

## **The Influence of Electronic Word of Mouth and Online Purchasing on the Youth Population in India**

**Dr. Gagan J. Bhatia**

Assistant Professor  
Lala Lajpatrai Institute of Management  
Mumbai

**Prof. Ritika Vohra Kathuria**

Assistant Professor  
IES's Management College and Research Centre  
Mumbai

**Dr. Abha Sharma**

Assistant Professor  
Hingiri Zee University  
Dehradun

**Dr Viji S**

**Assistant Professor**  
Department of Commerce  
Kaladalingam Academy of Research and Education,  
Krishnankoil.

**Dr N Srikanth Reddy**

Assistant Professor  
School of Management  
Presidency University  
Bengaluru

**Dr Biswamohan Dash**

Associate Professor  
MBA Department  
College of Engineering  
Bhubaneswar

### **Abstract**

The examination of the influence of word of mouth and online purchase on the youth population in India, as well as other regions, is a diverse and intricate topic that may be approached from multiple perspectives. The influence of word of mouth and internet purchase can exhibit significant variations across individuals and communities within the Indian context. The phenomenon of word of mouth and internet purchase has a significant and ever-changing impact on the youth population in India.

Comprehending this convergence holds significant importance for politicians, corporations, and parents alike. The current era presents an exhilarating period for the younger generation in India, as they adeptly navigate the digital landscape armed with their smartphones, while simultaneously drawing from the knowledge and experience of their older counterparts. The primary objective of this research study is to examine the impact of e-word-of-mouth (WOM) marketing on the fashion sector, with a particular focus on the role played by social media platforms. The study largely focused on surveying participants from the region of India, where fashion is highly popular among individuals of all age groups, particularly the younger generation. The study included a structured questionnaire as a means of eliciting participants' responses. The Chi-Square test was employed to examine the hypothesis regarding the relationship between age and the influence of social media on purchasing decisions

**Keywords:** eEWOM, Social Media Platforms, Fashion Industry, Fast Fashion, EWOMM, Buying Behaviour.

### **Introduction:**

The serene landscapes of India are currently witnessing a discreet digital revolution that is significantly transforming the shopping habits and consumer decision-making processes of its younger population. With the increasing integration of the internet into everyday life, the amalgamation of electronic word-of-mouth (eEWOM) and online shopping has emerged as a significant determinant of purchase choices among the dynamic youth population in India. This essay explores the influence of these two influential factors on consumer behavior in the southern region of India.

The prevalence of electronic word of mouth, commonly observed through online suggestions, reviews, and social media discussions, has emerged as a prominent determinant influencing the decision-making process of the younger population in India. Social media platforms such as Facebook, Instagram, and Twitter have evolved into digital markets where individuals engage in the exchange of opinions pertaining to various products and services. The younger generation actively engages in this internet discourse, actively seeking guidance, offering suggestions, and exchanging personal anecdotes. The phenomenon of internet shopping has captivated the mind of the technologically inclined youth in India. The growing popularity of online shopping can be attributed to the convenience it offers, allowing consumers to browse and purchase a wide range of products from the comfort of their own homes or mobile devices. E-commerce platforms provide a means for individuals, particularly the younger generation, to engage in a process of discovery, enabling them to discover novel trends and companies originating from various global locations. The combination of electronic e-Word of Mouth and online commerce is what renders this phenomenon particularly captivating. Young individuals utilize electronic word-of-mouth (eEWOM) as a means to acquire information and authenticate their choices when making purchases. Prior to making a purchase, individuals engage in activities such as perusing product reviews, viewing unboxing videos, and soliciting suggestions from their online groups. The purchasing decisions of individuals can be considerably influenced by a positive review or endorsement from a trustworthy source.

The economic and social implications of a certain phenomenon or event are of significant importance in academic discourse. These implications refer to the consequences and effects that such a phenomenon or event may have on the economy and society at large

The convergence of digital advice and online buying in India carries significant economic and societal ramifications. On the one hand, it stimulates the expansion of electronic commerce, so generating employment prospects and making a substantial contribution to the economic advancement of the region. On the contrary, it cultivates a sense of interconnectedness among young individuals, who engage in the exchange of shopping experiences and recommendations for products within virtual environments. Nevertheless, it is crucial to exercise caution regarding the propensity for peer influence and impulsive expenditure influenced by prevailing internet fads. The advent of online shopping has significantly expanded the range of options available to consumers, granting them the opportunity to explore and acquire worldwide trends and products that may not be easily accessible within their local markets. The presence of such diversity elicits a sense of enthusiasm, although it also raises inquiries regarding the potential ramifications on conventional marketplaces and indigenous enterprises. Although online purchasing provides exceptional convenience, it is not without its drawbacks. The acquisition of digital literacy skills is of utmost importance, as it enables individuals to navigate and effectively engage with digital technologies. Moreover, a comprehensive understanding of cybersecurity concerns is essential in order to safeguard against potential online dangers. Furthermore, it is imperative to acknowledge and tackle the environmental considerations associated with packaging and transportation within the context of online delivery.

The fashion sector is characterized by intense competition and a rapidly evolving market, prompting organizations to continuously explore innovative strategies in order to engage and maintain a loyal customer base. Electronic word-of-mouth (eWOM) marketing is widely recognized as a very effective marketing strategy within the industry. This approach entails the dissemination of information pertaining to a product or service through interpersonal communication channels. Research has demonstrated that electronic word-of-mouth (EWOM) marketing exerts a substantial influence on customer behavior, specifically within the fashion sector, which is characterized by its dynamic and ever-evolving nature of trends and styles. The primary objective of this research study is to examine the influence of electronic word-of-mouth (EWOM) marketing on the fashion business. Specifically, it attempts to assess the efficacy of EWOM marketing in terms of its ability to generate sales, foster brand loyalty, and shape consumer behavior within this industry. This study aims to offer useful insights on the role of electronic word-of-mouth (EWOM) marketing in the fashion industry and its potential for future growth and development. To do this, a thorough examination of existing literature and a survey of experts in the fashion industry will be conducted. E-Word of Mouth (EWOM) marketing has been widely adopted as a marketing approach for a considerable period of time. However, the emergence of the internet and social media platforms has significantly elevated the significance of electronic e-Word of Mouth (eEWOM) as a crucial aspect of contemporary marketing practices. Electronic word-of-mouth (eEWOM) is widely acknowledged as a very persuasive type of informal media that holds significant sway on customers, businesses, and the general populace (Huete-Alcocer, 2017). According to Appel et al. (2020), social media platforms provide as a medium for customers to express their thoughts, perceptions, and experiences related to companies and products, hence potentially impacting the purchasing choices of others. The fashion industry has traditionally utilized electronic word-of-mouth (EWOM) marketing as a means to drive sales, cultivate brand loyalty, and shape customer behavior (Textile Journal, 2021; . The significance of electronic word-of-mouth (eEWOM) has grown in the garment sector due to the emergence of the internet and social media platforms. The utilization of electronic word-of-

mouth (eEWOM) by potential clients serves as a significant means of obtaining clothing inspiration, underscoring the pivotal role of the internet within the apparel sector. Within the realm of the fashion industry, electronic word-of-mouth (EWOM) marketing holds the potential to engender a cascading network of recommendations, so fostering a consistent influx of website visitors, potential customers, and ultimately, revenue. One effective strategy for initiating a electronic word-of-mouth (EWOM) marketing campaign involves delivering a superior customer experience, implementing incentives such as discounts or gifts, and employing triggers that stimulate individuals' inclination to engage in brand-related conversations.

### **1.1 OBJECTIVES:**

- To study the impact of e-Word-of -Mouth marketing in the fashion industry
- To study association between age and influence of social media platforms in buying behaviour

### **1.2 PROBLEM STATEMENT**

The fashion sector is characterized by intense competition and a rapidly evolving market, prompting organizations to continuously explore innovative strategies for consumer acquisition and retention. Electronic word-of-mouth (EWOM) marketing is widely recognized as a highly efficacious marketing strategy within the business. This approach entails the dissemination of information pertaining to a particular product or service through interpersonal communication channels. Research has demonstrated that word-of-mouth (EWOM) marketing exerts a notable influence on customer behavior, particularly within the fashion sector, which is characterized by its dynamic and ever-evolving trends and styles. The primary objective of this research study is to examine the influence of word-of-mouth (EWOM) marketing on the fashion business, specifically emphasizing electronic word-of-mouth (eEWOM) marketing conducted via social media platforms. This study aims to offer significant insights into the impact of word-of-mouth (EWOM) marketing within the fashion sector, as well as its potential for future expansion and advancement.

## **2. LITERATURE REVIEW**

Electronic word-of-mouth marketing (EWOMM) is a potent mechanism that possesses the ability to exert impact on consumer behavior. The term "word-of-mouth" pertains to the informal exchange of information among consumers regarding products, services, or brands. Word-of-mouth marketing (EWOMM) encompasses both favorable and unfavorable sentiments, and it can be disseminated through several mediums such as interpersonal discussions, social networking platforms, and digital evaluations. The principles of word-of-mouth (EWOM) have rapidly spread inside the realm of Internet marketing. Electronic or e-electronic word-of-mouth (e-EWOM) activities encompass a category of communication where individuals share their opinions, experiences, and recommendations about products, services, or brands using electronic means. This form of promotion has also been referred to as "word-of-mouse" marketing in several media articles. The influence of word-of-mouth marketing (EWOMM) on consumer behavior The influence of word-of-mouth marketing (EWOMM) on consumer behavior has been demonstrated to be substantial. Research has indicated that Word-of-Mouth Marketing (EWOMM) has the

potential to exert a significant impact on consumers' decision-making processes, their perceptions of a brand, and their propensity to allocate financial resources towards a particular product or service (Cheung & Thao, 2017; Gupta & Lord, 2018; Zhang & Fang, 2020). Based on established principles of electronic word-of-mouth marketing, it has been observed that messages originating from personal connections, such as friends, colleagues, or family members, are more likely to be positively received compared to messages from nonpersonal sources. In general, individuals tend to perceive recommendations originating from personal connections, such as friends or acquaintances, as considerably more authentic and reliable compared to endorsements originating from impersonal channels like television commercials or magazine advertisements. For instance, research conducted by Sweeney (2018) indicates that a significant majority of messages, specifically 94%, are perceived as moderately or very credible when communicated by an individual source. Previous research has indicated that face-to-face electronic word-of-mouth (eWOM) holds greater effectiveness and persuasive power compared to traditional print media (Cheung & Thao, 2009). These results are applicable to electronic messages originating from personal sources rather than nonpersonal sources. As an illustration, a poll conducted by Mangold and Faulds (2009) revealed that a significant majority of participants, specifically 85%, indicated a tendency to click on links or attachments that were shared by their acquaintances. There are various aspects that can impact the success of word-of-mouth marketing (EWOMM). The efficacy of word-of-mouth marketing (EWOMM) can be impacted by various elements, such as the originator of the message, the substance of the message, and the medium used for disseminating the message. Word-of-mouth marketing (EWOMM) facilitated by social media platforms presents a financially efficient approach for acquiring fresh clientele, fostering brand credibility, and enhancing brand recognition. In order to fully leverage the potential of Word-of-Mouth Marketing (EWOMM), it is imperative for organizations to cultivate the three fundamental elements of EWOMM, namely engagement, equipping, and empowerment of their client base. The process of engaging customers entails initiating a dialogue with them, while equipping them entails providing the necessary resources for them to express their experiences. Empowering customers means granting them the authority to make decisions. Social media platforms have become a prominent medium for word-of-mouth marketing (EWOMM) within the fashion sector. Based on existing literature, it has been established that social media platforms, like Facebook and Twitter, serve as effective channels for word-of-mouth marketing (EWOMM). These platforms enable customers to disseminate their experiences and opinions regarding fashion brands and goods to a broader audience (Bughin et al., 2010). In a study conducted by Kim and Ko (2012), it was discovered that social media platforms serve as effective channels for word-of-mouth marketing (EWOMM) within the fashion industry. These platforms enable customers to share their experiences and opinions regarding fashion brands and goods with a broader audience. Nevertheless, the efficacy of word-of-mouth marketing (EWOMM) on social media platforms for the promotion of fashion items and services is not devoid of obstacles. For example, Cheung et al. (2018) conducted a study which revealed that consumers express significant concern over the legitimacy of word-of-mouth marketing (EWOMM) on social media platforms. This skepticism primarily stems from doubts surrounding the validity of reviews and recommendations. In a study conducted by Kim and Ko (2012), it was discovered that the credibility of word-of-mouth marketing (EWOMM) on social media platforms plays a significant role in shaping customers' intents to purchase fashion products. According to scholarly literature, online apparel brand marketers consider social media marketing to be an essential tool for staying updated on current fashion trends, promoting sales, and, importantly, cultivating positive reviews and electronic word-of-mouth. These reviews are highly valued by marketers (Dasgupta & Grover, 2019). Um (2019) also

found that there is a significant correlation between customer sentiments towards social commerce sites and the impact of e-electronic word-of-mouth (eEWOM), e-purchase, and ereturn intention.

### 3. METHODOLOGY

**Research Design:** The primary objective of this study is to comprehensively examine the effects of E-Word of Mouth marketing within the fashion industry. A descriptive and analytical research design was employed in this study, utilizing a structured questionnaire as a research instrument. Convenience sampling was employed in the selection of respondents for this study. The population under investigation in this study is the focus of analysis. The target demographic consisted of consumers spanning various age groups within the State of India. India is a nation whereby a significant portion of the populace is influenced by contemporary fashion trends emanating from the fashion industry. This study aims to investigate the influence of e-Word of Mouth marketing and social media on the fashion industry within the general population. The data was collected based on the replies of 124 participants who were administered an online questionnaire and offered a representative sample. The data collection process for this study encompassed a combination of primary and secondary sources. The researchers employed a questionnaire as the primary data collection instrument, which was disseminated to participants through various social media platforms such as Instagram, WhatsApp, and E-mail. Data collection was conducted using Google Forms. The initial section of the questionnaire was centered on demographic data and general information pertaining to demographics. The latter section of the study centered on the examination of word-of-mouth marketing and its impact on the fashion-conscious populace, as well as the role of social media in this context. The secondary data for the questionnaire and research was derived from several sources, including websites, journals, and previous scholarly works. The analysis of this study utilizes statistical tools and procedures, specifically Google forms. The Chi-square test is conducted using the SPSS software, which is a widely utilized statistical package known as the Statistical Package for the Social Sciences. This software facilitates the analysis and interpretation of the Chi-square test.

### 4. RESULTS AND DISCUSSION

The demographic information of the participants was gathered and organized in the following manner. The study employed a structured questionnaire administered via Google forms to gather data from respondents located around the region of India.

**Table 1:** Demographics of respondents

Demographic characteristic	Percentage of Respondents (%)
Age Group	
Below 18 years	5.6%
18 - 25 years	84.7%
25 - 40 years	8.1%

Above 40 years	1.6%
<b>Gender</b>	
Male	50.8%
Female	49.2%
<b>Level of Education</b>	
School	17.8
Undergraduate	66.9%
Postgraduate	9.7%
Ph.D.	4%
Other	1.6%
<b>Occupation</b>	
Employed	2.4%
Unemployed	5.6%
Self Employed	6.5%
Retired	2.4%
Students	83.1%
<b>Annual Income</b>	

Under 50,000	50%
50,000 – 1,00,000	17.7%
1,00,000 – 2,00,000	11.3%
2,00,000 and above	21%

Based on the research findings, it was determined that the male respondents constituted a total of 63 individuals, or 50.8% of the whole sample size. In a similar vein, the collective count of female participants amounted to 61, so constituting 49.2% of the overall sample. It is noteworthy to mention that the research predominantly comprised male participants. The study encompassed a wide range of age groups, spanning from individuals under 18 years old to those above 40 years old. Among the participants, a significant proportion (105 out of 1665) fell into the age range of 18 to 25 years.

The research findings revealed that there is a notable correlation between youth and a heightened sense of fashion awareness. Consequently, a significant proportion of the questions were specifically tailored to cater to the needs and characteristics of student populations. Among the entirety of the participants, a notable segment, precisely 103 persons, were identified as students, constituting 83.1% of the overall sample.

The findings of the study indicate that a significant proportion of the participants, specifically 83 persons

or 66.9% of the sample, were enrolled as undergraduates in their educational pursuits. Furthermore, it is worth noting that 17.7% of the participants were enrolled in educational institutions, specifically in school or high school. Additionally, 9.7% of the respondents had completed postgraduate studies, while 4% possessed a Doctor of Philosophy (PhD) degree. The results of this study suggest that a notable fraction of the participants had attained a higher level of education, as seen by the fact that 80.6% of them were either undergraduates or held higher academic degrees. Out of the 124 responses that were collected, a significant proportion of them, precisely 62 responses (50%), corresponded to the demographic segment with a household income below 50,000.

#### 4. 2 Respondents Who Have Fashion Sense:

**Table 2:** Fashion Sense

RESPONSE	PERCENTAGE
Yes	46.8%
No	19.4%
Sometimes	33.9%

The investigation revealed that a significant proportion of participants, specifically 46.8% of respondents, constantly maintained their connection with emerging fashion trends. Furthermore, a significant proportion of the participants, specifically 33.9%, reported engaging with trends on an intermittent basis. Conversely, the remaining 19.4% acknowledged a lack of enthusiasm towards keeping up with contemporary fashion trends.

#### 4.3 Frequency of Purchase:

**Table 3:** Frequency of Purchase

RESPONSES	PERCENTAGE
Weekly	6.5%
Fortnightly	10.5%
Monthly	46%
Half - Yearly	25.8%
Yearly	11.3%

When queried about their frequency of clothing acquisitions, the findings revealed that among the 124 participants, 8% indicated a propensity for purchasing garments on a weekly basis. Furthermore, it was found that 46% of the participants reported engaging in monthly clothes purchases. In a similar vein, it was found that 10.5% of the participants indicated engaging in the purchase of clothing on a biweekly basis, whilst 25.8% reported making such purchases on a semiannual basis. A minority of 14% of participants indicated that they make clothing purchases annually. The results of this study indicate that a significant



proportion of participants have a tendency to engage in monthly purchases of new clothing items.

#### **4.4 E-Word of Mouth Marketing Among Responders: Seek suggestions from Friends and Family while shopping for Clothes**

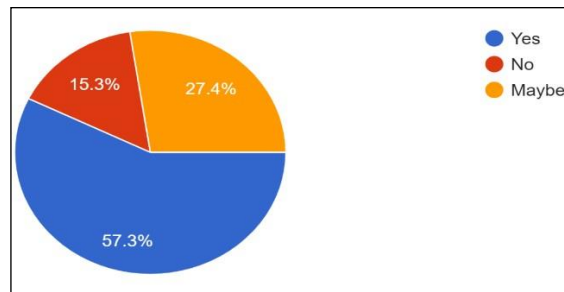
As a component of the research, an inquiry was conducted to examine whether consumers solicit recommendations from friends or family members while making decisions regarding clothing shopping. The findings revealed that a significant proportion of participants, precisely 77.4%, expressed a preference for electronic word-of-mouth (EWOM) recommendations from their social network when making judgments on apparel purchases.

**Table 4:** E-Word of Mouth Marketing Among Responders

EWOM	PERCENTAGE
YES	77.4%
NO	22.6%

#### **4.5 EWOM In Responders: Does Social Media Influencers Impact Your Buying Behaviour And Patterns?**

In the research paper, it was found that influencer marketing has successfully reached and influenced a majority of the 124 respondents at some point in time

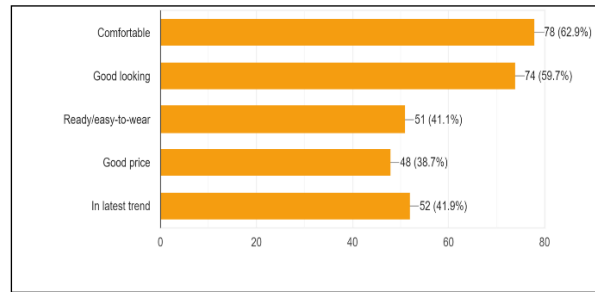


**Fig 1:** Does Social Media Influencers Impact Your Buying Behaviour And Patterns?

#### **4.6 Purchase Of Fast Fashion Clothes:**

Out of the participants surveyed, a total of 78 individuals, accounting for 62.9% of the sample, said that they regarded comfort as a significant determinant in their clothing selection process. Furthermore, a substantial proportion of the sample, specifically 74 individuals (59.7%), expressed that the aesthetic appeal of clothing had considerable importance in influencing their decision-making process. In addition, a significant proportion of the participants, specifically 51 respondents (equivalent to 41.1% of the total sample), expressed that the convenience and readiness of clothing were crucial factors to be taken into account. In a similar vein, a notable proportion of 48 participants (constituting 38.7% of the sample) underscored the significance of a favorable price point in their decision-making process when it came to choosing clothing articles. Finally, a total of 52 participants, accounting for 41.9% of the sample, said that the influence of garments being in the latest trend had a role in shaping their clothing selections. The

results of this study emphasize the importance of various elements, including comfort, attractiveness, ease of wear, cost, and alignment with current fashion trends, in influencing the decision-making process of the participants.

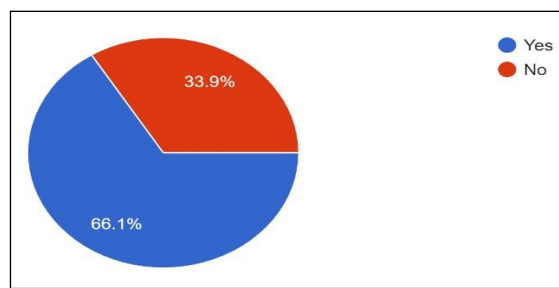


**Fig 2: Purchase of Fast Fashion Clothes**

#### 4.7 Negative effect Of EWOM: Are you aware that luxury brands use child labour and animal cruelty while producing clothing and accessories?

During the course of the study, the participants were presented with an unrelated and randomly selected topic pertaining to the issue of child labor and animal cruelty within the fashion business. Among the 124 participants surveyed, a majority of 82 persons expressed positive sentiments when asked about this particular inquiry. This demonstrates the adverse impact of electronic word-of-mouth (EWOM). This has the potential to result in a decline in brand reputation and revenue. The existing body of literature indicates that consumers attribute responsibility to multiple parties when it comes to animal cruelty. Specifically, abattoir workers and their clients are held accountable, as well as humanity as a whole. Furthermore, PETA and individuals who endorse its message are also implicated in this guilt (Lim, 2018). Previous studies have addressed the consumer's ethical considerations pertaining to environmental sustainability, worker rights, and animal welfare within the context of the fashion business (Stringer et al., 2020).

**Fig 3: Negative Of EWOM**



#### 4.8 CHI SQUARE TEST: What Is Your Age? \*. Does Social Media Influencers Influence Your Buying Behavior And Patterns

##### 4.8.1 Hypothesis

Null hypothesis, H01: There Is No Association Between Age Group and Its Impact on Social Media Influencing.

<b>Table 5: What Is Your Age? Does Social Media Influencers Influence Your Buying Behavior AndPatterns? Crosstabulation</b>					
Count					
		12. Does social media influencers influenceyour buying behavior and patterns?			Total
		Maybe	No	Yes	
What is your age?	18 to 25 years	32	14	59	105
	25 to 40 years	2	1	7	10
	Above 40 years	0	1	1	2
	Below 18 years	0	3	4	7
Total		34	19	71	124

Alternative hypothesis, H1: There Is an Association Between Age Group and Its Impact on Social Media Influencing.

The cross tabulation table indicates that a significant proportion of participants (105 out of 124) fell within the age range of 18 to 25 years. Among this subgroup, 59 individuals responded affirmatively when asked whether social media influencers have an impact on their purchasing decisions and habits. Within the cohort of participants aged 25 to 40 years, a total of 7 individuals provided an affirmative response, whereas just 1 responder who above the age of 40 answered in the affirmative. Within the group of participants who were under the age of 18, there was a complete absence of affirmative responses. The results of this study indicate that social media influencers exert a more significant impact on the purchasing decisions and tendencies of younger demographics, specifically individuals aged 18 to 25.

<b>Table 6: Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.838 <sup>a</sup>	6	.183
Likelihood Ratio	9.597	6	.143
N of Valid Cases	124		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .31.

The findings from the chi-square test revealed that there was not a statistically significant relationship between age and the impact of social media influencers on purchasing behavior and patterns ( $\chi^2(6) = 8.838$ ,  $p = .183$ ). This implies that the impact of social media influencers on consumer purchasing behavior and patterns is not significantly influenced by age. Previous studies have indicated that social media marketing exerts a positive and significant influence on customer decision-making and brand visibility (Maria et al., 2019; Ardiansyah & Sarwoko, 2020; Shen, 2020).

## 5. CONCLUSION

There is a growing recognition among companies regarding the significance of promoting and controlling electronic word-of-mouth (EWOM) activity, as it is perceived as a cost-effective form of advertising. Marketers place their emphasis on exerting influence on opinion leaders and stimulating electronic word-of-mouth (EWOM) dialogues through the implementation of advertising techniques. The primary objective of this study was to examine the impact of e-Word of Mouth marketing on the fashion sector. The research also considered the role played by social media networks.

The majority of responses were primarily of those between the ages of 18 and 25, indicating a notable interest in fashion among young adults. A significant proportion of the participants selected fast fashion primarily based on the perceived comfort of the garments. The respondents exhibited a notable inclination towards fashion products on social media channels, indicating a significant level of impact. The findings indicate that a significant proportion of the participants have knowledge regarding the presence of animal or child labor within the fashion business, hence highlighting a detrimental element of electronic word-of-mouth (EWOM).

The results of the Chi-square test indicate that there is no statistically significant relationship between age and social media influence in relation to product purchasing. In order to obtain a competitive advantage, it is imperative for businesses to redirect their attention towards online communities and effectively develop a robust online presence. The phenomenon of electronic word-of-mouth (eEWOM) has emerged as a new form of communication, distinct from conventional electronic word-of-mouth (EWOM). These characteristics have important implications for the success of eEWOM.

## REFERENCES

- [1] Textile Journal, M. E. (2021, November 21). Electronic E-Word of Mouth (E-EWOM) for Apparel Merchandising Middle East Africa Textile News - Kohan Textile Journal. Middle East Africa Textile News - Kohan Textile Journal. <https://kohantextilejournal.com/electronic-word-of-mouth-e-eWOM-for-apparel-merchandising/>
- [2] Huete-Alcocer, N. (2017, July 10). A Literature Review of E-Word of Mouth and Electronic Word of Mouth:
- [3] Implications for Consumer Behavior. *Frontiers*. <https://doi.org/10.3389/fpsyg.2017.01256>
- [4] Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95. <https://doi.org/10.1007/s11747-019-00695-1>
- [5] Cheung, C. M. K., & Thao, N. H. (2017). The impact of electronic electronic word-of-mouth on consumer purchase intention: An empirical study of the mobile phone market in Hong Kong. *Journal of Global Marketing*, 22(3), 187-207.
- [6] Gupta, S., & Lord, K. R. (2018). The impact of electronic word-of-mouth on consumer behavior: A meta-analysis of the evidence. *Journal of the Academy of Marketing Science*, 46(4), 545-561.
- [7] Zhang, J., & Fang, X. (2020). The impact of electronic word-of-mouth on consumer purchase intention: The mediating role of perceived risk and trust. *Journal of Business Research*, 118, 105-

113.

- [8] Cheung, C. M. K., & Thao, N. H. (2009). The impact of electronic electronic word-of-mouth on consumer purchase intention: An empirical study of the mobile phone market in Hong Kong. *Journal of Global Marketing*, 22(3), 187-207.
- [9] Mangold, W. G., & Faulds, D. J. (2009). Social media: The new marketing paradigm for reaching the connected consumer. *Business Horizons*, 52(4), 357-365.
- [10] Sweeney, J. C. (2018). Electronic word-of-mouth marketing. In E. L. MacGeorge & L. M. Van Swol (Eds.), *The Oxford handbook of advice* (pp. 342–362). Oxford University Press.
- [11] Dasgupta, S., & Grover, P. (2019). Impact of Digital Strategies on Consumer Decision Journey: Special. *Academy of Marketing Studies Journal*.
- [12] Um, N. (2019). Antecedents and Consequences of Consumers' Attitude toward Social Commerce Sites. *Journal of Promotion Management*.
- [13] Stringer, T., Mortimer, G., & Payne, A. (2020). Do ethical concerns and personal values influence the purchase intention of fast-fashion clothing?. *Journal of Fashion Marketing and Management*.
- [14] Lim, H. (2018). Thematic Analysis of YouTube Comments on Disclosure of Animal Cruelty in a Luxury Fashion Supply Chain.
- [15] Ardiansyah, F., & Sarwoko, E. (2020). How social media marketing influences consumers purchase decision? A mediation analysis of brand awareness.
- [16] Maria, S., Pusriadi, T., Hakim, Y., & Darma, D. (2019). The Effect of Social Media Marketing, Word of Mouth, and Effectiveness of Advertising on Brand Awareness and Intention to Buy. *KnE Social Sciences*.
- [17] Shen, L. (2020). Use of Social Media Platforms for Purchasing Fashion Items: A Comparison of US and Chinese Consumers.