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Impact of Electronic Word of Mouth Through E Shopping in Tiruchirappalli City

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Abstract

The rapid growth of e shopping has significantly transformed the way consumers search for information and make purchasing decisions. One of the most influential factors in the online shopping environment is Electronic Word of Mouth (e-WOM), which includes online reviews, ratings, recommendations, comments, and opinions shared by consumers through digital platforms. This study examines the impact of electronic word of mouth on consumers' e-shopping behaviour and purchase decisions. It focuses on how the credibility, quantity, quality, and valence of online reviews influence consumer trust, perceived value, purchase intention, and actual buying behaviour. The study also considers the role of e-WOM in reducing perceived risk and helping consumers evaluate products and services before making a purchase. Data may be collected from e-shopping consumers through a structured questionnaire and analysed using appropriate statistical techniques. The findings are expected to highlight the importance of positive and credible online consumer feedback in shaping purchasing behaviour. The study provides useful insights for online retailers and marketers to develop effective strategies for managing customer reviews, building trust, and enhancing consumer engagement. Overall, e-WOM has emerged as an important tool influencing consumer decision-making in the rapidly expanding e-shopping environment.

Keywords: Electronic Word of Mouth (e-WOM), E-Shopping, Online Reviews, Consumer Behaviour, Purchase Intention, Consumer Trust, Online Ratings, Buying Decision, Digital Marketing, E-Commerce.

JEL Classifications: D12, D18, L81, M31, L86, D83.

1. Introduction

The rapid growth of the internet and digital technologies has significantly transformed the way consumers search for information, evaluate products, and make purchasing decisions. E-shopping has emerged as an important component of modern retailing, providing consumers with convenient access to a wide range of products and services beyond geographical boundaries. In this digital environment, consumers increasingly depend on information shared by other customers before making online purchase decisions. One of the most influential forms of such information is Electronic Word of Mouth (e-WOM)**.** Electronic Word of Mouth refers to positive or negative opinions, comments, reviews, ratings, recommendations, and experiences about products, services, or brands that consumers share through online platforms. Unlike traditional word of mouth, e-WOM can reach a large number of potential consumers through e-commerce websites, social media, review platforms, blogs, and online communities. Customer reviews and ratings have therefore become an important source of information for consumers who cannot physically examine a product before purchasing it. The influence of e-WOM has become particularly important in the context of e-shopping because online consumers often face uncertainty regarding product quality, reliability, seller credibility, delivery, and after-sales service.

2. Significance of the study

The study on the "Impact of Electronic Word of Mouth through E-Shopping" is significant because Electronic Word of Mouth (e-WOM) has become an important source of information for consumers in the digital marketplace. Online reviews, ratings, recommendations, comments, and customer experiences can strongly

influence consumers' perceptions, trust, and purchasing decisions. The study helps consumers understand the importance of evaluating online information before making purchase decisions and highlights how e-WOM can reduce uncertainty associated with online shopping. For e-commerce businesses and marketers, the study provides valuable insights into the role of customer-generated content in building consumer trust, improving brand credibility, attracting potential customers, and increasing purchase intention. It also helps online shopping platforms understand the importance of providing reliable review and rating systems to create a transparent and trustworthy shopping environment. Furthermore, the study contributes to the existing academic literature on e-WOM, consumer behaviour, digital marketing, and e-commerce and can serve as a useful reference for future researchers interested in examining online reviews, consumer trust, purchase intention, customer satisfaction, and online buying behaviour. Overall, the study provides useful insights into how electronic word of mouth influences consumer decision-making and contributes to the effective development of e-shopping strategies in the growing digital marketplace.

3. Review of Literature

Electronic Word of Mouth (e-WOM) has become an important factor influencing consumer behaviour in the rapidly expanding e-shopping environment. Studies have shown that consumers increasingly rely on online reviews, ratings, recommendations, and other user-generated content when evaluating products and making purchase decisions. Research published in 2020 found that e-WOM plays an important role in social e-commerce, with the quality of information positively influencing consumer trust and, subsequently, purchase intention. The study also indicated that social psychological factors can influence the relationship between e-WOM information and consumer behaviour. Similarly, Patil and colleagues' 2021 study of Indian consumers examined the influence of user-generated social e-WOM on buying behaviour and purchase intention. The findings indicated that positive e-WOM, perceived usefulness, credibility, and adoption of e-WOM had significant positive effects on consumers' purchase intentions. These findings demonstrate that the credibility and usefulness of online information are particularly important when consumers cannot physically examine products before purchasing them. Research during 2022 and 2023 further emphasized that different characteristics of e-WOM can influence online shopping behaviour. Haryono (2022), studying consumers in the Tokopedia context, examined e-WOM intensity, positive and negative valence, and content. The findings showed that intensity, negative valence, and content significantly influenced repurchase intention, suggesting that consumers may pay particular attention to information that helps them assess the risks associated with online purchases. Stefanny, Pratikto, and Hermawan (2022) also investigated e-WOM and brand image in relation to online shopping behaviour among Shopee users, with online purchase intention serving as an intervening variable. In 2023, Li, Chen, and Chen examined repeat-purchase information contained in e-WOM and found that such information positively affected purchase intention through perceived diagnosticity and perceived value. However, the strength of this effect differed according to product type, being more significant for utilitarian products than for hedonic products. More, recent research has expanded the focus from e-WOM alone to the interaction between e-WOM, trust, website quality, perceived risk, and consumer decision-making. A 2024 meta-analytical study found that e-WOM, trust, perceived risk, and perceived security significantly influence e-commerce purchasing decisions, highlighting the importance of consumer confidence and risk reduction in online transactions. Another 2024 study examined e-WOM and perceived website quality in relation to attitudes toward e-shopping and found that trust plays an important mediating role in the relationship between these digital factors and consumer attitudes. Research on Shopee users in 2024 similarly reported that e-WOM, website quality, and consumer trust had significant positive effects on purchasing decisions. These findings suggest that the influence of e-WOM cannot be considered independently of the overall quality and credibility of the online shopping environment. Studies emerging in 2024 and 2025 have also examined the factors that encourage consumers to generate e-WOM and the mechanisms through which e-WOM credibility affects purchase intention. Research published in 2024 found that personal factors such as social-media usage behaviour, marketing-mavenism, and the need to evaluate products are important predictors of consumers' intention to generate online reviews and comments. Brand trust was also found to influence the propensity to provide e-WOM, while both positive and negative e-WOM intentions were associated with repurchase intention. A 2025 study further demonstrated that the relationship between e-WOM credibility and purchase intention can operate through perceived product quality, emotional responses to e-WOM, and perceived buying risk. This indicates that

consumers do not simply respond to the presence of online reviews; they also evaluate the credibility of the information and interpret it in terms of product quality, emotional appeal, and perceived risk. Overall, the literature from 2020 to 2026 indicates that Electronic Word of Mouth has become a significant determinant of consumer behaviour in e-shopping. The major factors identified in the literature include e-WOM credibility, information quality, usefulness, intensity, positive and negative valence, review content, consumer trust, perceived risk, website quality, perceived value, and purchase intention. The evidence generally suggests that credible and useful e-WOM can strengthen consumer trust and positively influence purchase intention and purchasing decisions, while negative or risk-related information can substantially affect consumers' evaluations of products and sellers. At the same time, the increasing prevalence of social media and online review platforms has made e-WOM a dynamic component of digital marketing. Therefore, further research is needed to understand how these different dimensions of e-WOM collectively influence consumers' attitudes, trust, purchase intention, and actual buying behaviour in the changing e-shopping environment. Reviews and recommendations from previous customers can reduce this uncertainty and help consumers assess the perceived value and risk associated with an online purchase. Positive e-WOM may increase consumer confidence, trust, purchase intention, and willingness to recommend a product, whereas negative e-WOM can discourage potential buyers and adversely affect the reputation and sales of an online seller.

4. Scope of the study

The increasing use of smartphones, social networking platforms, and e-commerce applications has further strengthened the role of e-WOM in consumer decision-making. Consumers are no longer merely recipients of marketing information; they actively create, share, and evaluate online content. Consequently, businesses are increasingly recognizing customer-generated content as an important element of their marketing strategies. Managing online reviews, responding to customer feedback, and encouraging satisfied customers to share their experiences have become important activities for businesses operating in the e-shopping environment. However, the impact of e-WOM may vary depending on factors such as the credibility of the information, number and quality of reviews, reviewer expertise, perceived usefulness, consumer trust, and the nature of the product. Consumers may also encounter fake reviews, biased opinions, or excessive information, which can influence the effectiveness of e-WOM. Therefore, understanding how electronic word of mouth affects consumer behaviour is important for both researchers and e-commerce businesses. Against this background, the present study, “Impact of Electronic Word of Mouth through E-Shopping,” examines the role of online consumer opinions and reviews in influencing consumers' perceptions and purchasing behaviour. The study seeks to understand how e-WOM contributes to consumer trust, purchase intention, and decision-making in the context of e - shopping. The findings may provide useful insights for online retailers and marketers in developing effective strategies for building consumer confidence and improving customer engagement in the increasingly competitive digital marketplace.

5. Objectives of the study

Following are the objectives of the study:

1. To examine the demographic profile of the sample respondents.
2. To analyse the impact of electronic word of mouth (e-worm) through e – shopping in Tiruchirappalli City.

Hypothesis

Null Hypothesis: There is no association between age and ewom draws attention of all who enters website.

Null Hypothesis: There is no association between Marital Status and Customer Reviews.

Null Hypothesis: There is no association between Monthly Income and Type of discussion forum content customer usually refers

Null Hypothesis: Gender has no effect on source of ewom

Null hypothesis: There is no correlation between Educational qualification and Type of virtual try-on content customer watch and read often.

6. Research Methodology

Descriptive research design is used in this study. The data were collected from both primary data and secondary sources. Primary data were collected through well-structured questionnaire. The study was undertaken with a sample of 300 respondents among various people. Conveniece sampling method has been used to collect the data. Tools such as Percentage analysis, Pearson Correlation, Chi square test, student's - 't' test, and Factor Analysis has been applied to derive specific findings of the research. The Secondary data were collected from published books, journals, e-journals, newspapers, unpublished thesis, magazines, websites etc.

6. Analysis and Interpretations of the data

a. Demographic Profile of the sample respondents

For the purpose of this study, a sample of 300 respondents have been selected and the demographic factors such as age, gender, occupation and monthly income has been analysed using percentage analysis.

TABLE: 1 Table showing demographic profile of the sample respondents

Demographic factor	Particulars	Frequency	Percentage %
Age	26 to 50	161	53.7
Gender	Female	152	50.7
Marital status	Unmarried	184	61.3
Educational qualification	Degree and Diploma	150	50.0
Occupation	Private	126	42.0
Monthly income	Rs 50,001 to Rs 1,00,000	144	48.0
Family type	Nuclear family	152	50.7
Number of dependents	3 to 4	138	46.0

Source: Primary data

The above table depicts the percentage analysis of 300 sample respondents based on their demographic profile such as age, gender, marital status, educational qualification, occupation, monthly income, family type and number of dependents. The results show that majority 53.7% (161) of the sample respondents age group is 26 years to 50 years, 50.7% (152) of the sample respondents are female, 61.3% (184) of the sample respondents are unmarried, 50.0% (150) of the sample respondents educational qualification is degree and diploma, 42.0% (126) sample respondents are private employee, 48.0% (144) of the sample respondents monthly income is Rs 50,001 to Rs 1,00,000, 50.7% (152) of the sample respondents belongs to nuclear family and 46.0% (138) of the sample respondents have 3 to 4 dependents in their family.

Age	Social media platform customers primarily use to access posts and comments about virtual try-on products				
	Instagram	Facebook	YouTube	X (Twitter)	Total
Up to 25	31	21	25	17	94
	33.00%	22.30%	26.60%	18.10%	100.00%
26-50	**58**	51	41	11	161
	36.00%	31.70%	25.50%	6.80%	100.00%
Above 51	22	11	10	2	45
	48.90%	24.40%	22.20%	4.40%	100.00%
Total	111	83	76	30	300
	37.00%	27.70%	25.30%	10.00%	100.00%

b. Cross tabulation analysis on Age and Social media platform customers primarily use to access posts and comments about virtual try-on products

Source: Computed from Primary data

Inferences:

From the above table it can be inferred that 33.0 percent of respondents whose age is Up to 25 years use Instagram to access posts and comments about virtual try-on products. 22.3 % use Facebook, 26.6 percent use YouTube and 18.1 percent use X (Twitter). 36.0 percent of respondents whose age is between 26 to 50 years use Instagram to access posts and comments about virtual try-on products. 31.7% use Facebook, 25.5 percent use You Tube and 6.8 percent use X (Twitter). 48.9 percent of respondents whose age is above 51 years use Instagram to access posts and comments about virtual try-on products. 24.4% use Facebook, 22.2 percent use You Tube and 4.4 percent use X (Twitter). From this, it can be concluded that the majority 36.0 percent of respondents whose age is between 26 to 50 years use Instagram to access posts and comments about virtual try-on products.

c. Cross tabulation on Gender and Type of influencer customers usually follow for virtual try-on recommendations

Gender	**Type of influencer customers usually follow for virtual try-on recommendations**				
	Fashion Influencers	**Beauty Influencers**	**Lifestyle Influencers**	**Technology Influencers**	**Total**
Male	47	52	29	20	148
	31.8%	35.1%	19.6%	13.5%	100.0%
Female	**55**	50	32	15	152
	36.2%	32.9%	21.1%	9.9%	100.0%
Total	102	102	61	35	300
	34.0%	34.0%	20.3%	11.7%	100.0%

Source: Computed from Primary data

Inferences:

From the above table it can be inferred that 31.8 percent of respondents who are male were influenced by fashion influencers, 35.1 percent were influenced by beauty influencers, 19.6 percent were influenced by lifestyle influencers and 13.5 percent were influenced by technology influencers. Nearly, fashion influencers influenced 36.2% of respondents who are female, beauty influencers influenced 32.9 percent, lifestyle influencers influenced 21.1 percent and technology influencers influenced 9.9 percent. From, this it can be concluded that the majority of 36.2 % of the female respondents were influenced by fashion influencers.

d. Chi-square test is a statistical method used to determine whether there is a significant association or relationship between two categorical variables. It compares the observed frequencies with the expected frequencies to determine whether the difference is statistically significant.

Chi square test on Age and E wom draws attention of all who enters website

Null Hypothesis: There is no association between age and ewom draws attention of all who enters website.

Age And Ewom Draws The Attention Of All Who Enters Website (Chi-Square Test)

AGE	Ewom draws attention of all who enters website			Total	Chi-square Value	'P' value
	Agree	Neutral	Disagree			
Up to 25 years	54 (57.4%) [40.3%]	31 (33.0%) [25.8%]	9 (9.6%) [19.6%]	94 (100.0%) [31.3%]	**17.235[a]**	**0.002<0.05**** **Df= 4**
26 to 50 years	61 (37.9%) [45.5%]	76 (47.2%) [63.3%]	24 (14.9%) [52.2%]	161 (100.0%) [53.7%]		
Above 51	19 (42.2%) [14.2%]	13 (28.9%) [10.8%]	13 (28.9%) [28.3%]	45 (100.0%) [15.0%]		
Total	134 (44.7%) [100.0%]	120 (40.0%) [100.0%]	46 (15.3%) [100.0%]	300 (100.0%) [100.0%]		

Source: Primary Data.

1. The value within ( ) refers to Row percentage

2. The value within [ ] refers to Column percentage

3. **Denotes significant level at 5% level.

The above table explains the results of association between the age and ewom draws attention of all who enters website. Among 94 sample respondents whose age is up to 25 years, 54 (57.4%) sample respondents were agree with ewom draws attention of all who enters website, 31 (33.0%) were opined neutral and 9 (9.6%) were opined disagree. Among 161 sample respondents whose age is between 26 to 50 years, 61 (37.9%) sample respondents were agree with ewom draws attention of all who enters website, 76 (47.2%) were opined neutral and 24 (14.9%) were opined disagree. Among 45 sample respondents whose age is above 51 years, 19 (42.2%) sample respondents were agree with ewom draws attention of all who enters website, 13 (28.9%) were opined neutral and 13 (28.9%) were opined disagree. The calculated Pearson Chi-Square test value is 17.235 which is greater than the table value 9.488 with the degrees of freedom 4, and the Chi-square test shows that the significance value is 0.002, which is greater than 0.05. Hence, the Chi-square value is significant at 0.05 per cent level. Therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted, so that there is an association between age and ewom draws attention of all who enters website.

e. Chi square test on Marital Status and Customer Reviews

Null Hypothesis: There is no association between Marital Status and Customer Reviews.

Marital Status And Customer Review

(CHI-SQUARE TEST)

MARITAL STATUS	Customer Reviews			Total	Chi-square Value	'P' value
	Negative	Neutral	Positive			
Married	20 (17.2%) [27.8%]	52 (44.8%) [41.9%]	44 (37.9%) [42.3%]	116 (100.0%) [38.7%]	4.740a	0.093>0.05** Df= 2
Unmarried	52 (28.3%) [72.2%]	72 (39.1%) [58.1%]	60 (32.6%) [57.7%]	184 (100.0%) [61.3%]		
Total	72 (24.0%) [100.0%]	124 (41.3%) [100.0%]	104 (34.7%) [100.0%]	300 (100.0%) [100.0%]		

Source: Primary Data.

1. The value within ( ) refers to Row percentage

2. The value within [ ] refers to Column percentage

3. **Denotes significant level at 5% level.

The above table explains the results of association between the Marital Status and Customer Reviews. Among 116 sample respondents who are married, 20 (17.2%) sample respondents were opined as negative, 52 (44.8%) sample respondents were opined as neutral and 44 (37.9%) sample respondents were opined as positive. Among 184 sample respondents who are unmarried, 52 (28.3%) sample respondents were opined as negative, 72 (39.1%) sample respondents were opined as neutral and 60 (32.6%) sample respondents were opined as positive. The calculated Pearson Chi-Square test value is 4.740 which is lesser than the table value 5.991 with the degrees of freedom 2, and the Chi-square test shows that the significance value is 0.002, which is greater than 0.05. Hence, the Chi-square value is not significant at 0.05 per cent level. Therefore, the null hypothesis (H_0) is accepted and the alternative hypothesis (H_1) is rejected, so that there is an association between Marital Status and Customer Reviews.

f. Chi square test on Monthly Income and Type of discussion forum content customer usually refers

Null Hypothesis: There is no association between Monthly Income and Type of discussion forum content customer usually refers.

Monthly Income And Type Of Discussion Forum Content Customer Usually Refers

(CHI-SQUARE TEST)

Monthly Income	Type of discussion forum content customer usually refers			Total	Chi-square Value	'P' value
	Product discussions	User experience	Question & Answer Threads			
Less than Rs 50,000	28 (32.6%) [25.7%]	50 (58.1%) [37.6%]	8 (9.3%) [13.8%]	86 (100.0%) [28.7%]	19.455a	0.003<0.05** Df= 6
Rs 50,001 to Rs 1,00,000	58 (43.3%) [53.2%]	43 (32.1%) [32.3%]	33 (24.6%) [56.9%]	134 (100.0%) [44.7%]		
Rs 1,00,001 to Rs 1,50,000	17 (27.0%) [15.6%]	33 (52.4%) [24.8%]	13 (20.6%) [22.4%]	63 (100.0%) [21.0%]		
Above Rs 1,50,001	6 (35.3%) [5.5%]	7 (41.2%) [5.3%]	4 (23.5%) [6.9%]	17 (100.0%) [5.7%]		
Total	109 (36.3%) [100.0%]	133 (44.3%) [100.0%]	58 (19.3%) [100.0%]	300 (100.0%) [100.0%]		

Source: Primary Data.

1.The value within ( ) refers to Row percentage

2. The value within [ ] refers to Column percentage

3. **Denotes significant level at 5% level.

The above table explains the results of association between the Monthly Income and Type of discussion forum content customer usually refers. Among 86 sample respondents whose monthly income is less than Rs 50,000, 28 (32.6%) refers product discussion, 50 (58.1%) refers user experience and 8 (9.3%) refers question and answer threads. Among 134 sample respondents whose monthly income is between Rs 50,001 to Rs 1,00,000, 58 (43.3%) refers product discussion, 43 (32.1%) refers user experience and 33 (24.6%) refers question and answer threads. Among 63 sample respondents whose monthly income is above between Rs 1,00,001 to Rs 1,50,000, 17 (27.0%) refers product discussion, 33 (52.4%) refers user experience and 13 (20.6%) refers question and answer threads. Among 17 sample respondents whose monthly income is above Rs 1,50,001, 6 (35.3%) refers product discussion, 7 (41.2%) refers user experience and 4 (23.5%) refers question and answer threads. The calculated Pearson Chi-Square test value is 19.455 which is greater than the table value 12.592 with the degrees of freedom 6, and the Chi-square test shows that the significance value is 0.003, which is lesser than 0.05. Hence, the Chi-square value is not significant at 0.05 per cent level. Therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis

(H_1) is accepted, so that there is an association between Monthly Income and Type of discussion forum content customer usually refers.

g. An **Independent Sample t-test** is a statistical test used to determine whether there is a **significant difference between the average (mean) values of two independent groups**

Independent sample t-test on Gender and Source of ewom

Null Hypothesis (H_0): Gender has no effect on source of ewom.

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Source of Ewom	Male	148	2.20	1.003	.082
	Female	152	2.16	1.013	.082

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	T	Df	Sig. (2-tailed)
Source of Ewom	Equal variances assumed	.337	.562	.328	298	.743
	Equal variances not assumed			.328	297.912	.743

Source: Computed from Primary data

Inferences:

Table 1 gives the mean and standard deviation of the source of ewom who are male is 2.20 and 1.003. The mean and standard deviation of the companion who are female is 2.16 and 1.013.

Table 2 gives the results of independent sample t test which show a significance value of .743 which is greater than 0.05 which infers that the null hypothesis is accepted. Therefore we can conclude that Gender has no effect on source of Ewom.

h. Pearson Correlation is a statistical method used to measure the **strength and direction of the linear relationship between two quantitative variables**. It is represented by the correlation coefficient **(r)**.

Pearson Correlation between Educational qualification and Type of virtual try-on content customer watch and read often.

Hypothesis:

Null hypothesis: There is no correlation between Educational qualification and Type of virtual try-on content customer watch and read often.

Correlation between Educational qualification and Type of virtual try-on content customer watch and read often

	Pearson Correlation r value	**P value**	**Mean**	**Standard deviation**
Educational Qualification			1.94	.706
Type of virtual try-on content customer watch and read often	.175**	.002	2.11	1.005

Source: Computed from primary data

Inferences:

The mean and standard deviation of educational qualification is 1.94 and .706 and the Type of virtual try-on content customer watch and read often is 2.11 and 1.005. The Pearson correlation r value is .175 and the significance 2 tailed p value is .002. It is lesser than .05. We can accept the alternate hypothesis and can be inferred that there is a correlation between Educational qualification and Type of virtual try-on content customer watch and read often.

i. Kendall's Correlation

Kendall's Correlation, also called **Kendall's Tau (τ)**, is a **non-parametric statistical method** used to measure the **strength and direction of the relationship between two variables based on their ranks**.

Kendall's Correlation between occupation and type of rating/testimonial customer usually refers.

Hypothesis:

Null hypothesis: There is a correlation between occupation and type of rating/testimonial customer usually refers.

Correlation between occupation and type of rating/testimonial customer usually refers

	Kendall's Correlation r value	**P value**
Occupation	1.000	.015
Type of rating/testimonial customer usually refers	.120*	

Source: Computed from primary data

The Kendall's correlation co-efficient r is given at the point of intersect between occupation and type of rating/testimonial customer usually refers which is .120 and the significance 2 tailed p value is .015.

j. Factor Analysis

Factor analysis is a statistical technique used to identify the underlying factors or dimensions that explain relationships among a set of variables. It helps reduce a large number of variables into a smaller number of meaningful factors for easier interpretation.

Factor analysis on the impact of electronic word of mouth (e-worm) through e – shopping

Data collected from 300 sample virtual try-on users were subjected to principal component factor analysis with Varimax Rotation by using the criterion that factors with eigen value greater than 1.00 were retained. Loadings exceeding 0.5 were considered for determining factors.

Bartlett's Test of Sphericity (Approx. Chi-Square)	.000
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.612

Bartlett's Test of Sphericity is used for testing the appropriateness of the factor model. The test is based on a chi square transformation of the determinant of the correlation matrix. The chi-square value shows that the variables are appropriate for factor analysis. A higher value of Kaiser-Meyer-Olkin statistic indicates (0.612) and a significance value of 0.000 chi square value reflects that the sample is adequate to explain the correlation between the pairs of variables with the other variables.

Table Statement Loadings Of The Impact Of Electronic Word Of Mouth (E-Worm) Through E – Shopping For The Varimax Rotated Principal-Components (N=300 Virtual Try-On Users)

Factors	**Loading**	**Eigen value**	**% of variance**
Factor 1			
I believe that eWOM information on social networking sites is trustworthy	.799	2.729	64.798
eWOM information on social networking sites is helpful for me in evaluating products.	.698		
I perceive eWOM information on social networking sites as genuine and reliable.	.686		
I perceive eWOM information on social networking platforms as credible.	.652		
Factor 2			
I gain confidence in buying products by referring to eWOM shared on social networking sites.	.805	1.730	56.881
I rely on eWOM recommendations on social networking sites when evaluating brands,	.734		
Factor 3			
I would encourage my friends to try this product.	.712	1.591	48.678
I find product-related eWOM information on social networking sites beneficial for evaluating products.	.634		
I believe that eWOM information on social networking sites is persuasive.	.514		

Factor 4			
I expect to purchase this product in the future.	.681	1.434	40.439
I am willing to try this product.	.677		
Factor 5			
I discover new details about brands through eWOM on social networking sites.	.769	1.274	32.102
I always refer to eWOM information on social networking sites when I intend to purchase a product.	.635		
Factor 6			
I consider eWOM information on social networking sites valuable for making product evaluations.	.770	1.149	23.756
I rely on electronic word-of-mouth (eWOM) on social networking sites when deciding to purchase a product	.571		
Factor 7			
I intend to purchase this product if I need it in the future.	.833	1.110	14.816
I regard eWOM information about brands on social networking sites as reliable enough to accept.	.605		

The above table shows the various factors, item loadings, eigen value and percentage of variance explained by each factor. Factor Analysis yielded seven factors accounting for 64.798% of total variance. Factor 1 consists of 4 items and explained 64.798% of the total variance. Among the 7 factors, factor 1 explains the maximum variance and is the most important which influence the impact of electronic word of mouth (e-worm) through e – shopping. In factor 1, **customers believe that eWOM information on social networking sites is trustworthy** is the important item. Factor 2 consists of 2 statements, of these, **customers gain confidence in buying products by referring to eWOM shared on social networking sites** is the most important item. Factor 3 consists of 2 statements, of these, **Customers would encourage their friends to try this product** is the most important item. Factor 4 consists of 2 statements, of these, **Customers expect to purchase this product in the future** is the most important item. Factor 5 consists of 2 statements, of these, **Customers discover new details about brands through eWOM on social networking sites** is the most important item. Factor 6 consists of 2 statements, of these, **Customers consider eWOM information on social networking sites valuable for making product evaluations** is the most important item. Factor 7 consists of 2 statements, of these, **Customer intend to purchase this product if thry need it in the future** is the most important item.

7. Conclusion

The study on the "Impact of Electronic Word of Mouth (e-WOM) through E-Shopping" concludes that electronic word of mouth has become an important factor in influencing consumers' online shopping behaviour and purchase decisions. In the e-shopping environment, consumers increasingly depend on online reviews, ratings, recommendations, comments, and experiences shared by other customers before purchasing a product or service. The quality, credibility, usefulness, and authenticity of e-WOM can strengthen consumer confidence and reduce the uncertainty associated with online purchases. Research also indicates that trust plays an important role in connecting e-WOM with purchase intention, while perceived risk can influence how consumers respond to online information. Overall, positive and credible e-WOM can improve consumer trust, product perceptions, purchase intention, and customer engagement, whereas negative or unreliable information may discourage potential buyers. Therefore, e-commerce businesses should pay greater attention to customer reviews and feedback, encourage genuine consumer experiences, respond effectively to negative comments, and maintain transparency in their

online platforms. As e-shopping continues to expand, e-WOM is likely to remain an essential component of digital marketing and consumer decision-making. The effective management of e-WOM can help businesses build stronger customer relationships, improve their online reputation, and achieve greater competitiveness, while consumers can benefit by critically evaluating online reviews and information before making purchasing decisions.

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