

Influence of Decisiveness and Credibility of content development using e WOM in Indian Business Practices

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Abstract: *Marketing efforts in digital era is changed altogether due to change in the mind set of consumers. This study is an effort to present electronic word of mouth and its benefits to implement innovative forms of communication and co-create content with their prospect. Generally, marketers face extreme pressure to adopt a digital presence in social media platforms as they are sceptical of their image being tarnished through shared negative experiences and comments . But then, usage of social media is changing consumer buying patterns altogether in developing product and service features bringing about newer changes in product distinctiveness (Gupta and Harris, 2010; Lee et al, 2011) through blogs, websites etc., Eventually, relationship between consumers and business is established (Lee et al , 2011). Specifically, the present paper will review the literature on the credibility of the shared experiences by prospect or new customers and addresses preparedness by Human Resources team to formulate strategies to meet the needs of customers.*

Keyword(s): *e WOM, credibility, content marketing, social media, digital era*

Date of Submission: 02-04-2020

Date of Acceptance: 18-04-2020

I. Introduction

An emerging phenomenon addresses radical redesign of business at functional and business level by changing the pattern of Digital Brand communication across industry. In this line, there are sufficient scholarly contributions of literature and hope that this paper adds real value to academic as well as to industry for utilizing social media platform to develop enriched content, experiences and story telling etc., Presently, Social media as primarily a communication tool has potential to go beyond capturing the content and story telling and experiences about products and brands eventually, leading to electronic word of mouth across business verticals in organization. According to Kaplan and Haenleni(2010) ; social media marketing is the group of web based application built on ideologies and pertinent technology for the purpose of creation and exchange of ideas. Further, marketer focused on content marketing which can be either market oriented or user generated. It is no surprise that those marketers who have strategy are most likely to feel that content marketing efforts are successful.

Research Studies by Murray (1981) and Day (1971) indicate that word of mouth communication had huge impact on consumer choices strongly . With the advent of Internet technology, customers began to receive product and brand related information through e wom I.e., electronic word of mouth communication. Firstly , the purpose of this paper is to determine important parameters of e-wom. Further, companies have realized that social media platform is appropriate for investing in Internet space for easy execution of campaign and advertising than traditional word of mouth. It is evident that one in 3 people often use e-wom information as it is most important that targeting right customer and effective commitment are significant drivers of e-wom.

Before embarking into the e-wom and Content marketing, it is noteworthy to understand that all the industries are heading to implement this as this should be part of marketing strategy which should be in sync with business model giving scope for modifications in businesses across market segments. Generally, in B2C context, the user generated content are implemented in namely Facebook, Youtube, FLickr. In the same line, large organization should have alliance with social networking sites for user generated contents. Perhaps, it is a strategic approach focused on creating and distributing relevant contents to attract new customers as well as existing for profitability* and the value delivered to them. As user generated content takes any form shared digitally, it is sort of advocating a brand that they trust and believe in it.

The study made by Bickart and Schindler (2001) indicate that e WOM may have higher credibility, understanding and relevance to customers than commercial sources of information on the internet created by marketers. In comparison with WOM oral communication, face-to-face interactions ,written communication,

reach are dimensions which differentiate WOM from e WOM. As number of online users are growing ; it is common that customers are sharing their views and experiences is on rise and companies are framing social marketing strategies (Kaplan and Haenlein,2010) to keep up pace with customers. EWOM has considered as effective tool for building brand awareness and influencing the customers to make decisions

The present study has been undertaken to address the credibility of EWOM is designated as the second largest emerging consumer market in the world and rapid economic transformations have led to an increase in the consumption. Moreover, this research is interesting to be done because India occupied the significant position in the usage of internet, social media and smart phones etc.,

To sum up; the paper addresses the objectives enlisted below:

- I) To identify parameters relevant to electronic word of mouth
- II) Analyze the effect of content development using e-wom
- Iii) To identify the Human Resource Strategies to incorporate electronic word of mouth

II. Literature Review

2.1 Electronic Word of Mouth (e WOM)

In contrast to traditional word of mouth communication, Electronic Word of Mouth is defined as any positive or negative statements made by potential and actual customers can be existing or former about a product or company as a whole which is made available to many people and institutions via the Internet (Hennig-Thurau and Walsh, 2003) Such statements tend to travel quicker because of their venue and are relatively permanent in nature and come at a minimal search cost to potential recipients. Seekers of eWOM are interested in reducing risk, securing lower prices and having easy access to information prior to purchase decisions. eWOM is often unsolicited by recipients and unintentionally attended to. Various studies connect the influence of eWOM with Brand reputation, Brand trust and product attitudes, consumer decision-making, e-commerce sales and cross cultural differences. Research in this area tends to focus on one of three areas (Wang and Rodgers, 2011) structure and format, function and purpose and recipient impact. Also identified two major types of context for eWOM. The first type of eWOM is information oriented which consists of websites such as consumer review forums and product feedback pages. Reviews in such contexts tend to be specifically focused on product performance. A second type of eWOM context is emotion-oriented and includes non-product focused online communities and social networks. Here, consumer reviews tend to emphasize broader product experiences, which are more subjective in nature.

EWOM works based on platforms namely blogs, review and social networking sites which is usually written opinions about products and services which companies can act upon it. Moreover, it is transparent where in group of people can also pitch in to provide opinions from either end.

Due to this rapid development of internet, EWOM has emerged as engaging tool with customers and share experience about specific product and brands (Chevalier and Mayzlin, 2006) . Besides, e WOM can function as providing user oriented product information as well recommend customers to purchase as a powerful role and confirm whether information is trustworthy (Brown et al,2007) than traditional marketing and reduces consumers risk (Hennig-Thurau and Walsh, 2004).

2.2 e WOM parameters and Content Development

Revisiting Objective 1 ; researcher identified few parameters of Electronic Word of Mouth through various extant literature as presented below:

It is found through the study by Luo and Zhong(2015) that investigated that through the strength of social bonds whether strong,neutral or poor have the tendency to have an impact on ewom. Moreover, attitude and determination of choices has impacted on ewom through social connections that are robust

According to Forman et.al (2008) in a connected surrounding, consumers' are greatly impacted towards the perspective they have on a review from the restricted particulars of consumers available online such as the disclosed name and photo as well as the community's online recognition. Apart from that, existing literature have discoursed on the vitality of arithmetical assessments pertaining to consumers' review given by people who read and analyze their impact towards the course of buying decision (Poston & Speier, 2005), sale of goods (Duan, et al., 2008) . Yet, academics contended that, researches that are quantitative on reviews that are online are able to enlighten a minor facet of a comment's value as few clues are available for a prospect consumer to differentiate among various comments. Therefore, academics propose that studies should be approached by merging both quantitative (ex. Assessment of stars and review length) as well as qualitative (ex. review readability, satisfaction perceived) factors to be able to better illustrate the seeming worth of reviews that are online (Mudambi & Schuff, 2010; Van der Heijden, 2003).

According to Mudambi and Schuff (2010) research pertaining to usefulness of reviews centered upon testimonials that usefulness to be a measure pertaining the value that is perceived during the choice making situation reflecting diagnosticity of reviews that are online. The research found there is positive optimistic effect

of depth of a review lead to positive effect towards expected review helpfulness. Whereas, according to a research conducted by Baek, Ahn, and Choi (2013) whereby they researched pertaining to credibility of review by undertaking review investigation through text mining. As per the theory of dualprocess, the results were consumers have a tendency to pay attention to various source of information related to reviews. Precisely, outlying signals such as assessment of stars and review length tend to be helpful when in the process of searching for information while processing of fundamental evidence such as overall review words as well as the words that are negative from the review, plays an influencing role during the selection of choices whereas, according to Hu, Liu, and Zhang (2008), they found that reviews that are online portrays quality of a good as well as minimizes good’s ambiguity that consequently aids in making the last decision pertaining to the purchase.

As per Chevalier and Mayzlin (2006) research on assessing the relation amid sale of goods and reviews for an organization that is online retailer that is well-known globally named amazon and another organization that is a well-known book seller named Barnes & Nobel, their results indicated that reviews by consumers are positively related to sale of goods. While other researchers, Dellarocas et al (2007) found mean arithmetical rating which can also be identified as valence. Likewise, another research conducted by Duan et al (2008) found the amount of reviews that were stated by online consumers were important movie sales forecaster. Whereas, Clemons, Gao and Hitt (2006) discovered that apart from amount of reviews, reviews that are strongly positive lead to a vital influence to the intention of purchase. Moreover, according to Forman et al (2008), besides amount of reviews that are available online, the level that reviewers reveal who they are when they evaluate the quality of a good impacts on the intention of consumer to purchase. Researchers have found that the most prevalent situation is that consumers seek information about pre-purchase of products which leads to purchase intention (Schineler and Bickart,2005; Zhu and Zhand, 2010). Further, marketers have to focus on e WOM to cover for unlimited time period ,cost effectiveness, (Dellarocas, 2003)clear communication eventually, improve the brand awareness and brand image among consumers and e wom if well managed; it has huge potential to expand from small market to larger. (Park and Kim, 2008)

Table 1 indicates the parameters of EWOM

Author(s)	Research Title	Parameters identified in the study
Luo and Zhong(2015)	Using social network analysis to explain communication characteristics of travel-related electronic word-of-mouth on social networking sites..	Social bonds, Attitude and Determination of choices
Forman et.al(2008)	Examining the relationship between reviews and sales: the role of reviewer identity disclosure in electronic markets.	Assessment and perceived satisfaction
Mudambi & Schuff, 2010;	What Makes a Helpful Online Review? A Study of Customer Reviews on Amazon.com	Perceived Satisfaction
Van der Heijden, 2003	Factors influencing the usage of websites: the case of a. Information & Management	Perceived Satisfaction
Baek, H., Ahn, J., & Choi, Y. (2012).	Helpfulness of online consumer reviews: Readers' objectives and review cues	Assessment
Chevalier and Mayzlin (2006)	The effect of word of mouth on sales: online book reviews	Consumer ratings
Dellarocas et al (2007)	Exploring the value of online product reviews in forecasting sales: The case of motion pictures	Arithmetical ratings of reviews

2.3 Decisiveness of EWOM Influence



Figure 1 indicates the source of information using e WOM(Compiled by Researcher)

This addresses the objective 2 of effect of content development using e WOM. In this line, the decisive factor is Information source in EWOM is anonymous unlike word of mouth marketing and the previous literature have analyzed that impact of source credibility cannot be ignored on e-WOM; as presented in Figure 1 that user generated content through source is focused on either ewom in ecommerce web sites I.e., EC-eWOM

or social media WOM ie., SM eWOM in which Yanet al (2016) have discussed that EC-EWOM usefulness and credibility positively influence the adoption of EC-EWOM but negatively influence that of SM-EWOM. Further, EC-eWOM adoption negatively impacts SM-eWOM adoption, and mediates the relationship between usefulness, credibility and SM-eWOM adoption. As presented in Figure 1 that user generated content is common in IT and ITES to change the features or add or provide solutions to company to improvise. In this line, Blogs users can post their ideas for changes said before, product reviews on website in social media; wikis can be used for editing the contents. In current scenario consumers are increasing adopting online consumer techniques and one is user generated contents which is often seen in social networking sites such as Facebook, Instagram, Twitter and social commentary blog so on and so forth but the credibility should be assessed. Filieri, R. (2015) suggests that consumers are basically influenced by quality of information and product performance, ratings and overall rankings. Finally, results show that information quantity and source credibility have a limited effect on information diagnostically which ultimately influences consumers' information adoption which helps marketing and HR team in online setup of organizations. Results in López, M., & Sicilia, M. (2014) indicates that quadratic relationship exist between consumers' web experience and the E-WOM influence. In this context, experienced and novice Internet users are more influenced by e-WOM than consumers with moderate experience. However, consumers become more aware that online opinions could be manipulated by companies, they will become increasingly skeptical of e-WOM but then expert users will know how to check information in order to distinguish fake opinions from real ones and know the authentic search for e wom and thus have more propensity to follow the recommendations.

It is very important that organizations need to be extra cautious in understanding the obligations by consumers in delivery of consistency, predictability and quality of performance (Webster and Keller, 2004). It is found through the study by Cavoli, 2010 that as part of Recruitment, one thousand customers of T-Mobile were recruited to assess HTC's smartphone through review sites, Twitter and Facebook comments; discourse of HTC's smartphone through reviews that over two hundred and thirty four thousand consumers online and consequently increased the awareness of HTC brand demonstrated the vitality of eWOM as a tool in influencing decision of purchase (Guernsey, 2000). The dependability of eWOM among consumers has higher impact because consumers are regarding other consumers' view to be dependable upon (Piller, 1999). Therefore, organizations possess higher inclination to sales when they receive positive eWOM (Chevalier & Mayzlin, 2006). Despite the fact that consumers induct eWOM, organization should utilize the online channels with knowledgeable HR managers to work with with initiatives to increase eWOM discourse among consumers (Godes & Mayzlin, 2009). From various studies, it is found that Brand Image significantly influences the relationship between eWOM and Purchase Intention.

III. Methodology

The study is descriptive in nature and exploratory in nature to an extent. Electronic word of mouth is not a new phenomenon but it is not incorporated comprehensively in all industries but seen commonly in IT and ITES companies. Having this background; Meta analysis of extant literature review was incorporated in this study presenting the broader aspect of Electronic Word of Mouth through keyword search and abstract as well as white paper and research available over Google Scholar and Research Gate as well as few available online business company reports and randomly checking eWOM with informal interviews with executives to check the appropriateness of practical aspects with reviewed literature in Referred and Peer Reviewed journals

IV. Discussion

This section addresses all the three objectives which are interrelated and Human Resource team can formulate strategies based on the projects executed but this study is limited to nitty gritty of e WOM and Content development entitled as **“Influence of Decisiveness and Credibility of content development using e WOM in Indian Business Practices”**

As presented in Table 1; the parameters relevant to e WOM randomly identified were *social bonds, attitude and determination of choices, assessment and perceived satisfaction, assessment, consumer ratings and reviews* are required. The common variables is the reviews of product or services across the industries in which customers will be able to fetch product details and leave their comments or feedback on websites.

Revisiting Objective 2 and 3 ; Due to penetration of social networking sites such as Facebook, Twitter, Flickr and many more are working with companies allowing the external people to get connected via social media to be part of the company's business solution which is basically Human Resource strategy of better improvements in the products and services which is nothing but social media strategies which act as key element in content development. Every organization should be prepared with a team to handle the issues posed by customers which is the key role of Human resource team to work tandem with marketing and accordingly relevant parameters mentioned in this study is presented in Table 1. Now comes the challenge for Human Resource department to act upon by formulating strategies from sourcing of potential candidate; recruiting and

most importantly the employee training in which HR manager himself should undergo training to acquire rudimentary aspects of content development and maintain amicable relations with other department for continuous assessment of websites as it is the interface between organization and potential prospect or acquiring new clients and at the same time integrating the website with social web sites as mentioned in literature Yan et al (2016) which should be updated in timely manner for meeting the deadlines set by organization. Besides, SM eWOM in which Yan et al (2016) have discussed that EC-eWOM usefulness and credibility positively influence the adoption of EC-eWOM but negatively influence that of SM-eWOM. Further, EC-eWOM adoption negatively impacts SM-eWOM adoption, and mediates the relationship between usefulness, credibility and SM-eWOM adoption. As presented in Figure 1 that user generated content is common in IT and ITES to change the features or provide solutions to company to improve. Besides, log users can post their ideas for changes said before, product reviews on website in social media; wikis can be used for editing the contents. It is identified through the study Baek et al, 2013 that credibility of reviews by undertaking review investigation through text mining for authentication purpose. Further, consumers have tendency to pay attention to various source of information related to assessment of reviews given by people on websites have impact on buying decision (Poston and Speier, 2005) and sale of product (Duan et al, 2008)

Before buying of products; consumers analyze the quality of information from websites, product performance, arithmetic ratings (Dellarocas et al, 2007) and overall ranking (Filleri, 2015). Finally, the fact is that consumers should be part of eWOM and at the same time organization should utilize the online channels with knowledgeable HR managers with greater initiatives to improve the implementation of eWOM usage among consumers (Godes & Mayzlin, 2009)

V. Conclusion, Implications and Limitations

This study has presented the insights by incorporating meta analysis of extant literature with the intention of finding the effect of credibility and decisiveness of content development using e wom and finally, the parameters were identified in ecommerce- wom and social- wom business models with amicable relations with Human Resource team to achieve efficiency. The study has several Implications such as eWOM has a significant influence on perceived arithmetic ratings, satisfaction, brand image of online businesses as they should focus on privacy of content and authenticity to increase the perceived value and most important the team work to be in place across industries to make the e wom work effectively and efficiently at lesser cost.

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Hemantha Y Ph.D. "Influence of Decisiveness and Credibility of content development using e WOM in Indian Business Practices." *IOSR Journal of Business and Management (IOSR-JBM)*, 22(4), 2020, pp. 61-67.