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Influence of E-Word of Mouth on Purchasing

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Abstract: With the advent of technology, People nowadays spend more time on Facebook, YouTube, Whatsapp, and other social networking sites. E-word of mouth is becoming more prevalent in social networking sites. As social media has grown in popularity, consumers have begun to share their product or service-related experiences and opinions with friends and colleagues via Facebook, Whatsapp, YouTube, and other social networking sites. However, because the coin has both a head and a tail, word of mouth has both a positive and negative influence on others. It can also transmit and review negative information. There is no turning back once the information has been revealed.

Keywords: Information Technology, Social Media Communication, E-Word of Mouth, Social Networking Sites.

1. INTRODUCTION

Word-of-mouth (WOM) has been known as one of the most prominent resources of Information transmission. Word of mouth is an exchange of experience and review of product or service with same age group, or others. Word of mouth is a wonderful mechanism that also introduces a product or service to others, which influence others to try the product or service. The advance of technology has changed the game of influence. Through the advent of social media, it has facilitated connection and communication with others 24*7 it makes human relations more. It creates the chance for e-word of mouth. E-word of mouth has become an essential source of purchase intention, that sharing of experience in Social Networking Sites by user it made higher credibility and are thus more effective than product advertisement.
(Duncan Brown, Nick Hayes, 2008 et al) E-word of mouth is a strong influence, but whose mouth the word comes from. Most of the people use the reference from friends and colleagues

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in purchase decision, it carried to the right credibility to the e-word of mouth. That today's marketers want to concentrate on e-Word Of Mouth like how traditional marketers concentrate in an advertisement in the previous.
The growth of social media has caused the consumer exchange product related experience and opinions with friends and colleagues in social media. Postings in e-word of mouth by consumer in social networking sites is higher credibility and more influential than old advertisement style.

Review of Literature
Social media
(Adnan Veysel Ertemel, Ahmad Ammoura, 2016 et al.) Old public relations has seen as an one-way communication from the marketers to the people over Television, radio and newspaper, but with the e- word of mouth in social media world, it turns into truly support for two-way or multi-way communication between marketers and people, because consumers can now be in connection with each other exchanging the information and experience about products and services. In this study the researcher accepts as true that social media have an influence in consumer buying behaviour.

People spent more time on social networking sites(Muhammad shaheen,dr.rab Nawaz lodhi,2016 et,al.) in this study people would change their choice after reading helpful comments on social networking sites and it had a positive impact on consumer decision making process.

(Muhammad Yasir Rafiq, Abdullah Malik.et al.2018)There are various social networking sites which make available platform and opportunity to lots of people from corner to corner around the earth to connect in very cheaper, closer and easy way. That social media got very much recognition in today's world. And its users are increasing very rapidly. Now common people are spending more time in Facebook, YouTube, Whatsapp and other social networking sites, not only meant for the purpose of entertainment and socialization but also for sharing of ideas, information and suggestions.

(Bamini KPD Balakrishnan, Mohd Irwan Dahnil, Wong Jiunn Yi, 2014) e-word of mouth has strongly influenced in purchase decision when it comes from known groups. It is strongly promoted brand and product over the company website and in social networking sites. A study concludes that students are involved in engaging and express their opinion and suggestion on a goods or service over social media to rise purchase influence.

E-word of mouth influence over types of social networking areas:
E-word of mouth impact through Facebook:
Facebook is an area on the internet, which makes friends facilities, option to create your personal profile and generate friends with the other user. It is one of the prominent and speedily rising online social networks. Facebook links a people around the earth, it has possibility of unknown people to become known. That Facebook E-Word of mouth has a confident attitude it encourages on purchase intention and purchase among youth. The likes done was not restricted to present Facebook friends, these 'likes' may possibly have been from any person,

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anywhere across the world. Facebook had the most influence on consumer purchase. Most of the marketers utilize Facebook as an influence tool.

E-word of mouth through whatsapp:

Whatsapp is a form of social media. Whatsapp is an easy, Personal, on-time messaging," is a mobile messaging app which enables that person to share messages and other media. Whatsapp is a fast and convenient way to interact with group. Study find whatsapp is an effective medium for not only exchanging photos, videos, documents, by also an exchange of thoughts and knowledge. This application is helpful for us from many ways, which takes a place in a foremost portion of our day-to-day life. (Anshu Bhatt, Dr. Mohd. Arshad, 2016 et al.)The sharing of experience and opinion from the known contact only it has more trust, it ply a huge impact on the purchase.

E-word of mouth through youtube:

YouTube, a video grounded social network platform is one of the greatest to expose emotion, connect with friends, and publicize professional contents. Viewers able to like a video, write on a video, disliking a video, criticize on video, or share a video to the other social networking contacts (Gohar Feroz Khan Sokha Vong, 2014.et, al). Content of YouTube video influencing purchase intention of consumers pointedly, that the interactions with other viewers can influence a consumers' perception of believability of the information when viewing a product associated YouTube video(Hale Fulya YÜKSEL,2016et.al).

E-word of mouth through other social networking sites:

LinkedIn is a social networking site that allows persons to create connections between other persons it allows reviewer comments to be enhanced because you either know the reviewer, or you know someone who does (DuncanBrown,NickHayes,2008 et al). Instagram is a photo sharing social networking site. It's able to view a photo what another post, and we can give likes to that photo, the most liked photos get trending (amonrat thoumrungroje, 2014, et al). Open content sites like Wikipedia, can be also a strong influential platform. Written company or product information in wiki-based online sites like Wikipedia allows potential customers to find this information very easily and people make search more queries (Efthymios Constantinides, 2014, et al). E-mail is also a similar impact on consumers (Hardik Panchal, 2018, et,al) In his study e-mail also have small influence in the purchase. Twitter allows users to interact with other people who is not familiar also, people can share their reviews, comments, opinion through this influential site (Amonrat Thoumrungroje, 2014, et,al).

Negativity in e-word of mouth:

Anyone can post anything in social networking sites, not all the postings or purely reliable, it may be a fake also. In the Competition world, there is a possible competitors taking advantage in e- word of mouth by spreading negative information. There is a possibility for rumours also. The difficulty with Word Of Mouth is out of control and can be explosive by its nature and it is tough to control. Once the communication is out there, there is no stopping it.

2. CONCLUSION

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E-Word of mouth is a wonderful mechanism that spreads experience, satisfaction related to the product or service. And also introduces a product or services to others. It influences others to try the product or service. However, the coin has its both head and tail the same e-word of mouth also makes positive and negative influence of others. It can also make negative transmission of information and review. Once the information is exposed there is no stopping.

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