Electronic Word of Mouth (eWOM) And Its Impact on Consumer Buying Behaviour

Ms. Kavleen Bharej[1], Dr. Navjit Singh[2]

[1]Research Scholar, University School of Business, Chandigarh University bharejkavleen4@gmail.com
[2]Professor, University School of Business, Chandigarh University

ARTICLE INFO	ABSTRACT

Purpose of the study

The growing popularity of electronic word-of-mouth (eWOM) in recent years has drawn attention from marketers, businesses, and consumers alike. This study aims to compile and contrast the present body of eWOM research. The purpose of this paper is to review the existing literature on electronic word of mouth using social communication theory, identifying its characteristics and impacts in influencing the consumer buying decision.

Methodology

Through the integration of current empirical research and theoretical models, this systematic literature review seeks to provide an integrated framework of eWOM's impact on customer purchase intention. Through the integration of current empirical research and theoretical models, this systematic literature review seeks to provide an integrated framework of eWOM impacts on customer purchase intention.It contrasts different evaluations of eWOM studies that were published from the year 2015-2025 for the research.

Major findings

The results show that visual material facilitates participation and decision- making by offering concrete evidence of quality. It emphasizes how crucial it is to balance the content approach in order to maximize eWOM's efficacy. eWOM does, in fact, increase customer trust, which is one of the key determinants of a buyer's propensity to purchase. eWOM affects the whole consumer experience, from initial awareness to post-purchase assessment, by reducing perceived risks and boosting satisfaction, according to research. Positive eWOM helps customers to make wise decisions and fosters trust, according to the research, which also shows that brand loyalty is a major factor in eWOM adoption.

Summary

According to the Systematic Literature Review (SLRA), electronic word-of-mouth, or eWOM, has a major impact on consumers' purchasing decisions. In the end, eWOM helps customers make wise decisions by influencing perceived product value, trust, and brand loyalty in a variety of ways. Understanding eWOM's varied consequences will be crucial as organizations continue to use its capacity to create successful marketing campaigns and enduring consumer connections.

Implications

Growth in publications in the past few years suggests wider acceptance of eWOM in consumer buying behavior. Limited literature on psychological influences of user generated eWOM has been published in this field, hence, depicting the subject has future aspects.

Originality/value

This study highlights significant insights for eWOM scholars by employing a variety of complimentary methodologies to compare the advancements in the specialized sector with the larger management literature.

Keywords: Literature Review, eWOM, Electronic word of mouth, Consumer Buying Behavior.

INTRODUCTION

Electronic word-of-mouth has come out to become a potent tool that affects consumer buying decisions in the digital era. The more online platforms grow, the more consumers rely on eWOM to guide purchases. This form of communication, which includes reviews ratings and social media interactions, influences how potential buyers determine the value of goods and make choices. In this regard, the need for businesses to be aware of how eWOM impacts consumer behavior to increase market presence and customer engagement is of utmost importance today.

METHODOLOGY

SLRA method was utilized in this research to study the influence of eWOM on consumer buying decision. This involves the critical analysis of the scholarly publication and peer- reviewed journals from established databases. In this method, the study focused on an association among eWOM and consumer purchase-making process. A systematic search technique was used to perform a thorough evaluation of the literature on how electronic word of mouth (eWOM) affects consumers' intentions to make purchases. Data extraction was done using the Scopus database. Some of the terms used in the search were "electronic word of mouth," "eWOM," and "consumer purchase intention," among others. Relevant studies were retrieved by refining the search results using boolean operators (AND, OR). To find the most current and relevant research on the subject, the search was limited to journal articles and conference papers published between 2015 and 2025.

Criteria for Inclusion and Exclusion

To keep the review's focus and applicability, some standards were set: Articles published between 2015 and 2025 must meet the following inclusion criteria. Empirical studies investigating the connection between consumer purchase intention and electronic word-of- mouth. To offer a varied viewpoint, research was done in a variety of sectors and geographical areas. Articles written in languages other than English are excluded. Articles that don't specifically discuss how eWOM affects consumers' intentions to buy. Non-peer-reviewed sources, book reviews, and opinion articles. Keywords to filter the relevant studies were online reviews and eWOM consumer behaviour. To comprehend it better of how the different elements of eWOM impact, the review aggregated the findings from different studies.

User-Generated eWOM: An Overview

Electronic Word-of-Mouth and User-Generated Content are relevant concepts in the new world of digitalization. There may be a time when scholars get confused by these two notions distinct characteristics and implications because they tend to be used together very often. Electronic word-of-mouth (eWOM) is called the communication involving customers on their opinions and suggestions in the digital space. User-generated content (UGC) is a much broader topic, however, that includes the entirety of online content written by users such as blog posts, videos, or reviews (Thao and Shurong 2020). Unlike eWOM that focuses on an impact on consumer behavior through a digital conversation, UGC applies more widely as their research points out. Web 2. 0 has revolutionized consumer behaviour by enabling online interactions and exchanges. According to Thao and Shurong (2020) eWOM is a trusted form of communication because it is interpreted as more credible because it originates from peers rather than experts. Donthu and associates (2021) also emphasizes how eWOM research has gained popularity due to its relevance to areas such as service recovery online reviews and brand loyalty. This comprehends that eWOM performs a significant role in nurturing trust and brand engagement factors in influencing consumer choices of most industrial sectors. This heightened interest explains why the aspect of eWOM plays significant role in forming and informing buyers' attitudes and behaviors.

Role of User-Generated Content in Influencing Consumer Behaviour

It seems that particularly on Facebook and Instagram, user-generated content plays significant role in online purchases. As stated by Bahtar and Muda in 2016, reviews of products provide potential customers with the opportunity to make sense of reviews posted by past customers, which increases their trust and purchasing intent. According to Ramirez et al. (2018), UGC represents word-of-mouth substitute as their performance on the stock markets shows large correlations with the metrics for UGC. The current work shows that business and economy can benefit from the prediction of future business activities that UGC outranks. While looking into the eWOM perspective of user engagement dynamics, Rossmann et al. (2016) noted the importance of sender social expertise and social ties. Their research indicates that eWOM content is appreciated, liked and commented on by senior users and users with large networks which leads to the increased reach of such content. Marketers should pay attention to these details of the realized systems if they wish to improve their social media strategies using power users. Saura et al. (2022) states that online user behavior is significantly influenced by UGC as it offers users real information about the goods and services. The observation points out that it is the said peer reviews or suggestions via UCG that are increasingly gaining the customers' attention rather than conventional strategies. UGC is a highly trusted type of information which really determines the kind of products a buyer is going to purchase since it is realistic. Nguyen and Tong (2022) indicate that UGC has an influence on the consumers' choice of the country they wish to visit. The writes and pictures of travelers of such aspects as travel itineraries, travel experiences, or reviews of destinations can be helpful in giving ideas. Travelers' plans and likes are heavily influenced by UGC, which not only entertains but also educates and inspires travelers use. Lim and Rasul (2022) examine the evolution of customer engagement in the era of social media, emphasizing that digital platforms have fundamentally transformed the way brands interact with consumers. Their work highlights how social media facilitates two-way communication, enhances brand loyalty, and offers real-time insights into customer behaviors. The study revisits historical methods of customer engagement to provide a framework for understanding current digital practices, underscoring the dynamic nature of online customer interactions. However, while the authors offer valuable insights into the role of social media in shaping customer engagement, several research gaps remain. Notably, there is limited understanding of the long-term impacts of evolving social media technologies on engagement metrics and consumer loyalty. Additionally, more research is needed to integrate emerging trends such as influencer marketing, real-time analytics, and AI-driven personalization into comprehensive models that account for cultural and market-specific factors. Addressing these gaps would provide a more nuanced understanding of how future social media developments can further transform customer engagement strategies. Bore et al. (2017) provide a comprehensive systematic literature review that examines the role of electronic word-of-mouth (eWOM) within the hotel industry. Their review synthesizes a broad range of studies to highlight current trends, such as the increasing reliance on social media platforms, the critical influence of online reviews on consumer perceptions, and the importance of trust and credibility in shaping eWOM effects. The review also emphasizes the significant impact that user-generated content has on brand reputation and customer loyalty, underlining the evolving nature of marketing strategies in the hospitality sector. The study identifies several research gaps that warrant further exploration. While much of the existing literature focuses on the direct effects of eWOM on consumer behavior, less attention has been paid to the mediating role of customer engagement and how it influences purchase decisions across diverse cultural contexts. Additionally, with the rapid evolution of digital platforms, there is a need for updated research that explores emerging trends, such as the growing influence of social media influencers and the integration of eWOM with other digital marketing strategies. Addressing these gaps would provide a more nuanced understanding of eWOM dynamics and support more effective marketing approaches in the hotel industry. Sijoria, Mukherjee, and Datta (2018) explore how key antecedents of electronic word-of-mouth (eWOM) influence customer-based brand equity (CBBE). Their study examines factors such as perceived credibility, information quality, and trust in online reviews, arguing that positive eWOM can significantly enhance customers' perceptions of a brand. By linking these antecedents to CBBE, the authors demonstrate that effective management of eWOM strategies not only strengthens brand awareness but also boosts brand loyalty and purchase intentions in the digital age. The study leaves several areas open for further investigation. For instance, while the authors focus on traditional eWOM variables, there is limited exploration of how emerging digital communication channels such as social media influencers and online communities might interact with conventional eWOM factors to impact CBBE. Additionally, the moderating effects of cultural

differences and various product categories on the relationship between eWOM and brand equity remain underexplored. Addressing these gaps could offer a more nuanced understanding of the multifaceted role of eWOM in building strong customer-based brand equity in today's rapidly evolving digital landscape.

thor Name & Year	Variables of the Study	Findings of the Study
Thao & Shurong (2020)	eWOM vs. UGC, digital communication, consumer behavior	eWOM is viewed as a trusted communication method because it originates from peers, while UGC encompasses a broader range of user- generated online content that significantly influences consumer behavior.
Donthu et al. (2021)	eWOM, service recovery, online reviews, brand loyalty	eWOM research has gained popularity due to its impact on service recovery and brand loyalty, highlighting its role in nurturing trust and engagement in various industrial sectors.
Bahtar & Muda (2016)	Product reviews, trust, purchasing intent	Reviews on platforms such as Facebook and Instagram provide potential customers with insights from past buyers, thereby increasing trust and purchasing intent.
Ramirez et al. (2018)	UGC metrics, stock market performance, prediction of future business activities	UGC serves as a substitute for traditional word-of-mouth, with its performance showing strong correlations with stock market metrics, suggesting its potential to forecast future business activities.
Rossmann et al. (2016)	Sender social expertise, social ties, user engagement in eWOM	eWOM content from users with strong social ties and expertise receives higher engagement (likes, comments, shares), thereby amplifying its reach and influence on consumer behavior.
Saura et al. (2022)	UGC, online user behavior, product information	UGC is a highly trusted source of information that significantly shapes consumer choices by providing real insights into goods and services, surpassing conventional marketing strategies.
Nguyen & Tong (2022)	UGC influence on travel, travel itineraries, experiences, and destination reviews	UGC plays a critical role in influencing consumers' travel decisions by providing authentic accounts of travel experiences and destination reviews, which help shape travelers' plans and preferences.
Lim & Rasul (2022)	Customer engagement, social media interactions, brand loyalty	Digital platforms have transformed customer engagement by facilitating two-way communication and enhancing brand loyalty, although further research is needed on the long- term impacts of evolving social media technologies and emerging trends.
Bore et al. (2017)	eWOM, online reviews, trust, credibility, brand reputation, customer loyalty	eWOM and UGC significantly affect consumer perceptions in the hotel industry by building trust and brand loyalty; however, the mediating role of customer engagement and the influence of emerging trends such as social media influencers require further exploration.
Sijoria, Mukherjee, & Datta (2018)	Antecedents of eWOM (perceived credibility, information quality, trust) and customer-based brand equity (CBBE)	Positive eWOM enhances customer-based brand equity by boosting brand awareness, loyalty, and purchase intentions, but there remains a gap in understanding how emerging digital channels and cultural factors moderate this relationship.

Table 1: Role of User-Generated Content in Influencing Consumer Behaviour
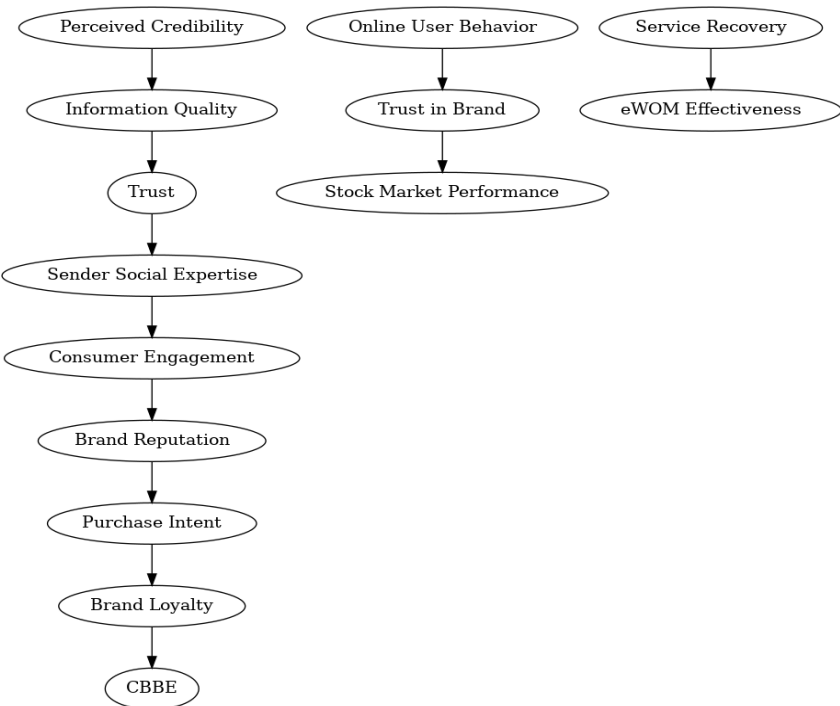
Fig. 1: Construct of the variables (Developed by researchers)

Table 2: Research Framework for eWOM Adoption and Its Impact on Consumer Behavior

| Variables	Factors	Key References
Independent Variables (Antecedents of eWOM Adoption)	**Content Factors**	**Reference Source**
	Content Quality	Jiang et al. (2021)
	Content Quantity	Verma & Yadav (2021)
	Source Credibility	Daowd et al. (2021)
	Type of Content	Filieri et al. (2021)
Psychological Influences	Emotional Development	Ruiz-Mafe et al. (2020)
	Social Development	Suwandee et al. (2020)
	Cognitive Development	Roy et al. (2024)
	Moral Development	Mochla & Tsourvakas (2024)
Moderating Variables	Price Sensitivity	Ekasari et al. (2024)
	Brand Loyalty	Jain et al. (2023)
	Demographics	Choi et al. (2018)
Mediating Variable (Mechanism of eWOM Influence)	Consumer Trust & Risk Reduction	Hussain et al. (2018)
	Social Validation	Erkan & Evans (2016)
	Purchase Confidence	Sardar et al. (2021)
Dependent Variables (Outcomes of eWOM Adoption)	Consumer Buying Behavior	
	Purchase Intention	Ngarmwongnoi et al. (2020)
	Brand Engagement & Loyalty	Donthu et al. (2021)
	Travel Decisions	Nguyen & Tong (2022)
	Market Performance & Stock Influence	Ramirez et al. (2018)

Research Article
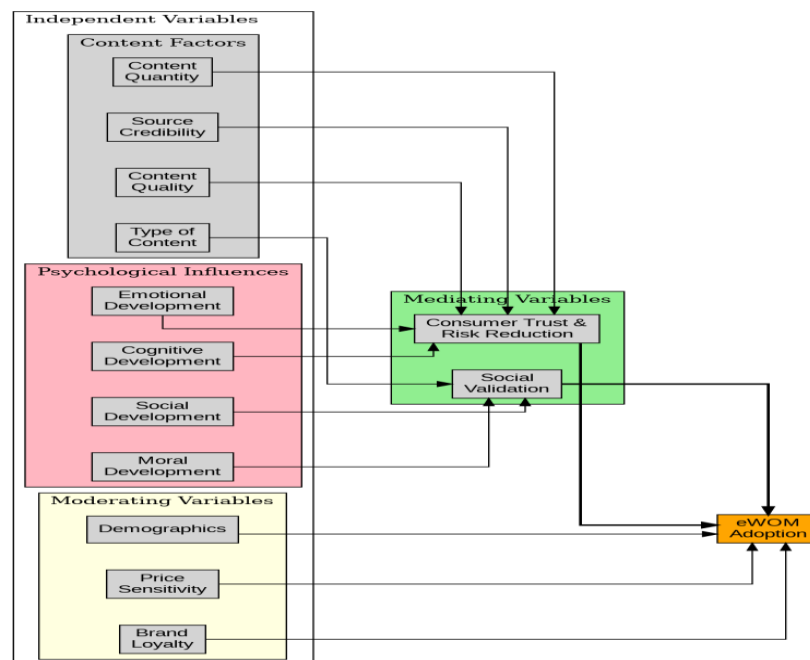
Fig. 2: Conceptual Framework (Developed by the Researchers)

This framework demonstrates how eWOM antecedents (content, psychological, and moderating factors) influence consumer trust and validation, ultimately impacting consumer behavior, purchase intention, and brand loyalty.

Informational Influences on eWOM Adoption

The adoption of the electronic word of mouth (eWOM) and its effectiveness in influencing the online consumer behaviour regarding e-purchase can be said to be influenced by a series of informational variables, the nature of content, the amount of the content created, the content source reliability and its quality. brand is still able to focus on e-branding and integrate its consumer interaction into an integrated e-branding strategy.

H_1: The user-generated content (UGC) informational influences positively influences consumers' trust in electronic word-of-mouth (eWOM), leading to higher adoption of recommendations.

Content Quality

eWOM content quality particularly its accuracy depth and relevance have a big influence on consumer choices. As Jiang et al. (2021) when information is delivered in a way that is relevant accurate consistent and of high standard buyers are more likely to accept it. With access to comprehensive information such as specifics about a product or service customers are more assured in their choice. The study also depicts that when the perceived risks by consumers are high, then they will tend to believe accurate and rich information which will act as a moderator of the association between information adoption and content quality. Similarly, Song et al. cited that especially in the tourism industry eWOM platforms that provide comprehensive and authentic reviews have a huge influence on purchase intentions (2021). These findings demonstrate the significance of quality content for the success of eWOMs. Consumer interactions with brands have been completely transformed by the emergence of electronic word-of-mouth which influences both brand loyalty and purchase decisions. The interaction between eWOMs quantity and quality which has a big impact on customer engagement and perceptions is essential to its efficacy. By exploring how the number

and quality of reviews influence consumer behavior. Hung et al. (2023) explores the intricate nature of eWOM. The quality of the content is vital in establishing trust and supporting well-informed decisions they argue although more reviews enhance visibility and perceived credibility. Good eWOM that is characterized by thorough accurate and pertinent information empowers customers to make decisions with confidence and lessens the uncertainty that frequently surrounds online purchases.

Ehongo (2023) explores how eWOM both in terms of quantity and quality affects online brand communities. The study emphasizes that excellent eWOM provides insightful information and emotional resonance which promotes deeper consumer engagement. In the meantime, eWOM quantity ensures that the content reaches a wider audience by playing a complementary role. However, the study reports that perceived organizational justice moderates this and suggests that when consumers feel a brand is acting and communicating in a just manner, they are more tend towards eWOM. Therefore, organizational practices must be aligned with consumer expectations to maximize the effect of electronic word-of-mouth. Dealing with the quantity- quality paradox Bang and Jang (2024) study how eWOM quantity affects the ambiguity about values at consumption. As the eWOM amount increases, perceived risk decreases through diversifying perspectives they still find that excessive information results in cognitive overload that undermines its effectiveness. However, high-quality eWOM reduces such uncertainties through providing clarity and useful insights to bring out the importance of quality and quantity. The magic of effective eWOMs lies in striking a balance between quantity and quality.

Although much of eWOM heightens visibility and provides a myriad of perspectives, its full power is released only when it is combined with superior, lucidly written content that heightens engagement and develops credibility. Brands must guarantee transparency and fairness in their practices, all the while judiciously choosing and promoting meaningful creation of eWOM. They will be able to utilise eWOM as a powerful tool to enhance their market position ability and develop customer loyalty.

Content Quantity

Consumer behavior and thought patterns are highly influenced by the volume and frequency of eWOM communications. According to Verma and Yadav (2021), a higher volume of eWOM messages increases consumer visibility and trust which increases the likelihood that they will adopt the information. For example, frequent reviews or posts ensure continuous consumer interaction and make the product or service in question trustworthy. You et al. (2015) published a meta-analysis that showed a positive relationship between the volume of eWOM and its elasticity or its impact on a buyer's decision. These authors concluded that in order for marketing of eWOM to reach an optimal level, marketers must create a steady flow of eWOM.

Source Credibility

The credibility of sources of eWOM depends upon their reliability and experience. Daowd et al. (2021). found that the reliable eWOM sources that are considered knowledgeable and trustworthy have a big influence on Thailands Generation Y customers. Hussain & Associates. (2017) also underlined how eWOM credibility lowers perceived risks by instilling confidence in consumers particularly in food product markets. Furthermore, Le-Hoang (2020) also argues that the credibility authenticity and experience of eWOM contributors increases usefulness of information and in turn also increases the likelihood of consumers accepting it. Thus, strategies that increase the perceived legitimacy of eWOM sources should be given top priority by marketers.

Type of Content

There is both visual and textual eWOM that plays a role in how content is received and whether it is effective. In particular, visual elements that provide certain information about a product were

argued by Filieri et al. (202128) to promote eWOM. Li et al. (2023) demonstrated how trust can be increased and decision-making and actual behavior flow from adding images to text reviews. See Serrano and Ramjaun (2018) commenting on the Instagram social network: "To boost engagement and loyalty, the page needs to be attractive and have beautiful pictures". As highlighted by Stojmenovic et al. (2019), while textual eWOM is rich in information, visual and oral aids help in improving its performance. According to Qahri-Saremi and Montazemi (2019), using text and image facilitates the adoption of eWOM.

Table 3: Informational Influences on eWOM Adoption

Author Name & Year	Variables of the Study	Findings of the Study
Jiang et al. (2021)	Content Quality, Information Accuracy, Perceived Risk	High-quality, accurate, and relevant eWOM content increases consumer trust and decision confidence, especially when perceived risk is high.
Song et al. (2021)	eWOM Platforms, Tourism Industry, Purchase Intentions	Comprehensive and authentic eWOM reviews in tourism influence consumer purchase decisions.
Hung et al. (2023)	eWOM Quality, Customer Trust, Decision Making	Quality eWOM improves customer trust, reducing uncertainty in online purchases.
Ehongo (2023)	eWOM Quantity vs. Quality, Organizational Justice, Consumer Engagement	eWOM quality enhances engagement, while quantity increases reach; organizational justice influences eWOM effectiveness.
Bang & Jang (2024)	eWOM Quantity, Perceived Risk, Cognitive Overload	More eWOM reduces perceived risk but excessive content can lead to cognitive overload.
Verma & Yadav (2021)	eWOM Volume, Consumer Visibility, Trust	Higher eWOM volume increases visibility and trust, encouraging adoption.
You et al. (2015)	eWOM Volume, Elasticity, Buyer Decision-making	A steady flow of eWOM messages enhances marketing effectiveness.
Daowd et al. (2021)	Source Credibility, Consumer Confidence, Trust	Reliable eWOM sources strongly influence Generation Y consumers in Thailand.
Hussain & Associates (2017)	eWOM Credibility, Risk Perception, Food Industry	Trustworthy eWOM sources reduce perceived risks, particularly in food markets.
Le-Hoang (2020)	Credibility, Authenticity, Experience	Credible and experienced eWOM contributors improve information usefulness and consumer acceptance.
Filieri et al. (2021)	Visual eWOM, Product Information, Consumer Trust	Adding images to eWOM content increases trust and engagement.
Li et al. (2023)	Visual & Textual eWOM, Decision-Making	Visual eWOM enhances decision-making and consumer behavior.
Serrano & Ramjaun (2018)	Instagram eWOM, Visual Content, Consumer Loyalty	Attractive pages with quality images improve engagement and loyalty.
Stojmenovic et al. (2019)	Text vs. Visual eWOM, Content Performance	Combining textual and visual eWOM increases content effectiveness.
Qahri-Saremi & Montazemi (2019)	Text-Image Integration, eWOM Adoption	Mixed-format eWOM (text + images) enhances adoption rates.

Research Framework for Informational Influences on eWOM Adoption

Table 4: Research Framework for Informational Influences on eWOM Adoption

Variables	Factors	Key References
Independent Variables (Antecedents of eWOM Adoption)	**Content Quality & Accuracy**	
	Information Accuracy, Relevance	Jiang et al. (2021)
	Comprehensive & Authentic Reviews	Song et al. (2021)
	Quality of eWOM & Consumer Trust	Hung et al. (2023)
eWOM Quantity & Impact	Increased Reach & Organizational Justice	Ehongo (2023)
	Volume vs. Cognitive Overload	Bang & Jang (2024)
	Consumer Visibility & Trust	Verma & Yadav (2021)
	Elasticity & Buyer Decision-Making	You et al. (2015)
Source Credibility & Trust	Reliability & Influence on Consumers	Daowd et al. (2021)
	eWOM Credibility & Risk Reduction	Hussain & Associates (2017)
	Contributor Authenticity & Experience	Le-Hoang (2020)
Visual & Textual eWOM	Image-based eWOM & Consumer Trust	Filieri et al. (2021)
	Visual Content & Decision-Making	Li et al. (2023)
	Instagram eWOM & Consumer Loyalty	Serrano & Ramjaun (2018)
	Text vs. Visual eWOM Performance	Stojmenovic et al. (2019)
	Mixed-Format eWOM (Text + Image)	Qahri-Saremi & Montazemi (2019)

This framework presents how content quality, quantity, source credibility, and multimedia formats impact eWOM adoption by enhancing trust, engagement, and purchase decisions.

Psychological Influences on eWOM Adoption

Several psychological factors affect the adoption of electronic word-of-mouth. These include moral cognitive social and emotional development, and all these processes have an effect on how consumers engage with eWOM and use it to inform their decisions. This review summarizes the findings of the literature on these dimensions and their impact on eWOM adoption. H2: The user-generated content (UGC) psychological influences positively influences consumers' trust in electronic word-of-mouth (eWOM), leading to higher adoption of recommendations.

Emotional Development

Emotions are significant influencers in the adoption and diffusion of eWOM. Emotional cues like happiness rage or fear often make consumers receptive and believe in the eWOM messages. According to Ruiz-Mafe and associates. (2020), the emotional tone of eWOMs is one of the critical factors that shape the customer's decisions. Excitement or satisfaction are positive emotional triggers that enhance

Research Article

the customers' following of eWOM advice. In a similar way, Serra-Cantallops et al. (2018) found that eWOM engagement and loyalty are positively related with positive emotional experiences.Yan and associates. (2018) indicated the importance of emotionally congruent eWOM messages for consumers. For example, traveling consumers will find an eWOM website more believable when it meets their emotional needs and the purposes of traveling. Liu et al. (2021) identified cross-media platforms, which further advanced this view to unveil how social media allows sharing of the emotional experience of the individuals and thus enhanced the influence of eWOM in digital platforms.

The result underscores the importance of understanding what drives emotions as a critical step toward optimizing eWOM strategies. According to Alhamad (2022), emotional marketing links up with electronic word-of-mouth (eWOM) and offers a dynamic capabilities-based framework to access emotional connections on digital media. Emotions in communications for marketing and eWOM content evoke significant reactions by the consumer that strengthen brand associations. Such inspiring content, emotionally infused and engaging, may make for more spread and increased competitive advantage from brands. According to Alhamad, businesses with balanced emotional marketing and the machinery of eWOM tend to hold on to customers for longer and adapt to changes in market situation. Babić et al. (2020) examine such aspects of eWOM as the creation, exposure, and evaluation stages.

It is their argument that emotional development supports all three phases influencing the generation and reception of eWOM. Shared experiences during the creation phase are likely to come from emotionally invested customers particularly if they have strong opinions about the product or service. During exposure emotionally compelling eWOM content engages viewers and fortifies bonds with them. During the assessment stage, consumers assess the appropriateness and genuineness of the eWOMs based on the degree to which they can emotionally capture their needs and values. This holistic model points out the role of emotional resonance in enhancing the strength of eWOM. Furthering the discussion on the paradoxical nature of this phenomenon is by analyzing the dual capacity of eWOMs in terms of both positive and negative impacts on brands Kietzmann and Canhoto (2013). They also mention that emotionally charged eWOM tends to elicit more engagement and influence is either positive or negative. While the former enhances brand advocacy and emotional ties, the latter erodes reputations and spawns distrust.

However, a brand can reduce the negativity of eWOM if it addresses emotional issues and displays responsiveness and empathy. Consumer attitudes and behavior are highly influenced by the connection between eWOM and emotional development. Emotionally engaging content in eWOM will increase consumer trust and make consumers engage in deeper interactions and advocacy. Brands must get across these emotional dynamics so they don't lose sight and get connected to the consumer over time. In the digital marketing sphere, the importance of emotional development in eWOM is nothing short of imperative. The integration of emotional stories in eWOM helps businesses build a power-influence loop that hooks onto the consumer at the level where the consumer really belongs. Alhamadss, (2022) Study Babić Rosario et al., (2020), and Kietzmann and Canhoto, (2013) Brands can strategically manage the emotional aspects of eWOM to retain a competitive advantage and form a long-lasting association with their buyers in the evolving digital landscape.

Social Development: Community and Peer Dynamics in Adopting eWOM

Social factors, specifically those developed through peer interaction and the online community, play a significant role in eWOM adoption. Suwandee et al. in 2020. discussed youth consumers' behavior in an online community that argued that social identity and belonging are central to eWOM activation. Customers tend to embrace eWOM when derived from respectable peers or related organizations they are connected with. Ruiz-Mafe et al. (2018) also found that a positive social climate of an online community enhances the uptake and usage of eWOM. Mishra and associates. (2018) investigated the effect of peers and social networks on the eWOM intentions of young people. Teens are likely to believe in eWOM if recommended by friends and family; therefore, peer pressure and social validation were

Research Article

established as strong motivators. Ismagilova et al. (2021) asserts that sharing consumption experiences on social networks activates the generation and diffusion of eWOM. On this basis of the results, this study contends that marketers can exploit the social media dynamics to amplify the perceived validity and reliability of eWOM.

Cognitive Development

In order to evaluate and apply eWOM cognitive abilities such as reasoning and analytical thinking are necessary. Roy et al. (2024) illustrated how multimedia content enhances the understanding of eWOM and raises trust. Qahri-Saremi and Montazemi (2019) underlined that deep cognitive elaboration is what makes eWOM become ubiquitous. Hussain et al. (2020) found out that motivational involvement is one of the integral parts that encourage consumers to scrutinize eWOM content thoroughly. When assessing eWOM, Akdim (2021) stated that a balance between emotional involvement and rational thinking is required.

Moral Development

Especially in the ethical values, moral development affects how consumers react to eWOM. According to Mochla and Tsourvakas (2024), for Gen Z and Millennials, the value of alignment in eWOM is at a very high premium. Hussein et al. A study published in 2022 examines how moral values enhance consumer trust, but Mishra et al. the extent to which objective eWOM impacts AI in 2022. In an attempt to shed light on how deceptive practices harm consumer trust, Akdim (2021) highlighted the need for ethical transparency in the form of eWOM policies.

Table 5: Psychological Influences on eWOM Adoption

Author & Year	Variables of the Study	Findings of the Study
Ruiz-Mafe et al. (2020)	Emotional Tone, eWOM Adoption	Positive emotional cues like excitement and satisfaction enhance eWOM adoption, making messages more persuasive.
Serra-Cantallops et al. (2018)	Emotional Experiences, Engagement, Loyalty	Emotional experiences strongly influence eWOM engagement and customer loyalty.
Yan et al. (2018)	Emotionally Congruent eWOM, Consumer Perception	Consumers find eWOM more credible when it aligns with their emotional needs and expectations.
Liu et al. (2021)	Cross-Media eWOM, Social Sharing	Social media allows emotional sharing, amplifying the impact of eWOM.
Alhamad (2022)	Emotional Marketing, Digital Engagement	Emotional content in eWOM strengthens brand loyalty and increases consumer interaction.
Babić et al. (2020)	eWOM Creation, Exposure, Evaluation	Emotionally engaging content influences eWOM effectiveness across all stages of content consumption.
Kietzmann & Canhoto (2013)	Positive & Negative eWOM, Consumer Engagement	Emotionally charged eWOM elicits strong consumer reactions, impacting brand perception positively or negatively.
Suwandee et al. (2020)	Social Identity, Online Community, eWOM Activation	eWOM is more effective when it comes from trusted peers or established communities.
Ruiz-Mafe et al. (2018)	Online Community, eWOM Engagement	A positive social environment enhances eWOM participation and acceptance.

Research Article

Mishra et al. (2018)	Peer Influence, Social Networks	Peer recommendations significantly influence eWOM adoption among young consumers.
Ismagilova et al. (2021)	Social Media Sharing, eWOM Diffusion	Sharing experiences on social media increases eWOM engagement and dissemination.
Roy et al. (2024)	Cognitive Processing, Multimedia eWOM	Multimedia eWOM content improves consumer understanding and increases trust.
Qahri-Saremi & Montazemi (2019)	Cognitive Elaboration, eWOM Adoption	Consumers engage more deeply with eWOM when they engage in analytical thinking.
Hussain et al. (2020)	Motivational Involvement, eWOM Scrutiny	High involvement leads to deeper scrutiny of eWOM content, improving reliability.
Akdim (2021)	Emotional & Rational Processing, eWOM Assessment	Consumers need a balance between emotional engagement and logical analysis when evaluating eWOM.
Mochla & Tsourvakas (2024)	Moral Development, eWOM Trust	Gen Z and Millennials prioritize ethical values in eWOM and trust brands that align with their moral values.
Hussein et al. (2022)	Ethics, Consumer Trust	Ethical transparency in eWOM enhances consumer trust and long-term brand loyalty.
Mishra et al. (2022)	AI & eWOM Objectivity	AI-generated eWOM should maintain ethical guidelines to ensure trustworthiness.
Akdim (2021)	Deceptive eWOM Practices, Consumer Trust	Unethical eWOM practices reduce credibility and harm brand perception.

Table 6: Research Framework for Psychological Influences on eWOM Adoption

Variables	Factors	Key References
Independent Variables (Psychological Influences on eWOM Adoption)		
Emotional Development	Emotional Tone & Persuasion	Ruiz-Mafe et al. (2020)
	Emotional Experiences & Engagement	Serra-Cantallops et al. (2018)
	Emotionally Congruent eWOM & Consumer Perception	Yan et al. (2018)
	Cross-Media Social Sharing	Liu et al. (2021)
	Emotional Marketing & Digital Engagement	Alhamad (2022)
Cognitive Development	Multimedia eWOM & Consumer Understanding	Roy et al. (2024)
	Cognitive Elaboration & eWOM Engagement	Qahri-Saremi & Montazemi (2019)
	Motivational Involvement & eWOM Scrutiny	Hussain et al. (2020)
	Emotional & Rational Processing in eWOM	Akdim (2021)

Social Development	Social Identity & Online Community	Suwandee et al. (2020)
	Online Community & eWOM Engagement	Ruiz-Mafe et al. (2018)
	Peer Influence & Social Networks	Mishra et al. (2018)
	Social Media Sharing & eWOM Diffusion	Ismagilova et al. (2021)
Moral Development	Ethics & Consumer Trust	Hussein et al. (2022)
	AI & eWOM Objectivity	Mishra et al. (2022)
	Deceptive eWOM Practices & Consumer Trust	Akdim (2021)
Moderating Variables	Positive vs. Negative eWOM Impact	Kietzmann & Canhoto (2013)
	Moral Values & Brand Trust (Gen Z, Millennials)	Mochla & Tsourvakas (2024)

This framework demonstrates how emotional, cognitive, social, and moral development factors shape eWOM adoption by influencing trust, engagement, and purchase decisions.

Moderators of eWOM Adoption

eWOM Adoption Moderators. A variety of moderators affect the uptake of electronic word-of- mouth (eWOM) influencing its effectiveness and impact. Among these moderators are price sensitivity brand loyalty and demographics all of these factors lasting impact on buyers and their trust on eWOM.

Price Sensitivity

Price sensitivity has a strong influence the adoption of eWOM because consumers think about the financial implications of online word of mouth. Ekasari & Associates. (2024) established that perception of price is the mediating factor for eWOM and purchase intentions when it is in line with value expectations hence enhancing adoption. According to Lo and Lin (2017) eWOM trust is enhanced by verifying fair pricing reference price and value homophily. Haque et al. (2022) also mentioned that the price conscious consumers are more affected by the eWOM which favors affordability, especially luxury goods. Farzin et al. (2022) Price sensitivity and brand equity are two factors which highlight the cost as an essential ingredient of eWOM effectiveness, which increases consumers' willingness to pay.

Brand Loyalty

Brand loyalty plays a very important role in adopting eWOM because devoted customers believe and interact more with the eWOM associated with their preferred retailers. Jain et al. (2023) stated that brand loyalty enhances eWOM trust and intentions especially among millennials. Park (2020) asserted that devoted customers are more responsive to eWOM that is consistent with their brand preferences. Serra-Cantallops & Associates. (2018) found that positive brand experiences enhance brand loyalty which in turn enhances eWOM adoption and generation. Zhang & Associates. Community involvement enhances eWOM engagement and loyalty as indicated by (2015) while Choi et al. found that loyal customers are more influenced by eWOM on social media (2018).

Table 7: Moderators of eWOM Adoption

Author & Year	Variables of the Study	Findings of the Study
Ekasari et al. (2024)	Price Sensitivity, Purchase Intentions, Value Expectations	Price perception mediates eWOM effectiveness by aligning with consumer value expectations.
Lo & Lin (2017)	eWOM Trust, Fair Pricing, Reference Price	Consumers trust eWOM more when pricing appears fair and aligned with reference prices.
Haque et al. (2022)	Price Sensitivity, Luxury Goods, eWOM Influence	Price-conscious consumers rely more on eWOM for affordable luxury purchases.
Farzin et al. (2022)	Price Sensitivity, Brand Equity, Willingness to Pay	Cost is a crucial factor in eWOM effectiveness, affecting consumers' willingness to pay.
Jain et al. (2023)	Brand Loyalty, eWOM Trust, Millennial Consumers	Brand-loyal consumers trust and engage more with eWOM that aligns with their preferred brands.
Park (2020)	Brand Loyalty, eWOM Responsiveness	Devoted customers respond more to eWOM that supports their brand preferences.

Table 8: Research Framework for Moderators of eWOM Adoption

Variables	Factors	Key References
Independent Variables (Moderators of eWOM Adoption)		
Price Sensitivity	Price Perception & eWOM Effectiveness	Ekasari et al. (2024)
	Fair Pricing & eWOM Trust	Lo & Lin (2017)
	eWOM Influence on Luxury Goods	Haque et al. (2022)
	Price Sensitivity & Brand Equity	Farzin et al. (2022)
Brand Loyalty	eWOM Trust Among Brand-Loyal Consumers	Jain et al. (2023)
	Brand Preference & eWOM Responsiveness	Park (2020)
	Positive Brand Experience & eWOM Adoption	Serra-Cantallops et al. (2018)
Community Engagement	Brand Community Involvement & eWOM Loyalty	Zhang et al. (2015)
	Social Media Influence on eWOM Adoption	Choi et al. (2018)

This framework illustrates how price sensitivity, brand loyalty, and community engagement act as moderators influencing consumer trust and adoption of eWOM.

Demographics: Variations in eWOM Adoption Across Age, Gender, and Other Factors

Demographic factors such as education level, gender, and age have been considered to influence eWOM adoption patterns. For instance, Rahim et al. (2017) suggested that younger consumers who have higher educational levels are likely to be more involved in eWOM activities. In fact, especially related to green purchases. Online shoppers who shop regularly in specific product categories are also more likely to adopt eWOM as observed by Aydoğan and Aktan (2019). When implementing eWOM Assaker 2020

Research Article

demonstrated that female and younger consumers place more emphasis on the credibility of UGC by integrating credibility theory with TAM. These demographic variations prove the necessity of niche-specific eWOM practices to reach the target set of consumers.

Impact of eWOM Adoption on Consumer Buying Behaviour

Consumer behavior is dramatically influenced by the occurrence of eWOM which impacts attitudes and purchasing intent. Ngarmwongnoi & Associates discovered that eWOM has an impact from start to finish in every phase of the customer purchasing process decreases risks and bolsters products legitimacy (2020). Khan et al (2023). observed that positive eWOM boosts trust where negative eWOM leads to avoidance emphasizing that such responses must take place immediately. Sardar et al. (2021) revealed that high eWOM increases young consumers' purchasing intentions. Erkan and Evans (2016) demonstrated that eWOM on interactive platforms enhance trust through social validation. Consistent with a good number of Daowd et al. (2021) and Vijayakumar et al. (2021), the use of eWOM depends on credibility. Under accelerated digital marketing conditions, Khwaja et al. (2020) highlights how eWOM influences consumer trust and purchase intentions. They argue that if eWOM is deemed trustworthy and relevant it impacts consumers' perceptions of products and services significantly. Trust inclination plays an important mediating role in this process when the content of eWOM aligns with consumers' trust thresholds, they are more likely to accept it. In support of the argument that genuine user-generated content holds a special place in decision- making over purchase intentions the study observes that eWOM proves to be even more impactful when it appears to consumers as honest and unbiased. Hussain et al., (2018) in greater detail probed elements and drivers for adoption of eWOM.

Consumers mainly utilize eWOM for informational purposes, like increasing decision confidence and reducing uncertainty according to their research. Social factors are also very important, such as the desire for community membership or approval. This concluded that timeliness, accuracy, and credibility of eWOM content are significant factors which determine the uptake of eWOM. Consumers are also likely to believe in eWOM shared on social networks that further enhances its impact on buying decisions. Sohaib et al. examine the effect of eWOM and gender risk-taking behavior on purchase intentions. 2018). Their findings show that eWOM adoption significantly lowers the perceived risks of online purchases, especially for risk-averse consumers. The presence of gender differences further heightens this effect, as women are likely to rely on eWOM when deciding to purchase and favor content that satisfies their risk aversion and trust considerations compared to men. The research is thus focused on the need for the alignment of specific eWOM strategies for varied client segments so that its impact can be maximized on the decision to buy.

As reported by Yusuf et al. (2018), the implementation of eWOM modifies consumer behavior. Electronic word-of-mouth (eWOM) can facilitate the accuracy of the spread of trust and perceived risks because of its nature to build trust. In this regard, the tool is a must-have for any modern marketing toolbox. People increasingly depend on eWOM for decision-making purposes and tend to believe in the relative authenticity of user-generated content more than traditional marketing messages.

This makes evident the need for firms to support authentic reviews take part in the discussion forums and resolve issues presented by the clients in a truthful manner in creating an effective eWOM. It is how eWOM gives brands a capability of affecting consumer behavior, winning their hearts, and attaining sustained success in the competitive, now digitized market. It thus concludes that knowledge of eWOM dynamics is required in order to effectively tread through changing consumer landscape.

Table 9: Impact of eWOM Adoption for Consumer Buying Behavior

Author & Year	Variables of the Study	Findings of the Study
Ngarmwongnoi et al. (2020)	eWOM, Customer Purchasing Process, Product Legitimacy	eWOM influences every stage of the buying process, reducing perceived risks and enhancing product legitimacy.
Khan et al. (2023)	Positive vs. Negative eWOM, Trust, Consumer Avoidance	Positive eWOM builds trust, while negative eWOM leads to product avoidance, requiring immediate brand response.
Sardar et al. (2021)	eWOM, Young Consumers, Purchase Intention	High eWOM engagement increases young consumers' purchase intentions.
Erkan & Evans (2016)	Interactive eWOM, Trust, Social Validation	eWOM on interactive platforms enhances consumer trust through social validation.
Daowd et al. (2021)	eWOM Credibility, Consumer Trust	The effectiveness of eWOM depends on its perceived credibility.
Vijayakumar et al. (2021)	eWOM Usage, Credibility, Digital Marketing	Consumers are more likely to adopt eWOM if they perceive it as credible.
Khwaja et al. (2020)	eWOM Trust, Purchase Intentions, Digital Marketing	Trust inclination plays a mediating role in the impact of eWOM on consumer purchase decisions.
Hussain et al. (2018)	eWOM Adoption, Decision Confidence, Community Influence	Consumers use eWOM to gain decision confidence, reduce uncertainty, and seek social validation.
Sohaib et al. (2018)	eWOM, Gender, Risk-Taking Behavior, Purchase Intentions	eWOM reduces perceived risks, especially for risk-averse consumers, with gender influencing adoption patterns.
Yusuf et al. (2018)	eWOM, Trust, Perceived Risk, Consumer Behavior	eWOM builds consumer trust and reduces perceived risks, making it a vital marketing tool.

DISCUSSION

The systematic literature review by the eWOM found that indeed eWOM significantly affects consumer purchasing decisions. A comprehensive study of multiple studies demonstrates that indeed eWOM affects different facets of consumer decision-making, including perceived product value, brand loyalty, and trust. One of the most significant findings from the reviewed literature is that indeed eWOM boosts consumer trust which also one of the important factors deciding purchase intention of buyer. Research has indicated that by minimizing perceived risks and increasing satisfaction eWOM impacts the whole customer experience from starting awareness to after purchase evaluation. The research also states that brand loyalty plays a significant role in adopting eWOM so positive eWOM encourages consumers to make smart decisions and promotes trust. Easier and more direct access for loyal customers through eWOM and greater trust on the content posted that satisfies their brand preference increases their likelihood of making more purchases. Furthermore, as noted above the integration of ethical considerations in eWOM puts forward the importance of transparency and authenticity in retaining the trust of customers. Secondly, the type of content—textual, visual, or a combination—will also impact

the eWOM. The findings reveal that visual content aids decision-making and involvement as it will provide tangible proof of quality. It underlines how important it is to balance the content strategy for maximising the effectiveness of eWOM.

CONCLUSION

The Systematic Literature Review (SLRA) on the topic of electronic word-of-mouth or eWOM has found that it significantly influencing decision of consumer buying. eWOM influences trust brand loyalty and perceived product value in a number of ways ultimately helping consumers make informed choices. As businesses continue to harness eWOM's power it will be essential to comprehend its complex effects in order to develop effective marketing campaigns and strong customer relationships. Both hypotheses H_1 and H_2 are accepted based on the systematic literature review findings. The study confirms that eWOM credibility fosters trust, leading to higher adoption of recommendations, while the perceived informativeness of eWOM strengthens the relationship between UGC engagement and purchase intention. And the user-generated content (UGC) informational and psychological influences positively influences consumers' trust in electronic word-of-mouth (eWOM), leading to higher adoption of recommendations. Businesses should leverage these insights to develop strategic eWOM marketing campaigns that enhance trust and deliver valuable, credible information to consumers.

Table 10: Construct and their meaning

Construct	Meaning	Author(s)
eWOM (Electronic Word-of-Mouth)	Communication involving customers sharing opinions and suggestions in the digital space.	Thao and Shurong (2020)
User-Generated Content (UGC)	Online content created by users, such as blog posts, videos, or reviews, influencing consumer behavior and decision-making.	Bahtar and Muda (2016)
Content Quality	Accuracy, depth, and relevance of information delivered, influencing consumer trust and reducing perceived risk.	Jiang et al. (2021); Song et al. (2021)
Content Quantity	Volume and frequency of eWOM communications, enhancing visibility, trust, and consumer interaction.	Verma and Yadav (2021); You et al. (2015)
Credibility of eWOM Sources	Reliability, authenticity, and expertise of eWOM contributors, increasing perceived usefulness and adoption of information.	Daowd et al. (2021); Le-Hoang (2020)
eWOM Impact on Consumer Trust	eWOM fosters trust by providing peer-driven communication, influencing brand loyalty and purchase intentions.	Donthu et al. (2021); Saura et al. (2022)
Influence of UGC on Travel Decisions	Reviews, pictures, and traveller experiences shared as UGC significantly impact travel planning and destination choice.	Nguyen and Tong (2022)
Interaction Dynamics in eWOM	Social expertise, social ties, and sender credibility in eWOM content enhance its reach and impact on consumer behavior.	Rossmann et al. (2016)

Quantity-Quality Balance in eWOM	The interplay between eWOM quantity and quality impacts consumer engagement, perceptions, and decision-making.	Hung et al. (2023); Bang and Jang (2024)
Organizational Justice in eWOM	Perceived fairness and transparency in organizational practices moderate the effectiveness of eWOM on consumer behavior.	Ehongo (2023)

Limitations and directions for future research

In order to provide a conceptual model that might serve as a roadmap for future eWOM and consumer buying behavior researchers, this study has thoroughly reviewed the body of existing material. However, the SLR approach a qualitative technique has been used in our work. Therefore, empirical testing is required to evaluate the generalizability of the suggested model. All of the hypotheses made in this study may be tested empirically in future research. The scope for further study of the psychological influences on the mindset can be further analysed.

REFERENCES

[1] Akdim, K. (2021). The influence of eWOM. Analyzing its characteristics and consequences, and future research lines. Spanish Journal of Marketing-ESIC, 25(2), 239-259.

[2] Assaker, G. (2020). Age and gender differences in online travel reviews and user- generated-content (UGC) adoption: extending the technology acceptance model (TAM) with credibility theory. Journal of Hospitality Marketing & Management, 29(4), 428- 449.

[3] Aydoğan, S., & Aktan, M. (2019). Who is engaged in e-wom? role of e-loyalty, demographics, visit frequency and product category. Pazarlama ve Pazarlama Araştırmaları Dergisi, 12(24), 207-234.

[4] Bahtar, A. Z., & Muda, M. (2016). The impact of User–Generated Content (UGC) on product reviews towards online purchasing–A conceptual framework. *Procedia Economics and Finance*, *37*, 337-342.

[5] Choi, Y., Thoeni, A., & Kroff, M. W. (2018). Brand actions on social media: Direct effects on electronic word of mouth (eWOM) and moderating effects of brand loyalty and social media usage intensity. Journal of Relationship Marketing, 17(1), 52-70. Demographics: Variations in eWOM adoption across age, gender, and other demographic factors

[6] Daowd, A., Hasan, R., Eldabi, T., Rafi-ul-Shan, P. M., Cao, D., & Kasemsarn, N. (2021). Factors affecting eWOM credibility, information adoption and purchase intention on Generation Y: a case from Thailand. Journal of enterprise information management, 34(3), 838-859.

[7] Daowd, A., Hasan, R., Eldabi, T., Rafi-ul-Shan, P. M., Cao, D., & Kasemsarn, N. (2021). Factors affecting eWOM credibility, information adoption and purchase intention on Generation Y: a case from Thailand. Journal of enterprise information management, 34(3), 838-859.

[8] Daowd, A., Hasan, R., Eldabi, T., Rafi-ul-Shan, P. M., Cao, D., & Kasemsarn, N. (2021). Factors affecting eWOM credibility, information adoption and purchase intention on Generation Y: a case from Thailand. Journal of enterprise information management, 34(3), 838-859.

[9] Donthu, N., Kumar, S., Pandey, N., Pandey, N., & Mishra, A. (2021). Mapping the electronic word-of-mouth (eWOM) research: A systematic review and bibliometric analysis. *Journal of Business Research*, *135*, 758-773.

[10] Ekasari, S., Diposumarto, N. S., & Muharam, H. (2024). The Influence of Price Perception, Brand Image, and Celebrity Endorsement on Purchase Intention: The Mediating Role of Online Promotion

and e-WOM. The Journal of Academic Science, 1(6), 648-655.

[11] Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. Computers in human behavior, 61, 47-55.

[12] Farzin, M., Sadeghi, M., Fattahi, M., & Eghbal, M. R. (2022). Effect of social media marketing and eWOM on willingness to pay in the etailing: Mediating role of brand equity and brand identity. Business Perspectives and Research, 10(3), 327-343.

[13] Filieri, R., Lin, Z., Pino, G., Alguezaui, S., & Inversini, A. (2021). The role of visual cues in eWOM on consumers' behavioral intention and decisions. Journal of Business Research, 135, 663-675.

[14] Haque, I., Anwar, A., & Zaman, S. I. (2022). Role of social media marketing and price sensitivity on purchase behaviour: An SEM-based study on luxury products. Global Journal for Management and Administrative Sciences, 3(4), 1-28.

[15] Hussain, S., Ahmed, W., Jafar, R. M. S., Rabnawaz, A., & Jianzhou, Y. (2017). eWOM source credibility, perceived risk and food product customer's information adoption. Computers in human behavior, 66, 96-102.

[16] Hussain, S., Song, X., & Niu, B. (2020). Consumers' motivational involvement in eWOM for information adoption: The mediating role of organizational motives. Frontiers in psychology, 10, 3055.

[17] Ismagilova, E., Rana, N. P., Slade, E. L., & Dwivedi, Y. K. (2021). A meta-analysis of the factors affecting eWOM providing behaviour. European Journal of Marketing, 55(4), 1067-1102.

[18] Ismagilova, E., Rana, N. P., Slade, E. L., & Dwivedi, Y. K. (2021). A meta-analysis of the factors affecting eWOM providing behaviour. European Journal of Marketing, 55(4), 1067-1102.

[19] Jain, M., Dixit, S., & Shukla, A. (2023). Role of e-service quality, brand commitment and e-WOM trust on e-WOM intentions of millennials. The International Review of Retail, Distribution and Consumer Research, 33(1), 23-43.

[20] Jiang, G., Liu, F., Liu, W., Liu, S., Chen, Y., & Xu, D. (2021). Effects of information quality on information adoption on social media review platforms: Moderating role of perceived risk. Data Science and Management, 1(1), 13-22.

[21] Khan, S., Anwar, A., & Qabool, S. (2023). Evaluating the impact of ewom adoption on consumer purchasing intentions. International journal of social science & entrepreneurship, 3(1), 62-84.

[22] Khanna, P., & Sampat, B. (2015). Factors influencing online shopping during Diwali Festival 2014: case study of Flipkart and Amazon. In. Journal of International Technology and Information Management, 24(2), 5.

[23] Le-Hoang, P. V. (2020). The effects of Electronic Word of Mouth (eWOM) on the adoption of consumer eWOM information. Independent Journal of Management & Production, 11(6), 1760-1777.

[24] Li, J., Xu, X., & Ngai, E. W. (2023). Presentational effects of photos and text in electronic word-of-mouth on consumer decisions. Internet research, 33(2), 473-499.

[25] Liu, H., Jayawardhena, C., Osburg, V. S., Yoganathan, V., & Cartwright, S. (2021). Social sharing of consumption emotion in electronic word of mouth (eWOM): A cross- media perspective. Journal of Business Research, 132, 208-220.

[26] Lo, L. Y. S., & Lin, S. W. (2017). An approach to initiating eWOM intentions: A study on the effects of reference price and value homophily. Internet Research, 27(2), 277- 302.

[27] Mishra, A., & Satish, S. M. (2016). eWOM: Extant research review and future research avenues. Vikalpa, 41(3), 222-233.

[28] Mishra, A., Maheswarappa, S. S., Maity, M., & Samu, S. (2018). Adolescent's eWOM intentions: An investigation into the roles of peers, the Internet and gender. Journal of Business Research, 86, 394-405.

[29] Mishra, A., Shukla, A., & Sharma, S. K. (2022). Psychological determinants of users' adoption and word-of-mouth recommendations of smart voice assistants. International Journal of Information Management, 67, 102413.

[30] Mochla, V., & Tsourvakas, G. (2024). Factors that affect ethical consumption and eWOM of Millennials and Z generations. Journal of Contemporary Marketing Science.

[31] Ngarmwongnoi, C., Oliveira, J. S., AbedRabbo, M., & Mousavi, S. (2020). The implications of eWOM adoption on the customer journey. Journal of Consumer Marketing, 37(7), 749-759.

[32] Park, T. (2020). How information acceptance model predicts customer loyalty? A study from perspective of eWOM information. The Bottom Line, 33(1), 60-73.

[33] Qahri-Saremi, H., & Montazemi, A. R. (2019). Factors affecting the adoption of an electronic word of mouth message: A meta-analysis. Journal of Management Information Systems, 36(3), 969-1001.

[34] Qahri-Saremi, H., & Montazemi, A. R. (2019). Factors affecting the adoption of an electronic word of mouth message: A meta-analysis. Journal of Management Information Systems, 36(3), 969-1001.

[35] Rahim, R. A., Sulaiman, Z., Chin, T. A., Arif, M. S. M., & Hamid, M. H. A. (2017, June). E-WOM review adoption: Consumers' demographic profile influence on green purchase intention. In IOP Conference Series: Materials Science and Engineering (Vol. 215, No. 1, p. 012020). IOP Publishing.

[36] Ramirez, E., Gau, R., Hadjimarcou, J., & Xu, Z. (2018). User-generated content as word-of-mouth. *Journal of Marketing Theory and Practice*, *26*(1-2), 90-98.

[37] Rossmann, A., Ranjan, K. R., & Sugathan, P. (2016). Drivers of user engagement in eWoM communication. *Journal of services marketing*, *30*(5), 541-553.

[38] Roy, G., Datta, B., Mukherjee, S., & Paul, I. (2024). Effect of Rich Electronic Word of Mouth (eWOM) to Predict Online Purchase Intention in Indian Context Using the Cognitive Theory of Multimedia Learning and SEM-FsQCA. International Journal of Human–Computer Interaction", 1-15.

[39] Ruiz-Mafe, C., Bigné-Alcañiz, E., & Currás-Pérez, R. (2020). The effect of emotions, eWOM quality and online review sequence on consumer intention to follow advice obtained from digital services. Journal of Service Management, 31(3), 465-487.

[40] Ruiz-Mafe, C., Bigne-Alcañiz, E., Sanz-Blas, S., & Tronch, J. (2018). Does social climate influence positive eWOM? A study of heavy-users of online communities. BRQ Business Research Quarterly, 21(1), 26-38.

[41] Sardar, A., Manzoor, A., Shaikh, K. A., & Ali, L. (2021). An empirical examination of the impact of eWom information on young consumers' online purchase intention: Mediating role of eWom information adoption. Sage Open, 11(4), 21582440211052547.

[42] Serra-Cantallops, A., Ramon-Cardona, J., & Salvi, F. (2018). The impact of positive emotional experiences on eWOM generation and loyalty. Spanish Journal of Marketing-ESIC, 22(2), 142-162.

[43] Serrano, S., & Ramjaun, T. (2018). Exploring visual brand-related electronic word-of- mouth on Instagram. Journal of Promotional Communications, 6(1).

[44] Song, B. L., Liew, C. Y., Sia, J. Y., & Gopal, K. (2021). Electronic word-of-mouth in travel social networking sites and young consumers' purchase intentions: an extended information adoption model. Young Consumers, 22(4), 521-538.

[45] Stojmenovic, M., Biddle, R., Grundy, J., & Farrell, V. (2019). The influence of textual and verbal word-of-mouth on website usability and visual appeal. The Journal of Supercomputing, 75, 1783-1830.

[46] Suwandee, S., Surachartkumtonkun, J., & Lertwannawit, A. (2020). EWOM firestorm: young consumers and online community. Young Consumers, 21(1), 1-15.

[47] Thao, T., & Shurong, T. (2020). Is it possible for electronic word-of-mouth and user- generated content to be used interchangeably. *Journal of Marketing and Consumer Research*, *65*(41), 65-04.

[48] Verma, S., & Yadav, N. (2021). Past, present, and future of electronic word of mouth (EWOM). Journal of Interactive Marketing, 53(1), 111-128.

[49] Vijayakumar, S., Vidyashankar, G., Venkatesakumar, R., Madhavan, S., & Riasudeen S. (2021). Online Review Characteristics and Information Asymmetry Is it easy to switch between Online Shopping sites? A Case Study of Reviews from Amazon and Flipkart. SDMIMD Journal of Management, 12(1).

[50] Yan, Q., Zhou, S., & Wu, S. (2018). The influences of tourists' emotions on the selection of electronic word of mouth platforms. Tourism Management, 66, 348-363.

[51] You, Y., Vadakkepatt, G. G., & Joshi, A. M. (2015). A meta-analysis of electronic word- of-mouth elasticity. Journal of Marketing, 79(2), 19-39.

[52] Zhang, H., Zhang, K. Z., Lee, M. K., & Feng, F. (2015). Brand loyalty in enterprise microblogs: influence of community commitment, IT habit, and participation. Information Technology & People, 28(2), 304-326.

[53] Saura, J. R., Dwivedi, Y. K., & Palacios-Marqués, D. (2022). Online user behavior and user-generated content. *Frontiers in Psychology*, *13*, 895467.

[54] Nguyen, T. T. T., & Tong, S. (2022). The impact of user-generated content on intention to select a travel destination. *Journal of Marketing Analytics*, 1.

[55] Nusairat, N. M., Alroale, M. A., Al Qeed, M., Al-Gasawneh, J. A., Hammouri, Q., Ahmad, A., & Abdellatif, H. (2021). User-generated content-consumer buying intentions nexus: the mediating role of brand image. *Academy of Strategic Management Journal*, *20*(4), 1-12.

[56] Vazquez, D., Cheung, J., Nguyen, B., Dennis, C., & Kent, A. (2021). Examining the influence of user-generated content on the fashion consumer online experience. *Journal of Fashion Marketing and Management: An International Journal*, *25*(3), 528-547.

[57] Hung, S. W., Chang, C. W., & Chen, S. Y. (2023). Beyond a bunch of reviews: The quality and quantity of electronic word-of-mouth. *Information & Management*, *60*(3), 103777.

[58] Ehongo, E. N. A. (2023). eWOM quantity, eWOM quality, eWOM content, and consumer engagement in virtual brand community, the moderating role of perceived organizational justice: The case of MTN Cameroon. *International Journal of Innovation and Applied Studies*, *39*(3), 1186-1199.

[59] Bang, D., & Jang, S. S. (2024). Decoding the information quantity-quality paradox: How eWOM volume influences consumption value uncertainties. *International Journal of Hospitality Management*, *120*, 103769.

[60] Alhamad, I. A. (2022). The Role of Emotional Marketing and eWOM in Sustaining Competitive Advantage in the Digital Era: A Dynamic Capabilities-Based Strategic Framework. *Revista Amazonia Investiga*, *11*(51), 281-290.

[61] Babić Rosario, A., De Valck, K., & Sotgiu, F. (2020). Conceptualizing the electronic word-of-mouth process: What we know and need to know about eWOM creation, exposure, and evaluation. *Journal of the Academy of Marketing Science*, *48*(3), 422- 448.

[62] Kietzmann, J., & Canhoto, A. (2013). Bittersweet! Understanding and managing electronic word of mouth. *Journal of Public Affairs*, *13*(2), 146-159.

[63] Khwaja, M. G., Mahmood, S., & Zaman, U. (2020). Examining the effects of eWOM, trust inclination, and information adoption on purchase intentions in an accelerated digital marketing context. *Information*, *11*(10), 478.

[64] Hussain, S., Guangju, W., Jafar, R. M. S., Ilyas, Z., Mustafa, G., & Jianzhou, Y. (2018). Consumers' online information adoption behavior: Motives and antecedents of electronic word of mouth communications. *Computers in Human Behavior*, *80*, 22-32.

[65] Sohaib, M., Hui, P., & Akram, U. (2018). Impact of eWOM and risk-taking in gender on purchase

intentions: evidence from Chinese social media. *International Journal of Information Systems and Change Management*, *10*(2), 101-122.

[66] Yusuf, A. S., Che Hussin, A. R., & Busalim, A. H. (2018). Influence of e-WOM engagement on consumer purchase intention in social commerce. *Journal of services Marketing*, *32*(4), 493-504.