

Chapter 16

Role of Electronic Word of Mouth in Shaping Digital Inclusion in a Globalized and Digitalized World

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ABSTRACT

This study adopts a comprehensive approach by involving a thorough analysis of secondary data and an extensive literature review to understand and evaluate how electronic word of mouth (E-WOM) contributes to shaping digital inclusion in the present globalized and digitalized world. As globalization and digitalization continue to reshape our world, hence there is a continues need to explore the role of E-WOM in facilitating digital inclusion. The study presents a conceptual framework to represents the antecedent and consequences of E-WOM in the view of digital inclusion. This study adopts a comprehensive approach by involving a thorough analysis of secondary data and an extensive literature review to understand and evaluate, how E-WOM contributes to shaping digital inclusion in the present globalized and digitalized world. As globalization and digitalization continue to reshape our world, hence there is a continues need to explore the role of E-WOM in facilitating digital inclusion. The study presents a conceptual framework of E-WOM in the view of

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digital inclusion.

INTRODUCTION

In contemporary society, the omnipresence of digital technologies coupled with the globalization of information has fundamentally altered the dynamics of communication and information dissemination. At the forefront of this transformation is the phenomenon of Electronic Word of Mouth (eWOM), which has emerged as a pivotal force in shaping digital inclusion within a globalized and digitalized world. eWOM, defined as the transmission of opinions, experiences, and recommendations about products, services, and brands through digital channels such as social media platforms and online review sites, has revolutionized the way individuals interact, consume information, and make decisions in the digital age (Hennig-Thurau et al., 2004). Electronic Word of Mouth (eWOM) refers to the online transmission of consumer opinions, recommendations, and information about products or services (Racherla & King, 2012). It plays a significant role in shaping digital inclusion, particularly in a globalized and digitalized world (Huete-Alcocer, 2017). The power of social media in influencing consumer decision-making cannot be underestimated. Consumers increasingly rely on social media platforms such as Facebook, Instagram, and Twitter to share their opinions, experiences, and recommendations about products and services. This form of electronic word of mouth has become one of the most influential sources of information for consumers when making purchasing decisions. The presence of online influencers, who have a significant number of followers on social media, further amplifies the impact of eWOM on consumer purchase intentions. Online influencers, with their large following and influential status, play a crucial role in shaping consumer perceptions and motivating purchase decisions. *The Impact of eWOM on Digital Inclusion.*

In recent years, the rapid proliferation of digital platforms and social media networks has facilitated unprecedented levels of connectivity and information exchange, transcending geographical boundaries and temporal constraints. This has transformed the digital sphere into a vibrant ecosystem characterized by boundless opportunities for discourse, commerce, and cultural exchange (Kaplan & Haenlein, 2010). Within this context, eWOM has emerged as a cornerstone of the digital experience, embodying the democratization of information dissemination and the decentralization of influence (Chevalier & Mayzlin, 2006).

At its core, eWOM reflects the innate human inclination to share opinions and experiences with others, albeit in a digital format. Whether manifested through social media posts, online reviews, or viral marketing campaigns, eWOM encapsulates the collective wisdom of online communities, shaping consumer behaviors, influencing

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