

## The Impact of Electronic Word-of-Mouth Dimensions on Consumer Purchase Intention and Brand trust in the Egyptian Market

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**Abstract:** This study aims to assessing the impact of Electronic Word of Mouth (eWOM) on consumer purchase intention and brand trust in the Egyptian market, and it was revealed through the integration of quantitative and qualitive data concerning the Egyptian market, by conducted an extensive survey via google forum involving 404 active online shoppers.

The study indicated a compelling relationship between eWOM and purchase intention, with correlation coefficients ranging from 0.339 to 0.398, underscoring the considerable influence of eWOM dimensions on consumer decision-making. Also, that brand trust significantly moderates these relationships.

**Keywords:** Electronic Word-of-Mouth, Consumer Purchase Intention, Brand Trust, Digital Marketing.

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## **Introduction**

In today's digitally interconnected world, Electronic Word of Mouth (eWOM) has emerged as a prominent and central influencer of consumer behavior (Chu & Kim, 2018). Purchase intention, reflecting consumers' predisposition to buy a product or service, has become progressively molded by the emergence of eWOM and the widespread expansion of e-commerce platforms (Chen et al., 2019). E-commerce sites have transformed into central hubs in the consumer decision-making process, with online reviews, recommendations, and testimonials playing a pivotal role in influencing purchase intentions.

Crucially, the connection between purchase intention and brand trust has risen to the forefront (Kee et al., 2023). Positive eWOM and a solid brand reputation foster brand trust, thereby influencing consumers' willingness to make a purchase. Consistently delivering on promises and providing exceptional customer experiences further enhances brand loyalty, encouraging repeat purchases.

Brand trust serves as a pivotal catalyst for customer loyalty, as individuals who place trust in a brand are inclined to become repeat customers, engage in recurrent buying, and demonstrate a sense of brand loyalty (Dam et al., 2020). In the fiercely competitive e-commerce landscape, fostering brand trust can lead to the development of long-term customer relationships and increased customer lifetime value.

Moreover, in the realm of e-commerce, brand trust has a substantial influence on consumers' intentions to make purchases. (Choi & Lee, 2019). Consumers tend to make purchase decisions from brands they trust, as brand trust reduces perceived risks and provides a sense of security in online transactions. Positive brand trust not only instills confidence but also enhances consumers' willingness to engage in online purchases, ultimately increasing conversion rates.

Against this backdrop, the Egyptian market emerges as a compelling context for investigating the interplay between eWOM, purchase intention, and brand trust. The country's burgeoning online population and rapidly increasing Internet penetration rates offer a dynamic environment for exploring these relationships. As the marketplace in Egypt continually evolves, understanding the intricate mechanisms that underlie the influence of eWOM and brand trust on consumer behavior becomes a vital resource for businesses and marketers striving to craft effective strategies to attract and retain customers in this digital era. This study's overarching goal is to scrutinize the effects of various facets of eWOM on consumer purchase intention and the cultivation of brand trust within the Egyptian market. Employing a quantitative research approach, we

intend to gather data through the distribution of questionnaires to a diverse and representative sample of Egyptian consumers. By employing this methodology, we aim to conduct a comprehensive examination of the impact of eWOM on different segments of the population. Ultimately, this research endeavors to provide a holistic comprehension of the interplay between eWOM, purchase intention, and brand trust in Egypt, thus contributing to the expanding body of knowledge concerning consumer behavior and digital marketing within developing economies. With eWOM, purchase intention, and brand trust at the forefront, this study seeks to shed light on the evolving landscape of consumer behavior in the digital age, ultimately aiding businesses in their quest to navigate this transformative terrain and optimize consumer experiences.

The research problem of this study is to determine the extent to which Electronic Word of Mouth (eWOM) and brand trust collectively impact consumers' purchase intention within the specific context of e-commerce websites in Egypt. The rest of this paper is organized as follows: Section 2 covers the theoretical framework and development of research hypotheses, Section 3 is the research design, whereas, Section 4 is the data analysis and discussion. Section 5 is the conclusions, limitations and suggestions for future research.

### **Literature Review:**

In the contemporary digital age, electronic word of mouth (eWOM) has emerged as a potent force shaping consumer behavior and influencing purchasing intentions (Ezzat, 2022). This study delves into the multifaceted impact of eWOM on consumer purchase intentions, with a specific focus on three crucial dimensions: quality, quantity, and reputation.

- eWOM in the Digital Age:

eWOM has transcended the boundaries of traditional word-of-mouth (WOM) and encompasses all forms of online communication through which individuals share their views on products and services with a wide audience (Ezzat, 2022). The evolution of eWOM is propelled by advancements in technology and the widespread popularity of social media platforms (Lim et al., 2023). It has evolved into an indispensable source of information for consumers, prized for its perceived authenticity and impartiality (Pongjit & Beise-Zee, 2015).

- Quality of eWOM:

Quality within eWOM pertains to the persuasive impact of comments based on informative messages (Rahman et al., 2022). High-

quality eWOM is distinguished by characteristics such as novelty, understandability, relevance, and credibility (Lim et al., 2023). Consumers rely on the quality of eWOM to make well-informed decisions regarding products and services (Duong et al., 2021). Positive eWOM, with its detailed and trustworthy information, significantly influences purchase intention (Rahman et al., 2022).

- Quantity of eWOM:

Quantity in eWOM denotes the volume of online comments and reviews concerning a product or service (Hung et al., 2023). Research indicates that consumers often gauge a product's popularity and value by the sheer number of online referrals (Bataineh, 2015). A greater quantity of eWOM signals positive social proof, exerting a favorable influence on purchase intention (Albayrak & Ceylan, 2021). Consumers tend to trust products or services with numerous positive reviews and high online visibility (Luo et al., 2018).

- Credibility of eWOM:

Credibility in eWOM refers to the extent to which recommendations are perceived as dependable and trustworthy by consumers (Hong & Pitman, 2020). Credible eWOM holds more sway over purchase intention (Duong et al., 2021). Consumers place a premium on information they deem trustworthy, and authentic information is deemed useful and reliable (Rahman et al., 2022). Hence, eWOM credibility plays a pivotal role in building consumer trust and, consequently, fostering purchase intention.

- Purchase Intention:

Purchase intention, in the realm of consumer behavior, signifies individuals' predisposition to consider and subsequently acquire a product or service (Al-Dmour et al., 2022; Luo et al., 2018). This stage is a vital juncture in the consumer decision-making process, where individuals evaluate and select products or services for purchase (Al-Dmour et al., 2022).

- Impact of eWOM on Purchase Intention:

Extensive research underscores the substantial influence of eWOM on purchase intention. Positive eWOM bolsters consumer perceptions of product quality and service, consequently heightening purchase intent (Ezzat, 2022). Conversely, negative eWOM can deter consumers from making a purchase, underscoring the importance of proactively

managing and addressing negative online reviews (Tobon & García-Madariaga, 2021).

- **Brand Trust:**

In a study by Nurhasanah et al. (2021), the focus was on analyzing the influence of electronic word of mouth (E-WOM) and brand trust ambassadors on purchasing decisions. Brand trust emerges as a potent factor with a positive and significant impact on purchasing decisions. This implies that online shopping providers with a high level of brand trust have a compelling influence on consumers' decisions to make online purchases (Kim & Chao, 2019). Brand ambassadors further enhance this effect, with a clear positive impact on purchasing decisions. A brand ambassador's trustworthiness correlates directly with a consumer's propensity to decide in favor of online shopping (Nurhasanah et al., 2021).

Table (1) of Variables and Indicators:

<b>Variable</b>	<b>Indicators</b>
Independent Variable	
eWOM Dimensions	Quality: - Usefulness - Relevance - Reliability Quantity: - Number of reviews/comments - Frequency of discussions Credibility: - Source trustworthiness - Expertise
Dependent Variable	
Consumer Purchase Intention	- Likelihood of making a purchase - Willingness to recommend
Moderating Variables	
Brand trust	Reliability - Credibility - Competence
Demographic Factors	- Age - Gender - Education - Income

## **Research hypotheses:**

Based on these arguments, the hypotheses are:

**Hypothesis 1 (H1):** There is a statistically significant relationship between Electronic Word-of-Mouth (eWOM) dimensions and consumer Purchase Intention in the Egyptian market.

Sub-Hypotheses 1:

H1a: There is a statistically significant relationship between eWOM quality and Purchase Intention.

H1b: There is a statistically significant relationship between eWOM quantity and Purchase Intention.

H1c: There is a statistically significant relationship between eWOM credibility and Purchase Intention.

**Hypothesis 2 (H2):** There is a statistically significant moderating effect of brand trust on the relationship between eWOM and Purchase intention.

Sub-Hypotheses 2:

H2a: There is a statistically significant moderating effect of brand trust on the relationship between eWOM credibility and Purchase intention.

H2b: There is a statistically significant moderating effect of brand trust on the relationship between eWOM quality and Purchase intention.

H2c: There is a statistically significant moderating effect of brand trust on the relationship between eWOM quantity and Purchase intention.

## **Methodology**

This research exclusively relies on a questionnaire-based survey approach to investigate the impact of Electronic Word-of-Mouth (eWOM) dimensions on consumer purchase intention and brand trust in the Egyptian market. Data collection involved administering an online survey to a sample of 404 diverse Egyptian consumers engaged in online shopping. The sampling methods employed include convenience and stratified sampling. Standardized scales

were utilized to measure eWOM dimensions and purchase intention, with adaptations from validated instruments.

The data analysis in this study is primarily based on descriptive statistics to summarize and present the survey responses. Additionally, Cronbach's alpha coefficients are calculated to assess the internal consistency of the measurement scales used. The Friedman test is employed to explore any potential variations in responses across different eWOM dimensions.

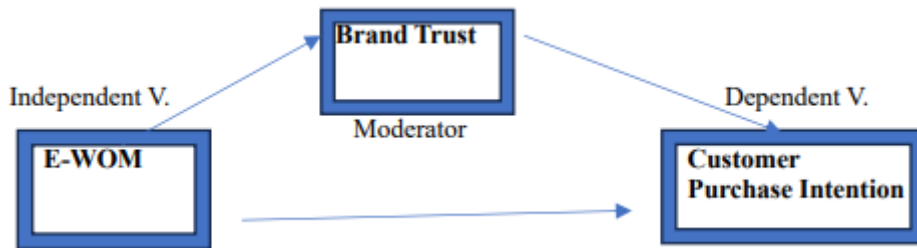


Figure one conceptual framework

### Data Description:

The dataset comprises responses from 404 Egyptian consumers who actively engage in online shopping. It includes demographic information such as age, gender, education level, and income. Additionally, the dataset contains respondents' ratings on the quality, quantity, and credibility of eWOM, as well as their purchase intention scores. Open-ended responses from the survey are also included for qualitative analysis. The data is expected to provide a comprehensive understanding of how eWOM dimensions influence consumer behavior and brand trust in the Egyptian market.

### Data Analysis

#### Descriptive Statistics:

Table (2): Descriptive Statistics of eWOM Dimensions and Purchase Intention

eWOM Dimensions	Mean	Standard Deviation
eWOM Quality	3.405	1.2674
eWOM Quantity	3.554	1.228933
eWOM Credibility	3.22775	1.1288
Purchase Intention	3.405	1.2674

Source: Calculated by the Authors

Table 1 provides descriptive statistics for electronic Word-of-Mouth (eWOM) dimensions and Purchase Intention. On average, respondents perceive a moderate level of eWOM Quality, eWOM Quantity, eWOM Credibility, and Purchase Intention, with mean scores of approximately 3.405, 3.554, 3.22775, and 3.405, respectively. However, there is notable variability in these perceptions, as indicated by standard deviations ranging from approximately 1.1288 to 1.2674. This variability suggests that individuals have diverse views and levels of influence based on these eWOM dimensions, which could warrant further investigation into the relationships between these dimensions and their impact on purchase intentions.

### Multiple Regression Analysis:

Table (3): Multiple Regression Analysis of eWOM Dimensions and Purchase Intention

eWOM Dimensions	Beta	R	R <sup>2</sup>	Sig.
eWOM Quality	0.398	0.341	0.116	0.000
eWOM Quantity	0.335	0.292	0.085	0.000
eWOM Credibility	0.292	0.247	0.061	0.000

Source: Calculated by the Authors

Table 3 presents the results of a multiple regression analysis examining the influence of eWOM dimensions (eWOM Quality, eWOM Quantity, and eWOM Credibility) on Purchase Intention. The analysis reveals that all three eWOM dimensions have statistically significant positive effects on Purchase Intention. Specifically, eWOM Quality, with a beta coefficient of 0.398, exhibits the strongest influence, followed by eWOM Quantity (beta = 0.335) and eWOM Credibility (beta = 0.292). These findings suggest that enhancing eWOM Quality, Quantity, and Credibility can significantly boost Purchase Intention, with the regression models explaining approximately 11.6%, 8.5%, and 6.1% of the variability in Purchase Intention, respectively.



Table (4): Cronbach's alpha coefficients for the dimensions of the study

<b>Dimensions of the Study</b>	<b>N of Items</b>	<b>Cronbach's Alpha</b>
<b>Electronic Word Of Mouth (Independent Variable)</b>		
<b>1- Quality Electronic word of mouth</b>	<b>5</b>	<b>0.722</b>
<b>2- Quantity Electronic word of mouth</b>	<b>3</b>	<b>0.704</b>
<b>3- Credibility Electronic word of mouth</b>	<b>4</b>	<b>0.705</b>
<b>Purchase Intention (Dependent Variable)</b>	<b>3</b>	<b>0.624</b>
<b>Brand Trust (Moderator Variable)</b>	<b>3</b>	<b>0.616</b>
<b>All Variables</b>	<b>18</b>	<b>0.674</b>

Source: Calculated by the authors

Table 4 presents Cronbach's alpha coefficients for various dimensions within the study, including the Independent Variable (Electronic Word Of Mouth), Dependent Variable (Purchase Intention), and the Moderator Variable (Brand Trust). The Independent Variable, Electronic Word Of Mouth, with 16 items, demonstrates a high level of internal consistency reliability (Cronbach's Alpha: 0.866), while its sub-dimensions, such as Quality (Cronbach's Alpha: 0.722), Quantity (Cronbach's Alpha: 0.704), and Credibility (Cronbach's Alpha: 0.705), exhibit moderate to good reliability. The Dependent Variable, Purchase Intention, composed of 3 items, shows moderate reliability (Cronbach's Alpha: 0.624). The Moderator Variable, Brand Trust, with 3 items, also demonstrates moderate reliability (Cronbach's Alpha: 0.616). When all variables are combined, the overall measure maintains high internal consistency reliability (Cronbach's Alpha: 0.802), indicating that the study's measures are internally reliable for assessing the intended constructs.

Table (5): Internal consistency of Brand trust variable

<b>Items</b>	<b>Correlations</b>	<b>Sig.</b>
I trust the brands I buy online	0.686**	0.000
I rely on the brands I buy online	0.689**	0.000
The brands I buy online disappoint me	0.709**	0.000

Source: Calculated by the authors

The results of the above table confirm the validity of all phrases related to the dimensions of the dependent variable, Brand Trust. The correlation coefficients

ranged from 0.686\*\* to 0.709\*\*, all of which were significant at the 0.01 level, indicating that the questionnaire is a valid tool for measuring the concept of Brand Trust and its dimensions. Therefore, the results demonstrate that the questionnaire is reliable and can be used to accurately measure the concept of Brand Trust.

Table (6): importance of the Brand Trust Items (Friedman test)

Items (Friedman Test)	Mean	Rank	Chi-square	Sig.
	Rank			
I trust the brands I buy online.	2.12	1	26.548	0.000
I rely on the brands I buy online.	2.04	2	-	-
The brands I buy online disappoint me.	1.84	3	-	-

Source: Calculated by the authors

**From the previous table, the following can be concluded:**

The significance level of the Chi-square test is less than 5%, confirming the presence of a difference in the relative importance of each phrase of this dimension from the researchers' point of view.

Phrase 1 comes first in terms of relative importance among the phrases of this dimension, with an average rank of 2.12, while phrase 3 comes last with an average rank of 1.84.

Table (7): Descriptive statistics: Brand trust:

Items	Mean	Std. Deviation	T-Test	Sig.
I trust the brands I buy online	3.332	1.1398	58.752	.000
I rely the brands I buy online	3.250	1.1806	55.329	.000
The brands I buy online disappoints me	2.928	1.1585	50.802	.000
Brand Trust	3.17	1.159633	54.961	.000

Source: Conducted by the authors

The descriptive statistics for Brand trust reveal that the respondents in the study have a moderate level of trust in the brands they buy online. The mean score for Brand trust was 3.17 out of 5, indicating that respondents have a neutral attitude towards the trustworthiness of online brands, see table 7. Looking at the individual items, the mean scores for each item ranged from 2.928 to 3.332 out of 5, with a standard deviation ranging from 1.1398 to 1.1806. The t-tests for each item showed that the mean scores were significantly different from the neutral score of 3, with all t-test values ranging

from 50.802 to 58.752 and a significance level of .000. This suggests that the level of trust that respondents have in online brands is influenced by various factors, including their past experiences with the brands.

Based on these findings, it is recommended that e-commerce companies in Egypt prioritize building trust with their customers. Companies should focus on delivering high-quality products and services, providing excellent customer service, and addressing any concerns or complaints promptly and effectively. Moreover, companies should consider partnering with reputable brands or associations to enhance their credibility and trustworthiness. By doing so, companies can improve their overall reputation and increase their chances of retaining existing customers and attracting new ones. Overall, the moderate level of brand trust among respondents highlights the importance of building and maintaining trust in the e-commerce industry.

Table (8): Path coefficients: Moderating Effect of Brand Trust on eWOM and Purchase Intention:

Hypothesis	Independent Variable	Moderator	Dependent Variable	t-value	p-value	Result
H2	EWOM	Brand trust	Purchase intention	0.729	<0.001	Hypothesis accepted
H2a	EWOM	Brand trust	Purchase intention	0.272	<0.001	Hypothesis accepted
H2b	EWOM Quality	Brand trust	Purchase intention	0.313	<0.001	Hypothesis accepted
H2b	EWOM Quantity	Brand trust	Purchase intention	0.09	0.021	Hypothesis accepted
H2d	EWOM Credibility	Brand trust	Purchase intention	0.052	0.022	Hypothesis accepted

Source: Calculated by the Authors

Regarding testing the moderating role of the variable "Brand Trust" on the relationship between Electronic Word of Mouth (eWOM) and Purchase Intention, the results, as shown in Table 8, indicate that Brand Trust has a statistically significant moderating effect on the relationship between eWOM credibility and Purchase Intention, with a significance level of 5%. This finding substantiates the validity of Hypothesis H2a, which posits that "There is a statistically significant moderating effect of Brand Trust on the relationship between eWOM credibility and Purchase Intention."

## **Results:**

The study indicated that the weak awareness of Electronic Word-of-Mouth negatively impact on Consumer Purchase Intention and brand trust in the Egyptian Market also indicated the influence of electronic word-of-mouth (eWOM) dimensions - quality, quantity, and credibility - on consumer purchase intention and brand trust within the Egyptian market. Multiple regression analysis was employed to evaluate the relationships between each eWOM dimension and purchase intention.

Furthermore, the study reveals that Brand Trust also exerts a statistically significant moderating effect on the relationships between eWOM quality (supporting Hypothesis H2b), eWOM quantity (supporting Hypothesis H2c), and eWOM credibility (supporting Hypothesis H2d) with Purchase Intention, all at a significance level of 5%.

Table 3 presents the results of the multiple regression analysis, indicating the beta coefficients, correlation coefficients (R), and R-squared values for each eWOM dimension in relation to purchase intention. The analysis yielded several noteworthy findings:

- eWOM Quality: The regression analysis revealed a statistically significant and positive relationship between eWOM quality and purchase intention (Beta = 0.398, R = 0.341, R<sup>2</sup> = 0.116, Sig. = 0.000). This indicates that higher eWOM quality is associated with an increased likelihood of purchase intention among participants in the Egyptian market.
- eWOM Quantity: Similarly, a statistically significant and positive relationship was observed between eWOM quantity and purchase intention (Beta = 0.335, R = 0.292, R<sup>2</sup> = 0.085, Sig. = 0.000). This suggests that greater eWOM quantity positively influences consumer purchase intention.
- eWOM Credibility: The analysis also demonstrated a statistically significant and positive relationship between eWOM credibility and purchase intention (Beta = 0.292, R = 0.247, R<sup>2</sup> = 0.061, Sig. = 0.000). This implies that higher perceived eWOM credibility enhances consumers' intentions to make purchases.

## **Discussion & Recommendations:**

The results of this study provide robust empirical evidence supporting the significant influence of eWOM dimensions on purchase intention in the Egyptian market. Furthermore, these findings underscore the pivotal role of Brand Trust in shaping the influence of various dimensions of eWOM on

consumers' Purchase Intentions, aligning with prior research that emphasizes the importance of eWOM in shaping consumer behavior (Kim & Chao, 2019).

- **Quality Matters:** The strong positive association between eWOM quality and purchase intention reaffirms the critical importance of high-quality eWOM content. As demonstrated in the literature, high-quality eWOM characterized by novelty, understandability, relevance, and credibility is paramount (Lim et al., 2023). These findings highlight that consumers in the Egyptian market are more likely to consider purchasing when exposed to well-informed and insightful eWOM.
- **Quantity Boosts Confidence:** Our study reinforces the literature's assertion that greater eWOM quantity instills confidence in consumers, positively impacting their purchase intention. This aligns with research indicating that consumers often use the quantity of online referrals as a measure of a product's popularity and value (Bataineh, 2015). Hence, businesses should actively encourage and manage eWOM volume to enhance consumer trust and intent to buy, especially within the Egyptian market.
- **Credibility Drives Decisions:** Perceived eWOM credibility emerged as a significant predictor of purchase intention, consistent with findings in the literature (Duong et al., 2021). The study highlights the importance of businesses focusing on building and maintaining credible eWOM sources to foster consumer trust and, consequently, influence purchase decisions, a factor particularly relevant in the Egyptian market.

In sum, these findings provide valuable insights for businesses operating in the Egyptian market. They emphasize the need to actively engage with eWOM quality, quantity, and credibility to influence consumer purchase intention effectively. Moreover, the study contributes to the broader understanding of eWOM dynamics in the context of consumer behavior, reinforcing its significance as a potent force in shaping consumer decisions.

### **Recommendations for Businesses in the Egyptian Market**

Based on the research findings, several actionable recommendations can be made for businesses operating in the Egyptian market:

- **Prioritize eWOM Quality:** Invest in strategies to ensure that eWOM content is of high quality, containing novel and relevant information, while also maintaining credibility. Encourage satisfied customers to provide detailed and insightful eWOM.
- **Stimulate eWOM Quantity:** Actively engage with customers on digital platforms to encourage them to share their experiences and recommendations. Implement strategies such as social media

campaigns, referral programs, and user-generated content to boost the quantity of eWOM.

- Focus on eWOM Credibility: Recognize the significance of perceived eWOM credibility. Implement measures to build and maintain credible eWOM sources, addressing concerns and ensuring the authenticity of user-generated content.
- Emphasize Brand Trust Building: Recognize the critical role of brand trust in moderating the impact of eWOM. Invest in efforts to establish and maintain a trustworthy brand image to strengthen the influence of eWOM on consumer purchase intentions.
- Implement CRM Strategies: Integrate Customer Relationship Management (CRM) strategies into your marketing efforts. Use CRM systems to capture and analyze customer data, enabling personalized interactions and tailored eWOM campaigns. This can enhance the overall customer experience and further boost purchase intention.

By implementing these recommendations, businesses can harness the power of eWOM effectively to improve their online reputation, boost consumer trust, and drive purchase intentions within the Egyptian market.

### **Conclusion:**

This research has conducted an in-depth exploration of the impact of Electronic Word-of-Mouth (eWOM) dimensions on consumer Purchase Intention in the Egyptian market.

The findings unequivocally establish a positive and influential relationship between eWOM dimensions and consumer Purchase Intention. Specifically, eWOM quality, quantity, and credibility have been identified as powerful determinants of consumers' intent to make purchases. These revelations underscore the pivotal role of eWOM as a fundamental driver shaping consumer behavior in today's digital landscape.

For businesses operating in the Egyptian market, these findings offer invaluable insights into the formulation of effective marketing strategies. Prioritizing the enhancement of eWOM content quality, stimulating greater customer engagement to augment the quantity of reviews, and ensuring the credibility of online reviews all stand as actionable steps to bolster Purchase Intention among consumers. By recognizing and capitalizing on the potency of eWOM, businesses can cultivate stronger brand connections and, in turn, drive sales.

However, it is crucial to acknowledge that this study is not without limitations. The research was geographically confined to the Egyptian market, and the applicability of its results to other markets with diverse cultural and economic contexts may not be direct. Future research endeavors might explore the interplay between various eWOM dimensions and their cumulative impact on

consumer behavior, thus providing a more comprehensive understanding of these dynamics.

In a rapidly evolving digital field, where consumers are exposed to an abundance of online information and opinions, understanding the intricacies of eWOM and its sway over Purchase Intention is paramount. This research contributes substantially to the expanding body of knowledge in this domain and underscores the pivotal role of eWOM as a strategic tool for businesses to connect with consumers and shape their purchasing decisions.

### **Practical Implementations:**

1. **Quality Enhancement:** Businesses should prioritize enhancing the quality of online reviews and comments. Providing accurate and informative content can positively influence brand perception and, consequently, increase Purchase Intention. Encouraging customers to share detailed and insightful reviews contributes to overall eWOM quality.
2. **Quantity Promotion:** Actively stimulating the quantity of eWOM should be a focus for companies. Engaging customers to share their experiences across various online platforms creates a sense of popularity and reliability. A larger volume of eWOM allows consumers to access diverse perspectives, aiding well-informed purchase decisions.
3. **Credibility Assurance:** Ensuring the credibility of eWOM is paramount. Online reviews and comments should be convincing, robust, and accurate, enhancing consumer trust in the brand and positively affecting Purchase Intention. Addressing negative reviews professionally and transparently can further bolster credibility.
4. **Effective e-Customer Relationship Management (e-CRM):** Building an effective and efficient e-CRM system is crucial. It allows businesses to proactively engage with customers, address their needs, and establish long-lasting relationships. A well-implemented e-CRM system fosters trust by demonstrating personalized care and responsiveness, ultimately enhancing Purchase Intention. By leveraging e-CRM tools and strategies, companies can tailor their communications and offerings to individual customer preferences, solidifying brand trust and loyalty.

These practical implementations are pivotal for businesses looking to harness the power of eWOM dynamics and e-CRM in the digital landscape, ultimately driving customer trust and purchase intentions. Moreover, they provide a solid foundation for future research endeavors

- to delve deeper into the nuances of eWOM and e-CRM in shaping consumer behavior in online markets.
- Suggestions for Future Research:
    1. Cross-Cultural Investigations: Future research could explore cross-cultural variations in the impact of eWOM dimensions on Purchase Intention. Investigating how different cultural contexts influence consumer responses to eWOM could provide valuable insights for global businesses.
    2. Dimension Interactions: Researchers should delve into potential interactions and synergies between various eWOM dimensions. Understanding how these dimensions collectively influence Purchase Intention can offer a more comprehensive perspective on eWOM dynamics.
    3. Longitudinal Studies: Conducting longitudinal studies to assess the long-term effects of eWOM on consumer loyalty, brand advocacy, and repeat purchases can deepen our understanding of the enduring impact of eWOM.
    4. Evolving Landscape Analysis: Given the rapidly evolving digital landscape, ongoing research should monitor emerging trends and platforms in eWOM to inform businesses about adapting their strategies to remain influential in the digital sphere.
    5. Addressing Research Gaps: Future research should aim to fill existing gaps in the literature concerning the impact of eWOM on consumer behavior. Expanding the body of knowledge through rigorous and extensive research will provide more robust insights for businesses.

It's important to note that one limitation of this study is the relatively sparse availability of research papers and regular reports on the impact of eWOM on consumer behavior. This gap limits the overall scope of findings. Future research should aim to address this limitation by conducting comprehensive reviews and analyses within this field.



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