Influence of e-WOM on women's apparel purchase intention: a study on Myntra app

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Abstract: People use different mobile applications for their apparel purchase. Reviews and rating about a product on mobile apps influence the purchase decision of the customers as they believe and use them as an information source. This study developed a model to check the influence of e-WOM on women's purchase decision on Myntra app. Data from 300 respondents were collected out of which 25 were found invalid for the analysis. To analyse the collected data, PLS SEM was used. The study found that, except for source trustworthiness, other independent variables, i.e., e-WOM quality, e-WOM quantity, perceived informativeness, and source expertise, significantly influence e-WOM usefulness. Whereas source credibility is positively affected by e-WOM quality and source expertise. It was seen that e-WOM adoption and purchase intention significantly influenced by e-WOM credibility and e-WOM usefulness. The study also suggested that marketers communicate and give feedback to customers on Myntra app so that customers feel attracted to and prefer this app only to purchase products in future.

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1   Introduction

World Wide Web (WWW) helps the customers to spend their time on internet shopping. In online shopping, customers spend their time in selecting the products from wide range. Retailers providing risk free experience of payment, shopping, online transactions, etc. To satisfy customers need and make it convenient for them, online shopping is available to them 24*7 (Nagvadia and Bhatt, 2021).

Influence of western trends in urban upper and middle class increasing especially in women. Globally, millions of people are employed by fashion industry. Due to open minded customers, many foreign brands are accepted by Indian customers. To build the women identity, clothes play an important role in women life. It tempers their self-esteem. In case of female clothes, high fashion can be gained at a low price and they consider it as joyful, fun and satisfying. Purchase behaviour of female customer also influences by multiple brand availability, fit, rise in income, look and style (Rajput et al., 2012). According to Guha (2013), working women are more conscious about price and purchase activities of a product rather than non-working women. Unmarried non-working women consider quality. During purchase of a product or service, women are influenced more by their reference group as they are more socially linked as compared to male. In comparison to housewives, individual working women take purchase decision independently. Younger women more influenced by opinion of friends (Fernandes and Panda, 2018).

90% of internet time, Indian people spend using mobile phones. 95% of total traffic of Myntra is coming through mobile app of Myntra. Due to high usage of smartphones by Indian people, Myntra planned to do business only with its app after shutting down its website (Rai, 2015). After doing experiment for one year, Myntra announced that they are reversing the website strategy for customers so that users can experience it on desktop also (Chandrashekar and Arakali, 2016). In 2021, total digital buyers in India were

289 millions. It is expected to grow 378 million from 289 million by 2025 (https://www. statista.com/statistics/251631/number-of-digital-buyers-in-india/). Customers go for e-WOM to confirm their decisions regarding online purchase as they do not want to waste their money. If the information provided through e-WOM is credible then customers accept the information and it helps them in making decisions regarding purchase (Nabi and Hendriks, 2003; Cheung et al., 2009). Social networks, consumer reviews, forums and blogs are the elements of e-WOM. E-WOM acceptances of regular internet users are influenced by opinions on digital platform (Kozinets et al., 2010). Online was the main source for doing business in COVID-19 period. Most demanding and recent trends in market are women's apparel. To sustain in pandemic situation, market practices, innovation, using latest technology and creative ideas are the main factors (Setyawati, 2021). Because of lockdown, cloth retailers were not able to operate their business fully. This situation was the reason to think about new techniques (marketing) which is cost effective. So people trusted online information (e-WOM) provided by the other customers rather than information gained through firm (Nieto et al., 2014). Hence, users of social media gained attention and influence customers to purchase product. Hereby, this study examined the influence of e-WOM on customer purchase intention in women apparels with Instagram use.

In this study, influence of exogenous constructs (perceived informativeness, source expertise, source trustworthiness, e-WOM quality and e-WOM quantity) on e-WOM usefulness and e-WOM credibility was examined. Further influence of e-WOM usefulness, e-WOM credibility and e-WOM adoption on purchase intention was checked.

2 Review of literature

2.1 E-WOM quality and quantity

Consumers purchase decision can be influenced by useful and quality information and information quality can be influential and build positive attitude (Filieri, 2015). E-WOM quantity means total strength of comments posted online (Cheung and Thadani, 2010). According to DeLone and McLean (1992), quality of information helps the customers as a significant factor for the information. Quality of the information is usually discussed with quantity of information. Good reviews attract customer attention and later customer analyses the reviews. Quality of reviews increases the trust of customers towards the product if the reviews are useful and correct (Awad and Ragowsky, 2008). Product's performance and popularity can be determined through comments quantity (Lin et al., 2013). E-WOM quality and e-WOM quantity attract customers' attention towards the product reviews. According to Cheung and Thadani (2010), if the reviews (online) of a product are in high quantity, customer found it more popular and observable. Perceived credibility (e-WOM) of customer influences by e-WOM quantity (Sher and Lee, 2009; Park et al., 2007). High quantity of reviews can reduce the risk or anxiety of customers for their purchase decision (Chatterjee, 2001). High e-WOM quality and quantity enhance effectiveness (Park et al., 2007). On the basis of above discussion, following hypothesis are proposed:

H1   High quality of e-WOM positively influences e-WOM usefulness and e-WOM credibility.

H2   High quantity of e-WOM positively influences e-WOM usefulness and e-WOM credibility.

2.2   Perceived informativeness

Perceived informativeness means an assumption of potential consumers/customers that provided information is sufficient for decision making (Ducoffe, 1996). Useful information is one of the dimension to measure it. Customer considers useful information as valuable, accurate and relevant related to a service/product. To know the benefits and price of the product or service with less efforts, customers use social media platform to acquire information (reviews) and evaluate them (Lee and Kozar, 2006). The information related to product should be updated time to time to meet the customers' expectations (Madu and Madu, 2002). According to Lin and Lu (2000), it is beneficial for the customers if the quality of information provided regarding a product is good. According to Cheung et al. (2008) and Cheung (2014), opinion of the customers for utility is influenced by e-WOM characteristics (conciseness, timeliness and relevancy). Information's timeliness, relevancy and conciseness influence the view point of customers for information quality (Zhang et al., 2014). If the online information for a product is of good quality, it will increase the experience related to shopping and customer compare the items which help them in selecting the product. As a result, it is linked to usability views of customer (Ahn et al., 2004).

H3   E-WOM usefulness and e-WOM credibility are positively influenced by perceived informativeness.

2.3   Source expertise

The message of the source seems effective when it is communicated in an effective way and it also place an impact on consumers behaviour (Van Noort et al., 2012; Hennig-Thurau et al., 2003). Expertise means source's good personality traits. People consider advice of a profession or expert to gain the knowledge about a product (Hovland et al., 1953). With high creditability, if a person with good qualification shares his views on social media then it form favourable views about effectiveness of information (Cheung et al., 2008). Expert advice is more considered by customers than other person with knowledge (Alba and Hutchinson, 1987). In selecting a brand or product, knowledge of experts helps and plays the important role (Jacoby and Hoyer, 1981). Person with expertise knowledge about a service or product should share their expert advice/comments so that it will help the customers in making their purchase decisions (Gilly et al., 1998). It is very hard to believe the Experts information about a product on digital platform when there is no familiarity present between originator and customer (Xu, 2014). Access of information regarding expert or communicator on SNS can create credibility for the information and communicator and helps in the process of decision making (Park et al., 2014). Therefore, reviews based on source expertise, following hypothesises were framed:

H4   E-WOM usefulness and e-WOM credibility are positively influenced by source expertise.

2.4   Source trustworthiness

Due to high social complexity and uncertainty in transactions related to purchase, trust plays an important role (Khare and Pandey, 2017). Trust means belief of consumers that marketers wants to achieve by spending their expertise or capacity for consumers' best interests (Beldad et al., 2016). People do not question about the information authenticity if high sincerity and fairness are shown by trustworthy source (Lis, 2013). To analyse the content present online, the essential component is source trustworthiness (Wathen and Burkell, 2002). When there is excess information regarding product or service shared online by senders then customers or users trust views of person with high qualification (Baber et al., 2016). Wathen and Burkell (2002) and Slater and Rouner (1996) mentioned that trustworthiness of message positively influenced by source trustworthiness. Park et al. (2007) and Park and Lee (2009) explained the source trustworthiness relevance in e-WOM as information (reviews) shared by unknown person. On the basis of above discussion, following hypothesises are framed:

H5   E-WOM usefulness and e-WOM credibility are positively influenced by source trustworthiness.

2.5   E-WOM credibility and usefulness

E-WOM credibility means descriptive power of e-WOM information and how it is observed by customers as trustworthy and credible (Daowd et al., 2021). It can also be defined as opinion of consumers after considering statements, recommendations and reviews on website of e-retailer are accurate, factual and trustworthy (Mannan et al., 2019). On the other hand, online store will be revisited for buying by consumers only when they perceived useful (Chong et al., 2018). It is upon customers to adopt the online information if they find linkage of utility of information with decision to purchase (Cheung et al., 2008). According to Sussman and Siegal (2003), how customers understand and react on information provided through e-WOM reflects its authenticity. Customers trust the provided information if they find that information provided by expert is reliable. If the reviews of reviewer are considered as not credible then their suggestions or reviews are also rejected (Filieri et al., 2015). Trustworthiness of information motivates the customers to accept the information provided through e-WOM (Lis, 2013; Fang, 2014; Fan et al., 2013). Through e-WOM on social media, customers get more information which influences their purchase decision (Erkan and Evans, 2016). Based on the above discussion, following are hypothesises:

H6   E-WOM adoption is positively influenced by e-WOM usefulness and e-WOM credibility.

H7   Purchase intention is positively influenced by e-WOM credibility and e-WOM usefulness.

Table 1   Review of literature

Title	Author	Year	Methodology	Findings
The impact of electronic word-of-mouth: the adoption of online opinions in online customer communities	• Christy M.K. Cheung • Matthew K.O. Lee • Neil Rabjohn	2008	Smart PLS 154 sample	There is significant impact of information usefulness on decision making of consumer. Relevance and comprehensiveness are the influential factors of argument quality and information adoption.
Examining the antecedents of persuasive eWOM messages in social media	• Shasha Teng • Kok Wei Khong • Wei Wei Goh • Alain Yee Loong Chong	2014	Smart PLS 78 sample	For persuasive e-WOM messages; source style, source perception, source credibility, argument quality and source attractiveness are the critical antecedents.
The influence of electronic word of mouth to convert intention into actual purchase behavior	• Wannaporn Boripunt	2015	SPSS and AMOS 826 sample	Perceived usefulness, perceived informativeness and trust are the factors that influence online purchase intention respectively.
Understanding the adoption of incentivized word-of-mouth in the online environment	• Bogdan Anastasiei • Nicoleta Dospinescu • Octavian Dospinescu	2021	AMOS 398 samples	There is significant and positive relationship among e-WOM adoption intention and message credibility. Study found moderating effect between message credibility and perceived argument quality.
Imported or locally made products? Building customers' resilience to negative word of mouth (NWOM) about locally made products: mediation of message quality in Tanzania	• Ismail Juma Ismail	2022	SEM 201 samples	WOM attributes (trustworthiness, homophily and expertise) between receiver and sender significantly and positively influence on message quality.
Factors affecting eWOM credibility, information adoption and purchase intention on Generation Y: a case from Thailand	• Ahmad Daowd • Ruaa Hasan • Tillal Eldabi • Piyya Muhammad Rafi-Ul-Shan	2021	SPSS 230 samples	Subsequent purchase intention, information adoption and e-WOM credibility significantly affected by source credibility. E-WOM credibility significantly affected by source style.
Factors influencing eWOM effects: using experience, credibility, and susceptibility	• Cheol Park • Yao Wang • Ying Yao • You Rie Kang	2011	AMOS 209 samples	Study found positive relation among e-WOM affects and customer susceptibility to interpersonal influence (CSII) in online market of China. Young consumers of China trust words posted by others on online platform as compared to advertisement.
Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites	• Duong Hanh Tien • Adriana A. Amaya Rivas • Ying-Kai Liao	2019	Smart PLS SPSS 314 samples	Source expertise, perceived informativeness and perceived persuasiveness are appropriate predictors of e-WOM usefulness. In regard of SNSs, believability of e-WOM significantly predicted by source expertise, perceived informativeness and perceived persuasiveness.

2.6 E-WOM adoption

According to Sussman and Siegal (2003), consumers post queries online for help when they have doubts. Information adoption means deliberately use of provided information by people. Before making purchase decisions, consumers go through comments and opinions of people available in virtual communities (Pitta and Fowler, 2005). People left comments related to a product or service on online platform. Other people treat this information as a source of information for their purchase decision (Cui et al., 2010). In online discussion, information adoption is considered as an important factor where information is converted as an internal knowledge. If the information is important and related to product, more likely the information will be adopted (Poyry, 2011; Cheung et al., 2008). Customers rarely believe the information which is provided from the low credible source. Hence, they adopt information from a credible source (Grewal et al., 1994; Watts and Zhang, 2008). According to Poyry (2011), e-WOM is a good source of information which helps the customers in their decision making. Hence, based on the above reviews following hypothesis is formed:

H8   Purchase intention is positively influenced by e-WOM adoption.

3 Methodology

For descriptive analysis, SPSS was used. Cronbach's alpha (CA) was used for reliability check. Smart PLS was used for further analysis. Smart PLS is an applicable tool for testing and validating exploratory research and it is a tool for oriented research prediction (Henseler et al., 2009). CFA is the first stage for assessment of model's measurement. In this convergent validity as well as discriminant validity is checked for further analysis. PLS-SEM was used to analyse the data. According to Ghozali and Latan (2015), strict assumptions are not required for PLS SEM and all data scales can be tested through it. Using previous studies, adopted variables were modified and seven-point Likert scale was used for data collection.

3.1 Data collection and sample

In 2022, Instagram is the most preference social media platform in India with 76.50% users. Also, most of the users of Instagram are of 34 years or younger (Digitalscholar.in, 2022). There are 2.9 million followers of Myntra on Instagram as on 25.06.2022. In this study, only 20 to 40 years old respondents were contacted to fill the questionnaire. Purposive sampling method was used for data collection. Three hundred respondents were contacted in Gurugram district of Haryana to collect the data. Out of 300, only 265 valid responses were received for the analysis. PLS-SEM 3 was used for the analysis of data. Seven-point Likert scale was used to measure e-WOM influence on purchase intention with 33 key attributes for nine constructs, see Table 2. According to Hair et al. (2014), 0.7 value of outer loading is accepted and below 0.4 values, indicator is deleted. Three statements (one from source expertise, one from e-WOM usefulness and one from e-WOM quality) were deleted from the analysis as the values were below the threshold value.

Table 2   Demographics analysis

Category		Frequency	Percentage
Gender	Female	265	100
Age	20–30	129	48.7
	30–40	89	33.6
	Above 40	47	17.7
Marital status	Single	169	63.8
	Married	96	36.2
Income	Rs.20,000 to Rs.30,000	87	32.8
	Rs.30,000 to Rs.40,000	96	36.2
	Rs.40,000 to Rs.50,000	63	23.8
	Above Rs.50,000	19	7.2
Occupation	Government employee	14	5.3
	Private sector	139	52.5
	Student	112	42.3

Source: Authors' compilation

Sample characteristics showing that maximum respondents are of 20 to 30 years (48.7%) of age followed by 30 to 40 years (33.6%) and above 40 years (17.7%). Monthly incomes of 36.2% of respondents were 30 k to 40 k followed by 20 k to 30 k (32.8%), 40 k to 50 k (23.8%) and above 50 k (7.2%). 52.3% of respondents were working in private sector, 42.3% were students and 5.3% were in government sector. Out of 265 respondents, 63.8% were single and 36.2% were married as shown in Table 2.

3.2   Model measurement

Relationship between indicators and constructs are identified through Smart PLS. For assessment of measurement model, discriminant validity, indicators reliability, internal consistency and convergent validity is used (Ringle et al., 2015). Through PLS, parameters are estimated in data analysis (PLS). According to Ghozali and Latan (2015) through iteration, process of estimation will be carried out. In convergent validity, correlation among construct values and indicator values can be seen. Composite reliability (CR) and CA are used to verify internal consistency (Hair et al., 2010). Threshold value of CA is 0.6 (Hair et al., 2010) and 0.7 is of CR (Bagozzi and Yi, 1988). Convergent validity is measured through average variance extracted (AVE) and outer loading. The threshold value for convergent validity (outer loadings) is 0.7 (Hair et al., 2014). The lowest accepted value for AVE is 0.5, if value is below 0.5 it shows error in a constructs' item. The lowest value of AVE is 0.574, which is accepted for further analysis (Bagozzi and Yi, 1988). It is extent to value of correlation among variable's measure and alternative measure. Fornell and Larcker's (1981) and cross-loading are used to measure discriminant validity. In cross-loading, loading of latent variables must be greater than other constructs (Lowry and Gaskin, 2014).

The highest value of CA is 0.894 (e-WOM credibility) followed by 0.856 (purchase intention), 0.843 (e-WOM quality), 0.842 (e-WOM adoption and source trustworthiness), 0.822 (e-WOM usefulness), 0.804 (perceived informative), 0.802 (source expertise) and

0.795 (e-WOM quantity). Also the maximum value of CR and AVE is 0.913 and 0.777 as shown in Table 3.

Table 3 Sources and result of model and construct reliability

Variables	Observed variables	Source	Cronbach's alpha	CR	AVE
E-WOM quality	EQUL2	Daowd et al. (2021), Lin et al. (2013)	0.843	0.888	0.617
	EQUL3				
	EQUL4				
	EQUL5				
E-WOM quantity	EQNT1	Lin et al. (2013)	0.795	0.879	0.707
	EQNT2				
	EQNT3				
Source trustworthiness	STRUST1	Cheung et al. (2008), Tien et al. (2019)	0.842	0.905	0.761
	STRUST2				
	STRUST3				
Perceived informative	PINFO1	Tien et al. (2019), Zhang et al. (2014)	0.804	0.872	0.631
	PINFO2				
	PINFO3				
	PINFO4				
Source expertise	SEXP2	Cheung et al. (2008), Tien et al. (2019)	0.802	0.869	0.625
	SEXP3				
	SEXP4				
E-WOM adoption	EADO1	Tien et al. (2019)	0.842	0.905	0.76
	EADO2				
	EADO3				
Purchase intention	PI1	Tien et al. (2019)	0.856	0.913	0.777
	PI2				
	PI3				
E-WOM credibility	ECRED1	Tien et al. (2019), Daowd et al. (2021)	0.894	0.921	0.7
	ECRED2				
	ECRED3				
	ECRED4				
	ECRED5				
E-WOM usefulness	EUSE1	Cheung et al. (2008), Tien et al. (2019)	0.822	0.879	0.574
	EUSE2				
	EUSE3				
	EUSE4				
	EUSE5				

4   Results and discussion

To test structural model, the analytical tool used in this study is Smart PLS. Figure 1 showing the variables (constructs) with arrows in direction of dependent variables. There are one endogenous construct (purchase intention), three mediating variables (e-WOM adoption, e-WOM usefulness and e-WOM credibility) and five exogenous constructs (e-WOM quality, e-WOM quantity, source expertise, source trustworthiness and perceived informativeness).

Figure 1   Structural equation model of the study (see online version for colours)
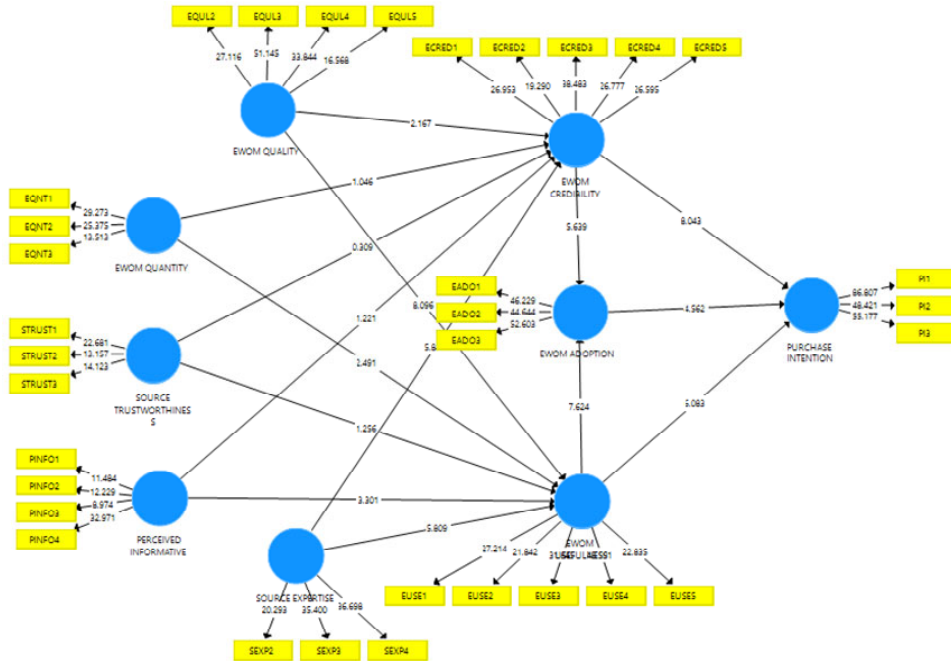
The analysis shows that Hypothesis 1 indicates that e-WOM quality positively influence e-WOM usefulness (p = 0.00, t = 8.338) and e-WOM credibility (p = 0.034, t = 2.117). If reviews are of good quality, customers adopt them and consider them useful and credible for their purchase decision.

Hypothesis 2 states that e-WOM quantity positively influences e-WOM usefulness (p = 0.015, t = 2.439) but does not influence e-WOM credibility (p = 0.287, t = 1.066). It may be because customers find high quantity reviews useful but not credible for their purchase decision.

Hypothesis 3 defined positive influence of perceived informativeness on e-WOM usefulness (p = 0.001, t = 3.189) but does not influence e-WOM credibility (p = 0.21, t = 1.254). Whereas Hypothesis 4 found positive influence of source expertise on e-WOM credibility (p = 0.00, t = 5.927) and e-WOM usefulness (p = 0.00, t = 5.935). It may be because customers use expert reviews and consider them as credible for further purchase process.

Further, Hypothesis 5 found no significant influence of source trustworthiness on e-WOM usefulness (p = 0.212, t = 1.248) and e-WOM credibility (p = 0.761, t = 0.305).

Whereas Hypothesis 6 found that e-WOM adoption positively influenced by e-WOM usefulness (p = 0.00, t = 7.663) and e-WOM credibility (p = 0.00, t = 5.555). Result of Hypothesis 7 shows that if online reviews are useful and credible, customer consider them for their purchase and use them as the information source.

Hypotheses 7 and 8 mentioned that there is significant impact of e-WOM credibility (p = 0.00, t = 7.961), e-WOM usefulness (p = 0.00, t = 6.146) and e-WOM adoption (p = 0.00, t = 4.518) on purchase intention. It can be seen from Table 4 that mobile app provide specific, accurate, up to date and relevant information (Matute et al., 2016). The information quality attracts customers and encourages them to repurchase from the same brand.

Table 4 Path coefficient of structural model

	Hypothesises	T statistics (|O / STDEV|)	P values	Results
H1	High quality of e-WOM positively influence e-WOM usefulness	8.338	0	Significant
	High quality of e-WOM positively influence e-WOM credibility	2.117	0.034	Significant
H2	High quantity of e-WOM positively influence e-WOM usefulness	2.439	0.015	Significant
	High quantity of e-WOM positively influence e-WOM credibility	1.066	0.287	Not significant
H3	E-WOM usefulness is positively influenced by perceived informativeness	3.189	0.001	Significant
	E-WOM credibility is positively influenced by perceived informativeness	1.254	0.21	Not significant
H4	E-WOM usefulness is positively influenced by source expertise	5.935	0	Significant
	E-WOM credibility is positively influenced by source expertise	5.927	0	Significant
H5	E-WOM usefulness is positively influenced by source trustworthiness	1.248	0.212	Not significant
	E-WOM credibility is positively influenced by source trustworthiness	0.305	0.761	Not significant
H6	E-WOM adoption is positively influenced by e-WOM usefulness	7.663	0	Significant
	E-WOM adoption is positively influenced by e-WOM credibility	5.555	0	Significant
H7	Purchase intention is positively influenced by e-WOM credibility	7.961	0	Significant
	Purchase intention is positively influenced by e-WOM usefulness	6.146	0	Significant
H8	Purchase intention is positively influenced by e-WOM adoption	4.518	0	Significant

4.1   Bootstrapping

Bootstrapping is a re-sampling approach. In this approach, replacement from the data is drawn with random samples for estimation of path model (Hair et al., 2021). We can see the bootstrap result in Figure 1 which also showing relationship between exogenous and endogenous variables. Total nine constructs are used in this study.

4.2 R^2 and Q^2

According to Hair et al. (2016), predictive relevance and accuracy is examined through Q^2 and R^2. Coefficient of determination (R square) show mutual effect of endogenous and exogenous construct. Values of 0.25, 0.50 and 0.75 can be mentioned as weak, moderate and substantial (Hair et al., 2011). Endogenous variables' predictive relevance is cross-validated with Stone (1974) and Geisser (1974) values. According to Hair et al. (2014), if value is more than zero for endogenous construct it shows predictive relevance of path model. Blindfolding test was performed in PLS SEM 3 with omission distance of 7 and observed the values for e-WOM adoption (0.246), e-WOM credibility (0.116), e-WOM usefulness (0.24) and purchase intention (0.357), which shows model's predictive relevance (Table 5).

Table 5   Value of R square and Q square

	R square	R square adjusted	Effect	Q^2 (= 1 − SSE / SSO)	F square
E-WOM adoption	0.335	0.33	Moderate	0.246	0.063
E-WOM credibility	0.179	0.163	Weak	0.116	0.208
E-WOM usefulness	0.359	0.347	Moderate	0.24	0.125
Purchase intention	0.467	0.461	Moderate	0.357	

5   Conclusions

E-commerce users in India have increased in recent years. Technology provides all the facilities to customers where they can see the product, read information and reviews given by other customers. The comments given by the consumers help other consumers for their product decision and also provide feedback to vendor which helps in improving their services further. This study aims to evaluate the influence of e-WOM elements (e-WOM quality, e-WOM quantity, source expertise, perceived information and source trustworthiness) on e-WOM usefulness and e-WOM credibility. Further influence of later on purchase intention was also analysed. This study collected data from 265 respondents in Haryana district with different age and occupational profile. To see the influence of e-WOM elements on consumer purchase intention with 34 items borrowed from previous studies. Model explained exogenous and endogenous variables and relationship between them.

This empirical study showed significant relationship of source expertise with e-WOM usefulness and e-WOM credibility supported by Tien et al. (2019). E-WOM credibility does not significantly influenced by e-WOM quantity, perceived informativeness and source trustworthiness. It may be because customers do not believe quantity as a credible

source. Perceived informativeness and e-WOM quantity significantly influence e-WOM usefulness. It was also seen that e-WOM usefulness and e-WOM credibility positively influenced e-WOM adoption and purchase intention. Customers consider that if the information is credible and useful, they consider it for their purchase decision as this helps them and create confidence in them. Study contributed that word-of-mouth is an important source which influence consumers and their purchase decisions.

6 Managerial implications

This empirical study highlights the value of information for purchase decision. Purchase intention of the customers influenced by e-WOM credibility and e-WOM usefulness, so the apparel brands should focus on the information provided by them on their brand applications, as most of the young population use it as a preferred source for purchase. The environment changing so fast that brands need to update information related to product and service on time.

- This study helps the apparel brands to understand the importance of experts, quality, and quantity of information about their product.

- Marketers should give the reply of all the comments, suggestion and complaints received on its app.

- Companies should form strategies to attract customers for competitive advantage.

- E-marketers should provide proper space to share customers shopping experiences.

7 Limitations and further research

Limitations of this empirical study are that the data were collected from female Haryana district only. Further research can be conducted in other cities to extend the scope of study. Future studies can be expected to compare the influence of e-WOM in online and offline mode. The research can be conducted with respondents of below 20 years of age as this study did not included users less than 20 years of age. Also, study can be conducted with a particular brand of apparel on different mobile apps. Future research can be expected to examine the influence of price on purchase decision in online mode.

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