

# Affect On Electronic Informal Exchange In Online Networking On Shopper Buy Intension

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**Abstract:** Social media adopt a strategy called as EWOM which is very helpful to create a awareness of any product among the different people. This electronic word of mouth help consumers as well as producers it help both of them. Electronic word of mouth sometime gives positive information but it can also give wrong information .This is in the hand of costumer who buy a product it depends on he/she what they give in feedback. But according to me it's their responsibility that they should give correct information about the product because other costumers are depend on their feedback if their feedback is wrong so no one could believe on electronic word of mouth. some time it is also shown that many costumers after buying a product never want to give any feedback either it is negative or positive they do not write anything so many of the product could lose their promotion so it also a responsibility of people, costumers, and consumers that they should filled feedback and give response .It is important to know for a company, brand, organization that what others think about their product. Now we have so many online sites which provide EWOM that will help us in absorbing a product , company , or a brand .Some EWOM platforms are very well known like: YouTube , twitter, LinkedIn, integral etc. but some other examples are there that are not known by many peoples.

Marketing is the study and management of exchanging relationship. The American marketing association has defined marketing as -" the activity, set of institutions, and process for creating, communication, delivering exchanging and offering that have value for costumers clients, parteners and society.

In today's competitive world where n number of companies exists into the market and each company among them is trying their level best .After 1991 when this Indian government allows other multinational companies to come and do the business in Indian market.

Advertisement is a major key for marketing .To promote their product into the every company and organization used advertisement .Company adopt many different strategies for advertise a product for example some use: radio television, newspaper, new media(online) these are some medias which are helpful for a company to advertisement .

Online advertisement creates a good impact on today's generation. As new generation is totally edited by social media so online advertisement is become the best option for this generation.

There are some shopping sites also available which provide this technique of electronic word of mouth and give us information about a product and make us satisfy to buy it this sites followed the strategy of electronic word of mouth these sites are for example : olx , amazon , myntra.com , flipkart , jabong , snapdeal , homeshop 18. These are some basic example which we use in our daily life when we want to something we are just go through it . EWOM is basically use to satisfy costumers we are just buy a product by after seeing the feedback of the product it is also sometime used in play store when we are going to download ang of the application we first like to show its feedback or stars if it has 5 stars then we quickly downloaded it without thinking about any word but if we see it has 3 stars or 3.5 rates it has so we think for a one minute before downloading it and when it has 1 or 2 stars then we do not think about to download it we just switch to another application which has similar work and more rates than it. This is actually reality of market and this the called the impact of consumer's intention. In this way EWOM can change intension of anyone .

This is the little introduction of electronic word of mouth by using suitable example to tell you what EWOM or electronic word of mouth is actually means . After studying this whole introducing you can able to understand easily about electronic word of mouth. In short it means communication held in between unknown peoples via internet.

## LITERATURE REVIEW

EWOM is an abbreviation of electronic word of mouth .First we should understand about **word of mouth** which means communication between unknown people. In other words "sharing and exchanging information about consumption experiences". But in the age of internet it defines in a new way which we called as electronic word of mouth. Electronic word of mouth is form of "buzz marketing and it come into effect if the message is attractive and funny. In electronic word of mouth we generally focused on communication among people via internet."

Word of mouth is known as a dynamic tool to create an impact on people and can also change their purchasing and buying behavior. This can be demonstrated by (Ritchins and Root shaffer,1998) who declared that "word of mouth has been shown to play major role for costumers buying decision". According to Hennig thurau etal.(2004,39) define "any positive or negative statement made by potential , actual or former costumers about the product or company which is made available to a multitude of people and institutions via internet."

In contemporary abstraction, absence of information is that about the circumstances of authors of insertion has been examine a delicate side of EWOM ( Keller 2007),.This is owed to the fact that they have largely focused on EWOM which is appear in online forum sites and sites that have buyers report affiliated to product. However, grateful to social media, only because of that EWOM now not only appear among anonymous people but also can occur among known people. This advanced approach of electronic word of mouth might be expanded powerfully in terminology of activating purchase intention.

Therefore, the objective of this analyzing or study is to realize the conjunction between "EWOM in social networking sites and consumer purchase intention. "To explain whether EWOM is an active marketing tool or not, the very most important thing that should be explaining is, does WOM dominated the purchase intension? These various questions are abstracted by number of research workers.

And these studies have found that word of mouth create a significant impact on "consumer purchase intention."

i study many research as well as many case studies in each of research papers i got that , each and every research on this topic has one and only one conclusion that is yes, EWOM and wom both play a very important role and create a grateful impact on consumers mind.

By the advancement in online shopping EWOM has achieved more and more attention. When buyers talk with their friends and relative and found any kind of suggestion on social media about any product or brand then they tried to visit on that particular website and about to tried it once. This discussion take place among people internet many time change their intention about purchasing anything.

## CASE STUDIES

**STARBUCKS:**"Starbucks retailing method is not close to alternative continental association that consume a lot of dollars on adds and commercial communication, but it enough look on word of mouth, social networking sites , and the aptitude of its brand to accumulate attraction of buyers. It established on the function of exaggerate content .Starbucks is existing in few considerable social media platforms like Facebook , Instagram , twitter , Starbucks has its own app which can be downloaded by any one and it has also its own blog."

**TESCO:**A scandal take place in 2013 with respect of food which containing the flesh of horse . This scandal was hit in Europe and many other organizations. TESCO is of one of the company which involved in this scandal. TESCO taking it as a laughing issue . It was also taken as twitted or as a joke by many companies. After some days the costumers angry with TESCO on twitted and told their discouragement with that company. After some time this scandal was spread on internet and now whole world is understand the issue. Due to which TESCO loss its image

among the world. The case shows the effect of EWOM and tells that if once a message is uploaded on internet then any one can search it and it will be visible for whole world then it life time effect on the image of organization .

## METHODOLOGY

This research is based on various topic related to "impact of electronic word of mouth in social media on consumer purchase intension". For that i analysis data from both method secondary data was collected by studied previous research papers on the same topic and primary data was collected by making a structured questionnaire from 30 peoples of different age group, gender and occupation. It is an online survey.

This questionnaire and survey is taken place by using **google form**.

## ANALYSIS AND FINDINGS:

The analysis of data shows that 'Electronic Word of Mouth can change consumer purchase intension' 55% of people agree through this statement and 18.5% strongly agreed with this statement according to this data 73% of population believe on this statement.

Many other questions related to my research topic that are involved in questionnaire are analyses accurately. These analysis and findings are:

- It depicts that the forms are filled by 55.2% males and 44.8% females many of them are the age of 18 and above 18.
- Those people who were filled up the questionnaire are from urban loyalty and 85% are student out of them.
- 75% people bought product from social media at least once.
- 51.7% people are agreed and 24% are strongly agreed on feedback is necessary for online shopping'.
- 69% people think that electronic word of mouth helps company in promote their products and brands.
- 55.2% people think that they always get wrong information about any product from social media.
- 34% audience share and spread information about product via.picture,31% of population using on video , 17.2% using text, rest population used other ways for spreading information on social media.
- 65.5% people think that EWOM help them in choosing a brand, 27% think not always but otherwise it helps.
- 51.7% people give feedback through commenting and 37% by likening.
- When i asked about most of the popular shopping app then I got most of the audience used amazon for shopping and rest of the population used flipkart.
- 48.3 people think that when EWOM take place between strangers as well as friends then it became more effective.27% think strangers reviews are more effective and 24% think that friends reviews and feedbacks are more effective.
- 34.4% audience give feedback on internet according to their mood , 31% rarely give feedback on internet ,20% always give and rest 13% population never give feedback on internet.
- 96.6% audience see feedback when they are going to buy any product online

## CONCLUSION

As my research objective is that "Impact of electronic word of mouth in social media on consumer purchase intension." And i am success in fulfilling my research objective i got my result. As we are finding that 73% people of total population agreed on electronic word of mouth create an impact on consumer purchase intension so after analyses this i reached on my conclusion and saw that electronic of mouth has positive impact on consumer's intension. Another objective of my research is that Does EWOM helps company to promote their product. So i find that 70% population think that yes , EWOM is also helpful for company in promoting their product.

## Improvement

But in this whole research as my objectives are only two and that result i found but i find another important think that we should improve:

- **first** is that we should make aware people about EWOM there are many people who do not know the strategy of EWOM they even are not aware of the word EWOM they are not able to understand what is it? What is it mean? And what is the use of it? So it's our responsibility that we should tell them and aware about the meaning and uses of electronic word of mouth.
- **Second** i found that there are many people even though all people who are not give feedback on internet and do not know the importance of it. Some give feedback according to their mood , some are not think it necessary to give, Some give rarely and some never give there are only few people who give so it's our responsibility to make them aware about the importance of feedback.
- **Third** thing is that i analyses and find due to my whole research is that wrong information, wrong feedback is given on internet this is said by 55% audience think that they always get wrong information on internet about products due to which company get reduce their image and some the product is wrong and its feedback is good so costumers have to suffer. So as we researched on this topic so it's our duty to aware the respondents about the importance of 'EWOM AND FEEDBACK'. So that they will not give wrong feedback.

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