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## Examining the Impact of the Influential Factors of Customer Purchase Intentions: The Mediating Role of Electronic Word-of-Mouth

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### Abstract

*The purpose of the study is to navigate the role of electronic word of mouth (EWOM) assessing variables (digital marketing, social networking, content marketing and online customer reviewer) how these IV influence customer purchase intensions of target customers in online and offline platform. Relevant literatures regarding role of EWOM are reviewed with relevant theories and market analysis. Thereafter, it opened a new horizon of future research scope. It is found that 74.9% of the variance in dependent variable is defined by independent variable of the model framework and SEM analysis and showing high and robust explanatory ability. Customer loyalty programs are sustained through extensive customer research online. The research will aid in future how mediating variable EWOM mediates customer purchase intension in some point of credibility on online market, consumer adaptation, brand reliability, and conducting peer group influence to buy products and receive services. The present findings of the study opens a new platform of consumer open forum discussion regarding products and services that are most sale of the market, customer opinions, sharing of experiences, spreading of negative messages to a variety of social media platforms. Firstly, data collected from well-educated participants who responded on the survey. Secondly, the generations and age group targeted would be greater in future. Future research could be conducted based on positive and negative customer review on online platform, online payment and buying intentions, brand image and brand bridging with EWOM. Companies now are responding quickly to their customers' problems and managing their brand image through extensive delivery of post purchase services to loyal customers and regular customers analyzing open forum research of social media. The research will aid in future how mediating variable EWOM mediates customer purchase intension in some point of credibility on online market, consumer adaptation, brand reliability, and conducting peer group influence to buy products and receive services. This research examined how EWOM lead the market through variable mentioned in the paper.*

**Keywords:** *Electronic Word of Mouth, Consumer Intension, Mediating Role, Digital Marketing, Customer Review*

### Introduction

The phenomenon of globalization, along with rapid technological advancements, has significantly and consistently impacted the lifestyles of individuals worldwide. Furthermore, the Internet has emerged as a prominent aspect of our daily existence, fundamentally transforming interpersonal communication patterns. Interactions now primarily occur between individuals rather than being solely driven by marketers, bringing about substantial transformations in the realm of business (Verma & Yadav, 2021). The exchange of information through spoken communication has consistently captured the interest of marketers due to its perceived potency and efficacy in comparison to traditional marketing methods.

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Word of mouth refers to the oral exchange of information and opinions regarding products and brands, which has a significant and persuasive impact on consumer purchasing patterns. Customers perceive information from other customers as more trustworthy due to the similarity in their experiences and perspectives. Therefore, it is advisable for marketers who aim to establish credibility to leverage the advantages of word-of-mouth marketing. Research suggests that, on average, consumers engage in approximately 212 product-related conversations annually. Reza Jalilvand & Samiei, (2012) suggests that individuals are more likely to be persuaded when the source of information portrays itself as credible, based on the theory of source credibility originally suggested by (Romadhoni et al., 2023). The proliferation of the internet has resulted in the emergence of electronic word of mouth, which possesses heightened interactive functionalities and facilitates enhanced consumer engagement in the digital realm. As a result of this phenomenon, traditional marketing strategies have limited effectiveness in the online environment since individuals are rapidly discovering and creating novel methods to disseminate pertinent information (Zinko et al., 2021).

The advent of digital engagement has presented a novel avenue for integrating social media into marketing strategies, hence offering the potential to mitigate marketing expenses in comparison to conventional marketing methods. Nevertheless, marketers have novel obstacles when it comes to determining the optimal combination of digital marketing strategies in order to effectively target a large number of potential customers, generate brand recognition, and achieve successful sales conversions. Marketers achieve this by establishing efficient communication channels with consumers and continuously incorporating their feedback into marketing efforts (Siddiqui et al., 2021). Additionally, digital marketing has the ability to appeal to a diverse consumer base, enabling firms to effectively engage with consumers through online platforms of varied backgrounds and facilitate their purchasing journey (Kurniawan et al., 2022). According to Saura, (2021), digital marketing plays a significant role in enhancing brand value by mitigating any misconceptions associated with the brand. Facilitating customer interactions, where ideas, opinions, and experiences are shared, ultimately results in an increased intention to make purchases. The allocation of financial resources towards the digital marketing industry necessitates a substantial budgetary commitment. However, it is noteworthy that senior executives often draw comparisons between this form of marketing and conventional channels, which have established a favorable, well-established, and empirically supported history of generating return on investment (ROI)(Purchase & Volery, 2020). According to Olson et al., (2021), digital marketing offers clients a diverse platform that enables them to exert control over the purchasing process by engaging in activities such as product testing and evaluation. Nevertheless, the process of converting sales leads into actual sales is a complex endeavor that necessitates the presence of effective marketing content capable of persuading potential clients, as well as the establishment of a recurring sales cycle (Ho et al., 2020).

Online search behavior and the amount of time customers spend exploring e-commerce websites significantly influence their purchase intention (Wu et al., 2021). In order to effectively engage with a diverse consumer base, e-commerce enterprises must employ strategies that cater to both prospective clients and those who have already established a relationship with the company. To accomplish this objective, organizations must comprehend how digital marketing influences consumers' inclination to make purchases. According to Guerola-Navarro et al., (2021), it is imperative for forward-thinking organizations to establish a comprehensive communications mix that incorporates technological improvements and addresses the challenges posed by intense competition. The notion of customer relationship management (CRM) has undergone development in response to the complexities and intense competition within contemporary company

environments. Advanced customer experience strategies and rapid technological advancements have driven this evolution, both aimed at enhancing consumers' purchasing capabilities (Riley & Klein, 2021). Furthermore, the traditional approach to customer relationship management (CRM), which involves the utilization of digital marketing strategies in communication, advertising, and customer support within more sophisticated technological platforms, remains steadfast and fulfilling (Kim, 2021). The adoption of CRM enhances data mining capabilities inside the library pool, enabling consumers to conveniently obtain and comprehend strategic marketing information. Additionally, it aids in mitigating the expenses associated with ineffective marketing methods (Kurdi et al., 2022). It is planned to determine the influential factors of customer purchase intentions among individuals in developing countries and to identify the mediating role of E-WOM towards customer purchase intentions among individuals in developing countries.

### **Research gap**

The present study aims to examine the impact of electronic word-of-mouth (eWOM) as a mediating variable on customers' purchase intention. Specifically, this study examines the impact of electronic word-of-mouth (eWOM) as a mediating variable on customers' purchase intention within the client base of telecommunication services, including mobile and internet services, in Bangladesh, a developing nation. Gaining insights into consumer behaviors in emerging economies, such as Bangladesh, holds significant relevance for both industry professionals and academic scholars. Hence, the findings of this research are anticipated to hold significant value for telecom service providers in devising suitable promotional methods, encompassing social media tactics, which can ultimately impact consumers' purchasing choices.

## **Literature Review and Hypothesis Development**

### **Digital Marketing**

Digital marketing is an emerging strategy within the realm of online marketing that seeks to engage consumers through multiple channels of interaction, including but not limited to social media platforms, mobile applications, blogs, emails, and search engine optimization techniques. The primary objective of digital marketing is to establish more intimate and diverse forms of communication that effectively convey advertising messages to consumers (Aziz & Alam, 2024). According to Ni & Cheng, (2024), digital marketing encompasses the examination of various digital technologies that have established a platform for connecting with a wide range of potential audiences. Furthermore, digital marketing encompasses the utilization of the e-commerce platform to advertise and promote products and services while also ensuring immediate and timely responses through an active Internet connection.

*H1: DM has a positive influence on E-WOM.*

### **Social Networking**

Social media marketing has the potential to effectively engage with a large number of customers while incurring minimal expenses. The presence of influencers on social media platforms can exert a substantial influence on the perception and reputation of a brand. The utilization of social media marketing yields a discernible and favorable influence on the level of recognition and familiarity associated with a brand (Ngo et al., 2024). Social media marketing has emerged as a highly influential factor in enhancing brand awareness, ranking second only to the mobile channel in terms of its influence. Social media marketing has been shown to significantly influence brand awareness, as

evidenced by a positive correlation and substantial association. The impact of social media marketing on consumer purchase intention is significant due to the facilitation of two-way contact between companies and customers. This claim is substantiated by other research that asserts that social media marketing exerts a substantial influence on consumers' purchase intentions (Levy et al., 2024). Consumers create their purchasing decisions by relying on information obtained from social media platforms and subsequently utilize these platforms to disseminate the acquired knowledge to others.

*H2: There is a positive association between SoN and E-WOM*

### **Content Marketing**

Digital content marketing was introduced to attract B2B clients to a company's online platform, such as a website, and foster continuous connection and engagement with the brand (Martha et al., 2024). Additionally, it encompasses the generation, dissemination, and exchange of pertinent content with the aim of engaging potential customers during their decision-making process regarding a purchase. Information marketing refers to the strategic administration of textual, multimedia, auditory, and visual information with the objective of captivating clients in order to achieve company objectives (Bubphapant & Brandão, 2024). Companies disseminate this content through both traditional print mediums and digital platforms, such as websites.

*H3: CM favors to the concept of E-WOM.*

### **Online Customer Reviewer**

Liu et al., (2024) have reached the conclusion that consumer reviews are a component of electronic word-of-mouth (e-WOM). Online consumer reviews serve as a means for experienced consumers to provide feedback and recommendations regarding certain products and services, hence influencing potential consumers' buying intentions. Prihandoko et al., (2024) assert that individuals who engage in writing online reviews assume the role of information agents by providing valuable information and acting as recommenders. These individuals offer recommendations based on their prior experiences with the product or service in question. This study will examine the phenomenon of online consumer reviews by considering source credibility, review quality, review number, and review valence as independent variables.

Online reviews are widely regarded as legitimate because customers personally experience the products or services in question and provide genuine accounts (Liu et al., 2024). Users are commonly perceived as having no personal stake or deliberate effort to mislead the readers. Incorporating comprehensive information regarding the products, including precise specifics and product-related particulars, enhances the quality of a review. The quantity of peer evaluations has the potential to decrease confusion regarding the quality of a product. Additionally, when there is consistency in the remarks provided by different users, it enhances the credibility of the review (Prihandoko et al., 2024). Empirical evidence shows that customer reviews significantly boost sales performance and increase the perceived trustworthiness of the website. Reviews enhance the appeal of consumer visits and contribute to an extended duration of time spent on the website. Additionally, they contribute to the augmentation of consumer confidence in the product.

*H4: There is a positive correlation between OCR and E-WOM.*

### **Electronic Word of Mouth (E-WOM)**

Word of mouth (WOM) refers to the interpersonal communication by which individuals exchange information within social settings or circles. Informal communication refers to the mode of interaction when consumers engage in discussions pertaining to brands, products, and services. According to Senecal & Nantel, (2004), it plays a significant role in the promotional aspect of marketing. The emergence of Web 2.0 technology has significantly influenced consumers' purchase intentions through the impact of electronic word-of-mouth (eWOM). Prior to making any product purchase, consumers rely on eWOM as a trusted source of information. Cheunga and Liu et al., (2024) suggest that purchase intention serves as a comprehensive outcome variable in the context of electronic word-of-mouth communication. The researchers conducted a study in which they investigated the relationship between electronic word-of-mouth (eWOM) and purchase intention. They found that out of the 25 studies analyzed, 10 specifically explored the impact of eWOM on buy intention, while another 10 studies focused on the influence of incentives on customers' purchase intention. The majority of research has examined the attributes of electronic word-of-mouth (eWOM), such as its amount, quality, and relevance, and how these attributes influence consumers' purchase intentions (Lin et al., 2013). Line et al., (2024) conducted a study that further corroborated the notion that electronic word-of-mouth (e-WOM) has a substantial and favorable impact on the purchase intention of customers in the industry.

### **Customer Purchase Intentions**

Within the realm of consumer behavior, researchers widely recognize purchase intention as a crucial factor in revealing a client's inclination to acquire a specific product or service within a designated timeframe (Khan et al., 2024). The concept of purchase intention refers to the likelihood or possibility of a consumer's intention to make a purchase of a particular product. According to (Saura, 2021), there exists a positive correlation between purchase intention and a consumer's willingness to acquire a certain product. One of the prevailing methods employed by marketers to gain insights into consumers' real behaviors is through the examination of their intentions (Reza Jalilvand & Samiei, 2012; Siddiqui et al., 2021). Purchase intention refers to the observable actions exhibited by customers as they engage in activities such as information search, product usage, purchase decision-making, product evaluation, and product disposal. Consumers' perception that the products or services in question will fulfill their specific needs drives these activities (Bubphapant & Brandão, 2024). According to Koufaris et al., (2001), a multitude of factors, including external factors, influence customer purchase decisions. Riley & Klein, (2021) demonstrated that product or service knowledge significantly influences the decision-making process of purchasing. According to Kim, (2021), individuals who possess a favorable disposition towards a particular product are inclined to actively seek out and select that product when they have a need for it, while disregarding alternative products that do not align with their preferences. In contemporary times, customers possess a heightened awareness of the significance of conducting online searches when they have the intention to make a purchase or seek out a service. Customers recognize the value of acquiring pertinent information through online sources, which leads to their heightened awareness (Bubphapant & Brandão, 2024).

*H5: E-WOM mediates the customer purchasing intentions.*

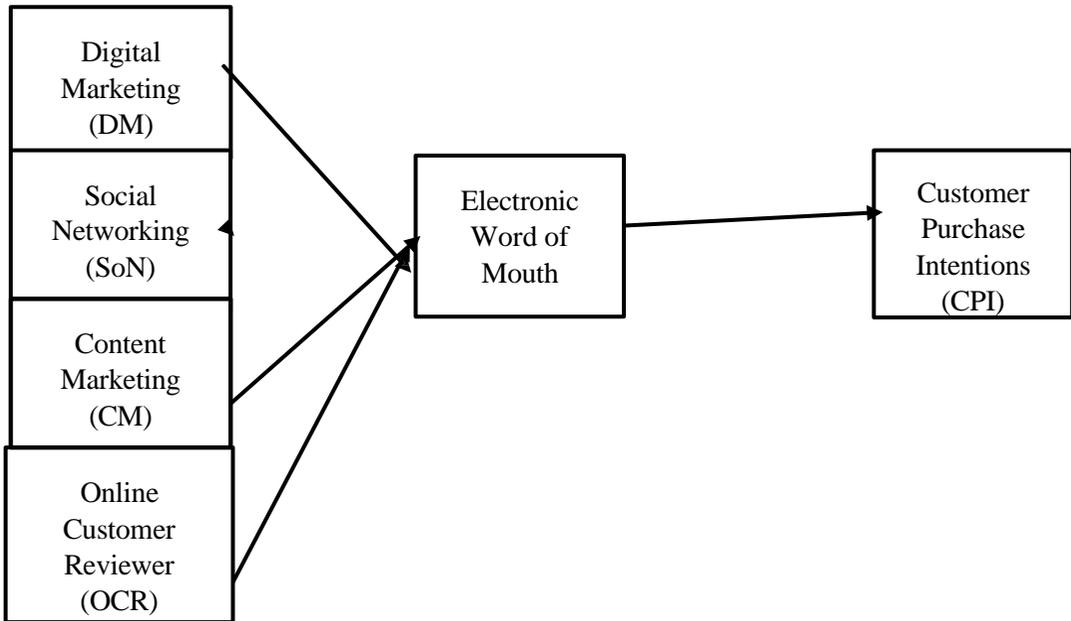


Figure 1: Research Model

## Methodology

### Questionnaire and Scale

The measurement items related to the constructs were initially taken from previous research and subsequently underwent a pilot test with 30 participants to establish the validity of the measurement instruments. The ultimate structured questionnaire was designed based on the results of the pilot testing and input from experts in the respective domain. The initial formulation of the survey was predominantly conducted in English and subsequently translated into Bangla, the local language, in order to ensure the precise capture of respondents' perspectives. The survey comprised of two distinct sections: section A encompassed the demographic information of the participants, while section B encompassed the measuring items.

### Sampling Method and Data Collection

Due to a lack of demographic and sample frame information, this study used nonprobability sampling to choose respondents based on subjective judgment (Saunders et al., 2009). To overcome the drawbacks of convenient sampling, we used purposive sampling, also known as judgmental sampling. We choose many target respondents to create a more representative sample of the population. Ziafati Bafarasat, (2021) recommends 10 times more elements for multivariate research. (Ohme et al., 2024) recommend a 300-sample size for SEM statistical analysis. The Bangladeshi urban centers of Dhaka and Sylhet were used to collect data from August to November 2023. We sent a letter of introduction and survey to each participant to enable email responses. Participants received an electronic message to return the questionnaire within two months. After two more months, non-responders received the final email. The researchers gave the remaining survey respondents one last chance after the two-month deadline. The planned survey participants received

370 questionnaires. These included 282 active participants who contributed useful information. The study had an 76.21% response rate.

### Common Method Bias

Harman's single-factor test was performed using the IBM SPSS software to evaluate the potential existence of common method bias in the dataset. Podsakoff et al., (2024) determined that the dataset did not exhibit a significant level of common technique bias. Researchers derived the aforementioned conclusion by observing that the variance of the initial component, representing 31% of the overall variation, was below 50%. To identify the existence of common technique bias, we employed partial least squares structural equation modeling (PLS-SEM) and evaluated variance inflation factor (VIF) values. When the test results were looked at, they showed that the model did not have any major methodological bias. This was clear because all of the Variance Inflation Factor (VIF) values were below the standard level of 3.3(Salmerón-Gómez et al., 2024).

### Data Collection

395 observations were inputted into Microsoft Excel to create a dataset. After applying the standard deviation methodology, we eliminated 25 unengaged data points. Subsequently, we inputted a dataset of 282 data points into SmartPLS 4.0 software. The purpose of this step was to validate the proposed study model and evaluate the anticipated correlations among components using the Partial Least Squares (PLS) method. According to Gorla et al. (2010), structural equation modeling (SEM) is a widely acknowledged methodology used to assess the validity of ideas through the analysis of empirical data. As per the findings of Williams (2018), the prevalence of this phenomenon is notably high within the domains of social science and information systems research. (Jr. et al., 2017) noted that researchers widely utilize the SmartPLS tool for PLS-SEM analysis. Jr. et al., (2017) extensively utilized the strategy employed by numerous researchers for data analysis.

## Findings and Analysis

### Demographics

Figure 2 states the gender participated in the online and offline survey of dataset where it is reported that there are 148 females and 134 male accurately responded to the data collection process.

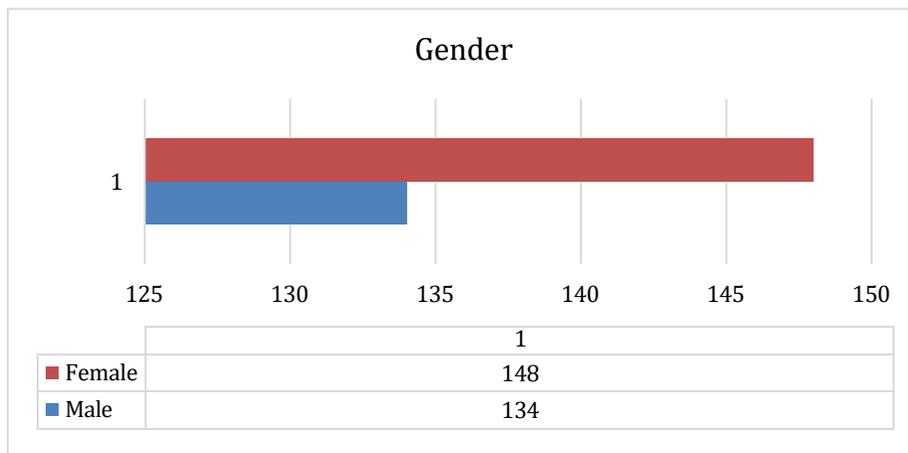
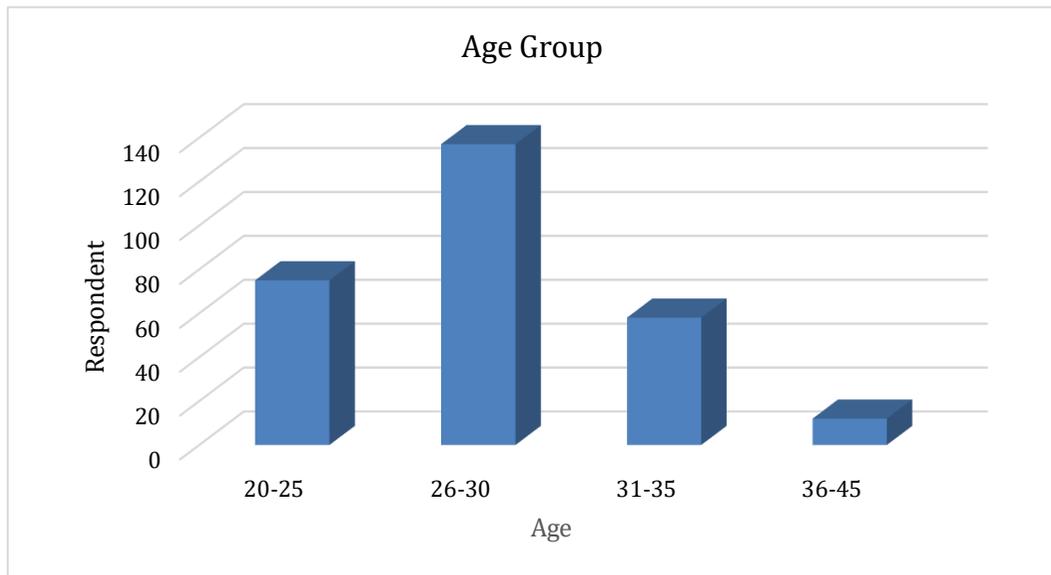


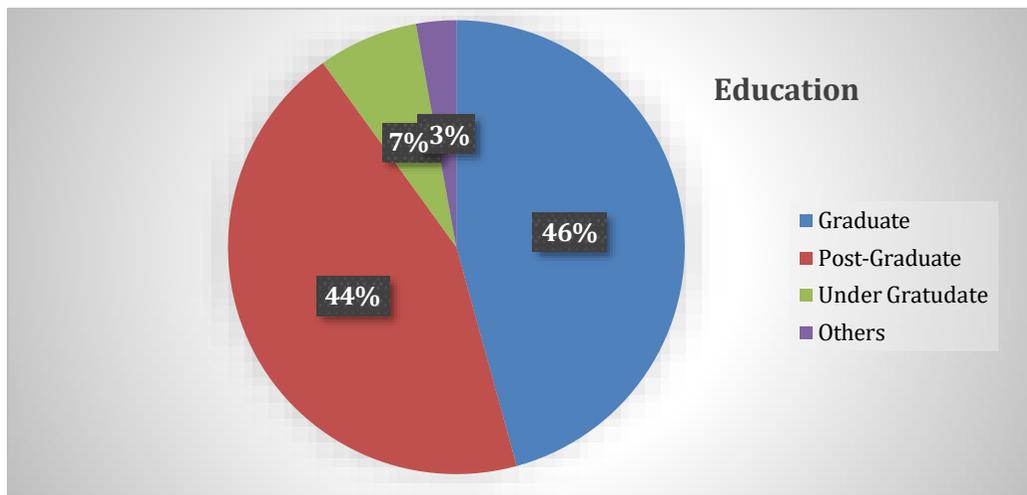
Figure 2: Gender

All participants were neutral in responding to the survey.



**Figure 3: Age Group**

There were four age groups during collecting data through datasets distributed to the participants. Figure 3 represented that there are 73 people aged from 20 to 25, 130 participants aged from 26-30, 54 respondents aged from 31-35 and rest 12 participants aged from 36-45.



**Figure 4: Educational Qualification**

The educational qualification of the respondents who participated in the survey are from variety of groups i.e. they were undergraduate, graduate, post graduate and others backgrounds. Figure 4 depicts that majority part of the respondents (46%) are graduate, 44% are post graduate, 7% are undergraduate and 3% are from other backgrounds.



**Figure 5: Occupation**

The occupations of the respondents are from multi groups such as private job holder (138), public job holder (35), self-employed (72) and others (37).

### Measurement Model Analysis

#### Construct Reliability (CR) and Construct Validity (CV)

Constructs	Cronbach's alpha	CR	AVE
CM	0.706	0.833	0.626
CPI	0.763	0.863	0.677
DM	0.785	0.874	0.699
OCR	0.832	0.912	0.839
SoN	0.784	0.874	0.698
eWoM	0.750	0.856	0.665

Table 1: CR and CV

Table 1 reproduces the reliability of the constructs of the model as it represents CM value as 0.706, CPI as 0.763, DM as 0.785, OCR as 0.832, SoN as 0.784 and eWoM 0.750. The CR value presented in the Table 1 CM as 0.833, CPI as 0.863, DM as 0.874, OCR as 0.912, Son as 0.874 and eWoM as 0.856 which are proved as goodness of fit of the dataset and show superiority of construct reliability of the model. The values are over .60 and variable are valid for future analysis of the dataset. It is

crystal clear that DM, SoN, CM and OCR have robust relationship with customer purchase intension through electronic word of mouth in the digital marketing arena.

### Discriminant validity (DV)

#### HTMT Matrix

Constructs	CM	CPI	DM	OCR	SoN
CM					
CPI	0.654				
DM	0.831	0.652			
OCR	0.511	0.526	0.501		
SoN	0.836	0.573	0.823	0.577	
eWoM	0.791	0.742	0.836	0.529	0.822

**Table 2: DV**

The uniqueness of the constructs are validated by the discriminant validity and when the DV is not established in the study, it is said that researchers are not able to find out the real results of the data studied (Farrell, 2010). The DV in Table 2 are in the range between and below 0.850 shows a high correlation among constructs and position intension of customers regarding purchasing online.

#### Fornell-Larcker criterion

Constructs	CM	CPI	DM	OCR	SoN
CM	0.791				
CPI	0.486	0.823			
DM	0.710	0.506	0.836		
OCR	0.434	0.436	0.446	0.816	
SoN	0.731	0.446	0.650	0.526	0.835
eWoM	0.779	0.562	0.651	0.473	0.793

**Table 3: Fornell-Larcker criterion**

Ab Hamid et al., (2017) analyzed that to assess the DV in SEM, this criterion is measured. The diagonal values (Squ. Root of AVE) are greater than the other values off diagonal which is showing

standard DV of the model (Afthanorhan et al., 2021). Tables 3 displays the diagonal values of Digital marketing, social networking, content marketing and online customer review are greater than and having correlation than the off diagonal values of the constructs.

#### Collinearity statistics (VIF)

Items	VIF
CM1	1.361
CM2	1.532
CM3	1.332
CPI1	1.566
CPI2	1.657
CPI3	1.460
DM1	1.696
DM2	1.744
DM3	1.527
EWOM1	1.462
EWOM2	1.581
EWOM3	1.481
OCR2	2.026
OCR3	2.026
SoN1	1.612
SoN2	1.749
SoN3	1.578

Table 4: VIF values

Senaviratna & A. Cooray, (2019) stated that VIF values greater than 10 have multicollinearity problem of the data. Table 4 shows that all values of VIF (CM1, CM2, CM3,CPI1, CPI2,CPI3, DM1, DM2, DM3, EWOM1, EWOM2, EWOM3, OCR1,OCR2, OCR3 AND SoN1, SoN2, SoN3) are below 3 and shows there is no multicollinearity issues of the dataset. They are no directly

correlated with each other and separate in nature to assess regression and statistical analysis (Thompson et al., 2017).

#### Quality Criteria

Particular	R-square	R-square adjusted
CPI	0.316	0.313
eWoM	0.749	0.745

Table 5: Quality criterion of the model

The  $R^2$  and adj.  $R^2$  values of customer purchase intentions are 0.316 and 0.313 respectively which means 31.6% of the variance in dependent variable (CM, DM, OCR and SoN) is defined by independent variable (CPI). Adj.  $R^2$  value 0.313 suggests that 74.9% of the variance in dependent variable is defined by independent variable of the model framework and SEM analysis and showing high and robust explanatory ability outlines in Table 5 as a quality criterion of the model.

#### Superiority of the Model

Particulars	Saturated model	Estimated model
SRMR	0.084	0.091
d_ULS	1.085	1.258
d_G	1.710	1.730
Chi-square	1364.288	1385.381
NFI	0.565	0.558

Table 6: Superiority of the Model

The particulars in Table 6 like SRMR value below .10 are acceptable and here the value of SRMR saturated model value 0.084 and estimated model value 0.091 defined a good fit of model. D-ULS value of saturated model 1.085 is good fit comparing to estimated model value 1.258. Fangqi et al., (2023) stated that d\_G is used for defining practical situations of the constructs used and calculating the nearest and closest paths between constructs. The lower the value, the better the model fit also applicable for Chi-square. Bentler- Bonnett index value ranges from 0 to 1 where saturated model of NFI here is 0.565 representing exceptionally fit of the model (Ding et al., 1995).

**Structural Model (SM) Analysis**

	Hypo.	Original sample (O)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Impact
H1	DM -> eWoM	0.331	0.062	6.593	0.000	Supported
H2	SoN -> eWoM	0.398	0.064	6.261	0.000	Supported
H3	CM -> eWoM	0.485	0.059	8.198	0.000	Supported
H4	OCR -> eWoM	0.039	0.042	0.930	0.176	Not. Sig.
H5	eWoM -> CPI	0.562	0.047	11.913	0.000	Supported

Table 7: SM

**Findings**

H1 supports DM has a positive influence on E-WOM. It is sig. and well supported here as it reveals ( $\beta=0.031$ ,  $t = 0.593$ ,  $p<0.000$ ). So, it reports that there is a positive correlation between digital marketing and E-word of mouth in digital platform now. H2 estimates whether there is a positive association between SoN and E-WOM. It is supported here as it reveals ( $\beta=0.398$ ,  $t = 6.261$ ,  $p<0.000$ ). So, it reports that there is a positive correlation between social networking and E-WOM. H3 estimates Content Marketing favors to the concept of E-WOM. H3 reveals that CM has significance ( $\beta=0.485$ ,  $t = 8.198$ ,  $p<0.000$ ). H4 exhibits whether there is a positive correlation between OCR and E-WOM or not. It is reported here that there is less significance between OCR and E-WOM ( $\beta=0.039$ ,  $t = 0.930$ ,  $p<0.176$ ). And lastly, H5 states that E-WOM mediates the customer purchasing intentions ( $\beta=0.562$ ,  $t = 11.913$ ,  $p<0.000$ ). The hypothesis of H5 is supported.

**Discussion**

E-WOM has remarkable contribution on dependent variables like DM, SoN and CM. Most of the constructs supports E-WOM as 56.90 variance in dependent variable supported by the independent variable customer purchase intension. It elucidates in this paper that online platform of marketing influences by E-WOM has been becoming prominent in consumer decision making during shopping and it changes the buying pattern and behavior. Previous researchers tried to identify influential factors such as digital marketing, online marketing, content marketing, social networking, E-WOM and other medium of communication in order to change the consumer buying intention. But it was undiscoverable in examining the impact of the influential factors (Digital Marketing (DM), Social Networking (SoN), Marketing (CM), and Online Customer Reviewer (OCR)) of customer purchase intentions through the mediating role of electronic word-of-mouth in digital marketing arena. This is the specialty of the current research. My research has cleared the concept of DM, SoN, CM and OCR how these affect E-WOM to customer purchase intension during product purchase online.

## **Implications**

### **Theoretical Implications**

It has been attended that EWOM based on CM, DM, SoN and OCR with all other constructs adopting consumer purchase intension in digital marketplace. It was inconclusive that whether digital platform and EWOM really affect target market intension. The current study will also help to contribute to the available research in the same field with consumer behavior, clarify the purchase behavior of target audience to online shopping, perceived behavior and usefulness of digital marketing and other constructs used in this paper. The message given in this paper will help researchers how experts and content creation is important to the target audience for converting prospects to final consumers (Tien et al., 2019). The research will aid in future how mediating variable EWOM mediates customer purchase intension in some point of credibility on online market, consumer adaptation, brand reliability, and conducting peer group influence to buy products and receive services (Senecal & Nantel, 2004).

### **Managerial and Practical Implications**

Social media and other new digital marketing approaches are effective tools to generate new traffic for business as a source of income through EWOM to change the customer purchase intension. The consumption behavior of the customers are now renovating as companies personnel are responding quickly to their customers' problems and managing their brand image through extensive delivery of post purchase services to loyal customers and regular customers (Tien et al., 2019). The present findings of the study opens a new platform of consumer open forum discussion regarding products and services that are most sale of the market, customer opinions, sharing of experiences, spreading of negative messages to a variety of social media platforms (Lin & Lu, 2011). All these issues can be solved through customer research and could generate customers through proper use of DM, CM, OCR, SoN and EWOM to understand the customer purchase intension and behavior changes over time.

### **Technological Implication**

Belhadi et al., (2023) investigated that EWOM has enlarged that spectrum of customer relationship management technique to surf new customer and maintain profitable relationship with existing customer with trust. Newest technologies are emerging and spreading the images of the company for delivering superior customer relationship, products, services, and experiences. Target customers can easily find their products online from assortments. Technology has been bridging between service providers and customer group through building customer involvement and engagement (Zhao et al., 2016). Zhao et al., (2016) also mentioned that customer's attitudes are changing over time due to emergence of disruptive technologies and application of mobile sensing applications in the easy of life category.

### **Environmental Implication**

The digital environment of ecommerce and online business are reshaping the competition landscape as well as saving the environment diverting pollution and environmental waste (Halim et al., 2022). Environmental sustainability could be conserved by using social media platform and saving natural resources. The circulation of words about green products and organic products in digital platform can increase the customer base of environmentally sustainable products and develop services based on this concept.

## Limitation and Future Research

There are some visible limitations during conducting the research. Firstly, data collected from well-educated participants who responded on the survey. There is a scope to collect data from school and college going male and females, farmers, health practitioners, service providers, bankers, school teachers, garment and textile workers, day laborer, small and medium enterprise entrepreneurs and other classes of people with variety of discipline. Secondly, the generations and age group targeted would be greater in future. The elderly and aged groups could be added in the data collection process. Overcoming these limitations, future research could be conducted based on positive and negative customer review on online platform, online payment and buying intentions, brand image and brand bridging with EWOM, the satisfactory level of performance generate revenue for the company.

## Conclusion

The scenario of consumer buying pattern has been redefined through the availability of internet from underprivileged group of people to elite class. Internet has changed the landscape of online marketing through EWOM to renovate the CPI during purchase of their desired products. Hennig-Thurau et al., (2003) observed that consumers are saving their valuable time and converting their time into money through easy purchase procedure i.e. online purchase reviewing previous purchase history. Consumers are enjoying web based shops surfing an assortment of products and services available on websites (Koufaris et al., 2001). People are becoming aware of their brands using internet and social media. Websites are becoming influential mechanism and tool to generate new traffic and prospects to real consumers (Barreda et al., 2015). Customer loyalty programs are sustained through extensive customer research online, keeping trusts, delivering quality products and time to time respond services and experiences to the target customer group, and providing some hedonic benefits to customers (Chiu et al., 2014). Smart electronic commerce are emerging day by day to serve new level of high demanding customers recruiting skilled manpower, train up their personnel, brand image management through smart royalty programs, customer engagement, customer relationship building, community engagement and so on. After all, customer purchase intentions are greatly affected by EWOM and through different marketing tools and techniques.

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## Appendices

### Demographics

#### 1. Gender

Male

Female

#### 2. Age

20-25

26-30

31-35

36-45

#### 3. Educational qualification

Graduate

Post-Graduate

Undergraduate

Others

#### 4. Occupation

Private Job Holder

Public Job Holder

Self-Employed

Others

### Questionnaire Development:

Construct	Items	Source
Digital Marketing	1. The digital marketing helps me in searching right product while shopping online 2. Digital marketing provides me quality information 3. It's easy to do comparison with other product on website while shopping online 4. Digital marketing facilitates to 24/7 shopping	Sivasankaran (2013) De Pelsmacker et al. (2018)
Social Networking	1. I like to receive product information on my social networking sites. 2. I like to view product information on my social networking sites.	(Shareef et al., 2018)

	<p>3. I collect product related information from my peers on social networking sites.</p> <p>4. I prefer promotional marketing on social networking sites.</p> <p>5. I am interested to communicate any message related to product information with my social network members.</p>	
Content Marketing	<p>CM1: I think consumers are interested in the entertainment information (travel notes, practical and credible content-sharing, live broadcast, etc.)</p> <p>CM2: I think consumers will like the social interaction for purchasing products</p> <p>CM3: I think consumers are interested in the functional information of product-function introduction, usage method, etc</p>	(Zhou, 2020)
Online Customer Reviewer	<p>1. Online customer reviews make it easier for me to make a purchase decision of particular product.</p> <p>2. Online customer reviews have enhanced my effectiveness in making purchase decisions of particular product.</p> <p>3. Information from online reviews contributes to my knowledge of particular product.</p> <p>4. Online reviews have motivated me to make a purchase decision of particular product.</p>	
Electronic Word of Mouth (EWOM)	<p>EWOM1: I rely on electronic word-of-mouth recommendations to obtain information about particular product.</p> <p>EWOM2: I am very confident that electronic word-of-mouth recommendations enable me to obtain the makeup products I want.</p> <p>EWOM3: I prefer to use electronic word-of-mouth recommendations for makeup products.</p> <p>EWOM4: I am willing to try new makeup products introduced by electronic word-of-mouth.</p>	
Customer Purchase Intentions	<p>CPI 1. I will buy products that are advertised on social media platform.</p> <p>CPI 2. I desire to buy products that are promoted on advertisements in social media.</p> <p>CPI 3. I am likely to buy products that are promoted on social media.</p> <p>CPI 4. I plan to purchase products that are promoted on social media.</p>	Wiedmann et al. (2014)

Measurement Model

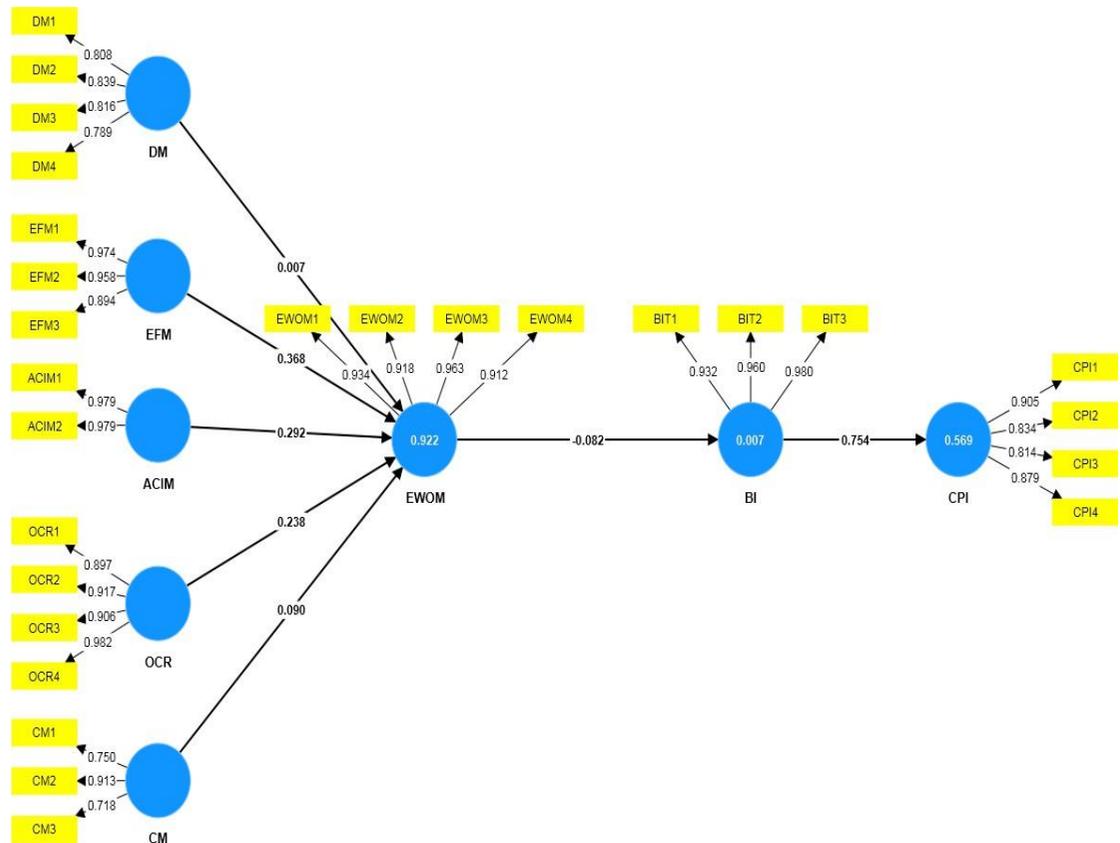


Figure: 6 (Author) SmartPLS

### Structural Model

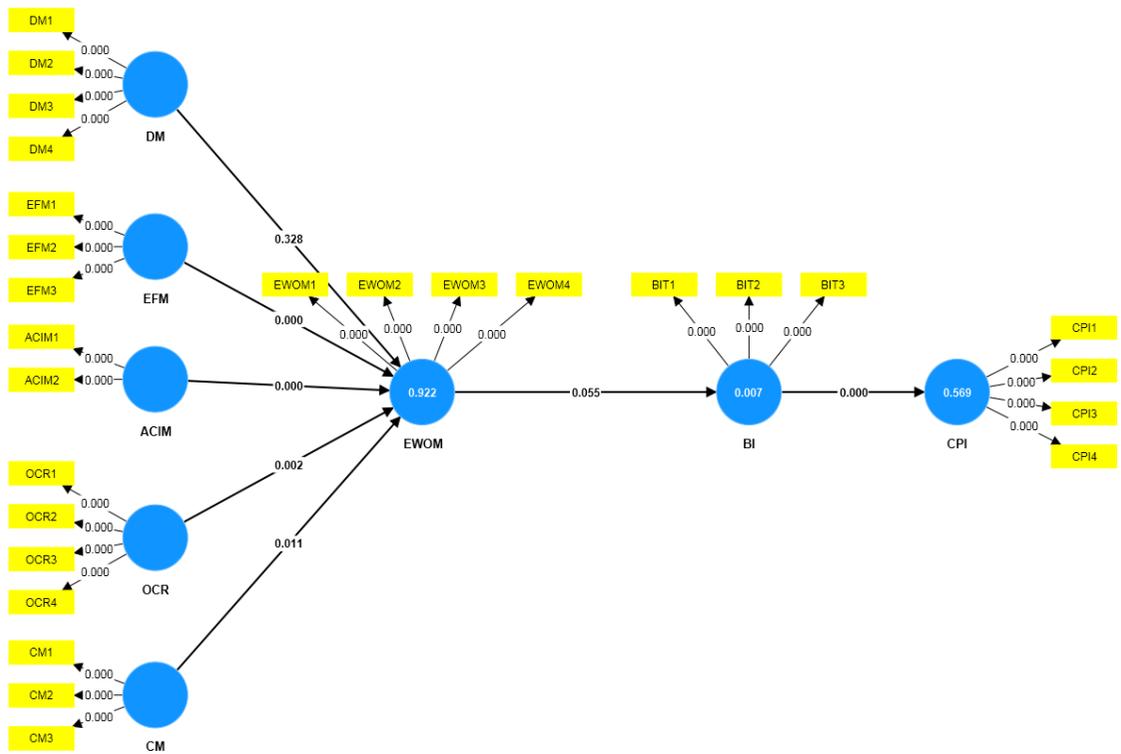


Figure: 7 (Author) SmartPLS