

Chapter 14

E–Word of Mouth and Purchase Intention: The Mediating Role of Attitude Towards Social Media Advertising and Consumer Engagement

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ABSTRACT

The aim of the study is to investigate the effect of e word of mouth, consumer engagement, and attitude towards social media advertising on purchase intention of consumers towards organic food products. Analysis of data includes descriptive statistics, correlation, regression using SPSS version 22. CFA and structural equation modeling were conducted using AMOS 22 on the sample of 251 which was collected from Delhi and NCR using convenience sampling method. The result of the study suggests that e word of mouth, consumer engagement, and attitude towards social media advertising have a significant positive relationship with consumer purchase intention towards organic food products. Organic products are getting momentum in the world market as well as in the Indian market. Therefore, the study helps to accelerate this momentum for the organic food industry to execute and help them to align their marketing strategies.

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INTRODUCTION

Health is the most precious aspect of human life. In today's busy life people don't have time to take care of their health. This has spoiled the body system of people drastically. Now lots of diseases are spreading due to unhealthy eating habits of the people. Therefore, they are looking for an alternative. Now they have found organic food products are safer and healthier as compared to others. Therefore, people are more concerned about purchasing organic food products. It is not only helping people to protect their health but also helping in protecting environment as well. Which was not possible through conventional food products? So now organic food products are in great demand in today's market and consumers possibly looking for all authentic sources to get feed regarding these products. This study tries to examine the consumer's intention towards organic food. Where it has explored that how e word of mouth, consumer engagement and attitude towards social media advertising having positive relation with consumers purchase intentions.

Figure 1. Organic food



(Source: Will chu, 2016)

It is observed that consumers in every category has very less exposure to the direct information. The direct information has very significant effect on consumers in every category. That is why consumers depends on external sources. Since long time consumers used to get the direct information related any products and make their minds towards purchasing or not purchasing it. It was also a barrier that consumers did not get the direct information because market was dispersed. Now time has changed and consumer's orientations too.

Now online platform has become the biggest market for today's consumers. Consumers on these platforms are writing about the products quality and its utility for money as well. These consumers are reviewing their experiences with products and services. Potential consumers are getting a feedback regarding the product. It is vital to understand that consumer groups are very much heterogeneous in nature and their views are too.

Electronic word-of-mouth (eWOM) has been found significant influence on consumer's attitude and their purchase intentions. Most of the studies in the area of marketing has highlighted the fact that online reviews influence the intention and their behavior as well. Purchase decisions of consumers get influenced by lots of things. Where in the reviews and e word of mouth positively influences it.

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