

Innovations

Impact of Electronic Word of Mouth Content on Customer Purchase Intention of Smart Phones with the Mediating Impact of Brand Attitude in Sri Lanka

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Abstract

The customer journey has evolved and has taken a digital phase with the technology. Electronic word of mouth (eWOM) has been researched over the last fifteen years and the effect is long known on customers. Though different studies have studied areas such as the impact of eWOM, there was a shortfall gap in identifying the determinants and impact of eWOM content on the consumer purchase intention stage. Due to the availability of both consumer and marketer-generated content, marketers need to identify what factors should be considered in planning online marketing strategies, specially for a growing and competitive industry such as smartphones in the Sri Lankan context. Therefore, the research will study the “Impact of electronic word of mouth content on customer purchase intention of smartphones with the mediating impact of brand attitude in Sri Lanka”

This study was conducted as a quantitative research where the primary data were collected using a structured, self-administered questionnaire as a single cross-sectional survey with 410 respondents. Non-probability convenience sampling technique was used. The results indicate that brand attitude partially mediates the impact of eWOM content on customers' intention to purchase smartphones in Sri Lanka. The study provides managerial implications to enhance the digital strategy for smartphone brands to improve overall performance by incorporating branding. Furthermore, the study shed light on future research by extending to other countries and to different industries to measure the impact of eWOM content.

Keywords: eWOM, Word of Mouth, Purchase Intention, Brand Attitude, Smartphones, Content, Information Adoption Model

Introduction

The customer journey has evolved in this digital era with the technological change. For many consumers, prior knowledge and other customer opinions on the products and services before purchasing are essential. Therefore, customers nowadays seek multiple offline and online channels to purchase products (Verma and Yadav, 2021). Thus, today online reviews and eWOM have become an integral part of the consumer decision-making process. Electronic Word of Mouth (eWOM) has evolved from a few decades back and one of the famous definitions for this concept has been given by Hennig-Thurau et al. (2004), as “any positive and negative views expressed by an existing user, former user or a potential user of a product or service via the internet”.

Alternatively, smartphones have also become an integral and rapidly evolving part of people’s lives. With the COVID-19 pandemic, this usage has accelerated further, pushing people to carry out many tasks and interactions online. Compared to regional markets, Sri Lanka boasts the fastest growth in smartphone penetration, aligning with the global trend observed by telecommunications authorities (Kaldeen and Ali, 2022). Its smartphone users are expected to grow steadily from 2024 to 2029, with an increase of 9.4 million users (Statista.com, 2024). This highlights the importance for marketers to understand the key factors necessary to stand out from the competition.

On a note, Sri Lankan consumers are increasingly inclined to purchase brand-new smartphones (Kaldeen and Ali, 2022). Nevertheless, the presence of numerous competitive brands offering a wide range of smartphone options presents them with plenty of choices. Several smartphone brands are operating in Sri Lanka, among which Samsung is the market leader with Xiaomi in the second place. Therefore, marketers need to consider how consumer brand attitude impacts customer purchase decision-making.

eWOM is widely researched, but it should be researched again and again with the evolution of technology, consumer behaviour and social trends (Chu and Kim, 2018). Even though there are several studies done focusing on different sub-areas like the impact of eWOM, implications for the adaption of eWOM, etc. there is limited gaze into how eWOM content can impact the customer journey specially the purchase intention stage (Ngarmwongnoi et al., 2020). The need for research studies on this area is intensified with the availability and faster growth of different marketing and user-generated content in the forms of text, video, audio, rich media etc.

Online reviews and eWOM content have been an integral part of consumer decision-making for products and services including travel, cosmetics, food, hotel bookings and many more (Chakraborty, 2019; Chong et al., 2018). However, studies on technical products like smartphones are not found to the best of our knowledge. Moreover, relevant studies have been conducted in developed Western countries, with limited studies in the Asian context, primarily in developed countries like Korea and Hong Kong. According to the findings of

these studies, the conclusions and applications may not be broadly applicable to other developing countries like Sri Lanka due to the differences in the socio-cultural and economic set-up influencing the buying decisions.

Furthermore, today consumer decision-making is being influenced by many external factors including brand image, brand attitude, and brand equity (Rai, 2021). Also due to concepts like Zero Moment of Truth (ZMOT), the buying decision has become a more complex task than a straightforward activity (Prasad et al., 2019). Moreover, in the online environment, consumer behaviour is becoming increasingly sophisticated and well-informed. Among these diverse external factors, brand attitude is a popular research area and has a critical impact on consumer brand equity as well (Kudeshia and Kumar, 2017). It is identified as an important consumer behaviour predictor towards products and services. Although numerous scholars have investigated the impact of eWOM on consumers' purchase intentions and the influence of brand equity on purchase intentions, there are hardly any academic studies that study how eWOM content affects consumers' purchase intentions with mediation through brand attitude. Thus, there is a clear theoretical gap highlighting the requirement for studying how brand attitude mediates the impact of eWOM content on purchase intention. Moreover, today smartphones have become a status symbol specially for the younger generation, and therefore, they extensively research before making a purchase. Also given the expensive nature of smartphones, the purchase decision entails financial risks for consumers. At the same time, some customers have brand preferences even before purchasing (Kim, Lee and Lee, 2020). According to Yohana et al. (2020), positive eWOM can lead to an enhanced brand image, which in turn can indirectly influence consumers' purchase intention. Hence, owing to the above complexities and risk factors associated with purchasing a smartphone, a study on the impact of eWOM content on the smartphone industry is vital.

Due to the surge of user-generated content in digital and social media channels, eWOM content will be a key factor for consumers as well as marketers to make decisions with implications of brand attitude in the consumer decision-making process. Despite the growing importance of eWOM in influencing consumer purchase behaviour and decision-making globally, there is a noticeable lack of empirical research on the specific impact of eWOM content on consumer purchase behaviour in the context of the smartphone market in Sri Lanka. While general trends suggest a significant influence of eWOM on consumer decisions, the unique cultural and socio-economic factors specific to Sri Lanka may yield distinct effects on the relationship between eWOM content and consumer purchase behaviour. Furthermore, it is essential to seek the mediating role of brand attitude on this ground.

Accordingly, the key research problem addressed in this research is as follows:

“What is the impact of eWOM content on customer purchase intention of smartphones with the mediating impact of brand attitude concerning Sri Lankan context?”

Literature Review

Understanding Electronic Word of Mouth

With technological evolution and digital communication platforms, traditional word-of-mouth has taken an electronic approach and is known as electronic word-of-mouth (eWOM). It includes different customer interactions across different online platforms such as social media, blogs, review sites, news groups, etc. An early definition for eWOM has been given by Hennig-Thurau et al. (2004) and with digitisation, a modern definition of eWOM has been given by Babić Rosario et al. (2020) as “Any consumer-generated, consumption-related communication that employs digital tools and is directed primarily to other consumers”.

As per Verma and Yadav (2021), eWOM content includes textual and visual elements that constitute an eWOM message. Today visual content can highly enhance the quality of the eWOM content that can influence consumer decision-making. Analysing eWOM content before the product or service purchase will reduce the financial risk associated. eWOM content can work as a sales assistant to consumers in making a purchase decision (Kamboj et al., 2018). For instance, interactive eWOM content has effects on purchase intention, positive brand perception, creation of online trust, generating referrals, etc. (Kudeshia and Kumar, 2017). Owing to this importance, today one in three firms frequently use eWOM content to target the right customers while establishing effective commitment as significant drivers of eWOM (Hemantha and Omera, 2020).

eWOM Content and Purchase Intention

The purchase decision of a consumer can be referred to as the outcome of a deliberation on various information before buying a particular product (Widiastiti et al., 2020). An increasing body of research evidence suggests that consumers utilise eWOM content in different stages of their customer journey as a strategy to mitigate perceived risks associated with purchasing. Generally, purchase intention is a step in the pre-purchase stage of customer purchase behaviour and it is used to understand the purpose of making a purchase. As viewed in the Theory of Reasoned Action (TRA), purchase intention is a consequence of the cognitive process of consumers, where their beliefs and assumptions about a product or service guide their impulse or readiness to make a purchase (Ajzen and Fishbein, 1974).

Today, it has been found that eWOM content can directly influence a customer's intention to purchase (Daowd et al., 2020). This is because consumers can diminish any uncertainty associated with buying brands and products with eWOM content, which can ultimately enhance the effectiveness of their purchase

intentions. At the same time, eWOM content is a crucial point of reference, that aids consumers in shaping their purchase decision-making processes (Sohaib et al., 2018). The majority of studies have established that eWOM communication strongly influences purchase choices (Tjhin and Aini, 2019; Kamil and Albert, 2020). This leads to the following hypothesis:

H1: eWOM content has a significant impact on customer purchase intention of Smartphones in Sri Lanka

eWOM Content and Brand Attitude

Generally, attitude is defined as any psychological inclination or tendency that is expressed through the evaluation of a particular entity with varying degrees of favour or disfavour (Eagly and Chaiken, 2007). Different studies have consistently demonstrated that eWOM can significantly shape consumers' attitudes and behavioural intentions. Brand attitude includes the customer's overarching evaluation of a brand that can significantly influence the selection of a particular brand over the other competitor brands (Colliander and Marder, 2018). In essence, brand attitude is the customer's favourable perception towards a product (Ismagilova et al., 2020).

Roy et al. (2019) viewed eWOM content can influence consumer behaviour towards the image of a brand. A similar opinion has been found by Kudeshia and Kumar (2017) in their research study on social eWOM which, found that positive eWOM content has a positive impact on brand attitude and purchase intention. So it is clear that eWOM content can have an impact on customers' brand attitudes. Having a positive overall evaluation or good brand association can enhance customer loyalty to the brand, brand equity and finally influence purchase intention. In contrast, findings indicate that negative eWOM hurts customers' brand trust, attitudes, and purchase intentions (Cheung and Thadani, 2010). This brings the following hypothesis:

H2: eWOM content has a significant impact on the brand attitude of smartphones in Sri Lanka

Brand Attitude and Purchase Intention

Brand attitude is an important concept in consumer behaviour and a key factor that can impact customer purchase decision-making in different ways. For instance, customers are willing to pay even higher prices for products when they have a favourable brand attitude while also maintaining consumer-brand relationships (Augusto and Torres, 2018). Also having a positive consumer brand attitude towards products gives a competitive advantage to companies over competitors making a positive impact on customer purchase intention (Voester et al., 2017).

One of the earliest definitions for purchase intention has been given by Ajzen and Fishbein (1974) implying that it is "a subjective probability that consumers will perform a specific behaviour". According to them, purchase intention can occur

when customers are concerned about a product or when they have a positive attitude toward the brand. Many studies done in this area have found that there is a significant impact of brand attitude on purchase intention (Aziz and Wahab, 2018; Ishak et al., 2019). As a result, the following hypothesis is derived:

H3: Brand attitude has a significant impact on the customer purchase intention of Smartphones in Sri Lanka

Apart from the direct impact of brand attitude on purchase intention, various studies have shown that there is a mediation impact of brand attitude on the impact of eWOM content on purchase intention of different products but not smartphones. For instance, Heryana and Yasa (2020), found the mediating effect of brand attitude on the relationship between eWOM and the repurchase intention of the local clothing brand. Kunja et al. (2022), revealed that brand attitude partially mediates the influence of eWOM on buying intentions on Facebook. To fill the existing literature gap, the following hypothesis is made:

H4: Brand attitude significantly mediates the impact of eWOM content on customer purchase intention of smartphones in Sri Lanka

Methodology

Research Design and Method

This research is a descriptive research that focuses on examining the impact of eWOM content on purchase intention with the mediating impact of brand attitude. According to Malhotra (2019), descriptive research can be either longitudinal or cross-sectional and this is a cross-sectional research type, where data collection was done from a selected sample only once. Generally, research can be either quantitative or qualitative. The concerned study is carried out as a quantitative statistical study using SPSS analysis.

Target Population and Sample

The target population for the research includes all smartphone users and any person who intends to purchase a smartphone in Sri Lanka. Owing to the effectiveness, and improved accuracy, a smaller sample including any smartphone user or any person (potential) who intends to purchase a smartphone in Sri Lanka was used.

Sampling Technique

Researchers have employed a non-probability – convenience sampling technique, as the exact smartphone user population size in Sri Lanka is not known and hence the researcher found it difficult to study and reach the total population as a formal set of data set. Accordingly, as per the practice in the previous research studies, the respondents were reached based on the accessibility convenience to the researcher.

Sample Size

According to Krejcie and Morgan (1970), a population of 1,000,000 would require a minimum sample size of 384 for adequate representation. Since the exact population size of smartphone users in Sri Lanka is unknown and not confirmed by a common source currently, 410 responses were collected to satisfy the above criteria.

Research Instrument

A questionnaire was used as the main research instrument to collect primary data in English and Sinhala. A questionnaire was reckoned as the most appropriate research instrument for data collection owing to the nature of this study which is quantitative involving a higher sample size and the researcher has followed a positivist paradigm. A five-point Likert scale measurement with a scale ranging from 1 to 5 where 1 is Strongly Disagree (SD) and 5 is Strongly Agree (SA) was used as the measurement.

Theoretical framework

The information Adoption Model (IAM) was used as the key theory for this study and it includes both internal and external factors explaining information adoption behaviour. Cheung et al. (2008), and Dissanayake and Malkanthie (2018) adopted a conceptual framework following the principles of IAM with additional variables considering the context of online reviews. Accordingly, the below conceptual framework has been derived with eWOM content as the independent variable, purchase intention as the dependent variable and brand attitude acting as the mediating variable.

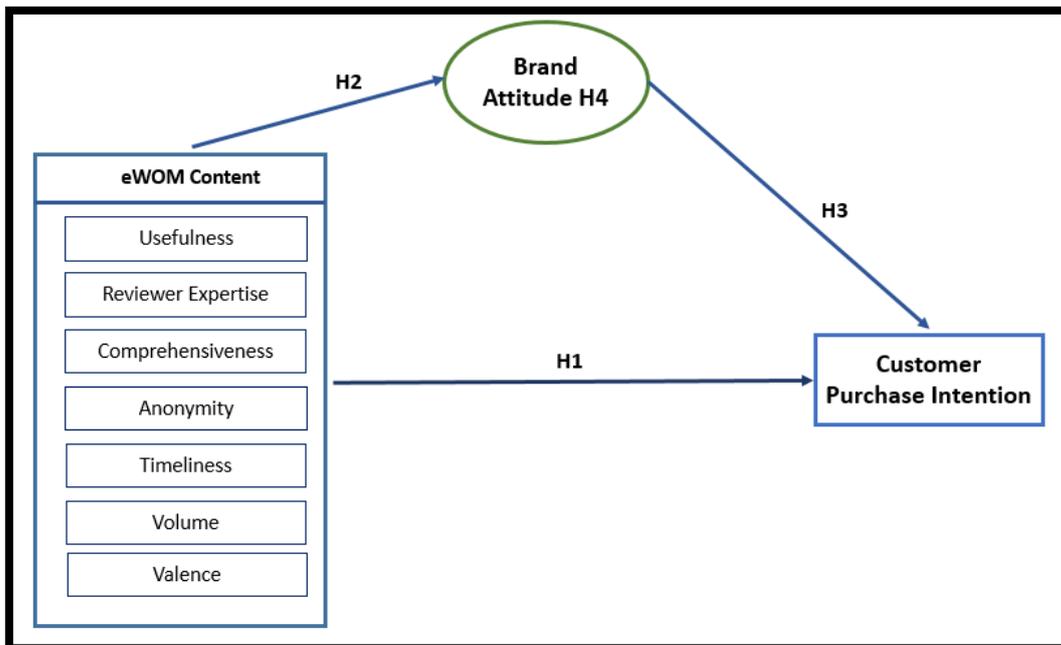


Figure 1 Conceptual Framework
(Author developed)

Data Analysis

Sample representation

In analysing the sample, the majority of the respondents were male with 53% while 46% were female and 1% of the respondents preferred not to say their gender. A considerable number of respondents fall into the age range of 18 to 29 years which is 53%. A significant percentage of users are in the income category of Less than LKR 50,000 (38%) and 43% of the users were employed in private sector employment noticeably. Based on the educational qualification, 48% of the highest number of respondents possess a degree of graduate qualification.

The initial measures underwent normality, validity and reliability analyses as preliminary assessments of their performance across the entire sample. The generalisability of the research data set is essential before proceeding for further analysis and to ensure this a normality test of the research data was done using the Shapiro-Wilk test before proceeding for further analysis.

Uni-dimensionality has been established using factor analysis using a 0.3-level coefficient. Moreover, it was also observed that few of the component items were highly correlated and hence, the elimination of CO4 and CO5 items was done to proceed. Furthermore, the total variance explained stands at 78.32%. According to Sekaran (2000), content validity measures how well the dimensions and elements of the conceptual framework are being represented. Regarding the undertaken research, it was conducted by a properly evaluated questionnaire which was drafted by conducting an extensive literature review.

Convergent validity was established with Kaiser-Meyer-Olkin Measure (KMO) value greater than 0.5 with the significance value of Bartlett's test should be less than 0.05. Additionally, the standard for Average value extracted (AVE) should be greater than 0.5 whereas the Composite Reliability (CR) should be greater than 0.7. The results are shown in Table 1.

Variable	No of items	KMO	Bartlett's test		AVE	CR
			Sig	Chi-square		
Volume	5	0.883	<0.001	1203.804	50.73%	0.71
Reviewer Expertise	4	0.8843	<0.001	1130.091	63.56%	0.80
Usefulness	4	0.847	<0.001	1163.65	71.56%	0.85
Valence	3	0.737	<0.001	577.308	56.43%	0.86
Anonymity	3	0.688	<0.001	511.287	73.96%	0.80
Comprehensiveness	3	0.715	<0.001	543.412	58.99%	0.77
Timeliness	4	0.808	<0.001	971.258	75.01%	0.87
Purchase Intention	5	.845	<0.001	1277.35	50.6%	0.712
Brand Attitude	4	.789	<0.001	953.494	56.43%	0.751

Table 1 Convergent Validity Summary

As per the Fornell-Larcker criterion, the shared variance of each variable, calculated by the squared value of the Pearson correlation test among constructs

should be lower than the AVE on the individual constructs which ensures that the variables satisfy discriminant validity (Sekaran and Bougie, 2017). According to Table 2, AVE for all dimensions is greater than 0.5 and satisfies discriminant validity.

	Correlation with Purchase Intention	Squared Correlation	AVE
Usefulness	0.760	0.578	0.716
Reviewer Expertise	0.684	0.468	0.636
Comprehensiveness	0.753	0.567	0.590
Anonymity	0.497	0.247	0.639
Timeliness	0.704	0.496	0.564
Volume	0.675	0.456	0.507
Valence	0.672	0.452	0.740
Brand Attitude	0.683	0.466	0.564

Table 2 Discriminant Validity Summary

Reliability includes the consistency of results when the research object has been repeatedly measured and it is measured using Cronbach’s alpha (Sekaran and Bougie, 2017). According to Table 3, Cronbach’s Alpha value for all the variables and constructs is greater than 0.7 which fulfils internal consistency and reliability.

Variable/ Construct	No: of Items	Cronbach’s Alpha
Overall Questionnaire	37	0.976
eWOM content	07	0.938
Usefulness	04	0.914
Reviewer Expertise	04	0.915
Comprehensiveness	03	0.883
Anonymity	03	0.830
Timeliness	04	0.888
Volume	05	0.902
Valence	03	0.864
Brand Attitude	04	0.884
Purchase Intention	05	0.888

Table 3 Cronbach's Alpha Summary

The correlation analysis for all the independent variables shows a positive correlation with the dependent variable with a sig value of 0.000 Among them, only usefulness shows a strong positive correlation with purchase intention. The remaining independent variables show a moderate positive correlation as in Table 4.

Two Variables		Pearson Correlation	Relationship
Purchase Intention	Usefulness	.760	Strong positive correlation
	Timeliness	.704	
	Reviewer Expertise	.684	Moderate positive correlation
	Comprehensiveness	.683	
	Anonymity	.497	
	Volume	.675	
	Valence	.672	
	Brand Attitude (Mediating)	.683	

Table 4 Correlation Summary

Regression Analysis

According to the model summary, the adjusted R square value is 0.666 and it indicates that 66.6% of the dependent variable is explained by the concerned independent variables with the mediating impact of brand attitude. The regression model is significant with the sig value (0.001) of the ANOVA calculation. Accordingly, the Sig values of timeliness (0.426) and volume (0.058) are greater than 0.05 which indicates that these variables have an insignificant impact on the switching behaviour. The rest of the independent variables are significant based on the sig value. Therefore, the regression model can be built as below:

$$\text{Customer Purchase Intention (Y)} = \beta_0 + \beta_{US} + \beta_{RE} + \beta_{CO} + \beta_{AN} + \beta_{VA} + \beta_{BA}$$

$$Y = 0.131 + 0.333 US + 0.111RE + 0.176CO - 0.097AN + 0.149VA + 0.106BA$$

Mediation Analysis

In analysing the total effect, the Sig value of the independent variable is 0.001, which indicates that eWOM content has a significant impact on smartphone purchase intention. The direct effect of eWOM content on brand attitude is also significant as the Sig value is 0.001. There is also a significant direct effect of eWOM content and brand attitude on purchase intention, as the Sig value of both variables is less than 0.05. Correspondently, the following summary can be derived as in Figure 2.

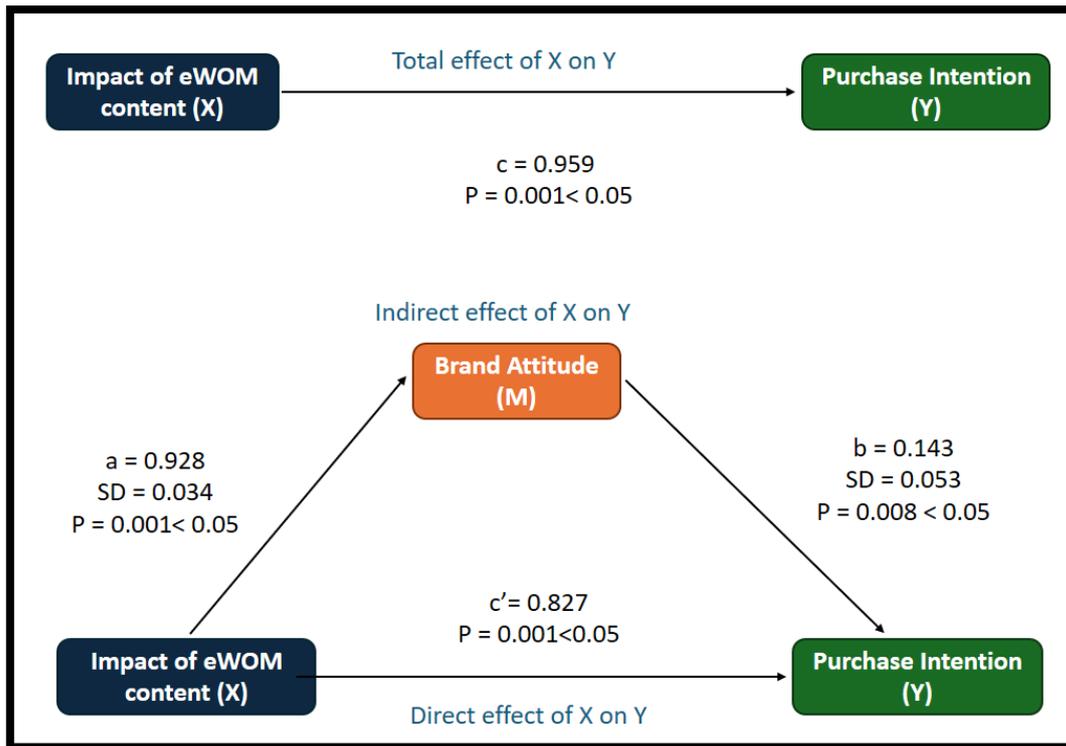


Figure 2 Mediation Analysis Summary

According to the Sobel test, the P value for all test statistics including Sobel (0.00725), Arorian (0.00729) and Goodman (0.00721) is less than 0.05 which indicates that the brand attitude has a significant partial mediation impact on eWOM content and the purchase intention of smartphones.

Based on the above results, hypothesis testing was carried out and is summarised in Table 5

Hypothesis Relationship		Sig value	Decision
H1	eWOM content has a significant impact on the purchase intention	<.001	Accepted
H2	eWOM content has a significant impact on the brand attitude	<.001	Accepted
H3	Brand attitude has a significant impact on the customer purchase intention	0.008	Accepted

H4	Brand attitude significantly mediates the impact of eWOM content on customer purchase intention	0.001	Accepted
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Table 5 Hypothesis Summary

Discussion

The research findings summarise the significance of the partial mediating role of brand attitude and highlight the importance of brand perception in shaping smartphone purchase intention. As the digital landscape continues to evolve, all these insights have important implications for smartphone companies seeking to leverage eWOM content as a strategic tool in their marketing efforts to gain a competitive edge.

Research highlights usefulness as the strongest significant predictor of eWOM content, which has pointed to similar trends across various contexts (Leong et al., 2022). This is important for purchasing smartphones as it offers insights into performance and features. Comprehensiveness has a positive impact on customer purchase intention and information adaptation (Bulut and Karabulut, 2018; Sulthana and Shanmugam, 2019). This study complements past research efforts by establishing the next strongest variable. Valence is another strong significant variable impacting purchase intention with positive eWOM creating trust and negative eWOM reducing it (Ismagilova et al., 2019; Ngarmwongnoi et al., 2020). Reviewer expertise is essential for credibility and authenticity (Chong et al., 2018) and the results are in line with the previous findings (Lis, 2013; Kim et al., 2018).

Reviewer anonymity is the only significant factor with a negative β coefficient. Yet, this paper contributes to the findings of the previous research (Kim et al., 2018; Shabbir-Husain and Varshney, 2022; Erkan, 2016). Timeliness has no significant impact on the purchase intention which surprisingly contradicts existing literature (Albayrak and Ceylan, 2021). This might be due to the fast-evolving nature of Smartphones. Finally, the volume has no impact on purchase intention where, the majority of studies, found inversely (Mehyar et al., 2020; Shabbir-Husain and Varshney, 2022). As the majority of the studies suggest, eWOM has a significant impact on purchase intention as re-confirmed by this study results too (Kamboj et al., 2018; Tjhin and Aini, 2019; Kamil and Albert, 2020). This implies that companies need to consider using eWOM content as a marketing method to reach customers.

Also, the study contributes to the existing findings related to eWOM and brand attitude, where eWOM content can impact on overall brand image of a product negatively or positively (Roy et al., 2019; Kudeshia and Kumar, 2017). Accordingly, companies need to focus on generating positive marketer-generated eWOM content to generate a positive brand attitude. Furthermore, companies need to encourage their customers to post positive eWOM content to ensure authenticity. Moreover, the results show having a positive brand attitude

significantly impacts purchase intention complying with existing results (Cheung and Thadani, 2010; Augusto and Torres, 2018; Voester et al., 2017). Thus, organisations need to foster a positive consumer brand attitude towards their products which then gives a competitive advantage over competitors.

As reflected in the results, apart from the direct impact, brand attitude has shown a significant partial mediation on the impact of eWOM content on purchase intention. Even though previous results do not specifically show this relationship for smartphones, similar has been found for other products and services (Heryana and Yasa, 2020; Kunja et al., 2022).

Managerial Implications

On a managerial level, the findings have direct implications for businesses and marketers. With the wide use of digital marketing, understanding the impact of eWOM content will help companies develop more effective marketing strategies, enabling them to leverage online interactions to drive consumer engagement and sales. The findings suggest marketers to adopt "consumer advocacy" approach, which emphasizes the importance of delivering useful and comprehensive information to consumers. Building good customer relationships and thereby using satisfied customers to promote your brand is a key strategy here. Furthermore, having passionate customer testimonials can greatly affect purchasing decisions and boost sales. The findings indicate, that reviewer anonymity is an important factor that impacts purchase intention. Therefore, this strategy can lead to positive eWOM, ultimately cultivating a favourable attitude toward their brands.

From the findings, marketers need to prioritise the quality, volume and relevance of eWOM content regardless of the recency. Businesses must foster relationships with credible influencers and tech experts owing to the significance of the reviewer's expertise. Also considering the significance of valence and the country context, leveraging positive endorsements and testimonials from existing customers can enhance the credibility of eWOM content to potential consumer's purchase decision-making. Encouraging authentic, positive customer reviews and managing online feedback can enhance brand image.

Limitations and Future Research Direction

One notable limitation was the sample and sample size. While sufficient efforts were made to ensure sample representativeness, the size may not have been sufficient to capture the full diversity of the total smartphone user population in Sri Lanka. This could be enhanced by having a larger sample size that will enhance the generalizability of the findings considering a broader population. Furthermore, the use of cross-sectional design has limited ability to track changes in consumer behaviour or establish causality over time and hence longitudinal study method can be suggested to address this limitation.

Additionally, this study has been conducted solely focusing on the Sri Lankan context which may not be directly comparable with other cultural or socio-economic contexts. In particular, Sri Lanka is a developing country and as well as an economy experiencing an economic recession for some time, the results can be different when considering another country. Conducting comparative research studies across different cultural contexts or geographical regions could help to identify variations in the impact of eWOM on purchase intention, contributing to a more comprehensive understanding of these phenomena.

Lastly, as technology continues to evolve, future research could investigate the impact of emerging trends such as AI-generated eWOM content and fake content on social media channels, on consumer behaviour in the smartphone market. By addressing these avenues for future research, scholars can advance a better understanding of the complex interplay between eWOM and consumer purchase behaviour, ultimately informing more effective marketing strategies and interventions.

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