and Soaps and Detergents	16 %
Fruits and Vegetables, Cosmetics and Dairy Products	4 %
Grocery, Fruits and Vegetables, Cosmetics and Dairy Products	4 %
Grocery, Fruits and Vegetables, Cosmetics and Soaps and Detergents	8 %
Grocery, Fruits and Vegetables, Dairy Products and Soaps and Detergents	4 %
Grocery, Fruits and Vegetables, Cosmetics, Dairy Products and Soaps and Detergents	8 %
<b>Total</b>	<b>100%</b>

Table: 6 Source: Primary data

The Table -6 shows that 24% of the respondents has priority for Grocery and Fruits and Vegetables, whereas 16 % of the respondents prefers Grocery, Fruits and Vegetables and Soaps and Detergents, whereas 14% of the respondents prefers only for Fruits and Vegetables and other segments more or less equally distributed.

<b>Reasons for searching organic products</b>	<b>Responses</b>
Immunity and Health aspects	4 %
Immunity, Health aspects and free from chemicals and adulteration	4 %
Immunity, Health aspects and fight against pandemic and epidemic diseases	2 %
Immunity, Health aspects and fight against pandemic and free from side effects	8 %
Immunity, Health aspects, free from chemicals and adulteration and free from side effects	4 %
Immunity, Health aspects, fight against pandemic and free from side effects	10 %
Immunity, Health aspects, free from chemicals and adulteration, fight against pandemic and free from side effects	68 %
<b>Total</b>	<b>100 %</b>

Table: 7 Source: Primary data

The Table -7 shows that majority 68% respondents use organic products with the reasons Immunity, Health aspects, free from chemicals and adulteration, fight against pandemic and free from side effects.

<b>Sources For Organic Products</b>	<b>Responses</b>
Face Book and WhatsApp	8 %
Blogs and e-journals of Organic Products	4 %
Face Book, WhatsApp and websites of Organic Products	12 %
Face Book, WhatsApp, Telegram and websites of Organic Products	8 %
Face Book, WhatsApp, Telegram and Blogs	4 %
Face Book, WhatsApp, websites of Organic Products and Blogs	4 %
Face Book, WhatsApp, Telegram, websites of Organic Products and Blogs	20 %
Face Book, WhatsApp, websites of Organic Products, Blogs and e-journals of Organic Products	16 %
Face Book, WhatsApp, Blogs, e-newspapers and e-journals of Organic Products	8 %
Face Book, WhatsApp, Telegram, websites of Organic Products, Blogs and e-News	4 %



Papers	
Face Book, WhatsApp, Telegram, websites of Organic Products, Blogs and e-Journals of Organic Products	4 %
Face Book, WhatsApp, Telegram, Twitter, websites of Organic Products, Blogs, e-newspapers and e-Journals of Organic Products	8 %
Total	100 %

Table: 8 Source: Primary data

The above table-8 shows the sources used for searching for the organic products. 20%, 16% and 8% covers almost all sources of social media for getting information about organic products.

Time spent for searching for Organic Products	Responses
Any time in a day	14 %
Once in a day	54 %
twice in a day	12 %
weekly	10 %
<b>Total</b>	<b>100 %</b>

Table: 9 Source: Primary data

The above table-9 shows the time spent in their routine life for searching for the organic products. 54% of the respondents at least once in a day spent for searching for the organic products.

Experience for searching for Organic Products	Responses
< 1 year	2 %
1-2 years	24 %
2-3 years	42 %
3-4 years	16 %
4-5 years	8 %
> 5 years	8 %
<b>Total</b>	<b>100 %</b>

Table: 10 Source: Primary data

The above table-10 shows the tenure of searching for the organic products. Maximum 43% of the respondents are become 2 to 3 years of experience in searching for organic products.

Aware of e-WOM	Responses
yes	98%
No	2%

Table: 11 Source: Primary data

The above table-11 shows the awareness on e-WOM for used for searching for organic products among the customers in Bangalore north.

Source of information regarding organic products	Responses
WOM	18 %
e-WOM	22 %

Print Media	18 %
Social Media	38 %
Others	4 %
Total	100 %

Table: 13.Source: Primary data

The above table-13 shows consumers using e-WOM and social media to a large extent respectively of 22% and 32% in getting the information about organic products in addition to WOM print media and others.

#### Opinion about the e-WOM usefulness in getting information about organic products:

Opinion	Reviews	Information	Credibility	Reliability
Highly Useful	80%	74%	72%	4%
Useful	20%	26%	28%	86%
Some What Useful				10%
Neutral				
Some What Not Useful				
Not Useful				
Highly Not Useful				

Table: 14.Source: Primary data

The above table-14 shows the e-WOM usefulness in getting the Reviews, information credibility and Reliability aspect about organic products.

#### Cronbach's Alpha test for Reliability:

Reliability Analysis	e-WOM usefulness in getting information on Organic products	Factors describe purchase Decision on organic products after seeing the e-WOM
Cronbach's Alpha	0.864	9.46
No of items	4	8

Table: 15.Source: Primary data

Table -15 shows that Cronbach's Alphatest for Reliability of scales used for measurements taken for information about organic products based on e-WOM and factors describe purchase Decision on organic products after seeing the e-WOM.

#### Correlation Matrix of e- WOM Information on Organic products search:

	Reviews	Information	Credibility	reliability
Reviews	1	0.73	0.802	0.054
Information	0.73	1	0.951	0.521
Credibility	0.802	0.951	1	0.502
Reliability	0.054	0.521	0.502	1

Table: 16.Source: Primary data

Table -16 shows the degree level on opinion about e-WOM in social networks and websites are correlated. it is observed that information and credibility has the strength of relationship to 95.1%. Also 80.2% strength of relationship we can see in between Reviews and credibility of e-WOM in social networks and websites.

**Opinion on Factors describes the Impulse of Purchase Decision on organic products:**

	Useful	Health oriented	Trust	Influential	Acceptance	Excitement	Esteem
Strongly Agree	92%	88%	76%	68%	28%	4%	80%
Agree	8%	8%	24%	32%	64%	92%	
Neutral		4%			8%	4%	20%
Dis Agree							
Strongly Dis Agree							

Table :17Source: Primary data

Table -17 shows the factors describes the impulse of Purchase Decision based on feeling expression when seeing e-WOM information, messages and ads seen in social networks about organic products.

**Correlation Matrix of Factors describes the Impulse of Purchase Decision on organic products:**

	Useful	Health Oriented	Trust	Influential	Acceptance	Excitement	Esteem
Useful	1	0.853	0.217	0.43	0.104	0	-0.147
Health Oriented	0.853	1	0.036	0.504	-0.031	-0.305	-0.173
Trust	0.217	0.036	1	0.725	0.364	0	0.747
Influential	0.43	0.504	0.725	1	0.394	0	0.729
Acceptance	0.104	-0.031	0.364	0.394	1	0.5	0.53
Excitement	0	-0.305	0	0	0.5	1	0.354
Esteem	-0.147	-0.173	0.747	0.729	0.53	0.354	1

Table:18Source: Primary data

Table -18 shows the degree level of correlation on factors describes the impulse of purchase Decision. it is observed that usefulness and health-oriented aspects of organic product shas the strength of relationship to 83.5%. Also 74.7% strength of relationship can see in between trust and esteem factors, where as there is a 72.9% relationship strength between influential and esteem and 72.5% relationship strength observed between influential and trust factor.

**Cross tabulation between Income of the respondents and Level of Purchase Decision of organic products.**

Income of the Respondents	Purchase Decision on Organic products	Total
---------------------------	---------------------------------------	-------

	Great Extent	Large Extent	Medium Extent	
No Income	4	0	0	4
Less than 2.5 lakhs	0	8	0	8
2.5-3.5	0	26	13	39
5-7.5Lakhs	16	21	0	37
7.5 -10Lakhs	10	10	0	20
More than 10 Lakhs	0	12	0	12
<b>Total</b>	<b>30</b>	<b>77</b>	<b>13</b>	<b>120</b>

Table:19Source: Primary data

Table -19 shows the cross tabulation between the income level of the respondents and level of Purchase Decision on organic products.

To test the relationship between income of the respondents and level of purchase Decision on organic products the chi-square test can be used with the following hypothesis

H0: there is no relationship between income of the respondents and level of purchase Decision on organic products

Ha: there is a relationship between income of the respondents and level of purchase Decision on organic products

Value	df	Significance
29.014(a)	10	0.001

Table: 20Source: Primary data

Table -20 showsChi-square test resultsshowing statistical significance at 1% los indicates that there is a relationship between income of the respondents and level of purchase Decision on organic products.

### Regression Model

To study the influence of e-WOM on Purchase Decision of organic products. The following regression model is framed.

$$Y(\text{Purchase Decision}) = a + bX (\text{e-WOM Attributes})$$

Ho: There is no influence of e-WOM on Purchase Decisionon organic products.

Ha: There is a influence of e-WOM on Purchase Decisionon organic products.

Regression Model on Influence of e-WOM on Purchase Decisionon organic products.	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
	0.758	0.575	0.488	0.432	5.278	0.000

Table: 21Source: Primary data

Table -21 shows the e-WOM factors and Purchase Decisionon organic products variable are positively correlated to 75.8%. R-square shows that 57.5% variation in the purchase Decision

can be based on e-WOM. ANOVA result shows statistical significance at 5% level indicates influence of e-WOM on Purchase Decision on organic products.

Extent of influence of e-WOM of purchase Decision on Organic products	Responses
Great Extent	12%
Large Extent	82%
Medium Extent	6%
Small Extent	-
Not at all	-

Table:22 Source: Primary data

Table -22 shows the Extent of influence of e-WOM of purchase Decision on Organic products. It is observed that 82% of respondent's opinion shows that e-WOM has influence on purchase Decision on organic products to the large extent level.

## CONCLUSION

In this study, the analysis is conducted to understand the various aspects of Electronic Word of Mouth and the role it plays in the decision making of the purchase Decision on organic products. This paper discusses the main characteristics of e-WOM and how it differs from the traditional WOM. In this paper, we focus particularly on ratings and opinions, i.e., the numerical evaluations and the feedbacks given by the consumers and how they influence coming to purchase intention on organic products based on the influence of e-WOM messages, reviews seeing on the social media. The objective of the study better understanding of e-WOM's effect on the consumers and its influence on purchase Intention on organic products. The authors after reviewing various literatures which concluded that electronic word of mouth made by anonymous, family and friends on social media via various social networks sites like WhatsApp, Facebook, twitter, blogs, e-journals and more have influence on purchase Decision of user. The e-WOM is shared by unpaid user and they became organic promoter for product/services. The influence of Electronic Word of Mouth (e-WOM) even changes the life style of consumers and it has brought unprecedented opportunities and challenges for Marketing activity of organic products to a large extent. Hence, from the study it can be clearly determined that irrespective of the Age, Gender, Income of the respondents, the use of e-WOM platform is still increasing, especially when it comes to organic products with the developments in the digital technology.

## REFERENCES

1. Alboqami, H., W. Al-Karaghoul, Y. Baeshen, I. Erkan, C. Evans, and A. Ghoneim. 2015. Electronic word of mouth in social media: The common characteristics of retweeted and favourited marketer-generated content posted on Twitter. *International Journal of Internet Marketing and Advertising* 9 (4): 338–358.
2. Arumugam, V. 2016. Electronic word-of-mouth information adoption by online consumers. *International Journal of Science and Research* 5 (12): 1865–1869.

3. Choi-Meng Leong<sup>1</sup> · Alexa Min-Wei Loi<sup>2</sup> · Steve Woon<sup>2</sup>, The influence of social media e-WOM information on purchase intention Choi-Meng Leong<sup>1</sup> · Alexa M, *Journal of Marketing Analytics* (2022) 10:145–157.
4. Amal Dev Sarma<sup>1</sup>, Basav Roy Choudhury, Analyzing Electronic Word-Of-Mouth (e-WOM) In Social Media For Consumer Insights – A Multidisciplinary Approach, *International Journal of Science, Technology & Management* www.ijstm.com Volume No 04, Special Issue No. 01, March 2015.
5. Erkan, I., and C. Evans. 2016. The influence of e-WOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior* 61: 47–55.
6. Erkan, I., and C. Evans. 2018. social media or shopping websites. The influence of e-WOM on consumers' online purchase intentions. *Journal of Marketing Communications* 24 (6): 617–632.
7. Cheung, C.M., M.K. Lee, and N. Rabjohn. 2008. The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. *Internet Research* 18 (3): 229–247.
8. Cheung, M.Y., C. Luo, C.L. Sia, and H. Chen. 2009. Credibility of electronic word-of-mouth: Informational and normative determinants of on-line consumer recommendations. *International Journal of Electronic Commerce* 13 (4): 9–38.
9. Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (e-WOM) in social networking sites. *International Journal of Advertising*, 30(1), 47–75. doi:10.2501/IJA-30-1-047-075.
10. Michelle P Yu, Electronic word of mouth influence on consumer purchase intention. *Journal of Fundamental and Applied Sciences*, 2018, 10(3S), 126-141.
11. Christy M.K. Cheung and Matthew K.O. Lee and Neil Rabjohn, 2008, The impact of electronic word of-mouth, The adoption of online opinions in online customer communities, *Internet Research*, Vol. 18 No. 3, 2008, pp. 229-247, Emerald Group Publishing Limited 1066-2243.
12. Noraini Sa'ait, Agnes Kanyan and Mohamad Fitri Nazrin, The Effect of E-WOM on Customer Purchase Intention, *International Academic Research Journal of Social Science* 2(1) 2016 Page 73-80
13. Ruiz-Mafe, C., et al., Does social climate influence positive e-WOM? A study of heavy-users of online communities. *BRQ Bus. Res. Q.* 2018.
14. Saba Anwar Khan, Naveed Ramzan, M. Shoab and Adam Mohiuddin, Impact of word of mouth on consumer purchase intention, *sci.int. (Lahore)*, 27(1),479-482,2015 ISSN: 1013-5316; CODEN: Sinte 8.
15. Rahim, R. A., Sulaiman, Z., Thoo, A. C., Zaidin, N., and Zakuan, N. (2015). E-WOM Review Adoption and Green Purchase Intention: The Application of Source Credibility Theory (SCT), *Advanced Science Letters*, Vol. 21, Issue 6, June 2015, pp. 2150 – 2154.
16. Doh, S. J., and Hwang, J. S. How consumers evaluate e-WOM (electronic word-of-mouth) messages. *Cyberpsychology & Behavior*. 12(2) (2009) 193-197.
17. Fang, Y. H. Beyond the credibility of electronic word of mouth: exploring adoption on social networking sites from affective and curiosity perspectives. *International Journal of Electronic Commerce*. 18(3) (2014) 67–101.

18. Wang, H. W., Zhao, Y., Jiang, W. Y., and Guo, K. Q. The impact of electronic word-of-mouth: the adoption of online reviews in online communities. *International Journal of Advancements in Computing Technology (IJACT)*, 4(21) (2012) 175-186.
19. Malhotra, N. K. (2010). *Marketing research: an applied orientation*. (6th ed.) Upper Saddle River, N. J.: Pearson Education Inc.
20. Tabachnick, B. G., and Fidell, L. S. (2007). *Multivariate analysis of variance and covariance*. *Using Multivariate Statistics*, 3, 402-40.
21. Singh, K. , Saeed, M. and Bertsch, A. (2012), “Ethical response behaviour: a study of Indian consumers”, *Journal of Strategic Innovation and Sustainability*, Vol. 7 No. 3, pp. 16-34.
22. Singh, N. (2009), “Exploring socially responsible behaviour of Indian consumers: an empirical investigation”, *Social Responsibility Journal*, Vol. 5 No. 2, pp. 200-211.